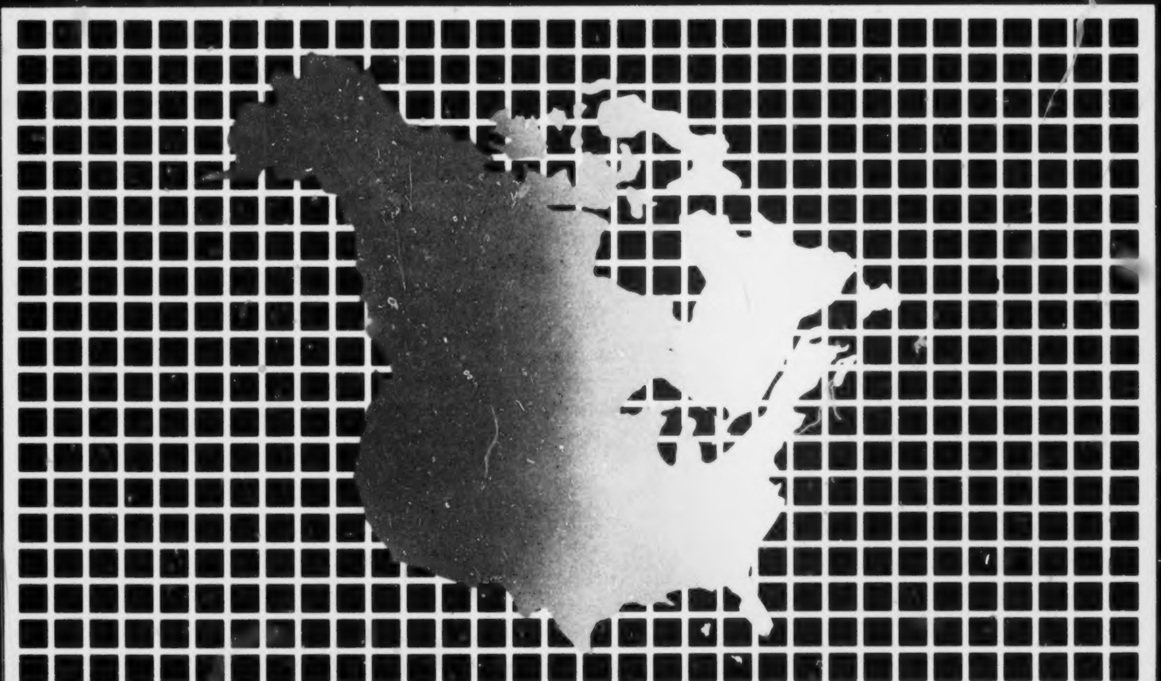
Market Guide



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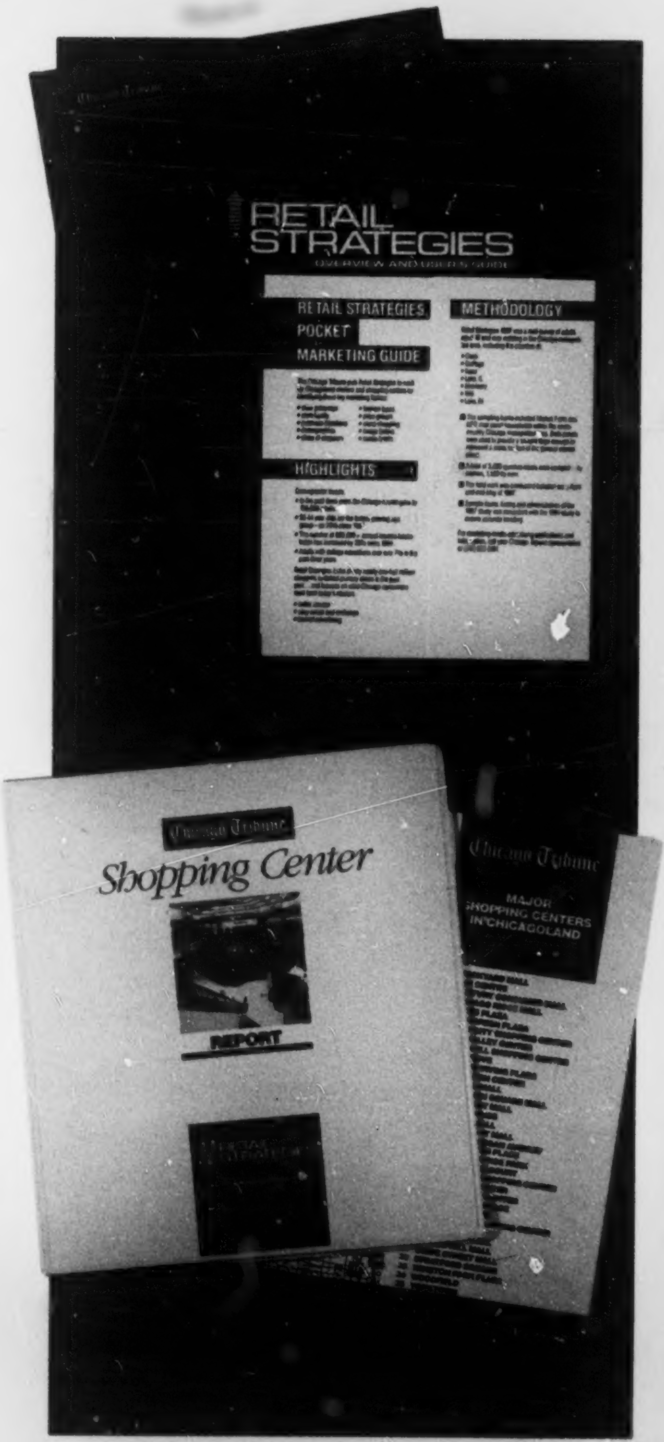
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Chicago Tribune
MAJOR SHOPPING CENTERS IN CHICAGOLAND

Chicago Tribune

The *MARKET GUIDE* has been published annually by the Editor & Publisher Co. since 1924. It is the only publication providing exclusive data on all U.S. and Canadian markets where daily newspapers are published.

1989 MARKET GUIDE

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Changes in the 1989 Market Guide

The recently released 1986 census data from Statistics Canada are included in this year's *Market Guide*, and these figures are used as the basis for new Canadian population estimates.

In the U.S.A. there is a new Metropolitan Statistical Area — Decatur, Alabama — that the Office of Management and Budget has defined as the combination of Morgan and Lawrence Counties. This brings the total number of MSAs to 318.

We have also added to the ranking tables for cities in Section I, and now provide rankings for each of the nine retail categories — lumber/hardware, general merchandise, food, automotive, gasoline, apparel, furniture, eat/drink and drug sales. Before, we only ranked MSAs and counties by all of these categories. Cities were ranked only by population, disposable income, income per household, total retail sales and food sales.

The projections in this *Market Guide* are based on a model developed by Woods & Poole Economics of Washington, D.C. that has been featured repeatedly in *American Demographics* magazine and has been consistently recognized as being one of the most accurate forecasting models available.

Each year, the forecasts are updated using the latest economic indicators provided by the Bureau of Economic Analysis as benchmarks to check previous estimates and make the necessary adjustments in current forecasts.

Data for the heart of the *Market Guide*, the individual 14-point market surveys for each market in the USA and Canada where a daily newspaper is published, provides users with unduplicated information gathered by our staff from many sources, including the daily newspapers serving the market.

Additional information about any of the markets listed may be obtained by contacting the newspaper or newpapers listed in item 14 of each market survey.

This year, we will be conducting a survey among subscribers to determine the extent to which each section of the book is used. Your cooperation in responding to this survey when you receive it will help us serve you better.

Fred Teubner

Ferdinand C. Teubner
Publisher

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SECTION I

1989 Market Rankings

Including Metropolitan Statistical Area definitions and
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How to use the 1989 Editor & Publisher Market Guide

The data in this *MARKET GUIDE* is presented in four sections:

I — Market Ranking Tables

These tables show, ranked by size according to E&P estimates for 1989, the population, disposable income, income per household and total retail sales of all MSAs, PMSAs and the top 250 counties and cities of the U.S. New this year are the ranking tables for the 9 categories that comprise the total retail sales for the top 250 cities.

II — Individual Market Surveys—United States

Facts and figures about all United States daily newspaper markets, listed alphabetically by state and city in the U.S.A., followed by Puerto Rico. The sample survey below shows the information included, and how the data is generally shown. A state map introduces surveys for each state, showing MSAs, PMSAs, CMSAs, county boundaries, location of all daily newspaper cities, and county-seat cities without daily newspapers.

III — Individual Market Surveys—Canada

Facts and figures about all Canadian daily newspaper markets. The map for Canada shows national and provincial capitals, and location of all daily newspaper cities.

IV — Sales, Population and Income Tables

E&P 1989 retail sales estimates, total, and in nine categories with number of stores in each, for all MSAs or PMSAs, U.S. counties and daily newspaper cities. Tables are arranged alphabetically by state (by province in Canada), followed by tables of estimated 1989 population, personal income — total, per capita and per household; also number of farms and value of crops and livestock.

SAMPLE SURVEY

1 - Location of city on map

4 - 1988 estimates of number of households in the community and county

6 - Number of passenger autos

7/8 - Gas and electric meters for CORPORATE LIMITS only

9 - KINDS of industries: NOT names of companies! Number of wage earners, and the average weekly wage for CITY ZONE only

12 - The most important shopping centers, the distance from "Downtown" and the name of principal stores in each shopping center

14 - ABC Statement; Publisher's Statement or Sworn Circulation Statement; VAC or CAC.

1 - LOCATION: Seminole County (In Orlando MSA) E&P Map D-2. County Seat. 39 mi. from Walt Disney World I-4. Light industry, tourist, citrus, truck ctr. 19 mi. N of Orlando on 17, 92, I-4; U.S. Hwys. 17, 92, State Hwys. 46, 415, I-4.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Motor Freight Carriers-8.
Barges-From Jacksonville to Port of Sanford on inland waterway.
Intercity Bus Lines-City; Greyhound; Tamiami Trail Tours.

3 - POPULATION:
Corp. City 80 Cen. 23,176; E&P 88 Est. 32,166
MSA 80 Cen. 700,699; E&P 88 Est. 940,731
County 80 Cen. 179,752; E&P 88 Est. 259,456
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,355; E&P 88 Est. 12,115
County 80 Cen. 63,247; E&P 88 Est. 94,895
MSA 80 Cen. 252,847; E&P 88 Est. 354,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$194,066,390
Savings & Loan	2	(incl. above)

6 - PASSENGER AUTOS: County 164 819

7 - ELECTRIC METERS: County 76,323

8 - GAS METERS: Residence 4,100

9 - PRINCIPAL INDUSTRIES: Knit Goods; Boats; Electronics; Aluminum Prods.; Mobile Homes; (120 industries).

10 - CLIMATE: Min. & Max. Temp.-Spring 59-82; Summer 73-94; Fall 60-89; Winter 51-78. First killing frost, Dec. 23; last killing frost, Jan. 28.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Downtown Shopping**-6 blocks 1st St., including 4 unit Winn-Dixie shpg. ctr. Sanford Plz. 3 mi. S. 26 units, including JCPenney, McCrory. 2 mi. S; Pinecrest Ctr., 3 units, 2 1/2 mi. S; Fairway Ctr., 4 units, 2 1/2 mi. S; Zayre Plz., 3 mi. S.; K mart 3 mi. S., 20 units, Revco Drug, Winn-Dixie, 6 mi; Seminole Ctr., 30 units, including Wal-mart, Eckerd & Publix.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Deltona(18)	9	Winn-Dixie
Longwood(10)	9	Winn-Dixie
Seminole(28)	11	Publix, Natl. Fab.
K mart(7)	2	K mart

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores open evenings and Sunday-JCPenney, Zayre, Wal-Mart; Luria's; McDuff's; K mart. Most groceries & drugs.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Garett's; Jacobson's.
Discount Stores-Zayre; K mart; Wal-Mart.
Variety Stores-McCrory's 2; Family Dollar; Dollar General.
Chain Drug Stores-Eckerd; Rite Aid; Medco; Revco; Rexall; Walgreens; Wal-Mart.
Chain Supermarkets-Winn-Dixie 3; Publix; Albertson's.

14 - NEWSPAPERS: HERALD (e-mon to fri) 8,307 (S) 8,307; sworn Sept. 30, 1988.
Local Contact for Advertising and Merchandising Data: Mel Adkins, Adv. Dir., HERALD, 300 N French Ave., Sanford, FL 32771; Tel. (305) 322-2611.
National Representative: Landon Associates.

2 - Railroads, inter-city bus lines, motor freight and airlines available to the community

3 - 1988 local population estimates of your community and county

5 - Number of banks in the City Zone, with the latest available totals of deposits

10 - Minimum and maximum temperatures during the year

11 - Kinds of tap water

13 - Retail stores in these categories which are located in the City Zone, plus the number of chain stores

14 - Name and title of the person on the newspaper to be contacted by advertising prospects for information

GENERAL INDEX

All sections are arranged alphabetically by state and city for U.S. and by province and city for Canada. Individual market survey data are indicated in boldface type, with the survey paragraph number following the subject. Page indices for Section II, III and IV appear on dividers preceding those sections.

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COLO.
KAN.
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KY.
CALIF.
N.C.
TENN.
OKLA.
ARK.
S.C.
ARIZ.
N.M.
MISS.
ALA.
GA.
TEX.
LA.
HAWAII
FLA.

DEFINITIONS AND NOTES

ABC—Adjacent to certain population figures and newspaper circulations in the surveys in this book are references to the Audit Bureau of Circulations. The ABC issues standardized statements of the circulation of publisher members, verifies the figures shown in these statements by auditor's examination and disseminates the circulation data to advertisers, advertising agencies and publishers.

Each publisher's statement and audit report issued to members covers the quantity, quality, distribution of circulation and circulation methods.

ADVERTISING & MERCHANDISING DATA—The daily newspaper is the prime source of information on local conditions in each of the newspaper market areas. The name, address and telephone number of people able to supply more information about these areas appear in paragraph 14 of each survey.

CIRCULATION FIGURES—The March 1987 figures appear in most of the surveys. Where March 1987 figures are not available, proper notation is made. Also indicated with the figure is whether the circulation is verified by ABC (Audit Bureau of Circulations), VAC (Verified Audit Circulation), CAC (Certified Audit of Circulations), or CPVS (Community Papers Verification Service) or comes from a sworn statement by the publisher of the newspaper.

CITY ZONE (CZ)—The corporate limits of the city in which the newspaper is published, plus in some cases, the contiguous areas built up adjacent to or surrounding the city of publication. This could also include more than one city, where the areas involved are contiguous areas.

CONSOLIDATED METROPOLITAN STATISTICAL AREA (CMSA)—The larger geographical area of which Primary Metropolitan Statistical Areas are components. CMSA's are designated and defined by the Office of Federal Statistical Policy and Standards, U.S. Department of Commerce. A complete list of these areas appears on the following pages.

CONSUMER SPENDABLE INCOME—See "Disposable Personal Income" below.

DISPOSABLE PERSONAL INCOME—Sometimes referred to as 'Effective Buying Income" or "Consumer Spendable Income," is equal to current income received individuals, unincorporated business and non-profit institutions, from all sources. It includes all that is received as wages, salaries and commissions, including pensions, trust and welfare funds, labor, farm, non-farm, professional, rental, dividends, personal interest and transfer payments after taxes.

The amounts usually deducted for income, property, and other taxes not deductible as business expenses, as well as other general government revenues, such as fines, penalties, and so on, have been subtracted.

EFFECTIVE BUYING INCOME—See "Disposable Personal Income" above.

ESTIMATES—Figures on which estimates are based are always U.S. Government figures (U.S. Census) or in Canada, the latest available Census figures from Statistics Canada. Any other figures are either identified as to source or are considered "local estimates."

FARM DATA—County Data: The figures used in these tables for the counties are the latest released by the U.S. Department of Agriculture. The most recent agriculture census was made in 1982.

State Data: State totals of crops and livestock are released annually by the U.S. Department of Agriculture. State totals used in these tables are from the most recent USDA Statistical Bulletin. Footnotes at the bottom of each table show the year and source of data.

HOUSEHOLDS—Not to be confused with "families." The term "household" corresponds to "private dwelling unit" as defined in the Census Bureau's current operations, which would include all persons occupying a house or an apartment together.

INCOME PER HOUSEHOLD (DISPOSABLE INCOME)—The total average income earned or received by each household with direct or indirect taxes deducted.

METROPOLITAN STATISTICAL AREA (MSA)—A large population nucleus with adjacent communities which have a high degree of economic and social integration within that nucleus. Metropolitan Statistical Areas are designated and defined by the Office of Federal Statistical Policy and Standards, U.S. Department of Commerce. A complete list of these areas, with explanation of the standards applied to their designation, appears in the following pages.

NEIGHBORHOOD SHOPPING AREA (OR DISTRICT)—Indicates specific street locations of active retail trade.

NEWSPAPER DESIGNATED MARKET (NDM)—The geographical area which a newspaper considers to be the market it serves. Publisher members have the option of reporting circulation according to just the new NDM or in combination with a City Zone and/or Retail Trading Zone figure.

PASSENGER AUTOS—These figures are obtained from the various state departments of motor vehicles, where available, and generally on a county basis. However, in some states, no county breakdown is available. Motor vehicle figures in Canada are obtained from the Transportation and Communications Division of Statistics Canada.

PERSONAL INCOME—See "Disposable Personal Income" above.

PRIMARY METROPOLITAN STATISTICAL AREA (PMSA)—A Metropolitan Statistical Area (MSA) of more than 1 million population which meets additional social and economic requirements and, together with one or more other PMSAs, forms a Consolidated Metropolitan Statistical Area (CMSA). For more information, see explanation on following pages.

RETAIL SALES ESTIMATE TABLES—Based upon the lastest available (1982) U.S. Department of Commerce Census of Retail Sales, brought up-to-date, with considerations given to conditions and developments since the Census figures were collected.

Sales and "Kinds of Retail Stores" (as well as estimates) are reported as in the Bureau of Census reports, by type of store in which the sales are made (using the Standard Industrial Classification Manual codes and descriptions, all listed in this volume) rather than by the products sold. For example, many non food items are sold in food stores.

The sum of the nine types of stores will not add up to the total of retail sales estimates for each area since there is also a miscellaneous classification of stores not included in these tables.

In some areas (cities or counties), retail sales per household exceed the figures shown for total income per household. This is because of the influence or attraction an area may have on the shopping patterns or habits of those who live adjacent to or outside it.

RETAIL TRADING ZONE (RTZ)—The area beyond the City Zone whose residents regularly trade to an important degree with the retail merchants in the City Zone. In establishing the boundaries of the RTZ, consideration is given to the transportation facilities, traffic flow, traveling time and schedules by both public facilites, private cars and common carriers; as well as charge accounts, phone orders and regular delivery service from the central or City Zone to the outlying areas.

SHOPPING CENTER—The term is intended to apply to developments with a number and a variety of stores, including chains, supermarkets or banks, with extensive parking facilities, and located on or near a main highway.

STATISTICS CANADA—Canadian Government agency in Ottawa reponsible for all official statistics covering population, retail sales, etc.

STORES—Stores are typed according to the definition of the 1982 U.S. Census of Business (Retail Trade) which use the Standard Industrial Classification Manual codes and descriptions.

SUPERMARKET—This term involves these three conditions: annual sales volume of at least $1 million; four departments — dairy, meat, produce and groceries; and a grocery department that is entirely self-service.

RETAIL SALES ESTIMATES

The basis for kind-of-business classifications used in the *Editor & Publisher Market Guide* is the same as that used by the U.S. Department of Commerce in the Census of Retail Trade. This follows the Standard Industrial Classification (SIC) Manual (Executive Office of the President, Office of Management and Budget, Standard Industrial Classification Manual, 1972.)

The 1982 Census of Retail Sales conducted by the U.S. Department of Commerce was a gigantic task and required considerable time for evaluation and tabulation. The 1982 Census is the basis for the Retail Sales Estimates included in the 1989 edition. However, strict comparison of the data for both the 1977 and 1982 census is limited by the following factors:

Geographic boundaries of a number of areas for which data are shown in the 1982 census are not the same as in the 1977 census because of annexations, other boundary changes, redefinitions of SMSA's, and changes in qualifying criteria since 1977. For 1982, data for census-defined, unincorporated places are no longer shown separately but are included as part of the "remainder of county" statistics.

In the 1977 census, and prior to that, the combined data for all establishments were presented for selected kind-of-business classifications, including all 2-digit major industry groups. For these, data for nonemployer firms were obtained from administrative records of the Internal Revenue Service (IRS) based on business tax returns. For 1982, data for nonemployers and combined data for all establishments are presented only at the retail trade total level for all geographic areas.

For your quick reference, we provide a complete list of the major group classifications of stores included in the Tables of Estimated Retail Sales in Section IV; the Miscellaneous Retail Stores category in this list is not included in the Tables. Numbers following names are SIC codes; PT following the SIC codes refers to "part"; n.e.c. refers to "not elsewhere classified."

Apparel and Accessories

Men's and boys' clothing and furnishings stores (5561)
Women's ready-to-wear stores (5621)
Millinery stores (5631 PT)
Corset and lingerie stores (5631 PT)
Other women's accesory, specialty stores (5631 PT)
Children's and infant's wear shoes (5641)
Family clothing stores (5651)
Men's shoe stores (5661 PT)
Women's shoe stores (5661 PT)
Children's and juveniles' shoe stores (5661 PT)
Family shoe stores (5661 PT)
Furriers and fur shops (5681)
Miscellaneous apparel and accessory stores (5699)

Automotive Dealers

Dealers with domestic car franchise only (5511 PT)
Dealers with imported car franchise only (5511 PT)
Dealers with domestic, import car franchises (5511 PT)
Used-car dealers (5521)
Tire battery, and accessory dealers (5531 PT)
Other auto and home supply stores (5531 PT)
Boat dealers (5511)
Recreational and utitlity trailer dealers (5561)
Motorcycle dealers (5571)
Automotive dealers, n.e.c. (5599)

Drug Stores

Drug stores (5912 PT)
Proprietary stores (5912 PT)

Eating and Drinking Places

Restaurants and lunchrooms (5812 PT)
Social caterers (5812 PT)
Cafeterias (5812 PT)
Refreshment places (5812 PT)
Contract feeding (5812 PT)
Ice Cream, frozen custard stands (5812 PT)
Drinking places (alcoholic beverages) (5813)

Food

Grocery stores (5441)
Freezer and locker meat provisioners (5422)
Meat market (5423 PT)
Fish (seafood) markets (5423 PT)
Fruit stores and vegetable markets (5431)
Candy, nut and confectionery stores (5411)
Dairy products stores (5451)
Retail bakeries—baking and selling (5462)
Retail bakeries—selling only (5463)
Miscellaneous food stores (5499)

Furniture, Home Furnishing and Equipment

Furniture stores (5712)
Floor covering stores (5713)
Drapery, curtain and upholstery stores (5714)
Miscellaneous home furnishing stores (5719)
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Record shops (5733 PT)
Musical instrument stores (5733 PT)

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Gasoline service stations (5541)

General Merchandise

Department stores (5311)
Variety stores (5331)
Miscellaneous general merchandise stores (5399)

Lumber, Hardware

(Building Materials, Hardware, Garden Supply, and Mobile Home Dealers)

Lumber and other building material dealers (5211)
Paint, glass and wallpaper stores (5231)
Hardware stores (5251)
Retail nurseries, lawn and garden supply stores (5261)
Mobile home dealers (5271)

Miscellaneous Retail

Liquor stores (5921)
Used merchandise stores (5931)
General-line sporting goods stores (5941 PT)
Specialty-line sporting goods stores (5941 PT)
Book stores (5942)
Stationery stores (5943)
Jewelry stores (5944)
Hobby, toy and game shops (5945)
Camera and photographic supply stores (5946)
Gift, novelty and souvenir shops (5947)
Luggage and leather goods stores (5948)
Sewing, needlework and piece goods stores (5949)
General merchandise, n.e.c. — mail order (5961 PT)
Other mail order houses (5961 PT)
Automatic merchandising machine operators (5962)
Furniture, home furnishings, equipment — direct selling (5963 PT)
Mobile food service — direct selling (5963 PT)
Other direct selling (5963 PT)
Fuel and ice dealers, n.e.c. (5982)
Fuel-oil dealers (5983)
Liquefied petroleum gas (bottled gas) dealers (5984)
Florists (5992)
Cigar stores and stands (5993)
News dealers and newsstands (5994)
Pet shops (5999)
Typewriter stores (5999 PT)
Optical goods stores (5999 PT)
Other retail stores, n.e.c. (5999 PT)

METROPOLITAN STATISTICAL AREAS
(MSAs, PMSAs and CMSAs)

METROPOLITAN STATISTICAL AREAS are defined according to a set of detailed standards prepared by the Federal Committee on MSAs which advises the Office of Management and Budget. These standards are periodically reviewed in connection with each Decennial Census of Population.

The general concept underlying the MSA is that of a geographic area consisting of a large population nucleus together with adjacent communities which have a high degree of economic and social integration with that nucleus.

An MSA includes one city of at least 50,000 or more inhabitants *or* an urbanized area of at least 50,000 with total metropolitan population of at least 100,000. MSAs are defined in terms of entire counties; each MSA has one or more central counties, containing the area's main population concentration. In addition to the county (or counties) containing the main city (or cities), an MSA may also include outlying counties which have close economic and social relationships with the central counties. Such counties must meet certain standards regarding "metropolitan character," such as population density, and must have a specified level of commuting to the central county(ies). For example, counties with a commuting rate of 50 percent or more must have a population density of at least 25 persons per square mile. When the commuting rate is lower than this, the density requirement proportionately increases.

In the six New England states, however, MSAs are defined in terms of cities and towns rather than entire counties. Because smaller areas are used, the total MSA population requirement is reduced from 100,000 to 75,000.

The official title of an MSA always includes the state or states into which it extends and the name of the largest city in that MSA. It might include several cities — as many as three — all dependant upon relative and minimum populations of the central city and other cities in the MSA. When more than one city appears in the MSA title, they are usually ordered by their relative populations.

In total, there are 265 recognized MSAs and 21 CMSAs, consisting of 73 PMSAs. Most MSA definitions are not subject to change until after the next national census. However, a few new MSAs may be added each year, usually because additional cities have reached the 50,000 population level according to official population estimates.

An area with more than 1 million population may be defined as a **PRIMARY METROPOLITAN STATISTICAL AREA**. A PMSA is a large urbanized county or a cluster of counties that exhibit very strong social and economic links. Local opinion, obtained through Congressional delegation, is also a very strong factor in determining if an area will be designated a PMSA. The specific standards for defining PMSAs are as follows:

1. The area must include at least one county that has a population of more than 100,000;
2. At least 60 percent of this county's population must be classified as urban;
3. Less than 50 percent of its workers commute to jobs outside of the county.

The larger area of which all PMSAs are component parts is defined as a **CONSOLIDATED METROPOLITAN STATISTICAL AREA**.

MSAs in New England have been combined to form **NEW ENGLAND COUNTY METROPOLITAN STATISTICAL AREAS (NECMSA)**.

The complete criteria used in defining metropolitan statistical areas can be obtained directly fom the Office of Federal Statistical Policy and Standards, U.S. Department of Commerce, Washington, D.C. 20230.

METROPOLITAN STATISTICAL AREAS
(In alphabetical order by city)

Abilene, TX
(MSA)
Taylor County

Aguadilla, PR
(MSA)
Aguada Municipio
Aguadilla Municipio
Isabela Municipio
Moca Municipio

Akron, OH
(PMSA)
Portage County
Summit County
see also Cleveland-Akron-Lorain, OH CSMA.

Albany, GA
(MSA)
Dougherty County
Lee County

Albany-Schenectady-Troy, NY
(MSA)
Albany County
Greene County
Montgomery County
Rensselaer County
Saratoga County
Schenectady County

Albuquerque, NM
(MSA)
Bernalillo County

Alexandria, LA
(MSA)
Rapides Parish

Allentown-Bethlehem, PA-NJ
(MSA)
Carbon County, PA
Lehigh County, PA
Northampton, PA
Warren County, NJ

Altoona, PA
(MSA)
Blair County

Amarillo, TX
(MSA)
Potter County
Randall County

Anaheim-Santa Ana, CA
(PMSA)
Orange County
see also Los Angeles-Anaheim-Riverside,CA CSMA.

Anchorage, AK
(MSA)
Anchorage Borough

Anderson, IN
(MSA)
Madison County

Anderson, SC
(MSA)
Anderson County

Ann Arbor, Mich.
Washtenaw County
see also Detroit-Ann Arbor, Mich. CSMA.

Anniston, AL
(MSA)
Calhoun County

Appleton-Oshkosh-Neenah, WI
(MSA)
Calumet County
Outagamie County
Winnebago County

Arecibo, PR
(MSA)
Arecibo Municipio
Camuy Municipio
Hatillo Municipio
Quebradillas Municipio

Asheville, NC
(MSA)
Buncombe County

Athens, GA
(MSA)
Clarke County
Jackson County
Madison County
Oconee County

Atlanta, GA
(MSA)
Barrow County
Butts County
Cherokee County
Clayton County
Cobb County
Coweta County
De Kalb County
Douglas County
Fayette County
Forsyth County
Fulton County
Gwinnett County
Henry County
Newton County
Paulding County
Rockdale County
Spalding County
Walton County

Atlantic City, NJ
(MSA)
Atlantic County
Cape May County

Augusta, GA-SC
(MSA)
Columbia County, Ga.
McDuffie County, GA
Richmond County, Ga.
Aiken County, SC

Aurora-Elgin, IL
(PMSA)
Kane County
Kendall County
see also Chicago-Gary Lake County, IL-IN-WI CMSA.

Austin, TX
(MSA)
Hays County
Travis County
Williamson County

Bakersfield, CA
(MSA)
Kern County

Baltimore, MD
(MSA)
Anne Arundel County
Baltimore County
Carrol County
Harford County
Howard County
Queen Anne's County
Baltimore city

Banger, ME
(MSA)
●Penobscot County:Bangor, Brewer, Eddington, Glenburn, Hampden, Hermon, Holden, Kenduskeag, Old Town City, Orono, Orrington, Veazie; Penobscot Indian Island Indian Reservation.
●Waldo County: Winterport town.

Baton Rouge, LA
(MSA)
Ascension Parish
East Baton Rouge Parish
Livingston Parish
West Baton Rouge Parish

Battle Creek, MI
(MSA)
Calhoun County

Beaumont-Port Arthur, TX
(MSA)
Hardin County
Jefferson County
Orange County

Beaver County, PA
(PMSA)
Beaver County
see also Pittsburgh-Beaver Valley, PA CMSA.

Bellinham, WA
(MSA)
Whatcom County

Benton Harbor, MI
(MSA)
Berrien County

Bergen-Passaic, NJ
(PMSA)
Bergen County
Passaic County
see also New York-Northern New Jersey-Long Island, NY-NJ-CT CMSA.

Billings, MT
(MSA)
Yellowstone County

Biloxi-Gulfport, MS
(MSA)
Hancock County
Harrison County

Binghamton, NY
(MSA)
Broome County
Tioga County

Birmingham, AL
(MSA)
Blount County
Jefferson County
St. Clair County
Shelby County
Walker County

Bismarck, ND
(MSA)
Burleigh County
Morton County

Bloomington, IN
(MSA)
Monroe County

Bloomington-Normal, IL
(MSA)
McLean County

Boise City, ID
(MSA)
Ada County

Boston, MA
(PMSA)
●Bristol County: Mansfield, Norton and Raynham towns.
●Essex County: Lynn city; Lynnfield, Nahant and Saugus towns.
●Middlesex County: Cambridge, Everett, Malden, Marlborough, Medford, Melrose, Newton, Somerville, Waltham and Woburn cities; Acton, Arlington, Ashland, Ayer, Bedford, Belmont, Boxborough, Burlington, Carlisle, Concord, Framingham, Groton, Holliston,Hopkinton, Hudson, Lexington, Lincoln, Littleton, Maynard, Natick, North Reading, Reading, Sherbon, Shirley, Stoneham, Stow, Sudbury, Townsend, Wakefield, Watertown, Wayland, Weston, Wilmington and Winchester towns.
●Norfolk County: Quincy city; Belingham, Braintree, Brookline, Canton, Cohasset, Dedham, Dover, Foxborough, Franklin, Holbrook, Medfield, Medway, Millis, Milton, Needham, Norfolk, Norwood, Randolph, Sharon, Stoughton, Walpole, Wellesley, Westwood, Weymouth, and Wrentham towns.
●Plymouth County: Carver, Duxbury, Hanover, Hanson, Hingham, Hull, Kingston, Lakeville, Marshfield, Middleborough, Norwell, Pembroke, Plymouth, Plympton, Rockland and Scituate towns.
●Suffolk County: Boston, Chelsea and Revere cities; Winthrop town.
●Worcester County: Berlin, Bolton, Harvard, Hopedale, Lancaster, Mendon, Milford, Southborough and Upton towns.
see also Boston-Lawrence-Salem, MA-NH CMSA.

Boulder-Longmont, CO
(PMSA)
Boulder County
see also Denver-Boulder, CO CMSA.

Bradenton, FL
(MSA)
Manatee County

Brazoria, TX
(PMSA)
Brazoria County
see also Houston-Galveston-Brazoria, TX CSMA.

Bremerton, WA
(MSA)
Kitsap County

Bridgeport-Milford, CT
(PMSA)
●Fairfield County: Bridgeport and Shelton cities; Easton, Fairfield, Monroe, Stratford and Trumbull towns.
●New Haven County: Ansonia, Derby and Milford cities; Beacon Falls, Oxford and Seymour towns.
see also New York-Northern New Jersey-Long Island, NY-NJ-CT CMSA.

Bristol, CT
(PMSA)
●Hartford County: Bristol city; Burlington town.
●Litchfield County: Plymouth town.
see also Hartford-New Britain-Middleton, CT CMSA.

Brockton, MA
(PMSA)
●Bristol County: Easton town.
●Norfolk County: Avon town.
●Plymouth County: Brockton city; Abington, Bridgewater, East Bridgewater, Halifax, West Bridgewater and Whitman towns.
see also Boston-Lawrence-Salem, MA-NH CMSA.

Brownsville-Harlingen, TX
(MSA)
Cameron County

Bryan-College Station, TX
(MSA)
Brazos County

Buffalo, NY
(PMSA/CMSA)
Erie County
see also Buffalo-Niagara Falls, NY CMSA.

Burlington, NC
(MSA)
Alamance County

Burlington, VT
(MSA)
●Chittenden County: Burlington, South Burlington and Winooski cities; Charlotte, Colchester, Essex, Hinesburg, Jericho, Milton, Richmond, St. George, Shelburne and Williston towns.
●Franklin County: Georgia town.
●Grand Isle County: Grand Isle and South Hero towns.

Caguas, PR
(PMSA)
Aguas Buenas Municipio
Caguas Municipio
Cayey Municipio
Cidra Municipio
Gurabo Municipio
San Lorenzo Municipio
see also San Juan-Caguas, PR CMSA.

Canton, OH
(MSA)
Carroll County
Stark County

Casper, WY
(MSA)
Natrona County

Cedar Rapids, IA
(MSA)
Linn County

Champaign-Urbana-Rantoul, IL
(MSA)
Champaign County

Charleston, SC
(MSA)
Berkeley County
Charleston County
Dorchester County

Charleston, WV
(MSA)
Kanawha County
Putman County

Charlotte-Gastonia-Rock Hill, NC-SC
(MSA)
Carbarrus County, NC
Gaston County, NC
Lincoln County, NC
Mecklenburg County, NC
Rowan County, NC
Union County, NC
York County, SC

Charlottesville, VA
(MSA)
Albemarle County
Fluvanna County
Greene County
Charlottesville City

Chattanooga, TN-GA
(MSA)
Hamilton County, TN
Marion County, TN
Sequatchie County, TN
Catoosa County, GA
Dade County, GA
Walker County, GA

Cheyenne, WY
(MSA)
Laramie County

Chicago, IL
(PMSA/CMSA)
Cook County
DuPage County
McHenry County
see also Chicago-Gary Lake County CMSA.

Chico, CA
(MSA)
Butte County

Cincinnati, OH-KY-IN
(PMSA)
Clermont County, OH
Hamilton County, OH
Warren County, OH
Boone County, KY
Campbell County, KY
Kenton County, KY
Dearborn County, IN
see also Cincinnati-Hamilton CMSA.

Clarksville-Hopkinsville, TN-KY
(MSA)
Montgomery County, TN
Christian County, KY

Cleveland, OH
(PMSA/CMSA)
Cuyahoga County
Geauga County
Lake County
Medina County
see also Cleveland-Akron-Lorain, OH CMSA.

Colorado Springs, CO
(MSA)
El Paso County

Columbia, MO
(MSA)
Boone County

Columbia, SC
(MSA)
Lexington County
Richland County

Columbus, GA-AL
(MSA)
Chattahochee County, GA
Muscogee County, GA
Russell County, AL

Columbus, OH
(MSA)
Delaware County
Fairfield County
Franklin County
Licking County
Madison County
Pickaway County
Union County

Corpus Christi, TX
(MSA)
Nueces County
San Patricio County

Cumberland, MD-WV
(MSA)
Alleghany County, MD
Mineral County, WV

Dallas, TX
(PMSA/CMSA)
Collin County
Dallas County
Denton County
Ellis County
Kaufman County
Rockwall County
see also Dallas-Fort Worth CMSA.

Danbury, CT
(PMSA)
●Fairfield County: Danbury city; Bethel, Brookfield, New Fairfield, Newton, Redding, Ridgefield and Sherman towns.
●Lichtfield County: Bridgewater and New Milford towns.
see also New York, Northern New Jersey-Long Island CMSA.

Danville, VA
(MSA)
Pittsylvania County
Danville City

Davenport-Rock Island-Moline, IA-IL
(MSA)
Scott County, IA
Henry County, IL
Rock Island County, IL

Dayton-Springfield, OH
(MSA)
Clark County
Greene County
Miami County
Montgomery County
see also Dayton-Springfield, OH CMSA.

Daytona Beach, FL
(MSA)
Volusia County

Decatur, AL
(MSA)
Lawrence County
Morgan County

Decatur, IL
(MSA)
Macon County

Denver, CO
(PMSA)
Adams County
Arapahoe County
Denver County
Douglas County
Jefferson County
see also Denver-Boulder CMSA.

Des Moines County, IA
(MSA)
Dallas County
Polk County
Warren County

Detroit, MI
(PMSA)
Lapeer County
Livingston County
Macomb County
Monroe County
Oakland County
St. Clair County
Wayne County
see also Detroit-Ann Arbor, MI CMSA.

Dothan, AL
(MSA)
Dale County
Houston County

Dubuque, IA
(MSA)
Dubuque County

Duluth, MN-WI
(MSA)
St. Louis County, MN
Douglas County, WI

Eau Claire, WI
(MSA)
Chippewa County
Eau Claire County

El Paso, TX
(MSA)
El Paso County

Elkhart-Goshen, IN
(MSA)
Elkhart County

Elmira, NY
(MSA)
Chemung County

Enid, OK
(MSA)
Garfield County

Erie, PA
(MSA)
Erie County

Eugene-Springfield, OR
(MSA)
Lane County

Evansville, IN-KY
(MSA)
Posey County, IN
Vanderburgh County, IN
Warrick County, IN
Henderson County, KY

Fall River, MA-RI
(PMSA)
●Bristol County, MA: Fall River city; Somerset Swansea and Westport towns.
●Newport County, RI: Little Compton and Tiverton towns.
see also Providence-Pawtucket-Fall River CMSA.

Fargo-Moorhead, ND-MN
(MSA)
Cass County, ND
Clay County, MN

Fayetteville, NC
(MSA)
Cumberland County

Fayetteville-Springdale, AR
(MSA)
Washington County

Fitchburg-Leominster, MA
(MSA)
●Middlesex County: Ashby town.
●Worcester County: Fitchburg and Leominster cities; Ashburnham, Lunenburg and Westminster towns.

Flint, MI
(MSA)
Genesee County

Florence, AL
(MSA)
Colbert County
Lauderdale County

Florence, SC
(MSA)
Florence County

Fort Collins-Loveland, CO
(MSA)
Larimer County

Fort Lauderdale-Hollywood-Pompano Beach, FL
(PMSA)
Broward County
see also Miami-Fort Lauderdale CMSA.

Fort Myers-Cape Coral, FL
(MSA)
Lee County

Fort Pierce, FL
(MSA)
Martin County
St. Lucie County

Bismarck, ND
(MSA)
Burleigh County
Morton County

Bloomington, IN
(MSA)
Monroe County

Bloomington-Normal, IL
(MSA)
McLean County

Boise City, ID
(MSA)
Ada County

Boston, MA
(PMSA)
●Bristol County: Mansfield, Norton and Raynham towns.
●Essex County: Lynn city; Lynnfield, Nahant and Saugus towns.
●Middlesex County: Cambridge, Everett, Malden, Marlborough, Medford, Melrose, Newton, Somerville, Waltham and Woburn cities; Acton, Arlington, Ashland, Ayer, Bedford, Belmont, Boxborough, Burlington, Carlisle, Concord, Framingham, Groton, Holliston, Hopkinton, Hudson, Lexington, Lincoln, Littleton, Maynard, Natick, North Reading, Reading, Sherbon, Shirley, Stoneham, Stow, Sudbury, Townsend, Wakefield, Watertown, Wayland, Weston, Wilmington and Winchester towns.
●Norfolk County: Quincy city; Belingham, Braintree, Brookline, Canton, Cohasset, Dedham, Dover, Foxborough, Franklin, Holbrook, Medfield, Medway, Millis, Milton, Needham, Norfolk, Norwood, Randolph, Sharon, Stoughton, Walpole, Wellesley, Westwood, Weymouth, and Wrentham towns.
●Plymouth County: Carver, Duxbury, Hanover, Hanson, Hingham, Hull, Kingston, Lakeville, Marshfield, Middleborough, Norwell, Pembroke, Plymouth, Plympton, Rockland and Scituate towns.
●Suffolk County: Boston, Chelsea and Revere cities; Winthrop town.
●Worcester County: Berlin, Bolton, Harvard, Hopedale, Lancaster, Mendon, Milford, Southborough and Upton towns.
see also Boston-Lawrence-Salem, MA-NH CMSA

Boulder-Longmont, CO
(PMSA)
Boulder County
see also Denver-Boulder, CO CMSA

Bradenton, FL
(MSA)
Manatee County

Brazoria, TX
(PMSA)
Brazoria County
see also Houston-Galveston-Brazoria, TX CSMA

Bremerton, WA
(MSA)
Kitsap County

Bridgeport-Milford, CT
(PMSA)
●Fairfield County: Bridgeport and Shelton cities; Easton, Fairfield, Monroe, Stratford and Trumbull towns.
●New Haven County: Ansonia, Derby and Milford cities; Beacon Falls, Oxford and Seymour towns.
see also New York-Northern New Jersey-Long Island, NY-NJ-CT CMSA

Bristol, CT
(PMSA)
●Hartford County: Bristol city; Burlington town.
●Litchfield County: Plymouth town.
see also Hartford-New Britain-Middleton, CT CMSA

Brockton, MA
(PMSA)
●Bristol County: Easton town.
●Norfolk County: Avon town.
●Plymouth County: Brockton city; Abington, Bridgewater, East Bridgewater, Halifax, West Bridgewater and Whitman towns.
see also Boston-Lawrence-Salem, MA-NH CMSA

Brownsville-Harlingen, TX
(MSA)
Cameron County

Bryan-College Station, TX
(MSA)
Brazos County

Buffalo, NY
(PMSA/CMSA)
Erie County
see also Buffalo-Niagara Falls, NY CMSA

Burlington, NC
(MSA)
Alamance County

Burlington, VT
(MSA)
●Chittenden County: Burlington, South Burlington and Winooski cities; Charlotte, Colchester, Essex, Hinesburg, Jericho, Milton, Richmond, St George, Shelburne and Williston towns.
●Franklin County: Georgia town.
●Grand Isle County: Grand Isle and South Hero towns.

Caguas, PR
(PMSA)
Aguas Buenas Municipio
Caguas Municipio
Cayey Municipio
Cidra Municipio
Gurabo Municipio
San Lorenzo Municipio
see also San Juan-Caguas, PR CMSA

Canton, OH
(MSA)
Carroll County
Stark County

Casper, WY
(MSA)
Natrona County

Cedar Rapids, IA
(MSA)
Linn County

Champaign-Urbana-Rantoul, IL
(MSA)
Champaign County

Charleston, SC
(MSA)
Berkeley County
Charleston County
Dorchester County

Charleston, WV
(MSA)
Kanawha County
Putman County

Charlotte-Gastonia-Rock Hill, NC-SC
(MSA)
Carbarrus County, NC
Gaston County, NC
Lincoln County, NC
Mecklenburg County, NC
Rowan County, NC
Union County, NC
York County, SC

Charlottesville, VA
(MSA)
Albemarle County
Fluvanna County
Greene County
Charlottesville City

Chattanooga, TN-GA
(MSA)
Hamilton County, TN
Marion County, TN
Sequatchie County, TN
Catoosa County, GA
Dade County, GA
Walker County, GA

Cheyenne, WY
(MSA)
Laramie County

Chicago, IL
(PMSA/CMSA)
Cook County
DuPage County
McHenry County
see also Chicago-Gary-Lake County CMSA.

Chico, CA
(MSA)
Butte County

Cincinnati, OH-KY-IN
(PMSA)
Clermont County, OH
Hamilton County, OH
Warren County, OH
Boone County, KY
Campbell County, KY
Kenton County, KY
Dearborn County, IN
see also Cincinnati-Hamilton CMSA.

Clarksville-Hopkinsville, TN-KY
(MSA)
Montgomery County, TN
Christian County, KY

Cleveland, OH
(PMSA/CMSA)
Cuyahoga County
Geauga County
Lake County
Medina County
see also Cleveland-Akron-Lorain, OH CMSA.

Colorado Springs, CO
(MSA)
El Paso County

Columbia, MO
(MSA)
Boone County

Columbia, SC
(MSA)
Lexington County
Richland County

Columbus, GA-AL
(MSA)
Chattahochee County, GA
Muscogee County, GA
Russell County, AL

Columbus, OH
(MSA)
Delaware County
Fairfield County
Franklin County
Licking County
Madison County
Pickaway County
Union County

Corpus Christi, TX
(MSA)
Nueces County
San Patricio County

Cumberland, MD-WV
(MSA)
Alleghany County, MD
Mineral County, WV

Dallas, TX
(PMSA/CMSA)
Collin County
Dallas County
Denton County
Ellis County
Kaufman County
Rockwall County
see also Dallas-Fort Worth CMSA

Danbury, CT
(HMSA)
●Fairfield County: Danbury city; Bethel, Brookfield, New Fairfield, Newton, Redding, Ridgefield and Sherman towns.
●Lichtfield County: Bridgewater and New Milford towns.
see also New York, Northern New Jersey-Long Island CMSA

Danville, VA
(MSA)
Pittsylvania County
Danville City

Davenport-Rock Island-Moline, IA-IL
(MSA)
Scott County, IA
Henry County, IL
Rock Island County, IL

Dayton-Springfield, OH
(MSA)
Clark County
Greene County
Miami County
Montgomery County
see also Dayton-Springfield, OH CMSA.

Daytona Beach, FL
(MSA)
Volusia County

Decatur, AL
(MSA)
Lawrence County
Morgan County

Decatur, IL
(MSA)
Macon County

Denver, CO
(PMSA)
Adams County
Arapahoe County
Denver County
Douglas County
Jefferson County
see also Denver-Boulder CMSA.

Des Moines County, IA
(MSA)
Dallas County
Polk County
Warren County

Detroit, MI
(PMSA)
Lapeer County
Livingston County
Macomb County
Monroe County
Oakland County
St. Clair County
Wayne County
see also Detroit-Ann Arbor, MI CMSA.

Dothan, AL
(MSA)
Dale County
Houston County

Dubuque, IA
(MSA)
Dubuque County

Duluth, MN-WI
(MSA)
St. Louis County, MN
Douglas County, WI

Eau Claire, WI
(MSA)
Chippewa County
Eau Claire County

El Paso, TX
(MSA)
El Paso County

Elkhart-Goshen, IN
(MSA)
Elkhart County

Elmira, NY
(MSA)
Chemung County

Enid, OK
(MSA)
Garfield County

Erie, PA
(MSA)
Erie County

Eugene-Springfield, OR
(MSA)
Lane County

Evansville, IN-KY
(MSA)
Posey County, IN
Vanderburgh County, IN
Warrick County, IN
Henderson County, KY

Fall River, MA-RI
(PMSA)
●Bristol County, MA: Fall River city; Somerset, Swansea and Westport towns.
●Newport County, RI: Little Compton and Tiverton towns.
see also Providence-Pawtucket-Fall River CMSA.

Fargo-Moorhead, ND-MN
(MSA)
Cass County, ND
Clay County, MN

Fayetteville, NC
(MSA)
Cumberland County

Fayetteville-Springdale, AR
(MSA)
Washington County

Fitchburg-Leominster, MA
(MSA)
●Middlesex County: Ashby town.
●Worcester County: Fitchburg and Leominster cities; Ashburnham, Lunenburg and Westminster towns.

Flint, MI
(MSA)
Genesee County

Florence, AL
(MSA)
Colbert County
Lauderdale County

Florence, SC
(MSA)
Florence County

Fort Collins-Loveland, CO
(MSA)
Larimer County

Fort Lauderdale-Hollywood-Pompano Beach, FL
(PMSA)
Broward County
see also Miami-Fort Lauderdale CMSA.

Fort Myers-Cape Coral, FL
(MSA)
Lee County

Fort Pierce, FL
(MSA)
Martin County
St. Lucie County

Fort Smith, AR-OK
(MSA)
Crawford County, AR
Sebastian County, AR
Sequoyah County, OK

Fort Walton Beach, FL
(MSA)
Okaloosa County

Fort Wayne, IN
(MSA)
Allen County
De Kalb County
Whitley County

Fort Worth-Arlington, TX
(PMSA)
Johnson County
Parker County
Tarrant County
see also Dallas-Fort Worth CMSA

Fresno, CA
(MSA)
Fresno County

Gadsden, AL
(MSA)
Etowah County

Gainesville, FL
(MSA)
Alachua County
Bradford County

Galveston-Texas City, TX
(PMSA)
Galveston County
see also Houston-Galveston-Brazoria CMSA

Gary-Hammond, IN
(PMSA)
Lake County
Porter County
see also Chicago-Gary-Lake County CMSA

Glens Falls, NY
(MSA)
Warren County
Washington County

Grand Forks, ND
(MSA)
Grand Forks County

Grand Rapids, MI
(MSA)
Kent County
Ottawa County

Great Falls, MT
(MSA)
Cascade County

Greeley, CO
(MSA)
Weld County

Green Bay, WI
(MSA)
Brown County

Greenboro-Winston-Salem-High Point, NC
(MSA)
Davidson County
Davie County
Forsyth County
Guilford County
Randolph County
Stokes County
Yadkin County

Greenville-Spartanburg, SC
(MSA)
Greenville County
Pickens County
Spartanburg County

Hagerstown, MD
(MSA)
Washington County

Hamilton-Middletown, OH
(PMSA)
Butler County
see also Cincinnati-Hamilton CMSA.

Harrisburg-Lebanon-Carlisle, PA
(MSA)
Cumberland County
Dauphin County
Lebanon County
Perry County

Hartford, CT
(PMSA)
●Hartford County: Hartford city; Avon, Bloomfield, Canton, East Granby, East Hartford, East Windsor, Enfield, Farmington, Glastonbury, Granby, Manchester, Marlborough, Newington, Rocky Hill, Simsbury, South Windsor, Suffield, West Hartford, Wethersfield, Windsor and Windsor Locks towns.
●Litchfield County: Barkhamsted and New Hartford towns.
●Middlesex County: East Haddam town.
●New London County: Colchester town.
●Tolland County: Andover, Bolton, Columbia, Coventry, Ellington, Hebron, Somers, Stafford, Tolland, Vernon and Willington towns.
see also Hartford-New Britain-Middletown CMSA

Hickory, NC
(MSA)
Alexander County
Burke County
Catawba County

Honolulu, HI
(MSA)
Honolulu County

Houma-Thibodaux, LA
(MSA)
Lafourche Parish
Terrebonne Parish

Houston, TX
(PMSA)
Fort Bend County
Harris County
Liberty County
Montgomery County
Waller County
see also Houston-Galveston-Brazoria, TX CMSA.

Huntington-Ashland, WV-KY-OH
(MSA)
Cabell County, WV
Wayne County, WV
Boyd County, KY
Carter County, KY
Greenup County, KY
Lawrence County, KY

Huntsville, AL
(MSA)
Madison County

Indianapolis, IN
(MSA)
Boone County
Hamilton County
Hancock County
Hendricks County
Johnson County
Marion County
Morgan County
Shelby County

Iowa City, IA
(MSA)
Johnson County

Jackson, MI
(MSA)
Jackson County

Jackson, MS
(MSA)
Hinds County
Madison County
Rankin County

Jackson, TN
(MSA)
Madison County

Jacksonville, FL
(MSA)
Clay County
Duval County
Nassau County
St. Johns County

Jacksonville, NC
(MSA)
Onslow County

Janesville-Beloit, WI
(MSA)
Rock County

Jersey City, NJ
(PMSA)
Hudson County
see also New York-Northern New Jersey-Long Island CMSA.

Johnson City-Kingsport-Bristol, TN-VA
(MSA)
Carter County, TN
Hawkins County, TN
Sullivan County, TN
Unicoi County, TN
Washington County, TN
Scott County, VA
Washington County, VA
Bristol city

Johnstown, PA
(MSA)
Cambria County
Somerset County

Joliet, IL
(PMSA)
Grundy County
Will County
see also Chicago-Gary-Lake County CMSA.

Joplin, MO
(MSA)
Jasper County
Newton County

Kalamazoo, MI
(MSA)
Kalamazoo County

Kankakee, IL
(MSA)
Kankakee County

Kansas City, MO-KS
(MSA)
Cass County, MO
Clay County, MO
Jackson County, MO
Lafayette County, MO
Platte County, MO
Ray County, MO
Johnson County, KS
Leavenworth County, KS
Miami County, KS
Wyandotte County, KS

Kenosha, WI
(PMSA)
Kenosha County
see also Chicago-Gary-Lake County CMSA.

Kileen-Temple, TX
(MSA)
Bell County
Coryell County

Knoxville, TN
(MSA)
Anderson County
Blount County
Grainger County
Jefferson County
Knox County
Sevier County
Union County

Kokomo, IN
(MSA)
Howard County
Tipton County

La Crosse, WI
(MSA)
La Crosse County

Lafayette, LA
(MSA)
Lafayette Parish
St. Martin Parish

Lafayette-West Lafayette, IN
(MSA)
Tippecanoe County

Lake Charles, LA
(MSA)
Calcasieu Parish

Lake County, IL
(PMSA)
Lake County
see also Chicago-Gary-Lake County CMSA.

Lakeland-Winter Haven, FL
(MSA)
Polk County

Lancaster, PA
(MSA)
Lancaster County

Lansing-East Lansing, MI
(MSA)
Clinton County
Eaton County
Ingham County

Laredo, TX
(MSA)
Webb County

Las Cruces, NM
(MSA)
Dona Ana County

Las Vegas, NV
(MSA)
Clark County

Lawrence, KS
(MSA)
Douglas County

Lawrence-Haverhill, MA-NH
(PMSA)
●Essex County, MA: Haverhill, Lawrence and Newburyport cities; Amesbury, Andover, Boxford, Georgetown, Groveland, Merrimac, Methuen, Newbury, North Andover, Salisbury and West Newbury towns.
●Rockingham County, NH: Atkinson, Brentwood, Danville, Derry, East Kingston, Hampstead, Kingston, Newton, Plaistow, Salem, Sandown, Seabrook and Windham towns.
see also Boston-Lawrence-Salem, MA-NH CMSA.

Lawton, OK
(MSA)
Comanche County

Lewiston-Auburn, ME
(MSA)
●Androscoggin County: Auburn and Lewiston cities; Greene, Lisbon, Mechanic Falls, Poland and Sabattus towns.

Lexington-Fayette, KY
(MSA)
Bourbon County
Clark County
Fayette County
Jessamine County
Scott County
Woodford County

Lima, OH
(MSA)
Allen County
Auglaize County

Lincoln, NE
(MSA)
Lancaster County

Little Rock-North Little Rock, AR
(MSA)
Faulkner County
Lonoke County
Pulaski County
Saline County

Long Branch-Asbury Park, NJ
(see Monmouth-Ocean Counties, NJ PMSA)
see also New York-Northern New Jersey-Long Island CMSA.

Longview-Marshall, TX
(MSA)
Gregg County
Harrison County

Lorain-Elyria, OH
(PMSA)
Lorain County
see also Cleveland-Akron-Lorain CMSA.

Los Angeles-Long Beach, CA
(PMSA)
Los Angeles County
see also Los Angeles-Anaheim-Riverside, CA CMSA.

Louisville, KY-IN
(MSA)
Bullitt County, KY
Jefferson County, KY
Oldham County, KY
Shelby County, KY
Clark County, IN
Floyd County, IN
Harrison County, IN

Lowell, MA-NH
(PMSA)
●Middlesex County, MA: Lowell city; Billerica, Chelmsford, Dracut, Dunstable, Pepperell, Tewksbury, Tyngsborough and Westford towns.
●Hillsborough County, NH: Pelham town.
see also Boston-Lawrence-Salem CMSA.

Lubbock, TX
(MSA)
Lubbock County

Lynchburg, VA
(MSA)
Amherst County
Campbell County
Lynchburg city

Macon-Warner Robins, GA
(MSA)
Bibb County
Houston County
Jones County
Peach County

Madison, WI
(MSA)
Dane County

Manchester, NH
(MSA)
●Hillsborough County: Manchester city; Bedford and Goffstown towns.
●Merrimack County: Allenstown and Hooksett towns.
●Rockingham County: Auburn and Candia towns.

Mansfield, OH
(MSA)
Richland County

Mayaguez, PR
(MSA)
Anasco Municipio
Cabo Rojo Municipio
Hormigueros Municipio
Mayaguez Municipio
San German Municipio

McAllen-Edinburgh-Mission, TX
(MSA)
Hidalgo County

Medford, OR
(MSA)
Jackson County

Melbourne-Titusville-Palm Bay, FL
(MSA)
Brevard County

Memphis, TN-AR-MS
(MSA)
Shelby County, TN
Tipton County, TN
Crittenden County, AR
De Soto County, MS

Merced, CA
(MSA)
Merced County

Meriden, CT
(see New Haven-Meriden, CT)

Miami-Hialeah, FL
(PMSA)
Dade County
see also Miami-Fort Lauderdale CMSA.

Middlesex-Somerset-Hunterdon, NJ
(PMSA)
Hunterdon County
Middlesex County
Somerset County
see also New York-Northern New Jersey-Long Island CMSA.

Middletown, CT
(PMSA)
●Middlesex County: Middletown city; Cromwell, Curham, East Hampton, Haddam, Middlefield and Portland towns.
see also Hartford-New Britain-Middletown CMSA.

Midland, TX
(MSA)
Midland County

Milwaukee, WI
(PMSA)
Milwaukee County
Ozaukee County
Washington County
Waukesha County
see also Milwaukee-Racine CMSA.

Minneapolis-St. Paul, MN-WI
(MSA)
Anoka County, MN
Carver County, MN
Chisago County, MN
Dakota County, MN
Hennepin County, MN
Isanti County, MN
Ramsey County, MN
Scott County, MN
Washington County, MN
Wright County, MN
St. Croix County, WI

Mobile, AL
(MSA)
Baldwin County
Mobile County

Modesto, CA
(MSA)
Stanislaus County

Monmouth-Ocean, NJ
(PMSA)
Monmouth County
Ocean County
see also New York-Northern New Jersey-Long Island CMSA.

Monroe, LA
(MSA)
Ouachita Parish

Montgomery, AL
(MSA)
Autauga County
Elmore County
Montgomery County

Muncie, IN
(MSA)
Delaware County

Muskegon, MI
(MSA)
Muskegon County

Naples, FL
(MSA)
Collier County

Nashua, NH
(PMSA)
●Hillsborough County: Nashua city; Amherst, Brookline, Hollis, Hudson, Litchfield, Merrimack, Milford, Mount Vernon and Wilton towns.
●Rockingham County: Londonderry town.
see also Boston-Lawrence-Salem CMSA.

Nashville, TN
(MSA)
Cheatham County
Davidson County
Dickson County
Robertson County
Rutherford County
Summer County
Williamson County
Wilson County

Nassau-Suffolk, NY
(PMSA)
Nassau County
Suffolk County
see also New York-Northern New Jersey-Long Island CMSA.

New Bedford, MA
(MSA)
●Bristol County: New Bedford city, Acushnet, Dartmouth, Fairhaven and Freetown towns.
●Plymouth County: Marion, Mattapoisett and Rochester towns.

New Britain, CT
(PMSA)
●Hartford County: New Britain city; Berlin, Plainville and Southington towns.
see also Hartford-New Britain-Middletown CMSA.

New Brunswick-Perth Amboy-Sayerville, NJ
●*(see Middlesex-Somerset-Hunterdon, NJ PMSA)*
see also New York-Northern New Jersey-Long Island CMSA.

New Haven-Meriden, CT
(MSA)
●Middlesex County: Clinton and Killingworth towns.
●New Haven County: Meriden, New Haven and West Haven cities; Bethany, Branford, Cheshire, East Haven, Guilford, Hamden, Madison, North Branford, North Haven, Orange, Wallingford and Woodbridge towns.

New London-Norwich, CT-RI
(MSA)
●New London County, CT: New London and Norwich cities; Bozrah, East Lyme, Franklin, Griswold, Groton, Ledyard, Lisbon, Montville, North Stonington, Old Lyme, Preston, Salem, Sprague, Stonington and Waterford towns.
●Windham County, CT: Cantebury town.
●Washington County, R.I.: Hopkinton and Westerly towns.

New Orleans, LA
(MSA)
Jefferson Parish
Orleans Parish
St. Bernard Parish
St. Charles Parish
St. John the Baptist Parish
St. Tammany Parish

New York, NY
(PMSA)
Bronx County
Kings County
New York County
Putnam County
Queens County
Richmond County
Rockland County
Westchester County
see also New York-Northern New Jersey-Long Island CMSA

Newark, NJ
(PMSA)
Essex County
Morris County
Sussex County
Union County
see also New York-Northern New Jersey-Long Island CMSA

Newark, OH
(See Columbus, OH)

Newburgh-Middletown, NY
(see Orange County, NY PMSA)
see also New York-Northern New Jersey-Long Island CMSA

Newport News-Hampton, VA
(See Norfolk-Virginia Beach-Newport News, VA)
see also Buffalo-Niagara Falls CMSA

Niagara Falls, NY
(PMSA)
Niagara County
see also Buffalo-Niagara Falls CMSA

Norfolk-Virginia Beach-Newport News, VA
(MSA)
Gloucester County
James City County
York County
Chesapeake City
Hampton City
Newport News City
Norfolk City
Poquoson City
Portsmouth City
Suffolk City
Virginia Beach City
Williamsburg City

Northeast Pennsylvania
(see Scranton-Wilkes Barre, PA)

Norwalk, CT
(PMSA)
●Fairfield County: Norwalk city; Weston, Westport and Wilton towns.
see also New York-Northern New Jersey-Long Island CMSA.

Oakland, CA
(PMSA)
Alameda County
Contra Costa County
see also San Francisco-Oakland-San Jose CMSA.

Ocala, FL
(MSA)
Marion County

Odessa, TX
(MSA)
Ector County

Oklahoma City, OK
(MSA)
Canadian County
Cleveland County
Logan County
McClain County
Oklahoma County
Pottawattomie County, IA

Olympia, WA
(MSA)
Thurston County

Omaha, NE-IA
(MSA)
Douglas County, NE
Sarpy County, NE
Washington County, NE
Pottawattomie County, IA

Orange County, NY
(PMSA)
Orange County
see also New York-Northern New Jersey-Long Island CMSA

Orlando, FL
(MSA)
Orange County
Osceola County
Seminole County

Owensboro, KY
(MSA)
Daviess County

Oxford-Ventura, CA
(PMSA)
Ventura County
see also Los Angeles-Anaheim-Riverside CMSA

Panama City, FL
(MSA)
Bay County

Parkersburg-Marietta, WV-OH
(MSA)
Wood County, WV
Washington County, OH

Pascagoula, MS
(MSA)
Jackson County

Paterson-Clifton-Passaic, NJ
(see Bergen-Passaic, NJ PMSA)
see also New York-Northern New Jersey-Long Island CMSA

Pawtucket-Woonsocket-Attleboro, RI-MA
(PMSA)
●Bristol County, MA: Attleborough city; North Attleboro, Rehoboth and Seekonk towns.
●Norfolk County, MA: Plainville town.
●Worchester County, MA: Blackstone and Millville towns.
●Providence County, RI: Central Falls, Pawtucket and Woonsocket cities; Burrillville, Cumberland, Lincoln, North Smithfield and Smithfield towns.
see also Providence-Pawtucket-Fall River CMSA.

Pensacola, FL
(MSA)
Escambia County
Santa Rosa County

Peoria, IL
(MSA)
Peoria County
Tazewell County
Woodford County

Petersburg-Colonial Heights-Hopewell, VA
(See Richmond-Petersburg, VA)

Philadelphia, PA-NJ
(PMSA)
Bucks County, PA
Chester County, PA
Delaware County, PA
Montgomery County, PA
Philadelphia County, PA
Burlington County, NJ
Camden County, NJ
Gloucester County, NJ
see also Philadelphia-Wilmington-Trenton CMSA.

Phoenix, AZ
(MSA)
Maricopa County

Pine Bluff, AR
(MSA)
Jefferson County

Pittsburgh, PA
(PMSA)
Allegheny County
Fayette County
Washington County
Westmoreland County
see also Pittsburgh-Beaver Valley CMSA.

Pittsfield, MA
(MSA)
●Berkshire County: Pittsfield city, Cheshire, Dalton,Hinsdale, Lanesborough, Lee, Lenox, Richmond and Stockbridge
towns.

Ponce, PR
(MSA)
Juan Diaz Municipio
Ponce Municipio

Portland, ME
(MSA)
●Cumberland County: Portland, South Portland and Westbrook cities: Cape Elizabeth, Cumberland, Falmouth, Freeport, Gorham, Gray, North Yarmouth, Raymond, Scarborough, Standish, Windham and Yarmouth towns
●York County: Buxton, Hollis and Old Orchard Beach towns

Portland, OR
(PMSA)
Clackamas County
Multnomah County
Washington County
Yamhill County
see *also Portland-Vancouver CMSA*

Portsmouth-Dover-Rochrster, NH-ME
(MSA)
●Rockingham County, NH: Portsmouth city, Exeter, Greenland, Hampton, New Castle, Newfields, Newington, Newmarket, North Hampton, Rye and Stratham towns.
●Strafford County, NH: Dover, Rochester and Somersworth cities: Barrington, Durham, Farmington, Lee, Madbury, Milton and Rollinsford towns.
●York County, ME: Berwick, Eliot, Kittery, North Berwick, Ogunquit, South Berwick, Wells and York towns.

Poughkeepsie, NY
(MSA)
Dutchess County

Providence, RI
(PMSA)
●Bristol County: Barrington, Bristol, and Warren towns.
●Kent County: Warwick city; Coventry, East Greenwich and West Warwick towns.
●Newport County: Jamestown.
●Providence County: Cranston, East Providence and Providence cities; Foster, Gloucester, Johnston, North Providence and Scituate towns.
●Washington County: Exeter, Narragansett, North Kingstown, Richmond and South Kingston towns.
see also Providence-Pawtucket-Fall River CMSA.

Provo-Orem, UT
(MSA)
UT County

Pueblo, CO
(MSA)
Pueblo County

Racine, WI
(PMSA)
Racine County
see also Milwaukee-Racine CMSA.

Raleigh-Durham, NC
(MSA)
Durham County
Franklin County
Orange County
Wake County

Rapid City, SD
(MSA)
Pennington County

Reading, PA
(MSA)
Berks County

Redding, CA
(MSA)
Shasta County

Reno, NV
(MSA)
Washoe County

Richmond-Kennewick-Pasco, WA
(MSA)
Benton County
Franklin County

Richmond-Petersburg VA
(MSA)
Charles City County
Chesterfield County
Dinwiddie County
Goochland County
Hanover County
Henrico County
New Kent County
Powhatan County
Prince George County
Colonial Heights city
Hopewell city
Petersburg city
Richmond city

Riverside-San Bernardino, CA
(PMSA)
Riverside County
San Bernardino County
see *also Los Angeles-Anaheim-Riverside CMSA.*

Roanoke, VA
(MSA)
Botetourt County
Roanoke County
Roanoke city
Salem city

Rochester, MN
(MSA)
Olmsted County

Rochester, NY
(MSA)
Livingston County
Monroe County
Ontario County
Orleans County
Wayne County

Rockford, IL
(MSA)
Boone County
Winnebago County

Rock Hill, SC
(See Charlotte-Gastonia-Rock Hill, NC-SC)

Sacramento, CA
(MSA)
El Dorado County
Placer County
Sacramento County
Yolo County

Saginaw-Bay City-Midland, MI
(MSA)
Bay County
Midland County
Saginaw County

St. Cloud, MN
(MSA)
Benton County
Sherburne County
Stearns County

St. Joseph, MO
(MSA)
Buchanan County

St. Louis, MO-IL
(MSA)
Franklin County, MO
Jefferson County, MO
St. Charles County, MO
St. Louis County, MO
St. Louis city, MO
Clinton County, IL-
Jersey County, IL
Madison County, IL
Monroe County, IL
St. Clair County, IL

Salem, OR
(MSA)
Marion County
Polk County

Salem-Gloucester, MA
(PMSA)
●Essex County: Beverly, Gloucester, Peabody and Salem cities, Danvers, Essex, Hamilton,Ipswich, Manchester, Marblehead, Middleton, Rockport, Rowley, Swampscott, Topsfield and Wenham towns.
see also Boston-Lawrence-Salem CMSA.

Salinas-Seaside-Monterey, CA
(MSA)
Monterey County

Salisbury-Concord, NC
(See Charlotte-Gastonia-Rock Hill, NC-SC)

Salt Lake City-Ogden, UT
(MSA)
Davis County
Salt Lake County
Weber County

San Angelo, TX
(MSA)
Tom Green County

San Antonio, TX
(MSA)
Bexer County
Comal County
Guadalupe County

San Diego, CA
(MSA)
San Diego County

San Francisco, CA
(PMSA)
Marin County
San Francisco County
San Mateo County
see also San Francisco-Oakland-San Jose CMSA.

San Jose, CA
(PMSA)
Santa Clara County
see also San Francisco-Oakland-San Jose CMSA.

San Juan, PR
(PMSA)
Barceloneta Municipio
Bayamon Municipio
Canovanas Municipio
Carolina Municipio
Catano Municipio
Corozal Municipio
Dorado Municipio
Fajardo Municipio
Florida Municipio
Guaynabo Municipio
Humacao Municipio
Juncos Municipio
Las Piedras Municipio
Loiza Municipio
Luquillo Municipio
Manati Municipio
Naranjito Municipio
Rio Grande Municipio
San Juan Municipio
Toa Alta Municipio
Toa Baga Municipio
Trujillo Municipio
Vega Alta Municipio
Vega Baja Municipio
see also San Juan-Caguas CMSA

Santa Barbara-Santa Maria-Lompoc, CA
(MSA)
Santa Barbara County

Santa Cruz, CA
(PMSA)
Santa Cruz County
see also San Francisco-Oakland-San Jose CMSA.

Santa Fe, NM
(MSA)
Los Alamos County
Santa Fe County

Santa Rosa-Petaluma, CA
(PMSA)
Sonoma County
see also San Francisco-Oakland-San Jose CMSA.

Sarasota, FL
(MSA)
Sarasota County

Savannah, GA
(MSA)
Chatham County
Effingham County

Scranton-Wilkes-Barre, PA
(MSA)
Columbia County
Lackawanna County
Luzerne County
Monroe County
Wyoming County

Seattle, WA
(PMSA)
King County
Snohomish County
see also Seattle-Tacoma CMSA.

Sharon, PA
(MSA)
Mercer County

Sheboygan, WI
(MSA)
Sheboygan County

Sherman-Denison, TX
(MSA)
Grayson County

Shreveport, LA
(MSA)
Bossier Parish
Caddo Parish

Sioux City, IA-NE
(MSA)
Woodbury County, IA
Dakota County, NE

Sioux Falls, SD
(MSA)
Minnehana County

South Bend-Mishawaka, IN
(MSA)
St. Joseph County

Spokane, WA
(MSA)
Spokane County

Springfield, IL
(MSA)
Menard County
Sangamon County

Springfield, MA
(MSA)
●Hampden County: Chicopee, Holyoke, Springfield and Westfield cities; Agawam, East Longmeadow, Hampden, Longmeadow, Ludlow, Monson, Montgomery, Palmer, Russell, Southwick, West Springfield and Wibraham towns.
●Hampshire County: Northhampton city; Belchertown, Easthampton, Granby, Huntington, Southampton and South Hadley towns.

Sringfield, MO
(MSA)
Christian County
Greene County

Springfield, OH
(See Dayton-Springfield, OH)

Stamford, CT
(PMSA)
●Fairfield County: Stamford city; Darien, Greenwich and New Canaan towns.
see also New York-Northern New Jersey-Long Island CMSA.

State College, PA
(MSA)
Centre County

Steubenville-Weirton, OH-WV
(MSA)
Jefferson County, OH
Brooke County, WV
Hancock County, WV

Stockton, CA
(MSA)
San Joaquin County

Syracuse, NY
(MSA)
Madison County
Onondaga County
Oswego County

Tacoma, WA
(PMSA)
Pierce County
see also Seattle-Tacoma CMSA.

Tallahassee, FL
(MSA)
Gadsen County
Leon County

Tampa-St. Petersburg-Clearwater, FL
(MSA)
Hernando County
Hillsborough County
Pasco County
Pinellas County

Terre Haute, IN
(MSA)
Clay County
Vigo County

Texarkana, TX-AR
(MSA)
Bowie County, TX
Miller County, AR

Toledo, OH
(MSA)
Fulton County
Lucas County
Wood County

Topeka, KS
(MSA)
Shawnee County

Trenton, NJ
(PMSA)
Mercer County
see also Philadelphia-Wilmington-Trenton CMSA

Tucson, AZ
(MSA)
Pima County

Tulsa, OK
(MSA)
Creek County
Osage County
Rogers County
Tulsa County
Wagoner County

Tuscaloosa, AL
(MSA)
Tuscaloosa County

Tyler, TX
(MSA)
Smith County

Utica-Rome, NY
(MSA)
Herkimer County
Oneida County

Vallejo-Fairfield-Napa, CA
(PMSA)
Napa County
Solano County
see also San Francisco-Oakland-San Jose CMSA

Vancouver, WA
(PMSA)
Clark County
see also Portland-Vancouver CMSA

Victoria, TX
(MSA)
Victoria County

Vineland-Millville-Bridgeton, NJ
(PMSA)
Cumberland County
see also Philadelphia-Wilmington-Trenton CMSA

Visalia-Tulare-Porterville, CA
(MSA)
Tulare County

Waco, TX
(MSA)
McLennan County

Washington, DC-MD-VA
(MSA)
District of Columbia
Calvert County, MD
Charles County, MD
Frederick County, MD
Montgomery County, MD
Prince George's County, MD
Arlington County, VA
Fairfax County, VA
Loudoun County, VA
Prince William County, VA
Stafford County, VA
Alexandria city, VA
Fairfax city, VA
Fall Church city, VA
Manassas city, VA
Manassas Park city, VA

Waterbury, CT
(MSA)
Litchfield County: Bethlehem, Thomaston, Watertown and Woodbury towns
●New Haven County: Waterbury city, Naugatuck borough, Middlebury, Prospect, Southbury and Wolcott towns.

Waterloo-Cedar Falls, IA
(MSA)
Black Hawk County
Bremer County

Wausau, WI
(MSA)
Marathon County

West Palm Beach-Boca Raton-Delray Beach, FL
(MSA)
Palm Beach County

Wheeling, WV-OH
(MSA)
Marshall County, WV
OH County, WV
Belmont County, OH

Wichita, KS
(MSA)
Butler County
Harvey County
Sedgwick County

Wichita Falls, TX
(MSA)
Wichita County

Williamsport, PA
(MSA)
Lycoming County

Wilmington, DE-NJ-MD
(PMSA)
New Castle County, DE
Salem County, NJ
Cecil County, MD
see also Philadelphia-Wilmington-Trenton CMSA

Wilmington, NC
(MSA)
New Hanover County

Worcester, MA
(MSA)
●Worcester County: Worcester city, Auburn, Barre, Boylston, Brookfield, Charlton, Clinton, Douglas, Dudley, East Brookfield, Grafton, Holden, Leicester, Millbury, Northborough, Northbridge, North Brookfield, Oxford, Paxton, Princeton, Rutland, Shrewsbury, Spencer, Sterling, Sutton, Uxbridge, Webster, Westborough and West Boylston towns

Yakima, WA
(MSA)
Yakima County

York, PA
(MSA)
Adams County
York County

Youngstown-Warren, OH
(MSA)
Mahoning County
Trumbull County

Yuba City, CA
(MSA)
Sutter County
Yuba County

CONSOLIDATED METROPOLITAN STATISTICAL AREAS
(In alphabetical order by city)

Boston-Lawrence-Salem, MA-NH CMSA: Includes Boston, MA PMSA; Brockton, MA PMSA; Lawrence-Haverhill, MA-NH PMSA; Lowell, MA-NH PMSA; Nashua NH PMSA; and Salem-Gloucester, MA PMSA.

Buffalo-Niagara Falls, NY CMSA: Includes Buffalo, NY PMSA; and Niagara Falls, NY PMSA.

Chicago-Gary-Lake County, IL-IN-WI CMSA: Includes Aurora-Elgin, IL PMSA; Chicago, IL PMSA; Gary-Hammond, IN PMSA; Joliet, IL PMSA; Kenosha, WI PMSA; Lake County, IL PMSA.

Cincinnati-Hamilton, OH-KY-IN CMSA: Includes Cincinnati, OH-KY-IN PMSA; Hamilton-Middletown, OH PMSA.

Cleveland-Akron-Lorain, OH CMSA: Includes Akron, OH PMSA; Cleveland, OH PMSA; and Lorain-Elyria, OH PMSA.

Dallas-Fort Worth, TX CMSA: Includes Dallas, TX PMSA; and Fort Worth-Arlington, TX PMSA.

Denver-Boulder, CO CMSA: Includes Boulder-Longmont, CO PMSA; and Denver CO PMSA.

Detroit-Ann Arbor, MI CMSA: Includes Ann Arbor, MI PMSA; and Detroit, MI PMSA.

Hartford-New Britain-Middletown, CT CMSA: Includes Bristol, CT PMSA; Hartford, CT PMSA; Middletown, CT PMSA; and New Britain, CT PMSA.

Houston-Galveston-Brazoria, TX CMSA: Includes Brazoria, TX PMSA; Galveston-Texas City, TX PMSA; and Houston, TX PMSA.

Los Angeles-Anaheim-Riverside, CA CMSA: Includes Anaheim-Santa Ana, CA PMSA; Los Angeles-Long Beach, CA PMSA; Oxnard-Ventura, CA PMSA; and Riverside-San Bernadino, CA PMSA.

Miami-Fort Lauderdale, FL CMSA: Includes Fort Lauderdale-Hollywood-Pompano Beach, FL PMSA; and Miami-Hialeah, FL PMSA.

Milwaukee-Racine, WI CMSA: Includes Milwaukee, WI PMSA; Racine, WI PMSA.

New York-Northern New Jersey-Long Island, NY-NJ-CT CMSA: Includes Bergen-Passaic, NJ PMSA; Bridgeport-Milford, CT PMSA; Danbury, CT PMSA; Jersey City, NJ PMSA; Middlesex-Somerset-Hunterdon, NJ PMSA; Monmouth-Ocean, NJ PMSA; Nassau-Suffolk, NY PMSA; New York, NY PMSA; Newark, NJ PMSA; Norwalk, CT PMSA; Orange County, NY PMSA; and Stamford, CT PMSA.

Philadelphia-Wilmington-Trenton, PA-NJ-DE-MD CMSA: Includes Philadelphia, PA-NJ PMSA; Trenton, NJ PMSA; Vineland-Millville-Bridgeton, NJ PMSA; and Wilmington, DE-NJ-MD PMSA.

Pittsburgh-Beaver Valley, PA CMSA: Includes Beaver County, PA PMSA; and Pittsburgh, PA PMSA.

Portland-Vancouver, OR-WA CMSA: Includes Portland, OR PMSA; Vancouver, WA PMSA.

Providence-Pawtucket-Fall River, RI-MA CMSA: Includes Fall River, MA-RI PMSA; Pawtucket-Woonsocket-Attleboro RI-MA PMSA; and Providence, RI PMSA.

San Francisco-Oakland-San Jose, CA CMSA: includes Oakland, CA PMSA; San Francisco, CA PMSA; San Jose, CA PMSA; Santa Cruz, CA PMSA; Santa Rosa-Petaluma, CA PMSA; and Vallejo-Fairfield-Napa, CA PMSA.

San Juan-Caguas, PR CMSA: Includes Caguas, PR PMSA; and San Juan, PR PMSA.

Seattle-Tacoma, WA CMSA: Includes Seattle, WA PMSA; and Tacoma, WA PMSA.

NEW ENGLAND COUNTY METROPOLITAN AREAS
(In alphabetical order by city)

Bangor, ME
(NECMA)
Penobscot County

Boston-Lawrence-Salem-Lowell-Brockton, MA
(NECMA)
Essex County
Middlesex County
Norfolk County
Plymouth County
Suffolk County

Bridgeport-Stamford-Norwalk-Danbury, CT
(NECMA)
Fairfield County

Burlington, VT
(NECMA)
Chittenden County
Grand Isle County

Hartford-New Britain-Middletown-Bristol, CT
(NECMA)
Hartford County
Middlesex County
Tolland County

Lewiston-Auburn, ME
(NECMA)
Androscoggin County

Manchester-Nashua, NH
(NECMA)
Hillsborough County

New Bedford-Fall River-Attleboro, MA
(NECMA)
Bristol County

New Haven-Waterbury-Meriden, CT
(NECMA)
New Haven County

New London-Norwich, CT
(NECMA)
New London County

Pittsfield, MA
(NECMA)
Berkshire County

Portland, ME
(NECMA)
Cumberland County

Portsmouth-Dover-Rochester, NH
(NECMA)
Rockingham County
Strafford County

Providence-Pawtucket-Woonsocket, RI
(NECMA)
Bristol County
Kent County
Providence County
Washington County

Springfield, MA
(NECMA)
Hampden County
Hampshire County

Worcester-Fitchburg-Leominster, MA
(NECMA)
Worcester County

EDITOR & PUBLISHER'S MARKET RANKINGS

Leading U.S. cities, counties and metropolitan statistical areas ranked according to EDITOR & PUBLISHER estimates for 1989

This year *Editor & Publisher* has once again compiled market-ranking tables to help advertising and marketing executives plan programs for the coming year. These tables have been a feature of the *E&P Market Guide* since they first appeared in the 1964 edition.

The rankings, based on *E&P* estimates for 1989, are shown for: population, disposable personal income, income per household and total retail sales, as they have been since 1964.

This year, we have also added new ranking tables — at the MSA and county level — for the nine categories that make up *total retail sales*, and they are as follows: lumber/hardware, general merchandise, food, auto, gasoline, apparel, furniture, eat/drink and drugs.

Rankings are provided for all cities or communities in the United States in which newspapers are published on a daily basis, for all counties whether daily newspapers are published in them or not, and for all metropolitan statistical areas in the United States, as defined by the Office of Management and Budget.

The tables are tabulated by computer and are based on the 1980 U.S. Census and the 1982 Census of Business, and 1989 research estimates by E&P Research, Inc.

MSA RANKINGS

POPULATION ESTIMATES

1	Los Angeles-Long Beach, Ca	8,732,955
2	New York, NY	8,451,237
3	Chicago, Il	6,221,681
4	Philadelphia, Pa-NJ	4,880,325
5	Detroit, Mi	4,353,561
6	Boston-Lawrence-Salem-Lowell-Brockton, Ma	3,773,915
7	Washington, DC-Md-Va	3,698,045
8	Houston, Tx	3,290,183
9	Atlanta, Ga	2,788,917
10	Nassau-Suffolk, NY	2,770,908
11	Dallas, Tx	2,638,313
12	St. Louis, Mo-Il	2,527,465
13	Anaheim-Santa Ana, Ca	2,522,628
14	Minneapolis-St. Paul, Mn-Wi	2,404,872
15	Baltimore, Md	2,385,827
16	San Diego, Ca	2,351,774
17	Pittsburgh, Pa	2,169,046
18	Oakland, Ca	2,144,672
19	Riverside-San Bernardino, Ca	2,127,477
20	Tampa-St. Petersburg-Clearwater, Fl	2,094,027
21	Phoenix, Az	2,073,427
22	Newark, NJ	1,917,514
23	Miami-Hialeah, Fl	1,906,491
24	Cleveland, Oh	1,849,412
25	Seattle, Wa	1,830,866
26	Denver, Co	1,761,031
27	San Francisco, Ca	1,711,373
28	San Jose, Ca	1,559,945
29	Kansas City, Mo-Ks	1,558,662
30	Cincinnati, Oh-Ky-In	1,464,122
31	Sacramento, Ca	1,407,027
32	Milwaukee, Wi	1,397,459
33	Norfolk-Virginia Beach-Newport News, Va	1,378,721
34	San Antonio, Tx	1,371,688
35	New Orleans, La	1,370,303
36	Columbus, Oh	1,361,299
37	Fort Worth-Arlington, Tx	1,323,441
38	Bergen-Passaic, NJ	1,317,079
39	Fort Lauderdale-Holywood-Pompano Beach, Fl	1,292,439
40	Indianapolis, In	1,249,151
41	Portland, Or	1,171,876
42	Charlotte-Gastonia-Rock Hill, NC-SC	1,135,261
43	Hartford-New Britain-Middletown-Bristol, Ct	1,125,557
44	Salt Lake City-Ogden, Ut	1,084,544
45	Rochester, NY	1,026,141
46	Orlando, Fl	1,018,224
47	Middlesex-Somerset-Hunterdon, NJ	1,015,044
48	Oklahoma City, Ok	1,003,564
49	Nashville, Tn	977,129
50	Monmouth-Ocean, NJ	976,569
51	Buffalo, NY	973,282
52	Memphis, Tn-Ar-Ms	973,265
53	Louisville, Ky-In	965,247
54	Greensboro-Winston-Salem-High Point, NC	950,203
55	Dayton-Springfield, Oh	939,679
56	Birmingham, Al	928,619
57	Providence-Pawtucket-Woonsocket, RI	911,631
58	Jacksonville, Fl	896,824
59	Albany-Schenectady-Troy, NY	861,730
60	West Palm Beach-Boca Raton-Delray Beach, Fl	850,797
61	Richmond-Petersburg, Va	850,162
62	Bridgeport-Stamford-Norwalk-Danbury, Ct	842,475
63	Honolulu, Hi	816,599
64	New Haven-Waterbury-Meriden, Ct	794,072
65	Austin, Tx	774,523
66	Scranton-Wilkes-Barre, Pa	748,051
67	Tulsa, Ok	727,819
68	Raleigh-Durham, NC	716,211
69	Syracuse, NY	676,538
70	Grand Rapids, Mi	672,690
71	Oxnard-Ventura, Ca	671,783
72	Allentown-Bethlehem, Pa-NJ	669,136
73	Worcester-Fitchburg-Leominster, Ma	662,057
74	Akron, Oh	660,408
75	Greenville-Spartanburg, SC	639,404
76	Tucson, Az	637,583
77	Omaha, Ne-Ia	629,370
78	Toledo, Oh	620,356
79	Fresno, Ca	610,623
80	Knoxville, Tn	604,935
81	Las Vegas, Nv	601,583
82	Harrisburg-Lebanon-Carlisle, Pa	596,300
83	Springfield, Ma	588,464
84	Baton Rouge, La	582,940
85	El Paso, TX	579,094
86	Gary-Hammond, In	567,086
87	Wilmington, De-NJ-Md	565,942
88	Tacoma, Wa	542,662
89	Jersey City, NJ	531,336
90	Little Rock- North Little Roc	519,984
91	Bakersfield, Ca	516,890
92	Charleston, SC	516,393
93	Youngstown-Warren, Oh	512,387
94	Albuquerque, NM	498,289
95	Lake County, Il	498,065
96	New Bedford-Fall River-Attleboro, Ma	487,424
97	Wichita, Ks	482,225
98	Mobile, Al	481,185
99	Columbia, SC	475,288
100	Johnson City-Kingsport-Bristol, Tn-Va	460,284
101	Stockton, Ca	449,796
102	Lansing-East Lansing, Mi	439,694
103	Flint, Mi	435,557
104	Chattanooga, Tn-Ga	431,889
105	Vallejo-Fairfield-Napa, Ca	411,612
106	Lancaster, Pa	409,075
107	York, Pa	408,617
108	Augusta, Ga-SC	408,561
109	Colorado Springs, Co	406,655
110	Jackson, Ms	402,973
111	Canton, Oh	402,061
112	Saginaw-Bay City-Midland, Mi	401,901
113	Santa Rosa-Petaluma, Ca	393,766
114	Santa Barbara-Santa Maria-Lompoc, Ca	388,198
115	McAllen-Edinburg-Mission, Tx	386,091
116	Des Moines, La	383,570
117	Joliet, Il	381,190
118	Beaumont-Port Arthur, Tx	378,812
119	Melbourne-Titusville-Palm Bay, Fl	377,371
120	Davenport-Rock Island-Moline, La-Il	376,206
121	Shreveport, La	373,443
122	Corpus Christi, Tx	373,337
123	Lakeland-Winter Haven, Fl	373,044
124	Madison, Wi	359,935
125	Spokane, Wa	358,958
126	Fort Wayne, In	357,869
127	Pensacola, Fl	352,313
128	Salinas-Seaside-Monterey, Ca	347,504
129	Aurora-Elgine, Il	347,299
130	Portsmouth-Dover-Rochester, NH	346,315
131	Atlantic City, NJ	345,792
132	Peoria, Il	341,986
133	Trenton, NJ	338,307
134	Lexington-Fayette, Ky	338,185
135	Manchester, Nashua, NH	335,070
136	Huntington-Ashland, WV-Ky-Oh	334,708
137	Daytona Beach, Fl	334,323
138	Modesto, Ca	331,405
139	Reading, Pa	324,736
140	Utica-Rome, NY	322,841
141	Appleton-Oshkosh-Neenah, Wi	317,198
142	Montgomery, Al	307,646
143	Fort Myers-CapeCoral, Fl	298,575
144	Visalia-Tulare-Porterville, Ca	292,322
145	Evansville, In-Ky	286,545
146	Rockford, Il	284,959
147	Erie, Pa	283,742
148	Macon-Warner Robins, Ga	283,579
149	Orange County, NY	279,358
150	Ann Arbor, Mi	279,357
151	Hamilton-Middletown, Oh	275,847
152	Charleston, WV	271,969
153	Binghamton, NY	266,959
154	Lorain-Elyria, Oh	265,249
155	Eugene-Springfield, Or	265,087
156	Sarasota, Fl	264,334
157	Fayetteville, NC	263,818
158	Brownsville-Harlingen, Tx	259,786
159	New London-Norwich, Ct	259,356
160	Poughkeepsie, NY	257,749
161	Columbus, Ga-Al	257,481
162	Salem, Or	255,849
163	Huntsville, Al	252,036
164	Provo-Orem, Ut	252,021
165	Killeen-Temple, Tx	245,082
166	Boulder-Longmont, Co	244,924
167	Santa Cruz, Ca	244,553
168	South Bend-Mishakawa, In	243,355
169	Savannah, Ga	241,882
170	Portland, Me	241,704
171	Johnstown, Pa	239,174
172	Duluth, Mn-Wi	236,234
173	Springfield, Mo	234,949
174	Anchorage, Ak	234,579
175	Tallahassee, Fl	234,330
176	Roanoke, Va	231,592
177	Hickory, NC	230,368
178	Lubbock, Tx	229,553
179	Reno, Nv	228,799
180	Fort Pierce, Fl	228,059
181	Lafayette, La	224,091
182	Niagara Falls, NY	220,225
183	Kalamazco, Mi	219,204
184	Vancouver, Wa	217,632
185	Galveston-Texas City, Tx	217,006
186	Gainesville, Fl	213,958
187	Lincoln, Ne	207,272
188	Biloxi-Gulfport, Ms	204,841
189	Amarillo, Tx	202,721
190	Green Bay, Wi	198,819
191	Boise City, Id	197,502
192	Waco, Tx	194,208
193	Springfield, Il	192,484
194	Bradenton, Fl	191,795
195	St. Cloud, Mn	191,698
196	Ocala, Fl	189,292
197	Houma-Thibodaux, La	189,025
198	Brazoria, Tx	188,681
199	Ft. Smith, Ar-Ok	188,303
200	Yakima, Wa	187,622
201	Beaver County, Pa	186,944
202	Fort Collins-Loveland, Co	182,164
203	Chico, Ca	179,565
204	Champaign-Urbana-Rantoul, Il	178,562
205	Bremerton, Wa	177,529
206	Asheville, NC	176,175
207	Longview-Marshall, Tx	174,126
208	Racine, Wi	173,257
209	Merced, Ca	173,152
210	Lake Charles, La	172,903
211	Wheeling, WV-Oh	171,557
212	Cedar Rapids, Ia	168,982
213	Tyler, Tx	163,589
214	Parkersburg-Marietta, WV-Oh	158,474
215	Elkhart-Goshen, In	157,387
216	Topeka, Ks	156,964

217	Muskegon, Mi	156,921
218	Benton Harbor, Mi	156,473
219	Lima, Oh	155,894
220	Fort Walton Beach, Fl	155,753
221	Olympia, Wa	154,529
222	Clarksville-Hopkinsville, Tn-Ky	153,821
223	Waterloo-Cedar Falls, Ia	153,614
224	Richland-Kennewick-Pasco, Wa	152,959
225	Monroe, La	148,730
226	Lynchburg, Va	148,666
227	Bangor, Me	146,044
228	Steubenville-Weirton, Oh-WV	144,771
229	Athens, Ga	144,166
230	Fargo-Moorhead, ND-Mn	143,793
231	Anderson, SC	143,656
232	Burlington, Vt	143,166
233	Jackson, Mi	143,040
234	Tuscaloosa, Al	142,610
235	Medford, Or	142,460
236	Janesville-Beloit, Wi	142,045
237	Alexandria, La	141,842
238	Florence, Al	141,233
239	Pittsfield, Ma	140,670
240	Joplin, Mo	139,122
241	Eau Claire, Wi	138,308
242	Redding, Ca	137,122
243	Vineland-Millville-Bridgeton, NJ	136,633
244	Bryan-College Station, Tx	135,357
245	Altoona, Pa	135,056
246	Greeley, Co	134,007
247	Anderson, In	133,801
248	Mansfield, Oh	133,574
249	Jacksonville, NC	133,446
250	Pueblo, Co	133,436
251	Terre Haute, In	132,924
252	Panama City, Fl	132,577
253	Dothan, Al	131,956
254	Battle Creek, Mi	131,726
255	Las Cruces, NM	130,787
256	Charlottesville, Va	129,409
257	Bloomington-Normal, Il	129,216
258	Wichita Falls, Tx	128,983
259	Lafayette-West Lafayette, In	128,817
260	Abilene, Tx	128,653
261	Sioux Falls, SD	128,576
262	Pascagoula, Ms	127,884
263	Naples, Fl	127,106
264	Decatur, Il	126,762
265	Odessa, Tx	126,389
266	Anniston, Al	123,820
267	State College, Pa	123,542
268	Lawton, Ok	123,429
269	Sharon, Pa	123,405
270	Billings, Mt	121,880
271	Texarkana, Tx-Ar	121,675
272	Muncie, In	121,346
273	Albany, Ga	120,326
274	Laredo, Tx	120,147
275	Wilmington, NC	120,124
276	Kenosha, Wi	119,865
277	Florence, SC	118,985
278	Sioux City, Ia-Ne	118,478
279	Yuba City, Ca	118,020
280	Santa Fe, NM	117,648
281	Bellingham, Wa	117,237
282	Williamsport, Pa	116,250
283	Midland, Tx	115,822
284	Glens Falls, NY	114,596
285	Hagerstown, Md	113,234
286	Wausau, Wi	112,480
287	Fayetteville-Springdale, Ar	112,006
288	Danville, Va	109,970
289	Bloomington, In	109,775
290	Columbia, Mo	107,858
291	Burlington, NC	107,285
292	Rochester, Mn	104,200
293	Cumberland, Md-WV	103,939
294	Lewiston-Auburn, Me	103,245
295	Sheboygan, Wi	103,200
296	Gadsen, Al	102,664
297	Kokomo, In	102,498
298	San Angelo, Tx	100,430
299	La Crosse, Wi	99,685
300	Sherman-Denison, Tx	98,190
301	Decatur, Al	98,153
302	Kankakee, Il	96,122
303	Iowa City, Ia	91,401
304	Elmira, NMY	90,740
305	Pine Bluff, Ar	90,239
306	Dubuque, Ia	90,051
307	Owensboro, Ky	87,970
308	Bismarck, ND	87,676
309	St. Joseph, Mo	86,164
310	Jackson, Tn	81,656
311	Great Falls, Mt	80,058
312	Rapid City, SD	77,990
313	Cheyenne, WV	76,191
314	Victoria, Tx	75,074
315	Lawrence, Ks	74,198
316	Grand Forks, ND	71,285
317	Casper, Wy	69,079
318	Enid, Ok	62,577

DISPOSABLE INCOME
(thousands)

1	New York, NY	151,606,716
2	Los Angeles-Long Beach, Ca	105,509,929
3	Chicago, Il	93,781,887
4	Washington, DC-Md-Va	90,252,445
5	Philadelphia, Pa-NJ	80,590,288
6	Boston-Lawrence-Salem-Lowell-Brockton, Ma	74,048,380
7	Detroit, Mi	69,889,960
8	Nassau-Suffolk, NY	60,085,761
9	Anaheim-Santa Ana, Ca	58,552,827
10	Houston, Tx	51,547,727
11	San Diego, Ca	45,081,542
12	Atlanta, Ga	43,456,528
13	Oakland, Ca	42,252,354
14	Dallas, Tx	41,795,253
15	Minneapolis-St. Paul, Mn	39,677,280
16	San Francisco, Ca	39,250,774
17	San Jose, Ca	38,906,771
18	Newark, NJ	37,233,284
19	Baltimore, Md	34,068,731
20	Pittsburgh, Pa	33,268,194
21	Sacramento, Ca	33,187,622
22	Riverside-San Bernardino, Ca	32,873,477
23	Phoenix, Az	32,156,930
24	Seattle, Wa	31,335,056
25	Tampa-St. Petersburg-Clearwater, Fl	31,212,520
26	Cleveland, Oh	29,825,492
27	Bergen-Passaic, NJ	28,890,790
28	Denver, Co	27,344,505
29	Miami-Hialeah, Fl	26,045,999
30	Cincinnati, Oh-Ky-In	24,642,980
31	Kansas City, Mo-Ks	23,620,443
32	Middlesex-Somerset-Hunterdon, NJ	23,427,638
33	Fort Lauderdale-Holywood-Pompano Beach, Fl	22,731,972
34	Columbus, Oh	22,712,836
35	Bridgeport-Stamford-Norwalk-Danbury, Ct	21,828,516
36	Hartford-New Britain-Middletown-Bristol, Ct	21,625,531
37	Monmouth-Ocean, NJ	20,845,602
38	St. Louis, Mo-Il	20,453,115
39	Milwaukee, Wi	20,423,509
40	Portland, Or	18,601,121
41	Norfolk-Virginia Beach-Newport News, Va	18,557,160
42	Indianapolis, In	18,446,186
43	San Antonio, Tx	17,270,544
44	Rochester, NY	16,774,038
45	Fort Worth-Arlington, Tx	16,653,425
46	Nashville, Tn	16,194,597
47	Charlotte-Gastonia-Rock Hill, NC-SC	16,052,092
48	Orlando, Fl	15,555,370
49	New Orleans, La	15,361,513
50	Oxnard-Ventura, Ca	15,142,089
51	West Palm Beach-Boca Raton-Delray Beach, Fl	14,258,951
52	Austin, Tx	13,944,002
53	Honolulu, Hi	13,677,824
54	Providence-Pawtucket-Woonsocket, RI	13,501,693
55	Oklahoma City, Ok	13,277,034
56	Memphis, Tn-Ar-Ms	12,935,392
57	Raleigh-Durham, NC	12,718,222
58	Albany-Schenectady-Troy, NY	12,693,129
59	New Haven-Waterbury-Meriden, Ct	12,682,074
60	Buffalo, NY	12,671,295
61	Greensboro-Winston-Salem-High Point, NC	12,642,014
62	Grand Rapids, Mi	12,572,813
63	Salt Lake City-Ogden, Ut	12,350,261
64	Dayton-Springfield, Oh	12,303,368
65	Richmond-Petersburg, Va	12,071,061
66	Birmingham, Al	12,048,482
67	Louisville, Ky-In	11,419,514
68	Harrisburg-Lebanon-Carlisle, Pa	11,414,744
69	Worcester-Fitchburg-Leominster, Ma	11,027,408
70	Jacksonville, Fl	11,002,319
71	Lake County, Il	10,370,484
72	Allentown-Bethlehem, Pa-NJ	10,348,594
73	Fresno, Ca	10,176,032
74	Tucson, Az	9,953,543
75	Syracuse, NY	9,886,045
76	Vallejo-Fairfield-Napa, Ca	9,858,460
77	Toledo, Oh	9,569,637
78	Las Vegas, Nv	9,551,527
79	Scranton-Wilkes-Barre, Pa	9,468,811
80	Knoxville, Tn	9,458,606
81	Bakersfield, Ca	9,063,693
82	Wilmington, De-NJ-Md	9,028,610
83	Springfield, Ma	8,696,863
84	Akron, Oh	8,609,063
85	Omaha, Ne-Ia	8,529,728
86	Santa Rosa-Petaluma, Ca	8,151,082
87	Santa Barbara-Santa Maria-Lompoc, Ca	8,070,153
88	Madison, Wi	8,060,984
89	Greenville-Spartanburg, SC	8,041,227
90	Tacoma, Wa	7,988,610
91	Stockton, Ca	7,778,840
92	Jersey City, NJ	7,518,752
93	Little Rock-North Little Rock, Ar	7,413,867
94	Tulsa, Ok	7,382,529
95	Atlantic City, NJ	7,212,826
96	Colorado Springs, Co	6,962,628
97	Gary-Hammond, In	6,900,067
98	Portsmouth-Dover-Rochester, NH	6,773,852
99	York, Pa	6,635,872
100	Charleston, SC	6,596,672
101	Columbia, SC	6,590,613
102	New Bedford-Fall River-Attleboro, Ma	6,589,358
103	Lancaster, Pa	6,586,451
104	Baton Rouge, La	6,471,686
105	Albuquerque, NM	6,426,435
106	Salinas-Seaside-Monterey, Ca	6,344,118
107	Manchester-Nashua, NH	6,306,750
108	Trenton, NJ	6,218,253
109	Lansing-East Lansing, Mi	6,156,918
110	Joliet, Il	6,098,454
111	Peoria, Il	5,974,857
112	Wichita, Ks	5,928,596
113	Youngstown-Warren, Oh	5,911,137
114	Augusta, Ga-SC	5,903,731
115	Aurora-Elgine, Il	5,894,893
116	Spokane, Wa	5,745,067
117	Saginaw-Bay City-Midland, Mi	5,689,371
118	Flint, Mi	5,631,960
119	Des Moines, Ia	5,378,368
120	Davenport-Rock Island-Moline, Ia-Il	5,349,381
121	Mobile, Al	5,283,598
122	El Paso, TX	5,174,563
123	Fort Wayne, In	5,156,277
124	Visalia-Tulare-Porterville, Ca	5,154,263
125	Ann Arbor, Mi	5,046,925
126	Reading, Pa	5,035,623
127	Canton, Oh	5,016,055
128	Jackson, Ms	4,948,518
129	Modesto, Ca	4,875,543
130	Chattanooga, Tn-Ga	4,803,167
131	Anchorage, Ak	4,801,534
132	Fort Myers-CapeCoral, Fl	4,795,919
133	Tallahassee, Fl	4,768,073
134	Macon-Warner Robins, Ga	4,732,952
135	Santa Cruz, Ca	4,669,900
136	Sarasota, Fl	4,577,105
137	Daytona Beach, Fl	4,571,456
138	New London-Norwich, Ct	4,561,297
139	Bremerton, Wa	4,454,854
140	Lakeland-Winter Haven, Fl	4,408,017
141	Johnson City-Kingsport-Bristol, Tn-Va	4,372,958
142	Pensacola, Fl	4,357,664
143	Rockford, Il	4,315,504
144	Lexington-Fayette, Ky	4,260,549
145	Appleton-Oshkosh-Neenah, Wi	4,177,901
146	Poughkeepsie, NY	4,144,229
147	Beaumont-Port Arthur, Tx	4,140,056
148	Portland, Me	4,133,050
149	Reno, Nv	4,117,065
150	Asheville, NC	4,091,743
151	Evansville, In-Ky	4,076,779
152	Orange County, NY	4,026,234
153	Shreveport, La	3,998,187
154	Gainesville, Fl	3,974,640
155	Corpus Christi, Tx	3,935,014
156	Boulder-Longmont, Co	3,922,262
157	Eugene-Springfield, Or	3,850,411
158	Montgomery, Al	3,839,417
159	Binghamton, NY	3,742,26[illegible]
160	Utica-Rome, NY	3,728,951
161	Melbourne-Titusville-Palm Bay, Fl	3,708,612
162	Hamilton-Middletown, Oh	3,672,641
163	Springfield, Mo	3,657,454
164	Champaign-Urbana-Rantoul, Il	3,614,182
165	Erie, Pa	3,575,518
166	Kalamazoo, Mi	3,571,514
167	Salem, Or	3,518,104
168	Fort Pierce, Fl	3,460,927
169	Huntsville, Al	3,397,827
170	Huntington-Ashland, WV-Ky-Oh	3,367,872
171	Springfield, Il	3,362,564
172	South Bend-Mishakawa, In	3,330,465
173	Charleston, WV	3,327,629
174	Columbus, Ga-Al	3,321,242
175	Roanoke, Va	3,303,473
176	Fort Collins-Loveland, Co	3,281,698
177	Boise City, Id	3,236,367
178	Amarillo, Tx	3,208,801
179	Savannah, Ga	3,196,778
180	Bradenton, Fl	3,163,018
181	Killeen-Temple, Tx	3,101,299
182	Fayetteville, NC	3,094,249
183	Duluth, Mn-Wi	2,956,491
184	Merced, Ca	2,943,697
185	Brazoria, Tx	2,928,401
186	Lubbock, Tx	2,893,635
187	McAllen-Edinburg-Mission, Tx	2,871,568
188	Lorain-Elyria, Oh	2,838,528
189	Green Bay, Wi	2,815,256
190	Vancouver, Wa	2,813,126
191	Hickory, NC	2,790,374
192	Johnstown, Pa	2,767,859
193	Lafayette, La	2,757,816
194	Lincoln, Ne	2,752,875
195	Olympia, Wa	2,744,187
196	Naples, Fl	2,624,759
197	Niagara Falls, NY	2,617,903
198	Chico, Ca	2,602,942
199	St. Cloud, Mn	2,588,696
200	Richland-Kennewick-Pasco, Wa	2,576,061
201	Bryan-College Station, Tx	2,531,373
202	Yakima, Wa	2,496,008
203	Burlington, Vt	2,476,734
204	Racine, Wi	2,470,813
205	Bloomington-Normal, Il	2,441,244
206	Lafayette-W. Lafayette, In	2,419,369
207	Ocala, Fl	2,410,776
208	Galveston-Texas City, Tx	2,407,972
209	Biloxi-Gulfport, Ms	2,353,263
210	Tyler, Tx	2,340,997
211	Beaver County, Pa	2,313,922
212	Elkhart-Goshen, In	2,306,760
213	Cedar Rapids, Ia	2,255,115
214	Provo-Orem, Ut	2,239,178
215	Topeka, Ks	2,202,841
216	Redding, Ca	2,187,684
217	Benton Harbor, Mi	2,184,069
218	Waco, Tx	2,179,039
219	Ft. Smith, Ar-Ok	2,126,139
220	Brownsville-Harlingen, Tx	2,101,254
221	Wheeling, WV-Oh	2,082,385
222	Bloomington, In	2,081,783
223	Houma-Thibodaux, La	2,074,814
224	Athens, Ga	2,068,764
225	Kenosha, Wi	2,046,345
226	State College, Pa	2,039,106
227	Santa Fe, NM	2,037,411
228	Pittsfield, Ma	2,023,874
229	Muskegon, Mi	2,015,385
230	Greeley, Co	2,000,782
231	Alexandria, La	1,999,634
232	Rochester, Mn	1,985,249
233	Bangor, Me	1,960,494
234	Lima, Oh	1,928,321
235	Longview-Marshall, Tx	1,924,632
236	Columbia, Mo	1,913,930
237	Waterloo-Cedar Falls, Ia	1,888,226
238	Dothan, Al	1,881,875
239	Decatur, Il	1,876,899
240	Steubenville-Weirton, Oh-WV	1,874,704
241	Jackson, Mi	1,847,666
242	Abilene, Tx	1,845,024
243	Lawton, Ok	1,843,911
244	Joplin, Mo	1,843,227
245	Wichita Falls, Tx	1,823,954
246	Tuscaloosa, Al	1,818,759
247	Parkersburg-Marietta, WV-Oh	1,818,406
248	Battle Creek, Mi	1,807,619
249	Terre Haute, In	1,799,716
250	Fort Walton Beach, Fl	1,785,463
251	Lake Charles, La	1,785,109
252	Medford, Or	1,760,228
253	Altoona, Pa	1,758,889
254	Wilmington, NC	1,754,866
255	Charlottesville, Va	1,752,387
256	Bellingham, Wa	1,737,208
257	Billings, Mt	1,714,350
258	Lynchburg, Va	1,703,210
259	Jacksonville, NC	1,663,740
260	Fargo-Moorhead, ND-Mn	1,641,272
261	Albany, Ga	1,626,445
262	Clarksville-Hopkinsville, Tn-Ky	1,623,354
263	Midland, Tx	1,622,961
264	Sioux Falls, SD	1,612,015
265	Odessa, Tx	1,597,713
266	Mansfield, Oh	1,569,157
267	Iowa City, Ia	1,564,774
268	Eau Claire, Wi	1,556,684
269	Janesville-Beloit, Wi	1,549,012
270	Sharon, Pa	1,526,827
271	Anderson, In	1,521,722
272	Monroe, La	1,518,695
273	Vineland-Milville-Bridgeton, NJ	1,514,595
274	Fayetteville-Springdale, Ar	1,505,737
275	La Crosse, Wi	1,503,615

276	Sioux City, Ia-Ne	1,499,167
277	Muncie, In	1,483,829
278	Decatur, Al	1,480,568
279	Florence, SC	1,471,090
280	Yuba City, Ca	1,467,503
281	Anderson, SC	1,462,326
282	Williamsport, Pa	1,446,125
283	San Angelo, Tx	1,429,698
284	Wausau, Wi	1,411,356
285	Panama City, Fl	1,390,724
286	Sherman-Denison, Tx	1,374,526
287	Sheboygan, Wi	1,332,030
288	Florence, Al	1,329,425
289	Burlington, NC	1,327,552
290	Anniston, Al	1,319,202
291	Las Cruces, NM	1,308,362
292	Hagerstown, Md	1,304,831
293	Kokomo, In	1,300,624
294	Glens Falls, NY	1,288,257
295	Pueblo, Co	1,286,831
296	Kankakee, Il	1,281,132
297	Lewiston-Auburn, Me	1,276,670
298	Lawrence, Ks	1,245,453
299	Pascagoula, Ms	1,240,296
300	Danville, Va	1,200,615
301	Cumberland, Md-WV	1,180,601
302	Dubuque, Ia	1,145,855
303	Bismarck, ND	1,144,428
304	Texarkana, Tx-Ar	1,043,239
305	Pine Bluff, Ar	1,042,194
306	Victoria, Tx	1,039,722
307	St. Joseph, Mo	1,037,678
308	Great Falls, Mt	1,030,369
309	Laredo, Tx	946,532
310	Jackson, Tn	939,841
311	Elmira, NY	923,967
312	Cheyenne, WV	902,264
313	Gadsen, Al	888,966
314	Grand Forks, ND	867,297
315	Rapid City, SD	865,872
316	Owensboro, Ky	855,240
317	Casper, Wy	806,419
318	Enid, Ok	680,419

INCOME PER HOUSEHOLD

1	Bridgeport-Stamford-Norwalk-Danbury, Ct	71,989
2	Bremerton, Wa	69,122
3	Middlesex-Somerset-Hunterdon, NJ	67,879
4	San Jose, Ca	67,217
5	Nassau-Suffolk, NY	67,177
6	Vallejo-Fairfield-Napa, Ca	67,121
7	Oxnard-Ventura, Ca	66,708
8	Lake County, Il	65,052
9	Washington, DC-Md-Va	64,752
10	Anaheim-Santa Ana, Ca	62,531
11	Champaign-Urbana-Rantoul, Il	60,776
12	Bergen-Passaic, NJ	60,283
13	Asheville, NC	59,666
14	Lafayette-W. Lafayette, In	59,425
15	Sacramento, Ca	59,343
16	Monmouth-Ocean, NJ	58,069
17	Madison, Wi	57,247
18	Bloomington, In	56,956
19	Tallahassee, Fl	56,052
20	Santa Barbara-Santa Maria-Lompoc, Ca	55,079
21	Newark, NJ	54,879
22	Anchorage, Ak	54,878
23	Salinas-Seaside-Monterey, Ca	54,834
24	Atlantic City, NJ	54,718
25	Portsmouth-Dover-Rochester, NH	54,662
26	Honolulu, Hi	54,485
27	San Francisco, Ca	54,385
28	Bloomington-Normal, Il	54,137
29	Bryan-College Station, Tx	53,968
30	Boston-Lawrence-Salem-Lowell-Brockton, Ma	53,521
31	Grand Rapids, Mi	53,165
32	State College, Pa	53,022
33	Visalia-Tulare-Porterville, Ca	52,884
34	Trenton, NJ	52,680
35	Hartford-New Britain-Middletown-Bristol, Ct	52,588
36	Columbia, Mo	52,508
37	Santa Rosa-Petaluma, Ca	52,412
38	Manchester, Nashua, NH	52,313
39	San Diego, Ca	52,271
40	Harrisburg-Lebanon-Carlisle, Pa	51,544
41	Rochester, Mn	50,683
42	Santa Cruz, Ca	50,529
43	Naples, Fl	50,482
44	Gainesville, Fl	50,407
45	Ann Arbor, Mi	50,349
46	Burlington, Vt	50,037
47	Lawrence, Ks	50,030
48	Oakland, Ca	49,961
49	Aurora-Elgin, Il	49,921
50	Joliet, Il	49,886
51	Merced, Ca	49,542
52	Bakersfield, Ca	49,421
53	New London-Norwich, Ct	49,289
54	Brazoria, Tx	48,738
55	Jacksonville, NC	48,674
56	Fort Collins-Loveland, Co	48,652
57	Raleigh-Durham, NC	48,496
58	Poughkeepsie, NY	47,913
59	Austin, Tx	47,872
60	Kenosha, Wi	47,740
61	Lawton, Ok	47,718
62	Peoria, Il	47,370
63	Macon-Warner Robins, Ga	47,244
64	Stockton, Ca	47,006
65	Colorado Springs, Co	46,871
66	Fresno, Ca	46,531
67	Worcester-Fitchburg-Leominster, Ma	46,295
68	Lancaster, Pa	46,216
69	Philadelphia, Pa-NJ	46,000
70	Santa Fe, NM	45,989
71	Olympia, Wa	45,936
72	Richland-Kennewick-Pasco, Wa	45,932
73	Iowa City, Ia	45,897
74	Nashville, Tn	45,455
75	New York, NY	45,405
76	Cincinnati, Oh-Ky-In	45,393
77	Kalamazoo, Mi	45,137
78	Rochester, NY	44,833
79	York, Pa	44,567
80	Portland, Me	44,464
81	Wilmington, De-NJ-Md	44,364
82	Orange County, NY	44,204
83	Columbus, Oh	44,109
84	Detroit, Mi	44,009
85	Springfield, Il	43,762
86	Minneapolis-St. Paul, Mn-Wi	43,614
87	Boise City, Id	43,568
88	St. Cloud, Mn	43,240
89	New Haven-Waterbury-Meriden, Ct	43,231
90	Reno, Nv	43,198
91	Riverside-San Bernardino, Ca	43,056
92	Seattle, Wa	42,818
93	Houston, Tx	42,417
94	Boulder-Longmont, Co	42,388
95	Atlanta, Ga	42,249
96	Dallas, Tx	42,165
97	Augusta, Ga-SC	42,162
98	Amarillo, Tx	41,975
99	La Crosse, Wi	41,815
100	Cleveland, Oh	41,803
101	Greeley, Co	41,801
102	Toledo, Oh	41,769
103	Redding, Ca	41,767
104	Springfield, Ma	41,711
105	Allentown-Bethlehem, Pa	41,613
106	Springfield, Mo	41,563
107	Spokane, Wa	41,520
108	Alexandria, La	41,511
109	Decatur, Al	41,374
110	Reading, Pa	41,358
111	Chicago, Il	41,339
112	Killeen-Temple, Tx	41,326
113	Elkhart-Goshen, In	41,282
114	Knoxville, Tn	41,245
115	Columbia, SC	41,196
116	Abilene, Tx	41,174
117	Fort Lauderdale-Holywood-Pompano Beach, Fl	41,152
118	Rockford, Il	41,091
119	Phoenix, Az	41,004
120	Orlando, Fl	40,954
121	Syracuse, NY	40,618
122	Lansing-East Lansing, Mi	40,615
123	Tucson, Az	40,584
124	Dothan, Al	40,539
125	Athens, Ga	40,532
126	Modesto, Ca	40,311
127	Las Vegas, Nv	40,101
128	Providence-Pawtucket-Woonsocket, RI	39,959
129	Pittsburgh, Pa	39,915
130	West Palm Beach-Boca Raton-Delray Beach, Fl	39,891
131	Victoria, Tx	39,833
132	Saginaw-Bay City-Midland, Mi	39,808
133	Albany, Ga	39,807
134	Kansas City, Mo-Ks	39,767
135	Albany-Schenectady-Troy, NY	39,697
136	Bradenton, Fl	39,584
137	Racine, Wi	39,460
138	Portland, Or	39,438
139	San Angelo, Tx	39,421
140	Indianapolis, In	39,393
141	Tacoma, Wa	39,352
142	Baltimore, Md	39,315
143	Wichita Falls, Tx	39,200
144	Decatur, Il	39,197
145	Little Rock-North Little Rock, Ar	39,186
146	Milwaukee, Wi	39,177
147	Norfolk-Virginia Beach-Newport News, Va	39,162
148	Columbus, Ga-Al	38,982
149	Denver, Co	38,955
150	Fort Wayne, In	38,900
151	Wilmington, NC	38,858
152	Tyler, Tx	38,793
153	Sarasota, Fl	38,790
154	Fort Pierce, Fl	38,753
155	Richmond-Petersburg, Va	38,749
156	Pittsfield, Ma	38,702
157	Green Bay, Wi	38,663
158	Bellingham, Wa	38,649
159	Fort Myers-CapeCoral, Fl	38,615
160	Kankakee, Il	38,598
161	Charlotte-Gastonia-Rock Hill, NC-SC	38,534
162	Charleston, SC	38,509
163	Davenport-Rock Island-Moline, Ia-Il	38,469
164	Charlottesville, Va	38,467
165	South Bend-Mishakawa, In	38,208
166	Hamilton-Middletown, Oh	38,148
167	Binghamton, NY	38,102
168	Bangor, Me	38,032
169	Dubuque, Ia	37,950
170	Miami-Hialeah, Fl	37,941
171	Fayetteville, NC	37,682
172	New Bedford-Fall River-Attleboro, Ma	37,621
173	Evansville, In-Ky	37,511
174	Huntsville, Al	37,440
175	Memphis, Tn-Ar-Ms	37,334
176	San Antonio, Tx	37,279
177	Jersey City, NJ	37,195
178	Midland, Tx	37,163
179	Roanoke, Va	37,127
180	Des Moines, Ia	37,101
181	Savannah, Ga	37,068
182	Fayetteville-Springdale, Ar	37,058
183	Salem, Or	37,030
184	Appleton-Oshkosh-Neenah, Wi	36,721
185	Eugene-Springfield, Or	36,613
186	Florence, SC	36,547
187	Lubbock, Tx	36,521
188	Grand Forks, ND	36,374
189	Omaha, Ne-Ia	36,341
190	Terre Haute, In	36,331
191	Yakima, Wa	36,243
192	Tuscaloosa, Al	36,240
193	Billings, Mt	36,172
194	Sherman-Denison, Tx	36,060
195	Bismarck, ND	35,915
196	Tampa-St. Petersburg-Clearwater, Fl	35,881
197	Jackson, Ms	35,747
198	Sheboygan, Wi	35,601
199	Montgomery, Al	35,579
200	Topeka, Ks	35,494
201	Chico, Ca	35,455
202	Flint, Mi	35,393
203	Muncie, In	35,381
204	Greensboro-Winston-Salem-High Point, NC	35,333
205	Lincoln, Ne	35,302
206	Wausau, Wi	35,302
207	Greenville-Spartanburg, SC	35,249
208	Lafayette, La	35,188
209	Vancouver, Wa	35,117
210	Cedar Rapids, Ia	35,047
211	Altoona, Pa	35,042
212	Akron, Oh	35,036
213	Erie, Pa	35,001
214	Salt Lake City-Ogden, Ut	34,993
215	Kokomo, In	34,762
216	Birmingham, Al	34,715
217	Lexington-Fayette, Ky	34,639
218	Joplin, Mo	34,600
219	Buffalo, NY	34,497
220	Dayton-Springfield, Oh	34,468
221	Waterloo-Cedar Falls, Ia	34,407
222	Sharon, Pa	34,403
223	Oklahoma City, Ok	34,400
224	Odessa, Tx	34,375
225	Lima, Oh	34,357
226	Scranton-Wilkes-Barre, Pa	34,175
227	Pensacola, Fl	34,169
228	Jackson, Mi	34,167
229	Houma-Thibodaux, La	34,148
230	Biloxi-Gulfport, Ms	34,072
231	Benton Harbor, Mi	34,030
232	Williamsport, Pa	34,022
233	Fort Worth-Arlington, Tx	34,010
234	Muskegon, Mi	33,944
235	Sioux City, Ia-Ne	33,923
236	Pine Bluff, Ar	33,897
237	Canton, Oh	33,892
238	Beaver County, Pa	33,807
239	Provo-Orem, Ut	33,608
240	Lewiston-Auburn, Me	33,596
241	Albuquerque, NM	33,594
242	Battle Creek, Mi	33,592
243	Clarksville-Hopkinsville, Tn-Ky	33,387
244	Lynchburg, Va	33,337
245	Lakeland-Winter Haven, Fl	33,265
246	Great Falls, Mt	33,242
247	Yuba City, Ca	33,120
248	Sioux Falls, SD	33,071
249	Los Angeles-Long Beach, Ca	33,032
250	Hickory, NC	33,025
251	Ocala, Fl	32,905
252	Daytona Beach, Fl	32,842
253	Duluth, Mn-Wi	32,772
254	Vineland-Milville-Bridgeton, NJ	32,691
255	Medford, Or	32,500
256	Fargo-Moorhead, ND-Mn	32,480
257	Jacksonville, Fl	32,453
258	Burlington, NC	32,370
259	Steubenville-Weirton, Oh-WV	32,303
260	Hagerstown, Md	32,231
261	Baton Rouge, La	32,164
262	Johnstown, Pa	32,102
263	Glens Falls, NY	32,037
264	Niagara Falls, NY	32,021
265	Eau Claire, Wi	32,013
266	Utica-Rome, NY	31,902
267	Mansfield, Oh	31,890
268	Wichita, Ks	31,739
269	Charleston, WV	31,738
270	Louisville, Ky-In	31,641
271	Gary-Hammond, In	31,528
272	Corpus Christi, Tx	31,522
273	Fort Walton Beach, Fl	31,483
274	Casper, Wy	31,357
275	Anderson, In	31,291
276	Anniston, Al	31,205
277	Waco, Tx	31,195
278	Jackson, Tn	31,192
279	Parkersburg-Marietta, WV-Oh	31,129
280	Youngstown-Warren, Oh	30,985
281	Cumberland, Md-WV	30,887
282	Lorain-Elyria, Oh	30,793
283	Mobile, Al	30,765
284	Longview-Marshall, Tx	30,648
285	Chattanooga, Tn-Ga	30,586
286	Ft. Smith, Ar-Ok	30,520
287	Cheyenne, WV	30,464
288	St. Joseph, Mo	30,437
289	Las Cruces, NM	30,363
290	New Orleans, La	30,309
291	Wheeling, WV-Oh	30,279
292	Galveston-Texas City, Tx	30,185
293	El Paso, TX	30,055
294	Laredo, Tx	30,003
295	Beaumont-Port Arthur, Tx	29,832
296	Janesville-Beloit, Wi	29,566
297	Danville, Va	29,409
298	Monroe, La	29,298
299	Lake Charles, La	29,188
300	Rapid City, SD	29,137
301	Shreveport, La	29,134
302	Pascagoula, Ms	29,058
303	Panama City, Fl	28,373
304	Brownsville-Harlingen, Tx	28,296
305	Anderson, SC	28,012
306	Enid, Ok	27,893
307	Elmira, NMY	27,861
308	Huntington-Ashland, WV-Ky-Oh	27,449
309	McAllen-Edinburg-Mission, Tx	26,924
310	Tulsa, Ok	26,809
311	Owensboro, Ky	26,543
312	Johnson City-Kingsport-Bristol, Tn-Va	25,918
313	Florence, Al	25,578
314	Pueblo, Co	25,468
315	Melbourne-Titusville-Palm Bay, Fl	24,409
316	Gadsen, Al	23,436
317	Texarkana, Tx-Ar	23,078
318	St. Louis, Mo-Il	21,840

TOTAL RETAIL SALES
(thousands)

1	Los Angeles-Long Beach, Ca	67,765,334
2	New York, NY	52,599,536
3	Chicago, Il	44,655,637
4	Philadelphia, Pa-NJ	35,099,100
5	Boston-Lawrence-Salem-Lowell-Brockton, Ma	33,478,962
6	Detroit, Mi	32,014,728
7	Washington, DC-Md-Va	31,638,320

8	Houston, Tx	25,940,945
9	Nassau-Suffolk, NY	24,363,057
10	Dallas, Tx	24,218,766
11	Atlanta, Ga	23,832,055
12	Anaheim-Santa Ana, Ca	22,999,473
13	Minneapolis-St. Paul, Mn-Wi	19,483,748
14	San Diego, Ca	18,279,052
15	Baltimore, Md	17,928,857
16	St. Louis, Mo-Il	17,806,364
17	Phoenix, Az	17,717,328
18	Oakland, Ca	16,642,770
19	Tampa-St. Petersburg-Clearwater, Fl	16,588,585
20	San Francisco, Ca	16,478,833
21	Miami-Hialeah, Fl	15,940,142
22	Seattle, Wa	15,746,214
23	Riverside-San Bernardino, C.	14,673,353
24	Newark, NJ	14,620,757
25	Denver, Co	14,613,665
26	Pittsburgh, Pa	14,469,716
27	San Jose, Ca	14,104,094
28	Cleveland, Oh	13,092,523
29	Bergen-Passaic, NJ	12,765,999
30	Fort Lauderdale-Holywood-Pompano Beach, Fl	12,181,173
31	Kansas City, Mo-Ks	11,756,786
32	Sacramento, Ca	11,633,019
33	Fort Worth-Arlington, Tx	11,142,240
34	Cincinnati, Oh-Ky-In	10,573,466
35	Columbus, Oh	10,237,769
36	San Antonio, Tx	9,925,175
37	Milwaukee, Wi	9,867,043
38	Portland, Or	9,693,530
39	Indianapolis, In	9,601,412
40	Norfolk-Virginia Beach-Newport News, Va	9,461,244
41	Hartford-New Britain-Middletown-Bristol, Ct	9,269,745
42	Middlesex-Somerset-Hunterdon, NJ	9,218,100
43	Monmouth-Ocean, NJ	9,060,639
44	Orlando, Fl	9,045,317
45	New Orleans, La	8,888,303
46	Charlotte-Gastonia-Rock Hill, NC-SC	8,754,821
47	Bridgeport-Stamford-Norwalk-Danbury, Ct	8,017,841
48	West Pal Beach-Boca Paton-Delray Beach, Fl	8,002,627
49	Nashville, Tn	7,582,329
50	Oklahoma City, Ok	7,577,256
51	Memphis, Tn-Ar-Ms	7,282,889
52	Salt Lake City-Ogden, Ut	7,183,453
53	Greensboro-Winston-Salem-High Point, NC	7,081,704
54	Rochester, NY	6,926,344
55	Jacksonville, Fl	6,922,169
56	Dayton-Springfield, Oh	6,786,617
57	Austin, Tx	6,722,750
58	Richmond-Petersburg, Va	6,548,644
59	Louisville, Ky-In	6,456,306
60	New Haven-Waterbury-Meriden, Ct	6,421,972
61	Honolulu, Hi	6,330,219
62	Albany-Schenectady-Troy, N	6,306,751
63	Providence-Pawtucket-Woonsocket, RI	6,240,977
64	Buffalo, NY	6,166,972
65	Birmingham, Al	5,932,056
66	Raleigh-Durham,NC	5,719,475
67	Las Vegas, Nv	5,661,045
68	Worcester-Fitchburg-Leominster, Ma	5,329,702
69	Grand Rapids, Mi	5,287,049
70	Oxnard-Ventura, Ca	5,006,311
71	Tulsa, Ok	4,981,668
72	Scranton-Wilkes-Barre, Pa	4,906,532
73	Allentown-Bethlehem, Pa-NJ	4,886,306
74	Toledo, Oh	4,873,018
75	Knoxville, Tn	4,805,131
76	Tucson, Az	4,633,325
77	Omaha, Ne-Ia	4,595,478
78	Syracuse, NY	4,579,276
79	Harrisburg-Lebanon-Carlisle, Pa	4,567,209
80	Springfield, Ma	4,486,547
81	Fresno, Ca	4,459,679
82	Greenville-Spartanburg, SC	4,449,158
83	Wilmington,De-NJ-Md	4,437,633
84	Akron, Oh	4,383,322
85	Lake County,Il	4,093,070
86	Albuquerque, NM	4,090,498
87	New Bedford-Fall River-Attleboro, Ma	4,061,170
88	Little Rock-North Little Rock,Ar	3,953,855
89	Baton Rouge, La	3,925,681
90	Atlantic City, NJ	3,741,073
91	Bakersfield, Ca	3,737,326
92	Manchester, Nashua, NH	3,672,005
93	Wichita, Ks	3,597,514
94	Santa Barbara-Santa Maria-Lompoc, Ca	3,594,378
95	Tacoma, Wa	3,572,870
96	El Paso, TX	3,552,241
97	Gary-Hammond, In	3,475,927
98	Portsmouth-Dover-Rochester NH	3,468,266
99	Colorado Springs, Co	3,264,328
100	Flint, Mi	3,247,996
101	Charleston, SC	3,247,408
102	Youngstown-Warren, Oh	3,220,480
103	Santa Rosa-Petaluma, Ca	3,190,705
104	Lansing-East Lansing, Mi	3,122,681
105	Mobile, Al	3,109,142
106	Columbia, SC	3,100,717
107	Jersey City, NJ	3,099,781
108	Des Moines, Ia	3,072,804
109	Lancaster, Pa	3,053,773
110	Chattanooga, Tn-Ga	3,043,124
111	Madison, Wi	3,021,818
112	Trenton, NJ	2,899,944
113	York, Pa	2,880,791
114	Melbourne-Titusville-Palm Bay, Fl	2,866,822
115	Saginaw-Bay City-Midland, Mi	2,836,577
116	Anchorage, Ak	2,815,465
117	Fort Myers-CapeCoral, Fl	2,815,014
118	Johnson City-Kingsport-Bristol, Tn-Va	2,782,524
119	Stockton, Ca	2,770,559
120	Daytona Beach, Fl	2,761,258
121	Lakeland-Winter Haven, Fl	2,737,230
122	Portland, Me	2,723,163
123	Fort Wayne, In	2,720,152
124	Corpus Christi, Tx	2,715,647
125	Spokane, Wa	2,711,935
126	Sarasota, Fl	2,698,613
127	Beaumont-Port Arthur, Tx	2,644,209
128	Canton, Oh	2,638,511
129	Augusta, Ga-SC	2,619,048
130	Shreveport, La	2,605,999
131	Reading, Pa	2,595,121
132	Reno, Nv	2,583,141
133	Lexington-Fayette, Ky	2,582,742
134	Jackson, Ms	2,564,202
135	Vallejo-Fairfield-Napa, Ca	2,508,568
136	Davenport-Rock Island-Moline, Ia-Il	2,498,944
137	Ann Arbor, Mi	2,458,098
138	Salinas-Seaside-Monterey, Ca	2,386,755
139	Pensacola, Fl	2,380,716
140	Aurora-Elgine, Il	2,352,187
141	McAllen-Edinburg-Mission, Tx	2,350,165
142	Orange County, NY	2,309,017
143	Modesto, Ca	2,200,921
144	Peoria, Il	2,139,673
145	Evansville, In-Ky	2,131,302
146	Appleton-Oshkosh-Neenah, W	2,120,549
147	Boulder-Longmont, Co	2,117,829
148	Macon-Warner Robins, Ga	2,065,529
149	Santa Cruz, Ca	2,055,775
150	New London-Norwich, Ct	2,024,866
151	Lubbock, Tx	2,018,198
152	Eugene-Springfield, Or	2,009,729
153	Rockford, Il	1,988,386
154	Poughkeepsie, NY	1,976,917
155	Fort Pierce, Fl	1,971,705
156	Utica-Rome, NY	1,961,104
157	Joliet, Il	1,957,344
158	Springfield, Mo	1,953,094
159	Montgomery, Al	1,947,836
160	St. Cloud, Mn	1,880,140
161	Amarillo, Tx	1,879,742
162	Binghamton, NY	1,879,278
163	Savannah, Ga	1,864,498
164	Visalia-Tulare-Porterville, Ca	1,862,558
165	Huntington-Ashland WV-Ky-Oh	1,862,368
166	Roanoke, Va	1,851,017
167	South Bend-Mishakawa, In	1,842,284
168	Gainesville, Fl	1,804,766
169	Kalamazoo, Mi	1,781,064
170	Charleston, WV	1,762,957
171	Erie, Pa	1,762,572
172	Huntsville, Al	1,735,517
173	Tallahassee, Fl	1,734,481
174	Fayetteville, NC	1,702,665
175	Brownsville-Harlingen,Tx	1,667,427
176	Salem, Or	1,665,891
177	Bradenton, Fl	1,660,808
178	Lafayette, La	1,641,512
179	Duluth, Mn-Wi	1,628,173
180	Columbus, Ga-Al	1,593,096
181	Ocala, Fl	1,546,808
182	Boise City, Id	1,542,897
183	Hickory, NC	1,535,844
184	Killeen-Temple, Tx	1,534,227
185	Green Bay, Wi	1,526,844
186	Waco, Tx	1,521,582
187	Hamilton-Middletown, Oh	1,501,771
188	Longview-Marsnall, Tx	1,484,670
189	Springfield, Il	1,478,664
190	Asheville, NC	1,478,332
191	Lorain-Elyria, Oh	1,441,922
192	Galveston-Texas City, Tx	1,434,100
193	Fort Collins-Loveland, Co	1,431,723
194	Lincoln, Ne	1,422,118
195	Naples, Fl	1,416,418
196	Elkhart-Goshen, In	1,401,758
197	Provo-Orem, Ut	1,382,733
198	Biloxi-Gulfport, Ms	1,356,743
199	Champaign-Urbana-Rantoul	1,345,932
200	Burlington, Vt	1,320,664
201	Tyler, Tx	1,315,720
202	Johnstown, Pa	1,299,914
203	Chico, Ca	1,286,614
204	Ft. Smith, Ar-Ok	1,284,013
205	Fargo-Moorhead ND-Mn	1,254,060
206	Yakima, Wa	1,241,377
207	Niagara Falls, NY	1,228,567
208	Cedar Rapids, Ia	1,224,588
209	Topeka, Ks	1,222,350
210	Houma-Thibodaux, La	1,216,219
211	Pittsfield, Ma	1,182,127
212	Sioux Falls, SD	1,178,674
213	Vancouver, Wa	1168606
214	Redding, Ca	1,152,835
215	Lima, Oh	1,151,806
216	Medford, Or	1,147,320
217	Billings, Mt	1,145,640
218	Bangor, Me	1,142,118
219	Brazoria, Tx	1,138,509
220	Wilmington, NC	1,133,164
221	Lake Charles, La	1,132,480
222	Abilene, Tx	1,128,918
223	Charlottesville, Va	1,128,836
224	Fort Walton Beach, Fl	1,120,569
225	Odessa, Tx	1,119,495
226	Panama City, Fl	1,111,061
227	Terre Haute, In	1,102,785
228	Racine, Wi	1,099,516
229	Monroe, La	1,095,128
230	Parkersburg-Marietta, WV-Oh	1,075,434
231	Eau Claire, Wi	1,074,311
232	Laredo, Tx	1,072,998
233	Wheeling, WV-Oh	1,066,037
234	Bryan-College Station, Tx	1,059,990
235	Joplin, Mo	1,057,045
236	Alexandria, La	1,034,391
237	Benton Harbor, Mi	1,023,208
238	Olympia, Wa	1,021,611
239	Lynchburg, Va	1,019,548
240	Santa Fe, NM	1,016,121
241	Janesville-Beloit, Wi	1,004,987
242	Athens, Ga	1,002,228
243	Wichita Falls, Tx	997,117
244	Lafayette-West Lafayette, K	995,550
245	Altoona, Pa	993,728
246	Mansfield, Oh	988,199
247	Rochester, Mn	984,700
248	Texarkana, Tx-Ar	983,815
249	Dothan, Al	978,633
250	Tuscaloosa, Al	977,703
251	Vineland-Milville-Bridgeton, NJ	976,698
252	Merced, Ca	972,246
253	Richland-Kennewick-Pasco, W	966,401
254	Bremerton, Wa	965,163
255	Bloomington-Normal, Il	954,257
256	Burlington, NC	947,126
257	Clarksville-Hopkinsville, Tn-Ky	941,445
258	Bellingham, Wa	940,658
259	Fayetteville-Springdale, Ar	937,029
260	Beaver County, Pa	931,964
261	Hagerstown, Md	927,145
262	Muskegon, Mi	926,213
263	Anderson, In	925,208
264	Midland, Tx	921,750
265	Waterloo-Cedar Falls,Ia	919,374
266	Anderson, SC	913,444
267	State College, Pa	912,331
268	Muncie, In	911,096
269	Sioux City, Ia-Ne	876,199
270	Jackson, Mi	874,148
271	Giens Falls, NY	865,267
272	Florence, SC	860,654
273	Albany, Ga	852,988
274	Decatur, Il	845,875
275	La Crosse, Wi	841,039
276	San Angelo, Tx	832,576
277	Bloomington, In	818,550
278	Columbia, Mo	809,341
279	Williamsport, Pa	799,840
280	Sherman-Denison, Tx	790,882
281	Las Cruces, NM	787,710
282	Pueblo, Co	785,610
283	Lawton, Ok	780,040
284	Kokomo, In	772,777
285	Lewiston-Auburn, Me	768,857
286	Battle Creek, Mi	766,444
287	Florence, Al	751,615
288	Decatur, Al	742,474
289	Jacksonville, NC	730,708
290	Wausau, Wi	723,900
291	Rapid City, SD	720,230
292	Sharon, Pa	714,619
293	Greeley, Co	714,492
294	Anniston, Al	712,008
295	Iowa City, Ia	710,227
296	Steubenville-Weirton,Oh-WV	690,120
297	Yuba City, Ca	689,955
298	Great Falls, Mt	679,194
299	Jackson, Tn	678,764
300	Bismarck, ND	675,064
301	Kenosha, Wi	673,899
302	Cumberland,Md-WV	665,380
303	St. Joseph, Mo	664,541
304	Danville, Va	662,827
305	Victoria, Tx	651,346
306	Owensboro, Ky	629,210
307	Sheboygan, Wi	619,457
308	Elmira, NMY	619,146
309	Dubuque, Ia	618,552
310	Gadsen, Al	601,825
311	Grand Forks, ND	586,522
312	Pascagoula, Ms	585,432
313	Kankakee, Il	561,577
314	Pine Bluff, Ar	558,290
315	Lawrence, Ks	500,489
316	Cheyenne, WV	495,982
317	Casper, Wy	469,088
318	Enid, Ok	437,462

Lumber/ Hardware Sales
(thousands)

1	Los Angeles-Long Beach, Ca	2,889,259
2	Chicago, Il	1,870,072
3	New York, NY	1,649,780
4	Atlanta, Ga	1,640,855
5	Boston-Lawrence-Salem-Lowell-Brockton, Ma	1,614,314
6	Philadelphia, Pa-NJ	1,610,376
7	Houston, Tx	1,589,445
8	Detroit, Mi	1,506,009
9	Nassau-Suffolk, NY	1,311,598
10	Washington, DC-Md-Va	1,293,789
11	Anaheim-Santa Ana, Ca	1,269,875
12	Minneapolis-St. Paul, Mn-Wi	1,242,013
13	Dallas, Tx	1,187,118
14	Phoenix, Az	1,063,227
15	Riverside-San Bernardino, Ca	1,045,288
16	St. Louis, Mo-Il	1,023,477
17	Seattle, Wa	943,309
18	Tampa-St. Petersburg-Clearwater, Fl	938,335
19	San Diego, Ca	898,864
20	Denver, Co	896,251
21	Baltimore, Md	844,544
22	Oakland, Ca	835,718
23	Sacramento, Ca	743,492
24	San Jose, Ca	698,134
25	Pittsburgh, Pa	681,007
26	Newark, NJ	676,655
27	San Francisco, Ca	671,606
28	Fort Worth-Arlington, Tx	646,292
29	Miami-Hialeah, Fl	639,093
30	Kansas City, Mo-Ks	613,109
31	San Antonio, Tx	601,823
32	Orlando, Fl	593,560
33	Austin, Tx	590,876
34	Charlotte-Gastonia-Rock Hill, NC-SC	562,886
35	Oklahoma City, Ok	562,087
36	Bergen-Passaic, NJ	552,261
37	Cleveland, Oh	512,043
38	Indianapolis, In	509,480
39	Norfolk-Virginia Beach-Newport News, Va	506,111
40	Fort Lauderdale-Holywood-Pompano Beach, Fl	498,826
41	Monmouth-Ocean, NJ	491,741
42	Cincinnati, Oh-Ky-In	488,849
43	Salt Lake City-Ogden, Ut	479,558
44	Columbus, Oh	467,692
45	Middlesex-Somerset-Hunterdon, NJ	453,734
46	Hartford-New Britain-Middletown-Bristol, Ct	450,225
47	New Orleans, La	444,107
48	Bridgeport-Stamford-Norwalk-Danbury,Ct	441,296
49	Milwaukee, Wi	434,470
50	Portland, Or	418,761
51	Greensboro-Winston-Salem-High Point, NC	414,458
52	West Palm Beach-Boca Raton-Delray Beach, Fl	411,057
53	Anchorage, Ak	408,951
54	Jacksonville, Fl	382,858
55	Rochester, NY	362,209
56	Nashville, Tn	361,525
57	Raleigh-Durham,NC	332,939
58	Las Vegas, Nv	331,143
59	Louisville, Ky-In	330,439

60	Tulsa Ok	328,883
61	Providence Pawtucket Woonsocket RI	322,224
62	Grand Rapids Mi	319,835
63	Albany Schenectady Troy NY	317,161
64	New Haven Waterbury Meriden Ct	314,655
65	Greenville Spartanburg SC	312,675
66	Richmond Petersburg Va	309,636
67	Baton Rouge La	309,466
68	Birmingham Al	306,056
69	Omaha Ne-Ia	303,370
70	Memphis Tn Ar Ms	301,771
71	Knoxville Tn	300,697
72	Wichita Ks	300,256
73	Akron Oh	293,465
74	Tacoma Wa	292,793
75	Dayton Springfield Oh	289,600
76	Santa Rosa Petaluma Ca	288,750
77	Albuquerque NM	270,441
78	Oxnard Ventura Ca	269,781
79	Portsmouth Dover Rochester NH	269,697
80	Springfield Ma	257,204
81	Scranton Wilkes Barre Pa	255,278
82	Tucson Az	249,892
83	Buffalo NY	248,361
84	Fresno Ca	246,955
85	Little Rock North Little Rock Ar	243,759
86	Worcester Fitchburg-Leominster Ma	240,576
87	Manchester Nashua NH	236,897
88	Syracuse NY	236,342
89	Bakersfield Ca	230,008
90	Harrisburg Lebanon-Carlisle Pa	229,686
91	Lakeland Winter Haven Fl	228,538
92	Fort Myers Cape Coral Fl	227,710
93	Sarasota Fl	224,680
94	Lake County Il	224,476
95	Colorado Springs Co	221,540
96	Allentown Bethlehem Pa NJ	220,944
97	Fort Pierce Fl	215,543
98	Lancaster Pa	213,887
99	Wilmington De-NJ-Md	209,262
100	Charleston SC	206,009
101	McAllen-Edinburg-Mission Tx	202,689
102	Santa Cruz Ca	202,404
103	Columbia SC	200,734
104	Santa Barbara Santa Maria Lompoc Ca	199,129
105	York, Pa	198,315
106	El Paso, TX	197,057
107	Mobile, Al	195,541
108	Atlantic City NJ	192,590
109	Daytona Beach, Fl	192,448
110	Melbourne-Titusville-Palm Bay, Fl	191,357
111	Portland, Me	184,354
112	Augusta, Ga-SC	183,724
113	Aurora-Elgine, Il	179,561
114	Ocala, Fl	177,724
115	Des Moines, Ia	177,723
116	Flint, Mi	174,104
117	Shreveport, La	173,331
118	Toledo, Oh	172,809
119	Johnson City-Kingsport-Bristol, Tn-Va	172,476
120	Stockton, Ca	164,931
121	Beaumont-Port Arthur, Tx	164,775
122	Honolulu, Hi	164,581
123	Gary-Hammond, In	163,625
124	Reno, Nv	162,891
125	Corpus Christi, Tx	159,544
126	Amarillo, Tx	157,639
127	Spokane, Wa	156,732
128	Lafayette, La	156,408
129	Modesto, Ca	156,002
130	Canton, Oh	155,693
131	Boulder-Longmont, Co	155,274
132	Orange County, NY	155,265
133	Vallejo-Fairfield-Napa, Ca	153,553
134	Pensacola, Fl	152,080
135	Saginaw-Bay City-Midland, Mi	150,672
136	Evansville, In-Ky	150,617
137	Lubbock, Tx	149,564
138	Tallahassee, Fl	149,079
139	Chattanooga, Tn-Ga	148,778
140	St. Cloud, Mn	147,241
141	Fort Wayne, In	146,559
142	Lansing-East Lansing, Mi	146,552
143	New Bedford-Fall River-Attleboro, Ma	146,377
144	Youngstown-Warren, Oh	144,962
145	Lake Charles, La	144,818
146	Fort Collins-Loveland, Co	144,099
147	Salinas Seaside-Monterey, Ca	140,450
148	Ann Arbor, Mi	140,221
149	Madison, Wi	138,882
150	Jackson, Ms	138,746
151	Duluth, Mn-Wi	138,133
152	Hickory, NC	136,671
153	Macon Warner Robins, Ga	134,097
154	Davenport Rock Island Moline, La-Il	132,536
155	Appleton Oshkosh Neenah, Wi	130,999
156	Joliet, Il	130,457
157	Springfield, Mo	129,510
158	Gainesville, Fl	127,853
159	Visalia Tulare-Porterville, Ca	127,236
160	New London Norwich Ct	125,522
161	Charleston, WV	123,296
162	Rockford, Il	119,375
163	Brownsville Harlingen Tx	119,074
164	Lexington Fayette, Ky	115,459
165	Eugene Springfield, Or	115,409
166	Trenton, NJ	115,158
167	Asheville, NC	114,723
168	Huntington-Ashland WV Ky Oh	114,213
169	Poughkeepsie, NY	113,916
170	Jersey City, NJ	113,884
171	Billings, Mt	113,601
172	Naples, Fl	113,320
173	Huntsville, Al	112,482
174	Bradenton, Fl	109,670
175	Waco, Tx	109,650
176	Chico, Ca	109,526
177	Peoria, Il	109,502
178	Fayetteville, NC	108,345
179	Galveston Texas City, Tx	107,516
180	Provo Orem, Ut	107,379
181	Burlington, Vt	107,335
182	Tyler, Tx	107,273
183	Salem, Or	106,449
184	Redding, Ca	106,280
185	Brazoria, Tx	106,256
186	Lincoln, Ne	105,107
187	Savannah, Ga	104,668
188	Odessa, Tx	101,966
189	Montgomery, Al	100,932
190	Kalamazoo, Mi	100,111
191	Ft. Smith, Ar-Ok	99,685
192	Springfield, Il	98,937
193	Johnstown, Pa	98,909
194	Longview-Marshall, Tx	98,881
195	Boise City, Id	97,823
196	Midland, Tx	97,696
197	Utica-Rome, NY	97,582
198	Bryan-College Station, Tx	97,392
199	Topeka, Ks	97,191
200	Houma-Thibodaux, La	96,964
201	Cedar Rapids, Ia	95,787
202	Bellingham, Wa	91,679
203	Fort Walton Beach, Fl	91,221
204	Eau Claire, Wi	91,113
205	State College, Pa	90,206
206	Santa Fe, NM	90,115
207	Green Bay, Wi	89,967
208	Reading, Pa	89,621
209	Bremerton, Wa	89,140
210	Wilmington, NC	88,671
211	Binghamton, NY	88,489
212	Roanoke, Va	87,613
213	Monroe, La	85,151
214	Fargo-Moorhead,ND-Mn	85,084
215	Champaign-Urbana-Rantoul,Il	84,747
216	Biloxi-Gulfport, Ms	83,566
217	Killeen-Temple, Tx	83,402
218	Bangor, Me	83,057
219	Erie, Pa	82,669
220	Abilene, Tx	81,687
221	Yakima, Wa	81,500
222	Pittsfield, Ma	81,234
223	Sioux Falls, SD	80,514
224	Elkhart-Goshen, In	80,513
225	Alexandria, La	79,852
226	Anderson, SC	77,691
227	Florence, SC	77,600
228	South Bend-Mishakawa, In	77,582
229	Wichita Falls, Tx	76,916
230	Olympia, Wa	76,575
231	Rochester, Mn	76,280
232	Hagorstown, Md	74,837
233	Tuscaloosa, Al	73,973
234	Terre Haute, In	72,816
235	Sioux City, Ia-Ne	71,465
236	Clarksville-Hopkinsville, Tn-Ky	69,738
237	Sherman-Denison, Tx	69,218
238	San Angelo, Tx	68,929
239	Texarkana, Tx-Ar	67,299
240	Vancouver, Wa	66,537
241	Wausau, Wi	65,600
242	Lafayette-West Lafayette, In	65,409
243	Parkersburg-Marietta, WV-Oh	65,094
244	Racine, Wi	64,415
245	Charlottesville, Vaa	64,245
246	Benton Harbor, Mi	64,096
247	Panama City, Fl	63,736
248	Fayetteville Springdale Ar	63,487
249	Bloomington Normal, Il	63,190
250	Columbus, Ga-Al	61,761
251	Medford, Or	61,677
252	Altoona, Pa	61,644
253	Joplin, Mo	61,586
254	Yuba City, Ca	61,382
255	Dothan, Al	61,338
256	Laredo, Tx	61,232
257	Muncie, In	60,502
258	Lynchburg, Va	60,438
259	Richland Kennewick Pasco, Wa	60,100
260	Glens Falls, NY	59,777
261	Iowa City, Ia	58,835
262	Lima, Oh	58,526
263	Waterloo Cedar Falls Ia	58,432
264	Merced, Ca	58,248
265	Rapid City, SD	58,033
266	Lorain Elyria, Oh	57,492
267	Columbia, Mo	57,094
268	Hamilton-Middletown, Oh	56,968
269	Jacksonville, NC	56,224
270	Mansfield, Oh	55,945
271	Victoria, Tx	55,851
272	Athens, Ga	55,763
273	La Crosse, Wi	55,263
274	Jackson, Tn	54,387
275	Jackson, Mi	54,379
276	Burlington, NC	53,887
277	Muskegon, Mi	53,341
278	Decatur, Il	53,181
279	Pueblo, Co	51,401
280	Janesville-Beloit, Wi	51,319
281	Wheeling, WV-Oh	50,873
282	Niagara Falls, NY	50,687
283	Steubenville-Weirton, Oh-WV	50,444
284	Sheboygan, Wi	49,965
285	Greeley, Co	48,949
286	Albany, Ga	48,563
287	Owensboro, Ky	48,392
288	Kokomo, In	48,160
289	Florence, Al	47,655
290	Anniston, Al	47,298
291	Las Cruces, NM	47,157
292	Decatur, Al	46,880
293	Bismarck, ND	45,822
294	Bloomington, In	45,583
295	Danville, Va	44,041
296	Williamsport, Pa	43,936
297	Lawton, Ok	43,448
298	Anderson, In	43,394
299	Sharon, Pa	42,739
300	Vineland-Milville-Bridgeton, NJ	40,611
301	Great Falls, Mt	40,119
302	Pine Bluff, Ar	39,922
303	Dubuque, Ia	39,140
304	Casper, Wy	38,722
305	Beaver County, Pa	38,558
306	Cumberland,Md-WV	38,014
307	Lewiston-Auburn, Me	37,262
308	Kankakee, Il	37,207
309	Grand Forks, ND	37,087
310	Gadsen, Al	36,981
311	Battle Creek, Mi	36,008
312	Lawrence, Ks	34,832
313	Enid, Ok	32,380
314	St. Joseph, Mo	31,587
315	Cheyenne, WV	31,100
316	Elmira, NMY	29,334
317	Pascagoula, Ms	27,967
318	Kenosha, Wi	26,613

General Merchandise
(thousands)

1	Los Angeles-Long Beach, Ca	7,597,040
2	New York, NY	5,845,483
3	Chicago, Il	5,319,235
4	Philadelphia, Pa-NJK	4,266,768
5	Washington, DC-Md-Va	3,870,137
6	Detroit, Mi	3,761,288
7	Boston-Lawrence-Salem-Lowell-Brockton, Ma	3,544,685
8	Atlanta, Ga	3,056,547
9	Houston, Tx	3,007,279
10	Anaheim-Santa Ana, Ca	2,799,998
11	Minneapolis-St. Paul, Mn-Wi	2,674,685
12	Dallas, Tx	2,670,362
13	Nassau-Suffolk, NY	2,529,306
14	San Diego, Ca	2,416,258
15	St. Louis, Mo-Il	2,413,381
16	Pittsburgh, Pa	2,120,775
17	Oakland, Ca	2,093,539
18	Baltimore, Md	2,091,351
19	Tampa-St. Petersburg-Clearwater, Fl	1,925,863
20	Phoenix, Az	1,893,883
21	San Jose, Ca	1,886,351
22	San Francisco, Ca	1,819,878
23	Cleveland, Oh	1,818,520
24	Miami Hialeah, Fl	1,811,841
25	Riverside-San Bernardino, Ca	1,779,581
26	Seattle, Wa	1,738,334
27	Portland, Or	1,726,453
28	Kansas City, Mo-Ks	1,639,373
29	Cincinnati, Oh-Ky-In	1,615,093
30	Denver, Co	1,557,063
31	Bergen Passaic, NJ	1,469,462
32	Columbus, Oh	1,364,358
33	Fort Worth Arlington, Tx	1,357,603
34	Milwaukee, Wi	1,304,030
35	Sacramento, Ca	1,273,686
36	Fort Lauderdale-Holywood-Pompano Beach, Fl	1,258,321
37	San Antonio, Tx	1,187,201
38	Newark, NJ	1,181,153
39	Indianapolis, In	1,160,189
40	Norfolk Virginia Beach-Newport News, Va	1,153,089
41	Middlesex Somerset-Hunterdon, NJ	1,010,263
42	Orlando, Fl	1,003,359
43	New Orleans, La	999,861
44	Nashville, Tn	989,230
45	Dayton-Springfield, Oh	944,873
46	Memphis, Tn-Ar-Ms	938,246
47	Hartford New Britain-Middletown-Bristol, Ct	933,571
48	Honolulu, Hi	921,623
49	Louisville, Ky-In	919,421
50	Monmouth Ocean, NJ	891,283
51	Oklahoma City, Ok	881,234
52	Richmond-Petersburg, Va	869,158
53	Charlotte Gastonia-Rock Hill, NC-SC	868,049
54	West Palm Beach-Boca Raton-Delray Beach, Fl	867,384
55	Salt Lake City-Ogden, Ut	854,888
56	Bridgeport Stamford-Norwalk-Danbury,Ct	836,157
57	Toledo, Oh	774,329
58	Greensboro Winston-Salem-High Point, NC	767,565
59	New Haven-Waterbury-Meriden, Ct	739,336
60	Austin, Tx	738,079
61	Rochester, NY	737,374
62	Jacksonville, Fl	725,824
63	Raleigh-Durham,NC	712,328
64	Grand Rapids, Mi	704,107
65	Providence-Pawtucket-Woonsocket, RI	697,689
66	Buffalo, NY	688,377
67	Las Vegas, Nv	685,848
68	Worcester-Fitchburg-Leominster, Ma	663,512
69	Oxnard-Ventura, Ca	643,012
70	Scranton-Wilkes-Barre, Pa	642,594
71	Albuquerque, NM	635,332
72	Albany-Schenectady-Troy, NY	630,207
73	Birmingham, Al	624,477
74	Tucson, Az	604,942
75	Omaha, Ne-Ia	600,083
76	Wilmington,De-NJ-Md	579,578
77	Flint, Mi	565,744
78	Tulsa, Ok	556,334
79	Allentown-Bethlehem, Pa-NJ	554,532
80	Baton Rouge, La	548,349
81	El Paso, TX	546,654
82	Lansing-East Lansing, Mi	545,644
83	Knoxville, Tn	541,456
84	Manchester, Nashua, NH	537,843
85	Akron, Oh	533,852
86	Little Rock-North Little Rock,Ar	530,174
87	Springfield, Ma	510,518
88	Greenville-Spartanburg, SC	510,405
89	Youngstown-Warren, Oh	509,264
90	Fresno, Ca	501,636
91	Harrisburg-Lebanon-Carlisle, Pa	473,913
92	Tacoma, Wa	445,578
93	Syracuse, NY	443,053
94	Colorado Springs, Co	403,813
95	Lexington-Fayette, Ky	401,643
96	Saginaw-Bay City-Midland, Mi	401,269

97	Wichita, Ks	398,443
98	Gary-Hammond, In	398,307
99	New Bedford-Fall River-Attleboro, Ma	395,235
100	Mobile, Al	392,572
101	Melbourne-Titusville-Palm Bay, Fl	392,453
102	Columbia, SC	386,601
103	Lake County, Il	378,885
104	Ann Arbor, Mi	377,876
105	Jackson, Ms	372,009
106	Anchorage, Ak	366,574
107	Trenton, NJ	366,182
108	Chattanooga, Tn-Ga	364,497
109	Johnson City-Kingsport-Bristol, Tn-Va	361,162
110	Reno, Nv	359,480
111	Madison, Wi	357,813
112	Fort Wayne, In	355,081
113	Bakersfield, Ca	350,990
114	Charleston, SC	349,554
115	Spokane, Wa	347,753
116	Davenport-Rock Island-Moline, Ia-Il	347,023
117	Kalamazoo, Mi	346,740
118	Shreveport, La	344,973
119	Des Moines, Ia	342,088
120	York, Pa	340,270
121	McAllen-Edinburg-Mission, Tx	337,426
122	Atlantic City, NJ	333,837
123	Peoria, Il	332,235
124	Santa Rosa-Petaluma, Ca	327,502
125	Fort Myers-CapeCoral, Fl	327,320
126	Lancaster, Pa	324,561
127	Santa Barbara-Santa Maria-Lompoc, Ca	318,252
128	Lakeland-Winter Haven, Fl	314,171
129	Pensacola, Fl	313,460
130	Stockton, Ca	312,503
131	Reading, Pa	307,166
132	Green Bay, Wi	301,367
133	Daytona Beach, Fl	300,335
134	Beaumont-Port Arthur, Tx	297,348
135	Sarasota, Fl	295,395
136	Aurora-Elgine, Il	291,815
137	Appleton-Oshkosh-Neenah, Wi	291,591
138	Evansville, In-Ky	289,061
139	Eugene-Springfield, Or	284,356
140	Corpus Christi, Tx	281,780
141	Salem, Or	280,294
142	Modesto, Ca	271,425
143	Portsmouth-Dover-Rochester, NH	269,729
144	Augusta, Ga-SC	268,980
145	Orange County, NY	268,729
146	South Bend-Mishakawa, In	265,780
147	Portland, Me	264,189
148	Fayetteville, NC	257,545
149	Rockford, Il	253,008
150	Lubbock, Tx	252,260
151	Tallahassee, Fl	251,607
152	Huntsville, Al	246,848
153	Canton, Oh	243,479
154	Charleston, WV	242,356
155	Montgomery, Al	241,989
156	Springfield, Mo	235,653
157	Salinas-Seaside-Monterey, Ca	231,041
158	Lafayette, La	230,360
159	Huntington-Ashland, WV-Ky-Oh	229,829
160	Vallejo-Fairfield-Napa, Ca	229,064
161	Roanoke, Va	219,862
162	Columbus, Ga-Al	218,828
163	Visalia-Tulare-Porterville, Ca	215,778
164	Duluth, Mn-Wi	215,769
165	Cedar Rapids, Ia	214,631
166	Gainesville, Fl	213,597
167	Macon-Warner Robins, Ga	212,687
168	Erie, Pa	211,423
169	Brownsville-Harlingen, Tx	210,759
170	Killeen-Temple, Tx	210,183
171	Poughkeepsie, NY	209,119
172	Biloxi-Gulfport, Ms	206,888
173	Binghamton, NY	206,615
174	Joliet, Il	205,338
175	Waco, Tx	199,877
176	Lincoln, Ne	197,802
177	Savannah, Ga	197,393
178	Utica-Rome, NY	196,798
179	Lorain-Elyria, Oh	195,677
180	Amarillo, Tx	193,514
181	Lima, Oh	192,985
182	Vancouver, Wa	192,345
183	Champaign-Urbana-Rantoul, Il	190,850
184	Tyler, Tx	190,360
185	Springfield, Il	189,514
186	Jackson, Mi	179,553
187	Muskegon, Mi	178,509
188	Asheville, NC	178,063
189	Mansfield, Oh	176,439
190	Provo-Orem, Ut	175,796
191	Bradenton, Fl	174,143
192	Wheeling, WV-Oh	174,134
193	Hamilton-Middletown, Oh	172,352
194	Beaver County, Pa	172,273
195	Laredo, Tx	169,491
196	Ocala, Fl	167,770
197	Longview-Marshall, Tx	167,708
198	Ft Smith, Ar-Ok	165,325
199	Medford, Or	162,830
200	Niagara Falls, NY	162,770
201	Boulder-Longmont, Co	162,605
202	Wilmington, NC	160,628
203	Johnstown, Pa	160,418
204	Fort Pierce, Fl	159,947
205	Santa Cruz, Ca	159,285
206	Lynchburg, Va	155,165
207	Billings, Mt	154,733
208	Lafayette-West Lafayette, In	154,333
209	Odessa, Tx	154,170
210	Monroe, La	154,160
211	Fort Walton Beach, Fl	152,545
212	Rochester, Mn	151,257
213	Sioux Falls, SD	149,702
214	Bryan-College Station, Tx	149,499
215	Alexandria, La	148,499
216	Fort Collins-Loveland, Co	147,368
217	New London-Norwich, Ct	147,094
218	Yakima, Wa	146,168
219	Texarkana, Tx-Ar	144,891
220	Altoona, Pa	144,454
221	Houma-Thibodaux, La	141,588
222	Benton Harbor, Mi	140,809
223	Parkersburg-Marietta, WV-Oh	140,537
224	Jersey City, NJ	139,429
225	Racine, Wi	138,549
226	Charlottesville, Vaa	138,117
227	Topeka, Ks	137,818
228	Hickory, NC	136,566
229	Terre Haute, In	136,492
230	Eau Claire, Wi	136,302
231	St Cloud, Mn	135,498
232	Olympia, Wa	134,309
233	Bangor, Me	133,705
234	Decatur, Il	133,357
235	Panama City, Fl	133,307
236	Lake Charles, La	133,238
237	Tuscaloosa, Al	131,911
238	La Crosse, Wi	131,326
239	Dothan, Al	130,802
240	Jackson, Tn	129,511
241	Clarksville-Hopkinsville, Tn-Ky	129,227
242	Galveston-Texas City, Tx	129,089
243	Joplin, Mo	127,539
244	Bloomington-Normal, Il	127,080
245	Burlington, Vt	126,473
246	Lawton, Ok	125,935
247	Fargo-Moorhead, ND-Mn	124,540
248	Fayetteville-Springdale, Ar	123,698
249	Richland-Kennewick-Pasco, Wa	123,093
250	Battle Creek, Mi	122,561
251	Albany, Ga	122,275
252	Waterloo-Cedar Falls, Ia	120,554
253	Chico, Ca	120,548
254	Boise City, Id	119,700
255	Elkhart-Goshen, In	117,435
256	Midland, Tx	116,622
257	Hagerstown, Md	113,778
258	Brazoria, Tx	113,161
259	Naples, Fl	112,847
260	Florence, Al	112,092
261	Elmira, NMY	110,412
262	Pueblo, Co	110,164
263	Bellingham, Wa	109,340
264	Anderson, In	108,707
265	Cumberland, Md-WV	108,538
266	Pittsfield, Ma	107,976
267	Florence, SC	107,756
268	San Angolo, Tx	107,515
269	Muncie, In	106,638
270	Columbia, Mo	105,646
271	Bloomington, In	105,290
272	Wausau, Wi	105,202
273	Redding, Ca	104,464
274	Dubuque, Ia	104,295
275	Yuba City, Ca	103,847
276	Steubenville-Weirton, Oh-WV	103,591
277	Anderson, SC	102,464
278	Williamsport, Pa	101,375
279	Sherman-Denison, Tx	101,228
280	Jacksonville, NC	101,028
281	Vineland-Millville-Bridgeton, NJ	100,788
282	Merced, Ca	100,747
283	Sheboygan, Wi	100,138
284	Janesville-Beloit, Wi	100,039
285	Athens, Ga	97,858
286	Bismarck, ND	97,250
287	State College, Pa	97,012
288	Sharon, Pa	96,972
289	Rapid City, SD	94,936
290	Pascagoula, Ms	93,482
291	Kokomo, In	92,411
292	Sioux City, Ia-Ne	91,943
293	Owensboro, Ky	91,116
294	Anniston, Al	90,549
295	Abilene, Tx	89,493
296	Bremerton, Wa	87,199
297	Great Falls, Mt	87,122
298	Lewiston-Auburn, Me	86,682
299	Las Cruces, NM	86,365
300	Burlington, NC	84,351
301	Victoria, Tx	83,866
302	Iowa City, Ia	83,208
303	Gadsen, Al	80,296
304	St Joseph, Mo	80,181
305	Wichita Falls, Tx	79,044
306	Decatur, Al	79,016
307	Kenosha, Wi	77,240
308	Pine Bluff, Ar	76,768
309	Greeley, Co	75,880
310	Santa Fe, NM	74,907
311	Kankakee, Il	68,849
312	Grand Forks, ND	63,544
313	Glens Falls, NY	63,511
314	Danville, Va	57,426
315	Cheyenne, WV	53,654
316	Casper, Wy	41,633
317	Enid, Ok	39,205
318	Lawrence, Ks	36,425

Food Sales
(thousands)

1	Los Angeles-Long Beach, Ca	13,334,252
2	New York, NY	10,442,434
3	Chicago, Il	7,784,926
4	Philadelphia, Pa-NJ	6,840,810
5	Detroit, Mi	6,104,615
6	Washington, DC-Md-Va	5,998,291
7	Boston-Lawrence-Salem-Lowell-Brockton, Ma	5,799,852
8	Houston, Tx	5,118,107
9	Nassau-Suffolk, NY	4,997,081
10	Dallas, Tx	4,402,677
11	Atlanta, Ga	4,305,860
12	Anahein-Santa Ana, Ca	4,237,118
13	Phoenix, Az	3,695,919
14	Tampa-St Petersburg-Clearwater, Fl	3,681,767
15	Baltimore, Md	3,579,360
16	St Louis, Mo-Il	3,567,539
17	San Diego, Ca	3,418,655
18	Oakland, Ca	3,375,587
19	Minneapolis-St Paul, Mn	3,280,966
20	Riverside-San Bernardino, Ca	3,235,096
21	Newark, NJ	3,228,236
22	Seattle, Wa	3,131,300
23	San Francisco, Ca	3,047,216
24	Pittsburgh, Pa	3,015,175
25	Denver, Co	2,839,009
26	Miami-Hialeah, Fl	2,759,657
27	Cleveland, Oh	2,737,466
28	San Jose, Ca	2,613,571
29	Sacramento, Ca	2,444,507
30	Bergen-Passaic, NJ	2,436,788
31	Fort Lauderdale-Holywood-Pompano Beach, Fl	2,240,427
32	Fort Worth-Arlington, Tx	2,211,106
33	Cincinnati, Oh-Ky-In	2,168,540
34	San Antonio, Tx	2,114,880
35	Kansas City, Mo-Ks	2,072,842
36	New Orleans, La	2,019,214
37	Columbus, Oh	2,010,510
38	Monmouth-Ocean, NJ	1,986,233
39	Milwaukee, Wi	1,985,991
40	Charlotte-Gastonia-Rock Hill, NC-SC	1,962,774
41	Middlesex-Somerset-Hunterdon, NJ	1,962,711
42	Norfolk-Virginia Beach-Newport News, Va	1,787,526
43	Hartford-New Britain-Middletown-Bristol, Ct	1,777,746
44	Orlando, Fl	1,757,959
45	Indianapolis, In	1,658,019
46	Portland, Or	1,653,849
47	West Palm Beach-Boca Raton-Delray Beach, Fl	1,609,387
48	Buffalo, NY	1,531,834
49	Rochester, NY	1,504,154
50	Nashville, Tn	1,497,621
51	Bridgeport-Stamford-Norwalk-Danbury, Ct	1,468,566
52	Salt Lake City-Ogden, Ut	1,467,152
53	Memphis, Tn-Ar-Ms	1,447,017
54	Albany-Schenectady-Troy, NY	1,428,259
55	Dayton-Springfield, Oh	1,402,471
56	Greensboro-Winston-Salem-High Point, NC	1,365,907
57	Richmond-Petersburg, Va	1,363,106
58	Oklahoma City, Ok	1,347,778
59	New Haven-Waterbury-Meriden, Ct	1,319,739
60	Austin, Tx	1,305,084
61	Louisville, Ky-In	1,296,277
62	Jacksonville, Fl	1,294,231
63	Birmingham, Al	1,283,195
64	Providence-Pawtucket-Woonsocket, RI	1,238,534
65	Raleigh-Durham, NC	1,155,916
66	Las Vegas, Nv	1,121,227
67	Syracuse, NY	1,103,020
68	Oxnard-Ventura, Ca	1,079,394
69	Scranton-Wilkes-Barre, Pa	1,064,632
70	Honolulu, Hi	1,058,943
71	Tulsa, Ok	1,016,463
72	Allentown-Bethlehem, Pa	1,004,043
73	Worcester-Fitchburg-Leominster, Ma	989,388
74	Tucson, Az	977,459
75	Akron, Oh	977,433
76	Toledo, Oh	976,341
77	Greenville-Spartanburg, SC	967,053
78	Knoxville, Tn	960,214
79	Harrisburg-Lebanon-Carlisle, Pa	953,052
80	New Bedford-Fall River-Attleboro, Ma	950,524
81	Fresno, Ca	948,204
82	Springfield, Ma	918,076
83	Baton Rouge, La	860,490
84	Omaha, Ne-Ia	848,970
85	Bakersfield, Ca	840,129
86	Wilmington, De-NJ-Md	837,569
87	Grand Rapids, Mi	832,652
88	Albuquerque, NM	787,273
89	Jersey City, NJ	780,519
90	Atlantic City, NJ	770,158
91	Gary-Hammond, In	743,614
92	Charleston, SC	731,214
93	Portsmouth-Dover-Rochester, NH	729,856
94	Little Rock-North Little Rock, Ar	725,700
95	Santa Rosa-Petaluma, Ca	722,263
96	Mobile, Al	718,362
97	Tacoma, Wa	698,295
98	Manchester, Nashua, NH	681,759
99	Chattanooga, Tn-Ga	680,853
100	El Paso, TX	678,754
101	Youngstown-Warren, Oh	669,887
102	Wichita, Ks	654,423
103	Lancaster, Pa	649,697
104	Lakeland-Winter Haven, Fl	641,713
105	Lake County, Il	641,175
106	Santa Barbara-Santa Maria-Lompoc, Ca	640,343
107	Des Moines, Ia	637,318
108	York, Pa	622,176
109	Corpus Christi, Tx	617,109
110	Johnson City-Kingsport-Bristol, Tn-Va	615,966
111	Fort Myers-Cape Coral, Fl	608,228
112	Stockton, Ca	597,096
113	Daytona Beach, Fl	594,106
114	Trenton, NJ	593,771
115	Columbia, SC	591,650
116	Vallejo-Fairfield-Napa, Ca	591,181
117	Canton, Oh	591,103
118	Spokane, Wa	576,106
119	Flint, Mi	568,098
120	Colorado Springs, Co	563,097
121	Orange County, NY	561,372
122	Saginaw-Bay City-Midland, Mi	551,512
123	Melbourne-Titusville-Palm Ba	547,163
124	Lansing-East Lansing, Mi	546,885
125	Beaumont-Port Arthur, Tx	535,675
126	Portland, Me	531,674
127	Augusta, Ga-SC	528,940
128	Sarasota, Fl	516,699
129	Fort Wayne, In	512,505
130	Pensacola, Fl	506,926
131	Jackson, Ms	495,230
132	McAllen-Edinburg-Mission, T	493,897
133	Shreveport, La	491,192
134	Modesto, Ca	491,055
135	Madison, Wi	485,861
136	Reading, Pa	483,117
137	Poughkeepsie, NY	476,184
138	Reno, Nv	475,306
139	Lexington-Fayette, Ky	475,236

140	Davenport Rock Island Moline	470,697
141	Santa Cruz, Ca	470,439
142	Aurora Elgine, Il	458,782
143	Utica Rome, NY	455,496
144	Boulder Longmont, Co	450,172
145	Visalia Tulare Porterville, Ca	439,810
146	Fort Pierce, Fl	439,128
147	Binghamton, NY	436,962
148	Evansville, In Ky	428,859
149	Salinas Seaside Monterey, C	427,616
150	Peoria Il	424,709
151	Macon Warner Robins, Ga	419,179
152	Anchorage, Ak	414,529
153	Gainesville, Fl	408,559
154	Huntington Ashland WV Ky	400,787
155	Eugene Springfield, Or	398,472
156	Roanoke, Va	397,694
157	Brownsville Harlingen, Tx	391,539
158	Rockford, Il	387,732
159	Appleton Oshkosh Neenah	386,028
160	Charleston, WV	384,798
161	New London Norwich Ct	384,382
162	Montgomery, Al	381,028
163	Ann Arbor, Mi	377,300
164	Erie, Pa	376,377
165	Hamilton Middletown, Oh	368,771
166	Springfield, Mo	367,921
167	Tallahassee, Fl	366,602
168	Galveston Texas City, Tx	366,029
169	Joliet, Il	364,276
170	Savannah, Ga	362,904
171	Bradenton, Fl	360,534
172	Lubbock, Tx	357,737
173	Amarillo, Tx	347,871
174	Boise City, Id	343,272
175	Hickory, NC	338,828
176	Chico, Ca	336,600
177	Lorain Elyria, Oh	336,122
178	South Bend Mishakawa, In	336,055
179	Fayetteville, NC	326,793
180	Killeen Temple, Tx	323,957
181	Ocala, Fl	321,604
182	Brazoria, Tx	318,797
183	Huntsville, Al	317,372
184	Waco, Tx	312,943
185	Duluth, Mn Wi	312,744
186	Niagara Falls, NY	308,998
187	Salem, Or	307,970
188	Longview Marshall, Tx	305,980
189	Elkhart Goshen, In	302,487
190	Provo Orem, Ut	295,420
191	Johnstown, Pa	294,145
192	Naples, Fl	294,074
193	Lafayette, La	291,531
194	Yakima, Wa	289,949
195	Asheville, NC	287,291
196	Fort Collins Loveland, Co	286,220
197	Columbus, Ga Al	281,838
198	Springfield, Il	277,639
199	Vancouver, Wa	276,145
200	Biloxi Gulfport, Ms	270,643
201	Lake Charles, La	264,846
202	Houma Thibodaux, La	264,377
203	Redding, Ca	261,689
204	Kalamazoo, Mi	259,194
205	Pittsfield, Ma	258,923
206	Burlington, Vt	252,328
207	Lincoln, Ne	249,539
208	Topeka, Ks	248,472
209	Olympia, Wa	244,546
210	Beaver County, Pa	243,373
211	Cedar Rapids, Ia	242,787
212	Charlottesville, Vaa	242,679
213	Vineland Milville Bridgeton, I	241,596
214	Wheeling, WV Oh	241,014
215	Racine, Wi	237,381
216	Tyler, Tx	233,725
217	Bangor, Me	232,313
218	Bryan College Station, Tx	230,351
219	Tuscaloosa, Al	229,931
220	Ft. Smith, Ar Ok	228,867
221	Champaign Urbana Rantoul,	227,601
222	Laredo, Tx	227,401
223	St. Cloud, Mn	227,147
224	Bremerton, Wa	225,488
225	Parkersburg Marietta, WV O	225,122
226	Richland Kennewick Pasco, \	223,282
227	Altoona, Pa	220,556
228	Green Bay, Wi	220,505
229	Lynchburg, Va	220,029
230	Lima, Oh	218,800
231	Wilmington, NC	214,273
232	Athens, Ga	212,886
233	Joplin, Mo	211,451
234	Glens Falls, NY	207,854
235	Odessa, Tx	207,377
236	Anderson, SC	207,161
237	Anderson, In	207,127
238	Monroe, La	205,574
239	Alexandria, La	204,685
240	Bellingham, Wa	203,618
241	Janesville Beloit, Wi	203,070
242	Texarkana, Tx Ar	202,044
243	Billings, Mt	201,912
244	Fort Walton Beach, Fl	201,558
245	Benton Harbor, Mi	200,153
246	Merced, Ca	197,190
247	Santa Fe, NM	196,429
248	Medford, Or	196,361
249	Abilene, Tx	188,345
250	Dothan, Al	188,079
251	Burlington, NC	187,857
252	Williamsport, Pa	187,662
253	Pueblo, Co	187,284
254	Muskegon, Mi	185,417
255	State College, Pa	184,415
256	Terre Haute, In	182,471
257	Mansfield, Oh	180,766
258	Lewiston Auburn, Me	178,964
259	Sioux City, Ia Ne	177,179
260	Steubenville Weirton, Oh WV	177,078
261	Sioux Falls, SD	176,763
262	Panama City, Fl	176,519
263	Midland, Tx	176,194
264	Clarksville Hopkinsville, Tn K	175,904
265	Fargo Moorhead ND Mn	175,645
266	Fayetteville Springdale Ar	175,382
267	Waterloo Cedar Falls Ia	173,718
268	Eau Claire, Wi	173,149
269	Lafayette West Lafayette, In	169,160
270	Florence, SC	168,993
271	Muncie, In	167,540
272	Kenosha, Wi	166,317
273	Lawton, Ok	166,236
274	Wichita Falls, Tx	165,739
275	Albany, Ga	164,777
276	Columbia, Mo	164,542
277	Yuba City, Ca	164,469
278	Danville, Va	163,196
279	San Angelo, Tx	163,155
280	Bloomington Normal, Il	162,154
281	Hagerstown, Md	160,888
282	Greeley, Co	160,246
283	Bloomington, In	159,619
284	Pascagoula, Ms	158,684
285	Decatur, Il	157,852
286	Rochester, Mn	157,432
287	Sharon, Pa	156,967
288	Sherman Denison, Tx	153,181
289	Gadsen, Al	151,742
290	Florence, Al	150,653
291	Jackson, Mi	149,430
292	La Crosse, Wi	148,004
293	Anniston, Al	147,447
294	Las Cruces, NM	146,530
295	Iowa City, Ia	144,171
296	Jacksonville, NC	143,601
297	St. Joseph, Mo	142,940
298	Kokomo, In	142,428
299	Battle Creek, Mi	140,222
300	Cumberland Md WV	139,754
301	Wausau, Wi	139,628
302	Decatur, Al	134,448
303	Sheboygan, Wi	133,794
304	Victoria, Tx	127,100
305	Owensboro, Ky	123,512
306	Elmira, NMY	123,209
307	Rapid City, SD	118,793
308	Pine Bluff, Ar	117,879
309	Kankakee, Il	117,483
310	Jackson, Tn	116,517
311	Great Falls, Mt	115,531
312	Dubuque, Ia	115,397
313	Bismarck, ND	102,281
314	Lawrence, Ks	99,328
315	Casper, Wy	92,125
316	Enid, Ok	85,759
317	Grand Forks, ND	71,650
318	Cheyenne, WV	71,268

Automobile Sales
(thousands)

1	Los Angeles Long Beach, Ca	15,769,612
2	Chicago, Il	9,218,192
3	Detroit, Mi	8,280,974
4	Philadelphia, Pa NJ	7,984,395
5	Washington, DC Md Va	7,350,356
6	Houston, Tx	7,300,612
7	Boston-Lawrence-Salem-Lowell Brockton, Ma	6,997,179
8	Dallas, Tx	6,977,506
9	New York, NY	6,514,716
10	Atlanta, Ga	5,921,901
11	Anahein Santa Ana, Ca	5,513,569
12	Nassau Suffolk, NY	4,856,400
13	Minneapolis St. Paul, Mn Wi	4,707,507
14	Phoenix, Az	4,573,756
15	San Diego, Ca	4,452,807
16	Miami Hialeah, Fl	4,264,081
17	St. Louis, Mo Il	4,215,476
18	Tampa St. Petersburg Clearwater, Fl	4,186,149
19	Baltimore, Md	4,036,963
20	Oakland, Ca	3,805,866
21	Denver, Co	3,710,012
22	Fort Lauderdale Holywood Pompano Beach, Fl	3,635,839
23	Pittsburgh, Pa	3,331,712
24	San Jose, Ca	3,314,957
25	Fort Worth Arlington, Tx	3,289,350
26	Riverside San Bernardino, Ca	3,282,207
27	Seattle, Wa	3,253,548
28	Newark, NJ	3,248,083
29	San Francisco, Ca	3,067,731
30	Kansas City, Mo Ks	3,017,536
31	Cleveland, Oh	2,743,365
32	Sacramento, Ca	2,726,909
33	Bergen Passaic, NJ	2,646,236
34	Orlando, Fl	2,591,903
35	San Antonio, Tx	2,509,065
36	Columbus, Oh	2,473,575
37	Monmouth Ocean, NJ	2,433,244
38	Oklahoma City, Ok	2,411,412
39	Indianapolis, In	2,376,944
40	Norfolk Virginia Beach Newport News, Va	2,361,721
41	Charlotte Gastonia Rock Hill, NC SC	2,332,999
42	Cincinnati, Oh Ky In	2,209,370
43	Milwaukee, Wi	2,180,467
44	Portland, Or	2,161,536
45	West Palm Beach Boca Raton Delray Beach, Fl	2,115,771
46	Hartford New Britain Middletown Bristol, Ct	2,036,517
47	Nashville, Tn	2,004,645
48	Jacksonville, Fl	1,955,418
49	Memphis, Tn Ar Ms	1,888,475
50	New Orleans, La	1,850,055
51	Salt Lake City Ogden, Ut	1,825,758
52	Austin, Tx	1,821,292
53	Rochester, NY	1,817,943
54	Middlesex Somerset Hunterdon, NJ	1,798,496
55	Greensboro Winston Salem High Point, NC	1,738,783
56	Bridgeport Stamford Norwalk Danbury Ct	1,689,459
57	Birmingham, Al	1,573,762
58	Dayton Springfield, Oh	1,523,307
59	Lake County Il	1,511,630
60	Tulsa, Ok	1,483,326
61	Richmond Petersburg, Va	1,449,432
62	Louisville, Ky In	1,426,492
63	Albany Schenectady Troy, NY	1,384,986
64	Raleigh Durham NC	1,379,081
65	Grand Rapids, Mi	1,372,362
66	Las Vegas, Nv	1,354,013
67	Buffalo, NY	1,345,951
68	Oxnard Ventura, Ca	1,345,200
69	New Haven Waterbury Meriden, Ct	1,288,609
70	Tucson, Az	1,161,112
71	Providence Pawtucket Woonsocket, RI	1,159,218
72	Little Rock North Little Rock Ar	1,152,585
73	Worcester Fitchburg Leominster, Ma	1,142,609
74	Omaha, Ne Ia	1,108,239
75	Syracuse, NY	1,101,515
76	Allentown Bethlehem, Pa NJ	1,090,847
77	Albuquerque, NM	1,079,495
78	Fresno, Ca	1,076,262
79	Knoxville, Tn	1,058,715
80	Toledo, Oh	1,055,595
81	Wilmington De NJ Md	998,377
82	Harrisburg Lebanon Carlisle, Pa	997,215
83	Greenville-Spartanburg, SC	973,764
84	Scranton Wilkes Barre, Pa	952,312
85	Wichita, Ks	943,757
86	Akron, Oh	941,907
87	Baton Rouge, La	937,568
88	Springfield, Ma	891,162
89	Honolulu, Hi	883,380
90	El Paso, TX	879,447
91	New Bedford Fall River Attleboro, Ma	877,966
92	Manchester, Nashua, NH	868,004
93	Flint, Mi	861,320
94	Bakersfield, Ca	849,166
95	Tacoma, Wa	848,366
96	Charleston, SC	843,170
97	Portsmouth Dover Rochester NH	820,430
98	Colorado Springs, Co	787,146
99	Melbourne Titusville Palm Bay, Fl	780,083
100	Johnson City Kingsport Bristol, Tn Va	773,030
101	Lakeland Winter Haven, Fl	770,103
102	Mobile, Al	767,309
103	Lansing East Lansing, Mi	762,918
104	Corpus Christi, Tx	745,984
105	Columbia, SC	739,063
106	Beaumont Port Arthur, Tx	734,757
107	Chattanooga, Tn Ga	728,562
108	Des Moines, Ia	713,895
109	Gary Hammond, In	713,424
110	Fort Myers Cape Coral, Fl	684,139
111	Jackson, Ms	684,000
112	Madison, Wi	683,987
113	Saginaw Bay City Midland, Mi	677,291
114	Lancaster, Pa	675,090
115	Lubbock, Tx	672,364
116	Shreveport, La	668,832
117	Atlantic City, NJ	658,682
118	Sarasota, Fl	657,737
119	York, Pa	655,666
120	Augusta, Ga SC	645,643
121	Santa Barbara Santa Maria Lompoc, Ca	636,488
122	Youngstown Warren, Oh	635,017
123	Stockton, Ca	633,552
124	Daytona Beach, Fl	632,649
125	Spokane, Wa	631,038
126	Pensacola, Fl	630,592
127	Fort Wayne, In	623,660
128	Davenport Rock Island Moline, Ia Il	614,829
129	Reno, Nv	610,066
130	Reading, Pa	607,007
131	Santa Rosa Petaluma, Ca	606,739
132	Amarillo, Tx	595,878
133	Lexington Fayette, Ky	595,407
134	Canton, Oh	586,160
135	Ann Arbor, Mi	580,972
136	Macon Warner Robins, Ga	570,074
137	Salinas Seaside Monterey, Ca	568,159
138	New London Norwich Ct	554,915
139	Anchorage, Ak	553,111
140	Montgomery, Al	545,450
141	Vallejo Fairfield Napa, Ca	544,251
142	Elkhart Goshen, In	543,988
143	Peoria Il	540,189
144	Boulder Longmont, Co	536,128
145	Fort Pierce, Fl	535,145
146	Trenton, NJ	532,627
147	Portland, Me	531,202
148	McAllen Edinburg Mission, Tx	517,137
149	Jersey City, NJ	515,587
150	Springfield, Mo	499,990
151	Charleston, WV	490,865
152	Bradenton, Fl	490,327
153	Orange County, NY	490,261
154	Eugene Springfield, Or	480,774
155	Joliet, Il	479,072
156	Huntsville, Al	476,462
157	Appleton Oshkosh Neenah, Wi	468,460
158	Evansville, In Ky	468,149
159	Rockford, Il	465,500
160	Aurora Elgine, Il	463,764
161	Columbus, Ga Al	460,869
162	Longview Marshall, Tx	459,795
163	Killeen Temple, Tx	451,566
164	Visalia Tulare Porterville, Ca	443,440
165	Savannah, Ga	439,299
166	South Bend Mishakawa, In	439,143
167	Gainesville, Fl	438,540
168	Fayetteville, NC	438,065
169	Roanoke, Va	434,995
170	Binghamton, NY	432,955
171	Santa Cruz, Ca	429,440
172	Poughkeepsie, NY	428,372
173	Modesto, Ca	413,886
174	Waco, Tx	409,037
175	Lafayette, La	406,187
176	Utica Rome, NY	401,631
177	Erie, Pa	393,465
178	Kalamazoo, Mi	386,280
179	Salem, Or	380,423
180	Galveston Texas City, Tx	379,426
181	Boise City, Id	370,709
182	Hamilton Middletown, Oh	367,745
183	Biloxi Gulfport, Ms	365,242
184	Asheville, NC	362,787
185	Tyler, Tx	362,598
186	Fargo Moorhead ND Mn	362,329
187	Wichita Falls, Tx	355,967
188	Brownsville Harlingen, Tx	355,917
189	Lorain Elyria, Oh	355,770
190	Fort Collins Loveland, Co	355,649
191	Green Bay, Wi	353,744
192	Abilene, Tx	350,116
193	Huntington Ashland WV Ky Oh	349,127
194	Hickory, NC	348,834
195	Odessa, Tx	344,118

196	Naples, Fl	338,295
197	Panama City, Fl	337,987
198	Ft. Smith, Ar-Ok	337,772
199	Provo-Orem, Ut	332,282
200	Ocala, Fl	330,611
201	Burlington, Vt	329,960
202	Sioux Falls, SD	322,959
203	Lincoln, Ne	322,827
204	Tallahassee, Fl	320,295
205	Springfield, Il	313,078
206	St. Cloud, Mn	312,764
207	Johnstown, Pa	303,793
208	Houma-Thibodaux, La	303,194
209	Bangor, Me	301,260
210	Clarksville-Hopkinsville, Tn-Ky	295,976
211	Brazona, Tx	295,309
212	Billings, Mt	294,942
213	Dothan, Al	289,965
214	Yakima, Wa	285,917
215	Eau Claire, Wi	285,220
216	Fort Walton Beach, Fl	284,410
217	Monroe, La	280,669
218	Joplin, Mo	279,957
219	Medford, Or	276,808
220	Topeka, Ks	273,799
221	Niagara Falls, NY	272,767
222	Champaign-Urbana-Rantoul, Il	272,350
223	Duluth, Mn-Wi	265,652
224	Cedar Rapids, Ia	261,896
225	Alexandria, La	257,592
226	Burlington, NC	255,681
227	Lake Charles, La	254,465
228	San Angelo, Tx	252,185
229	Santa Fe, NM	251,778
230	Rochester, Mn	251,649
231	Wilmington, NC	248,287
232	Altoona, Pa	243,759
233	Lafayette-West Lafayette, In	242,402
234	Racine, Wi	241,301
235	Texarkana, Tx-Ar	239,465
236	Chico, Ca	239,084
237	Sherman-Denison, Tx	238,938
238	Fayetteville-Springdale, Ar	237,806
239	Lima, Oh	237,306
240	Merced, Ca	236,687
241	Terre Haute, In	233,730
242	Mansfield, Oh	231,947
243	Pittsfield, Ma	231,629
244	Bryan-College Station, Tx	230,498
245	Charlottesville, Vaa	229,361
246	Jacksonville, NC	229,208
247	Waterloo-Cedar Falls, Ia	228,836
248	Lawton, Ok	228,012
249	Anderson, In	221,480
250	Vineland-Milville-Bridgeton, NJ	221,329
251	Athens, Ga	220,369
252	Parkersburg-Marietta, WV-Oh	218,724
253	Albany, Ga	214,316
254	Midland, Tx	212,827
255	Vancouver, Wa	212,807
256	Redding, Ca	211,404
257	Florence, SC	209,297
258	Tuscaloosa, Al	208,351
259	Kokomo, In	208,254
260	Bloomington-Normal, Il	207,641
261	Benton Harbor, Mi	207,062
262	Las Cruces, NM	205,566
263	Lynchburg, Va	205,370
264	Anderson, SC	204,776
265	Bismarck, ND	200,632
266	Wheeling, WV-Oh	198,945
267	Florence, Al	198,147
268	Rapid City, SD	197,666
269	Bremerton, Wa	197,601
270	Lewiston-Auburn, Me	197,451
271	Decatur, Il	195,507
272	Greeley, Co	194,362
273	Sharon, Pa	193,856
274	Williamsport, Pa	193,273
275	Sioux City, Ia-Ne	192,396
276	Great Falls, Mt	190,445
277	State College, Pa	189,015
278	Muncie, In	188,499
279	Muskegon, Mi	187,715
280	Columbia, Mo	187,219
281	La Crosse, Wi	187,172
282	Olympia, Wa	186,305
283	Grand Forks, ND	185,250
284	Richland-Kennewick-Pasco, Wa	182,345
285	Bellingham, Wa	182,069
286	Glens Falls, NY	181,557
287	Hagerstown, Md	180,903
288	Anniston, Al	180,404
289	Janesville-Beloit, Wi	179,871
290	Decatur, Al	174,317
291	St. Joseph, Mo	173,618
292	Victoria, Tx	171,706
293	Battle Creek, Mi	169,812
294	Bloomington, In	168,141
295	Wausau, Wi	167,047
296	Pueblo, Co	162,625
297	Danville, Va	160,182
298	Jackson, Mi	152,544
299	Pine Bluff, Ar	151,893
300	Casper, Wy	147,611
301	Beaver County, Pa	146,237
302	Jackson, Tn	145,727
303	Kankakee, Il	144,543
304	Elmira, NMY	142,359
305	Laredo, Tx	141,346
306	Dubuque, Ia	140,911
307	Steubenville-Weirton, Oh-WV	139,132
308	Iowa City, Ia	137,570
309	Yuba City, Ca	132,652
310	Owensboro, Ky	132,308
311	Sheboygan, Wi	131,659
312	Enid, Ok	130,200
313	Lawrence, Ks	127,586
314	Gadsen, Al	127,236
315	Pascagoula, Ms	122,125
316	Cheyenne, WV	118,973
317	Cumberland, Md-WV	115,109
318	Kenosha, Wi	99,921

Gasoline Sales
(thousands)

1	Los Angeles-Long Beach, Ca	3,676,434
2	Chicago, Il	2,345,935
3	Detroit, Mi	2,111,014
4	Washington, DC-Md-Va	2,002,772
5	Philadelphia, Pa-NJ	1,833,110
6	Boston-Lawrence-Salem-Lowell-Brockton, Ma	1,780,784
7	Atlanta, Ga	1,605,544
8	New York, NY	1,430,478
9	Dallas, Tx	1,421,460
10	Houston, Tx	1,416,446
11	Minneapolis-St. Paul, Mn-Wi	1,358,290
12	St. Louis, Mo-Il	1,278,746
13	Anaheim-Santa Ana, Ca	1,249,410
14	Nassau-Suffolk, NY	1,160,036
15	Baltimore, Md	1,101,627
16	San Diego, Ca	1,068,129
17	Riverside-San Bernardino, Ca	990,575
18	Phoenix, Az	987,483
19	Tampa-St. Petersburg-Clearwater, Fl	960,639
20	Cleveland, Oh	931,720
21	Oakland, Ca	905,658
22	Miami-Hialeah, Fl	869,457
23	Seattle, Wa	856,965
24	Pittsburgh, Pa	849,404
25	Denver, Co	824,029
26	Newark, NJ	816,349
27	San Jose, Ca	785,095
28	Indianapolis, In	780,192
29	Columbus, Oh	775,274
30	Cincinnati, Oh-Ky-In	760,696
31	Kansas City, Mo-Ks	746,990
32	San Francisco, Ca	717,536
33	Sacramento, Ca	715,245
34	Bergen-Passaic, NJ	703,018
35	Fort Lauderdale-Holywood-Pompano Beach, Fl	640,941
36	Milwaukee, Wi	634,526
37	Hartford-New Britain-Middletown-Bristol, Ct	617,538
38	San Antonio, Tx	613,589
39	Middlesex-Somerset-Hunterdon, NJ	597,278
40	Fort Worth-Arlington, Tx	574,455
41	Nashville, Tn	572,049
42	Memphis, Tn-Ar-Ms	558,384
43	Norfolk-Virginia Beach-Newport News, Va	554,001
44	Orlando, Fl	553,829
45	Portland, Or	526,487
46	Monmouth-Ocean, NJ	523,538
47	Dayton-Springfield, Oh	510,889
48	New Orleans, La	491,736
49	Jacksonville, Fl	480,620
50	Richmond-Petersburg, Va	469,893
51	Bridgeport-Stamford-Norwalk-Danbury, Ct	460,722
52	Charlotte-Gastonia-Rock Hill, NC-SC	445,535
53	Louisville, Ky-In	444,375
54	Salt Lake City-Ogden, Ut	420,576
55	West Palm Beach-Boca Raton-Delray Beach, Fl	414,239
56	Toledo, Oh	403,984
57	Rochester, NY	393,398
58	Greensboro-Winston-Salem-High Point, NC	387,257
59	Providence-Pawtucket-Woonsocket, RI	378,478
60	New Haven-Waterbury-Meriden, Ct	366,468
61	Albany-Schenectady-Troy, NY	365,744
62	Las Vegas, Nv	344,748
63	Akron, Oh	343,943
64	Austin, Tx	327,186
65	Birmingham, Al	326,995
66	Omaha, Ne-Ia	326,365
67	Buffalo, NY	324,640
68	Wilmington, De-NJ-Md	323,784
69	Honolulu, Hi	321,980
70	Knoxville, Tn	320,449
71	Harrisburg-Lebanon-Carlisle, Pa	318,930
72	Grand Rapids, Mi	309,343
73	Worcester-Fitchburg-Leominster, Ma	309,259
74	Allentown-Bethlehem, Pa-NJ	308,610
75	Bakersfield, Ca	302,856
76	Greenville-Spartanburg, SC	300,329
77	Oklahoma City, Ok	299,190
78	Gary-Hammond, In	292,884
79	Raleigh-Durham, NC	287,408
80	Oxnard-Ventura, Ca	283,504
81	Springfield, Ma	268,345
82	Scranton-Wilkes-Barre, Pa	265,363
83	Youngstown-Warren, Oh	262,395
84	Fresno, Ca	257,759
85	Tucson, Az	256,708
86	Lake County, Il	249,656
87	Tulsa, Ok	237,699
88	Little Rock-North Little Rock, Ar	236,827
89	Chattanooga, Tn-Ga	234,564
90	Syracuse, NY	231,988
91	Tacoma, Wa	230,713
92	Columbia, SC	227,413
93	Albuquerque, NM	216,455
94	Santa Barbara-Santa Maria-Lompoc, Ca	215,473
95	Saginaw-Bay City-Midland, Mi	208,994
96	Santa Rosa-Petaluma, Ca	208,721
97	Wichita, Ks	206,806
98	Joliet, Il	203,030
99	Lansing-East Lansing, Mi	202,590
100	Flint, Mi	199,374
101	Baton Rouge, La	198,425
102	Canton, Oh	197,284
103	Des Moines, Ia	194,556
104	Madison, Wi	193,826
105	New Bedford-Fall River-Attleboro, Ma	193,101
106	Fort Wayne, In	191,773
107	Mobile, Al	188,391
108	Atlantic City, NJ	187,934
109	Manchester-Nashua, NH	186,487
110	Charleston, SC	185,739
111	Davenport-Rock Island-Moline, La-Il	182,936
112	Corpus Christi, Tx	181,151
113	Stockton, Ca	180,831
114	Ann Arbor, Mi	177,182
115	Jersey City, NJ	177,108
116	Lexington-Fayette, Ky	174,196
117	Portsmouth-Dover-Rochester, NH	173,655
118	El Paso, TX	173,475
119	Trenton, NJ	172,007
120	Aurora-Elgine, Il	171,855
121	Vallejo-Fairfield-Napa, Ca	171,328
122	Melbourne-Titusville-Palm Bay, Fl	169,044
123	Jackson, Ms	168,289
124	Colorado Springs, Co	167,949
125	Reno, Nv	166,719
126	Augusta, Ga-SC	162,861
127	Beaumont-Port Arthur, Tx	159,146
128	York, Pa	158,087
129	Daytona Beach, Fl	157,851
130	Shreveport, La	157,491
131	Lakeland-Winter Haven, Fl	155,197
132	Salinas-Seaside-Monterey, Ca	153,313
133	Orange County, NY	147,231
134	Erie, Pa	145,616
135	New London-Norwich, Ct	144,637
136	Peoria, Il	142,097
137	Spokane, Wa	141,553
138	Appleton-Oshkosh-Neenah, Wi	138,138
139	Lancaster, Pa	136,689
140	Rockford, Il	136,563
141	Ocala, Fl	135,734
142	Sarasota, Fl	132,561
143	Pensacola, Fl	132,468
144	Fort Myers-Cape Coral, Fl	131,773
145	Johnson City-Kingsport-Bristol, Tn-Va	131,772
146	Evansville, In-Ky	131,006
147	Montgomery, Al	129,190
148	Huntington-Ashland, WV-Ky-Oh	127,459
149	Reading, Pa	126,012
150	Modesto, Ca	125,780
151	Anchorage, Ak	124,862
152	Macon-Warner Robins, Ga	121,749
153	Lorain-Elyria, Oh	121,163
154	Binghamton, NY	119,321
155	Charleston, WV	118,757
156	Duluth, Mn-Wi	116,972
157	Fort Pierce, Fl	116,495
158	Hamilton-Middletown, Oh	116,286
159	Lima, Oh	115,778
160	Utica-Rome, NY	113,683
161	South Bend-Mishakawa, In	112,159
162	Roanoke, Va	110,250
163	Kalamazoo, Mi	110,132
164	Eugene-Springfield, Or	109,460
165	Santa Cruz, Ca	109,282
166	Benton Harbor, Mi	109,223
167	Savannah, Ga	109,144
168	Boulder-Longmont, Co	108,854
169	Porterville, Ca Visalia-Tulare	108,125
170	Redding, Ca	107,037
171	Gainesville, Fl	104,157
172	Portland, Me	103,546
173	Tallahassee, Fl	102,741
174	Poughkeepsie, NY	100,758
175	Salem, Or	100,588
176	Springfield, Il	98,306
177	Fargo-Moorhead, ND-Mn	98,023
178	Green Bay, Wi	96,280
179	Provo-Orem, Ut	95,547
180	Fayetteville, NC	94,935
181	Champaign-Urbana-Rantoul, Il	93,056
182	Muncie, In	92,590
183	Merced, Ca	91,032
184	St. Cloud, Mn	90,343
185	Asheville, NC	89,814
186	Bradenton, Fl	87,889
187	Springfield, Mo	97,447
188	Janesville-Beloit, Wi	86,421
189	Mansfield, Oh	85,510
190	Ft. Smith, Ar-Ok	84,321
191	Lincoln, Ne	83,276
192	Lafayette, La	82,557
193	Boise City, Id	81,676
194	Sioux Falls, SD	81,235
195	Columbus, Ga-Al	80,831
196	Parkersburg-Marietta, WV-Oh	79,409
197	Bloomington-Normal, Il	79,265
198	Wheeling, WV-Oh	78,858
199	Johnstown, Pa	77,644
200	Galveston-Texas City, Tx	76,580
201	Huntsville, Al	76,409
202	Tyler, Tx	75,924
203	Elkhart-Goshen, In	75,811
204	Fort Collins-Loveland, Co	74,604
205	Racine, Wi	74,397
206	Anderson, In	73,647
207	Terre Haute, In	73,413
208	Yakima, Wa	73,201
209	Waco, Tx	72,457
210	Naples, Fl	71,791
211	Eau Claire, Wi	71,432
212	Amarillo, Tx	70,843
213	Joplin, Mo	69,852
214	Battle Creek, Mi	69,823
215	Killeen-Temple, Tx	69,214
216	Pittsfield, Ma	68,312
217	Topeka, Ks	68,202
218	Las Cruces, NM	66,912
219	Muskegon, Mi	66,782
220	Jackson, Mi	65,233
221	Lafayette-West Lafayette, In	65,007
222	McAllen-Edinburg-Mission, Tx	64,515
223	Lynchburg, Va	64,481
224	Bangor, Me	64,094
225	Longview-Marshall, Tx	63,618
226	Kokomo, In	63,304
227	Burlington, NC	63,237
228	Biloxi-Gulfport, Ms	62,934
229	Rochester, Mn	62,178
230	Medford, Or	61,750
231	Texarkana, Tx-Ar	61,750
232	Florence, SC	61,538
233	Vancouver, Wa	61,106
234	Kenosha, Wi	61,092
235	Fort Walton Beach, Fl	61,000
236	Lubbock, Tx	60,436
237	Abilene, Tx	60,190
238	Charlottesville, Vaa	60,017
239	Tuscaloosa, Al	59,999
240	Panama City, Fl	59,728

241	Cedar Rapids, Ia	59,305
242	Sioux City, Ia-Ne	58,897
243	Beaver County, Pa	58,425
244	Olympia, Wa	58,126
245	Richland-Kennewick-Pasco, Wa	57,829
246	Midland, Tx	57,718
247	Hagerstown, Md	57,703
248	Anderson, SC	57,208
249	Waterloo-Cedar Falls Ia	55,676
250	Decatur, Il	55,309
251	Billings, Mt	55,221
252	Vineland-Milville-Bridgeton, NJ	55,193
253	Lake Charles, La	54,522
254	Dothan, Al	54,414
255	Athens, Ga	54,132
256	Bryan-College Station, Tx	53,042
257	Burlington, Vt	52,592
258	Bremerton, Wa	51,962
259	Bloomington, In	51,430
260	Glens Falls, NY	51,371
261	Hickory, NC	51,164
262	Houma-Thibodaux, La	50,912
263	Bellingham, Wa	50,342
264	Alexandria, La	50,274
265	Brownsville-Harlingen Tx	50,270
266	Chico, Ca	50,188
267	Wausau, Wi	49,962
268	Brazoria, Tx	49,011
269	Steubenville-Weirton, Oh-WV	48,918
270	La Crosse, Wi	48,603
271	Niagara Falls, NY	48,528
272	State College, Pa	48,170
273	Cumberland Md-WV	47,147
274	Bismarck, ND	47,087
275	Altoona, Pa	46,811
276	Santa Fe, NM	45,476
277	Iowa City, Ia	45,322
278	Rapid City, SD	44,841
279	Columbia, Mo	44,339
280	Sharon, Pa	43,559
281	Wichita Falls, Tx	43,448
282	Cheyenne, WV	43,257
283	Clarksville-Hopkinsville, Tn-Ky	43,033
284	Pueblo, Co	42,726
285	Florence, Al	41,835
286	Albany, Ga	41,311
287	Lewiston-Auburn, Me	40,869
288	Victoria, Tx	40,513
289	Greeley, Co	40,309
290	Jackson, Tn	39,739
291	Wilmington, NC	39,446
292	Fayetteville-Springdale,Ar	39,004
293	Sheboygan, Wi	38,206
294	St. Joseph, Mo	37,024
295	Elmira, NMY	35,989
296	Great Falls, Mt	35,263
297	Anniston, Al	34,684
298	Monroe, La	33,872
299	Decatur, Al	33,466
300	Sherman-Denison, Tx	33,002
301	Grand Forks, ND	32,933
302	Yuba City, Ca	32,758
303	Lawrence, Ks	32,667
304	Odessa, Tx	32,645
305	Danville, Va	31,375
306	Williamsport, Pa	30,936
307	Kankakee, Il	29,739
308	Dubuque, Ia	29,686
309	Laredo, Tx	29,673
310	Owensboro, Ky	29,332
311	Pascagoula, Ms	27,771
312	Pine Bluff, Ar	26,698
313	Casper, Wy	23,813
314	Gadsen, Al	23,279
315	San Angelo, Tx	23,264
316	Jacksonville, NC	22,975
317	Enid, Ok	19,274
318	Lawton, Ok	18,002

Apparel Sales
(thousands)

1	New York, NY	4,818,173
2	Los Angeles-Long Beach, Ca	3,644,648
3	Chicago, Il	3,326,555
4	Boston-Lawrence-Salem-Lowell-Brockton, Ma	2,132,471
5	Philadelphia, Pa-NJ	2,030,700
6	Detroit, Mi	1,996,611
7	Washington, DC-Md-Va	1,858,282
8	Houston, Tx	1,521,597
9	Nassau-Suffolk, NY	1,436,753
10	Dallas, Tx	1,372,311
13	Atlanta, Ga	1,136,631
14	San Francisco, Ca	1,061,260
15	Bergen-Passaic, NJ	926,998
16	Newark, NJ	911,931
17	Minneapolis-St. Paul, Mn	899,223
18	Seattle, Wa	896,560
19	Baltimore, Md	890,758
20	St. Louis, Mo-Il	864,215
21	San Diego, Ca	847,811
22	Oakland, Ca	733,080
23	Pittsburgh, Pa	718,888
24	Phoenix, Az	696,973
25	San Jose, Ca	692,454
26	Denver, Co	689,519
27	Cleveland, Oh	655,086
28	Fort Lauderdale-Holywood-Pompano Beach, Fl	641,738
29	Tampa-St. Petersburg-Clearwater, Fl	592,188
30	Kansas City, Mo-Ks	582,411
31	Middlesex-Somerset-Hunterdon, NJ	582,180
32	Riverside-San Bernardino, Ca	576,371
33	New Orleans, La	567,102
34	Fort Worth-Arlington, Tx	561,298
35	San Antonio, Tx	532,489
36	Hartford-New Britain-Middletown-Bristol, Ct	530,404
37	Charlotte-Gastonia-Rock Hill, NC-SC	506,092
38	Bridgeport-Stamford-Norwalk-Danbury Ct	505,903
39	Norfolk-Virginia Beach-Newport News, Va	499,495
40	West Palm Beach-Boca Raton-Delray Beach, Fl	485,270
41	Portland, Or	456,826
42	Oklahoma City, Ok	461,351
43	Birmingham, Al	451,793
44	Sacramento, Ca	438,571
45	Cincinnati, Oh-Ky-In	434,346
46	Honolulu, Hi	433,067
47	Monmouth-Ocean, NJ	432,063
48	Indianapolis, In	421,650
49	Columbus, Oh	414,020
50	Milwaukee, Wi	413,904
51	Memphis, Tn-Ar-Ms	411,184
52	Greensboro-Winston-Salem-High Point, NC	387,535
53	New Haven-Waterbury-Meriden, Ct	383,180
54	Austin, Tx	382,682
55	Buffalo, NY	363,249
56	Orlando, Fl	362,135
57	Salt Lake City-Ogden, Ut	360,854
58	Providence-Pawtucket-Woonsocket, RI	347,943
59	Albany-Schenectady-Troy, NY	345,713
60	Nashville, Tn	336,678
61	Richmond-Petersburg, Va	319,751
62	Raleigh-Durham NC	314,424
63	Rochester, NY	314,058
64	Tulsa, Ok	306,590
65	Las Vegas, Nv	304,832
66	Jacksonville, Fl	302,588
67	Grand Rapids, Mi	301,256
68	Louisville, Ky-In	295,378
69	Reading, Pa	283,290
70	Dayton-Springfield, Oh	280,522
71	Jersey City, NJ	277,024
72	Worcester-Fitchburg-Leominster, Ma	262,144
73	Syracuse, NY	258,755
74	Little Rock-North Little Rock,Ar	250,354
75	Scranton-Wilkes-Barre, Pa	246,734
76	McAllen-Edinburg-Mission, Tx	240,951
77	El Paso, TX	238,811
78	Knoxville, Tn	238,003
79	Springfield, Ma	236,417
80	Greenville-Spartanburg, SC	233,023
81	Lake County,Il	226,683
82	New Bedford-Fall River-Attleboro, Ma	217,639
83	Wilmington,De-NJ-Md	212,561
84	Allentown-Bethlehem, Pa	212,289
85	Omaha, Ne-Ia	211,751
86	Fresno, Ca	197,682
87	Oxnard-Ventura, Ca	195,866
88	Albuquerque, NM	191,191
89	Tucson, Az	188,369
90	Atlantic City, NJ	186,940
91	Manchester, Nashua, NH	185,548
92	Toledo, Oh	183,928
93	Baton Rouge, La	181,790
94	Wichita, Ks	177,665
95	Trenton, NJ	172,019
96	Charleston, SC	168,920
97	Santa Barbara-Santa Maria-Lompoc, Ca	168,542
98	Harrisburg-Lebanon-	
99	Beaumont-Port Arthur, Tx	165,996
100	Lansing-East Lansing, Mi	163,792
101	Akron, Oh	161,533
102	Portsmouth-Dover-Rochester NH	160,961
103	Saginaw-Bay City-Midland, Mi	160,299
104	Gary-Hammond, In	157,424
105	Columbia, SC	157,165
106	Shreveport, La	154,124
107	Des Moines, Ia	151,978
108	Chattanooga, Tn-Ga	150,458
109	Salinas-Seaside-Monterey Ca	147,944
110	Augusta, Ga-SC	147,637
111	Flint, Mi	146,277
112	Bakersfield, Ca	143,488
113	Laredo, Tx	141,804
114	Madison, Wi	140,077
115	Tacoma, Wa	136,990
116	Brownsville-Harlingen Tx	133,888
117	Lancaster, Pa	133,641
118	Youngstown-Warren, Oh	133,037
119	Lexington-Fayette, Ky	131,839
120	Fort Wayne, In	131,491
121	Corpus Christi, Tx	130,949
122	Evansville, In-Ky	129,478
123	Canton, Oh	129,438
124	Anchorage, Ak	128,258
125	Ann Arbor, Mi	124,574
126	Amarillo, Tx	124,498
127	Johnson City-Kingsport-Bristol, Tn-Va	124,492
128	Spokane, Wa	122,914
129	Colorado Springs, Co	121,374
130	Utica-Rome, NY	121,284
131	Sarasota, Fl	120,732
132	Mobile, Al	119,962
133	Savannah, Ga	118,574
134	Stockton, Ca	118,548
135	Jackson, Ms	116,122
136	Santa Rosa-Petaluma, Ca	115,057
137	Reno, Nv	114,297
138	Portland, Me	113,781
139	Orange County, NY	113,215
140	Lubbock, Tx	110,709
141	York, Pa	110,568
142	Davenport-Rock Island-Moline, Ia-Il	108,328
143	Montgomery, Al	107,135
144	Aurora-Elgine, Il	106,337
145	Poughkeepsie, NY	105,472
146	Lakeland-Winter Haven, Fl	104,809
147	Modesto, Ca	104,062
148	Kalamazoo, Mi	103,608
149	Huntsville, Al	103,490
150	Daytona Beach, Fl	103,329
151	Lafayette, La	103,161
152	Huntington-Ashland,WV-Ky-Oh	98,218
153	Fort Myers-CapeCoral, Fl	97,899
154	Boulder-Longmont, Co	95,318
155	Binghamton, NY	91,693
156	Peoria,Il	91,010
157	Roanoke, Va	90,956
158	Appleton-Oshkosh-Neenah, Wi	87,507
159	Hickory, NC	86,348
160	Longview-Marshall, Tx	85,933
161	Galveston-Texas City, Tx	85,713
162	Eugene-Springfield, Or	85,269
163	Tyler, Tx	84,997
164	Joliet, Il	84,902
165	Rockford, Il	84,722
166	Erie, Pa	84,348
167	Monroe, La	83,144
168	Burlington, NC	83,112
169	South Bend-Mishakawa, In	82,686
170	Santa Cruz, Ca	81,982
171	Charleston, WV	81,968
172	Vallejo-Fairfield-Napa,Ca	81,379
173	Gainesville, Fl	81,374
174	Macon-Warner Robins, Ga	80,278
175	Naples, Fl	79,205
176	Melbourne-Titusville-Palm Bay, Fl	79,035
177	Pensacola, Fl	78,889
178	New London-Norwich,Ct	78,612
179	Visalia-Tulare-Porterville, Ca	78,609
180	Fort Pierce, Fl	78,061
181	Salem, Or	77,788
182	Lincoln, Ne	76,709
183	Tallahassee, Fl	75,222
184	Green Bay, Wi	74,441
185	Springfield, Il	73,646
186	Burlington, Vt	72,613
187	Waco, Tx	71,323
188	Duluth, Mn-Wi	70,144
189	Wilmington, NC	69,985
190	Fayetteville, NC	68,877
191	Santa Fe, NM	68,135
192	Boise City, Id	68,061
193	Alexandria, La	67,650
194	Provo-Orem, Ut	66,298
195	Springfield, Mo	65,788
197	Columbus, Ga-Al	65,553
198	Killeen-Temple, Tx	65,318
199	Asheville, NC	64,711
200	Bryan-College Station, Tx	64,356
201	Fort Collins-Loveland, Co	63,693
202	Sioux Falls, SD	63,650
203	Niagara Falls, NY	63,521
204	Yakima, Wa	63,307
205	Ft. Smith, Ar-Ok	62,197
206	Bradenton, Fl	59,372
207	Pittsfield, Ma	59,296
208	Tuscaloosa, Al	58,804
209	Lake Charles, La	58,768
210	Odessa, Tx	57,704
211	Terre Haute, In	57,481
212	Billings, Mt	56,322
213	Fargo-Moorhead ND-Mn	56,320
214	Altoona, Pa	56,092
215	Cedar Rapids, Ia	55,925
216	Texarkana, Tx-Ar	55,548
217	Biloxi-Gulfport, Ms	55,388
218	Bangor, Me	55,361
219	Rochester, Mn	54,148
220	Joplin, Mo	52,986
221	Houma-Thibodaux, La	52,293
222	Brazoria, Tx	52,269
223	Ocala, Fl	52,007
224	Columbia, Mo	51,856
225	St. Cloud, Mn	51,853
226	Williamsport, Pa	51,667
227	Elkhart-Goshen, In	50,814
228	Waterloo-Cedar Falls Ia	50,362
229	Abilene, Tx	50,244
230	Bloomington, In	50,205
231	Bloomington-Normal, Il	49,981
232	Panama City, Fl	49,021
233	Dothan, Al	48,949
234	Danville, Va	48,913
235	Chico, Ca	48,799
236	Midland, Tx	48,430
237	Vineland-Milville-Bridgeton, NJ	48,378
238	Albany, Ga	47,484
239	Lorain-Elyria, Oh	47,160
240	Florence, SC	47,019
241	San Angelo, Tx	46,425
242	Racine, Wi	46,190
243	Sioux City, Ia-Ne	45,918
244	Medford, Or	45,624
245	Johnstown, Pa	45,589
246	Wheeling, WV-Oh	45,544
247	Wichita Falls, Tx	45,462
248	Anniston, Al	45,216
249	Charlottesville, Vaa	44,935
250	Vancouver, Wa	44,891
251	Decatur, Il	44,511
252	Benton Harbor, Mi	44,157
253	Lynchburg, Va	43,340
254	Eau Claire, Wi	43,305
255	Florence, Al	43,249
256	Hagerstown, Md	43,045
257	Athens, Ga	42,459
258	Anderson, In	42,437
259	La Crosse, Wi	42,140
260	Redding, Ca	41,983
261	Lima, Oh	41,834
262	Anderson, SC	41,679
263	State College, Pa	41,050
264	Janesville-Beloit, Wi	40,399
265	Sherman-Denison, Tx	40,266
266	Lafayette-West Lafayette,In	39,942
267	Mansfield, Oh	39,833
268	Fort Walton Beach, Fl	39,613
269	Kokomo, In	39,478
270	Topeka, Ks	39,442
271	Glens Falls, NY	39,361
272	Lawton, Ok	39,170
273	Jackson, Tn	38,159
274	Iowa City, Ia	38,149
275	Pueblo, Co	37,866
276	Jackson, Mi	37,615
277	Beaver County, Pa	37,312
278	Fayetteville-Springdale,Ar	37,292
279	Decatur, Al	37263
280	Victoria, Tx	36,887
281	Olympia, Wa	36,645
282	Richland-Kennewick-Pasco, Wa	36,631
283	Las Cruces, NM	36,363
284	Bellingham, Wa	36,073
285	Pine Bluff, Ar	35,980
286	Grand Forks, ND	35,536
287	Gadsen, Al	35,455
288	Great Falls, Mt	34,867
289	Muncie, In	34,683
290	Bismarck, ND	34,323
291	Parkersburg-Marietta, WV-Oh	34,202
292	Hamilton-Middletown, Oh	33,856
293	Rapid City, SD	33,299
294	Sharon, Pa	33,252
295	Dubuque, Ia	33,198
296	Enid, Ok	32,933
297	Elmira, NY	32,856
298	Cumberland,Md-WV	32,651

299	Wausau, Wi	32,640
300	Lewiston-Auburn, Me	32,093
301	Clarksville-Hopkinsville, Tn-Ky	31,507
302	St. Joseph, Mo	30,959
303	Owensboro, Ky	29,652
304	Bremerton, Wa	28,198
305	Battle Creek, Mi	28,189
306	Kankakee, Il	27,595
307	Casper, Wy	27,529
308	Cheyenne, WV	27,289
309	Greeley, Co	27,073
310	Yuba City, Ca	26,972
311	Merced, Ca	26,867
312	Muskegon, Mi	26,671
313	Steubenville-Weirton, Oh-WV	26,540
314	Pascagoula, Ms	24,946
315	Lawrence, Ks	24,068
316	Kenosha, Wi	20,451
317	Jacksonville, NC	20,262
318	Sheboygan, Wi	16,542

Furniture Sales

(thousands)

1	Los Angeles-Long Beach, Ca	4,362,190
2	New York, NY	3,714,678
3	Chicago, Il	2,553,707
4	Washington, DC-Md-Va	2,040,516
5	Detroit, Mi	1,718,270
6	Boston-Lawrence-Salem-Lowell-Brockton, Ma	1,713,362
7	Philadelphia, Pa-NJ	1,708,348
8	Nassau-Suffolk, NY	1,561,428
9	Houston, Tx	1,468,807
10	Dallas, Tx	1,408,555
11	Anaheim-Santa Ana, Ca	1,379,184
12	Atlanta, Ga	1,200,842
13	San Diego, Ca	1,166,682
14	Phoenix, Az	1,152,428
15	San Francisco, Ca	[illegible]13,420
16	Tampa-St. Petersburg-Clearwater, Fl	999,029
17	Miami-Hialeah, Fl	993,661
18	Minneapolis-St. Paul, Mn-Wi	991,576
19	San Jose, Ca	974,581
20	Oakland, Ca	961,580
21	Denver, Co	942,012
22	Newark, NJ	940,462
23	Baltimore, Md	904,561
24	Seattle, Wa	888,663
25	St. Louis, Mo-Il	870,008
26	Fort Lauderdale-Hollywood-Pompano Beach, Fl	844,241
27	Bergen-Passaic, NJ	833,035
28	Riverside-San Bernardino, C	710,919
29	Pittsburgh, Pa	698,119
30	Cleveland, Oh	669,083
31	Sacramento, Ca	668,552
32	Middlesex-Somerset-Hunterdon, NJ	663,338
33	West Palm Beach-Boca Raton-Delray Beach, Fl	585,512
34	San Antonio, Tx	581,830
35	Columbus, Oh	567,291
36	New Orleans, La	551,806
37	Norfolk-Virginia Beach-Newport News, Va	547,387
38	Kansas City, Mo-Ks	536,733
39	Fort Worth-Arlington, Tx	533,536
40	Milwaukee, Wi	522,381
41	Cincinnati, Oh-Ky-In	522,324
42	Portland, Or	516,250
43	Salt Lake City-Ogden, Ut	485,871
44	Charlotte-Gastonia-Rock Hill, NC-SC	483,271
45	Orlando, Fl	466,256
46	Greensboro-Winston-Salem-High Point, NC	460,228
47	Indianapolis, In	457,481
48	Hartford-New Britain-Middletown-Bristol, Ct	457,407
49	Oklahoma City, Ok	446,817
50	Bridgeport-Stamford-Norwalk-Danbury, Ct	438,819
51	Austin, Tx	422,064
52	Monmouth-Ocean, NJ	419,304
53	Memphis, Tn-Ar-Ms	407,553
54	Nashville, Tn	373,145
55	Dayton-Springfield, Oh	356,860
56	Rochester, NY	347,166
57	Raleigh-Durham, NC	346,438
58	Grand Rapids, Mi	345,716
59	Jacksonville, Fl	330,277
60	Omaha, Ne-Ia	329,433
61	Madison, Wi	328,737
62	Richmond-Petersburg, Va	327,989
63	Birmingham, Al	326,005
64	Louisville, Ky-In	323,953
65	New Haven-Waterbury-Meriden, Ct	318,189
66	Buffalo, NY	308,395
67	Tulsa, Ok	306,410
68	Las Vegas, Nv	304,604
69	Albany-Schenectady-Troy, N	298,982
70	Tucson, Az	277,772
71	Providence-Pawtucket-Woonsocket, RI	266,743
72	Baton Rouge, La	254,800
73	Fresno, Ca	251,017
74	Knoxville, Tn	249,086
75	Sarasota, Fl	246,173
76	Greenville-Spartanburg, SC	245,740
77	Worcester-Fitchburg-Leominster, Ma	237,779
78	Wilmington, De-NJ-Md	237,401
79	Toledo, Oh	236,835
80	El Paso, TX	235,969
81	Honolulu, Hi	230,285
82	Syracuse, NY	229,236
83	Fort Myers-CapeCoral, Fl	229,082
84	Oxnard-Ventura, Ca	226,591
85	Albuquerque, NM	225,289
86	Santa Barbara-Santa Maria-Lompoc, Ca	215,234
87	Lake County, Il	212,963
88	Little Rock-North Little Rock, Ar	200,986
89	Allentown-Bethlehem, Pa-NJ	199,771
90	Springfield, Ma	199,283
91	Harrisburg-Lebanon-Carlisle, Pa	198,067
92	Manchester-Nashua, NH	194,703
93	Bakersfield, Ca	193,424
94	Wichita, Ks	189,121
95	Charleston, SC	187,465
96	New Bedford-Fall River-Attleboro, Ma	186,862
97	Lancaster, Pa	182,153
98	Scranton-Wilkes-Barre, Pa	178,624
99	Tacoma, Wa	177,361
100	Lansing-East Lansing, Mi	171,430
101	Santa Rosa-Petaluma, Ca	171,159
102	Des Moines, Ia	168,493
103	Flint, Mi	168,181
104	Anchorage, Ak	164,772
105	Akron, Oh	163,283
106	Portsmouth-Dover-Rochester, NH	162,832
107	Jersey City, NJ	159,140
108	Ann Arbor, Mi	158,796
109	Trenton, NJ	158,123
110	Columbia, SC	155,723
111	Corpus Christi, Tx	155,531
112	Fort Wayne, In	155,136
113	Saginaw-Bay City-Midland, M	154,884
114	Mobile, Al	154,755
115	Shreveport, La	154,134
116	Chattanooga, Tn-Ga	154,076
117	Youngstown-Warren, Oh	153,104
118	Fayetteville, NC	152,526
119	Modesto, Ca	152,481
120	Stockton, Ca	152,197
121	Atlantic City, NJ	152,012
122	Gary-Hammond, In	151,197
123	McAllen-Edinburg-Mission, Tx	151,097
124	Spokane, Wa	148,364
125	Colorado Springs, Co	147,562
126	Daytona Beach, Fl	147,508
127	Boulder-Longmont, Co	146,467
128	Augusta, Ga-SC	140,264
129	York, Pa	140,249
130	Lubbock, Tx	138,446
131	Melbourne-Titusville-Palm Bay, Fl	136,561
132	Naples, Fl	135,720
133	South Bend-Mishawaka, In	135,288
134	Beaumont-Port Arthur, Tx	133,659
135	Salinas-Seaside-Monterey, Ca	132,618
136	Kalamazoo, Mi	130,808
137	Fort Pierce, Fl	130,102
138	Jackson, Ms	127,539
139	Lexington-Fayette, Ky	127,133
140	Johnson City-Kingsport-Bristol, Tn-Va	127,116
141	Reading, Pa	126,200
142	Pensacola, Fl	121,726
143	Vallejo-Fairfield-Napa, Ca	121,192
144	Evansville, In-Ky	118,911
145	Canton, Oh	116,647
146	Eugene-Springfield, Or	116,318
147	Appleton-Oshkosh-Neenah	116,256
148	Reno, Nv	115,433
149	Rockford, Il	115,386
150	Springfield, Mo	114,655
151	Davenport-Rock Island-Moline, Ia-Il	114,552
152	Laredo, Tx	113,439
153	Brownsville-Harlingen, Tx	112,392
154	Amarillo, Tx	111,369
155	Orange County, NY	110,464
156	Peoria, Il	108,043
157	Roanoke, Va	107,532
158	Lakeland-Winter Haven, Fl	105,442
159	Tallahassee, Fl	104,769
160	Columbus, Ga-Al	103,984
161	New London-Norwich, Ct	101,835
162	Aurora-Elgin, Il	100,719
163	Santa Cruz, Ca	99,879
164	Huntsville, Al	97,821
165	Boise City, Id	95,291
166	Green Bay, Wi	94,548
167	Bradenton, Fl	93,487
168	Lafayette, La	93,471
169	Binghamton, NY	92,982
170	Longview-Marshall, Tx	92,923
171	Visalia-Tulare-Porterville, Ca	92,527
172	Erie, Pa	90,939
173	Savannah, Ga	90,270
174	Macon-Warner Robins, Ga	89,315
175	Gainesville, Fl	88,404
176	Huntington-Ashland, WV-Ky-O	87,916
177	Salem, Or	84,763
178	Portland, Me	84,025
179	Killeen-Temple, Tx	83,472
180	Montgomery, Al	83,011
181	Ocala, Fl	82,719
182	Utica-Rome, NY	81,764
183	Provo-Orem, Ut	80,307
184	Fort Collins-Loveland, Co	80,296
185	Hickory, NC	79,152
186	Poughkeepsie, NY	78,796
187	Fort Walton Beach, Fl	76,933
188	Waco, Tx	74,307
189	Odessa, Tx	74,220
190	Springfield, Il	73,793
191	Charleston, WV	73,057
192	Billings, Mt	72,144
193	Tyler, Tx	70,767
194	Charlottesville, Va	69,888
195	Lincoln, Ne	69,695
196	Monroe, La	67,897
197	Duluth, Mn-Wi	67,671
198	Burlington, Vt	67,557
199	Champaign-Urbana-Rantoul, Il	66,925
200	Sioux Falls, SD	65,208
201	Cedar Rapids, Ia	65,005
202	Houma-Thibodaux, La	64,542
203	Lake Charles, La	64,036
204	Fargo-Moorhead, ND-Mn	63,741
205	Wilmington, NC	63,465
206	Midland, Tx	62,039
207	Ft. Smith, Ar-Ok	61,601
208	Jacksonville, NC	61,429
209	Joliet, Il	60,728
210	Panama City, Fl	60,544
211	Chico, Ca	60,436
212	Johnstown, Pa	60,133
213	Abilene, Tx	59,882
214	Wheeling, WV-Oh	58,899
215	Burlington, NC	56,151
216	Biloxi-Gulfport, Ms	56,069
217	Lynchburg, Va	55,856
218	La Crosse, Wi	55,501
219	Lorain-Elyria, Oh	55,409
220	Asheville, NC	55,334
221	Racine, Wi	55,267
222	Olympia, Wa	55,139
223	Altoona, Pa	54,487
224	Hamilton-Middletown, Oh	53,997
225	Medford, Or	53,638
226	Muncie, In	53,322
227	Anderson, SC	53,055
228	Bellingham, Wa	52,451
229	St. Cloud, Mn	52,437
230	Bremerton, Wa	51,930
231	Dothan, Al	50,546
232	Eau Claire, Wi	50,436
233	Parkersburg-Marietta, WV-Oh	50,034
234	Topeka, Ks	49,851
235	Rochester, Mn	48,975
236	Vancouver, Wa	48,908
237	Lawton, Ok	48,832
238	Santa Fe, NM	48,473
239	Bloomington-Normal, Il	48,430
240	San Angelo, Tx	48,097
241	Great Falls, Mt	48,045
242	Galveston-Texas City, Tx	46,964
243	Waterloo-Cedar Falls, Ia	46,929
244	Brazoria, Tx	46,835
245	Pueblo, Co	46,507
246	Decatur, Il	46,019
247	Texarkana, Tx-Ar	46,007
248	Lafayette-West Lafayette, In	45,974
249	Athens, Ga	45,791
250	State College, Pa	45,129
251	Yakima, Wa	44,657
252	Sioux City, Ia-Ne	44,530
253	Hagerstown, Md	44,516
254	Bryan-College Station, Tx	44,293
255	Rapid City, SD	44,268
256	Florence, SC	43,741
257	Joplin, Mo	43,646
258	Lima, Oh	43,590
259	Iowa City, Ia	43,362
260	Niagara Falls, NY	42,929
261	Tuscaloosa, Al	42,171
262	Anderson, In	41,319
263	Albany, Ga	41,197
264	Grand Forks, ND	41,172
265	Fayetteville-Springdale, Ar	40,941
266	Bloomington, In	40,449
267	Pittsfield, Ma	40,387
268	Alexandria, La	39,890
269	Terre Haute, In	39,832
270	Redding, Ca	39,402
271	Clarksville-Hopkinsville, Tn-Ky	39,362
272	Beaver County, Pa	39,279
273	Janesville-Beloit, Wi	39,069
274	Columbia, Mo	38,495
275	Williamsport, Pa	38,270
276	Bangor, Me	37,705
277	Dubuque, Ia	37,484
278	Sherman-Denison, Tx	37,052
279	Jackson, Mi	36,985
280	Las Cruces, NM	36,897
281	Vineland-Millville-Bridgeton, NJ	35,997
282	Elkhart-Goshen, In	35,534
283	Wausau, Wi	35,042
284	Decatur, Al	34,662
285	Bismarck, ND	34,594
286	Sharon, Pa	34,515
287	Richland-Kennewick-Pasco, Wa	33,778
288	Anniston, Al	33,366
289	Mansfield, Oh	33,306
290	Cumberland, Md-WV	33,230
291	Victoria, Tx	32,722
292	Greeley, Co	32,540
293	Owensboro, Ky	32,141
294	Jackson, Tn	31,002
295	Yuba City, Ca	30,893
296	Wichita Falls, Tx	30,841
297	Florence, Al	30,769
298	Merced, Ca	30,552
299	Cheyenne, WV	30,139
300	Enid, Ok	29,595
301	Kokomo, In	29,245
302	Battle Creek, Mi	28,132
303	Steubenville-Weirton, Oh-WV	28,064
304	Benton Harbor, Mi	27,552
305	Kenosha, Wi	27,485
306	Gadsen, Al	27,394
307	Casper, Wy	27,254
308	Muskegon, Mi	26,711
309	Kankakee, Il	26,261
310	Elmira, NMY	25,872
311	Danville, Va	25,701
312	Pine Bluff, Ar	24,490
313	Lawrence, Ks	24,089
314	Sheboygan, Wi	23,112
315	Glens Falls, NY	22,735
316	Pascagoula, Ms	19,884
317	St. Joseph, Mo	19,094
318	Lewiston-Auburn, Me	18,116

Eat/Drink Sales

(thousands)

1	Los Angeles-Long Beach, Ca	7,543,584
2	New York, NY	6,598,836
3	Chicago, Il	4,796,536
4	Boston-Lawrence-Salem-Lowell-Brockton, Ma	3,323,251
5	Washington, DC-Md-Va	3,257,878
6	Philadelphia, Pa-NJ	3,156,380
7	Detroit, Mi	3,153,714
8	Anaheim-Santa Ana, Ca	2,747,101
9	Atlanta, Ga	2,521,239
10	Houston, Tx	2,512,602
11	San Francisco, Ca	2,452,034
12	Dallas, Tx	2,405,784
13	San Diego, Ca	2,066,588
14	Seattle, Wa	1,921,055
15	Minneapolis-St. Paul, Mn-Wi	1,901,498
16	Nassau-Suffolk, NY	1,878,113
17	Phoenix, Az	1,840,275
18	Baltimore, Md	1,825,835
19	St. Louis, Mo-Il	1,758,005
20	Tampa-St. Petersburg-Clearwater, Fl	1,726,951
21	Denver, Co	1,662,721
22	Oakland, Ca	1,626,604
23	Miami-Hialeah, Fl	1,558,217
24	Riverside-San Bernardino, C	1,514,277
25	San Jose, Ca	1,488,976
26	Fort Lauderdale-Holywood-Pompano Beach, Fl	1,444,670
27	Pittsburgh, Pa	1,385,571
28	Cleveland, Oh	1,324,548
29	Newark, NJ	1,292,907
30	Sacramento, Ca	1,263,271
31	Cincinnati, Oh-Ky-In	1,187,550
32	Honolulu, Hi	1,145,812
33	Kansas City, Mo-Ks	1,137,974
34	Columbus, Oh	1,122,999
35	Bergen-Passaic, NJ	1,102,448
36	Portland, Or	1,074,717
37	Milwaukee, Wi	1,063,307

38	Fort Worth-Arlington, Tx	1,049,2[illegible]
39	San Antonio, Tx	1,042,938
40	New Orleans, La	999,673
41	Orlando, Fl	995,918
42	Indianapolis, In	994,759
43	Norfolk-Virginia Beach-Newport News, Va	935,702
44	Hartford-New Britain-Middletown-Bristol, Ct	911,532
45	Monmouth-Ocean, NJ	848,285
46	West Palm Beach-Boca Raton-Delray Beach, Fl	813,312
47	Oklahoma City, Ok	753,874
48	Middlesex-Somerset-Hunterdon, NJ	752,029
49	Charlotte-Gastonia-Rock Hill, NC-SC	748,611
50	Austin, Tx	746,284
51	Nashville, Tn	739,268
52	Dayton-Springfield, Oh	709,486
53	Louisville, Ky-In	688,691
54	Bridgeport-Stamford-Norwalk-Danbury, Ct	682,107
55	Jacksonville, Fl	677,186
56	Greensboro-Winston-Salem-High Point, NC	666,608
57	Rochester, NY	641,050
58	Las Vegas, Nv	632,620
59	Buffalo, NY	630,034
60	New Haven-Waterbury-Meriden	610,020
61	Salt Lake City-Ogden, Ut	590,708
62	Memphis, Tn-Ar-Ms	587,678
63	Providence-Pawtucket-Woonsocket, RI	576,650
64	Richmond-Petersburg, Va	557,423
65	Raleigh-Durham, NC	556,993
66	Knoxville, Tn	534,613
67	Toledo, Oh	524,514
68	Atlantic City, NJ	522,869
69	Albany-Schenectady-Troy, N	519,246
70	Grand Rapids, Mi	500,285
71	Tucson, Az	488,248
72	Omaha, Ne-Ia	487,689
73	Worcester-Fitchburg-Leominster, Ma	486,645
74	Akron, Oh	477,139
75	Birmingham, Al	475,759
76	Tulsa, Ok	470,964
77	Albuquerque, NM	452,429
78	Oxnard-Ventura, Ca	434,799
79	Springfield, Ma	432,406
80	Scranton-Wilkes-Barre, Pa	420,520
81	Syracuse, NY	416,387
82	Santa Barbara-Santa Maria-Lompoc, Ca	412,378
83	Allentown-Bethlehem, Pa-NJ	404,916
84	Fresno, Ca	400,371
85	Bakersfield, Ca	384,671
86	Greenville-Spartanburg, SC	378,942
87	Tacoma, Wa	376,741
88	Gary-Hammond, In	373,433
89	Harrisburg-Lebanon-Carlisle, Pa	370,975
90	Wilmington, De-NJ-Md	367,739
91	Madison, Wi	358,973
92	Lake County, Il	350,404
93	Wichita, Ks	348,255
94	Anchorage, Ak	343,677
95	Colorado Springs, Co	339,780
96	El Paso, TX	338,528
97	Baton Rouge, La	337,334
98	New Bedford-Fall River-Attleboro, Ma	337,026
99	Charleston, SC	330,842
100	Daytona Beach, Fl	329,743
101	Flint, Mi	326,404
102	Little Rock-North Little Rock, Ar	312,256
103	Santa Rosa-Petaluma, Ca	311,471
104	Lansing-East Lansing, Mi	306,617
105	Youngstown-Warren, Oh	303,133
106	Columbia, SC	299,976
107	Fort Wayne, In	299,551
108	Des Moines, Ia	297,940
109	Vallejo-Fairfield-Napa, Ca	297,694
110	Manchester, Nashua, NH	290,209
111	Portsmouth-Dover-Rochester, NH	290,090
112	Spokane, Wa	288,261
113	Saginaw-Bay City-Midland, M	286,322
114	Melbourne-Titusville-Palm Bay, Fl	282,086
115	Salinas-Seaside-Monterey, C	280,910
116	Lexington-Fayette, Ky	280,337
117	Davenport-Rock Island-Moline, Ia-Il	279,364
118	Sarasota, Fl	278,954
119	Stockton, Ca	276,577
120	Lancaster, Pa	269,691
121	Mobile, Al	263,777
122	Canton, Oh	260,319
123	Fort Myers-Cape Coral, Fl	258,030
124	Ann Arbor, Mi	257,916
125	Trenton, NJ	255,756
126	Corpus Christi, Tx	252,261
127	Reno, Nv	248,269
128	York, Pa	247,088
129	Chattanooga, Tn-Ga	245,340
130	Boulder-Longmont, Co	243,261
131	Jersey City, NJ	243,233
132	Santa Cruz, Ca	240,881
133	Aurora-Elgine, Il	237,582
134	Pensacola, Fl	232,812
135	Lakeland-Winter Haven, Fl	231,930
136	Augusta, Ga-SC	226,874
137	Shreveport, La	225,808
138	Reading, Pa	222,804
139	Appleton-Oshkosh-Neenah, W	219,905
140	Portland, Me	219,443
141	Savannah, Ga	218,577
142	Johnson City-Kingsport-Bristol, Tn-Va	217,107
143	Beaumont-Port Arthur, Tx	212,548
144	Eugene-Springfield, Or	210,705
145	Evansville, In-Ky	209,747
146	Peoria, Il	203,362
147	Jackson, Ms	201,971
148	Rockford, Il	195,980
149	Gainesville, Fl	194,463
150	South Bend-Mishakawa, In	193,314
151	New London-Norwich, Ct	192,829
152	Boise City, Id	191,418
153	Springfield, Mo	188,844
154	Joliet, Il	187,041
155	Kalamazoo, Mi	186,618
156	Modesto, Ca	186,061
157	Tallahassee, Fl	182,152
158	Lubbock, Tx	179,710
159	Macon-Warner Robins, Ga	176,404
160	Salem, Or	176,066
161	Bradenton, Fl	173,982
162	Huntsville, Al	172,457
163	Amarillo, Tx	171,723
164	Lafayette, La	171,629
165	Green Bay, Wi	169,378
166	Roanoke, Va	167,491
167	Duluth, Mn-Wi	167,376
168	Champaign-Urbana-Rantoul	166,972
169	Houma-Thibodaux, La	165,269
170	Utica-Rome, NY	162,022
171	McAllen-Edinburg-Mission, T	161,865
172	Lincoln, Ne	160,736
173	Montgomery, Al	160,573
174	Fayetteville, NC	160,485
175	Hamilton-Middletown, Oh	160,058
176	Biloxi-Gulfport, Ms	159,870
177	Erie, Pa	159,563
178	Binghamton, NY	156,833
179	Huntington-Ashland, WV-Ky-O	152,259
180	Panama City, Fl	151,277
181	Fort Pierce, Fl	150,772
182	Fort Collins-Loveland, Co	149,374
183	Springfield, Il	148,453
184	Orange County, NY	148,235
185	Visalia-Tulare-Porterville, Ca	147,324
186	Killeen-Temple, Tx	146,461
187	Poughkeepsie, NY	142,610
188	Vancouver, Wa	141,172
189	Brownsville-Harlingen, Tx	138,767
190	Naples, Fl	138,755
191	Waco, Tx	138,261
192	Galveston-Texas City, Tx	138,070
193	Charleston, WV	134,320
194	Hickory, NC	133,171
195	Asheville, NC	132,495
196	Columbus, Ga-Al	129,870
197	Lorain-Elyria, Oh	127,143
198	Topeka, Ks	127,008
199	Burlington, Vt	126,511
200	Chico, Ca	126,447
201	Fargo-Moorhead, ND-Mn	125,978
202	Fort Walton Beach, Fl	125,012
203	Elkhart-Goshen, In	124,352
204	Yakima, Wa	120,561
205	Niagara Falls, NY	119,745
206	Cedar Rapids, Ia	119,124
207	St. Cloud, Mn	117,660
208	Longview-Marshall, Tx	117,458
209	Bryan-College Station, Tx	117,351
210	Bellingham, Wa	113,933
211	Billings, Mt	113,467
212	Ocala, Fl	113,063
213	Santa Fe, NM	112,004
214	Lafayette-West Lafayette, In	111,774
215	Racine, Wi	110,517
216	Lima, Oh	110,123
217	Olympia, Wa	109,247
218	Eau Claire, Wi	107,681
219	Wilmington, NC	106,990
220	Sioux Falls, SD	106,947
221	Odessa, Tx	106,660
222	Pittsfield, Ma	105,526
223	Bremerton, Wa	105,193
224	Ft. Smith, Ar-Ok	104,505
225	Bloomington-Normal, Il	102,627
226	Benton Harbor, Mi	102,154
227	Athens, Ga	101,928
228	Janesville-Beloit, Wi	101,724
229	Medford, Or	100,793
230	Charlottesville, Vaa	99,091
231	Muncie, In	96,873
232	La Crosse, Wi	96,537
233	Joplin, Mo	96,096
234	Terre Haute, In	95,633
235	Monroe, La	95,567
236	Bloomington, In	94,421
237	Muskegon, Mi	93,686
238	Provo-Orem, Ut	93,432
239	State College, Pa	92,793
240	Parkersburg-Marietta, WV-Oh	92,712
241	Wheeling, WV-Oh	92,280
242	Tyler, Tx	91,568
243	Columbia, Mo	91,483
244	Redding, Ca	91,245
245	Abilene, Tx	90,273
246	Merced, Ca	90,066
247	Richland-Kennewick-Pasco, Wa	88,632
248	Johnstown, Pa	88,057
249	Waterloo-Cedar Falls, Ia	87,698
250	Mansfield, Oh	87,408
251	Clarksville-Hopkinsville, Tn-Ky	85,834
252	Iowa City, Ia	85,466
253	Lake Charles, La	84,852
254	Battle Creek, Mi	84,326
255	Anderson, In	84,065
256	Rochester, Mn	83,531
257	Lynchburg, Va	83,162
258	Tuscaloosa, Al	82,889
259	Kenosha, Wi	82,510
260	Jackson, Mi	82,357
261	Bangor, Me	81,547
262	Pueblo, Co	80,793
263	Fayetteville-Springdale, Ar	80,240
264	Wichita Falls, Tx	79,747
265	Glens Falls, NY	79,732
266	Sioux City, Ia-Ne	78,468
267	Brazoria, Tx	78,429
268	Kokomo, In	77,978
269	Burlington, NC	76,764
270	Decatur, Il	75,718
271	Las Cruces, NM	75,659
272	Dothan, Al	75,488
273	Lawton, Ok	74,884
274	Texarkana, Tx-Ar	74,446
275	Midland, Tx	73,326
276	San Angelo, Tx	73,325
277	Jacksonville, NC	71,214
278	Rapid City, SD	70,766
279	Great Falls, Mt	70,035
280	Altoona, Pa	69,992
281	Greeley, Co	69,520
282	Albany, Ga	69,519
283	Alexandria, La	69,183
284	Anderson, SC	66,842
285	Beaver County, Pa	66,623
286	Yuba City, Ca	65,442
287	Owensboro, Ky	64,915
288	Sharon, Pa	64,720
289	Vineland-Millville-Bridgeton, NJ	62,575
290	Laredo, Tx	62,466
291	Sheboygan, Wi	61,665
292	Bismarck, ND	61,526
293	Kankakee, Il	61,469
294	Lawrence, Ks	61,230
295	St. Joseph, Mo	60,874
296	Dubuque, Ia	60,501
297	Steubenville-Weirton, Oh-WV	58,407
298	Wausau, Wi	57,864
299	Sherman-Denison, Tx	57,183
300	Williamsport, Pa	57,114
301	Florence, Al	57,067
302	Hagerstown, Md	57,049
303	Florence, SC	56,971
304	Cumberland, Md-WV	56,444
305	Danville, Va	56,090
306	Anniston, Al	54,127
307	Jackson, Tn	53,634
308	Lewiston-Auburn, Me	53,480
309	Gadsen, Al	51,401
310	Pascagoula, Ms	50,162
311	Elmira, NMY	49,661
312	Victoria, Tx	48,603
313	Cheyenne, WV	47,353
314	Grand Forks, ND	47,257
315	Decatur, Al	44529
316	Enid, Ok	41,564
317	Casper, Wy	41,367
318	Pine Bluff, Ar	34,497

Drug Sales
(thousands)

1	Los Angeles-Long Beach, C	2,613,905
2	Chicago, Il	2,028,749
3	New York, NY	1,730,785
4	Detroit, Mi	1,465,654
5	Washington, DC-Md-Va	1,182,326
6	Boston-Lawrence-Salem-Lowell-Brockton, Ma	1,110,445
7	Philadelphia, Pa-NJ	1,088,803
8	Oakland, Ca	781,616
9	Anaheim-Santa Ana, Ca	771,421
10	Atlanta, Ga	717,401
11	Houston, Tx	693,895
12	Phoenix, Az	673,064
13	Nassau-Suffolk, NY	668,312
14	Miami-Hialeah, Fl	660,865
15	San Diego, Ca	644,838
16	San Francisco, Ca	629,788
17	Baltimore, Md	610,883
18	Dallas, Tx	606,349
19	Seattle, Wa	595,744
20	San Jose, Ca	586,909
21	Cleveland, Oh	578,665
22	Sacramento, Ca	569,963
23	Tampa-St. Petersburg-Clearwater, Fl	553,009
24	Riverside-San Bernardino, C	535,411
25	Minneapolis-St. Paul, Mn-W	509,430
26	St. Louis, Mo-Il	503,689
27	Pittsburgh, Pa	482,899
28	Fort Lauderdale-Holywood-Pompano Beach, Fl	436,062
29	Honolulu, Hi	430,459
30	Newark, NJ	414,480
31	Cincinnati, Oh-Ky-In	385,811
32	Indianapolis, In	383,047
33	New Orleans, La	354,849
34	Bergen-Passaic, NJ	351,871
35	Kansas City, Mo-Ks	338,441
36	Hartford-New Britain-Middletown-Bristol, Ct	323,147
37	Milwaukee, Wi	300,887
38	Columbus, Oh	298,735
39	Denver, Co	296,383
40	West Palm Beach-Boca Raton-Delray Beach, Fl	293,690
41	Buffalo, NY	284,465
42	Rochester, NY	281,335
43	Charlotte-Gastonia-Rock Hill, NC-SC	274,539
44	Jacksonville, Fl	260,357
45	Fort Worth-Arlington, Tx	258,627
46	Providence-Pawtucket-Woonsocket, RI	258,149
47	Richmond-Petersburg, Va	253,760
48	Norfolk-Virginia Beach-Newport News, Va	251,429
49	Fresno, Ca	249,600
50	Monmouth-Ocean, NJ	244,705
51	Memphis, Tn-Ar-Ms	242,989
52	Louisville, Ky-In	241,895
53	Greensboro-Winston-Salem-High Point, NC	235,768
54	Orlando, Fl	232,621
55	Middlesex-Somerset-Hunterdon, NJ	230,430
56	Nashville, Tn	222,682
57	Syracuse, NY	218,590
58	Albany-Schenectady-Troy, N	218,134
59	Birmingham, Al	213,970
60	Oxnard-Ventura, Ca	203,670
61	Las Vegas, Nv	199,510
62	Raleigh-Durham, NC	199,157
63	Bridgeport-Stamford-Norwalk-Danbury, Ct	194,505
64	Dayton-Springfield, Oh	194,097
65	Worcester-Fitchburg-Leominster, Ma	188,795
66	Toledo, Oh	187,594
67	Scranton-Wilkes-Barre, Pa	185,286
68	San Antonio, Tx	182,918
69	New Haven-Waterbury-Meriden, Ct	181,474
70	Santa Rosa-Petaluma, Ca	180,997
71	Tucson, Az	178,387
72	Portland, Or	178,163
73	Gary-Hammond, In	167,969
74	Salt Lake City-Ogden, Ut	167,010
75	Lake County, Il	166,617
76	Melbourne-Titusville-Palm Bay, Fl	152,196
77	Wilmington, De-NJ-Md	150,641
78	Bakersfield, Ca	149,082
79	Santa Barbara-Santa Maria-Lompoc, Ca	148,204
80	Omaha, Ne-Ia	147,972
81	Stockton, Ca	147,556
82	Greenville-Spartanburg, SC	146,860
83	Akron, Oh	145,498
84	Springfield, Ma	143,960
85	Knoxville, Tn	142,296
86	Vallejo-Fairfield-Napa, Ca	140,752
87	Allentown-Bethlehem, Pa-NJ	140,354
88	Harrisburg-Lebanon-Carlisle, Pa	139,491
89	Oklahoma City, Ok	137,430
90	Austin, Tx	132,845
91	Anchorage, Ak	132,433
92	Flint, Mi	129,446
93	Modesto, Ca	128,173
94	Daytona Beach, Fl	125,878
95	Mobile, Al	124,195
96	Grand Rapids, Mi	122,214

97	Baton Rouge La	120.777
98	Tacoma Wa	119.517
99	New Bedford Fall River Attleboro Ma	117.402
100	Fort Myers CapeCoral Fl	114.443
101	Sarasota Fl	111.269
102	Aurora Elgine Il	110.269
103	Salinas Seaside Monterey Ca	108.466
104	Youngstown Warren Oh	108.229
105	Albuquerque NM	106.729
106	Atlantic City NJ	103.227
107	Fort Wayne In	102.916
108	Utica Rome NY	101.739
109	Jersey City NJ	100.922
110	Spokane Wa	98.628
111	Santa Cruz Ca	97.240
112	Saginaw Bay City Midland M	93.948
113	Davenport Rock Island Moline Ia Il	93.575
114	Manchester Nashua NH	92.808
115	Portsmouth Dover Rochester NH	92.226
116	Visalia Tulare Porterville Ca	91.336
117	Tulsa Ok	90.733
118	Joliet Il	90.624
119	Little Rock North Little Rock Ar	89.921
120	Augusta Ga SC	89.621
121	Jackson Ms	89.344
122	Johnson City Kingsport Bristol Tn Va	89.087
123	Lakeland Winter Haven Fl	88.807
124	Lancaster Pa	87.718
125	Columbia SC	87.396
126	Charleston SC	86.127
127	Trenton NJ	85.333
128	Ann Arbor Mi	82.696
129	Redding Ca	82.387
130	Chattanooga Tn Ga	81.340
131	Binghamton NY	80.740
132	Canton Oh	80.414
133	Chico Ca	80.377
134	Wichita Ks	78.864
135	Beaumont Port Arthur Tx	76.268
136	El Paso Tx	76.217
137	South Bend Mishawaka In	74.435
138	Reno Nv	74.484
139	Des Moines Ia	73.975
140	Lexington Fayette Ky	73.932
141	Shreveport La	73.060
142	Madison Wi	72.845
143	York Pa	72.597
144	Montgomery Al	71.662
145	Roanoke Va	70.809
146	Lansing East Lansing Mi	70.420
147	Portland Me	70.314
148	Boise City Id	69.379
149	Evansville In Ky	67.600
150	Fort Pierce Fl	67.236
151	Springfield Il	65.393
152	Huntington Ashland WV Ky	64.066
153	Bremerton Wa	64.061
154	Colorado Springs Co	64.034
155	Orange County NY	63.459
156	Erie Pa	62.434
157	Macon Warner Robins Ga	62.047
158	Peoria Il	61.924
159	Bradenton Fl	61.832
160	Pensacola Fl	61.415
161	Charleston WV	61.269
162	Hickory NC	60.627
163	Rockford Il	58.963
164	Eugene Springfield Or	58.717
165	Poughkeepsie NY	58.006
166	Reading Pa	57.673
167	Sioux Falls SD	57.589
168	Asheville NC	56.633
169	Savannah Ga	55.633
170	Lorain Elyria Oh	55.401
171	McAllen Edinburg Mission Tx	55.242
172	Niagara Falls NY	55.157
173	Richland Kennewick Pasco Wa	54.311
174	New London Norwich Ct	54.488
175	Merced Ca	53.579
176	Salem Or	53.033
177	Hamilton Middletown Oh	52.171
178	Corpus Christi Tx	51.014
179	Elkhart Goshen In	50.135
180	Naples Fl	48.888
181	Ocala Fl	48.831
182	Biloxi Gulfport Ms	48.282
183	Vancouver Wa	48.131
184	Champaign Urbana Rantoul	47.285
185	Duluth Mn Wi	45.923
186	Columbus Ga Al	45.504
187	Springfield Mo	45.498
188	Topeka Ks	45.455
189	Huntsville Al	45.332
190	Kalamazoo Mi	45.187
191	Tallahassee Fl	45.084
192	Lake Charles La	45.014
193	Boulder Longmont Co	44.515
194	Appleton Oshkosh Neenah W	44.510
195	Gainesville Fl	44.466
196	Yakima Wa	44.315
197	Houma Thibodaux La	44.300
198	Lincoln Ne	43.660
199	Provo Orem Ut	43.657
200	Parkersburg Marietta WV Oh	42.702
201	Santa Fe NM	42.382
202	St Cloud Mn	42.289
203	Johnstown Pa	41.706
204	Lafayette La	41.593
205	Lafayette West Lafayette In	41.457
206	Cedar Rapids Ia	41.442
207	Charlottesville Va	41.201
208	Monroe La	40.923
209	Galveston-Texas City Tx	40.876
210	Muncie In	40.241
211	Anderson In	39.419
212	Olympia Wa	38.648
213	Longview Marshall Tx	38.376
214	Billings Mt	38.293
215	Athens Ga	38.081
216	Tyler Tx	37.383
217	Alexandria La	37.176
218	Lynchburg Va	36.580
219	Fayetteville NC	36.113
220	Bloomington Normal Il	35.506
221	Lima Oh	35.264
222	Pittsfield Ma	35.134
223	Altoona Pa	35.001
224	Beaver County Pa	34.224
225	Benton Harbor Mi	33.929
226	Rochester Mn	33.871
227	Anderson SC	33.806
228	Bangor Me	33.661
229	Wilmington NC	33.565
230	Bellingham Wa	33.496
231	Glens Falls NY	33.345
232	Wheeling WV Oh	33.318
233	Kokomo In	33.029
234	Burlington NC	32.970
235	Racine Wi	32.860
236	Hagerstown Md	32.851
237	Brownsville Harlingen Tx	32.776
238	Waterloo Cedar Falls Ia	32.557
239	Panama City Fl	32.203
240	Burlington Vt	32.070
241	Terre Haute In	32.058
242	Waco Tx	32.047
243	Lubbock Tx	31.982
244	Jackson Mi	31.894
245	Decatur Il	31.338
246	Vineland Milville Bridgeton NJ	30.797
247	Yuba City Ca	30.613
248	Brazoria Tx	30.470
249	Cumberland Md WV	30.316
250	Battle Creek Mi	30.089
251	Ft Smith Ar Ok	29.677
252	State College Pa	29.589
253	Amarillo Tx	29.582
254	Danville Va	29.536
255	Bloomington In	29.394
256	Janesville Beloit Wi	29.329
257	Killeen Temple Tx	29.289
258	Muskegon Mi	29.189
259	Fargo Moorhead ND Mn	29.155
260	Columbia Mo	29.044
261	Clarksville-Hopkinsville Tn Ky	28.738
262	Tuscaloosa Al	28.650
263	Fort Walton Beach Fl	27.961
264	Sherman Denison Tx	27.392
265	Great Falls Mt	27.350
266	Texarkana Tx Ar	27.307
267	Medford Or	26.957
268	Anniston Al	26.861
269	Steubenville Weirton Oh WV	26.632
270	Mansfield Oh	26.592
271	Florence SC	26.569
272	Williamsport Pa	26.183
273	Dothan Al	25.953
274	Abilene Tx	25.943
275	Green Bay Wi	25.828
276	Sioux City Ia Ne	25.718
277	Elmira NMY	25.464
278	Joplin Mo	25.223
279	Kankakee Il	24.987
280	Albany Ga	24.973
281	Fort Collins Loveland Co	24.953
282	Wichita Falls Tx	24.944
283	Decatur Al	23586
284	Owensboro Ky	23.496
285	Eau Claire Wi	22.844
286	La Crosse Wi	22.756
287	Dubuque Ia	22.146
288	Bismarck ND	21.744
289	Iowa City Ia	20.724
290	Las Cruces NM	20.238
291	Pascagoula Ms	20.099
292	Laredo Tx	19.828
293	Pueblo Co	19.800
294	Sharon Pa	19.710
295	Gadsen Al	19.451
296	Lewiston Auburn Me	19.359
297	Florence Al	19.244
298	Sheboygan Wi	19.203
299	Kenosha Wi	19.092
300	Fayetteville Springdale Ar	18.859
301	Jackson Tn	18.764
302	Rapid City SD	18.357
303	Jacksonville NC	17.495
304	Midland Tx	17.295
305	Odessa Tx	16.745
306	Greeley Co	16.530
307	Enid Ok	16.367
308	Pine Bluff Ar	16.026
309	Bryan College Station Tx	16.021
310	Casper Wy	15.926
311	St Joseph Mo	15.481
312	San Angelo Tx	15.476
313	Cheyenne WV	14.536
314	Lawrence Ks	11.974
315	Lawton Ok	11.970
316	Victoria Tx	11.248
317	Wausau Wi	10.673
318	Grand Forks ND	9.399

COUNTY RANKINGS

POPULATION ESTIMATES

1	LOS ANGELES, CA	8,732,955
2	COOK, IL	5,212,365
3	HARRIS, TX	2,813,301
4	ORANGE, CA	2,522,628
5	SAN DIEGO, CA	2,351,774
6	KINGS, NY	2,197,685
7	MARICOPA, AZ	2,073,427
8	WAYNE, MI	2,049,928
9	QUEENS, NY	1,972,250
10	DALLAS, TX	1,968,211
11	DADE, FL	1,906,491
12	SANTA CLARA, CA	1,559,945
13	PHILADELPHIA, PA	1,546,200
14	NEW YORK, NY	1,477,061
15	ALLEGHENY, PA	1,418,752
16	SUFFOLK, NY	1,417,690
17	CUYAHOGA, OH	1,414,605
18	KING, WA	1,414,585
19	MIDDLESEX, MA	1,372,326
20	NASSAU, NY	1,353,218
21	ALAMEDA, CA	1,316,120
22	BROWARD, FL	1,292,439
23	BEXAR, TX	1,249,888
24	SAN BERNARDINO, CA	1,208,528
25	TARRANT, TX	1,157,765
26	BRONX, NY	1,156,995
27	OAKLAND, MI	1,127,718
28	ST LOUIS, MO	1,085,227
29	HENNEPIN, MN	1,009,266
30	SACRAMENTO, CA	988,874
31	ERIE, NY	973,282
32	FRANKLIN, OH	953,945
33	RIVERSIDE, CA	918,949
34	MILWAUKEE, WI	911,693
35	PINELLAS, FL	894,018
36	WESTCHESTER, NY	874,787
37	BERGEN, NJ	866,365
38	HAMILTON, OH	857,004
39	PALM BEACH, FL	850,797
40	HARTFORD, CT	850,030
41	FAIRFIELD, CT	842,475
42	FAIRFAX FALLS CHURCH, VA	842,204
43	DU PAGE, IL	840,225
44	CONTRA COSTA, CA	828,552
45	ESSEX, NJ	824,374
46	HONOLULU, HI	816,599
47	HILLSBOROUGH, FL	814,883
48	SHELBY, TN	814,825
49	NEW HAVEN, CT	794,072
50	MARION, IN	785,787
51	SAB FRANCISCO, CA	748,237
52	MONROE, NY	736,305
53	BALTIMORE(IND CITY)MD	727,995
54	SALT LAKE, UT	726,744
55	BALTIMORE, MD	717,843
56	MACOMB, MI	715,405
57	MONTGOMERY, PA	709,552
58	MONTGOMERY, MD	701,386
59	SAN MATEO, CA	693,857
60	JEFFERSON, AL	679,671
61	PRINCE GEORGES, MD	674,391
62	JEFFERSON, KY	672,696
63	MIDDLESEX, NJ	672,536
64	VENTURA, CA	671,783
65	DUVAL, FL	665,428
66	ESSEX, MA	664,884
67	WORCESTER, MA	662,057
68	SUFFOLK, MA	644,978
69	NORFOLK, MA	643,848
70	PIMA, AZ	637,583
71	ORANGE, FL	631,164
72	OKLAHOMA, OK	625,315
73	JACKSON, MO	618,282
74	FRESNO, CA	610,623
75	FULTON, GA	602,354
76	CLARK, NV	601,583
77	DISTRICT OF COLUMBIA	596,132
78	TRAVIS, TX	587,268
79	PROVIDENCE, RI	581,200
80	EL PASO, TX	579,094
81	MONTGOMERY, OH	572,679
82	DE KALB, GA	566,327
83	BUCKS, PA	558,535
84	MONMOUTH, NJ	556,264
85	DELAWARE, PA	556,180
86	MULTNOMAH, OR	554,314
87	PIERCE, WA	542,662
88	HUDSON, NJ	531,336
89	JEFFERSON, LA	526,743
90	CAMDEN, NJ	517,990
91	SUMMIT, OH	516,971
92	KERN, CA	516,890
93	ORLEANS, LA	510,344
94	DAVIDSON, TN	510,002
95	TULSA, OK	502,700
96	UNION, NJ	498,312
97	BERNALILLO, NM	498,289
98	LAKE, IL	498,065
99	DENVER, CO	493,256
100	JEFFERSON, CO	489,529
101	KENT, MI	489,518
102	BRISTOL, MA	487,424
103	MECKLENBURG, NC	486,698
104	RAMSEY, MN	475,576
105	ONONDAGA, NY	469,343
106	MORRIS, NJ	466,658
107	LUCAS, OH	462,457
108	PASSAIC, NJ	450,714
109	SAN JOAQUIN, CA	449,796
110	COBB, GA	449,362
111	PLYMOUTH, MA	447,879
112	LAKE, IN	444,820
113	HAMPDEN, MA	443,552
114	ANNE ARUNDEL, MD	443,422
115	GENESEE, MI	435,557
116	ARAPAHOE, CO	433,065
117	NEW CASTLE, DE	427,214
118	DOUGLAS, NE	425,211
119	OCEAN, NJ	420,305
120	SNOHOMISH, WA	416,281
121	BURLINGTON, NJ	415,690
122	EAST BATON ROUGE, LA	414,603
123	LANCASTER, PA	409,075
124	RICHMOND, NY	408,827
125	EL PASO, CO	406,655
126	WAKE, NC	404,282
127	SEDGWICK, KS	403,004
128	SONOMA, CA	393,766
129	SANTA BARBARA, CA	388,198
130	WESTMORELAND, PA	387,991
131	ST LOUIS(IND. CITY)MO	386,431
132	HIDALGO, TX	386,091
133	MOBILE, AL	382,087
134	BREVARD, FL	377,371
135	VIRGINIA BEACH(IND. CITY)V	376,288
136	STARK, OH	374,746
137	POLK, FL	373,044
138	PULASKI, AR	364,114
139	DANE, WI	359,935
140	SPOKANE,WA	358,958
141	GWINNETT, GA	358,238
142	CHESTER, PA	352,180
143	GUILFORD, NC	348,873
144	WILL, IL	347,678
145	MONTEREY, CA	347,504
146	JOHNSON, KS	346,665
147	MERCER, NJ	338,307
148	LUZERNE, PA	337,408
149	KNOX, TN	336,278
150	HILLSBOROUGH, NH	335,070
151	VOLUSIA, FL	334,323

152	YORK, PA	334,160
153	STANISLAUS, CA	331,405
154	GREENVILLE, SC	325,917
155	BERKS, PA	324,736
156	WAUKESHA, WI	318,610
157	POLK, IOWA	316,991
158	NUECES, TX	310,760
159	KANE, IL	308,948
160	CHARLESTON, SC	298,981
161	ADAMS, CO	298,697
162	LEE, FL	298,575
163	PASCO, FL	296,436
164	ALLEN, IN	294,806
165	WASHINGTON, OR	293,571
166	SSOLANO, CA	292,401
167	TULARE, CA	292,322
168	LEHIGH, PA	289,031
169	RICHLAND, SC	287,643
170	SEMINOLE, FL	286,730
171	ALBANY, NY	284,410
172	ERIE, PA	283,742
173	HAMILTON, TN	282,913
174	INGHAM, MI	281,592
175	ESCAMBIA, F	280,121
176	ORNAGE, NY	279,358
177	WASHTENAW, MI	279,357
178	ROCKLAND, NY	278,897
179	MAHONING, OH	276,563
180	BUTLER, OH	275,847
181	FORSYTH, NC	275,433
182	CADDO, LA	274,371
183	NORLFOLK(IND CITY)VA	271,295
184	MARIN, CA	269,279
185	CLACKAMAS, OR	266,409
186	LORAIN, OH	265,249
187	LANE, OR	265,087
188	SARASOTA, FL	264,334
189	CUMBERLAND, NC	263,818
190	CAMERON, TX	259,786
191	NEW LONDON, CT	259,356
192	COLLIN, TX	258,087
193	DUTCHESS, NY	257,749
194	ONEIDA, NY	255,561
195	WINNEBAGO, IL	255,118
196	HINDS, MS	255,022
197	ST CLAIR, IL	254,890
198	MADISON, AL	252,036
199	UTAH, UT	252,021
200	DAKOTA, MN	251,973
201	JEFFERSON, TX	251,396
202	ATLANTIC, NJ	251,271
203	DENTON, TX	248,067
204	ANOKA, MN	247,727
205	ROCKINGHAM, NH	247,264
206	MADISON, IL	245,829
207	BOULDER, CO	244,924
208	SANTA CRUZ, CA	244,553
209	ST JOSEPH, IN	243,355
210	DAUPHIN, PA	242,091
211	CUMBERLAND, ME	241,704
212	SOMERSET, NJ	238,597
213	NORTHAMPTON, PA	235,922
214	TRUMBULL, OH	235,824
215	ANCHORAGE, AK	234,579
216	LUBBOCK, TX	229,553
217	LAKE, OH	229,483
218	WASHOE, NV	228,799
219	SAN LUIS OBISPO, CA	227,972
220	LACKAWANNA, PA	226,667
221	GLOUCESTER, NJ	223,998
222	MONTGOMERY, AL	221,595
223	KANAWHA, WV	221,390
224	SPARTANBURG, SC	220,352
225	NIAGARA, NY	220,225
226	KALAMAZOO, MI	219,204
227	CHATHAM, GA	218,411
228	ST CHARLES, MO	217,890
229	CLARK, WA	217,632
230	GALVESTON, TX	217,006
231	SAGINAW, MI	215,460
232	FAYETTE, KY	213,907
233	HENRICO, VA	213,880
234	BROOME, NY	213,312
235	FORT BEND, TX	212,654
236	WASHGINGTON, PA	209,109
237	MARION, OR	209,015
238	LANCASTER, NE	207,272
239	RICHMOND(IND. CITY) VA	207,097
240	RICHMOND, GA	206,361
241	GREENE, MO	205,822
242	CUMBERLAND, PA	202,583
243	BROWN, WI	198,819
244	CLAYTON, GA	198,783
245	ADA, ID	197,502
246	ST. LOUIS, MN	196,468
247	CHESTERFIELD, VA	196,304
248	MCLENNAN, TX	194,208
249	MANATEE, FL	191,795
250	DAVIS, UT	189,545

DISPOSABLE INCOME
(thousands)

1	LOS ANGELES, CA	105,509,929
2	COOK, IL	72,689,371
3	ORANGE, CA	58,552,827
4	HARRIS, TX	45,564,835
5	SAN DIEGO, CA	45,081,542
6	SANTA CLARA, CA	38,906,771
7	QUEENS, NY	35,148,944
8	NEW YORK, NY	35,117,092
9	MARICOPA, AZ	32,156,930
10	NASSAU, NY	31,829,061
11	DALLAS, TX	31,570,670
12	KINGS, NY	30,628,186
13	MIDDLESEX, MA	28,823,561
14	WAYNE, MI	28,479,116
15	SUFFOLK, NY	28,256,700
16	DADE, FL	26,045,999
17	KING, WA	25,074,537
18	FAIRFAX-FAIRFAX CITY FALLS CHURCH, VA	24,931,202
19	ALAMEDA, CA	24,743,829
20	SACRAMENTO, CA	24,321,343
21	CUYAHOGA, OH	23,372,797
22	ALLEGHENY, PA	22,961,805
23	BROWARD, FL	22,731,972
24	OAKLAND, MI	22,305,751
25	BERGEN, NJ	22,178,625
26	FAIRFIELD, CT	21,828,516
27	MONTGOMERY, MD	21,200,617
28	WESTCHESTER, NY	20,605,866
29	ST LOUIS, MO	19,855,951
30	PHILADELPHIA, PA	19,797,378
31	SAN BERNARDINO, CA	18,540,862
32	HENNEPIN, MN	18,330,418
33	DU PAGE, IL	17,936,650
34	CONTRA COSTA, CA	17,508,525
35	FRANKLIN, OH	16,804,267
36	HARTFORD, CT	16,508,943
37	SAN MATEO, CA	16,123,314
38	BEXAR, TX	15,657,891
39	MIDDLESEX, NJ	15,449,784
40	SAB FRANCISCO, CA	15,319,335
41	BRONX, NY	15,274,600
42	VENTURA, CA	15,142,089
43	PRINCE GEORGES, MD	14,977,604
44	HAMILTON, OH	14,974,302
45	TARRANT, TX	14,782,724
46	PINELLAS, FL	14,501,552
47	RIVERSIDE, CA	14,332,615
48	PALM BEACH, FL	14,258,951
49	MONTGOMERY, PA	14,051,047
50	ESSEX, NJ	13,982,311
51	NORFOLK, MA	13,817,160
52	HONOLULU, HI	13,677,824
53	MONMOUTH, NJ	13,482,126
54	MILWAUKEE, WI	13,084,697
55	MONROE, NY	12,824,443
56	NEW HAVEN, CT	12,682,074
57	ERIE, NY	12,671,295
58	ESSEX, MA	12,495,117
59	MACOMB, MI	12,145,457
60	BALTIMORE, MD	12,083,311
61	HILLSBOROUGH, FL	12,050,973
62	MARION, IN	11,634,193
63	SHELBY, TN	11,198,392
64	SUFFOLK, MA	11,050,063
65	WORCESTER, MA	11,027,408
66	TRAVIS, TX	11,006,617
67	MORRIS, NJ	10,748,443
68	LAKE, IL	10,370,484
69	FULTON, GA	10,212,407
70	FRESNO, CA	10,176,032
71	UNION, NJ	10,145,092
72	PIMA, AZ	9,953,543
73	DISTRICT OF COLUMBIA	9,896,979
74	DELAWARE, PA	9,813,458
75	ORANGE, FL	9,754,721
76	DE KALB, GA	9,725,380
77	CLARK, NV	9,551,527
78	BUCKS, PA	9,361,740
79	KENT, MI	9,313,559
80	CAMDEN,NJ	9,256,477
81	DAVIDSON, TN	9,228,985
82	JEFFERSON, AL	9,107,284
83	KERN, CA	9,063,693
84	JACKSON, MO	8,778,774
85	OKLAHOMA, OK	8,717,451
86	JEFFERSON, KY	8,452,038
87	SALT LAKE, UT	8,398,291
88	PROVIDENCE, RI	8,313,675
89	DUVAL, FL	8,158,932
90	BURLINGTON, NJ	8,153,190
91	SONOMA, CA	8,151,082
92	MULTNOMAH, OR	8,144,807
93	SANTA BARBARA, CA	8,070,153
94	DANE, WI	8,060,584
95	MECKLENBURG, NC	8,032,100
96	JEFFERSON, CO	8,022,131
97	PIERCE, WA	7,988,610
98	PLYMOUTH, MA	7,862,479
99	MARIN, CA	7,808,125
100	MONTGOMERY, OH	7,789,617
101	SAN JOAQUIN, CA	7,778,840
102	RICHMOND, NY	7,717,925
103	RAMSEY, MN	7,673,806
104	DENVER, CO	7,628,055
105	COBB, GA	7,574,483
106	HUDSON, NJ	7,518,752
107	WAKE, NC	7,487,371
108	BALTIMORE(IND CITY)MD	7,471,175
109	OCEAN, NJ	7,363,476
110	ONONDAGA, NY	7,313,746
111	LUCAS, OH	7,242,320
112	NEW CASTLE, DE	7,241,985
113	ARAPAHOE, CO	7,038,677
114	EL PASO, CO	6,962,628
115	ANNE ARUNDEL, MD	6,892,637
116	SUMMIT, OH	6,862,625
117	PASSAIC, NJ	6,712,165
118	SSOLANO, CA	6,664,675
119	HAMPDEN, MA	6,639,734
120	BRISTOL, MA	6,589,358
121	LANCASTER, PA	6,586,451
122	JOHNSON, KS	6,535,772
123	CHESTER, PA	6,480,224
124	BERNALILLO, NM	6,426,435
125	JEFFERSON, LA	6,362,660
126	MONTEREY, CA	6,344,118
127	HILLSBOROUGH, NH	6,306,750
128	SNOHOMISH, WA	6,260,519
129	MERCER, NJ	6,218,253
130	VIRGINIA BEACH, VA	6,070,277
131	KNOX, TN	5,931,811
132	SOMERSET, NJ	5,899,600
133	SPOKANE WA	5,745,067
134	DOUGLAS, NE	5,699,400
135	ROCKLAND, NY	5,683,635
136	GENESEE, MI	5,631,960
137	ATLANTIC, NJ	5,602,406
138	WESTMORELAND, PA	5,594,007
139	WILL, IL	5,522,658
140	YORK, PA	5,511,931
141	PULASKI, AR	5,508,817
142	TULSA, OK	5,494,497
143	ORLEANS, LA	5,352,626
144	LAKE, IN	5,302,500
145	WASHINGTON, OR	5,254,257
146	KANE, IL	5,220,247
147	EL PASO, TX	5,174,563
148	TULARE, CA	5,154,263
149	ROCKINGHAM, NH	5,052,951
150	SEDGWICK, KS	5,049,318
151	WASHTENAW, MI	5,046,925
152	BERKS, PA	5,035,623
153	GWINNETT, GA	5,022,630
154	ARLINGTON, VA	5,018,242
155	EAST BATON ROUGE, LA	4,939,256
156	GUILFORD, NC	4,931,612
157	DAUPHIN, PA	4,907,245
158	STANISLAUS, CA	4,875,543
159	WAUKESHA, WI	4,866,613
160	LEHIGH, PA	4,814,528
161	ANCHORAGE, AK	4,801,534
162	LEE, FL	4,795,919
163	STARK, OH	4,722,115
164	ST LOUIS(IND. CITY)MO	4,708,585
165	SANTA CRUZ, CA	4,669,900
166	ALBANY, NY	4,606,208
167	SARASOTA, FL	4,577,105
168	VOLUSIA, FL	4,571,456
169	NEW LONDON, CT	4,561,297
170	POLK, IOWA	4,543,644
171	KITSAP, WA	4,454,654
172	POLK, FL	4,408,017
173	CLACKAMAS, OR	4,381,832
174	GREENVILLE, SC	4,352,349
175	SEMINOLE, FL	4,352,341
176	ALLEN, IN	4,322,475
177	SAN LUIS OBISPO, CA	4,304,980
178	CUMBERLAND, PA	4,291,315
179	MOBILE, AL	4,220,342
180	LEON, FL	4,218,123
181	DAKOTA, MN	4,183,438
182	LUZERNE, PA	4,180,736
183	COLLIN, TX	4,148,613
184	DUTCHESS, NY	4,144,229
185	CUMBERLAND, ME	4,133,050
186	WASHOE, NV	4,117,065
187	BUNCOMBE, NC	4,091,743
188	ORNAGE, NY	4,026,234
189	CHARLESTON, SC	4,025,762
190	DENTON, TX	4,022,318
191	ST. CLAIR, IL	3,987,052
192	MADISON, IL	3,971,580
193	INGHAM, MI	3,940,007
194	RICHLAND, SC	3,935,209
195	BOULDER, CO	3,922,262
196	WINNEBAGO, IL	3,866,200
197	LANE, OR	3,850,411
198	PLACER, CA	3,848,596
199	FORSYTH, NC	3,782,786
200	ADAMS, CO	3,741,400
201	ALACHUA, FL	3,741,327
202	BREVARD, FL	3,708,612
203	GLOUCESTER, NJ	3,676,774
204	BUTLER, OH	3,672,641
205	HENRICO, VA	3,651,612
206	CHAMPAIGN, IL	3,614,182
207	ERIE, PA	3,575,518
208	KALAMAZOO, MI	3,571,514
209	BARNSTABLE, MA	3,547,843
210	ANOKA, MN	3,525,813
211	PASCO, FL	3,516,218
212	ESCAMBIA, F	3,444,945
213	LAKE, OH	3,431,420
214	HINDS, MS	3,410,931
215	ALEXANDRIA, VA	3,410,048
216	HOWARD, MD	3,408,527
217	NORTHAMPTON, PA	3,398,936
218	MADISON, AL	3,397,827
219	HAMILTON, TN	3,376,159
220	NUECES, TX	3,346,747
221	ST JOSEPH, IN	3,330,465
222	NORLFOLK(IND CITY)VA	3,293,729
223	LARIMER, CO	3,281,698
224	LITCHFIELD, CT	3,264,841
225	OTTAWA, MI	3,259,254
226	MAHONING, OH	3,247,636
227	ADA, ID	3,236,367
228	RICHMOND, GA	3,221,666
229	GREENE, MO	3,221,110
230	PEORIA, IL	3,213,721
231	NAPA, CA	3,193,785
232	SANGAMON, IL	3,189,388
233	MANATEE, FL	3,163,018
234	MCHENRY, IL	3,155,866
235	CUMBERLAND, NC	3,094,249
236	ST CHARLES, MO	3,076,884
237	BROOME, NY	3,055,029
238	DURHAM, NC	3,050,721
239	SAGINAW, MI	3,049,021
240	ONEIDA, NY	3,016,734
241	YOLO, CA	2,991,559
242	LACKAWANNA, PA	2,952,601
243	MERCED, CA	2,943,697
244	CADDO, LA	2,942,184
245	BRAZORIA, TX	2,928,401
246	CHATHAM, GA	2,905,483
247	MARION, OR	2,900,188
248	LUBBOCK, TX	2,893,635
249	FORT BEND, TX	2,892,943
250	CHESTERFIELD, VA	2,884,923

INCOME PER HOUSEHOLD

1	FAIRFAX-FALLS CHURCH,VA	79,837
2	MONTGOMERY, MD	79,007
3	FAIRFIELD, CT	71,989
4	SOMERSET, NJ	71,512
5	NAPA, CA	71,033
6	LOUDOUN, VA	70,779
7	NASSAU, NY	70,472
8	NEWPORT, RI	70,284
9	KITSAP, WA	69,122
10	MORRIS, NJ	68,927
11	BERGEN, NJ	68,761
12	MONMOUTH, NJ	68,526
13	MARIN, CA	68,121
14	MIDDLESEX, NJ	67,616
15	SANTA CLARA, CA	67,217
16	VENTURA, CA	66,708
17	ROCKLAND, NY	66,027
18	ARLINGTON, VA	65,930
19	SSOLANO, CA	65,395
20	LAKE, IL	65,052
21	WESTCHESTER, NY	64,778
22	SUFFOLK, NY	63,817
23	ALEXANDRIA (IND. CITY),VA	62,723
24	PRINCE GEORGES, MD	62,702
25	ORANGE, CA	62,531
26	DU PAGE, IL	60,919
27	HUNDTERDON, NJ	60,866
28	PLACER, CA	60,777
29	CHAMPAIGN, IL	60,776
30	SACRAMENTO, CA	60,741
31	LEON, FL	59,677
32	BUNCOMBE, NC	59,666
33	NORFOLK, MA	59,650
34	ATLANTIC, NJ	59,640
35	TIPPECANOE, IN	59,425
36	BURLINGTON, NJ	58,939
37	YOLO, CA	58,821
38	CUMBERLAND, PA	58,633
39	MIDDLESEX, MA	57,920
40	SAN MATEO, CA	57,874
41	WILLIAMSON, TN	57,669
42	DANE, WI	57,247
43	TOLLAND, CT	57,216
44	MONROE, IN	56,956
45	RICHMOND, NY	56,855
46	ROCKINGHAM, NH	56,381
47	SUSSEX, NJ	56,340
48	MCHENRY, IL	55,976
49	UNION, NJ	55,632

50	MONTGOMERY, PA	55,316
51	SANTA BARBARA, CA	55,079
52	ANCHORAGE, AK	54,878
53	MONTEREY, CA	54,834
54	CONTRA COSTA, CA	54,560
55	HONOLULU, HI	54,485
56	WALLA WALLA, WA	54,270
57	OTTAWA, MI	54,228
58	MCLEAN, IL	54,137
59	LITCHFIELD, CT	54,013
60	BRAZOS, TX	53,968
61	CHESTER, PA	53,895
62	ORANGE, NC	53,751
63	WHITMAN, WA	53,648
64	CENTRE, PA	53,022
65	TULARE, CA	52,884
66	CAMPBELL, KY	52,850
67	GRANT, WA	52,818
68	KENT, MI	52,803
69	RANDALL, TX	52,744
70	MERCER, NJ	52,680
71	MONROE, MI	52,643
72	OAKLAND, MI	52,631
73	ALACHUA, FL	52,509
74	BOONE, MO	52,508
75	LIVINGSTON, MI	52,461
76	SONOMA, CA	52,412
77	HILLSBOROUGH, NH	52,313
78	SAN DIEGO, CA	52,271
79	HARTFORD CT	52,222
80	GRANT, WI	52,095
81	PLYMOUTH, MA	52,071
82	PUTNAM, NY	52,026
83	HOUSTON, GA	51,939
84	DAUPHIN, PA	51,859
85	CHARLES, MD	51,848
86	HAMILTON, IN	51,500
87	HOWARD, MD	51,269
88	MIDDLESEX, CT	51,246
89	MERRIMACK, NH	51,119
90	COLLIN, TX	51,108
91	OLMSTED, MN	50,683
92	SANTA CRUZ, CA	50,529
93	HAYS, TX	50,491
94	COLLIER, FL	50,482
95	WAKE, NC	50,478
96	WILLIAMSON, TX	50,449
97	WASHTENAW, MI	50,349
98	CHITTENDEN, VT	50,178
99	STRAFFORD, NH	50,172
100	ESSEX, MA	50,101
101	WILL, IL	50,097
102	JOHNSON, KS	50,083
103	DOUGLAS, KS	50,030
104	SAN LUIS OBISPO, CA	49,770
105	CAMDEN NJ	49,577
106	MERCED, CA	49,542
107	KANE, IL	49,489
108	KERN, CA	49,421
109	NEW LONDON, CT	49,289
110	RILEY, KS	49,245
111	ST LOUIS, MO	49,218
112	WALKER, TX	49,176
113	MIDLAND, MI	49,008
114	BUCKS, PA	48,947
115	DELAWARE, PA	48,928
116	WARREN, OH	48,909
117	MATAGORA, TX	48,894
118	BRAZORIA, TX	48,738
119	ONSLOW, NC	48,674
120	LARIMER, CO	48,652
121	GLOUCESTER, NJ	48,646
122	CORYELL, TX	48,189
123	BRISTOL, RI	48,110
124	DUTCHESS, NY	47,913
125	MACOMB, MI	47,816
126	KENOSHA, WI	47,740
127	COMANCHE, OK	47,718
128	NEW YORK, NY	47,590
129	YUMA, AZ	47,456
130	WASHINGTON, MN	47,377
131	DENTON, TX	47,314
132	BENTON, WA	47,274
133	OZAUKEE, WI	47,248
134	TRAVIS, TX	47,225
135	ALAMEDA, CA	47,149
136	VIRGINIA BEACH(IND CITY)V	47,066
137	SAN JOAQUIN, CA	47,006
138	BEAUFORT, SC	46,979
139	PEORIA, IL	46,955
140	EL PASO, CO	46,871
141	ESSEX, NJ	46,870
142	RICHMOND, GA	46,845
143	BARNSTABLE, MA	46,803
144	TAZEWELL, IL	46,792
145	GEAUGA, OH	46,739
146	HANOVER, VA	46,667
147	MONROE, NY	46,652
148	SAB FRANCISCO, CA	46,634
149	DAKOTA, MN	46,623
150	NEW CASTLE, DE	46,578
151	DAVIDSON, TN	46,561
152	FRESNO, CA	46,531
153	QUEENS, NY	46,372
154	WORCESTER, MA	46,295
155	LANCASTER, PA	46,216
156	VALENCIA, NM	46,194
157	HAMPSHIRE, MA	46,193
158	WAUKESHA, WI	46,192
159	KENTON, KY	46,116
160	PORTAGE, WI	46,011
161	MARTIN, FL	45,980
162	WARREN, NJ	45,970
163	THURSTON, WA	45,936
164	CHESHIRE, NH	45,902
165	JOHNSON, IA	45,897
166	SUMNER, TN	45,804
167	KNOX, TN	45,797
168	WASHINGTON, OR	45,781
169	HANCOCK, OH	45,503
170	ANNE ARUNDEL, MD	45,476
171	OCEAN, NJ	45,388
172	EL DORADO, CA	45,369
173	CLACKAMAS, OR	45,352
174	CHESTERFIELD, VA	45,303
175	KALAMAZOO, MI	45,137
176	HAMILTON, OH	45,094
177	FRANKLIN, OH	44,858
178	WOOD, OH	44,795
179	IMPERIAL, CA	44,780
180	BIBB, GA	44,744
181	YORK, PA	44,643
182	GRAFTON, NH	44,584
183	CUMBERLAND, ME	44,464
184	DE KALB, GA	44,456
185	WALWORTH, WI	44,365
186	FAUQUIER, VA	44,310
187	ROANOKE & SALEM, VA	44,287
188	ST CROIX, WI	44,281
189	FORT BEND, TX	44,263
190	ORNAGE, NY	44,204
191	ADAMS, PA	44,194
192	HENNEPIN, MN	44,133
193	NEVADA, CA	44,132
194	HENRICO, VA	44,063
195	DURHAM, NC	44,051
196	BASTROP, TX	44,039
197	JEFFERSON, CO	44,027
198	COBB, GA	44,021
199	WASHINGTON, RI	43,986
200	SAN BERNARDINO, CA	43,967
201	MEDINA, OH	43,958
202	SANGAMON, IL	43,943
203	CLARKE, GA	43,900
204	BOX ELDER, UT	43,895
205	BALTIMORE, MD	43,694
206	ADA, ID	43,568
207	SUFFOLK, MA	43,526
208	KINGS, CA	43,507
209	LEHIGH, PA	43,503
210	KING, WA	43,497
211	DOUGLAS, WI	43,393
212	MECKLENBURG, NC	43,311
213	NEW HAVEN, CT	43,231
214	WASHOE, NV	43,198
215	CHEROKEE, GA	43,086
216	COCONINO, AZ	43,074
217	HENDRICKS, IN	43,021
218	SANTA FE, NM	42,995
219	ANDERSON, TX	42,992
220	ANOKA, MN	42,931
221	HARRIS, TX	42,839
222	PASSAIC, NJ	42,834
223	DE SOTO, MS	42,818
224	YORK-POQUOSON, VA	42,788
225	SAUK WI	42,788
226	WILSON, TN	42,760
227	ALBANY, NY	42,719
228	FAIRFIELD, OH	42,715
229	FULTON, GA	42,588
230	CARROLL, MD	42,540
231	ST CLAIR, IL	42,528
232	CAPE MAY, NJ	42,512
233	BOULDER, CO	42,388
234	UNION, NC	42,378
235	WAYNE, OH	42,293
236	KENT, RH	42,278
237	RICHLAND, SC	42,240
238	ARAPAHOE, CO	42,215
239	ST CHARLES, MO	42,165
240	INDIANA, PA	42,141
241	STEARNS, MN	42,044
242	ISLAND, WA	41,969
243	RUTHERFORD, TN	41,947
244	VERMILION, IL	41,946
245	RIVERSIDE, CA	41,933
246	LA CROSSE, WI	41,815
247	WELD, CO	41,801
248	ONONDAGA, NY	41,780
249	SHASTA, CA	41,767
250	MADISON, IL	41,719

TOTAL RETAIL SALES
(thousands)

1	LOS ANGELES, CA	67,765,334
2	COOK, IL	35,281,623
3	HARRIS, TX	23,715,209
4	ORANGE, CA	22,999,473
5	NEW YORK, NY	20,985,412
6	DALLAS, TX	19,574,854
7	SAN DIEGO, CA	18,279,052
8	MARICOPA, AZ	17,717,328
9	DADE, FL	15,940,142
10	SANTA CLARA, CA	14,104,094
11	NASSAU, NY	13,465,774
12	KING, WA	12,845,015
13	WAYNE, MI	12,428,272
14	BROWARD, FL	12,181,173
15	MIDDLESEX, MA	12,134,069
16	OAKLAND, MI	11,108,016
17	SUFFOLK, NY	10,897,283
18	CUYAHOGA, OH	10,220,239
19	TARRANT, TX	10,181,600
20	ALAMEDA, CA	10,128,433
21	ALLEGHENY, PA	10,035,404
22	HENNEPIN, MN	9,714,480
23	BEXAR, TX	9,231,326
24	BERGEN, NJ	9,094,047
25	ST LOUIS, MO	8,997,233
26	DU PAGE, IL	8,353,394
27	SACRAMENTO, CA	8,315,093
28	FRANKLIN, OH	8,115,301
29	QUEENS, NY	8,100,354
30	FAIRFAX, FALLS CH, VA	8,034,220
31	FAIRFIELD, CT	8,017,841
32	PALM BEACH, FL	8,002,627
33	WESTCHESTER, NY	7,916,748
34	SAN BERNARDINO, CA	7,915,906
35	KINGS, NY	7,823,813
36	PHILADELPHIA, PA	7,720,746
37	PINELLAS, FL	7,540,881
38	HARTFORD CT	7,428,216
39	SAN FRANCISCO, CA	7,416,868
40	MARION, IN	6,977,733
41	HAMILTON, OH	6,909,965
42	HILLSBOROUGH, FL	6,906,444
43	MONTGOMERY, PA	6,798,637
44	MONTGOMERY, MD	6,797,086
45	RIVERSIDE, CA	6,757,447
46	BALTIMORE, MD	6,634,411
47	MILWAUKEE, WI	6,599,916
48	FULTON, GA	6,585,047
49	CONTRA COSTA, CA	6,514,337
50	SHELBY, TN	6,472,270
51	NEW HAVEN, CT	6,421,972
52	HONOLULU, HI	6,330,219
53	SAN MATEO, CA	6,306,949
54	ESSEX, MA	6,178,711
55	MACOMB, MI	6,171,963
56	ERIE, NY	6,166,972
57	PRINCE GEORGES, MD	5,876,136
58	ORANGE, FL	5,796,931
59	NORFOLK, MA	5,796,930
60	MIDDLESEX, NJ	5,779,402
61	SUFFOLK, MA	5,766,852
62	TRAVIS, TX	5,705,734
63	DE KALB, GA	5,704,278
64	CLARK, NV	5,661,045
65	ESSEX, NJ	5,532,142
66	DUVAL, FL	5,362,267
67	MONMOUTH, NJ	5,348,054
68	OKLAHOMA, OK	5,337,822
69	WORCESTER, MA	5,329,702
70	MONROE, NY	5,276,817
71	JACKSON, MO	5,266,131
72	SALT LAKE, UT	5,107,644
73	DAVIDSON, TN	5,092,622
74	VENTURA, CA	5,006,311
75	JEFFERSON, KY	4,921,073
76	JEFFERSON, AL	4,914,878
77	MULTNOMAH, OR	4,862,610
78	BUCKS, PA	4,829,286
79	MECKLENBURG, NC	4,773,659
80	PIMA, AZ	4,633,325
81	MONTGOMERY, OH	4,514,271
82	FRESNO, CA	4,459,679
83	COBB, GA	4,453,884
84	MORRIS, NJ	4,345,489
85	JEFFERSON, LA	4,249,382
86	TULSA, OK	4,244,939
87	DELAWARE, PA	4,201,816
88	BALTIMORE(IND CITY),MD	4,191,126
89	DENVER, CO	4,182,109
90	ARAPAHOE, CO	4,173,077
91	KENT, MI	4,150,051
92	RAMSEY, MN	4,141,830
93	LAKE, IL	4,093,070
94	BERNALILLO, NM	4,090,498
95	CAMDEN, NJ	4,080,462
96	BRISTOL, MA	4,061,170
97	JEFFERSON, CO	4,028,547
98	UNION, NJ	3,885,002
99	DISTRICT OF COLUMBIA	3,867,203
100	ANNE ARUNDEL, MD	3,779,183
101	LUCAS, OH	3,762,153
102	KERN, CA	3,737,326
103	OCEAN, NJ	3,712,585
104	HILLSBOROUGH, NH	3,672,005
105	PASSAIC, NJ	3,671,952
106	SUMMIT, OH	3,663,171
107	HAMPDEN, MA	3,647,569
108	NEW CASTLE, DE	3,606,495
109	PLYMOUTH, MA	3,602,400
110	PROVIDENCED, RI	3,597,371
111	SANTA BARBARA, CA	3,594,378
112	ONONDAGA, NY	3,577,021
113	PIERCE, WA	3,572,870
114	WAKE, NC	3,567,945
115	EL PASO, TX	3,552,241
116	DOUGLAS, NE	3,441,498
117	BURLINGTON, NJ	3,383,059
118	BRONX, NY	3,333,226
119	EAST BATON ROUGE, LA	3,267,989
120	EL PASO, CO	3,264,328
121	GENESEE, MI	3,247,996
122	GUILFORD, NC	3,202,177
123	SONOMA, CA	3,190,705
124	SEDGWICK, KS	3,185,156
125	KNOX, TN	3,139,773
126	PULASKI, AR	3,129,739
127	HUDSON, NJ	3,099,781
128	ORLEANS, LA	3,091,421
129	LANCASTER, PA	3,053,773
130	DANE, WI	3,021,818
131	JOHNSON, KS	2,964,484
132	SNOHOMISH, WA	2,901,199
133	MERCER, NJ	2,899,944
134	LAKE, IN	2,886,533
135	BREVARD, FL	2,866,822
136	ANCHORAGE, AK	2,815,465
137	LEE, FL	2,815,014
138	ALBANY, NY	2,797,880
139	WASHINGTON, OR	2,775,839
140	POLK, IA	2,773,778
141	SAN JOAQUIN, CA	2,770,559
142	VOLUSIA, FL	2,761,238
143	MARIN, CA	2,755,016
144	POLK, FL	2,737,230
145	CUMBERLAND, ME	2,723,163
146	ROCKINGHAM, NH	2,718,993
147	SPOKANE, WA	2,711,935
148	SARASOTA, FL	2,698,613
149	LEHIGH, PA	2,674,324
150	VIRGINIA BEACH, VA	2,622,068
151	ATLANTIC, NJ	2,612,100
152	BERKS, PA	2,595,121
153	WASHOE, NV	2,583,141
154	GREENVILLE, SC	2,539,026
155	MOBILE, AL	2,531,380
156	STARK, OH	2,530,894
157	YORK, PA	2,526,490
158	CHARLESTON, SC	2,482,706
159	BARNSTABLE, MA	2,482,350
160	ST LOUIS (IND CITY), MO	2,460,896
161	WASHTENAW, MI	2,458,098
162	SOMERSET, NJ	2,448,937
163	FOSRSYTH, NC	2,430,113
164	WESTMORELAND, PA	2,413,412
165	NUECES, TX	2,394,478
166	MONTEREY, CA	2,386,755
167	ALLEN, IN	2,383,913
168	HIDALGO, TX	2,350,165
169	HAMILTON, TN	2,338,387
170	WAUKESHA, WI	2,318,365
171	ORANGE, NY	2,309,017
172	CHESTER, PA	2,291,931
173	SEMINOLE, FL	2,245,525
174	KANE, IL	2,225,938
175	STANISLAUS, CA	2,200,921
176	GWINNETT, GA	2,176,680
177	RICHLAND, SC	2,147,395
178	BOULDER, CO	2,117,829
179	INGHAM, MI	2,106,775
180	LUZERNE, PA	2,098,485
181	ADAMS, CO	2,068,543
182	SANTA CRUZ, CA	2,055,775
183	ESCAMBIA, FL	2,050,022
184	NEW LONDON, CT	2,024,866
185	LUBBOCK, TX	2,018,198
186	RICHMOND, NY	2,017,980
187	HINDS, MS	2,010,680
188	LANE, OR	2,009,729
189	CADDO, LA	2,009,025
190	FAYETTE, KY	1,998,832
191	HENRICO, VA	1,986,971
192	DUTCHESS, NY	1,976,917
193	NORFOLK (IND CITY), VA	1,922,260
194	RICHMOND (IND CITY), V	1,917,640
195	ROCKLAND, NY	1,916,197
196	DAKOTA, MN	1,912,455
197	COLLIN, TX	1,880,159
198	JEFFERSON, TX	1,870,904
199	TULARE, CA	1,862,558
200	ST JOSEPH, IN	1,842,284
201	MAHONING, OH	1,838,300
202	WINNEBAGO, IL	1,837,353
203	PR. WILLIAM, MANASSAS & MAN PK, V	1,825,216
204	DAUPHIN, PA	1,818,404
205	CHATHAM, GA	1,810,444
206	GREENE, MO	1,805,969
207	CUMBERLAND, PA	1,802,510
208	GLOUCESTER, NJ	1,793,163
209	DENTON, TX	1,784,130
210	KALAMAZOO, MI	1,781,064
211	SOLANO, CA	1,773,133

212	WILL, IL	1,768,790
213	ERIE, PA	1,762,572
214	CLAYTON, GA	1,759,374
215	LAKE, OH	1,757,602
216	MADISON, AL	1,735,517
217	CLACKAMAS, OR	1,705,970
218	CUMBERLAND, NC	1,702,665
219	PASCO, FL	1,688,895
220	ALACHUA, FL	1,678,926
221	RICHMOND, GA	1,671,504
222	BROOME, NY	1,669,995
223	CAMERON, TX	1,667,427
224	SAGINAW, MI	1,666,915
225	MANATEE, FL	1,660,808
226	ONEIDA, NY	1,652,761
227	MADISON, IL	1,628,827
228	MONTGOMERY, AL	1,621,718
229	ST CLAIR, IL	1,603,938
230	SAN LUIS OBISBO, CA	1,584,047
231	STEARNS, MN	1,570,303
232	HORRY, SC	1,558,110
233	KANAWHA, WV	1,557,893
234	LEON, FL	1,556,730
235	MARION, FL	1,546,808
236	ADA, ID	1,542,897
237	LACKAWANNA, PA	1,539,271
238	KENT, RI	1,527,022
239	BROWN, WI	1,526,844
240	MCLENNAN, TX	1,521,582
241	MARION, OR	1,520,489
242	VANDERBURGH, IN	1,502,997
243	LAFAYETTE, LA	1,502,489
244	BUTLER, OH	1,501,771
245	BUNCOMBE, NC	1,478,332
246	PLACER, CA	1,472,728
247	SANGAMON, IL	1,443,826
248	CLAY, MO	1,442,879
249	LORAIN, OH	1,441,922
250	GALVESTON, TX	1,434,100

Lumber/Hardware Sales

(thousands)

1	LOS ANGELES, CA	2,889,259
2	COOK, IL	1,364,529
3	HARRIS, TX	1,293,831
4	ORANGE, CA	1,269,875
5	MARICOPA, AZ	1,063,227
6	SAN DIEGO, CA	898,864
7	DALLAS, TX	891,084
8	SUFFOLK, NY	813,005
9	KING, WA	749,170
10	SANTA CLARA, CA	698,134
11	MIDDLESEX, MA	650,927
12	DADE, FL	539,093
13	TARRANT, TX	563,796
14	SAN BERNARDINO, CA	542,243
15	WAYNE, MI	537,252
16	HENNEPIN, MN	536,074
17	BEXAR, TX	525,481
18	TRAVIS, TX	511,328
19	RIVERSIDE, CA	503,045
20	BROWARD, FL	498,826
21	NASSAU, NY	498,593
22	OAKLAND, MI	477,623
23	SACRAMENTO, CA	468,812
24	ALAMEDA, CA	451,514
25	FAIRFIELD, CT	441,296
26	FULTON, GA	435,544
27	ST. LOUIS, MO	431,301
28	DU PAGE, IL	420,692
29	OKLAHOMA, OK	420,215
30	PALM BEACH, FL	411,057
31	ANCHORAGE, AK	408,951
32	PINELLAS, FL	404,003
33	BERGEN, NJ	396,553
34	CONTRA COSTA, CA	384,204
35	HARTFORD, CT	379,818
36	ORANGE, CA	373,386
37	WESTCHESTER, NY	372,806
38	ALLEGHENY, PA	368,779
39	DE KALB, GA	354,154
40	BALTIMORE, MD	353,726
41	MARION, IN	351,617
42	COBB, GA	349,960
43	MACOMB, MI	348,915
44	CUYAHOGA, OH	346,941
45	HILLSBOROUGH, FL	346,462
46	NEW YORK, NY	339,047
47	SALT LAKE, UT	335,572
48	FRANKLIN, OH	333,931
49	CLARK, NV	331,143
50	FAIRFAX-FALLS CHURCH,VA	322,586
51	BUCKS, PA	319,987
52	HAMILTON, OH	315,834
53	NEW HAVEN, CT	314,655
54	KINGS, NY	308,841
55	DUVAL, FL	296,631
56	MONTGOMERY, PA	294,088
57	PIERCE, WA	292,793
58	NORFOLK, MA	290,172
59	SONOMA, CA	288,750
60	MECKLENBURG, NC	287,999
61	QUEENS, NY	276,935
62	TULSA, OK	275,810
63	ESSEX, MA	274,564
64	BERNALILLO, NM	270,441
65	VENTURA, CA	269,781
66	SEDGWICK, KS	269,135
67	MONTGOMERY, MD	266,129
68	DENVER, CO	265,388
69	PHILADELPHIA, PA	263,455
70	MIDDLESEX, NJ	262,732
71	MONMOUTH, NJ	260,394
72	SAN MATEO, CA	256,166
73	KENT, MICHIGAN	252,780
74	PIMA, AZ	249,892
75	ARAPAHOE, CO	249,868
76	ERIE, NY	248,361
77	FRESNO, CA	246,955
78	EAST BATON ROUGE, LA	245,068
79	MONROE, NY	243,567
80	DOUGLAS, NE	242,411
81	WORCESTER, MA	240,576
82	JACKSON, MO	239,034
83	HILLSBOROUGH, NH	236,897
84	SUMMIT, OH	236,183
85	SHELBY, TN	234,706
86	MILWAUKEE, WI	234,478
87	OCEAN, NJ	231,347
88	KERN, CA	230,008
89	POLK, FL	228,538
90	LEE, FL	227,710
91	SARASOTA, FL	224,680
92	LAKE, IL	224,476
93	MORRIS, NJ	224,232
94	JEFFERSON, KY	221,930
95	EL PASO, CO	221,540
96	SAN FRANCISCO, CA	220,573
97	JEFFERSON, AL	218,819
98	ROCKINGHAM, NH	218,638
99	BARNSTABLE, MA	214,238
100	LANCASTER, PA	213,887
101	ESSEX, NJ	209,915
102	ANNE ARUNDEL, MD	206,654
103	HAMPDEN, MA	203,261
104	HIDALGO, TX	202,689
105	SANTA CRUZ, CA	202,404
106	MONTGOMERY, OH	201,622
107	SUFFOLK, MA	200,629
108	DAVIDSON, TN	200,554
109	SANTA BARBARA, CA	199,129
110	PLYMOUTH, MA	198,022
111	JEFFERSON, LA	197,575
112	EL PASO, TX	197,057
113	MARIN, CA	194,867
114	UNION, NJ	194,525
115	SNOHOMISH, WA	194,139
116	JEFFERSON, CO	193,833
117	WAKE, NC	193,306
118	VOLUSIA, FL	192,448
119	KNOX, TN	191,951
120	BREVARD, FL	191,357
121	GWINNETT, GA	189,504
122	RAMSEY, MN	189,386
123	WESTMORELAND, PA	186,294
124	CAMDEN, NJ	185,447
125	CUMBERLAND, ME	184,354
126	DELAWARE, PA	183,535
127	PRINCE GEORGES, MD	180,658
128	GREENVILLE, SC	178,536
129	DAKOTA, MN	177,849
130	MARION, FL	177,724
131	GENESSEE, MI	174,104
132	ONONDAGA, NY	172,930
133	YORK, PA	171,162
134	KANE, IL	167,276
135	PROVIDENCE, RI	167,015
136	CHARLESTON, SC	166,926
137	SAN JOAQUIN, CA	164,931
138	HONOLULU, HI	164,581
139	WASHOE, NV	162,891
140	POLK, IA	161,725
141	NEW CASTLE, DE	161,331
142	PULASKI, AR	161,180
143	MOBILE, AL	160,744
144	SEMINOLE, FL	160,528
145	CHESTER, PA	158,549
146	SPOKANE, WA	156,732
147	ADAMS, CO	156,213
148	STANISLAUS, CA	156,002
149	PASSAIC, NJ	155,708
150	BOULDER, CO	155,274
151	ORANGE, NY	155,265
152	MULTNOMAH, OR	154,168
153	VIRGINIA BEACH, VA	152,273
154	GUILFORD, NC	151,302
155	STARK, OH	150,019
156	LUBBOCK, TX	149,564
157	NUECES, TX	148,867
158	PASCO, FL	148,157
159	BRISTOL, MA	146,377
160	LAFAYETTE, LA	144,967
161	CALCASIEU, LA	144,818
162	HORRY, SC	144,499
163	LARIMER, CO	144,099
164	JOHNSON, KN	143,821
165	LAKE, IN	143,281
166	WASHINGTON, OR	143,064
167	PLACER, CA	141,168
168	MONTEREY, CA	140,450
169	WASHTENAW, MI	140,221
170	LEON, FL	139,151
171	DANE, WI	138,882
172	FORSYTH, NC	138,282
173	ST. LOUIS (IND. CITY), MO	136,407
174	SAN LUIS OBISBO, CA	134,917
175	ESCAMBIA, FL	133,787
176	PR. WILLIAM-MANASSAS,VA	131,920
177	WAUKESHA, WI	128,849
178	LUCAS, OH	128,582
179	RICHLAND, SC	127,945
180	TULARE, CA	127,236
181	MONTGOMERY, TX	126,819
182	GREENE, MO	126,151
183	BURLINGTON, NJ	126,015
184	NEW LONDON, CT	125,522
185	FORT BEND, TX	125,387
186	ATLANTIC, NJ	125,304
187	ORLEANS, LA	124,801
188	MARTIN, FL	123,693
189	BALTIMORE (IND. CITY), MD	120,163
190	COLLIN, TX	120,091
191	ST. CHARLES, MO	119,[illegible]06
192	CAMERON, TX	119,074
193	ALLEN, IN	117,898
194	ALACHUA, FL	116,952
195	WILL, IL	116,790
196	ANOKA, MN	116,434
197	LANE, OR	115,409
198	MERCER, NJ	115,158
199	BUNCOMBE, NC	114,723
200	DUTCHESS, NY	113,916
201	HUDSON, NJ	113,884
202	YELLOWSTONE, MT	113,601
203	COLLIER, FL	113,320
204	MADISON, AL	112,482
205	SOMERSET, NJ	112,102
206	WINNEBAGO, IL	111,200
207	MADISON, IL	110,387
208	MANATEE, FL	109,670
209	MCLENNAN, TX	109,650
210	BUTTE, CA	109,526
211	CHESTERFIELD, VA	109,415
212	JEFFERSON, TX	109,299
213	STEARNS, MN	108,820
214	ROCKLAND, NY	108,350
215	CUMBERLAND, NC	108,345
216	HAMILTON, TN	107,938
217	GALVESTON, TX	107,516
218	UTAH, UT	107,379
219	ST. LOUIS, MN	107,370
220	SMITH, TX	107,273
221	SHASTA, CA	106,280
222	BRAZORIA, TX	106,256
223	CHITTENDEN, VT	105,713
224	LANCASTER, NE	105,107
225	KANAWHA, WV	105,087
226	LAKE, FL	104,253
227	POTTER, TX	102,872
228	ECTOR, TX	101,966
229	CHATHAM, GA	101,583
230	CADDO, LA	100,806
231	VANDERBURGH, IN	100,572
232	LEHIGH, PA	100,251
233	RICHMOND, NY	100,176
234	KALAMAZOO, MI	100,111
235	WASHINGTON, MN	99,803
236	ALBANY, NY	99,371
237	BRONX, NY	98,675
238	ADA, ID	97,823
239	CLACKAMAS, OR	97,796
240	MIDLAND, TX	97,696
241	BRAZOS, TX	97,392
242	SHAWNEE, KN	97,191
243	SANGAMON, IL	96,880
244	NEWPORT NEWS,VA	95,881
245	LINN, IA	95,787
246	WASHINGTON, RI	95,127
247	LUZERNE, PA	94,468
248	MERRIMACK, NH	94,412
249	CLAY, MO	94,369
250	DAUPHIN, PA	94,034

General Merchandise

(thousands)

1	LOS ANGELES, CA	7,597,040
2	COOK, IL	4,162,746
3	HARRIS, TX	2,889,240
4	NEW YORK, NY	2,810,913
5	ORANGE, CA	2,799,998
6	SAN DIEGO, CA	2,416,258
7	DALLAS, TX	2,116,229
8	MARICOPA, AZ	1,893,883
9	SANTA CLARA, CA	1,886,351
10	DADE, FL	1,811,841
11	ALLEGHENY, PA	1,513,655
12	CUYAHOGA, OH	1,462,757
13	WAYNE, MI	1,455,980
14	NASSAU, NY	1,445,209
15	HENNEPIN, MN	1,438,550
16	ST. LOUIS, MO	1,387,746
17	KING, WA	1,383,991
18	MIDDLESEX, MA	1,354,607
19	OAKLAND, MI	1,330,142
20	TARRANT, TX	1,284,632
21	BROWARD, FL	1,258,321
22	SACRAMENTO, CA	1,217,378
23	ALAMEDA, CA	1,182,415
24	FAIRFAX, FALLS CHURCH,	1,170,562
25	FRANKLIN, OH	1,161,107
26	BEXAR, TX	1,150,986
27	HAMILTON, OH	1,107,122
28	SUFFOLK, NY	1,084,097
29	DU PAGE, IL	1,076,730
30	BALTIMORE, MD	1,048,738
31	SAN BERNARDINO, CA	1,039,139
32	MONTGOMERY, PA	1,030,228
33	BERGEN, NJ	970,241
34	WESTCHESTER, NY	944,886
35	HONOLULU, HI	921,623
36	MONTGOMERY, MD	921,401
37	MULTNOMAH, OR	918,644
38	PINELLAS, FL	915,317
39	MILWAUKEE, WI	914,064
40	CONTRA COSTA, CA	911,124
41	MARION, IN	889,187
42	SHELBY, TN	872,282
43	PALM BEACH, FL	867,384
44	SAN MATEO, CA	856,726
45	FAIRFIELD, CT	836,157
46	FULTON, GA	826,886
47	HILLSBOROUGH, FL	805,094
48	PRINCE GEORGE, MD	779,506
49	DAVIDSON, TN	779,401
50	DE KALB, GA	775,789
51	MACOMB, MI	761,384
52	MIDDLESEX, NJ	758,300
53	HARTFORD, CT	750,311
54	SAN FRANCISCO, CA	744,200
55	RIVERSIDE, CA	740,442
56	NEW HAVEN, CT	739,336
57	JEFFERSON, KY	725,771
58	KINGS, NY	724,785
59	COBB, GA	723,844
60	ESSEX, MA	707,794
61	ERIE, NY	688,377
62	CLARK, NV	685,848
63	RAMSEY, MN	683,104
64	MONTGOMERY, OH	674,684
65	PHILADELPHIA, PA	672,830
66	QUEENS, NY	671,859
67	JACKSON, MO	668,555
68	TRAVIS, TX	667,280
69	WORCESTER, MA	663,512
70	OKLAHOMA, OK	653,976
71	LUCAS, OH	650,106
72	VENTURA, CA	643,012
73	BERNALILLO, NM	635,332
74	SALT LAKE, UT	633,040
75	ARAPAHOE, CO	612,512
76	DELAWARE, PA	611,430
77	SUFFOLK, MA	608,613
78	ORANGE, FL	608,439
79	PIMA, AZ	604,942
80	ESSEX, NJ	600,751
81	JEFFERSON, LA	569,364
82	BUCKS, PA	567,669
83	GENESSEE, MI	565,744
84	MONROE, NY	553,250
85	KENT, MI	552,686
86	JEFFERSON, AL	551,874
87	NORFOLK, MA	551,612
88	EL PASO, TX	546,654
89	MONMOUTH, NJ	542,400
90	NEW CASTLE, DE	541,666
91	HILLSBOROUGH, NH	537,843
92	WASHINGTON, OR	509,790
93	EAST BATON ROUGE, LA	507,346
94	FRESNO, CA	501,636
95	PASSAIC, NJ	499,221
96	DUVAL, FL	496,899
97	SUMMIT, OH	481,793
98	TULSA, OK	479,613
99	ANNE ARUNDEL, MD	476,436
100	BURLINGTON, NJ	473,742
101	MECKLENBURG, NC	473,606
102	WAKE, NC	471,270
103	HAMPDEN, MA	462,738
104	CAMDEN, NJ	454,686
105	DOUGLAS, NE	452,039
106	JOHNSON, KS	450,989
107	JEFFERSON, CO	449,247
108	PULASKI, AR	446,383
109	PIERCE, WA	445,578
110	MORRIS, NJ	422,114
111	LEHIGH, PA	416,561
112	EL PASO, CO	403,813
113	KNOX, TN	397,156
114	GUILFORD, NC	395,986

115	BRISTOL, MA	395,235
116	BREVARD, FL	392,453
117	LAKE, IL	378,885
118	ONONDAGA, NY	378,039
119	WASHTENAW, MI	377,876
120	ANCHORAGE, AK	366,574
121	MERCER, NJ	366,182
122	HENRICO, VA	360,088
123	WASHOE, NV	359,480
124	SEDGEWICK, KS	359,119
125	DANE, WI	357,813
126	SNOHOMISH, WA	354,343
127	FAYETTE, KY	352,936
128	KERN, CA	350,990
129	LAKE, IN	349,840
130	OCEAN, NJ	348,883
131	SPOKANE, WA	347,753
132	KALAMAZOO, MI	346,740
133	MOBILE, AL	345,577
134	GREENVILLE, SC	345,397
135	VIRGINIA BEACH, VA	343,214
136	WESTMORELAND, PA	341,499
137	ALLEN, IN	340,273
138	HIDALGO, TX	337,426
139	RICHLAND, SC	334,464
140	CLAYTON, GA	332,624
141	DISTRICT OF COLUMBIA	331,544
142	DENVER, CO	330,074
143	YORK, PA	330,071
144	SONOMA, CA	327,502
145	SEMINOLE, FL	327,370
146	LEE, FL	327,320
147	INGHAM, MI	326,191
148	LANCASTER, PA	324,561
149	HINDS, MS	323,910
150	PLYMOUTH, MA	322,059
151	SANTA BARBARA, CA	318,252
152	ALBANY, NY	314,777
153	POLK, FL	314,171
154	HAMILTON, TN	313,561
155	POLK, IA	312,862
156	SAN JOAQUIN, CA	312,503
157	KENT, RI	309,714
158	BERKS, PA	307,166
159	BROWN, WI	301,367
160	PROVIDENCE, RI	301,175
161	VOLUSIA, FL	300,335
162	GLOUCESTER, NJ	299,595
163	SAGINAW, MI	299,092
164	WAUKESHA, WI	298,929
165	CHARLESTON, SC	298,678
166	SARASOTA, FL	295,395
167	ANOKA, MN	288,640
168	FORSYTH, NC	286,515
169	CLACKAMAS, OR	284,800
170	LANE, OR	284,356
171	LAKE, OH	280,738
172	MAHONING, OH	279,862
173	LUZERNE, PA	278,696
174	MARION, OR	275,704
175	KANE, IL	275,634
176	STANISLAUS, CA	271,425
177	ESCAMBIA, FL	269,918
178	ORANGE, NY	268,729
179	ST. JOSEPH, IN	265,780
180	CADDO, LA	265,289
181	NUECES, TX	264,941
182	ATLANTIC, NJ	264,838
183	CUMBERLAND, ME	264,189
184	BALTIMORE (IND. CITY), MD	263,531
185	ORLEANS, LA	263,491
186	CUMBERLAND, NC	257,545
187	CLAY, MO	257,412
188	COLLIN, TX	256,410
189	ST. LOUIS (IND. CITY), MO	255,137
190	LUBBOCK, TX	252,260
191	NORFOLK (IND. CITY), VA	252,067
192	MADISON, AL	246,848
193	MADISON, IL	243,867
194	CHESTERFIELD, VA	241,622
195	RICHMOND, NY	241,247
196	VANDERBURGH, IN	238,763
197	LEON, FL	237,165
198	ALEXANDRIA (IND. CITY), VA	236,193
199	JEFFERSON, TX	236,046
200	WINNEBAGO, IL	235,483
201	STARK, OH	233,548
202	KANAWHA, WV	232,602
203	RICKINGHAM, NH	231,383
204	MONTEREY, CA	231,041
205	TRUMBULL, OH	229,402
206	DAUPHIN, PA	224,485
207	LACKAWANNA, PA	223,747
208	ROCKLAND, NY	222,853
209	PEORIA, IL	221,521
210	MARIN, CA	218,952
211	GREENE, MO	217,901
212	TULARE, CA	215,778
213	LAFAYETTE, LA	214,692
214	LINN, IA	214,631
215	SOMERSET, NJ	211,811
216	DENTON, TX	211,434
217	ERIE, PA	211,423
218	CAMERON, TX	210,759
219	DUTCHESS, NY	209,119
220	MONTGOMERY, AL	206,835
221	ST. CLAIR, IL	205,568
222	ALACHUA, FL	205,180
223	BRONX, NY	202,064
224	MCLENNAN, TX	199,877
225	BARNSTABLE, MA	198,390
226	LANCASTER, NE	197,802
227	DURHAM, NC	197,408
228	MUSCOGEE, GA	196,981
229	LORAIN, OH	195,677
230	BROOME, NY	195,502
231	ST. LOUIS, MN	193,022
232	CLARK, WA	192,345
233	WILL, IL	191,993
234	CHATHAM, GA	191,670
235	EATON, MI	191,015
236	CHAMPAIGN, IL	190,850
237	SMITH, TX	190,660
238	HARRISON, MS	190,172
239	SCOTT, IA	188,099
240	SANGAMON, IL	185,048
241	BELL, TX	184,758
242	OUTAGAMIE, WI	183,891
243	JACKSON, MI	179,553
244	MUSKEGON, MI	178,509
245	BUNCOMB, NC	178,063
246	RICHMOND, GA	176,960
247	RICHLAND, OH	5,439
248	UTAH, UT	5,796
249	ALLEN, OH	175,626
250	MANATEE, FL	174,143

Food Sales
(thousands)

1	LOS ANGELES, CA	13,334,252
2	COOK, IL	6,378,405
3	HARRIS, TX	4,577,120
4	ORANGE, CA	4,237,118
5	MARICOPA, AZ	3,695,919
6	SAN DIEGO, CA	3,418,655
7	DALLAS, TX	3,261,355
8	DADE, FL	2,759,657
9	SANTA CLARA, CA	2,613,571
10	NEW YORK, NY	2,592,013
11	NASSAU, NY	2,545,304
12	WAYNE, MI	2,510,951
13	KING, WA	2,502,652
14	SUFFOLK, NY	2,451,777
15	BROWARD, FL	2,240,427
16	MIDDLESEX, MA	2,143,619
17	CUYAHOGA, OH	2,093,584
18	QUEENS, NY	2,074,418
19	ALLEGHENY, PA	2,057,257
20	KINGS, NY	2,013,555
21	TARRANT, TX	1,972,077
22	ALAMEDA, CA	1,971,050
23	BEXAR, TX	1,934,657
24	OAKLAND, MI	1,855,998
25	BERGEN, NJ	1,837,349
26	WESTCHESTER, NY	1,696,761
27	SAN BERNARDINO, CA	1,688,080
28	ST. LOUIS, MO	1,678,171
29	PHILADELPHIA, PA	1,634,411
30	SACRAMENTO, CA	1,613,206
31	PALM BEACH, FL	1,609,387
32	PINELLAS, FL	1,609,128
33	RIVERSIDE, CA	1,547,016
34	ERIE, NY	1,531,834
35	HENNEPIN, MN	1,528,445
36	FRANKLIN, OH	1,519,135
37	HILLSBOROUGH, FL	1,490,463
38	FAIRFIELD, CT	1,468,566
39	FAIRFAX,FALLS CHURCH,V/	1,456,863
40	CONTRA COSTA, CA	1,404,537
41	HARTFORD, CT	1,372,890
42	HAMILTON, OH	1,337,466
43	BALTIMORE, MD	1,324,416
44	NEW HAVEN, CT	1,319,739
45	MILWAUKEE, WI	1,277,608
46	SHELBY, TN	1,256,610
47	SAN FRANCISCO, CA	1,245,872
48	MONTGOMERY, MD	1,236,621
49	MIDDLESEX, NJ	1,216,088
50	SAN MATEO, CA	1,214,088
51	MONTGOMERY, PA	1,202,861
52	MACOMB, MI	1,196,908
53	PRINCE GEORGES, MD	1,193,644
54	DU PAGE, IL	1,186,240
55	ESSEX, NJ	1,179,203
56	MONMOUTH, NJ	1,161,755
57	MONROE, NY	1,142,533
58	MARION, IN	1,125,620
59	CLARK, NV	1,121,227
60	ORANGE, FL	1,080,931
61	VENTURA, CA	1,079,394
62	HONOLULU, HI	1,058,943
63	TRAVIS, TX	1,040,601
64	MORRIS, NJ	1,032,319
65	NORFOLK, MA	1,024,456
66	SALT LAKE, UT	1,020,003
67	JEFFERSON, AL	1,013,704
68	BRONX, NY	1,011,971
69	ESSEX, MA	1,008,206
70	DUVAL, FL	994,481
71	WORCESTER, MA	989,388
72	PIMA, AZ	977,459
73	FULTON, GA	959,997
74	SUFFOLK, MA	955,447
75	BRISTOL, MA	950,524
76	JEFFERSON, KY	948,890
77	FRESNO, CA	948,204
78	OKLAHOMA, OK	934,562
79	BUCKS, PA	931,477
80	DE KALB, GA	929,155
81	JEFFERSON, LA	915,685
82	MONTGOMERY, OH	899,053
83	JEFFERSON, CO	893,612
84	MECKLENBURG, NC	881,038
85	DAVIDSON, TN	877,353
86	JACKSON, MO	874,954
87	DELAWARE, PA	874,571
88	KERN, CA	840,129
89	ONONDAGA, NY	835,947
90	OCEAN, NJ	824,478
91	BALTIMORE (IND. CITY), MD	819,873
92	SUMMIT, OH	810,195
93	TULSA, OK	793,166
94	BERNALILLO, NM	787,273
95	HUDSON, NJ	780,513
96	UNION, NJ	780,096
97	CAMDEN, NJ	776,511
98	COBB, GA	770,722
99	DENVER, CO	766,840
100	PROVIDENCE, RI	754,170
101	LUCAS, OH	746,129
102	SONOMA, CA	722,263
103	HAMPDEN, MA	719,211
104	ANNE ARUNDEL, MD	712,382
105	PIERCE, WA	698,295
106	MULTNOMAH, OR	694,512
107	NEW CASTLE, DE	681,865
108	HILLSBOROUGH, NH	681,759
109	EL PASO, TX	678,754
110	EAST BATON ROUGE, LA	676,656
111	WAKE, NC	673,115
112	PLYMOUTH, MA	668,124
113	LANCASTER, PA	649,697
114	RAMSEY, MN	645,915
115	DOUGLAS, NE	642,033
116	POLK, FL	641,713
117	LAKE, IL	641,175
118	ARAPAHOE, CO	640,621
119	SANTA BARBARA, CA	640,343
120	DISTRICT OF COLUMBIA	638,371
121	ORLEANS, LA	635,188
122	KENT, MI	629,599
123	SNOHOMISH, WA	628,648
124	LAKE, IN	608,597
125	LEE, FL	608,228
126	PASSAIC, NJ	599,439
127	SAN JOAQUIN, CA	597,096
128	VOLUSIA, FL	594,106
129	MERCER, NJ	593,771
130	KNOX, TN	591,375
131	BURLINGTON, NJ	589,283
132	MARIN, CA	587,256
133	GUILFORD, NC	583,830
134	SPOKANE, WA	576,106
135	STARK, OH	569,432
136	MOBILE, AL	568,802
137	GENESEE, MI	568,098
138	EL PASO, CO	563,097
139	SEDGWICK, KS	561,517
140	ORANGE, NY	561,372
141	POLK, IA	560,429
142	ROCKINGHAM, NH	555,969
143	BREVARD, FL	547,163
144	PULASKI, AR	541,113
145	SOMERSET, NJ	539,928
146	YORK, PA	536,130
147	CUMBERLAND, ME	531,674
148	SARASOTA, FL	516,699
149	ST. LOUIS (IND. CITY), MO	516,342
150	RICHMOND, NY	513,928
151	NUECES, TX	513,285
152	GWINNETT, GA	508,087
153	WESTMORELAND, PA	501,509
154	GREENVILLE, SC	499,977
155	CHARLESTON, SC	496,920
156	ATLANTIC, NJ	495,489
157	ALBANY, NY	495,027
158	WAUKESHA, WI	494,575
159	HIDALGO, TX	493,897
160	STANISLAUS, CA	491,055
161	ADAMS, CO	485,972
162	DANE, WI	485,861
163	BERKS, PA	483,117
164	VIRGINIA BEACH, VA	478,935
165	LEHIGH, PA	477,623
166	DUTCHESS, NY	476,184
167	WASHOE, NV	475,306
168	SANTA CRUZ, CA	470,439
169	CHESTER, PA	470,116
170	DENTON, TX	470,029
171	BARNSTABLE, MA	459,800
172	JOHNSON, KS	456,790
173	FORSYTH, NC	455,212
174	SEMINOLE, FL	453,633
175	LUZERNE, PA	451,848
176	CLACKAMAS, OR	450,737
177	BOULDER, CO	450,172
178	HAMILTON, TN	448,926
179	TULARE, CA	439,810
180	PASCO, FL	439,017
181	COLLIN, TX	431,326
182	MONTEREY, CA	427,616
183	KANE, IL	425,440
184	ROCKLAND, NY	423,190
185	WASHINGTON, OR	422,046
186	ALLEN, IN	420,830
187	ANCHORAGE, AK	414,529
188	ESCAMBIA, FL	405,407
189	HENRICO, VA	400,399
190	LANE, OR	398,472
191	SOLANO, CA	395,289
192	RICHMOND (IND. CITY), V	393,463
193	CAMERON, TX	391,539
194	MAHONING, OH	390,698
195	NEW LONDON, CT	384,382
196	DAUPHIN, PA	382,897
197	ONEIDA, NY	378,355
198	CADDO, LA	377,709
199	WASHTENAW, MI	377,300
200	ERIE, PA	376,377
201	CUMBERLAND, PA	371,600
202	BROOME, NY	370,604
203	SAN LUIS OBISBO, CA	368,975
204	BUTLER, OH	368,771
205	ALACHUA, FL	366,755
206	GALVESTON, TX	365,029
207	PR. WILLIAM,MANASSAS,VA	363,428
208	LAKE, OH	363,287
209	GLOUCESTER, NJ	361,580
210	INGHAM, MI	361,354
211	MANATEE, FL	360,534
212	MADISON, IL	359,377
213	LUBBOCK, TX	357,737
214	WINNEBAGO, IL	355,681
215	HINDS, MS	350,888
216	SPARTANBURG, SC	348,244
217	PLACER, CA	346,642
218	CHATHAM, GA	344,346
219	ADA, ID	343,272
220	JEFFERSON, TX	340,278
221	KANAWHA, WV	337,582
222	DAKOTA, MN	337,302
223	BUTTE, CA	336,600
224	LORAIN, OH	336,122
225	ST. JOSEPH, IN	336,055
226	LACKAWANNA, PA	329,240
227	RICHLAND, SC	327,801
228	CUMBERLAND, NC	326,793
229	GREENE, MS	325,601
230	WILL, IL	323,146
231	CHESTERFIELD, VA	322,887
232	MARION, FL	321,604
233	FAYETTE, KY	321,548
234	BRAZORIA, TX	318,797
235	MADISON, AL	317,372
236	CLAYTON, GA	316,953
237	NORFOLK (IND. CITY), VA	316,646
238	HORRY, SC	314,971
239	MCLENNAN, TX	312,943
240	LEON, FL	312,919
241	NIAGARA, NY	308,998
242	ST. CLAIR, IL	303,948
243	ELKHART, IN	302,487
244	LITCHFIELD, CT	295,667
245	UTAH, UT	295,420
246	NORTHAMPTON, PA	295,092
247	COLLIER, FL	294,074
248	YAKIMA, WA	289,949
249	MONTGOMERY, AL	288,946
250	BUNCOMBE, NC	287,291

Automobile Sales
(thousands)

1	LOS ANGELES, CA	15,769,612
2	COOK, IL	6,891,814
3	HARRIS, TX	6,600,563
4	DALLAS, TX	5,830,835
5	ORANGE, CA	5,513,569
6	MARICOPA, AZ	4,573,756
7	SAN DIEGO, CA	4,452,807
8	DADE, FL	4,264,081
9	BROWARD, FL	3,635,839
10	SANTA CLARA, CA	3,314,957
11	OAKLAND, MI	3,015,044
12	TARRANT, TX	2,986,006
13	WAYNE, MI	2,894,731
14	MIDDLESEX, MA	2,675,039
15	KING, WA	2,623,367
16	NASSAU, NY	2,565,630
17	ALAMEDA, CA	2,412,123
18	HENNEPIN, MN	2,400,051
19	BEXAR, TX	2,327,999
20	SUFFOLK, NY	2,290,770

21	ST LOUIS, MO	2,280,525
22	ALLEGHENY, PA	2,264,234
23	PALM BEACH, FL	2,115,771
24	DU PAGE, IL	2,036,851
25	FAIRFAX, VA	2,021,084
26	BERGEN, NJ	2,014,677
27	CUYAHOGA, OH	2,004,004
28	FRANKLIN, OH	1,986,142
29	SACRAMENTO, CA	1,936,182
30	PINELLAS, FL	1,912,258
31	HILLSBOROUGH, FL	1,833,258
32	MARION, IN	1,822,240
33	ORANGE, FL	1,777,463
34	MACOMB, MI	1,768,049
35	MONTGOMERY, MD	1,761,160
36	SHELBY, TN	1,693,745
37	FAIRFIELD, CT	1,689,459
38	RIVERSIDE, CA	1,659,656
39	DE KALB, GA	1,638,577
40	HARFORD, CT	1,633,807
41	SAN BERNARDINO, CA	1,622,551
42	DUVAL, FL	1,613,183
43	WESTCHESTER, NY	1,607,726
44	ESSEX, MA	1,567,901
45	TRAVIS, TX	1,557,443
46	MONTGOMERY, PA	1,554,320
47	OKLAHOMA, OK	1,552,689
48	HAMILTON, OH	1,529,167
49	LAKE, IL	1,511,630
50	BALTIMORE, MD	1,491,070
51	PRINCE GEORGES, MD	1,481,579
52	QUEENS, NY	1,465,382
53	MONROE, NY	1,449,490
54	BUCKS, PA	1,442,398
55	SAN MATEO, CA	1,439,256
56	ARAPAHOE, CO	1,396,850
57	CONTRA COSTA, CA	1,393,743
58	MECKLENBURG, NC	1,376,523
59	CLARK, NV	1,354,013
60	ERIE, NY	1,345,951
61	VENTURA, CA	1,345,200
62	MONMOUTH, NJ	1,340,666
63	JACKSON, MO	1,337,151
64	DAVIDSON, TN	1,327,027
65	NORFOLK, MA	1,321,507
66	FULTON, GA	1,302,550
67	TULSA, OK	1,294,604
68	NEW HAVEN, CT	1,288,609
69	JEFFERSON, AL	1,287,789
70	MILWAUKEE, WI	1,257,007
71	COBB, GA	1,239,407
72	SALT LAKE, UT	1,196,895
73	JEFFERSON, CO	1,180,601
74	PIMA, AZ	1,161,112
75	WORCESTER, MA	1,142,609
76	UNION, NJ	1,102,194
77	JEFFERSON, KY	1,102,141
78	OCEAN, NJ	1,092,578
79	BERNALILLO, NM	1,079,495
80	KENT, MI	1,079,459
81	FRESNO, CA	1,076,262
82	JEFFERSON, LA	1,074,741
83	ANNE ARUNDEL, MD	1,053,054
84	PHILADELPHIA, PA	1,039,583
85	BURLINGTON, NJ	1,034,056
86	SAN FRANCISCO, CA	1,033,386
87	KINGS, NY	1,009,347
88	RAMSEY, MN	999,492
89	NEW YORK, NY	982,835
90	MORRIS, NJ	974,239
91	ESSEX, NJ	973,361
92	MULTNOMAH, OR	949,807
93	MIDDLESEX, NJ	943,522
94	DELAWARE, PA	930,434
95	WAKE, NC	925,213
96	PULASKI, AR	917,916
97	CAMDEN, NJ	916,645
98	MONTGOMERY, OH	912,712
99	HONOLULU, HI	883,380
100	PLYMOUTH, MA	883,348
101	EL PASO, TX	879,447
102	BRISTOL, MA	877,966
103	ONONDAGA, NY	870,005
104	HILLSBOROUGH, NH	868,004
105	GENESEE, MI	861,320
106	KERN, CA	849,166
107	PIERCE, WA	848,366
108	SEDGWICK, KS	841,418
109	LUCAS, OH	819,745
110	NEW CASTLE, DE	797,305
111	JOHNSON, KS	793,292
112	DOUGLAS, NE	792,482
113	EL PASO, CO	787,146
114	BREVARD, FL	780,883
115	POLK, FL	770,103
116	WASHINGTON, OR	767,187
117	EAST BATON ROUGE, LA	759,584
118	GUILFORD, NC	753,037
119	HAMPDEN, MA	749,627
120	SUMMIT, OH	741,798
121	WAUKESHA, WI	694,024
122	SOMERSET, NJ	692,781
123	LEE, FL	684,139
124	DANE, WI	683,987
125	ALBANY, NY	683,875
126	LANCASTER, PA	675,090
127	BALTIMORE(IND CITY) MD	673,790
128	LUBBOCK, TX	672,364
129	FORSYTH, NC	667,338
130	CHARLESTON, SC	662,108
131	DENVER, CO	658,443
132	SARASOTA, FL	657,737
133	VIRGINIA BEACH, VA	650,721
134	MOBILE, AL	650,214
135	NUECES, TX	650,092
136	PROVIDENCE, RI	645,160
137	SANTA BARBARA, CA	636,488
138	KNOX, TN	634,635
139	SAN JOAQUIN, CA	633,552
140	VOLUSIA, FL	632,649
141	PASSAIC, NJ	631,559
142	SPOKANE, WA	631,038
143	SNOHOMISH, WA	630,181
144	ROCKINGHAM, NH	629,322
145	HAMILTON, TN	627,035
146	CHESTER, PA	622,904
147	POLK, IA	611,560
148	WASHOE, NV	610,066
149	BERKS, PA	607,007
150	SONOMA, CA	606,739
151	MARIN, CA	595,089
152	LAKE, IN	592,372
153	YORK, PA	589,189
154	LEHIGH, PA	586,681
155	HINDS, MS	584,348
156	WASHTENAW, MI	580,972
157	WESTMORELAND, PA	570,677
158	MONTEREY, CA	568,159
159	GREENVILLE, SC	565,406
160	ESCAMBIA, FL	560,254
161	NEW LONDON, CT	554,915
162	ANCHORAGE, AK	553,111
163	PR WILLIAM MANASSAS	553,066
164	SUFFOLK, MA	549,384
165	RICHLAND, SC	547,783
166	STARK, OH	545,600
167	ELKHART, IN	543,988
168	ALLEN, IN	537,586
169	BOULDER, CO	536,128
170	ORLEANS, LA	535,348
171	INGHAM, MI	534,190
172	MERCER, NJ	532,627
173	CUMBERLAND, ME	531,202
174	SEMINOLE, FL	527,808
175	HIDALGO, TX	517,137
176	HUDSON, NJ	515,587
177	CADDO, LA	506,870
178	RICHMOND (IND CITY), V	492,478
179	ALEXANDRIA VA(IND CIT	491,316
180	MANATEE, FL	490,327
181	ORANGE, NY	490,261
182	CLEVELAND, OK	489,387
183	NORFOLK (IND CITY), VA	487,022
184	LAKE, OH	482,606
185	JEFFERSON, TX	481,536
186	LANE, OR	480,774
187	HENRICO, VA	476,775
188	MADISON, AL	476,462
189	BRONX, NY	475,767
190	GWINNETT, GA	473,887
191	RICHMOND, GA	472,068
192	MONTGOMERY, AL	471,749
193	ROCKLAND, NY	467,440
194	FAYETTE, KY	458,970
195	PLACER, CA	455,664
196	CLAYTON, GA	455,469
197	DENTON, TX	452,210
198	ADAMS, CO	449,516
199	GLOUCESTER, NJ	444,055
200	TULARE, CA	443,448
201	GREENE, MO	440,433
202	DAKOTA, MN	439,632
203	ST JOSEPH, IN	439,143
204	CUMBERLAND, NC	438,065
205	MUSCOGEE, GA	437,778
206	KANE, IL	435,422
207	COLLIN, TX	431,305
208	ST LOUIS (IND CITY),MO	430,405
209	SANTA CRUZ, CA	429,440
210	WILL, IL	428,701
211	SOLANO, CA	428,538
212	DUTCHESS, NY	428,372
213	KNAWHA, WV	425,574
214	CHATHAM, GA	425,295
215	ATLANTIC, NJ	419,485
216	BARNSTABLE, MA	418,964
217	ALACHUA, FL	417,569
218	STANISLAUS, CA	413,886
219	CLAY, MO	413,621
220	WINNEBAGO, IL	413,242
221	MCLENNAN, TX	409,037
222	MADISON, IL	408,405
223	BELL, TX	407,565
224	DAUPHIN, PA	402,082
225	LUZERNE, PA	401,653
226	ERIE, PA	393,465
227	KALAMAZOO, MI	386,280
228	BROOME, NY	386,085
229	SAGINAW, MI	384,373
230	POTTER, TX	392,931
231	NEWPORT NEWS, VA	379,473
232	GALVESTON, TX	379,426
233	LAFAYETTE, LA	376,123
234	RICHMOND	374,586
235	SULLIVAN, TN	370,761
236	ADA, ID	370,709
237	MARION, OR	367,919
238	BUTLER, OH	367,745
239	BUNCOMBE, NC	362,787
240	SMITH, TX	362,598
241	DURHAM, NC	359,151
242	GREGG, TX	357,959
243	ST CLAIR, IL	356,888
244	BIBB, GA	356,371
245	WICHITA, TX	355,967
246	CAMERON, TX	355,917
247	LORAIN, OH	355,770
248	LARIMER, CO	355,649
249	MAHONING, OH	355,590
250	ONEIDA, NY	354,839

Gasoline Sales
(thousands)

1	LOS ANGELES, CA	3,676,434
2	COOK, IL	1,815,151
3	HARRIS, TX	1,285,363
4	ORANGE, CA	1,249,410
5	DALLAS, TX	1,139,296
6	SAN DIEGO, CA	1,068,129
7	MARICOPA, AR	987,483
8	DADE, FL	869,457
9	WAYNE, MI	855,092
10	SANTA CLARA, CA	785,095
11	MIDDLESEX, MA	699,006
12	CUYAHOGA, OH	696,505
13	KING, WA	676,135
14	OAKLAND, MI	674,952
15	BROWARD, FL	640,941
16	NASSAU, NY	630,231
17	SAN BERNARDINO, CA	581,964
18	HENNEPIN, MN	577,822
19	BEXAR, TX	577,159
20	ST LOUIS, MO	564,686
21	FRANKLIN, OH	552,037
22	ALLEGHENY, PA	547,597
23	BERGEN, NJ	536,052
24	SUFFOLK, NY	529,805
25	ALAMEDA, CA	528,028
26	TARRANT, TX	512,500
27	FAIRFAX,FALLS CHURCH,V	497,121
28	MARION, IN	490,154
29	HARTFORD, CT	479,165
30	SACRAMENTO, CA	469,211
31	FAIRFIELD, CT	460,722
32	DU PAGE, IL	460,656
33	SHELBY, TN	448,619
34	MACOMB, MI	435,048
35	HAMILTON, OH	429,484
36	FULTON, GA	423,640
37	HILLSBOROUGH, FL	420,649
38	PALM BEACH, FL	414,239
39	PRINCE GEORGES, MD	410,196
40	MONTGOMERY, MD	409,677
41	RIVERSIDE, CA	408,711
42	MILWAUKEE, WI	407,314
43	PINELLAS, FL	399,997
44	DE KALB, GA	397,199
45	WESTCHESTER, NY	392,828
46	CONTRA COSTA, CA	377,630
47	MIDDLESEX, NJ	376,584
48	BALTIMORE, MD	374,829
49	NEW HAVEN, CT	366,468
50	PHILADELPHIA, PA	355,491
51	QUEENS, NY	350,769
52	CLARK, NV	344,748
53	ESSEX, MA	339,739
54	ORANGE, FL	339,647
55	DUVAL, FL	338,570
56	DAVIDSON, TN	336,042
57	MONTGOMERY, PA	334,579
58	NORFOLK, MA	328,692
59	MONMOUTH, NJ	325,384
60	ERIE, NY	324,640
61	HONOLULU, HI	321,980
62	MONTGOMERY, OH	319,339
63	SAN MATEO, CA	318,276
64	JEFFERSON, KY	310,601
65	JACKSON, MO	309,559
66	WORCESTER, MA	309,259
67	KERN, CA	302,856
68	SALT LAKE, UT	302,394
69	MONROE, NY	288,405
70	JEFFERSON, AL	286,413
71	VENTURA, CA	283,504
72	COBB, GA	277,146
73	SUMMIT, OH	274,220
74	MULTNOMAH, OR	273,593
75	LUCAS, OH	271,410
76	MECKLENBURG, NC	271,242
77	ESSEX, NJ	271,151
78	RAMSEY, MN	262,727
79	FRESNO, CA	257,759
80	SAN FRANCISCO, CA	256,736
81	PIMA, AZ	256,708
82	TRAVIS, TX	251,449
83	BUCKS, PA	249,872
84	LAKE, IL	249,656
85	ANNE ARUNDEL, MD	249,090
86	KINGS, NY	249,042
87	MORRIS, NJ	247,508
88	LAKE, IN	237,217
89	JEFFERSON, CO	233,412
90	KENT, MI	233,170
91	UNION, NJ	232,334
92	PIERCE, WA	230,713
93	JEFFERSON, LA	227,480
94	PROVIDENCE, RI	225,921
95	CAMDEN, NJ	225,498
96	KNOX, TN	222,399
97	NEW CASTLE, DE	220,638
98	BALTIMORE (IND CITY), MD	218,793
99	DELAWARE, PA	218,246
100	BURLINGTON, NJ	216,916
101	BERNALILLO, NM	216,455
102	SANTA BARBARA, CA	215,473
103	OKLAHOMA, OK	215,309
104	ARAPAHOE, CO	208,765
105	SONOMA, CA	208,721
106	HAMPDEN, MA	208,518
107	PLYMOUTH, MA	207,491
108	SUFFOLK, MA	205,856
109	DENVER, CO	203,930
110	GENESEE, MI	199,374
111	OCEAN, NJ	198,154
112	TULSA, OK	197,074
113	DANE, WI	193,826
114	BRISTOL, MA	193,101
115	GWINNETT, GA	191,048
116	ST LOUIS (IND CITY), MO	190,770
117	STARK, OH	190,307
118	HILLSBOROUGH, NH	186,487
119	PULASKI, AR	186,221
120	WILL, IL	182,565
121	ONONDAGA, NY	181,181
122	SAN JOAQUIN, CA	180,831
123	SNOHOMISH, WA	180,830
124	GUILFORD, NC	179,189
125	DOUGLAS, NE	178,650
126	WASHTENAW, MI	177,182
127	HUDSON, NJ	177,108
128	DISTRICT OF COLUMBIA	176,283
129	EL PASO, TX	172,475
130	MERCER, NJ	172,007
131	POLK, IA	171,903
132	WAKE, NC	171,440
133	WESTMORELAND, PA	170,203
134	BREVARD, FL	169,044
135	EL PASO, CO	167,949
136	PASSAIC, NJ	166,966
137	WASHOE, NV	166,719
138	SEDGWICK, KS	166,329
139	ALLEN, IN	165,979
140	HAMILTON, TN	163,969
141	MAHONING, OH	163,637
142	GREENVILLE, SC	163,019
143	ADAMS, CO	162,838
144	KANE, IL	160,914
145	ORLEANS, LA	160,254
146	WAUKESHA, WI	158,620
147	VIRGINIA BEACH, VA	158,327
148	JOHNSON, KS	158,241
149	VOLUSIA, FL	157,851
150	EAST BATON ROUGE, LA	156,054
151	POLK, FL	155,197
152	ST CHARLES, MO	154,901
153	MONTEREY, CA	153,313
154	NUECES, TX	152,781
155	RICHLAND, SC	151,118
156	PR WILLIAM,MANASSAS,VA	149,788
157	ORANGE, NY	147,231
158	ERIE, PA	145,616
159	NEW LONDON, CT	144,037
160	SOMERSET, NJ	144,033
161	MOBILE, AL	143,018
162	DAKOTA, MN	142,674
163	MARIN, CA	142,524
164	SPOKANE, WA	141,553
165	ATLANTIC, NJ	137,726
166	BARNSTABLE, MA	137,159
167	WASHINGTON, OR	137,022
168	LANCASTER, PA	136,689
169	MARION, FL	135,734
170	CHESTER, PA	133,092
171	SARASOTA, FL	132,561
172	LEE, FL	131,773
173	ROCKINGHAM, NH	131,538
174	DAUPHIN, PA	131,181
175	CUMBERLAND, PA	130,945
176	YORK, PA	130,706
177	INGHAM, MI	130,360
178	SOLANO, CA	128,810
179	LEHIGH, PA	128,804
180	CHARLESTON, SC	127,141
181	BERKS, PA	126,012
182	STANISLAUS, CA	125,780
183	ANCHORAGE,AK	124,862

184	CLAYTON, GA	124,544
185	WINNEBAGO, IL	124,149
186	ALBANY, NY	123,891
187	SAGINAW, MI	123,491
188	FAYETTE, KY	122,876
189	SEMINOLE, FL	122,601
190	HINDS, MS	121,981
191	CADDO, LA	121,737
192	SAN LUIS OBISBO, CA	121,589
193	ANOKA, MN	121,206
194	LORAIN, OH	121,163
195	FORSYTH, NC	120,664
196	NEW YORK, NY	120,013
197	BUTLER, OH	116,286
198	BRONX, NY	115,675
199	LAKE, OH	115,302
200	MADISON, IL	115,186
201	WOOD, OH	112,582
202	HENRICO, VA	112,235
203	ST JOSEPH, IN	112,159
204	ST CLAIR, IL	110,860
205	PASCO, FL	110,340
206	KALAMAZOO, MI	110,132
207	LANE, OR	109,460
208	SANTA CRUZ, CA	109,282
209	BERRIEN, MI	109,223
210	BOULDER, CO	108,854
211	TULARE, CA	108,125
212	SHASTA, CA	107,037
213	JEFFERSON, TX	106,943
214	COLLIN, TX	106,683
215	CHATHAM, GA	106,374
216	SPARTANBURG, SC	106,173
217	HANOVER, VA	104,657
218	MONTGOMERY, AL	104,545
219	SCOTT, IA	104,020
220	CUMBERLAND, ME	103,546
221	CLAY, MO	102,993
222	COCONINO, AZ	101,402
223	RICHMOND (IND CITY), V	101,383
224	BROOME, NY	101,105
225	ROCKLAND, NY	100,979
226	DUTCHESS, NY	100,758
227	ESCAMBIA, FL	100,143
228	GLOUCESTER, NJ	99,416
229	NORFOLK (IND CITY), VA	99,310
230	TRUMBULL, OH	98,758
231	LUZERNE, PA	98,085
232	CLACKAMAS, OR	97,579
233	ST LOUIS, MN	97,095
234	RICHMOND, GA	96,680
235	BROWN, WI	96,280
236	POTTAWATTAMIE, OR	96,043
237	UTAH, UT	95,547
238	LEON, FL	95,488
239	HOWARD, MD	95,144
240	WARREN, NJ	95,092
241	PLACER, CA	95,088
242	CUMBERLAND, NC	94,935
243	SANGAMON, IL	94,365
244	ONEIDA, NY	94,251
245	HARFORD, MD	94,199
246	ALACHUA, FL	93,626
247	CHAMPAIGN, IL	93,056
248	DELAWARE, IN	92,590
249	ARLINGTON, VA	92,458
250	DENTON, TX	92,423

Apparel Sales

(thousands)

1	LOS ANGELES, CA	3,644,648
2	NEW YORK, NY	2,772,532
3	COOK, IL	2,771,540
4	HARRIS, TX	1,450,997
5	DADE, FL	1,254,723
6	ORANGE, CA	1,191,705
7	DALLAS, TX	1,173,657
8	OAKLAND, MI	916,435
9	NASSAU, NY	862,301
10	SAN DIEGO, CA	847,811
11	KING, WA	768,788
12	MIDDLESEX, MA	718,485
13	WAYNE, MI	711,245
14	MARICOPA, AZ	696,973
15	SANTA CLARA, CA	692,454
16	BERGEN, NJ	675,073
17	BROWARD, FL	641,738
18	SAN FRANCISCO, CA	636,922
19	KINGS, NY	604,741
20	PHILADELPHIA, PA	598,153
21	SUFFOLK, NY	574,452
22	CUYAHOGA, OH	567,987
23	FAIRFAX, VA	558,796
24	ALLEGHENY, PA	540,865
25	TARRANT, TX	520,377
26	DU PAGE, IL	519,019
27	ST. LOUIS, MO	514,806
28	HENNEPIN, MN	511,149
29	FAIRFIELD, CT	505,903
30	BEXAR, TX	500,526
31	WESTCHESTER, NY	494,864
32	PALM BEACH, FL	485,270
33	QUEENS, NY	469,328
34	MONTGOMERY, PA	463,053
35	HARTFORD, CT	456,064
36	MONTGOMERY, MD	449,140
37	HONOLULU, HI	433,067
38	SUFFOLK, MA	425,012
39	ESSEX, NJ	419,270
40	NORFOLK, MA	412,347
41	MIDDLESEX, NJ	410,427
42	FULTON, GA	407,499
43	JEFFERSON, AL	407,333
44	ALAMEDA, CA	405,034
45	SHELBY, TN	389,449
46	NEW HAVEN, CT	383,180
47	ESSEX, MA	378,262
48	ERIE, NY	363,249
49	OKLAHOMA, OK	351,089
50	BALTIMORE, MD	344,997
51	DISTRICT OF COLUMBIA	340,593
52	FRANKLIN, OH	338,881
53	TRAVIS, TX	337,850
54	CONTRA COSTA, CA	328,046
55	SACRAMENTO, CA	326,248
56	HAMILTON, OH	325,285
57	MECKLENBURG, NC	313,943
58	MILWAUKEE, WI	309,749
59	SAN MATEO, CA	309,476
60	CLARK, NV	304,832
61	MARION, IN	304,680
62	PRINCE GEORGES, MD	294,387
63	SAN BERNARDINO, CA	293,959
64	BERKS, PA	283,290
65	RIVERSIDE, CA	282,412
66	TULSA, OK	282,250
67	SALT LAKE, UT	281,393
68	MACOMB, MI	280,497
69	JACKSON, MO	279,287
70	HUDSON, NJ	277,024
71	BALTIMORE(IND CITY) MD	273,909
72	DE KALB, GA	273,079
73	PINELLAS, FL	270,141
74	MONMOUTH, NJ	269,755
75	WORCESTER, MA	262,144
76	JEFFERSON, LA	255,927
77	HILLSBOROUGH, FL	255,283
78	MULTNOMAH, OR	254,471
79	PASSAIC, NJ	251,925
80	ORLEANS, LA	249,342
81	KENT, MI	248,287
82	UNION, NJ	247,293
83	DELAWARE, PA	244,600
84	HIDALGO, TX	240,951
85	EL PASO, TX	238,811
86	DUVAL, FL	237,918
87	MONROE, NY	236,787
88	OMONDAGA, NY	236,229
89	BRONX, NY	235,798
90	CAMDEN, NJ	234,938
91	ARAPAHOE, CO	231,766
92	DAVIDSON, TN	230,914
93	DENVER, CO	228,783
94	COBB, GA	227,582
95	LAKE, IL	226,683
96	JEFFERSON, KY	225,677
97	ORANGE, FL	222,186
98	BRISTOL, MA	217,639
99	MORRIS, NJ	217,146
100	PROVIDENCE, RI	215,096
101	PULASKI, AR	211,849
102	ALBANY, NY	208,710
103	WAKE, NC	207,096
104	HAMPDEN, MA	200,330
105	MONTGOMERY, OH	200,197
106	PLYMOUTH, MA	198,365
107	FRESNO, CA	197,682
108	KNOX, TN	196,551
109	VENTURA, CA	195,866
110	BUCKS, PA	193,777
111	JOHNSON, KS	192,701
112	BERNALILLO, NM	191,191
113	PIMA, AZ	188,369
114	NEW CASTLE, DE	188,255
115	RAMSEY, MN	188,224
116	HILLSBOROUGH, NH	185,548
117	DOUGLAS, NE	178,203
118	MERCER, NJ	172,019
119	GUILFORD, NC	169,441
120	SANTA BARBARA, CA	168,542
121	EAST BATON ROUGE, LA	166,413
122	SEDGWICK, KS	163,578
123	OCEAN, NJ	162,308
124	LUCAS, OH	153,869
125	WASHINGTON, OR	152,182
126	SUMMIT, OH	152,062
127	BARNSTABLE, MA	151,294
128	CHARLESTON, SC	150,744
129	JEFFERSON, CO	150,345
130	FORSYTH, NC	149,265
131	MONTEREY, CA	147,944
132	GENESEE, MI	146,277
133	BURLINGTON, NJ	145,787
134	ATLANTIC, NJ	143,946
135	POLK, IA	143,829
136	KERN, CA	143,488
137	WEBB, TX	141,804
138	LAKE, IN	140,686
139	DANE, WI	140,077
140	PIERCE, WA	136,990
141	NORFOLK (IND CITY), VA	135,264
142	CAMERON, TX	133,888
143	LANCASTER, PA	133,641
144	GREENVILLE, SC	133,315
145	ANNE ARUNDEL, MD	132,837
146	JEFFERSON, TX	132,483
147	RICHMOND, NY	131,253
148	CADDO, LA	130,443
149	VIRGINIA BEACH, VA	130,007
150	ANCHORAGE, AK	128,258
151	ROCKINGHAM, NH	127,894
152	SNOHOMISH, WA	127,772
153	STARK, OH	126,541
154	WASHTENAW, MI	124,574
155	ALLEN, IN	124,022
156	SPOKANE, WA	122,914
157	RICHLAND, SC	122,793
158	EL PASO, CO	121,374
159	SARASOTA, FL	120,732
160	HAMILTON, TN	120,464
161	SAN JOAQUIN, CA	118,548
162	LEHIGH, PA	118,340
163	CHATHAM, GA	118,045
164	NUECES, TX	117,219
165	SONOMA, CA	115,057
166	HENRICO, VA	114,926
167	MARIN, CA	114,862
168	WASHOE, NV	114,297
169	CUMBERLAND, ME	113,781
170	ORANGE, NY	113,215
171	FAYETTE, KY	112,554
172	SEMINOLE, FL	111,949
173	LUBBOCK, TX	110,709
174	LUZERNE, PA	109,713
175	ONEIDA, NY	109,500
176	COLLIN, TX	108,040
177	VANDERBURGH, IN	107,743
178	INGHAM, MI	107,105
179	DUTCHESS, NY	105,472
180	YORK, PA	105,011
181	POLK, FL	104,809
182	HORRY, SC	104,724
183	SOMERSET, NJ	104,300
184	STANISLAUS, CA	104,062
185	KALAMAZOO, MI	103,608
186	MADISON, AL	103,490
187	VOLUSIA, FL	103,329
188	KANE, IL	103,193
189	HINDS, MS	102,590
190	RICHMOND, GA	102,449
191	LAFAYETTE, LA	101,811
192	ST LOUIS (IND CITY), MI	101,794
193	ROCKLAND, NY	100,013
194	MAUI + KALAWAO, HI	98,954
195	MOBILE, AL	98,879
196	LEE, FL	97,899
197	MONTGOMERY, AL	95,812
198	LACKAWANNA, PA	95,801
199	WESTMORELAND, PA	95,434
200	BOULDER, CO	95,318
201	DAKOTA, MN	92,050
202	BROOME, NY	90,275
203	POTTER, TX	87,835
204	ST CLAIR, IL	87,546
205	SAGINAW, MI	85,882
206	GALVESTON, TX	85,713
207	KENT, RI	85,704
208	LANE, OR	85,269
209	SMITH, TX	84,997
210	ERIE, PA	84,348
211	DAUPHIN, PA	84,016
212	OUACHITA, LA	83,144
213	ALAMANCE, NC	83,112
214	ST JOSEPH, IN	82,586
215	SANTA CRUZ, CA	81,982
216	WINNEBAGO, IL	81,487
217	RICHMOND (IND. CITY), VA	81,247
218	WILL, IL	80,204
219	KANAWHA, WV	79,780
220	ALACHUA, FL	79,424
221	COLLIER, FL	79,205
222	BREVARD, FL	79,035
223	SPARTANBURG, SC	78,876
224	NEW LONDON, CT	78,612
225	TULARE, CA	78,609
226	ADAMS, CO	76,913
227	LANCASTER, NE	76,709
228	GLOUCESTER, NJ	76,585
229	MARION, OR	75,912
230	CHESTERFIELD, VA	75,552
231	DURHAM, NC	75,504
232	WAUKESHA, WI	75,436
233	CLEVELAND, OK	75,366
234	BROWN, WI	74,441
235	HOWARD, MD	74,432
236	CHESTER, PA	73,807
237	MAHONING, OH	73,326
238	SANGAMON, IL	71,911
239	CHITTENDEN, VT	71,517
240	MCLENNAN, TX	71,323
241	ESCAMBIA, FL	70,373
242	NEW HANOVER, NC	69,985
243	CUMBERLAND, NC	68,877
244	HAMPTON (IND. CITY), VA	68,597
245	GREGG, TX	68,116
246	ADA, ID	68,061
247	LEON, FL	67,918
248	RAPIDES, LA	67,650
249	HUNTERDON, NJ	67,453
250	NORTHAMPTON, PA	66,674

Furniture Sales

(thousands)

1	LOS ANGELES, CA	4,362,190
2	COOK, IL	2,106,554
3	NEW YORK, NY	1,817,951
4	HARRIS, TX	1,406,873
5	ORANGE, CA	1,379,184
6	DALLAS, TX	1,199,014
7	SAN DIEGO, CA	1,166,682
8	MARICOPA, AR	1,152,428
9	NASSAU, NY	996,046
10	DADE, FL	993,661
11	SANTA CLARA, CA	974,581
12	BROWARD, FL	844,241
13	KING, WA	723,850
14	MIDDLESEX, MA	703,679
15	OAKLAND, MI	684,607
16	WAYNE, MI	640,827
17	HENNEPIN, MN	615,963
18	BERGEN, NJ	608,452
19	FAIRFAX, FALLS CHURCH V	595,378
20	PALM BEACH, FL	585,512
21	CUYAHOGA, OH	578,079
22	SACRAMENTO, CA	571,587
23	ALAMEDA, CA	569,931
24	SUFFOLK, NY	565,382
25	BEXAR, TX	550,731
26	KINGS, NY	543,315
27	ST LOUIS, MS	532,649
28	TARRANT, TX	516,472
29	MONTGOMERY, MD	516,272
30	WESTCHESTER, NY	499,746
31	PINELLAS, FL	494,461
32	ALLEGHENY, PA	494,204
33	FRANKLIN, OH	487,734
34	MIDDLESEX, NJ	458,215
35	PHILADELPHIA, PA	449,756
36	FAIRFIELD, CT	438,819
37	QUEENS, NY	435,176
38	SAN FRANCISCO, CA	431,113
39	SAN BERNARDINO, CA	416,738
40	DU PAGE, IL	408,986
41	SAN MATEO, CA	405,779
42	MILWAUKEE, WI	397,370
43	HARTFORD, CT	393,238
44	CONTRA COSTA, CA	391,649
45	HILLSBOROUGH, FL	390,495
46	SHELBY, TN	390,264
47	TRAVIS, TX	390,214
48	HAMILTON, OH	380,539
49	BALTIMORE, MD	374,162
50	OKLAHOMA, OK	374,069
51	ESSEX, NJ	366,712
52	SALT LAKE, UT	361,147
53	DENVER, CO	358,539
54	MARION, IN	343,775
55	MONTGOMERY, PA	331,559
56	DANE, WI	328,737
57	FULTON, GA	328,481
58	PRINCE GEORGE, MD	321,490
59	NEW HAVEN, CT	318,189
60	MACOMB, MI	316,010
61	NORFOLK, MA	315,349
62	MECKLENBURG, NC	311,258
63	DOUGLAS, NE	309,731
64	ERIE, NY	308,395
65	CLARK, NV	304,604
66	DE KALB, GA	302,667
67	MONROE, NY	301,024
68	JEFFERSON, LA	300,632
69	KENT, MI	296,850
70	UNION, NJ	295,396
71	RIVERSIDE, CA	294,181
72	ORANGE, CA	293,264
73	JEFFERSON, AL	292,486
74	MULTNOMAH, OR	292,364
75	MONTGOMERY, OH	290,613
76	TULSA, OK	283,753
77	SUFFOLK, MA	280,299
78	PIMA, AZ	277,772
79	DAVIDSON, TN	277,091
80	MONMOUTH, NJ	273,106
81	DUVAL, FL	271,622
82	ESSEX, MA	267,284
83	JEFFERSON, KY	265,012
84	MORRIS, NJ	254,437
85	FRESNO, CA	251,017
86	SARASOTA, FL	246,173
87	CAMDEN, NJ	244,600
88	GUILFORD, NC	241,003
89	WORCESTER, MA	237,779

90	JEFFERSON, CO	236,457
91	EL PASO, TX	235,969
92	DISTRICT OF COLUMBIA	233,601
93	HONOLULU, HI	230,285
94	EAST BATON ROUGE, LA	229,117
95	LEE, FL	229,082
96	WAKE, NC	228,478
97	JACKSON, MI	227,246
98	VENTURA, CA	226,591
99	BERNALILLO, NM	225,289
100	PASSAIC, NJ	224,583
101	ARAPAHOE, CO	223,405
102	BRONX, NY	222,003
103	SANTA BARBARA, CA	215,234
104	BALTIMORE (IND. CITY), M	213,715
105	LAKE, IL	212,963
106	NEW CASTLE, DE	209,031
107	VIRGINIA BEACH, VA	206,712
108	ONONDAGA, NY	202,789
109	COBB, GA	195,041
110	HILLSBOROUGH, NH	194,703
111	RAMSEY, MN	194,513
112	KERN, CA	193,424
113	JOHNSON, KS	193,128
114	BUCKS, PA	190,849
115	BRISTOL, MA	186,862
116	ORLEANS, LA	185,499
117	KNOX, TN	184,419
118	DELAWARE, PA	182,949
119	GWINNETT, GA	182,344
120	LANCASTER, PA	182,153
121	ANNE ARUNDEL, MD	177,494
122	PIERCE, WA	177,361
123	MARIN, CA	176,528
124	LUCAS, OH	172,752
125	HAMPDEN, MA	172,617
126	PROVIDENCE, RI	171,985
127	SEDGWICK, KS	171,659
128	ALBANY, NY	170,897
129	SONOMA, CA	170,159
130	PULASKI, AR	169,560
131	GENESEE, MI	168,181
132	SNOHOMISH, WA	164,813
133	ANCHORAGE, AK	164,772
134	POLK, OA	162,554
135	HUDSON, NJ	159,140
136	WASHTENAW, MI	158,796
137	MERCER, NJ	158,123
138	CHARLESTON, SC	156,831
139	GREENVILLE, SC	156,471
140	CUMBERLAND, NC	152,526
141	STANISLAUS, CA	152,481
142	SAN JOAQUIN, CA	152,197
143	HIDALGO, TX	151,097
144	NUECES, TX	149,174
145	SPOKANE, WA	148,364
146	EL PASO, CO	147,562
147	VOLUSIA, FL	147,508
148	SUMMIT, OH	146,945
149	PLYMOUTH, MA	146,751
150	WASINGTON, OR	146,652
151	ALLEN, IN	146,492
152	BOULDER, CO	146,467
153	OCEAN, NJ	146,198
154	SOMERSET, NJ	142,886
155	CADDO, LA	140,976
156	INGHAM, MI	140,155
157	LUBBOCK, TX	138,446
158	FORSYTH, NC	137,857
159	BURLINGTON, NJ	137,007
160	BREVARD, FL	136,561
161	ROCKINGHAM, NH	136,519
162	COLLIER, FL	135,720
163	ST. JOSEPH, IN	135,288
164	LEHIGH, PA	135,133
165	SEMINOLE, FL	134,938
166	NORFOLK (IND. CITY), VA	132,959
167	MONTEREY, CA	132,618
168	WESTMORELAND, PA	131,469
169	KALAMAZOO, MI	130,808
170	MOBILE, AL	130,799
171	COLLIN, TX	129,970
172	LAKE, IN	128,388
173	YORK, PA	127,038
174	HAMILTON, TN	126,700
175	BERKS, PA	126,200
176	RICHLAND, SC	123,126
177	HORRY, SC	122,132
178	CHESTER, PA	119,661
179	ADAMS, CO	119,103
180	ATLANTIC, NJ	118,931
181	LANE, OR	116,318
182	WASHOE, NV	115,433
183	STARK, OH	113,870
184	WEBB, TX	113,439
185	WINNEBAGO, IL	112,749
186	GREENE, MO	112,487
187	CAMERON, TX	112,392
188	FAYETTE, KY	112,315
189	ORANGE, NY	110,464
190	JEFFERSON, TX	109,743
191	ESCAMBIA, FL	109,708
192	HENRICO, VA	109,664
193	SAGINAW, MI	107,662
194	POLK, FL	105,442
195	RICHMOND, GA	105,075
196	BARNSTABLE, MA	103,626
197	MUSCOGEE, GA	102,089
198	NEW LONDON, CT	101,835
199	SANTA CRUZ, CA	99,879
200	MAHONING, OH	98,772
201	LEON, FL	98,480
202	RICHMOND, NY	98,207
203	MADISON, AL	97,821
204	RICHMOND (IND. CITY), VA	96,686
205	ADA, ID	95,291
206	HINDS, MS	95,142
207	BROWN, WI	94,548
208	KANE, IL	94,282
209	PASCO, FL	94,099
210	MANATEE, FL	93,487
211	LUZERNE, PA	93,068
212	TULARE, CA	92,527
213	ARLINGTON, VA	92,090
214	PR. WILLIAM,MANASSAS,VA	91,552
215	LAFAYETTE, LA	91,036
216	ERIE, PA	90,939
217	DAKOTA, MN	90,761
218	VANDERBURGH, IN	90,273
219	BROOME, NY	90,236
220	WHITFIELD, GA	90,226
221	ST. LOUIS (IND. CITY), MS	90,182
222	CUMBERLAND, PA	88,251
223	CHATHAM, GA	87,653
224	SOLANO, CA	85,666
225	DURHAM, NC	85,381
226	WAUKESHA, WI	84,538
227	CUMBERLAND, ME	84,025
228	ALEXANDRIA (IND. CITY), V	83,179
229	MARION, FL	82,719
230	ROCKLAND, NY	82,397
231	ALACHUA, FL	81,221
232	MARION, OR	81,035
233	UTAH, UT	80,307
234	LARIMER, CO	80,296
235	DUTCHESS, NY	78,796
236	OKALOOSA, FL	76,933
237	HOWARD, MD	76,914
238	PEORIA, IL	75,751
239	MONTGOMERY, AL	75,558
240	MARTIN, FL	74,702
241	MCLENNAN, TX	74,307
242	ECTOR, TX	74,220
243	SANGAMON, IL	72,996
244	YELLOWSTONE, MN	72,144
245	DAUPHIN, PA	71,133
246	SPARTANBURG, SC	70,943
247	SMITH, TX	70,767
248	ST. CLAIR, IL	70,289
249	SCOTT, IA	70,195
250	SAN LUIS OBISBO, CA	70,046

Eat/Drink Sales
(thousands)

1	LOS ANGELES, CA	7,543,584
2	NEW YORK, NY	4,049,004
3	COOK, IL	4,011,047
4	ORANGE, CA	2,747,101
5	HARRIS, TX	2,386,729
6	DALLAS, TX	2,071,995
7	SAN DIEGO, CA	2,066,588
8	MARICOPA, AZ	1,840,275
9	KING, WA	1,620,669
10	DADE, FL	1,558,217
11	SANTA CLARA, CA	1,488,976
12	BROWARD, FL	1,444,670
13	SAN FRANCISCO, CA	1,415,699
14	WAYNE, MI	1,304,968
15	MIDDLESEX, MA	1,196,073
16	HONOLULU, HI	1,145,812
17	CUYAHOGA, OH	1,084,142
18	ALAMEDA, CA	1,081,005
19	OAKLAND, MI	1,079,507
20	NASSAU, NY	1,073,747
21	SUFFOLK, MA	1,056,940
22	ALLEGHENY, PA	1,053,748
23	FULTON, GA	1,047,386
24	TARRANT, TX	987,775
25	BEXAR, TX	986,002
26	HENNEPIN, MN	977,910
27	PHILADELPHIA, PA	929,122
28	FRANKLIN, OH	917,979
29	QUEENS, NY	863,130
30	PINELLAS, FL	861,634
31	SACRAMENTO, CA	849,764
32	DISTRICT OF COLUMBIA	836,127
33	HAMILTON, OH	825,095
34	ST. LOUIS, MO	822,323
35	SAN BERNARDINO, CA	821,513
36	PALM BEACH, FL	813,312
37	SUFFOLK, NY	804,364
38	MILWAUKEE, WI	781,441
39	BERGEN, NJ	774,050
40	MARION, IN	756,603
41	HARTFORD, CT	742,491
42	SAN MATEO, CA	715,149
43	HILLSBOROUGH, FL	706,488
44	ESSEX, MA	695,457
45	RIVERSIDE, CA	692,764
46	DU PAGE, IL	691,726
47	FAIRFAX, F'FX CITY + FALL	689,404
48	DENVER, CO	683,172
49	FAIRFIELD, CT	682,107
50	ORANGE, FL	646,065
51	TRAVIS, TX	644,556
52	CLARK, NV	632,620
53	ERIE, NY	630,034
54	NEW HAVEN, CT	610,020
55	MULTNOMAH, OR	606,381
56	BALTIMORE (IND. CITY), M	597,552
57	JACKSON, MO	592,777
58	WESTCHESTER, NY	580,683
59	OKLAHOMA, OK	563,372
60	MACOMB, MI	560,890
61	BALTIMORE, MD	560,520
62	DAVIDSON, TN	557,269
63	DE KALB, GA	552,659
64	JEFFERSON, KY	550,688
65	SHELBY, TN	548,069
66	MONTGOMERY, MD	547,025
67	CONTRA COSTA, CA	545,599
68	MONTGOMERY, PA	539,078
69	MONMOUTH, NJ	529,563
70	KINGS, NY	529,435
71	NORFOLK, MA	521,122
72	MONTGOMERY, OH	516,934
73	ESSEX, NJ	507,733
74	DUVAL, FL	507,252
75	MONROE, NY	504,149
76	PRINCE GEORGE, MD	490,559
77	PIMA, AZ	488,248
78	WORCESTER, MA	486,645
79	MIDDLESEX, NJ	468,712
80	ORLEANS, LA	464,039
81	MECKLENBURG, NC	458,211
82	SALT LAKE, UT	453,804
83	BERNALILLO, NM	452,429
84	VENTURA, CA	434,799
85	LUCAS, OH	423,511
86	TULSA, OK	419,062
87	JEFFERSON, AL	415,318
88	RAMSEY, MN	413,633
89	SANTA BARBARA, CA	412,378
90	KENT, MI	401,917
91	FRESNO, CA	400,371
92	JEFFERSON, LA	399,530
93	SUMMIT, OH	399,188
94	JEFFERSON, CO	398,734
95	ARAPAHOE, CO	391,892
96	ST. LOUIS (IND. CITY), MS	390,704
97	KERN, CA	384,671
98	DOUGLAS, NE	382,552
99	KNOX, TN	382,194
100	COBB, GA	377,899
101	PIERCE, WA	376,741
102	MORRIS, NJ	371,540
103	ANNE ARUNDEL, MD	370,424
104	BUCKS, PA	364,438
105	CAMDEN, NJ	361,835
106	DANE, WI	358,973
107	PLYMOUTH, MA	353,659
108	BARNSTABLE, MA	351,823
109	LAKE, IL	350,404
110	UNION, NJ	348,981
111	ANCHORAGE, AK	343,677
112	EL PASO, CO	339,780
113	EL PASO, TX	338,528
114	WAKE, NC	337,038
115	BRISTOL, MA	337,026
116	DELAWARE, PA	333,898
117	PROVIDENCE, RI	332,546
118	HAMPDEN, MA	330,970
119	VOLUSIA, FL	329,743
120	PASSAIC, NJ	328,398
121	GENESEE, MI	326,404
122	ONONDAGA, NY	325,133
123	BURLINGTON, NJ	322,039
124	MARIN, CA	321,186
125	OCEAN, NJ	318,722
126	GUILFORD, NC	315,946
127	ATLANTIC, NJ	315,712
128	SEDGWICK, KS	315,399
129	SONOMA, CA	311,471
130	EAST BATON ROUGE, LA	303,831
131	LAKE, IN	300,961
132	SNOHOMISH, WA	300,386
133	VIRGINIA BEACH, VA	298,054
134	NEW CASTLE, DE	295,577
135	HILLSBOROUGH, NH	290,209
136	SPOKANE, WA	288,261
137	WASHINGTON, OR	285,387
138	POLK, IA	282,250
139	BREVARD, FL	282,086
140	MONTEREY, CA	280,910
141	SARASOTA, FL	278,954
142	CHARLESTON, SC	276,763
143	SAN JOAQUIN, CA	276,577
144	LANCASTER, PA	269,891
145	ALLEN, IN	268,553
146	PULASKI, AR	261,882
147	LEE, FL	258,030
148	WASHTENAW, MI	257,916
149	MERCER, NJ	255,756
150	STARK, OH	253,545
151	WASHOE, NE	248,269
152	ALBANY, NY	247,882
153	BOULDER, CO	243,261
154	HUDSON, NJ	243,233
155	SANTA CRUZ, CA	240,881
156	HORRY, SC	240,409
157	JOHNSON, KS	240,257
158	LEHIGH, PA	239,787
159	FORSYTH, NC	239,588
160	NUECES, TX	234,689
161	BRONX, NY	234,641
162	FAYETTE, KY	233,038
163	POLK, FL	231,930
164	ROCKINGHAM, NH	231,914
165	INGHAM, MI	229,787
166	KANE, IL	227,835
167	SAN LUIS OBISBO, CA	223,655
168	BERKS, PA	222,804
169	NORFOLK (IND. CITY), VA	222,517
170	CUMBERLAND, ME	219,443
171	CHATHAM, GE	217,477
172	MOBILE, AL	213,652
173	LANE, OR	210,705
174	SEMINOLE, FL	210,368
175	GREENVILLE, SC	210,118
176	HAMILTON, TN	208,961
177	RICHLAND, SC	208,477
178	ESCAMBIA, FL	208,096
179	CAPE MAY, NJ	207,157
180	SOMERSET, NJ	205,190
181	SOLANO, CA	203,478
182	YORK, PA	195,590
183	RICHMOND (IND. CITY), V	194,859
184	ST. JOSEPH, IN	193,314
185	NEW LONDON, CT	192,829
186	ADA, ID	191,418
187	CHESTER, PA	190,515
188	GWINNETT, GA	189,830
189	WAUKESHA, WI	188,606
190	KALAMAZOO, MI	186,618
191	STANISLAUS, CA	186,061
192	WESTMORELAND, PA	184,732
193	ALACHUA, FL	184,494
194	WINNEBAGO, IL	183,826
195	GREENE, MS	182,435
196	LUZERNE, PA	182,197
197	LUBBOCK, TX	179,710
198	ROCKLAND, NY	179,688
199	PLACER, CA	176,499
200	LEON, FL	174,291
201	MANATEE, FL	173,982
202	JEFFERSON, TX	173,908
203	ADAMS, CO	173,601
204	MADISON, AL	172,457
205	SAGINAW, MI	171,074
206	ARLINGTON, VA	170,093
207	DAUPHIN, PA	170,040
208	WILL, IL	169,568
209	BROWN, WI	169,378
210	MAUI + KALAWAO, HI	168,181
211	RICHMOND, GA	167,374
212	CHAMPAIGN, IL	166,972
213	HENRICO, VA	166,732
214	CADDO, LA	165,718
215	ALEXANDRIA(IND. CITY),VA	163,242
216	MAHONING, OH	162,935
217	HINDS, MS	162,890
218	HIDALGO, TX	161,865
219	DAKOTA, MN	161,417
220	LAFAYETTE, LA	161,190
221	LANCASTER, NE	160,736
222	CUMBERLAND, NC	160,485
223	BUTLER, OH	160,058
224	ERIE, PA	159,563
225	VANDERBURGH, IN	157,906
226	MARION, OR	157,901
227	CLACKAMAS, OR	154,200
228	LAKE, OH	154,007
229	ST. CLAIR, IL	151,361
230	BAY, FL	151,277
231	MADISON, IL	150,638
232	LARIMER, CO	149,374
233	PR. WILLIAM,MANASSAS,VA	149,040
234	HARRISON, MS	148,543
235	ORANGE, NY	148,235
236	TULARE, CA	147,324
237	BROOME, NY	147,041
238	SANGAMON, IL	145,911
239	CUMBERLAND, PA	144,572
240	DUTCHESS, NY	142,610
241	MONTGOMERY, AL	142,116
242	CLARK, WA	141,172
243	TRUMBULL, OH	140,198
244	OSCEOLA, FL	139,485
245	TERREBONNE, LA	138,900
246	CAMERON, TX	138,767
247	COLLIER, FL	138,755
248	ONEIDA, NY	138,434
249	MCLENNAN, TX	138,261
250	SCOTT, IA	138,217

Drug Sales
(thousands)

1	LOS ANGELES CA	2.613.905
2	COOK IL	1.677.726
3	ORANGE CA	771.421
4	MARICOPA AZ	673.064
5	DADE FL	660.865
6	NEW YORK NY	660.475
7	SAN DIEGO CA	644.838
8	HARRIS TX	633.539
9	WAYNE MI	613.030
10	SANTA CLARA CA	586.909
11	KING WA	500.299
12	CUYAHOGA OH	480.436
13	OAKLAND MI	476.491
14	DALLAS TX	462.177
15	ALAMEDA CA	459.396
16	BROWARD FL	436.062
17	HONOLULU HI	430.459
18	MIDDLESEX MA	415.187
19	SACRAMENTO CA	349.506
20	NASSAU NY	347.028
21	ALLEGHENY PA	345.720
22	PHILADELPHIA PA	338.345
23	CONTRA COSTA CA	322.220
24	SUFFOLK NY	321.284
25	QUEENS NY	300.859
26	DU PAGE IL	300.131
27	PALM BEACH FL	293.690
28	KINGS NY	292.351
29	FAIRFAX FALLS CHURCH V	291.482
30	SAN BERNARDINO CA	289.198
31	ERIE NY	284.465
32	MACOMB MI	284.426
33	SAN MATEO CA	278.591
34	BERGEN NJ	273.201
35	MARION IN	272.659
36	ST LOUIS MO	271.569
37	HARTFORD CT	259.160
38	PINELLAS FL	252.924
39	FRESNO CA	249.600
40	HENNEPIN MN	247.842
41	RIVERSIDE CA	246.213
42	HAMILTON OH	242.997
43	SAN FRANCISCO CA	235.246
44	PRINCE GEORGES MD	234.234
45	FRANKLIN OH	229.322
46	MONGOMERY MD	228.373
47	TARRANT TX	226.871
48	SHELBY TN	221.263
49	DUVAL FL	219.317
50	MONROE NY	216.143
51	SUFFOLK MA	216.117
52	MILWAUKEE WI	213.007
53	BALTIMORE (IND CITY) MD	209.494
54	HILLSBOROUGH FL	206.951
55	BALTIMORE MD	205.468
56	MONTGOMERY PA	203.799
57	VENTURA CA	203.670
58	CLARK NV	199.510
59	WESTCHESTER NY	198.967
60	FAIRFIELD CT	194.505
61	NORFOLK MA	191.386
62	JEFFERSON KY	189.917
63	WORCESTER MA	188.795
64	DISTRICT OF COLUMBIA	185.849
65	FULTON GA	184.756
66	NEW HAVEN CT	181.474
67	SONOMA CA	180.997
68	ESSEX MA	179.101
69	PIMA AZ	178.387
70	ESSEX NJ	177.736
71	JEFFERSON AL	174.024
72	PROVIDENCE RI	169.943
73	LAKE IL	166.617
74	BEXAR TX	166.485
75	JACKSON MS	160.624
76	ONONDAGA NY	159.530
77	MIDDLESEX NJ	153.571
78	BREVARD FL	152.196
79	KERN CA	149.082
80	SANTA BARBARA CA	148.204
81	SAN JOAQUIN CA	147.558
82	ORLEANS LA	147.304
83	ORANGE FL	147.075
84	DE KALB GA	146.317
85	MONMOUTH NJ	144.234
86	LUCAS OH	143.131
87	JEFFERSON LA	140.483
88	DAVIDSON TN	138.445
89	ANCHORAGE AK	132.433
90	MONTGOMERY OH	132.062
91	GENESEE MI	129.446
92	DELAWARE PA	129.233
93	MECKLENBURG NC	128.822
94	NEW CASTLE DE	128.261
95	STANISLAUS CA	128.173
96	BRONX NY	128.113
97	SALT LAKE UT	127.074
98	SUMMIT OH	126.200
99	VOLUSIA FL	125.878
100	CAMDEN NJ	125.611
101	LAKE IN	123.339
102	COBB GA	123.149
103	PIERCE WA	119.517
104	WAKE NC	117.570
105	BRISTOL MA	117.402
106	HAMPDEN MA	115.996
107	MARIN CA	115.951
108	UNION NJ	115.082
109	LEE FL	114.443
110	TRAVIS TX	112.000
111	SARASOTA FL	111.269
112	DOUGLAS NE	108.773
113	PLYMOUTH MA	108.654
114	MONTEREY CA	108.466
115	BUCKS PA	107.535
116	BERNALILLO NM	106.729
117	KANE IL	106.606
118	SOLANO CA	106.583
119	RAMSEY MN	105.281
120	HUDSON NJ	100.922
121	MOBILE AL	100.576
122	OCEAN NJ	100.471
123	OKLAHOMA OK	99.390
124	KENT MI	98.727
125	SPOKANE WA	98.628
126	MORRIS NJ	97.651
127	EAST BATON ROUGE LA	97.419
128	SANTA CRUZ CA	97.240
129	JEFFERSON CO	95.764
130	SNOHOMISH WA	95.445
131	GUILFORD NC	95.436
132	ANNE ARUNDEL MD	94.791
133	DENVER CO	92.902
134	HILLSBOROUGH NH	92.808
135	TULARE CA	91.336
136	KNOX TN	89.751
137	POLK FL	88.807
138	LANCASTER PA	87.718
139	ALLEN IN	86.596
140	MERCER NJ	85.333
141	ONEIDA NJ	84.658
142	ST LOUIS (IND CITY) MS	83.798
143	PLACER CA	83.629
144	WILL IL	82.886
145	WASHTENAW MI	82.696
146	SHASTA CA	82.387
147	HENRICO VA	82.268
148	FORSYTH NC	82.146
149	BUTTE CA	80.377
150	PASSAIC NJ	78.670
151	SAN LUIS OBISBO CA	78.509
152	ALBANY NY	78.290
153	GWINNETT GA	77.465
154	STARK OH	77.135
155	TULSA OK	76.878
156	EL PASO TX	76.217
157	LUZERNE PA	76.052
158	BROOME NY	74.806
159	BARNSTABLE MA	74.511
160	ST JOSEPH IN	74.495
161	WASHOE NV	74.484
162	ARLINGTONK VA	73.814
163	DANE WI	72.845
164	CHESTER PA	71.954
165	GREENVILLE SC	71.848
166	PASCO FL	71.827
167	VIRGINIA BEACH VA	71.536
168	EL DORADO CA	71.446
169	HINDS MS	70.835
170	ROCKINGHAM NH	70.541
171	CUMBERLAND ME	70.314
172	WESTMORELAND PA	70.222
173	MULTNOMAH OR	70.183
174	ATLANTIC NJ	69.740
175	LACKAWANNA PA	69.431
176	ADA ID	69.379
177	SEDGWICK KS	69.098
178	POLK IA	68.230
179	JOHNSON KS	67.563
180	BURLINGTON NJ	67.326
181	ROCKLAND NY	66.589
182	LEHIGH PA	66.261
183	PULASKI AR	65.430
184	YOLO CA	65.382
185	RICHMOND (IND CITY) VA	65.136
186	YORK PA	64.075
187	HUMBOLDT CA	64.074
188	KITSAP WA	64.061
189	EL PASO CO	64.034
190	SANGAMON IL	63.853
191	ARAPAHOE CO	63.729
192	RICHMOND NY	63.480
193	ORANGE NY	63.459
194	MAHONING OH	62.775
195	ERIE PA	62.434
196	MANATEE FL	61.832
197	HAMILTON TN	61.141
198	CADDO LA	60.815
199	DAUPHIN PA	60.311
200	DENTON TX	59.360
201	LANE OR	58.717
202	WAUKESHA WI	58.599
203	DUTCHESS NY	58.006
204	BERKS PA	57.673
205	MINNEHAHA SD	57.589
206	SOMERSET NJ	57.584
207	CUMBERLAND PA	57.159
208	CHESTERFIELD VA	56.872
209	MONTGOMERY AL	56.794
210	HAWAII HI	56.728
211	BUNCOMBE NC	56.633
212	COLLIN TX	56.480
213	WINNEBAGO IL	55.930
214	SEMINOLE FL	55.895
215	CLAYTON GA	55.856
216	LORAIN OH	55.401
217	HIDALGO TX	55.242
218	NIAGARA NY	55.157
219	CHARLESTON SC	55.114
220	DURHAM NC	55.036
221	NEW LONDON CT	54.488
222	RICHLAND SC	54.164
223	KANAWHA WV	54.142
224	CHATHAM GA	54.047
225	KENT RI	53.583
226	MERCED CA	53.579
227	WASHINGTON OR	53.533
228	INGHAM MI	53.316
229	SPARTANBURG SC	52.599
230	BUTLER OH	52.171
231	DAKOTA MN	51.957
232	FAYETTE KY	51.655
233	MCHENRY IL	50.892
234	ELKHART IN	50.135
235	JEFFERSON TX	50.026
236	MAUI + KALAWAO HI	49.779
237	ESCAMBIA FL	49.610
238	RICHMOND GA	49.090
239	VANDERBURGH IN	49.079
240	COLLIER FL	48.888
241	MARION FL	48.831
242	MARION OR	48.731
243	NORFOLK (IND CITY) VA	48.682
244	CLARK WA	48.131
245	PR WILLIAM MANASSAS VA	47.974
246	CHAMPAIGN IL	47.285
247	SAGINAW MI	45.895
248	YUMA AZ	45.865
249	SHAWNEE KS	45.455
250	TRUMBULL OH	45.454

CITY RANKINGS

POPULATION ESTIMATES

1	New York, N.Y	7,045,418
2	Los Angeles, Ca	3,488,513
3	Chicago, Il	2,801,655
4	Houston, Tx	1,729,616
5	Philadelphia, Pa	1,549,738
6	San Fernando, Ca	1,485,656
7	Dallas, Tx	1,056,595
8	San Diego, Ca	1,026,904
9	Detroit, Mi	992,100
10	San Antonio, Tx	990,073
11	Phoenix, Az	989,700
12	Fairfax City, Va	842,204
13	San Jose, Ca	800,831
14	San Francisco, Ca	748,431
15	Baltimore, Md	727,995
16	Indianapolis, In	709,796
17	Memphis, Tn	647,661
18	South Bay, Ca	632,501
19	Columbus, Oh	632,264
20	Jacksonville, Fl	629,066
21	Washington, Dc	597,942
22	Milwaukee, Wi	585,928
23	Boston, Ma	559,705
24	New Orleans, La	510,592
25	El Paso, Tx	506,367
26	Cleveland, Oh	505,717
27	Denver, Co	494,848
28	Nashville, Tn	485,992
29	Seattle, Wa	470,756
30	Austin, Tx	467,318
31	East Lansing, Mi	439,694
32	Oklahoma City, Ok	432,232
33	Long Beach, Ca	416,032
34	Scranton, Pa	409,075
35	Charlotte, NC	408,788
36	Kansas City, Mo	406,066
37	Pittsburgh, Pa	398,649
38	Albuquerque, NM	396,266
39	Fort Worth, Tx	394,757
40	Honolulu, Hi	383,300
41	Atlanta, Ga	381,022
42	Virginia Beach, Va	376,288
43	Cincinnati, Oh	357,640
44	Oakland, Ca	350,463
45	Tulsa, Ok	347,739
46	Miami, Fl	344,669
47	Tucson, Az	337,825
48	Portland, Or	336,593
49	Toledo, Oh	336,456
50	Minneapolis, Mn	332,946
51	Sacramento, Ca	321,331
52	Buffalo, NY	316,675
53	Newark, NJ	311,034
54	Wichita, Ks	299,079
55	Omaha, Ne	294,702
56	Corry, Pa	283,742
57	Anaheim, Ca	271,739
58	Norfolk, Va	271,296
59	Arlington, Tx	270,387
60	Corpus Christi, Tx	268,680
61	Louisville, Ky	266,944
62	Birmingham, Al	266,116
63	Mesa, Az	265,829
64	St. Paul, Mn	263,647
65	Tampa, Fl	262,584
66	Fresno, Ca	259,607
67	Santa Ana, Ca	251,464
68	St. Petersburg, Fl	250,042
69	Baton Rouge, La	249,940
70	Anchorage, Ak	234,754
71	Rochester, NY	230,678
72	Manassas, Va	229,639
73	Shreveport, La	228,100
74	Huntington Beach, Ca	223,840
75	Akron, Oh	221,583
76	Lexington, Ky	213,767
77	Stockton, Ca	212,871
78	Riverside, Ca	210,992
79	Jackson, Ms	210,674
80	Mobile, Al	208,470
81	Richmond, Va	207,097
82	Montgomery, Al	205,815
83	Garland, Tx	204,949
84	Jersey City, NJ	204,475
85	Dayton, Oh	192,794
86	Fremont, Ca	191,969
87	Raleigh, NC	190,078
88	Yonkers, NY	188,720
89	Lubbock, Tx	187,371
90	Columbus, Ga	186,378
91	Lincoln, Ne	184,158
92	Des Moines, Ia	184,041
93	Chattanooga, Tn	182,305
94	Las Vegas, Nv	181,141
95	Huntsville, Al	179,297
96	Grand Rapids, Mi	171,481
97	Madison, Wi	171,121
98	Knoxville, Tn	170,361
99	Greensboro, NC	169,344
100	Newport News, Va	168,199
101	Amarillo, Tx	166,252
102	Little Rock, Ar	165,883
103	Orlando, Fl	165,709
104	Spokane, Wa	165,074
105	Fort Wayne, In	164,775
106	Tacoma, Wa	163,160
107	Glendale, Ca	163,023
108	Syracuse, NY	160,861
109	Savannah, Ga	158,375
110	Worcester, Ma	157,393
111	Kansas City, Ks	156,492
112	Fort Lauderdale, Fl	153,663
113	Brownsville, Pa	153,194
114	Providence, RI	151,391
115	Springfield, Ma	149,233
116	Chesapeake, Va	148,672
117	Tempe, Az	148,012
118	Bakersfield, Ca	147,597
119	Plano, Tx	147,013
120	Salt Lake City, Ut	145,239
121	Modesto, Ca	144,807
122	San Bernardino, Ca	143,510

123	Bridgeport, Ct	141,600
124	Pasadena, Ca	139,060
125	Springfield, Mo	139,020
126	Oxnard, Ca	138,431
127	Flint, Mi	137,734
128	Paterson, NJ	137,587
129	Rockford, Il	135,841
130	Hartford, Ct	134,607
131	Winston Salem, NC	132,752
132	Irving, Tx	131,671
133	Lansing, Mi	130,264
134	Charlottesville, Va	129,409
135	Hollywood, Fl	127,389
136	Torrance, Ca	127,044
137	Evansville, In	125,950
138	New Haven, Ct	125,490
139	Thousand Oaks, Ca	122,208
140	Hayward, Ca	121,760
141	Ontario, Ca	121,116
142	Pasadena, Tx	119,748
143	Lynchburg, Va	119,293
144	Beaumont, Tx	117,553
145	Durham, NC	115,332
146	Gary, In	115,077
147	Santa Rosa, Ca	114,013
148	Oceanside, Ca	113,941
149	Macon, Ga	113,076
150	Clearwater, Fl	111,910
151	Abilene, Tx	110,975
152	Topeka, Ks	110,927
153	Eugene, Or	110,843
154	Danville, Va	109,970
155	Pomona, Ca	109,332
156	Brownsville, Tx	108,881
157	Waco, Tx	108,351
158	Laredo, Tx	107,707
159	Independence, Mo	107,642
160	Portsmouth, Va	107,096
161	Scottsdale, Az	106,513
162	Pueblo, Co	106,279
163	Cedar Rapids, Ia	106,239
164	Elizabeth, NJ	105,983
165	Alexandria, Va	105,799
166	Reno, Nv	105,006
167	Salinas, Ca	104,914
168	Boise City, Id	104,364
169	South Bend, In	103,867
170	Roanoke, Va	103,844
171	Peoria, Il	102,837
172	Davenport, Ia	102,503
173	Youngstown, Oh	101,989
174	Allentown, Pa	101,702
175	Santa Monica, Ca	101,390
176	Salem, Or	100,549
177	Springfield, Il	100,223
178	Manchester, NH	100,209
179	Waterbury, Ct	99,855
180	Richardson, Tx	99,720
181	West Covina, Ca	99,490
182	Wichita Falls, Tx	97,766
183	Stamford, Ct	97,760
184	Brockton, Ma	97,504
185	Woodbridge, NJ	96,014
186	New Bedford, Ma	95,314
187	McAllen, Tx	95,153
188	Grand Prairie, Tx	95,050
189	Costa Mesa, Ca	95,046
190	Waynesboro, Va	94,917
191	Ventura, Ca	94,581
192	Albany, NY	94,407
193	Green Bay, Wi	94,049
194	Santa Barbara, Ca	93,929
195	Sioux Falls, SD	93,807
196	Columbia, SC	93,584
197	Lawton, Ok	92,725
198	Midland, Tx	92,719
199	Gainesville, Fl	92,401
200	El Cajon, Ca	92,392
201	Escondido, Ca	91,039
202	Odessa, Tx	91,024
203	Lowell, Ma	90,887
204	Simi Valley, Ca	90,722
205	Decatur, Il	90,059
206	Aurora, Il	89,463
207	Fall River, Ma	89,038
208	Lafayette, La	88,199
209	Bellevue, Wa	87,484
210	Harrisonburg, Va	86,829
211	Radford, Va	85,634
212	Trenton, NJ	85,574
213	Canton, Oh	85,528
214	Camden, NJ	85,423
215	Tyler, Tx	84,956
216	Vallejo, Ca	84,500
217	Tallahassee, Fl	84,052
218	San Angelo, Tx	83,781
219	Quincy, Ma	82,764
220	Boulder, Co	82,454
221	Carbondale, Pa	81,882
222	San Mateo, Ca	81,448
223	Nashua, NH	80,817
224	Racine, Wi	79,827
225	Sioux City, Ia	79,563
226	Lynn, Ma	78,851
227	Carrollton, Tx	78,647
228	Norwalk, Ct	76,963
229	Kalamazoo, Mi	76,875
230	Martinsville, Va	76,807
231	St. Joseph, Mo	76,628
232	Tuscaloosa, Al	75,996
233	Muncie, In	75,890
234	Provo, Ut	75,886
235	Newport Beach, Ca	75,809
236	Colonial Heights, Va	75,436
237	Reading, Pa	74,729
238	New Britain, Ct	73,677
239	Fort Collins, Co	73,366
240	Longview, Tx	73,122
241	Duluth, Mn	73,088
242	Fort Smith, Ar	72,975
243	Kenosha, Wi	72,774
244	Utica, NY	72,664
245	Albany, Ga	72,574
246	Walnut Creek, Ca	72,566
247	San Pedro, Ca	72,317
248	Clifton, NJ	72,310
249	Waterloo, Ia	72,073
250	Elgin, Il	71,894

DISPOSABLE INCOME

(thousands)

1	New York, NY	167,504,654
2	Los Angeles, Ca	33,585,557
3	Chicago, Il	31,574,285
4	Fairfax City, Va	24,931,202
5	Philadelphia, Pa	19,830,999
6	Houston, Tx	18,855,512
7	Dallas, Tx	16,783,393
8	San Jose, Ca	15,653,420
9	San Francisco, Ca	15,322,428
10	San Diego, Ca	15,062,023
11	San Fernando, Ca	14,881,877
12	Phoenix, Az	12,263,759
13	Baltimore, Md	12,083,311
14	Indianapolis, In	10,238,960
15	Washington, DC	9,945,093
16	South Bay, Ca	9,822,151
17	Detroit, Mi	9,663,091
18	San Antonio, Tx	9,472,408
19	Boston, Ma	9,071,743
20	Columbus, Oh	8,577,176
21	Nashville, Tn	8,465,268
22	Denver, Co	7,645,734
23	Jacksonville, Fl	7,624,423
24	Memphis, Tn	7,466,656
25	Milwaukee, Wi	7,346,621
26	Scranton, Pa	6,586,451
27	Austin, Tx	6,564,422
28	Honolulu, Hi	6,434,956
29	East Lansing, Mi	6,156,918
30	Virginia Beach, Va	6,070,277
31	Oklahoma City, Ok	5,955,604
32	Seattle, Wa	5,864,252
33	Cleveland, Oh	5,770,448
34	Sacramento, Ca	5,612,945
35	Charlotte, NC	5,591,336
36	Kansas City, Mo	5,408,700
37	New Orleans, La	5,354,529
38	Oakland, Ca	5,115,280
39	Minneapolis, Mn	4,968,511
40	Anchorage, Ak	4,803,938
41	Manassas, Va	4,703,201
42	Atlanta, Ga	4,503,294
43	Anaheim, Ca	4,309,871
44	Albuquerque, NM	4,156,312
45	Fort Worth, Tx	4,123,153
46	Huntington Beach, Ca	4,070,305
47	Toledo, Oh	3,996,720
48	Long Beach, Ca	3,974,372
49	Pittsburgh, Pa	3,942,543
50	Cincinnati, Oh	3,910,350
51	El Paso, Tx	3,844,596
52	St. Paul, Mn	3,756,875
53	Portland, Or	3,672,715
54	Tucson, Az	3,619,789
55	Corry, Pa	3,575,518
56	Tulsa, Ok	3,504,897
57	Alexandria, Va	3,410,048
58	Arlington, Tx	3,396,584
59	Fremont, Ca	3,306,220
60	Norfolk, Va	3,293,729
61	Mesa, Az	3,203,873
62	Newark, NJ	3,081,488
63	Santa Ana, Ca	3,070,696
64	Garland, Tx	3,064,975
65	Wichita, Ks	2,885,137
66	Miami, Fl	2,859,254
67	Fresno, Ca	2,850,583
68	Richmond, Va	2,797,912
69	Tampa, Fl	2,780,920
70	Lexington, Ky	2,765,700
71	Madison, Wi	2,756,454
72	Raleigh, NC	2,741,415
73	St. Petersburg, Fl	2,657,437
74	Thousand Oaks, Ca	2,620,228
75	Corpus Christi, Tx	2,592,346
76	Stockton, Ca	2,583,678
77	Omaha, Ne	2,562,906
78	Newport Beach, Ca	2,548,173
79	Columbus, Ga	2,520,000
80	Jackson, Ms	2,432,129
81	Buffalo, NY	2,423,379
82	Yonkers, NY	2,422,488
83	Fort Lauderdale, Fl	2,417,461
84	Montgomery, Al	2,363,192
85	Riverside, Ca	2,307,619
86	Rochester, NY	2,269,913
87	Birmingham, Al	2,196,438
88	Baton Rouge, La	2,163,353
89	Knoxville, Tn	2,147,989
90	Little Rock, Ar	2,143,701
91	Jersey City, NJ	2,137,571
92	Grand Rapids, Mi	2,120,131
93	Lincoln, Ne	2,081,391
94	Huntsville, Al	2,076,804
95	Newport News, Va	2,072,916
96	Des Moines, Ia	2,071,570
97	Irving, Tx	2,063,832
98	Louisville, Ky	2,053,271
99	Bakersfield, Ca	2,019,584
100	Plano, Tx	2,005,994
101	Chesapeake, Va	1,975,971
102	Shreveport, La	1,968,679
103	Las Vegas, Nv	1,967,808
104	Richardson, Tx	1,966,197
105	Tempe, Az	1,960,899
106	Spokane, Wa	1,959,714
107	Akron, Oh	1,941,823
108	Brownsville, Pa	1,938,362
109	Lubbock, Tx	1,921,246
110	Oxnard, Ca	1,904,721
111	Hayward, Ca	1,862,338
112	Scottsdale, Az	1,844,968
113	Orlando, Fl	1,841,455
114	Kansas City, Ks	1,835,029
115	Santa Rosa, Ca	1,816,082
116	Mobile, Al	1,800,067
117	Stamford, Ct	1,797,082
118	Hollywood, Fl	1,793,409
119	Greensboro, NC	1,792,133
120	Modesto, Ca	1,788,507
121	Bridgeport, Ct	1,787,843
122	Glendale, Ca	1,775,954
123	Charlottesville, Va	1,752,387
124	Ventura, Ca	1,725,112
125	Tacoma, Wa	1,724,344
126	Fort Wayne, In	1,722,321
127	Amarillo, Tx	1,715,316
128	Vallejo, Ca	1,698,947
129	Worcester, Ma	1,676,378
130	Chattanooga, Tn	1,626,112
131	Palo Alto, Ca	1,618,870
132	Woodbridge, NJ	1,617,599
133	Costa Mesa, Ca	1,587,500
134	Syracuse, NY	1,572,623
135	Springfield, Mo	1,559,541
136	San Mateo, Ca	1,555,836
137	Rockford, Il	1,547,961
138	Simi Valley, Ca	1,523,197
139	Dayton, Oh	1,512,583
140	Independence, Mo	1,502,578
141	Torrance, Ca	1,496,160
142	Santa Barbara, Ca	1,489,858
143	Savannah, Ga	1,473,042
144	Carrollton, Tx	1,469,898
145	Oceanside, Ca	1,467,738
146	Pasadena, Ca	1,463,154
147	Gainesville, Fl	1,449,096
148	Walnut Creek, Ca	1,444,573
149	San Bernardino, Ca	1,434,779
150	Springfield, Il	1,427,113
151	Redondo Beach, Ca	1,420,005
152	Salt Lake City, Ut	1,413,602
153	Providence, RI	1,411,148
154	Tallahassee, Fl	1,405,713
155	Clearwater, Fl	1,403,995
156	Lynchburg, Va	1,402,378
157	Eugene, Or	1,395,761
158	Bellevue, Wa	1,369,700
159	Greenwich, Ct	1,361,477
160	Roanoke, Va	1,357,340
161	Framingham, Ma	1,352,200
162	Peoria, Il	1,341,690
163	Vacaville, Ca	1,332,595
164	Lansing, Mi	1,329,046
165	Reno, Nv	1,316,153
166	Springfield, Ma	1,313,308
167	Boise City, Id	1,307,085
168	Durham, NC	1,291,774
169	Santa Monica, Ca	1,291,677
170	Hartford, Ct	1,284,965
171	Napa, Ca	1,280,810
172	Ontario, Ca	1,279,074
173	Portsmouth, Va	1,270,845
174	Grand Prairie, Tx	1,267,878
175	Wichita Falls, Tx	1,263,781
176	Abilene, Tx	1,261,807
177	Evansville, In	1,255,893
178	Fairfield, Ca	1,255,750
179	Winston Salem, NC	1,254,288
180	Norwalk, Ct	1,252,445
181	San Rafael, Ca	1,221,213
182	Macon, Ga	1,219,631
183	Pasadena, Tx	1,216,214
184	El Cajon, Ca	1,211,454
185	Danville, Va	1,200,615
186	Flint, Mi	1,196,804
187	Escondido, Ca	1,191,216
188	Waynesboro, Va	1,184,134
189	Salinas, Ca	1,182,264
190	Manchester, NH	1,175,327
191	Brick Township, NJ	1,169,939
192	Livermore, Ca	1,167,057
193	Saratoga, Ca	1,166,088
194	Parsippany, NJ	1,152,076
195	Pleasanton, Ca	1,146,455
196	Middletown, NJ	1,146,298
197	Paterson, NJ	1,141,199
198	Lawton, Ok	1,137,234
199	New Rochelle, NY	1,125,232
200	Elizabeth, NJ	1,122,349
201	Boca Raton, Fl	1,120,395
202	Camarillo, Ca	1,119,892
203	Salem, Or	1,118,798
204	Alameda, Ca	1,117,971
205	Aurora, Il	1,108,838
206	Quincy, Ma	1,102,423
207	Cedar Rapids, Ia	1,100,011
208	Beaumont, Tx	1,097,177
209	Allentown, Pa	1,097,087
210	Brockton, Ma	1,089,732
211	Nashua, NH	1,086,858
212	Topeka, Ks	1,084,934
213	Cherry Hill, NJ	1,084,848
214	Decatur, Il	1,074,663
215	Boulder, Co	1,069,921
216	South Bend, In	1,056,516
217	Davenport, Ia	1,054,924
218	New Haven, Ct	1,050,598
219	Rockville, Md	1,050,251
220	Visalia, Ca	1,030,067
221	Champaign, Il	1,029,328
222	Fort Collins, Co	1,019,358
223	West Covina, Ca	1,008,873
224	Upland, Ca	1,004,810
225	Clifton, NJ	994,485
226	Lowell, Ma	990,413
227	Gary, In	981,740
228	Rochester, Mn	978,573
229	Midland, Tx	973,308
230	Harrisonburg, Va	955,256
231	Albany, NY	951,326
232	Bryan, Tx	948,201
233	Danbury, Ct	936,821
234	Green Bay, Wi	932,384
235	Elgin, Il	925,625
236	Waterbury, Ct	923,142
237	San Angelo, Tx	919,343
238	Asheville, NC	918,745
239	Wheaton, Il	910,449
240	Royal Oak, Mi	907,890
241	Tyler, Tx	903,587
242	Pompano Beach, Fl	903,122
243	Kenosha, Wi	882,947
244	Martinsville, Va	882,015
245	Redding, Ca	877,320
246	Sioux Falls, SD	874,562
247	Kalamazoo, Mi	869,861
248	Bloomington, In	866,525
249	Bristol, Va	860,804
250	Lynn, Ma	854,790

INCOME PER HOUSEHOLD

1	Newport Beach, Ca	78,718
2	Fairfax City, Va	78,709
3	San Francisco, Ca	71,933
4	Palo Alto, Ca	70,730
5	Garden City, NY	68,672
6	Richardson, Tx	66,195
7	Bridgewater, NJ	64,151
8	Anchorage, Ak	63,968
9	Wakefield, Ma	63,815
10	Juneau, Ak	63,669
11	Trumbull, Ct	62,819
12	Lanhorne, Pa	62,601
13	Naples, Fl	62,539
14	Parsippany, NJ	61,986
15	Thousand Oaks, Ca	61,356
16	Pleasanton, Ca	60,978
17	Rockville, Md	60,863
18	Roswell, Ga	60,839
19	Dublin, Ca	60,314
20	Hanover, NH	60,270
21	Greenwich, Ct	60,211
22	Carrollton, Tx	59,137
23	Dedham, Ma	58,546
24	Palm Beach, Fl	58,480
25	Vacaville, Ca	58,427
26	Shrewsbury, NJ	58,114
27	Middletown, NJ	58,090

28	San Jose, Ca	58.019
29	Framingham, Ma	57,489
30	San Rafael, Ca	57,186
31	Wailuku, Hi	56,939
32	Hudson, Ma	56,195
33	Fairfield, Ca	55,851
34	Newark, Ca	55,524
35	Fremont, Ca	55,444
36	Sui Sun, Ca	55,414
37	Brea, Ca	54,678
38	Napa, Ca	54,308
39	Livermore, Ca	53,727
40	Camarillo, Ca	53,478
41	Huntington Beach, Ca	52,827
42	Hyannis, Ma	52,637
43	Simi Valley, Ca	52,270
44	Vallejo, Ca	52,214
45	Nashville, Tn	51,743
46	Enfield, Ct	51,610
47	Vernon, Ct	51,210
48	Gilroy, Ca	50,650
49	De Kalb, Il	50,604
50	Bryan, Tx	50,557
51	Wheaton, Il	50,474
52	Newport, RI	50,426
53	Garland, Tx	50,401
54	Boston, Ma	50,400
55	Woodbridge, NJ	50,357
56	Aspen, Co	49,314
57	Manassas, Va	48,954
58	Baltimore, MD	48,875
59	Denver, Co	48,343
60	Edmond, Ok	48,280
61	Woodland, Ca	48,273
62	Redondo Beach, Ca	48,160
63	Irving, Tx	47,856
64	Honey Brook, Pa	47,620
65	Chapel Hill, NC	47,601
66	Cherry Hill, NJ	47,585
67	San Mateo, Ca	47,470
68	West Lafayette, IN	47,456
69	San Clemente, Ca	47,422
70	Blue Springs, Mo	47,013
71	Mamaroneck, NY	46,782
72	Honolulu, Hi	46,759
73	La Habra, Ca	46,724
74	Normal, Il	46,648
75	Westerly, RI	46,614
76	Clinton, Ma	46,558
77	Stamford, Ct	46,488
78	Dixon, Il	46,370
79	Walnut Creek, Ca	46,305
80	Roanoke Salem, Va	46,189
81	Champaign, Il	45,999
82	Urbana, Il	45,768
83	Alamoda, Ca	45,635
84	Larned, Ks	45,616
85	Maryville, Mo	45,521
86	Anaheim, Ca	45,426
87	Dallas, Tx	45,133
88	College Station, Tx	45,011
89	Grand Praine, Tx	44,857
90	Hayward, Ca	44,815
91	Ventura, Ca	44,767
92	Brunswick, Me	44,653
93	Pinole, Ca	44,554
94	Bloomington, In	44,136
95	Costa Mesa, Ca	44,006
96	Warner, Ga	43,710
97	Davis, Ca	43,636
98	Ganesville, Fl	43,609
99	Petaluma, Ca	43,567
100	Charleston, Il	43,562
101	Bremerton, Wa	43,444
102	Midland, Mi	43,359
103	Crystal Lake, Il	43,351
104	Brick Township, NJ	43,255
105	Auburn, Ca	43,135
106	Tarrytown, NY	43,050
107	Lake Jackson, Tx	42,964
108	Oxnard, Ca	42,833
109	Plano, Tx	42,744
110	Sacramento, Ca	42,705
111	Holdrege, Ne	42,670
112	Scranton, Pa	42,596
113	Madison, Wi	42,568
114	Richmond, Va	42,532
115	Scottsdale, Az	42,483
116	Richland, Wa	42,473
117	Sitka, Ak	42,463
118	Southbridge, Ma	42,413
119	Roseville, Ca	42,397
120	Norwalk, Ct	42,350
121	Tallahassee, Fl	42,264
122	Port Hueneme, Ca	42,256
123	York, Ne	42,207
124	New Rochelle, NY	42,183
125	Williamsburg, Va	42,159
126	Jacksonville, Il	42,154
127	Chelsea, Ma	42,089
128	Virginia Beach, Va	41,940
129	Sterling, Il	41,852
130	Charlottesville, Va	41,746
131	Athol, Ma	41,725
132	Austin, Tx	41,678
133	Asheville, NC	41,599
134	Jenkintown, Pa	41,492
135	Indianapolis, IN	41,488
136	Lexington, Ky	41,441
137	Mattoon, Il	41,387
138	Milford, Ma	41,338
139	Lawrence, Ks	41,242
140	Palm Springs, Ca	41,099
141	Aberdeen, NC	41,076
142	Martinez, Ca	41,068
143	Warrensburg, Mo	41,053
144	Effingham, Il	40,993
145	Melrose, Ma	40,965
146	Los Alamos, NM	40,944
147	Santa Rosa, Ca	40,754
148	Upland, Ca	40,752
149	San Diego, Ca	40,667
150	East Lansing, Mi	40,615
151	Hackensack, NJ	40,536
152	Santa Ana, Ca	40,457
153	Wichita Falls, Tx	40,349
154	White Plains, NY	40,178
155	White River Junction, Vt	40,107
156	Ridgecrest, Ca	40,098
157	Colby, Ks	40,051
158	Carson City, Nv	39,990
159	South Bay, Ca	39,889
160	Beaver Creek, Oh	39,843
161	Bellevue, Wa	39,750
162	Wahpeton, ND	39,621
163	Corvallis, Or	39,609
164	Columbus, Ga	39,601
165	Carlisle, Pa	39,572
166	Rolla, Mo	39,552
167	Rochester, Mn	39,206
168	Sikeston, Mo	39,166
169	Lafayette, In	39,148
170	Woburn, Ma	39,108
171	Washington, DC	39,087
172	Pullman, Wa	39,056
173	Visalia, Ca	39,055
174	Roanoke, Va	39,021
175	Red Bank, NJ	39,009
176	Minneapolis, Mn	38,756
177	Loveland, Co	38,737
178	Monroe, Mi	38,707
179	Hurst, Tx	38,594
180	Morristown, NJ	38,475
181	Warsaw, IN	38,468
182	Charlottesville, Va	38,467
183	St Paul, MN	38,459
184	Bloomington, Il	38,357
185	North Tarrytown, NY	38,326
186	Santa Paula, Ca	38,256
187	Delaware, OH	38,190
188	Ketchikan, Ak	38,100
189	Rock Falls, Il	38,076
190	Bay City, Tx	38,056
191	Hartford, Vt	38,000
192	Holland, Mi	37,985
193	Waltham, Ma	37,913
194	Raleigh, NC	37,891
195	Yankton, SD	37,810
196	Le Mars, Ia	37,739
197	Oak Ridge, Tn	37,700
198	Marlborough, Ma	37,660
199	Oakland, Ca	37,641
200	Enterprise, Al	37,593
201	Punxsutawney, Pa	37,452
202	Independence, Mo	37,296
203	Pompano Beach, Fl	37,293
204	Fort Collins, Co	37,286
205	Columbus, Oh	37,252
206	Fort Lauderdale, Fl	37,223
207	Cullman, Al	37,190
208	San Luis Obisbo, Ca	37,187
209	Moses Lake, Wa	37,147
210	Leavenworth, Ks	37,139
211	Danbury, Ct	37,112
212	Boca Raton, Fl	37,043
213	Bettendorf, Ia	36,996
214	Norfolk, Va	36,996
215	North Chicago, Il	36,936
216	Shelbyville, Il	36,882
217	Redlands, Ca	36,847
218	Manhatten Beach, Ca	36,796
219	Robinson, Il	36,776
220	Jacksonville, NC	36,755
221	Kodiak, Ak	36,715
222	Monterey, Ca	36,587
223	Charlotte, NC	36,531
224	Iowa City, Ia	36,523
225	Ossining, NY	36,488
226	Freeport, Il	36,475
227	Yuma, Az	36,453
228	Palm Desert, Ca	36,392
229	Indiana, Pa	36,384
230	Kennewick, Wa	36,320
231	Oklahoma City, Ok	36,302
232	Dover, NJ	36,256
233	Santa Barbara, Ca	36,253
234	Taft, Ca	36,233
235	Punta Gorda, Fl	36,109
236	Tempe, Az	36,107
237	Milwaukee, Wi	36,075
238	Bellefonte, Pa	36,068
239	Paso Robles, Ca	36,000
240	Garden City, Ks	35,976
241	Philadelphia, Pa	35,971
242	Angleton, Tx	35,950
243	Columbia, Mo	35,920
244	Decatur, Al	35,915
245	Midwest City, Ok	35,865
246	Medford, Ma	35,863
247	Bakersfield, Ca	35,689
248	Pontiac, Il	35,672
249	Olathe, Ks	35,624
250	Big Rapids, Mi	35,609

TOTAL RETAIL SALES
(thousands)

1	New York, NY	42,260,785
2	Los Angeles, Ca	26,973,044
3	Houston, Tx	17,053,425
4	Chicago, Il	15,000,824
5	Dallas, Tx	10,814,089
6	Phoenix, Az	8,422,727
7	San Antonio, Tx	8,125,790
8	San Diego, Ca	7,889,174
9	Philadelphia, Pa	7,720,690
10	San Francisco, Ca	7,416,867
11	Columbus, Oh	6,574,400
12	Indianapolis, In	6,547,581
13	San Jose, Ca	6,317,153
14	Memphis, Tn	5,625,960
15	Austin, Tx	5,253,227
16	Boston, Ma	5,148,651
17	Jacksonville, Fl	5,046,045
18	Nashville Davidson, Tn	4,830,706
19	Seattle, Wa	4,515,388
20	Charlotte, NC	4,429,204
21	Denver, Co	4,182,016
22	Alanta, Ga	4,181,674
23	Honolulu, Hi	4,111,437
24	Miami, Fl	4,084,598
25	Detroit, Mi	4,071,809
26	Fort Worth, Tx	3,972,030
27	Oklahoma City, Ok	3,969,603
28	Washington, Dc	3,867,142
29	Albuquerque, NM	3,842,771
30	Milwaukee, Wi	3,518,435
31	Tucson, Az	3,514,543
32	El Paso, Tx	3,461,541
33	Tampa, Fl	3,355,438
34	Tulsa, Ok	3,318,685
35	Kansas City, Mo	3,160,698
36	Portland, Or	3,130,469
37	New Orleans, La	3,091,420
38	Colorado Springs, Co	3,053,703
39	Mesa, Az	2,990,093
40	Pittsburgh, Pa	2,979,820
41	Omaha, Ne	2,962,437
42	Sacramento, Ca	2,937,677
43	Wichita, Ks	2,877,875
44	Arlington, Tx	2,865,069
45	Long Beach, Ca	2,856,693
46	Anchorage, Ak	2,815,457
47	Fresno, Ca	2,756,279
48	Baton Rouge, La	2,748,161
49	Anaheim, Ca	2,703,842
50	Cleveland, Oh	2,698,764
51	Fort Lauderdale, Fl	2,619,456
52	Cincinnati, Oh	2,600,257
53	Toledo, Oh	2,597,818
54	Oakland, Ca	2,577,794
55	Minneapolis, Mn	2,552,672
56	Orlando, Fl	2,413,414
57	Knoxville, Tn	2,385,871
58	Santa Ana, Ca	2,355,666
59	Raleigh, NC	2,344,380
60	Birmingham, Al	2,315,140
61	Corpus Christi, Tx	2,251,413
62	Clearwater, Fl	2,138,295
63	Bakersfield, Ca	2,081,736
64	St. Paul, Mn	2,079,168
65	Mobile, Al	2,070,726
66	Garland, Tx	1,999,310
67	Lexington-Fayette, Ky	1,998,819
68	Costa Mesa, Ca	1,998,744
69	St Petersburg, Fl	1,970,688
70	Chattanooga, Tn	1,968,021
71	Torrance, Ca	1,940,689
72	Riverside, Ca	1,933,709
73	Las Vegas, Nv	1,922,380
74	Huntington Beach, Ca	1,914,831
75	Fort Wayne, In	1,882,429
76	Cerritos, Ca	1,881,606
77	Little Rock, Ar	1,880,824
78	Lubbock, Tx	1,867,068
79	Shreveport, La	1,861,523
80	Jackson, Ms	1,860,437
81	Winston-Salem, NC	1,857,033
82	Louisville, Ky	1,850,300
83	Paramus, NJ	1,833,368
84	Greensboro, NC	1,819,777
85	Aurora, Co	1,790,059
86	Des Moines, Ia	1,787,484
87	Salt Lake City, Ut	1,781,590
88	San Bernardino, Ca	1,756,078
89	Troy, Mi	1,752,868
90	Reno, Nv	1,730,364
91	Lakewood, Co	1,712,974
92	Southfield, Mi	1,709,265
93	Scottsdale, Az	1,672,342
94	Glendale, Ca	1,668,957
95	Madison, Wi	1,668,221
96	Tacoma, Wz	1,664,970
97	Santa Monica, CA	1,660,697
98	Spokane, Wa	1,652,576
99	Glendale, Az	1,651,516
100	Springfield, Mo	1,644,519
101	Pasadena, Ca	1,629,633
102	Stockton, Ca	1,622,818
103	Hollywood, Fl	1,620,451
104	Huntsville, Al	1,617,055
105	Akron, Oh	1,601,672
106	Montgomery, A	1,596,610
107	Tempe, Az	1,556,000
108	Concord, Ca	1,554,979
109	Savannah, Ga	1,545,751
110	Worcester, Ma	1,544,344
111	Fremont, Ca	1,541,117
112	Hialeah, Fl	1,515,957
113	Newark, NJ	1,493,463
114	Thousand Oaks, Ca	1,482,721
115	Sterling Heights, Mi	1,475,802
116	Santa Rosa, CA	1,474,687
117	Bellevue, Wa	1,464,898
118	West Palm Beach, Fl	1,456,355
119	Springfield, Ma	1,438,240
120	Buffalo, NY	1,435,466
121	Modesto, CA	1,426,156
122	Orange, Ca	1,425,612
123	Evansville, In	1,422,707
124	Columbus, Ga	1,402,129
125	El Cajon, Ca	1,399,145
126	Lincoln, Ne	1,391,617
127	Manchester, NH	1,374,950
128	Irving, Tx	1,343,674
129	Rochester, NY	1,335,303
130	Warren, Mi	1,330,160
131	Grand Rapids, Mi	1,317,987
132	McAllen, Tx	1,303,392
133	Lafayette, La	1,300,329
134	Eugene, Or	1,287,798
135	Escondido, Ca	1,285,510
136	Yonkers, Ny	1,277,583
137	Dearborn, Mi	1,269,298
138	Rockford, Il	1,255,887
139	Richardson, Tx	1,252,102
140	Flint, Mi	1,239,673
141	Santa Clara, Ca	1,238,381
142	White Plains, NY	1,238,226
143	Hayward, Ca	1,234,793
144	Santa Barbara, Ca	1,233,034
145	Amarillo, Tx	1,227,323
146	Newport Beach, Ca	1,226,917
147	Dayton, Oh	1,221,991
148	St Cloud, Mn	1,214,069
149	Springfield, Il	1,210,607
150	Walnut Creek, Ca	1,210,511
151	Durham, NC	1,206,975
152	Ann Arbor, Mi	1,204,920
153	Lansing, Mi	1,197,888
154	Waco, Tx	1,190,046
155	Tallahassee, Fl	1,187,093
156	Sunnyvale, Ca	1,185,347
157	Livonia, Mi	1,184,541
158	San Rafael, Ca	1,178,484
159	Overland Park, Ks	1,177,056
160	Gaithersburg, Md	1,172,399
161	Ocala, Fl	1,171,689
162	Fort Myers, Fl	1,170,613
163	Beaumont, Tx	1,169,105
164	Jersey City, NJ	1,168,867
165	Fullerton, Ca	1,167,680
166	Tyler, Tx	1,165,290
167	Abington Township, Pa	1,156,705
168	Marietta, Ga	1,153,934
169	Boise City, Id	1,152,741
170	Gainsville, Fl	1,132,052
171	Topeka, Ks	1,123,573
172	Nashua, NH	1,114,987
173	Greenville, SC	1,100,620
174	Orland Park, Il	1,099,833
175	Warwick, RI	1,095,612
176	Garden Grove, Ca	1,094,110
177	Fayetteville, NC	1,082,823
178	Cambridge, Ma	1,082,486
179	Boulder, Co	1,075,772
180	West Covina, Ca	1,071,012
181	Laredo, Tx	1,064,074
182	San Buenaventura, Ca	1,063,523
183	Bridgeport, Ct	1,063,122
184	Carlsbad, Ca	1,057,653
185	Sioux Falls, SD	1,057,062
186	Brockton, Ma	1,057,041
187	Downey, Ca	1,051,342
188	Salinas, Ca	1,050,660
189	Bloomington, Mn	1,044,898
190	Salem, Or	1,039,192

191	Edina, Mn	1,033,951
192	Beverley Hills, Ca	1,024,494
193	Newton, Ma	1,021,384
194	Stamford, Ct	1,020,645
195	Odessa, Tx	1,016,214
196	Daytona Beach, Fl	1,014,520
197	Cedar Rapids, Ia	1,014,385
198	Cupertino, Ca	1,009,040
199	Billings, Mt	1,005,215
200	Westminster, Ca	1,002,401
201	Oxnard, Ca	982,021
202	Plantation, Fl	978,963
203	Allentown, Pa	976,085
204	Pompano Beach, Fl	976,018
205	Asheville, NC	975,865
206	San Mateo, Ca	974,271
207	Delray Beach, Fl	963,059
208	Waterbury, Ct	961,003
209	National City, Ca	960,088
210	Independence, Mo	952,763
211	Berkeley, Ca	941,536
212	Danbury, Ct	941,324
213	Daly City, Ca	935,845
214	Visalia, Ca	933,816
215	Santa Maria, Ca	927,788
216	Redding, CA	926,055
217	Hartford, Ct	923,475
218	Pasadena, Tx	922,024
219	Peoria, Il	921,639
220	South Bend, In	919,319
221	Melbourne, Fl	917,922
222	Charleston, SC	917,561
223	El Monte, Ca	913,111
224	Culver City, CA	912,478
225	Columbia, SC	907,082
226	Providence, RI	906,260
227	Brownsville, Tx	902,191
228	Green Bay, Wi	900,125
229	Fort Smith, Ar	899,901
230	Davenport, Ia	896,335
231	Norwalk, Ct	894,274
232	Alamonte Springs, Fl	891,187
233	Buena Park, Ca	889,413
234	Lakeland, Fl	887,756
235	Syracuse, NY	887,014
236	Longview, Tx	884,804
237	Boca Raton, Fl	884,679
238	Mountain View, Ca	881,207
239	Sarasota, Fl	880,035
240	Fort Collins, Co	878,365
241	Monroeville, Pa	875,909
242	Mesquite, Tx	872,374
243	La Mesa, Ca	866,866
244	Ontario, Ca	866,707
245	Midland, Tx	866,281
246	Santa Fe, NM	862,325
247	Lynnwood, Wa	858,499
248	Palo Alto, Ca	852,503
249	Myrtle Beach, SC	848,096
250	Minnetonka, MN	843,344

Lumber/ Hardware Sales

(thousands)

1	New York, NY	1,123,674
2	Los Angeles, Ca	836,774
3	Houston, Tx	601,969
4	Chicago, Il	382,864
5	Phoenix, Az	367,981
6	San Antonio, Tx	352,900
7	Austin, Tx	330,610
8	Anchorage, Ak	323,969
9	Dallas, Tx	314,780
10	Atlanta, Ga	314,575
11	Oklahoma City, Ok	312,538
12	Columbus, Oh	299,384
13	San Jose, Ca	252,816
14	Indianapolis, In	241,632
15	Jacksonville, Fl	221,214
16	Mesa, Az	220,529
17	San Diego, Ca	220,115
18	Philadelphia, Pa	208,122
19	Denver, Co	206,391
20	Charlotte, NC	203,605
21	Albuquerque, NM	199,211
22	Wichita, Ks	174,024
23	San Francisco, Ca	173,966
24	Omaha, Ne	171,837
25	Tulsa, Ok	161,663
26	Baton Rouge, La	155,616
27	Memphis, Tn	152,679
28	Garland, Tx	152,385
29	Nashville-Davidson, Tn	151,690
30	El Paso, Tx	147,685
31	Seattle, Wa	146,473
32	Corpus Christi, Tx	145,225
33	Colorado Springs, Co	144,192
34	Boston, Ma	143,962
35	Fort Worth, Tx	141,182
36	Aurora, Co	137,830
37	Lafayette, La	136,193
38	Anaheim, Ca	135,428
39	Sacramento, Ca	131,213
40	Minneapolis, Mn	131,142
41	Detroit, Mi	129,461
42	Tucson, Az	125,588
43	Miami, Fl	124,643
44	Knoxville, Tn	122,432
45	Las Vegas, Nv	121,515
46	Fresno, Ca	121,175
47	Huntington Beach, Ca	116,687
48	Tampa, Fl	116,273
49	Sarasota, Fl	111,608
50	Milwaukee, Wi	111,248
51	Glendale, Az	109,509
52	Orlando, Fl	108,546
53	Tallahassee, Fl	108,199
54	Lubbock, Tx	107,740
55	Bellevue, Wa	106,874
56	Kansas City, Mo	104,887
57	Ocala, Fl	104,489
58	Santa Ana, Ca	104,268
59	Amarillo, Tx	102,473
60	Arlington, Tx	97,924
61	New Orleans, La	97,733
62	Long Beach, Ca	94,494
63	Mobile, Al	94,486
64	Salt Lake City, Ut	91,439
65	Honolulu, Hi	89,320
66	Riverside, Ca	87,900
67	Oakland, Ca	87,378
68	Birmingham, Al	87,240
69	Santa Fe, NM	86,497
70	Springfield, Mo	86,300
71	Midland, Tx	86,257
72	San Rafael, Ca	85,829
73	Clearwater, Fl	85,716
74	Huntsville, Al	85,189
75	Cincinnati, Oh	85,082
76	Akron, Oh	83,562
77	Jackson, Ms	82,837
78	San Bernardino, Ca	82,352
79	Marietta, Ga	82,295
80	Portland, Or	82,157
81	McAllen, Tx	81,737
82	Lincoln, Ne	81,710
83	Abilene, Tx	81,687
84	Escondido, Ca	81,585
85	Reno, Nv	79,517
86	Eugene, Or	78,082
87	Livonia, Mi	75,998
88	Winston Salem, NC	74,665
89	Fort Collins, Co	73,433
90	Conroe, Tx	73,067
91	Rochester, NY	72,860
92	Shreveport, La	72,773
93	Waco, Tx	72,740
94	St Paul, Mn	72,720
95	Topeka, Ks	72,202
96	Billings, Mt	71,655
97	Hialeah, Fl	71,510
98	Pasadena, Ca	71,220
99	Sunnyvale, Ca	70,971
100	Grand Junction, Co	70,937
101	Toledo, Oh	70,713
102	Asheville, NC	70,380
103	Modesto, Ca	69,982
104	Torrance, Ca	69,632
105	Greensboro, NC	69,610
106	Stockton, Ca	69,512
107	Rochester, Mn	69,105
108	Savannah, Ga	68,440
109	Fremont, Ca	68,354
110	Bossier City, La	67,840
111	Little Rock, Ar	67,136
112	Gainesville, Fl	66,401
113	Evansville, In	66,324
114	Beaumont, Tx	66,149
115	Des Moines, Ia	65,529
116	San Angelo, Tx	65,403
117	Santa Cruz, Ca	64,885
118	Bakersfield, Ca	64,779
119	Garden Grove, Ca	64,717
120	St. Petersburg, Fl	64,439
121	Tyler, Tx	64,226
122	Chattanooga, Tn	64,097
123	Corona, Ca	63,834
124	Lake Charles, La	63,161
125	Fairbanks, Ak	62,040
126	Raleigh, NC	61,975
127	Lexington-Fayette, Ky	61,643
128	Laredo, Tx	61,232
129	Stanton, Ca	61,001
130	Redding, Ca	60,816
131	Somerville, Ma	60,430
132	Montgomery, Al	60,319
133	Cedar Rapids, Ia	59,887
134	Burnsville, Mn	59,547
135	Springfield, Ma	59,239
136	Fort Smith, Ar	59,141
137	Sumter, SC	59,085
138	Bryan, Tx	58,727
139	Sioux Falls, SD	58,651
140	Fort Lauderdale, Fl	58,415
141	Carrollton, Tx	58,234
142	Odessa, Tx	57,982
143	El Cajon, Ca	57,802
144	Cerritos, Ca	57,227
145	Warren, Mi	57,192
146	Ann Arbor, Mi	56,393
147	Washington, De	55,822
148	Cleveland, Oh	55,711
149	Orange, Ca	55,580
150	Longview, Tx	55,424
151	Ogden, Ut	55,282
152	Myrtle Beach, SC	54,946
153	Columbia, SC	54,162
154	Flint, Mi	53,747
155	Grand Rapids, Mi	53,443
156	Tempe, Az	53,307
157	Tacoma, Wa	52,983
158	Boise City, Id	52,837
159	Madison, Wi	52,732
160	Bridgeport, Ct	52,702
161	Springfield, Il	52,251
162	Fort Wayne, In	52,177
163	Kent, Wa	52,086
164	Wichita Falls, Tx	51,423
165	Dayton, Oh	51,414
166	Humble, Tx	51,382
167	Paramus, NJ	51,303
168	Spokane, Wa	51,295
169	Scottsdale, Az	51,032
170	Terre Haute, In	50,723
171	Victoria, Tx	50,633
172	Wyoming, Mi	50,458
173	Decatur, Il	50,255
174	Louisville, Ky	50,215
175	Santa Barbara, Ca	49,924
176	Conway, Ar	49,897
177	Thousand Oaks, Ca	49,889
178	Jackson, Tn	49,749
179	Boulder, Co	49,680
180	Haltom City, Tx	49,632
181	Dothan, Al	49,517
182	Lafayette, In	49,040
183	Fort Myers, Fl	48,885
184	Nashua, NH	48,605
185	Ontario, Ca	48,375
186	Portsmouth, NH	47,867
187	Durham, NC	47,767
188	Concord, Ca	47,715
189	Melbourne, Fl	47,677
190	Duncanville, Tx	47,412
191	Pittsburgh, Pa	47,164
192	Sioux City, Ia	47,153
193	Visalia, Ca	47,007
194	Gaithersburg, Md	46,861
195	Alexandria, La	46,498
196	Bloomington, Mn	46,304
197	Fridley, Mn	46,279
198	Roseville, Ca	46,178
199	Waterbury, Ct	46,126
200	Costa Mesa, Ca	46,093
201	Fayetteville, NC	45,869
202	Providence, RI	45,823
203	Boca Raton, Fl	45,821
204	Eau Claire, Wi	45,683
205	Tustin, Ca	45,617
206	Lakeland, Fl	45,533
207	Hollywood, Fl	45,211
208	Rockford, Il	45,156
209	Lansing, Mi	45,086
210	Aurora, Il	45,060
211	Salinas, Ca	44,985
212	Clifton, NJ	44,754
213	Elgin, Il	44,635
214	Clarksville, Tn	44,398
215	Renton, Wa	44,385
216	St. Charles, Mi	44,216
217	Bellingham, Wa	44,126
218	Downey, Ca	44,002
219	Rockville, Md	43,798
220	Morristown, Tn	43,410
221	Yonkers, NY	43,303
222	Lakewood, Co	43,233
223	Manchester, NH	42,651
224	Berkeley, Ca	42,580
225	Independence, Mo	42,246
226	Traverse City, Mi	42,071
227	Flagstaff, Az	41,824
228	Columbus, Ga	41,704
229	Huntsville, Tx	41,688
230	Richardson, Tx	41,591
231	Bloomington, In	41,576
232	Mount Prospect, Il	41,536
233	Muncie, In	41,423
234	Edmond, Ok	41,381
235	Buena Park, Ca	41,107
236	Brea, Ca	40,990
237	Davenport, Ia	40,851
238	Columbia, Mo	40,809
239	Plano, Tx	40,769
240	Kingsport, Tn	40,341
241	Wilmington, NC	40,330
242	Monroe, La	40,314
243	Kokomo, In	40,239
244	Roswell, NM	40,226
245	Roswell, Ga	39,976
246	Las Cruces, NM	39,826
247	Green Bay, Wi	39,488
248	Waltham, Ma	39,471
249	Salisbury, Md	39,407
250	Kalamazoo, Mi	39,401

General Merchandise

(thousands)

1	New York, NY	4,650,868
2	Los Angeles, Ca	2,639,384
3	Houston, Tx	2,094,035
4	Chicago, Il	1,526,037
5	Dallas, Tx	1,188,915
6	San Diego, Ca	1,021,457
7	San Antonio, Tx	994,602
8	Phoenix, Az	989,072
9	San Jose, Ca	871,726
10	Indianapolis, In	837,847
11	San Francisco, Ca	734,532
12	Memphis, Tn	721,122
13	Nashville-Davidson, Tn	686,078
14	Philadelphia, Pa	663,015
15	Austin, Tx	635,211
16	Cerritos, Ca	611,084
17	Atlanta, Ga	597,224
18	Portland, Or	593,725
19	Honolulu, Hi	580,398
20	Tucson, Az	537,839
21	Boston, Ma	537,798
22	Toledo, Oh	522,447
23	El Paso, Tx	510,157
24	Paramus, NJ	489,212
25	Jacksonville, Fl	480,837
26	Baton Rouge, La	475,792
27	Seattle, Wa	469,015
28	Oklahoma City, Ok	464,859
29	Albuquerque, NM	456,789
30	Charlotte, NC	450,177
31	Mesa, Az	445,969
32	Fresno, Ca	444,433
33	Fort Worth, Tx	440,167
34	Omaha, Ne	436,220
35	San Bernardino, Ca	420,966
36	Sacramento, Ca	410,524
37	Miami, Fl	401,222
38	Milwaukee, Wi	387,418
39	Kansas City, Mo	386,347
40	White Plains, NY	382,722
41	Tampa, Fl	380,117
42	Torrance, Ca	376,106
43	Cincinnati, Oh	371,369
44	Colorado Springs, Co	369,364
45	Arlington, Tx	368,061
46	Tulsa, Ok	364,008
47	Anchorage, Ak	363,705
48	Orland Park, Il	358,902
49	St Paul, Mn	356,262
50	Pittsburgh, Pa	354,629
51	Lexington-Fayette, Ky	347,890
52	Wichita, Ks	346,997
53	Knoxville, Tn	345,397
54	Sterling Heights, Mi	342,248
55	Clearwater, Fl	341,849
56	Raleigh, NC	339,792
57	Minneapolis, Mn	339,649
58	Riverside, Ca	338,643
59	Aurora, Co	337,869
60	Orlando, Fl	336,560
61	Anaheim, Ca	334,729
62	Denver, Co	328,630
63	Washington, De	326,326
64	Costa Mesa, Ca	325,191
65	Tacoma, Wa	324,824
66	Cleveland, Oh	322,550
67	Pasadena, Ca	313,247
68	Mobile, Al	308,050
69	Jackson, Ms	300,253
70	St. Petersburg, Fl	299,926
71	Fort Wayne, In	298,993
72	Bakersfield, Ca	296,305
73	Akron, Oh	294,592
74	Troy, Mi	294,262
75	Warwick, RI	293,484
76	Concord, Ca	289,217
77	Hialeah, Fl	287,650
78	West Palm Beach, Fl	287,020
79	Chattanooga, Tn	283,754
80	Huntington Beach, Ca	280,558
81	Madison, Wi	272,709
82	Cupertino, Ca	270,922
83	Novi, Mi	268,121
84	Plantation, Fl	266,619
85	New Orleans, La	261,176
86	Winston Salem, NC	261,138
87	Greensboro, NC	260,876
88	Little Rock, Ar	258,538
89	Overland Park, Ks	258,307
90	Corpus Christi, Tx	256,384
91	Taylor, Mi	255,845
92	Stockton, Ca	252,173
93	Spokane, Wa	249,443
94	Lubbock, Tx	247,917
95	Lakewood, Co	247,276
96	Mesquite, Tx	246,746
97	Edina, Mn	246,012

98	Hurst, Tx	244,927
99	Reno, Nv	244,538
100	Birmingham, Al	243,172
101	Modesto, Ca	242,605
102	Huntsville, Al	240,797
103	Evansville, In	238,031
104	Shreveport, La	237,444
105	Daly City, Ca	236,947
106	Hollywood, Fl	234,004
107	Santa Rosa, Ca	231,751
108	Minnetonka, Mn	231,534
109	Manchester, NH	231,284
110	Alameda, Ca	230,040
111	El Cajon, Ca	228,752
112	Monroeville, Pa	226,219
113	Dearborn, Mi	222,307
114	Southfield, Mi	219,729
115	Mountain View, Ca	219,306
116	Greenville, SC	217,905
117	Upper Merion Township, Pa	216,053
118	Fayetteville, NC	215,959
119	Salem, Or	213,595
120	Gaithersburg, Md	213,535
121	Detroit, Mi	213,330
122	Fremont, Ca	211,287
123	Eatontown, NJ	210,348
124	Glendale, Ca	210,140
125	Abington Township, Pa	208,476
126	Des Moines, Ia	207,620
127	San Mateo, Ca	207,033
128	McAllen, Tx	205,926
129	Eugene, Or	205,874
130	Orange, Ca	205,805
131	Carlsbad, Ca	203,513
132	Cedar Rapids, Ia	202,878
133	Lafayette, La	201,698
134	Springdale, Ar	200,212
135	Stamford, Ct	199,729
136	Lincoln, Ne	197,802
137	Portage, Mi	197,634
138	Kentwood, Mi	197,216
139	Peoria, Il	196,625
140	Santa Ana, Ca	196,588
141	San Leandro, Ca	196,424
142	Roseville, Mn	196,180
143	Springfield, Mo	196,099
144	Columbus, Ga	194,358
145	Montgomery, Al	191,432
146	Yonkers, NY	191,136
147	Daytona Beach, Fl	190,103
148	Altamonte Springs, Fl	189,879
149	Livonia, Mi	189,420
150	Long Beach, Ca	188,920
151	Ann Arbor, Mi	188,026
152	Thousand Oaks, Ca	186,420
153	Fort Myers, Fl	186,401
154	West Covina, Ca	185,304
155	Springfield, Ma	185,082
156	Tyler, Tx	184,649
157	Tallahassee, Fl	184,412
158	Waco, Tx	184,302
159	Oakland, Ca	183,876
160	Cambridge, Ma	183,127
161	Las Vegas, Nv	182,809
162	Nashua, NH	182,314
163	Rockford, Il	181,445
164	Savannah, Ga	181,271
165	Escondido, Ca	181,249
166	Calumet City, Il	181,114
167	Fort Lauderdale, Fl	179,814
168	Fullerton, Ca	178,952
169	Green Bay, Wi	178,601
170	West Mifflin, Pa	177,217
171	Westminster, Ca	176,867
172	Springfield, Il	176,836
173	Newark, NJ	175,263
174	Mentor, Oh	174,916
175	Lansing, Mi	174,240
176	National City, Ca	172,802
177	Lynnwood, Wa	171,617
178	Lancaster, Pa	171,393
179	La Mesa, Ca	170,704
180	Beaumont, Tx	170,347
181	Laredo, Tx	169,491
182	Morrow, Ga	166,950
183	Scottsdale, Az	166,662
184	Rochester, NY	165,498
185	Salt Lake City, Ut	164,785
186	Matteson, Il	164,247
187	Schaumberg, Il	164,173
188	Oceanside, Ca	162,665
189	Arcadia, Ca	161,438
190	Carson, Ca	160,581
191	Pasadena, Tx	160,179
192	Greendale, Wi	159,676
193	San Rafael, Ca	158,720
194	Fairview Heights, Il	157,951
195	Visalia, Ca	157,779
196	Richardson, Tx	155,969
197	Peabody, Ma	155,717
198	Walnut Creek, Ca	151,634
199	Parma, Oh	154,448
200	Dayton, Oh	153,586
201	San Buenaventura, Ca	152,421
202	Charleston, WV	152,378
203	Newport Beach, Ca	151,851
204	Ocala, Fl	151,689
205	Worcester, Ma	150,934
206	Oxnard, Ca	150,901
207	Beaverton, Or	149,866
208	Aiea, Hi	149,179
209	North Olmsted, Oh	149,146
210	Brookfield, Wi	148,579
211	Durham, NC	148,420
212	Sioux Falls, SD	148,399
213	Smyrna, Ga	146,130
214	Odessa, Tx	144,514
215	Greenwood, In	143,939
216	San Bruno, Ca	143,835
217	Culver City, Ca	143,779
218	Amarillo, Tx	143,129
219	Melbourne, Fl	142,284
220	Burton, Mi	141,435
221	St. Ann, Mo	141,408
222	Bellevue, Wa	140,622
223	Lakewood, Ca	140,415
224	Davenport, Ia	140,339
225	Medford, Or	139,873
226	Tukwila, Wa	138,771
227	Flint, Mi	138,644
228	Montclair, Ca	138,609
229	Lombard, Il	138,607
230	Waterbury, Ct	138,282
231	Santa Monica, Ca	138,089
232	Santa Maria, Ca	138,081
233	Billings, Mt	138,080
234	Salinas, Ca	138,055
235	North Little Rock, Ar	137,775
236	Brownsville, Tx	137,725
237	Bloomington, Mn	137,330
238	Rochester, Mn	137,030
239	Topeka, Ks	136,873
240	Independence, Mo	135,276
241	Chula Vista, Ca	135,269
242	Brockton, Ma	134,731
243	Mount Prospect, Il	134,677
244	Everett, Wa	134,492
245	Irving, Tx	134,449
246	Gresham, Or	132,595
247	Beverly Hills, Ca	132,112
248	Lakeland, Fl	131,007
249	Downey, Ca	130,409
250	Niles, Oh	130,408

Food Sales
(thousands)

1	New York, NY	8,205,885
2	Los Angeles, Ca	5,896,397
3	Houston, Tx	3,650,101
4	Chicago, Il	3,021,602
5	Phoenix, Az	1,876,242
6	Dallas, Tx	1,725,341
7	San Antonio, Tx	1,708,441
8	Philadelphia, Pa	1,630,830
9	San Diego, Ca	1,514,254
10	San Jose, Ca	1,295,861
11	San Francisco, Ca	1,245,394
12	Columbus, Oh	1,147,980
13	Indianapolis, In	1,046,224
14	Detroit, Mi	1,003,441
15	Austin, Tx	990,590
16	Jacksonville, Fl	900,955
17	Seattle, Wa	882,463
18	Memphis, Tn	853,964
19	Nashville-Davidson, Tn	852,501
20	Boston, Ma	844,373
21	Charlotte, NC	797,060
22	Milwaukee, Wi	785,166
23	Denver, Co	763,486
24	Albuquerque, NM	758,927
25	Tucson, Az	746,788
26	El Paso, Tx	669,993
27	Pittsburgh, Pa	657,282
28	Fort Worth, Tx	651,668
29	Sacramento, Ca	646,415
30	Long Beach, Ca	641,271
31	Washington, De	636,423
32	Honolulu, Hi	634,944
33	New Orleans, La	634,820
34	Tulsa, Ok	623,867
35	Cleveland, Oh	621,469
36	Atlanta, Ga	614,202
37	Miami, Fl	612,207
38	Tampa, Fl	608,769
39	Oklahoma City, Ok	589,695
40	Omaha, Ne	579,012
41	Toledo, Oh	576,914
42	Mesa, Az	570,718
43	Colorado Springs, Co	556,006
44	Arlington, Tx	554,272
45	Anaheim, Ca	548,836
46	Fresno, Ca	523,518
47	Baton Rouge, La	521,086
48	Cincinnati, Oh	520,803
49	Oakland, Ca	516,439
50	Wichita, Ks	513,529
51	Louisville, Ky	503,039
52	Santa Ana, Ca	477,512
53	Buffalo, NY	476,701
54	Corpus Christi, Tx	476,410
55	St. Petersburg, Fl	473,121
56	Portland, Or	460,887
57	Kansas City, Mo	431,074
58	Mobile, Al	426,460
59	Birmingham, Al	422,605
60	Knoxville, Tn	419,960
61	Anchorage, Ak	414,221
62	Minneapolis, Mn	408,030
63	Huntington Beach, Ca	402,008
64	Winston-Salem, NC	397,496
65	Las Vegas, Nv	396,719
66	Raleigh, NC	388,023
67	Aurora, Co	385,850
68	Orlando, Fl	381,095
69	Spokane, Wa	374,171
70	St. Paul, Mn	372,038
71	Chattanooga, Tn	367,385
72	Garland, Tx	365,106
73	Des Moines, Ia	362,697
74	Yonkers, NY	353,598
75	Greensboro, NC	352,991
76	Fort Wayne, In	351,279
77	Riverside, Ca	351,187
78	Tempe, Az	346,366
79	Lubbock, Tx	345,750
80	Shreveport, La	345,736
81	Akron, Ohio	345,376
82	Hialeah, Fl	344,313
83	Bakersfield, Ca	340,677
84	Stockton, Ca	338,459
85	Clearwater, Fl	326,139
86	Savannah, Ga	322,040
87	Warren, Mi	321,694
88	Lexington-Fayette, Ky	321,548
89	Jackson, Ms	314,977
90	Fremont, Ca	314,524
91	Huntsville, Al	312,204
92	Torrance, Ca	310,603
93	Springfield, Mo	309,461
94	Glendale, Az	309,192
95	Reno, Nv	307,189
96	Santa Rosa, Ca	306,488
97	Springfield, Ma	304,559
98	Little Rock, Ar	300,544
99	Glendale, Ca	300,180
100	Plano, Tx	299,145
101	Garden Grove, Ca	297,134
102	Modesto, Ca	294,810
103	Montgomery, Al	288,946
104	Scottsdale, Az	288,859
105	Worcester, Ma	284,243
106	Durham, NC	282,944
107	Jersey City, NJ	282,504
108	Madison, Wi	282,022
109	Evansville, In	281,959
110	Thousand Oaks, Ca	281,959
111	Rockford, Il	280,621
112	Gainesville, Fl	275,367
113	Flint, Mi	275,321
114	Rochester, NY	273,607
115	Salt Lake City, Ut	271,897
116	Newark, NJ	270,724
117	Eugene, Or	269,590
118	El Cajon, Ca	267,207
119	Tacoma, Wa	262,140
120	San Bernardino, Ca	259,057
121	Pasadena, Ca	257,832
122	Largo, Fl	257,367
123	Concord, Ca	254,337
124	Tallahassee, Fl	253,648
125	Boise City, Id	252,261
126	Syracuse, NY	250,856
127	Lincoln, Ne	249,539
128	Cerritos, Ca	247,888
129	Santa Barbara, Ca	245,234
130	Southfield, Mi	243,487
131	Fullerton, Ca	241,581
132	Bridgeport, Ct	240,178
133	Topeka, Ks	239,078
134	Livonia, Mi	236,968
135	Fort Lauderdale, Fl	235,580
136	Waterbury, Ct	234,892
137	Fort Myers, Fl	234,089
138	Escondido, Ca	233,561
139	Irving, Tx	232,282
140	Waco, Tx	232,024
141	Lafayette, La	230,360
142	Tyler, Tx	228,122
143	Brownsville, Tx	227,711
144	Laredo, Tx	227,401
145	Erie, Pa	226,664
146	Ocala, Fl	226,606
147	Lakewood, Co	225,468
148	Hayward, Ca	224,560
149	Dayton, Oh	223,147
150	Springfield, Il	221,319
151	Brockton, Ma	218,225
152	Columbus, Ga	217,839
153	Costa Mesa, Ca	216,476
154	Salinas, Ca	216,275
155	Orange, Ca	214,144
156	Manchester, NH	213,305
157	Arvada, Co	212,648
158	Bellevue, Wa	211,764
159	Norwalk, Ct	210,582
160	Gaithersburg, Md	210,404
161	Marietta, Ga	209,642
162	Cambridge, Ma	209,298
163	Sterling Heights, Mi	208,865
164	Boca Raton, Fl	207,558
165	Elkhart, In	207,455
166	Amarillo, Tx	207,144
167	Gardena, Ca	205,219
168	Richardson, Tx	204,073
169	Troy, Mi	202,607
170	Odessa, Tx	201,829
171	Ontario, Ca	201,792
172	Pasadena, Tx	200,017
173	Boulder, Co	198,935
174	Lansing, Mi	198,655
175	Charleston, SC	198,412
176	McAllen, Tx	196,448
177	Walnut Creek, Ca	196,165
178	Westminster, Ca	194,017
179	Fountain Valley, Ca	193,607
180	South Bend, In	193,327
181	Grand Rapids, Mi	192,156
182	Longview, Tx	191,856
183	Nashua, NH	191,795
184	Oxnard, Ca	190,418
185	Redding, Ca	190,011
186	Ann Arbor, Mi	189,989
187	Providence, RI	189,433
188	Salem, Or	189,333
189	Lakeland, Fl	189,200
190	Columbia, SC	188,543
191	Abilene, Tx	188,345
192	Fayetteville, NC	187,592
193	Independence, Mo	187,125
194	Fort Collins, Co	186,895
195	Pueblo, Co	186,706
196	Naples, Fl	185,656
197	Melbourne, Fl	185,440
198	Hollywood, Fl	185,271
199	Allentown, Pa	185,219
200	Youngstown, Oh	184,809
201	Cedar Rapids, Ia	184,206
202	Newport Beach, Ca	183,272
203	El Monte, Ca	183,089
204	Kansas City, Ks	183,045
205	Billings, Mt	181,297
206	Portland, Me	181,178
207	Asheville, NC	180,856
208	Burbank, Ca	180,507
209	Chula Vista, Ca	180,142
210	Berkeley, Ca	179,092
211	West Covina, Ca	179,004
212	Frederick, Md	178,741
213	Simi Valley, Ca	177,413
214	San Mateo, Ca	177,291
215	Yuma, Az	177,075
216	Midland, Tx	176,194
217	Danbury, Ct	176,103
218	Santa Clara, Ca	176,058
219	Myrtle Beach, SC	175,681
220	Albany, NY	175,399
221	Westland, Mi	175,326
222	Sioux Falls, SD	175,243
223	Visalia, Ca	175,124
224	San Buenaventura, Ca	174,768
225	West Palm Beach, Fl	174,740
226	Denton, Tx	174,527
227	White Plains, NY	173,953
228	Sarasota, Fl	173,814
229	Quincy, Ma	172,568
230	Beaumont, Tx	172,285
231	Kissimmee, Fl	172,245
232	Stamford, Ct	171,107
233	Clifton, NJ	170,287
234	Santa Fe, NM	168,829
235	Anderson, In	167,448
236	Sunnyvale, Ca	167,379
237	Lawton, Ok	166,236
238	Santa Cruz, Ca	165,450
239	Hemet, Ca	164,230
240	San Angelo, Tx	163,155
241	Racine, Wi	162,701
242	Rockville, Md	162,608
243	Muncie, In	162,309
244	Lewisville, Tx	162,170
245	Warwick, RI	161,442
246	Schenectady, NY	161,334
247	Greenville, SC	160,238
248	Sioux City, Ia	159,918
249	Redwood City, Ca	159,287
250	Elizabeth, NJ	158,966

Automobile Sales
(thousands)

1	New York, NY	4,307,917
2	Los Angeles, Ca	3,897,170
3	Houston, Tx	3,553,292
4	Dallas, Tx	2,224,895
5	San Antonio, Tx	1,687,946

City

6	Columbus, Oh	1,631,919
7	Chicago, Il	1,503,274
8	Austin, Tx	1,482,592
9	Phoenix, Az	1,373,736
10	Indianapolis, In	1,333,963
11	San Diego, Ca	1,208,262
12	Memphis, Tn	1,195,322
13	Jacksonville, Fl	1,192,667
14	Oklahoma City, Ok	1,154,822
15	Charlotte, NC	1,075,616
16	San Jose, Ca	1,052,992
17	Nashville Davidson, Tn	1,006,874
18	Fort Worth, Tx	974,681
19	Miami, Fl	938,622
20	Fort Lauderdale, Fl	873,097
21	Albuquerque, NM	854,371
22	El Paso, Tx	820,730
23	Tampa, Fl	805,837
24	Philadelphia, Pa	801,824
25	Tulsa, Ok	794,832
26	San Francisco, Ca	792,831
27	Tucson, Az	791,775
28	Arlington, Tx	767,533
29	Detroit, Mi	739,294
30	Colorado Springs, Co	718,670
31	Glendale, Az	691,674
32	Mesa, Az	689,402
33	Orlando, Fl	666,194
34	Seattle, Wa	627,949
35	Lakewood, Co	613,859
36	Atlanta, Ga	613,483
37	Clearwater, Fl	597,199
38	Wichita, Ks	594,924
39	Raleigh, NC	582,684
40	Long Beach, Ca	549,875
41	Irving, Tx	546,103
42	Santa Ana, Ca	543,913
43	Jackson, Ms	541,668
44	Baton Rouge, La	516,240
45	Denver, Co	510,103
46	Costa Mesa, Ca	508,697
47	Santa Monica, Ca	508,610
48	Bakersfield, Ca	508,574
49	Kansas City, Mo	[illegible]
50	Sacramento, Ca	506,147
51	Oakland, Ca	501,646
52	Fresno, Ca	500,926
53	Omaha, Ne	493,475
54	Birmingham, Al	482,225
55	Riverside, Ca	480,505
56	Delray Beach	479,417
57	Chattanooga, Tn	474,722
58	Mobile, Al	474,521
59	Corpus Christi, Tx	472,455
60	Scottsdale, Az	471,561
61	Pittsburgh, Pa	466,533
62	Shreveport, La	463,963
63	West Palm Beach, Fl	461,455
64	Hollywood, Fl	455,671
65	Troy, Mi	452,226
66	Little Rock, Ar	448,944
67	Lubbock, Tx	448,364
68	Cincinnati, Oh	439,204
69	Montgomery, Al	436,507
70	Portland, Or	425,242
71	Downey, Ca	423,031
72	Glendale, Ca	420,619
73	Anchorage, Ak	419,648
74	Milwaukee, Wi	416,936
75	New Orleans, La	410,539
76	Abington Township, Pa	408,930
77	Thousand Oaks, Ca	402,242
78	Richardson, Tx	400,746
79	Southfield, Mi	397,938
80	Winston-Salem, NC	396,435
81	Springfield, Mo	396,368
82	Libertyville, Il	395,711
83	Knoxville, Tn	392,992
84	Carlsbad, Ca	388,498
85	Anaheim, Ca	388,015
86	Sterling Heights, Mi	382,970
87	Concord, Ca	379,674
88	Hayward, Ca	378,142
89	Honolulu, Hi	374,820
90	Reno, Nv	374,778
91	National City, Ca	373,260
92	El Cajon, Ca	366,952
93	Sunnyvale, Ca	365,513
94	Santa Clara, Ca	365,199
95	St Petersburg, Fl	362,263
96	Walnut Creek, Ca	361,836
97	Boston, Ma	353,256
98	Huntsville, Al	351,819
99	Torrance, Ca	351,303
100	Lexington-Fayette, Ky	351,274
101	Las Vegas, Nv	349,497
102	Worcester, Ma	348,465
103	Cerritos, Ca	347,474
104	Fremont, Ca	346,248
105	Addison, Tx	343,018
106	Fort Wayne, In	341,065
107	Tacoma, Wa	340,913
108	El Monte, Ca	338,756
109	Columbus, Ga	336,224
110	Pasadena, Ca	335,161
111	Greensboro, NC	334,965
112	Norman, Ok	334,803
113	Escondido, Ca	334,742
114	Marietta, Ga	332,116
115	Huntigton Beach, Ca	330,407
116	Aurora, Co	329,574
117	Smyrna, Ga	323,625
118	Odessa, Tx	322,566
119	Lansing, Mi	321,117
120	Des Moines, Ia	320,714
121	Salt Lake City, Ut	320,330
122	Fort Myers, Fl	315,844
123	Grand Rapids, Mi	315,667
124	San Rafael, Ca	304,722
125	Lynn, Ma	302,992
126	Manchester, NH	301,705
127	Pompano Beach, Fl	299,186
128	San Buenaventura, Ca	299,094
129	Bellevue, Wa	298,262
130	Gainesville, Fl	295,689
131	Boulder, Co	295,255
132	Amarillo, Tx	292,340
133	Lincoln, Ne	291,974
134	Tempe, Az	290,619
135	San Bernardino, Ca	290,371
136	Cleveland, Oh	286,624
137	Savannah, Ga	286,037
138	Alhambra, Ca	282,815
139	Stockton, Ca	282,312
140	Minneapolis, Mn	279,969
141	Garland, Tx	276,293
142	Bloomington, Mn	275,231
143	Independence, Mo	272,382
144	Spokane, Wa	272,128
145	Durham, NC	270,026
146	Longview, Tx	266,570
147	Warren, Mi	264,828
148	Lafayette, La	264,361
149	St Paul, Mn	264,095
150	Billings, Mt	263,198
151	Golden Valley, Mn	262,485
152	Tyler, Tx	262,154
153	Newport Beach, Ca	260,536
154	Nashua, NH	259,617
155	Overland Park, Ks	256,174
156	Melbourne, Fl	255,694
157	Rockford, Il	255,362
158	Fullerton, Ca	253,903
159	Los Gatos, Ca	253,010
160	Rochester, NY	251,594
161	North Miami Beach, Fl	250,250
162	West Covina, Ca	249,667
163	Orange, Ca	248,350
164	Schaumburg, Il	247,737
165	Madison, Wi	247,634
166	Daytona Beach, Fl	247,151
167	Buena Park, Ca	244,493
168	Greenville, SC	243,945
169	Oak Lawn, Il	243,579
170	Asheville, NC	242,877
171	Waco, Tx	241,647
172	Louisville, Ky	240,062
173	San Angelo, Tx	239,284
174	Elkhart, In	238,218
175	Springfield, Ma	237,839
176	Fayetteville, NC	237,141
177	Dearborn, Mi	236,720
178	Dayton, Oh	235,941
179	Syracuse, NY	234,543
180	Whittier, Ca	234,514
181	Akron, Oh	233,851
182	Sioux Falls, SD	233,364
183	Beaverton, Or	232,249
184	Pensacola, Fl	231,645
185	Flint, Mi	231,526
186	Paramus, NJ	231,148
187	Redwood City, Ca	231,063
188	Renton, Wa	230,012
189	Jersey City, NJ	229,785
190	Beaumont, Tx	229,702
191	Hempstead, NY	229,401
192	Panama City, Fl	227,628
193	Inglewood, Ca	227,476
194	Charleston, SC	225,815
195	Duncanville, Tx	224,95[illegible]
196	Boise City, Id	224,773
197	Toledo, Oh	223,482
198	Garden Grove, Ca	223,364
199	McAllen, Tx	222,865
200	Evansville, In	222,775
201	Murray, Ut	222,066
202	Eugene, Or	222,057
203	Irvine, Ca	221,067
204	Covina, Ca	220,303
205	Topeka, Ks	219,584
206	Allentown, Pa	218,998
207	Springfield, Il	218,935
208	Gaithersburg, Md	218,817
209	Westminster, Ca	217,758
210	Fargo, ND	216,699
211	Pomona, Ca	216,661
212	Salem, Or	216,607
213	Modesto, Ca	215,596
214	Lakeland, Fl	215,249
215	Ocala, Fl	215,230
216	Annapolis, Md	215,043
217	Fort Pierce, Fl	214,747
218	Englewood, Co	209,639
219	Oxnard, Ca	208,295
220	Ontario, Ca	207,851
221	Monroeville, Pa	205,591
222	Culver City, Ca	205,380
223	Thornton, Co	204,989
224	Lawton, Ok	204,839
225	Fairfield, Oh	203,575
226	Visalia, Ca	203,214
227	Highland Park, Il	201,354
228	Roseville, Ca	200,089
229	Farmington Hills, Mi	199,591
230	Danbury, Ct	199,466
231	Salinas, Ca	199,174
232	La Mesa, Ca	197,401
233	Fort Smith, Ar	197,303
234	Auburn, Wa	197,174
235	Burlingame, Ca	193,714
236	Arlington Heights, Il	192,056
237	Brooklyn Center, Mn	191,898
238	St Matthews, Ky	191,819
239	South Bend, In	191,428
240	Richfield, Mn	191,333
241	St Charles, Mo	188,568
242	Carrollton, Tx	188,510
243	Midland, Tx	187,907
244	Dothan, Al	186,387
245	Lower Merion Township, P	186,304
246	Carson, Ca	185,915
247	Monroe, La	184,429
248	South Burlington, Vt	183,877
249	Edina, Mn	183,468
250	Clarksville, Tn	182,561

Gasoline Sales
(thousands)

1	Los Angles, Ca	1,666,852
2	Houston, Tx	1,016,877
3	New York, NY	904,296
4	Chicago, Il	708,277
5	Dallas, Tx	659,722
6	San Antonio, Tx	543,720
7	Phoenix, Az	537,907
8	San Diego, Ca	537,716
9	Indianapolis, In	450,216
10	Columbus, Oh	432,536
11	Memphis, Tn	383,045
12	San Jose, Ca	375,246
13	Detroit, Mi	362,165
14	Philadelphia, Pa	354,712
15	Jacksonville, Fl	322,255
16	Tampa, Fl	322,020
17	Nashville Davidson, Tn	316,746
18	Miami, Fl	315,046
19	Seattle, Wa	283,640
20	Atlanta, Ga	275,096
21	Charlotte, NC	269,716
22	Sacramento, Ca	259,671
23	Cincinnati, Oh	258,320
24	San Francisco, Ca	256,638
25	Austin, Tx	239,365
26	Tucson, Az	233,288
27	Milwaukee, Wi	226,931
28	Fort Worth, Tx	224,434
29	Toledo, Oh	219,664
30	Albuquerque, NM	214,658
31	Las Vegas, Ne	210,878
32	Cleveland, Oh	208,287
33	Pittsburgh, Pa	207,527
34	Denver, Co	203,038
35	Knoxville, Tn	193,230
36	Honolulu, Hi	188,219
37	Long Beach, Ca	187,415
38	Portland, Or	185,301
39	Louisville, Ky	181,452
40	Kansas City, Mo	179,485
41	Boston, Ma	177,115
42	Fresno, Ca	176,293
43	Washington, De	175,745
44	Anaheim, Ca	173,148
45	El Paso, Tx	172,902
46	Bakersfield, Ca	171,912
47	Omaha, Ne	164,875
48	Colorado Springs, Co	164,020
49	Minneapolis, Mn	162,617
50	New Orleans, La	160,161
51	Wichita, Ks	159,213
52	Tulsa, Ok	155,078
53	Santa Ana, Ca	155,066
54	Fort Wayne, In	154,136
55	Orlando, Fl	153,089
56	Tacoma, Wa	150,004
57	Oakland, Ca	149,175
58	Baton Rouge, La	148,223
59	St Paul, Mn	148,080
60	Oklahoma City, Ok	146,640
61	Corpus Christi, Tx	142,192
62	Greensboro, NC	139,013
63	Hialeah, Fl	138,684
64	Chattanooga, Tn	134,150
65	Birmingham, Al	134,011
66	Santa Rosa, Ca	133,140
67	Raleigh, NC	131,731
68	Ocala, Fl	131,575
69	Akron, Oh	127,751
70	Dayton, Oh	125,877
71	St Petersburg, Fl	124,808
72	Anchorage, Ak	124,769
73	Riverside, Ca	123,701
74	Arlington, Tx	123,235
75	Lexington Fayette, Ky	122,876
76	San Bernardino, Ca	122,818
77	Garland, Tx	122,194
78	Warren, Mi	121,711
79	Southfield, Mi	120,399
80	Shreveport, La	119,819
81	Mesa, Az	119,792
82	Aurora, Co	116,529
83	Flint, Mi	114,642
84	Mobile, Al	114,393
85	Worcester, Ma	113,478
86	Jackson, Ms	113,072
87	Spokane, Wa	112,476
88	Stockton, Ca	111,413
89	Reno, Ne	110,937
90	Fort Lauderdale, Fl	109,619
91	Marietta, Ga	108,879
92	Lakewood, Co	108,463
93	Little Rock, Ar	108,454
94	Springfield, Ma	108,176
95	Des Moines, Ia	107,854
96	Winston Salem, NC	105,737
97	Madison, Wi	105,673
98	Rochester, NY	105,298
99	Montgomery, Al	104,545
100	Salt Lake City, Ut	103,804
101	Fremont, Ca	101,462
102	Manchester, NH	101,236
103	Rockford, Il	100,703
104	Gaithersburg, Md	100,477
105	Bellevue, Wa	96,383
106	Redding, Ca	95,392
107	Council Bluffs, Ia	93,609
108	Ontario, Ca	92,219
109	Troy, Mi	91,509
110	Buffalo, NY	90,338
111	Clearwater, Fl	90,274
112	Tallahassee, Fl	89,982
113	Tempe, Az	89,527
114	Santa Barbara, Ca	89,241
115	Glendale, Ca	89,179
116	Savannah, Ga	88,863
117	Lansing, Mi	88,426
118	Bridgeport, Ct	87,638
119	Danbury, Ct	87,591
120	Springfield, Il	87,303
121	El Cajon, Ca	87,181
122	Escondido, Ca	87,168
123	Concord, Ca	86,951
124	Muncie, In	86,803
125	Torrance, Ca	86,455
126	Huntington Beach, Ca	86,252
127	Thousand Oaks, Ca	84,878
128	Newark, NJ	83,286
129	Lincoln, Ne	83,276
130	Glendale, Az	83,063
131	Durham, NC	82,270
132	Pontiac, Mi	82,167
133	Grand Rapids, Mi	82,153
134	Gainesville, Fl	81,903
135	Sterling Heights, Mi	81,284
136	Nashua, NH	81,130
137	Sioux Falls, SD	80,573
138	Salinas, Ca	80,090
139	Scottsdale, Az	79,942
140	Quincy, Ma	79,350
141	Yonkers, NY	78,941
142	Greenville, SC	78,603
143	South Bend, In	77,850
144	Ann Arbor, Mi	77,753
145	Rockville, Md	77,294
146	Costa Mesa, Ca	77,115
147	Jersey City, NJ	76,454
148	Evansville, In	75,609
149	Huntsville, Al	74,517
150	Plano, Tx	74,512
151	Davenport, Ia	74,378
152	Ashland, Va	74,322
153	Tyler, Tx	74,269
154	Kansas City, Ks	74,085
155	Modesto, Ca	74,000
156	Canton, Oh	73,556
157	Kissimmee, Fl	73,449
158	Boise City, Id	73,121
159	Springfield, Mo	72,724
160	Fayetteville, NC	72,492
161	Erie, Pa	71,967
162	Hartford, Ct	71,709
163	Columbia, SC	71,404
164	West Memphis, Ar	71,266
165	Effingham, Il	71,098
166	Green Bay, Wi	70,928
167	Hayward, Ca	69,799
168	Norwalk, Ct	69,750

169	Cambridge, Ma	69,644
170	Largo, Fl	69,467
171	Santa Maria, Ca	69,378
172	Brockton, Ma	69,319
173	Lafayette, La	69,231
174	Fargo, ND	69,093
175	Beaumont, Tx	68,504
176	Allentown, Pa	68,395
177	Fullerton, Ca	68,219
178	Columbus, Ga	68,072
179	Pasadena, Ca	67,941
180	Topeka, Ks	67,734
181	Milford, Ct	67,584
182	Hollywood, Fl	67,058
183	Royal Oak, Mi	66,989
184	Springfield, Oh	66,950
185	Livonia, Mi	66,408
186	Lakeland, Fl	66,371
187	Boca Raton, Fl	66,247
188	Smyrna, Ga	66,245
189	Mesquite, Tx	66,147
190	Barstow, Ca	65,833
191	Sarasota, Fl	65,693
192	Chula Vista, Ca	65,297
193	Carlisle, Pa	65,234
194	Oceanside, Ca	65,139
195	Tustin, Ca	64,850
196	Kenner, La	64,848
197	Syracuse, NY	64,670
198	Stamford, Ct	64,462
199	Fort Lee, NJ	64,349
200	Flagstaff, Az	64,300
201	St Charles, Mo	64,053
202	Portsmouth, NH	63,691
203	Orange, Ca	63,063
204	Phillipsburg, NJ	62,742
205	Kalamazoo, Mi	62,694
206	Waltham, Ma	62,654
207	Walnut Creek, Ca	62,492
208	Valdosta, Ga	62,491
209	Mansfield, Oh	62,482
210	Garden Grove, Ca	62,429
211	Pasadena, Tx	61,816
212	North Little Rock, Ar	61,814
213	Waterbury, Ct	61,455
214	Warwick, Ri	61,354
215	Charleston, SC	61,224
216	Newton, Ma	61,179
217	Providence, Ri	61,157
218	New Port Richey, Fl	61,058
219	Lower Merion Township, Pa	60,900
220	Spartanburg, SC	60,509
221	Eugene, Or	60,293
222	Sunnyvale, Ca	60,243
223	Asheville, NC	60,129
224	Kingman, Az	59,623
225	Lowell, Ma	59,522
226	Peoria, IL	59,306
227	Irving, Tx	58,892
228	Rochester, Mn	58,713
229	Everett, Wa	58,640
230	Fountain Valley, Ca	58,548
231	Amarillo, Tx	58,395
232	Kenosha, Wi	58,387
233	Santa Clara, Ca	58,240
234	Lubbock, Tx	57,248
235	New Bedford, Ma	57,216
236	Denton, Tx	57,079
237	Fort Myers, Fl	56,950
238	Santa Monica, Ca	56,916
239	Roswell, Ga	56,846
240	Florence, SC	56,825
241	Clifton, NJ	56,779
242	Lynn, Ma	56,692
243	Waco, Tx	56,314
244	Carson, Ca	56,238
245	Salem, Or	56,162
246	Bloomington, Mn	55,948
247	Charleston, WV	55,417
248	Melbourne, Fl	55,286
249	New Haven, Ct	55,027
250	Overland Park, Ks	54,986

Apparel Sales
(thousands)

1	New York, NY	4,213,652
2	Los Angeles, Ca	1,549,680
3	Houston, Tx	1,236,083
4	Chicago, Il	1,110,860
5	Dallas, Tx	838,291
6	San Francisco, Ca	636,678
7	Philadelphia, Pa	596,843
8	San Diego, Ca	452,771
9	San Antonio, Tx	437,528
10	Boston, Ma	405,247
11	Miami, Fl	392,993
12	Phoenix, Az	391,924
13	Seattle, Wa	351,274
14	Washington, Dc	339,554
15	Honolulu, Hi	332,400
16	Austin, Tx	321,613
17	Memphis, Tn	309,558
18	San Jose, Ca	302,732
19	Charlotte, NC	297,546
20	Atlanta, Ga	296,732
21	Indianapolis, In	287,255
22	Costa Mesa, Ca	282,568
23	Paramus, NJ	266,822
24	Oklahoma City, Ok	261,125
25	Beverly Hills, Ca	251,913
26	Tulsa, Ok	251,567
27	New Orleans, La	249,197
28	Denver, Co	227,782
29	Jacksonville, Fl	226,110
30	El Paso, Tx	222,867
31	Troy, Mi	222,565
32	Birmingham, Al	221,586
33	Pittsburgh, Pa	218,803
34	Kansas City, Mo	216,962
35	Nashville Davidson, Tn	210,659
36	Cerritos, Ca	194,251
37	Fort Worth, Tx	191,559
38	Albuquerque, NM	189,437
39	Portland, Or	185,783
40	McAllen, Tx	184,428
41	Bellevue, Wa	181,608
42	Southfield, Mi	174,611
43	Arlington, Tx	174,196
44	Dearborn, Mi	169,566
45	Omaha, Ne	160,529
46	Raleigh, NC	160,419
47	Knoxville, Tn	158,287
48	Detroit, Mi	157,774
49	Milwaukee, Wi	157,278
50	Baton Rouge, La	157,270
51	Wichita, Ks	156,804
52	Fort Lauderdale, Fl	153,588
53	Tucson, Az	153,468
54	Little Rock, Ar	149,809
55	Torrance, Ca	145,131
56	Wyomissing, Pa	142,903
57	Cincinnati, Oh	142,713
58	Laredo, Tx	141,804
59	Minneapolis, Mn	141,326
60	Tampa, Fl	140,956
61	Fresno, Ca	140,488
62	Mesa, Az	136,841
63	Winston Salem, NC	134,302
64	Toledo, Oh	133,716
65	Orland Park, Il	129,035
66	Anchrage, Ak	128,163
67	Salt Lake City, Ut	126,349
68	Shreveport, La	125,249
69	Santa Monica, Ca	123,993
70	White Plains, NY	123,306
71	Overland Park, Ks	122,002
72	Skokie, Il	121,450
73	Newton, Ma	121,051
74	Madison, Wi	120,842
75	Edina, Mn	119,851
76	Colorado Springs, Co	118,230
77	Orlando, Fl	116,936
78	Sacramento, Ca	116,695
79	Corpus Christi, Tx	113,284
80	Lexington Fayette, Ky	112,554
81	Novi, Mi	112,276
82	Fort Wayne, In	111,742
83	Greensboro, NC	111,478
84	Hialeah, Fl	111,108
85	Chattanooga, Tn	110,514
86	Savannah, Ga	110,373
87	Palo Alto, Ca	110,295
88	Aurora, Co	110,218
89	Worcester, Ma	109,561
90	Sterling Heights, Mi	109,287
91	Newark, NJ	109,191
92	Las Vegas, Nv	109,020
93	Lubbock, Tx	108,297
94	Evansville, In	104,990
95	Brea, Ca	102,667
96	Bakersfield, Ca	102,469
97	Clearwater, Fl	102,173
98	San Mateo, Ca	101,800
99	Ann Arbor, Mi	100,768
100	Huntsville, Al	100,741
101	Oakland, Ca	100,624
102	Hackensack, NJ	98,887
103	Glendale, Ca	98,692
104	Lafayette, La	97,951
105	Walnut Creek, Ca	97,429
106	Brownsville, Tx	97,330
107	Newport Beach, Ca	97,195
108	Des Moines, Ia	95,350
109	Jackson, Ms	95,097
110	Palm Springs, Ca	94,946
111	Cupertino, Ca	94,548
112	Reading, Pa	94,149
113	Lower Merion Township, Pa	94,099
114	Spokane, Wa	92,152
115	Lombard, Il	92,089
116	Matteson, Il	91,890
117	Jersey City, NJ	91,745
118	Palm Beach, Fl	91,355
119	Culver City, Ca	91,179
120	Cleveland, Oh	90,047
121	Yonkers, NY	89,151
122	Plantation, Fl	88,742
123	Louisville, Ky	88,680
124	Montgomery, Al	88,675
125	Long Beach, Ca	88,452
126	San Bernardino, Ca	88,341
127	Stockton, Ca	88,137
128	Manchester, NH	87,954
129	Springfield, Ma	87,715
130	Tacoma, Wa	87,615
131	Reno, Nv	87,514
132	Amarillo, Tx	87,495
133	Mobile, Al	87,374
134	Pasadena, Ca	86,858
135	Buffalo, Ny	86,746
136	Birmingham, Mi	86,625
137	Westminster, Ca	85,480
138	Tyler, Tx	84,281
139	Beaumont, Tx	83,556
140	Myrtle Beach, SC	83,294
141	Daly City, Ca	82,612
142	Boca Raton, Fl	82,533
143	Concord, Ca	81,684
144	St Petersburg, Fl	80,924
145	Modesto, Ca	80,348
146	Santa Barbara, Ca	80,342
147	Orange, Ca	80,097
148	Miami Beach, Fl	79,997
149	Warwick, Ri	79,679
150	Santa Rosa, Ca	77,755
151	Evergreen Park, Il	77,694
152	Schaumburg, Il	77,460
153	Pompano Beach, Fl	77,346
154	Huntington Beach, Ca	77,319
155	Bal Harbour, Fl	77,113
156	Northbrook, Il	76,832
157	North Riverside, Il	76,748
158	Lincoln, Ne	76,709
159	Lynnwood, Wa	76,672
160	Monroeville, Pa	76,335
161	Riverside, Ca	75,438
162	Beachwood, Oh	74,864
163	Altamonte Springs, Fl	74,029
164	Alameda, Ca	74,008
165	Calumet City, Il	73,921
166	Scottsdale, Az	73,913
167	Elizabeth, NJ	73,017
168	El Cajon, Ca	72,918
169	Hollywood, Fl	72,798
170	West Palm Beach, Fl	72,769
171	Gaithersburg, Md	72,275
172	Burlington, NC	71,931
173	Grand Rapids, Mi	71,839
174	Thousand Oaks, Ca	71,130
175	Hurst, Tx	70,996
176	Bloomingdale, Il	70,815
177	Durham, NC	70,670
178	Eugene, Or	69,628
179	Charleston, SC	69,337
180	St Paul, Mn	69,097
181	Springfield, Il	68,642
182	West Covina, Ca	68,320
183	Akron, Oh	68,264
184	Wyoming, Mi	68,214
185	Cambridge, Ma	67,663
186	Garden City, NY	67,585
187	Coral Gables, Fl	67,290
188	Warren, Mi	67,226
189	Waterbury, Ct	66,316
190	Minnetonka, Mn	65,480
191	Alexandria, La	65,461
192	Santa Ana, Ca	65,427
193	Greenville, SC	65,012
194	Flint, Mi	64,856
195	Upper Merion Township, Pa	64,360
196	Spartanburg, SC	64,104
197	Waco, Tx	63,983
198	Mesquite, Tx	63,820
199	Stamford, Ct	63,348
200	Sioux Falls, SD	62,919
201	Nashua, NH	62,895
202	Taylor, Mi	62,741
203	Murray, Ut	62,691
204	Huntington Park, Ca	62,573
205	Parma, Oh	62,455
206	Anaheim, Ca	62,408
207	Santa Fe, NM	62,178
208	Roseville, Mn	61,679
209	Monroe, La	61,655
210	Fayetteville, NC	61,567
211	Brockton, Ma	61,416
212	Hartford, Ct	61,285
213	Kentwood, Mi	60,829
214	Mount Prospect, Il	60,727
215	Providence, RI	60,276
216	Lakewood, Co	60,230
217	Norwalk, Ct	60,116
218	Columbus, Ga	59,772
219	Danbury, Ct	59,730
220	Norridge, Il	59,694
221	New Haven, Ct	59,686
222	Springdale, Oh	59,039
223	Lansing, Mi	58,882
224	Salem, Or	58,811
225	Richardson, Tx	58,096
226	Naples, Fl	58,058
227	Berkeley, Ca	58,044
228	Holyoke, Ma	57,728
229	Longview, Tx	57,679
230	Marietta, Ga	57,522
231	Lancaster, Pa	56,970
232	Norman, Ok	56,919
233	Fort Smith, Ar	56,812
234	Sarasota, Fl	56,678
235	Daytona Beach, Fl	56,565
236	Flemington, NJ	56,388
237	Tuscaloosa, Al	55,991
238	Tallahassee, Fl	55,447
239	Livonia, Mi	55,003
240	Bridgeport, Ct	55,000
241	Greenville, NC	54,763
242	Springfield, Mo	54,746
243	Harper Woods, Mi	54,109
244	Salinas, Ca	54,018
245	Burnsville, Mn	53,749
246	Fairview Heights, Il	53,612
247	Boise City, Id	53,421
248	Eatontown, NJ	53,291
249	Arcadia, Ca	53,235
250	Rochester, Mn	52,868

Furniture Sales
(thousands)

1	New York, NY	3,116,652
2	Los Angeles, Ca	1,598,570
3	Houston, Tx	878,537
4	Chicago, Il	722,111
5	Dallas, Tx	605,384
6	San Diego, Ca	517,410
7	Phoenix, Az	512,943
8	Columbus, Oh	446,464
9	San Antonio, Tx	381,325
10	Austin, Tx	371,460
11	Philadelphia, Pa	362,398
12	San Francisco, Ca	348,300
13	Denver, Co	287,344
14	Memphis, Tn	286,990
15	Oklahoma City, Ok	278,216
16	Nashville Davidson, Tn	268,868
17	San Jose, Ca	268,637
18	Indianapolis, In	262,374
19	Charlotte, NC	244,533
20	Miami, Fl	243,591
21	Onaha, Ne	234,370
22	El Paso, Tx	220,215
23	Paramus, NJ	212,880
24	Jacksonville, Fl	212,700
25	Albuquerque, NM	206,165
26	Seattle, Wa	203,575
27	Boston, Ma	201,345
28	Tulsa, OK	198,125
29	Fort Worth, Tx	192,134
30	Tucson, Ar	191,503
31	Washington, Dc	188,322
32	Milwaukee, Wi	184,569
33	Anaheim, Ca	178,467
34	Mesa, Ar	175,850
35	Tampa, Fl	173,091
36	Portland, Or	166,411
37	Santa Ana, Ca	159,812
38	Baton Rouge, La	156,382
39	Fresno, Ca	150,244
40	New Orleans, La	149,750
41	Birmingham, Al	147,483
42	Honolulu, Hi	146,769
43	Torrance, Ca	1[illegible]5,753
44	Corpus Christi, Tx	145,524
45	Colorado Springs, Co	14[illegible],242
46	Long Beach, Ca	142,301
47	Atlanta, Ga	142,039
48	Edina, Mn	136,339
49	Wichita, Ks	133,892
50	Anchorage, Ak	132,636
51	Minneapolis, Mn	132,347
52	Fort Lauderdale, Fl	130,903
53	Detroit, Mi	130,248
54	Shreveport, La	129,042
55	Santa Clara, Ca	127,489
56	Salt Lake City, Ut	126,793
57	Clearwater, Fl	125,123
58	Knoxville, Tn	124,727
59	Huntington Beach, Ca	124,700
60	Bakersfield, Ca	124,458
61	Newton, Ma	122,239
62	Kansas City, Mo	120,446
63	Okland, Ca	119,936
64	Cleveland, Oh	116,524
65	Orlando, Fl	113,957
66	Pittsburgh, Pa	113,088
67	Lubbock, Tx	112,540
68	Santa Monica, Ca	108,647
69	Concord, Ca	107,881
70	San Bernadino, Ca	106,277
71	West Palm Beach, Fl	105,978
72	Grand Rapids, Mi	105,166
73	Southfield, Mi	104,204
74	Livonia, Mi	103,834
75	Springfield, Mo	101,233

76	Hollywood, Ca	100,783
77	Sacramento, Ca	100,395
78	Fort Wayne, In	99,952
79	Newark, NJ	99,246
80	Little Rock, Ar	97,685
81	Greensboro, NC	97,259
82	Cincinnati, Oh	96,622
83	Raleigh, NC	96,333
84	San Rafael, Ca	96,094
85	Costa Mesa, Ca	95,335
86	Glendale, Ca	95,131
87	McAllen, Tx	93,344
88	Laredo, Tx	92,507
89	Tukwila, Wa	92,177
90	Mobile, Al	91,625
91	Modesto, Ca	90,693
92	Evansville, In	89,996
93	Lexington Fayette, Ky	89,986
94	Dearborn, Mi	89,540
95	Louisville, Ky	89,223
96	Las Vegas, Nv	89,131
97	Jackson, Ms	88,193
98	Santa Rosa, Ca	87,739
99	Troy, Mi	86,958
100	Boca Raton, Fl	86,171
101	Winston Salem, NC	85,982
102	Lakewood, Co	85,398
103	Arlington, Tx	85,058
104	St. Petersburg, Fl	83,751
105	Riverside, Ca	83,714
106	Mountain View, CA	83,586
107	Des Moines, Ia	83,554
108	Columbus, Ga	83,177
109	Pasadena, Ca	82,922
110	Richardson, Tx	82,407
111	Flint, Mi	82,051
112	Spokane, Wa	81,927
113	Toledo, Oh	80,872
114	Bellevue, Wa	80,841
115	Daly City, Ca	80,432
116	Aurora, Co	80,339
117	Campbell, Ca	79,223
118	Yonkers, NY	77,381
119	Eugene, Or	77,282
120	Lansing, Mi	77,050
121	Rochester, NY	76,784
122	Chattanooga, Tn	76,760
123	Tallahassee, Fl	76,574
124	Scottsdale, Az	76,069
125	Santa Barbara, Ca	75,912
126	West Covina, Ca	75,712
127	Rockville, Md	75,648
128	Cerritos, Ca	75,510
129	Ann Arbor, Mi	75,429
130	Syracuse, NY	75,422
131	Tacoma, Wa	75,390
132	Boulder, Co	74,964
133	Orange, Ca	74,941
134	Madison, Wi	74,799
135	Huntsville, Al	74,666
136	Greenville, SC	73,364
137	Lynnwood, Wa	73,235
138	Reno, Ne	73,026
139	Stockton, Ca	72,909
140	Rockford, Il	72,628
141	Orland Park, Il	72,536
142	Hialeah, Fl	71,904
143	Berkerley, Ca	71,325
144	White Plains, NY	71,188
145	Savannah, Ga	69,941
146	Montgomery, Al	69,929
147	Warren, Mi	69,663
148	Columbia, SC	69,446
149	Fort Myers, Fl	69,341
150	Cambridge, Ma	69,273
151	Carlsbad, Ca	68,987
152	Worcester, Ma	68,718
153	Dayton, Oh	68,708
154	Beaumont, Tx	67,841
155	Lafayette, La	67,466
156	Gaithersburg, Md	66,342
157	Overland Park, Ks	65,740
158	Amarillo, Tx	65,434
159	Manchester, NH	63,049
160	Lincoln, Ne	63,034
161	Boise City, Id	62,807
162	Garland, Tx	62,669
163	Charleston, SC	62,620
164	Altamonte Springs, Fl	62,376
165	St. Paul, Mn	61,962
166	Westminster, Ca	60,836
167	Pompano Beach, Fl	60,798
168	Brownsville, Tx	60,392
169	Schaumburg, Il	60,085
170	Springfield, Ma	59,419
171	Salem, Or	59,417
172	Fremont, Ca	59,359
173	Ocala, Fl	58,978
174	Sarasota, Fl	57,461
175	Naples, Fl	57,237
176	Odessa, Tx	56,582
177	Dalton, Ga	56,550
178	Salinas, Ca	56,123
179	Peoria, Il	56,081
180	Thousand Oaks, Ca	55,881
181	Escondido, Ca	55,875
182	Portage, Mi	55,860
183	South San Francisco, Ca	55,822
184	Billings, Mt	55,361
185	Tyler, Tx	54,933
186	Mishawaka, In	54,850
187	Midland, Tx	54,775
188	Akron, Oh	54,626
189	Skokie, Il	54,386
190	Royal Oak, Mi	54,049
191	High Point, NC	53,926
192	Cupertino, Ca	53,425
193	San Buenaventura, Ca	52,963
194	Murray, Ut	52,880
195	Lauderhill, Fl	52,781
196	Green Bay, Wi	52,743
197	Springfield, Il	52,350
198	Fayetteville, NC	52,061
199	Stamford, Ct	52,038
200	Buffalo, NY	51,855
201	Waltham, Ma	51,346
202	Glendale, Az	50,922
203	Nashua, NH	50,588
204	Plano, Tx	50,341
205	Niles, Il	50,089
206	Northbrook, Il	49,954
207	Visalia, Ca	49,734
208	Tempe, Az	49,678
209	Providence, RI	49,608
210	Waco, Tx	49,577
211	Rosewell, Ga	49,548
212	Hayward, Ca	49,319
213	Durham, NC	49,066
214	Bridgeport, Ct	48,899
215	Largo, Fl	48,677
216	Walnut Creek, Ca	47,938
217	Marietta, Ga	47,655
218	Gainsville, Fl	47,376
219	Roseville, Mn	47,343
220	Davenport, Ia	47,148
221	Kentwood, Mi	46,662
222	Daytona Beach, Fl	46,572
223	Fort Collins, Co	46,237
224	Cedar Rapids, Ia	46,162
225	Hartford, Ct	46,011
226	El Cajon, Ca	45,846
227	Santa Fe, NM	45,842
228	Wilmington, NC	45,599
229	Hempstead, NY	45,577
230	Melrose Park, Il	45,326
231	Pueblo, Co	45,208
232	Whittier, Ca	45,074
233	Southgate, Mi	45,059
234	Danbury, Ct	44,829
235	Farmers Branch, Tx	44,407
236	Chula Vista, Ca	44,364
237	Springdale, Oh	44,342
238	Great Falls, Mt	44,211
239	Sioux Falls, SD	44,082
240	Lawton, Ok	43,869
241	Norwalk, Ct	43,866
242	Milford, Ct	43,866
243	Stuart, Fl	43,400
244	St. Cloud, Mn	43,284
245	Burnsville, Mn	42,805
246	Culver City, Ca	42,770
247	San Mateo, Ca	42,619
248	Hurst, Tx	42,598
249	Fort Pierce, Fl	42,421
250	La Mesa, Ca	42,313

Eat/Drink Sales
(thousands)

1	New York, NY	5,810,245
2	Los Angeles, Ca	3,246,070
3	Houston, Tx	2,011,541
4	Chicago, Il	1,921,970
5	San Francisco, Ca	1,383,099
6	Dallas, Tx	1,081,404
7	San Diego, Ca	1,015,700
8	Boston, Ma	981,338
9	Philadelphia, Pa	904,122
10	Phoenix, Az	901,272
11	San Antonio, Tx	865,832
12	Honolulu, Hi	863,633
13	Washington, De	815,857
14	Indianapolis, In	685,476
15	Seattle, Wa	670,858
16	Denver, Co	664,019
17	Atlanta, Ga	644,008
18	Austin, Tx	591,433
19	San Jose, Ca	557,050
20	Nashville-Davidson, Tn	524,045
21	Detroit, Mi	489,700
22	Milwaukee, Wi	485,757
23	Memphis, Tn	480,540
24	Jacksonville, Fl	451,877
25	New Orleans, La	449,440
26	Charlotte, NC	423,164
27	Oklahoma City, Ok	419,011
28	Albuquerque, NM	417,018
29	Anaheim, Ca	414,155
30	Pittsburgh, Pa	406,455
31	Fort Lauderdale, Fl	391,381
32	Fort Worth, Tx	388,929
33	Garland, Tx	387,488
34	Miami, Fl	385,954
35	Portland, Or	379,446
36	Long Beach, Ca	376,656
37	Tampa, Fl	363,929
38	Kansas City, Mo	359,240
39	Cleveland, Oh	358,256
40	Cincinnati, Oh	356,154
41	Tulsa, Ok	352,304
42	Sacramento, Ca	347,323
43	Tucson, Az	346,817
44	Anchorage, Ak	340,482
45	Minneapolis, Mn	339,289
46	El Paso, Tx	325,299
47	Omaha, Ne	318,781
48	Toledo, Oh	314,576
49	Knoxville, Tn	314,079
50	Arlington, Tx	302,820
51	Oakland, Ca	296,074
52	Colorado Springs, Co	295,775
53	Wichita, Ks	286,053
54	Baton Rouge, La	263,223
55	Orlando, Fl	256,034
56	Louisville, Ky	250,935
57	Raleigh, NC	243,040
58	Fresno, Ca	241,988
59	Newport Beach, Ca	238,536
60	St. Paul, Mn	233,395
61	Santa Ana, Ca	232,933
62	Mesa, Az	232,505
63	Clearwater, Fl	230,663
64	Lexington Fayette, Ky	227,515
65	Madison, Wi	225,478
66	Corpus Christi, Tx	220,201
67	Santa Monica, Ca	217,013
68	Fort Wayne, In	212,335
69	Birmingham, Al	210,206
70	Bakersfield, Ca	206,091
71	Salt Lake City, Ut	205,401
72	Newark, NJ	202,936
73	Las Vegas, Nv	196,990
74	Scottsdale, Az	193,591
75	Tempe, Az	192,021
76	Buffalo, NY	189,216
77	Mobile, Al	186,899
78	Greensboro, NC	185,364
79	Winston Salem, NC	185,279
80	Santa Barbara, Ca	184,240
81	St. Petersburg, Fl	183,898
82	Huntington Beach, Ca	182,598
83	Akron, Oh	177,812
84	Des Moines, Ia	177,329
85	Torrance, Ca	174,191
86	Pasadena, Ca	173,884
87	Little Rock, Ar	173,781
88	Myrtle Beach, SC	173,337
89	Spokane, Wa	173,085
90	Lubbock, Tx	172,774
91	San Bernardino, Ca	171,435
92	Hartford, Ct	170,995
93	Tacoma, Wa	169,899
94	Rochester, NY	169,838
95	Stockton, Ca	169,036
96	Springfield, Mo	165,070
97	Costa Mesa, Ca	162,262
98	Savannah, Ga	161,972
99	Riverside, Ca	160,692
100	Orange, Ca	160,378
101	Reno, Nv	160,206
102	Aurora, Co	159,923
103	Huntsville, Al	158,620
104	Cambridge, Ma	155,973
105	Southfield, Mi	155,278
106	Chattanooga, Tn	154,528
107	Glendale, Ca	153,899
108	Grand Rapids, Mi	153,457
109	Lakewood, Co	151,934
110	Shreveport, La	151,690
111	Lafayette, La	151,434
112	Lincoln, Ne	151,131
113	Sunnyvale, Ca	150,921
114	Jackson, Ms	149,864
115	Warren, Mi	149,355
116	Boise City, Id	147,698
117	Evansville, In	144,218
118	Worcester, Ma	142,968
119	Santa Rosa, Ca	141,302
120	Tallahassee, Fl	139,495
121	Addison, Tx	138,308
122	Fullerton, Ca	137,417
123	Eugene, Or	136,178
124	Montgomery, Al	135,721
125	Flint, Mi	135,508
126	Bellevue, Wa	135,126
127	Dayton, Oh	134,346
128	Ann Arbor, Mi	133,990
129	Boulder, Co	133,968
130	Bloomington, Mn	133,904
131	Beverly Hills, Ca	133,517
132	Springfield, Ma	131,238
133	Fremont, Ca	129,892
134	Hollywood, Fl	129,086
135	Boca Raton, Fl	128,391
136	Troy, Mi	127,914
137	Santa Clara, Ca	126,712
138	Lansing, Mi	126,326
139	Amarillo, Tx	125,805
140	Berkeley, Ca	124,716
141	Garden Grove, CA	123,916
142	Marietta, Ga	121,334
143	Palm Springs, Ca	120,576
144	Modesto, Ca	118,890
145	Manchester, NH	118,764
146	Daytona Beach, Fl	118,568
147	Waco, Tx	117,934
148	Thousand Oaks, Ca	117,483
149	Concord, Ca	117,140
150	Beaumont, Tx	116,206
151	Topeka, Ks	115,559
152	Sarasota, Fl	115,218
153	Columbus, Ga	114,554
154	Charleston, SC	114,296
155	West Palm Beach, Fl	113,969
156	Hayward, Ca	112,657
157	Altamonte Springs, Fl	111,466
158	New Haven, Ct	110,281
159	Gainesville, Fl	110,099
160	Durham, NC	109,767
161	Cupertino, Ca	109,562
162	Rockford, Il	109,507
163	Palo Alto, Ca	109,045
164	Springfield, Il	108,876
165	Allentown, Pa	107,238
166	Independence, Mo	105,548
167	Cerritos, Ca	105,420
168	South San Francisco, Ca	104,143
169	Green Bay, Wi	103,780
170	Salem, Or	103,765
171	Oceanside, Ca	103,320
172	Dearborn, Mi	102,716
173	Fayetteville, NC	100,846
174	El Cajon, Ca	100,118
175	Syracuse, NY	100,023
176	Newton, Ma	99,313
177	Providence, RI	99,010
178	Sioux Falls, SD	98,555
179	San Mateo, Ca	98,449
180	South Bend, In	98,338
181	Davenport, Ia	98,300
182	Miami Beach, Fl	98,209
183	Plano, Tx	97,596
184	Brockton, Ma	96,713
185	Hialeah, Fl	96,698
186	Ocean City, Md	96,409
187	West Covina, Ca	96,395
188	Cedar Rapids, Ia	94,974
189	Tustin, Ca	94,971
190	Santa Cruz, Ca	94,906
191	McAllen, Tx	94,599
192	Asheville, NC	94,048
193	Everett, Wa	93,600
194	Billings, Mt	93,322
195	Peoria, Il	93,166
196	Glendale, Az	92,757
197	Sante Fe, NM	92,675
198	Champaign, Il	92,445
199	Burbank, Ca	92,267
200	Escondido, Ca	91,945
201	Kalamazoo, Mi	91,200
202	Abilene, Tx	90,273
203	Daly City, Ca	90,262
204	Kissimmee, Fl	90,134
205	Odessa, Tx	90,116
206	Columbia, SC	89,545
207	Redwood City, Ca	89,282
208	San Buenaventura, Ca	89,045
209	Greenville, SC	89,013
210	Ocala, Fl	88,868
211	Fort Collins, Co	88,051
212	Arcadia, Ca	87,422
213	Sterling Heights, Mi	87,289
214	Albany, NY	87,157
215	Bridgeport, Ct	85,990
216	Orland Park, Il	85,777
217	San Rafael, Ca	85,769
218	Jersey City, NJ	85,335
219	Overland Park, Ks	84,369
220	Oxnard, Ca	83,951
221	Columbia, Mo	83,901
222	Atlantic City, NJ	83,863
223	Muncie, In	83,738
224	Yuma, Az	82,940
225	Gaithersburg, Md	82,553
226	Beaverton, Or	82,224
227	Salinas, Ca	81,944
228	Tyler, Tx	81,926
229	Bloomington, In	81,861
230	Okland Park, Fl	81,639
231	Mountain View, Ca	81,534
232	Campbell, Ca	81,532
233	Irving, Tx	81,438
234	Irvine, Ca	81,233
235	White Plains, NY	81,225
236	Redondo Beach, Ca	81,073
237	Walnut Creek, Ca	80,903
236	Livonia, Mi	80,837

239	Portland, Me	80,797
240	Pomona, Ca	80,632
241	Danbury, Ct	80,533
242	Monterey, Ca	80,118
243	Clifton, NJ	79,846
244	Warwick, RI	79,821
245	West Orange Township, NJ	79,455
246	Carlsbad, Ca	79,137
247	Downey, Ca	78,449
248	Plantation, Fl	78,384
249	Renton, Wa	78,241
250	Nashua, NH	78,207

Drug Sales
(thousands)

1	New York, NY	1,445,278
2	Los Angeles, Ca	1,044,647
3	Chicago, Il	824,636
4	Houston, Tx	522,454
5	Philadelphia, Pa	335,905
6	Phoenix, Az	307,949
7	Honolulu, Hi	298,503
8	San Diego, Ca	289,634
9	San Jose, Ca	263,073
10	Indianapolis, In	256,671
11	Dallas, Tx	235,608
12	San Francisco, Ca	234,792
13	Detroit, Mi	209,533
14	Jacksonville, Fl	202,846
15	Memphis, Tn	190,310
16	Washington, Dc	185,282
17	Boston, Ma	183,737
18	Columbus, Oh	182,990
19	Cleveland, Oh	164,393
20	Miami, Fl	158,233
21	Seattle, Wa	154,975
22	San Antonio, Tx	151,115
23	Fresno, Ca	148,524
24	New Orleans, La	146,349
25	Mesa, Az	136,439
26	Tuscon, Az	133,987
27	Atlanta, Ga	133,441
28	Anchorage, Ak	131,813
29	Milwaukee, Wi	128,742
30	Nashville Davidson, Tn	127,533
31	Pittsburgh, Pa	123,368
32	Charlotte, NC	120,065
33	Sacramento, Ca	116,966
34	Oakland, Ca	112,019
35	Toledo, Oh	110,906
36	Austin, Tx	106,617
37	Long Beach, Ca	104,294
38	Cincinnati, Oh	102,339
39	Omaha, Ne	102,265
40	Minneapolis, Mn	102,180
41	Albuquerque, NM	99,213
42	Tampa, Fl	97,847
43	Louisville, Ky	95,822
44	Bakersfield, Ca	95,177
45	Denver, Co	92,311
46	Anaheim, Ca	90,765
47	Santa Rosa, Ca	89,794
46	Fort Worth, Tx	89,201
49	Kanas City, Mo	89,028
50	Mobile, Al	81,956
51	Buffalo, NY	81,559
52	Baton Rouge, La	78,742
53	Modesto, Ca	77,074
54	Redding, Ca	75,125
55	Santa Ana, Ca	74,346
56	El Paso, Tx	71,128
57	Fort Wayne, In	70,884
58	Las Vegas, Nv	70,289
59	Oklahoma City, Ok	70,103
60	Knoxville, Tn	70,078
61	Huntington Beach, Ca	68,744
62	Hialeah, Fl	67,982
63	Livonia, Mi	67,474
64	Rochester, NY	66,459
65	Raleigh, NC	65,891
66	Fort Lauderdale, Fl	65,259
67	Spokane, Wa	65,236
68	Newark, NJ	65,190
69	Stockton, Ca	65,121
70	Fremont, Ca	64,686
71	Hayward, Ca	63,077
72	Wichita, Ks	63,036
73	Jackson, Ms	62,645
74	St. Petersburg, Fl	62,249
75	Tulsa, Ok	62,183
76	San Mateo, Ca	61,533
77	Springfield, Il	61,031
78	Sterling Heights, Mi	60,907
79	Boise City, Id	60,626
80	Santa Clara, Ca	60,619
81	Miami Beach, Fl	60,171
82	Inglewood, Ca	59,758
83	Winston Salem, NC	59,522
84	Thousand Oaks, Ca	58,679
85	St. Paul, Mn	58,507
86	Concord, Ca	58,498
87	Portland, Or	58,426
88	Shreveport, La	58,015
89	Troy, Mi	57,854
90	Tempe, Az	57,451
91	Clearwater, Fl	56,902
92	Montgomery, Al	56,794
93	Scottsdale, Az	56,687
94	Riverside, Ca	56,550
95	Birmingham, Al	56,449
96	Sioux Falls, SD	56,254
97	Warren, Mi	56,208
98	Glendale, Az	55,958
99	Santa Monica, Ca	55,310
100	San Bernardino, Ca	54,652
101	Chattanooga, Tn	54,017
102	Akron, Oh	53,450
103	Mountain View, Ca	52,627
104	Dearborn, Mi	52,535
105	Torrance, Ca	52,438
106	Salinas, Ca	52,332
107	Hollywood, Fl	51,787
108	Worcester, Ma	51,780
109	Lexington Fayette, Ky	51,655
110	Orlando, Fl	50,398
111	Tacoma, Wa	50,355
112	Walnut Creek, Ca	49,904
113	Greensboro, NC	49,240
114	Bellevue, Wa	49,203
115	Evansville, In	48,929
116	Boca Raton, Fl	48,667
117	Cupertino, Ca	48,120
118	Arlington, Tx	48,041
119	Buena Park, Ca	47,840
120	El Cajon, Ca	47,826
121	Fullerton, Ca	47,734
122	Madison, Wi	47,467
123	Pasadena, Ca	47,457
124	Gaithersburg, Md	47,370
125	Flint, Mi	47,168
126	Salt Lake City, Ut	47,029
127	Daly City, Ca	46,759
128	Vallejo, Ca	46,705
129	Savannah, Ga	46,389
130	Colorado Springs, Co	45,522
131	Santa Barbara, Ca	45,463
132	Brockton, Ma	45,455
133	Southfield, Mi	45,353
134	Chula Vista, Ca	44,771
135	Glendale, Ca	44,751
136	Hartford, Ct	44,607
137	Sarasota, Fl	44,247
138	Grand Rapids, Mi	43,656
139	Fontana, Ca	43,267
140	Huntsville, Al	43,050
141	Garden Grove, Ca	42,042
142	Little Rock, Ar	41,955
143	Cerritos, Ca	41,[illegible]
144	Ann Arbor, Mi	41,801
145	Des Moines, Ia	41,794
146	Rockford, Il	41,716
147	Durham, NC	41,379
148	Reno, Nv	41,143
149	South Bend, In	40,512
150	Springfield, Ma	40,473
151	Dayton, Oh	40,450
152	Aiea, Hi	40,442
153	Orange, Ca	40,392
154	Springfield, Mo	40,348
155	Escondido, Ca	40,265
156	West Covina, Ca	39,911
157	Cambridge, Ma	39,808
158	Hemet, Ca	39,746
159	Eugene, Or	39,687
160	Lincoln, Ne	39,487
161	Santa Fe, NM	39,403
162	Quincy, Ma	39,248
163	Marietta, Ga	39,098
164	San Rafael, Ca	39,030
165	Clovis, Ca	38,994
166	Naperville, Il	38,681
167	Upland, Ca	38,467
168	Yuma, Az	38,382
169	Corpus Christi, Tx	38,380
170	Burbank, Ca	38,099
171	Topeka, Ks	37,976
172	Daytona Beach, Fl	37,925
173	Asheville, NC	37,915
174	Salem, Or	37,753
175	Merced, Ca	37,753
176	Columbus, Ga	37,557
177	Fort Myers, Fl	37,430
178	Hawthorne, Ca	37,381
179	Syracuse, NY	37,152
180	Santa Maria, Ca	37,145
181	West Palm Beach, Fl	37,064
182	Oxnard, Ca	36,932
183	Alameda, Ca	36,846
184	Pompano Beach, Fl	36,283
185	Jersey City, NJ	36,147
186	Garlad, Tx	36,045
187	Yonkers, NY	35,896
188	Elkhart, In	35,825
189	Manchester, NH	35,795
190	Everett, Wa	35,597
191	Bremerton, Wa	35,351
192	Ocala, Fl	35,318
193	Arcadia, Ca	35,177
194	Aurora, Co	35,154
195	Bridgeport, Ct	34,717
196	Visalia, Ca	34,567
197	Lancaster, Ca	34,466
198	Mayfield Heights, Oh	34,315
199	Cedar Rapids, Ia	34,247
200	Billings, Mt	34,172
201	Denton, Tx	34,025
202	Muncie, In	33,997
203	Compton, Ca	33,824
204	Novato, Ca	33,709
205	Sunnyvale, Ca	33,525
206	Plano, Tx	33,329
207	Berkeley, Ca	33,169
208	St. Cloud, Mn	33,165
209	Livermore, Ca	33,143
210	Renton, Wa	33,065
211	Newport Beach, Ca	33,019
212	Montebello, Ca	32,843
213	Vero Beach, Fl	32,662
214	Erie, Pa	32,640
215	Oak Lawn, Il	32,586
216	Camarillo, Ca	32,437
217	Cranston, RI	32,172
218	Tyler, Tx	32,168
219	Roseville, Ca	31,950
220	Palm Springs, Ca	31,934
221	Lafayette, La	31,772
222	Eureka, Ca	31,649
223	Waltham, Ma	31,606
224	Gardena, Ca	31,251
225	Independence, Mo	31,015
226	Providence, RI	30,956
227	Redwood City, Ca	30,915
228	Lake Charles, La	30,861
229	Lubbock, Tx	30,803
230	Spartanburg, SC	30,788
231	Champaign, Il	30,708
232	Rochester, Mn	30,685
233	Newton, Ma	30,672
234	El Monte, Ca	30,592
235	Sunrise, Fl	30,443
236	Tustin, Ca	30,405
237	Irving, Tx	30,372
238	Tallahassee, Fl	30,306
239	Davenport, Ia	30,175
240	Pomona, Ca	30,160
241	South Gate, Ca	30,113
242	Middleburg Heights, Oh	29,956
243	Columbia, SC	29,843
244	Lodi, Ca	29,837
245	Boynton Beach, Fl	29,836
246	Pleasant Hill, Ca	29,684
247	Kansas City, Ks	29,677
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TOPEKA, KS 66601, P O Box 1773, Tel (913) 271-5304

KNIGHT-RIDDER NEWSPAPER SALES, INC.

NEW YORK, NY 10017, 280 Park Ave , Tel 018-1111

ATLANTA, GA 30328, 5500 Interstate North Pkway , Tel (404) 955 5086

CHICAGO, IL 60606, 20 North Wacker Dr , Tel (312) 263-6270

DETROIT, MI 48075, 604 Northland Towers West, Southfield, MI, Tel (313) 569-0520

LOS ANGELES, CA 90068, 6735 Forest Lawn Dr , Suite 310, Tel (213) 876-8530

MIAMI, FL 33143, 7600 Red Rd , Suite 128, Tel (305) 661-1800

MINNEAPOLIS, MN 55402, 910 Foshay Tower, Tel (612' 332-8724

SAN FRANCISCO, CA 94104, Russ Bldg , 235 Montgomery St , Tel (415) 989-7873

LANCASTER NEWSPAPERS, INC.

LANCASTER, PA 17603, 8 W King St , P O Box 1328, Tel (717) 291-8811

LANDON ASSOCIATES, INC.

NEW YORK, NY 10017, 750 Third Ave , Tel (212) 867-1112

ALBANY, NY 12172, P O Box 401, Stottvilie, NY, Tel (518) 828-6548

ATLANTA, GA 30071, 6825 Jimmy Carter Blvd , Suite 1760, Norcross, GA, Tel (404) 368-8125

BOSTON, MA 02190, 2 West St , Stetson West, Suite B, South Weymouth, MA, Tel (617) 337-8562

BUFFALO, NY 14424, 4998 Wyffel Rd , Canandaigua, NY, Tel. (716) 396-2613

CHARLOTTE, NC 28210, 7 Woodlawn Green, Tel (704) 525-4071

CHICAGO, IL 60611, 435 N. Michigan Ave , Tel (312) 644-8270

CLEVELAND, OH 44131, 4807 Rockside Rd., Independence, OH, Tel (216) 447-6066

DALLAS, TX 75080, 333 W Campbell Rd., Richardson, TX, Tel (214) 699-0766

DETROIT, MI 48034, 25160 Lahser Rd , Southfield, MI, Tel. (313) 356-3480

HARRISBURG, PA 16662, 523 Cherry St , Martinsburg, PA, Tel (814) 793-4545

HOUSTON, TX 77056, 1200 Post Oak Blvd., Suite 218, Tel (713) 960-0181

KANSAS CITY, KS 66214, Two Pine Ridge Plz., 8208 Melrose Dr., Suite 210, Lenexa, KS, Tel (913) 492-0731

LOS ANGELES, CA 92801, 505 N Euclid Ave., Anaheim, CA, Tel (714) 635-7841

MEMPHIS, TN 38124, P.O. Box 242150, Tel (901) 683-1109

PHILADELPHIA, PA 19087, 985 Old Eagle School Rd., Wayne, PA, Tel. (215) 688-5612

PITTSBURGH, PA 15074, P.O. Box 407, 234 Adams St., Rochester, PA, Tel. (412) 774-4411

PORTLAND, ME 04107, 10 Glen Avenue, Cape Elizabeth, ME, Tel. (207) 799-0990

RICHMOND, VA 23233, 1709 Downing Ct., Tel. (804) 346-0249

SAN FRANCISCO, CA 94104, 235 Montgomery St., Tel. (415) 981-1281

SEATTLE, WA 98005, 13238 Northrup Way, Bldg A-1, Suite 7, Bellevue, WA, Tel (206) 747-7966

LENHA HAWAII, INC.

HONOLULU, HI 96815, 379 Olohana St , Suite 203, Tel (808) 941-9011; 947-2737; Cable-Lenhaw Honolulu, TLX 723-8729 Lenha HR

THE LEONARD COMPANY

HOLLYWOOD, FL 33021, 5740 Hollywood Blvd , Suite 500, Tel (305) 961-5664

HONOLULU, HI 96815, 379 Olohana St Waikiki, Tel (808) 941-9011

ORLANDO, FL 32822, 5449 S Semoran Blvd , Suite 229, Tel (407) 281-1634

TIFTON, GA 31793, P O Box 7624, 401-D Northridge Ave , Tel (912) 386-0917

LONG & ASSOCIATES

BURLINGAME, CA 94010, 1575 Old Bayshore Hwy , Tel (415) 692-8236

METROPOLITAN PUBLISHERS REPRESENTATIVES, INC.

MIAMI, FL 33133, 2500 South Dixie Hwy , Tel (305) 856-8326

ATLANTA, GA 30305, 3017 Piedmont Rd , N E , Suite 100, Tel (404) 231-4588

TAMPA, FL 33629, 3016 Mason Pl , Tel (813) 837-5618

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MILLION MARKET TIMES MIRROR MARKETING

NEW YORK, NY 10017, 711 Third Ave , Tel (212) 692-7100

CHICAGO, IL. 60611, 444 North Michigan Ave , Suite 2980, Tel (312) 822-8666

DALLAS, TX 75225, 5956 Sherry Lane, Suite 610, Tel (214) 696-8666

HOLLYWOOD, FL 33021, 4601 Sheridan St , Suite 317, Tel (305) 987-8666

LOS ANGELES, CA 90025, 11601 Wilshire Blvd , Suite 1820, Tel (213) 477-3399

SAN FRANCISCO, CA 94111, 100 California St , Suite 1120, Tel (415) 781-8666

TROY, MI 48084, 755 West Big Beaver Rd , Suite 419, Tel (313) 362-8666

MINNESOTA NEWSPAPER ASSN.

MINNEAPOLIS, MN 55402, 12 S 6th St , Rm 1110, Tel (612) 332-8844

MISSOURI PRESS SERVICE, INC.

COLUMBIA, MO 65201, 8th & Locust, Tel (314) 449-4167

MORRIS NEWSPAPER CORP. ADVERTISING SALES

SAVANNAH, GA 31412, P O Box 8167, Tel (913) 233-1281

NEWHOUSE NEWSPAPERS METRO SUBURBIA

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ATLANTA, GA 30339, 6520 Powers Ferry Rd , N W , Suite 170, Tel (404) 955-2335

BEVERLY HILLS, CA 90212-3410, 9100 Wilshire Blvd , Suite 710, Tel (213) 205-7647

CHICAGO, IL 60601, 221 N LaSalle St , Tel (312) 641-6242

DETROIT, MI 48010, 30300 Telegraph Rd , Suite 131, Birmingham, MI, Tel (313) 540-5606

SAN FRANCISCO, CA 94103, 703 Market St , Suite 913, Tel (415) 362-3367

NIXON NEWSPAPERS, INC.

PERU, IN 46970, P.O Box 1149, 35 W Third St , Tel (317) 473-3091; FAX (317) 473-8428

NORTH JERSEY NEWSPAPERS

PASSAIC, NJ 07055, 988 Main Ave , Tel (201) 365-3000

OHIO NEWSPAPER SERVICES, INC.

COLUMBUS, OH 43215, 1225 Dublin Road, Tel (614) 486-6677

OKLAHOMA PRESS SERVICE

OKLAHOMA CITY, OK 73105, 3601 N Lincoln, Tel (405) 524-4421

THE PAPERT COMPANIES

DALLAS, TX 75201, 800 Hartford Bldg , Tel. (214) 969-0000

CHICAGO, IL 60611, 400 N. Michigan Ave #1010, Tel. (312) 822-9116

DETROIT, MI 48075, 21711 W Ten Mile Rd , Suite 238, Southfield, MI, Tel. (313) 357-3933

MEMPHIS, TN 38104, Union Plaza Bldg., 1835 Union Ave., Suite 246, Tel. (901) 278-5390

MINNEAPOLIS, MN 55402, Chamber of Commerce Bldg., 15 S. 5th St. #1104, Tel. (612) 338-1958

NEW ORLEANS, LA 70433, 201 Holiday Square #308, Covington, LA, Tel. (504) 892-8663

NEW YORK, NY 10165, 60 E 42nd St., Tel. (212) 687-4750

PRAIRIE VILLAGE, KS 66208, 2200 W 75th St , Suite 202, Tel (913) 432-6600

SAN FRANCISCO, CA 94107, 185 Berry St , Suite 265, Tel (415) 345-7921

VAN NUYS, CA 91401, 5430 Van Nuys Blvd , Suite 312, Tel (818) 990-3475

PUBLICATIONS REPRESENTATIVES INTERNATIONAL, INC.

FT. WORTH, TX 76135, P O Box 36189, 7635 Watercress, Tel (817) 930-5383, TWX 753651, FAX (817) 237-5495

MEXICO CITY, MX 06600, Reforma 300, #1703, Tel (905) 533-0781, TWX 1761366

PUBLISHERS REPRESENTATIVES OF FLORIDA, INC.

JACKSONVILLE, FL 32247, P O Box 5476, Tel (904) 398-5813

MIAMI, FL 33169, 99 N W 183rd St , Suite 242, Tel (305) 652-8510

TAMPA, FL 33609, 4601 W Kennedy Blvd , Suite 212, Tel (813) 286-8299

RAY RICKLES & CO.

MIAMI, FL 33152, P O Box 520849, Tel (305) 592-0044

ATLANTA, GA 30328, 699 Carriage Dr , N E , Tel (404) 252-4567

HOUSTON, TX 77084, 16151 Cairnway, Suite 209, Tel (713) 463-0502

C.M. SAVAGE ASSOCIATES

BROOKLYN, NY 11226, 510 E 16th St , Tel (718) 287-2057

SAWYER-FERGUSON-WALKER CO., INC.

NEW YORK, NY 10174, 405 Lexington Ave , 14th Fl., Tel (212) 661-6262, TWX 710 581 2120

ATLANTA, GA 30326, 3390 Peachtree Rd , Lenox Towers, Suite 1144, Tel (404) 261-1362

BOSTON, MA 01760, 209 W Central St , Natick, MA, Tel (617) 237-5640

CHARLOTTE, NC 28211, 4401 Colwick Rd , Tel (704) 364-5906

CHICAGO, IL 60611, 500 N Michigan Ave , Tel (312) 329-1780

DALLAS, TX 75251, 12201 Merit Dr , Suite 430, Tel (214) 369-2357

DETROIT, MI 48034, 26877 Northwestern Hwy , Suite 407, Southfield, MI, Tel (313) 352-9810

LOS ANGELES, CA 90036, 5757 Wilshire Blvd , Suite 448, Tel (213) 936-1069

MIAMI, FL 33147, 3050 Biscayne Blvd , Suite 410, Tel (305) 573-6768

MINNEAPOLIS, MN 55402, 822 Marquette Ave , Tel (612) 339-1052

PHILADELPHIA, PA 19087, 992 Old Eagle School Rd , Suite 911, Wayne, PA, Tel (215) 687-6205

SAN FRANCISCO, CA 94104, 560 Mills Tower, 220 Bush St , Tel (415) 421-5707

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KANSAS CITY, MO 64195, P O Box 20087, Tel (816) 891-7582

NEW YORK, NY 10017, 1270 Avenue of the Americas, Suite 2815, Tel (212) 246-2265

TAMPA, FL 33607, 1111 N Westshore Blvd., Suite 401, Tel (813) 879-6746

TOWMAR

MEXICO CITY, MX, 11500, Presa de la Angostura 8, Tel (905) 395-5888; TWX 1763128

MIAMI, FL 33139, 1111 Lincoln Rd , Suite 660, Tel (305) 532-0725

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DALLAS, TX 76180, 4309 Ken Michael Court, N Richland Hills, TX, Tel (214) 522-9455

DETROIT, MI 48243, 400 Renaissance Ctr , Suite 500, Tel (313) 567-0020

LOS ANGELES, CA 90010, 3400 Wilshire Blvd , Suite 68, Tel (213) 380-8840

NEW YORK, NY 10170, 420 Lexington Ave , Suite 454, Tel (212) 687-8425

PHILADELPHIA, PA 19422, Dublin Hall, Suite 405, 1777 Walton Rd , Blue Bell, PA, Tel (215) 542-0232

PHOENIX, AZ 85308, 18808 N 68th Avenue, Glendale, AZ, Tel (602) 942-0196

ST. LOUIS, MO 63141, 664 Office Pkwy , Tel (314) 872-9512

SAN FRANCISCO, CA 94103, 785 Market Street, Suite 640, Tel (415) 541-0891

WARWICK, RI 02886, 100 Winnisquam Dr , Tel (401) 884-7403

LEO WALDMAN

HIGHTSTOWN, NJ 08520, 10 Lake Dr , Tel (609) 448-9100

GRANT WEBB & CO., INC.

NEW YORK, NY 10022, 872 Madison Ave , Tel (212) 570-6161

KEENE, NY 12942, Irish Hill Rd., Tel (518) 576-2332

LEVALLOIS, FRANCE 92300, Contact Fabio Lancellotti, 7 Rue Victor Hugo

LONDON, ENGLAND W1V 8HA, Nassau House, 122 Shaftesbury Ave , Tel 01-734-3052

DUSSELDORF, WEST GERMANY 4000 Dusseldorf 11, Contact Rogge Juste-Andreas, Dusseldorferstrasse 132

WESTERN STATE ASSOCIATES, INC.

LOS ANGELES, CA 90036, 5455 Wilshire Blvd , Suite 700, Tel (213) 933-5623

SAN FRANCISCO, CA 94111, 101 California St., Tel (415) 421-7946

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A-1 NEWSPAPER NETWORK

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TORONTO, ON M5E 1K3, 69 Yonge St , Suite 1003, Tel (416) 865-0997

AMERICAN PUBLISHERS' REPRESENTATIVES, LTD.

TORONTO, ON M5A 1R7, 41 Britain St , Suite 303, Tel (416) 363-1388

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TORONTO, ON M5M 4L8, Box 503, Station S, Tel (416) 638-7746

BARDAL, GOSBEE & ASSOCIATES

TORONTO, ON M5A 1R7, 41 Britain St , Suite 303, Tel (416) 363-4004

LINGUA ADS SERVICE

TORONTO, ON M5R 1P9, 9 Belmont St , Tel (416) 922-5258

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TORONTO, ON M4P 1A2, c/o Le Droit, 43 Eglinton Ave East, Suite 903, Tel (416) 486-9676

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MONTREAL, QC H3G 1H5, 1245 Sherbrooke St West, Suite 1670, Tel (514) 282-1542

VANCOUVER, B.C. V6E 3Z3, 1166 Alberni St , Suite 1005, Tel (604) 669-8796

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TORONTO, ON M4P 1A2, 43 Eglinton Ave East, Suite 903, Tel (416) 486-6647

SOUTHAM NEWSPAPER GROUP, MARKETING DIVISION

TORONTO, ON M2P 2C2, 20 York Mills Rd., 4th Fl., Tel (416) 222-8000; FAX (416) 222-3400

MONTREAL, QC H5A 1G5, 35 Edison Mart East, P.O. Box 1173, Place Bonaventure, Tel (514) 878-9794

VANCOUVER, B.C. V5G 1H2, 4285 Canada Way, Burnaby, B.C., Tel (604) 433-6125

THOMSON NEWSPAPERS, LTD.

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TORONTO, ON M5H 2M8, 65 Queen St West, Tel (416) 864-1710

SECTION II

Surveys of Daily Newspaper Cities

Communities in the United States
where daily newspapers are published

United States Daily Newspaper Cities

	Page	Map
Alabama	1	2
Alaska	7	8
Arizona	9	10
Arkansas	14	15
California	20	22-23
Colorado	49	51
Connecticut	55	57
Delaware	63	63
District of Columbia	64	—
Florida	64	67
Georgia	77	78
Hawaii	85	85
Idaho	86	87
Illinois	89	91
Indiana	103	105
Iowa	117	119
Kansas	125	126
Kentucky	134	135
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Maine	146	147
Maryland	149	150
Massachusetts	152	153
Michigan	163	165
Minnesota	175	177
Mississippi	181	184
Missouri	187	189
Montana	195	197
Nebraska	198	199
Nevada	203	204
New Hampshire	205	206
New Jersey	208	209
New Mexico	215	216
New York	219	220-21
North Carolina	237	238
North Dakota	249	250
Ohio	252	253
Oklahoma	270	271
Oregon	279	281
Pennsylvania	284	287
Rhode Island	304	305
South Carolina	306	309
South Dakota	311	312
Tennessee	314	315
Texas	320	322-3
Utah	343	344
Vermont	345	346
Virginia	347	349
Washington	356	357
West Virginia	362	363
Wisconsin	366	369
Wyoming	375	376
Puerto Rico	377	—

DO YOU KNOW...

A. How many Atlantans periodically get run out of town?

B. How many are searching for the perfect little black dress?

C. How many make their best friend take a bath?

D. How many are tightening their belts?

E. How many believe money talks?

If you don't, you can find out in the 1987/88 Scarborough Atlanta Market Study. This survey of Atlantans' shopping patterns, demographics, leisure activities and other habits is the most comprehensive consumer survey done in Atlanta. It's *the* resource to use when you want to know about Atlanta.

For your copy, write to us at the address below. And if you just can't wait to get the answers to our questions, they're below, too.

The Atlanta Journal
THE ATLANTA CONSTITUTION

NOW YOU KNOW.

Marketing Research Dept.
P.O. Box 4689
Atlanta, GA 30302

A. 33% took three or more short vacation trips in a year. B. 61% shopped for women's wear in a three-month period. C. 15% groomed or boarded their pet in a three-month period. D. 20% visited a health spa or took an exercise class in a year. E. 28% have household incomes of $50,000 or more.

(Circle No. 4 on Market Request Card)

SURVEYS OF DAILY NEWSPAPER CITIES

Cities and communities in the United States supporting daily newspapers

ALABAMA SURVEYS

METROPOLITAN STATISTICAL AREAS

Anniston-Calhoun County.
Birmingham-Blount, Jefferson, St. Clair, Shelby, and Walker Counties.
Columbus, GA-AL-Chattahoochee and Muscogee Counties, GA; Russell County, AL.
Dothan-Dale and Houston Counties.
Florence-Lauderdale and Colbert Counties.
Gadsden-Etowah County.
Huntsville-Madison County.
Mobile-Baldwin and Mobile Counties.
Montgomery-Autauga, Elmore and Montgomery Counties.
Tuscaloosa-Tuscaloosa County.

POPULATION ESTIMATES

(Thousands)

Age Group	1970	1980	1989
Under 5 Years	301	296	379
5-14 Years	720	645	659
15-24 Years	617	736	649
25-44 Years	791	1,030	1,320
45-64 Years	691	748	735
65 and Over	324	440	422
TOTAL	3,444	3,895	4,164

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1989 Est.
Bldg. Mat./Hdwr	689	729	1,560
General Mdse	1,308	1,651	2,802
Food	2,440	3,586	5,416
Automobiles	2,611	2,810	6,143
Gasoline Stations	810	1,173	1,320
Apparel	571	837	1,362
Furniture	468	546	1,133
Eat-Drink Places	691	1,080	1,852
Drugs	326	523	876
TOTAL SALES	10,705	14,480	24,259

ALEXANDER CITY

1 - LOCATION: Tallapoosa County. E&P Map C-3. Manufacturing, tourism, timber, and agric. E central portion of state. 75 mi. SE of Birmingham on U.S. Hwy. 2[illegible]; 45 mi. NE of Montgomery.

2 - TRANSPORTATION: Railroad-Norfolk Southern.
Motor Freight Carriers-North Alabama Express; Barnes Freight Bowman Trans.; Georgia Hwy. Express.
Intercity Bus line-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 13,807; E&P 88 Est. 15,142
County 80 Cen. 38,644; E&P 88 Est. 39,381

4 - HOUSEHOLDS:
City 80 Cen. 4,856; E&P 88 Est. 5,075
County 80 Cen. 13,275; E&P 88 Est. 13,896

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$40,000,000
Commercial	2	$140,000,000

6 - PASSENGER AUTOS: County 32,202

7 - ELECTRIC METERS: Residence 4,075

8 - GAS METERS: Residence 3,645

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 7,000 ($240).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-70; Summer 70-95; Fall 55-80; Winter 5-55. First killing frost, Nov. 10; last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alex. City(12)	2	Winn-Dixie, Rose's, Revco, Goodyear, Belk's
Edco(5)		Edco Discount Ctr.
Mill Square(8)	1	Wal-Mart, Winn-Dixie, Harco
B-mart(1)	1	B-mart

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Rose's; Edco; Belk's; Revco; Harco; Piggly Wiggly; A&P; Winn-Dixie; Wal-Mart; B-Mart.

13 - RETAIL OUTLETS: Department Stores-Aland's; Allied; Belk's; Frohsin's.
Discount Stores-Edco; Fred's; Bargaintown; Rose's; Wal-Mart; B-Mart.
Chain Drug Stores-Harco; Revco.
Chain Supermarkets-Piggly Wiggly; Winn-Dixie 2; B-Mart.
Other Chain Stores-Goodyear; Firestone; Western Auto.

14 - NEWSPAPERS: OUTLOOK (m-tues to fri; S) 4,450; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Billy McGhee, Adv. Mgr., OUTLOOK, 139 Church St., PO Box 999, Alexander City, AL 35010; Tel. (205) 234-4281.
National Representative: Landon Associates.

ANDALUSIA

1 - LOCATION: Covington County, E&P Map C-5. County Seat.

2 - TRANSPORTATION: Railroads-SCL/L & N.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 10,415; E&P 88 Est. 11,367
County 80 Cen. 36,870; E&P 88 Est. 37,413

4 - HOUSEHOLDS:
City 80 Cen. 4,251; E&P 88 Est. 4,346
County 80 Cen. 15,213; E&P 88 Est. 14,528

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$167,000,000
Savings & Loan	1	$60,187,000

6 - PASSENGER AUTOS: County 31,538

7 - ELECTRIC METERS: Residence 4,464

8 - GAS METERS: Residence 3,005

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 2,000 ($200); Elect. Util. 175 ($300); Pecan Proc. 200 ($200); Health Care 200 ($200).
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Av. Temp.-Spring 65.5; Summer 75.8; Fall N.A.; Winter 55.1. First killing frost, Nov. 10; last killing frost, Mar. 15.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-Covington Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Covington Mall(20)	2	JCPenney, Revco, Leons, United Super
Westgate Plz.(6)	2	McCrory's, Harco
East 3-Notch(5)	2	Winn-Dixie, Harco

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Shpg. Ctr.-every night.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Leon's.
Discount Stores-McCrory's; Wal-Mart.
Variety Stores-Family Dollar.
Chain Drug Stores-Harco; Revco.
Chain Food Supermarkets-Winn-Dixie; Piggly Wiggly; Food World.
Other Chain Stores-Sherwin-Williams; Cato's.

14 - NEWSPAPERS: STAR NEWS (m-tues to sat) 3,872; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Steve Hall, Adv. Mgr., STAR NEWS, 209 Dunson St.; PO Drawer 430, Andalusia, AL 36420; Tel. (205) 222-2402.
National Representative: None.

ANNISTON

1 - LOCATION: Calhoun County (MSA). E&P Map C-2, County Seat. Mfg., agric., commercial & military ctr. (Fort McClellan). NE portion of state; 60 mi. E of Birmingham; 100 mi. W of Atlanta.

2 - TRANSPORTATION: Railroads-Southern; Seaboard Coast Line.
Motor Freight Carriers-45.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Atlantic Southeast (4 flights per day), Anniston Executive Aviation.

3 - POPULATION:
Corp. City 80 Cen. 29,523; E&P 88 Est. 28,805
CZ-ABC: (80) 69,476
RTZ-ABC: (80) 92,792
County/MSA 80 Cen. 116,905; E&P 88 Est. 129,491
City & RTZ-ABC: (80) 162,268

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,953; E&P 88 Est. 10,971
County/MSA 80 Cen. 39,431; E&P 88 Est. 44,383
CZ-ABC: (80) 24,651
RTZ-ABC: (80) 29,544
City & RTZ-ABC: (80) 54,195

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$85,200,000
Commercial	8	$700,000,000

6 - PASSENGER AUTOS: County 97,909

7 - ELECTRIC METERS: Residence 44,797

8 - GAS METERS: Residence 26,115

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber & Wood 410; Metals 3,610; Other Durables 1,090; Textile 2,340; Total Non-Mfg. 30,300; Mfg. 11,420.

10 - CLIMATE: Annual Av. Temp.-63; Jan. 41; July 89; Av. Rainfall 56; Altitude (above) 1,000; Growing Season 212 days; Prevailing winds SE 4-8 MPH.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lenlock(18)	5	Shoe Box
Anniston Plz.(10)	NA	Wal-Mart, Big B
Quintard Mall(35)	NA	JCPenney, Martin's, SupeRx, Sears
Pelham Plz.(7)	12	Winn-Dixie, Harco
Blue Pond	3	Sky City
Golden Springs(5)	4	Windsor's Super Valu

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Discount and Shopping Centers-7 nights a week.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Hudson's; Wakefield's; Sears; New Berman's, Kitchin's.
Discount Stores-Wal-Mart; Sky City; K mart; Fred's; Martin's; Rex.
Chain Drug Stores-SupeRx 2; Eckerd; Big B 5.
Chain Supermarkets-Winn Dixie 6; Super-Valu 2; Warehouse Groceries 3; Food World 2; Valu Foods 2.
Other Chain Stores-Firestone; Friedman's Jewelers; Sterling Jewelers; Goodyear; Haverty Furn.; Lorch Diamond; Heilig-Meyers; Jefferson Home Furn.; Lea & Mikes 6.

14 - NEWSPAPERS: STAR (e-mon to fri) 32,234; (m-sat) 34,342; (S) 33,329; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: John O'Ma[illegible]a, Adv. Dir., STAR, 216 W. 10th St., Anniston, AL 36201; Tel. (205) 236-1551.
National Representative: Branham/Newspaper Sales.

ATHENS

1 - LOCATION: Limestone County, E&P Map C-1, County Seat. Agric. & college ctr. 20 mi. W of Huntsville; 13 mi. N of Decatur; on U.S. Hwys. 31, 72, I-65; State Hwys. 99, 251, 127.

2 - TRANSPORTATION: Railroads-Seaboard System.
Intercity Bus Lines-Trailways; Greyhound.
Motor Freight Carriers-13.

3 - POPULATION:
Corp. City 80 Cen. 14,558; E&P 88 Est. 16,074
County 80 Cen. 46,120; E&P 88 Est. 52,459

4 - HOUSEHOLDS:
City 80 Cen. 5,287; E&P 88 Est. 5,969
County 80 Cen. 15,358; E&P 88 Est. 18,335

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$2,996,278,585
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 48,126

7 - ELECTRIC METERS: Residence 20,279

8 - GAS METERS: Residence 1,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric. (cotton, corn, hay); Poultry Proc. 800; Clothing 532; Heavy Mach. 836; Electronics 800; Dairying; Cotton Proc.; Univ. Educ.; Automotive Mfg. 1,500.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-74; Summer 31-92; Fall 44-98; Winter 15-86. First killing frost, Nov. 3; last killing frost, Mar. 16.

11 - TAP WATER: Moderately acid; moderately soft. Fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Athens Plaza(15)	2	Rose's, Winn-Dixie, Pic'N Pay Shoes, Cato's
Athens(8)	1	Kroger, Sears, Big B Drug, Otasco
Crutcher(4)	1	Hometown Grocery, Auto Shack, Family Dollar
L&S	1	L&S Foods, K mart, Fred's Discount Dept.

13 - RETAIL OUTLETS: Department Stores-Brown's Fabric Ctr.; Bennett's; Butler's Furn.; Clem Bumper to Bumper.
Discount Stores-Wal-Mart; Rose's; K mart; Hometown Groceries.
Chain Drug Stores-Revco; Big B.
Chain Supermarkets-L&S; Kroger; Food World; Winn-Dixie.
Other Chain Stores-National; Otasco; Goodyear; Radio Shack.

14 - NEWSPAPERS: NEWS COURIER (m-tues to fri; S) 7,933; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: W.R. Nelson, Adv. Dir., NEWS COURIER, 410 W. Green St.; PO Box 670, Athens, AL 35611; Tel. (205) 232-2720.
National Representative: None.

AUBURN
See OPELIKA

BIRMINGHAM

1 - LOCATION: Jefferson County (MSA). E&P Map C-3, County Seat. Medical and industrial center. 150 mi. W of Atlanta; 250 mi. SE of Memphis; 300 mi. NE of New Orleans.

2 - TRANSPORTATION: Railroads-Burlington Northern; Southern Railway; Seaboard Systems; Amtrak; Union Pacific; Birmingham-Southern; Illinois Central; Gulf.
Motor Freight Carriers-13.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Eastern; Delta; United; USAir; Republic; American; Southwest; Continental Express; Florida Express.
Water Transportation-The Warrior-Tombigbee Waterway (9 ft. channel) from areas between Birmingham and Jasper to Mobile and the Gulf carries est. 18,000,000 tons. Birmingport located 20 mi. from Birmingham and other ports both north and south are serviced by a number of barge lines. The Tenn-Tom link to the Tennessee River & the Warrior-Tombigbee provides easy access to some 13,000 mi. of inland waterways in mid and eastern U.S.

3 - POPULATION:
Corp. City 80 Cen. 284,413; E&P 88 Est. 267,581
CZ-ABC: (80) 714,772
RTZ-ABC: (80) 711,404
County 80 Cen. 671,268; E&P 88 Est. 675,044
MSA 80 Cen. 884,533; E&P 88 Est. 916,485
City & RTZ-ABC: (80) 1,426,176
Demographic Information available from News-

paper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen 107,233; E&P 88 Est 104,858
County 80 Cen 244,177; E&P 88 Est 257,372
MSA 80 Cen 316,381; E&P 88 Est 341,738
CZ-ABC: (80) 257,428
RTZ-ABC: (80) 244,016
City & RTZ-ABC: (80) 501,444

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	11	$3,438,692,928
Commercial	26	$15,969,904,000

6 - PASSENGER AUTOS: County 518,484

7 - ELECTRIC METERS: 298,300

8 - GAS METERS: 181,353

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Primary Metal 11,700 ($449); Fabricated Metal 6,400 ($387); Food & Kindred Prods. 7,300 ($263); Health Servs. 28,300 (N.A.); Trans. 11,400 (N.A.); Fin., Ins. & R.E. 28,300 (N.A.); Whol. Trade 29,600 (N.A.); State & Local Gov't 49,900 (N.A.); Federal Gov't 9,000 (N.A.); Constr. 23,300 (N.A.); Other Services 58,600 (N.A.); Ret. Trade 66,100 (N.A.); Printing & Pub. 5,200 (N.A.)
Principal Pay Days-Paid Wkly. (38 percent); Every two weeks (19.7 percent); twice monthly (1.1 percent); monthly (25.9 percent); 1st & 15th (13.7 percent); other (1 percent).

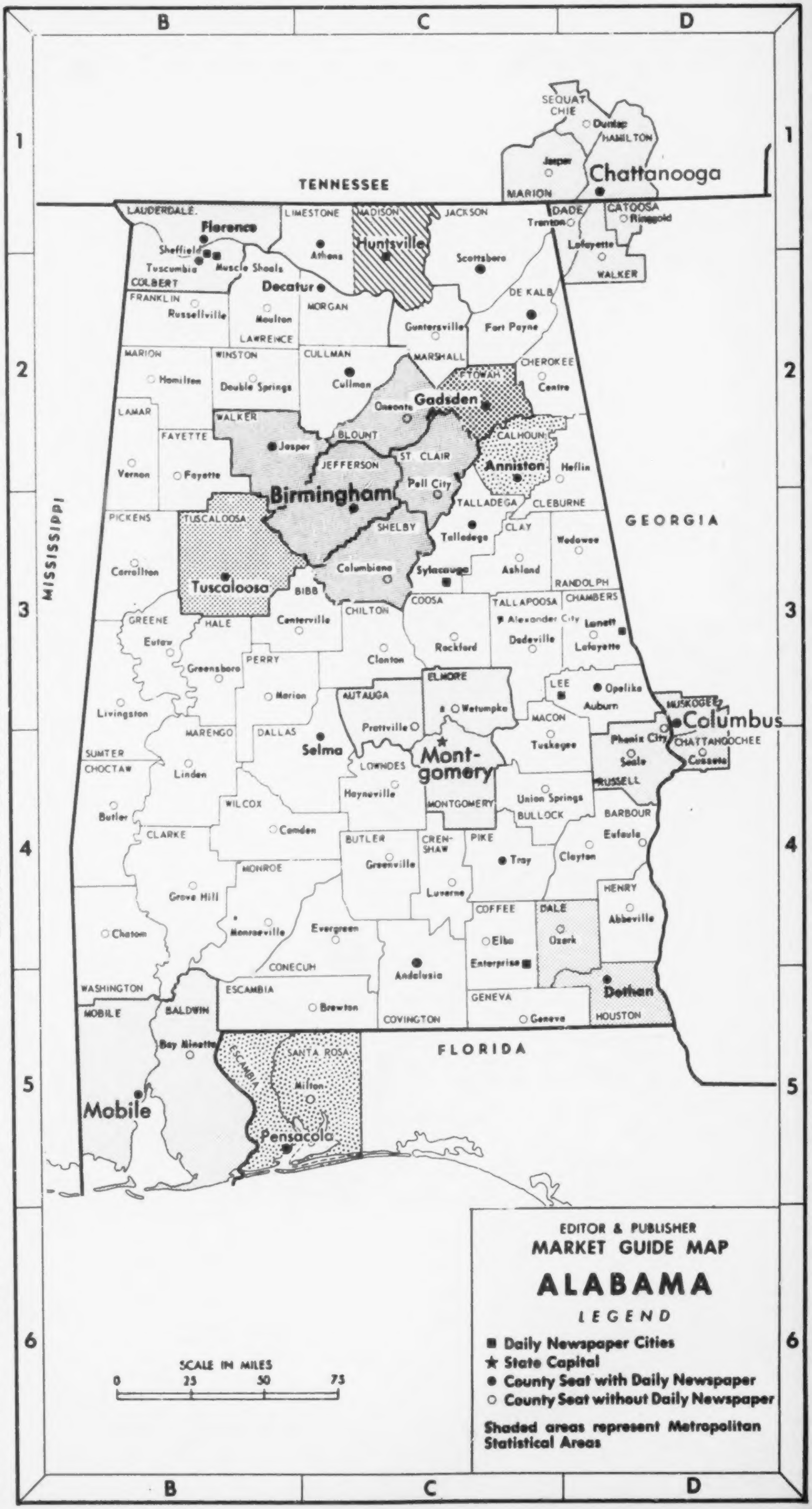
10 - CLIMATE: Min. & Max. Temp.-Spring 25-85; Summer 53-102; Fall 27-94; Winter 19-76. First killing frost, Nov. 10; last killing frost, Mar. 16.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Downtown Shopping Center**-100 blocks Morris Ave., 8th Ave. N., 14th St. N. and 26th St. N. concentrated in 12 blocks bounded by 1st and 4th Ave. N. and 17th and 21st Sts.
Neighborhood Shopping Centers-(No. of Stores)-Bessemer Plaza (9); Westlake Mall (35); Westtown Plaza (35); Center Point (21); Century Plaza (114); Crestwood (5); Eastlake (3); Easttown Plaza (17); Eastwood Mall (65); Eastwood Shopping Center (16); Five Points West (86); Forestdale (30); Forest Village (3); Green Springs K mart Center (9); Green Valley (14); Hillcrest (10); Hoover Mall (24); Irondale Plaza (6); Parkway East (13); Roebuck Shopping City (18); Shades Mountain (13); Vestavia Hills (55); Village East (24); Eastgate (Center Point) (17); Belleview Plaza (18); Western Hills (60); Gardendale Shopping Center (8); Village Green (28); Brookwood Village Mall (100); Green Springs (Homewood) (14); Shades Creek (48); Hueytown Plaza (15); Centre at Riverchase (30); Red Mountain Plaza (18); Roebuck Plaza (22); Weible Square (10); Green Springs Shopping Center (14); Westgate (7); Hoover Shopping Center (24); Leeds Shopping Center (5); Mountain Brook (10); Midfield Park Shopping Center (21); Pleasant Grove (11); Vestavia (Todd's Mall) (16); Loehmann's Village (50); Riverchase Galleria (200); Queensbury Shopping Center (50).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Belleview Plz.(18)	8	Big B, Food World, Wal-Mart
Bessemer Plaza(6)	12	Zayre, Food Giant, Big B Drug
Brookwood(100)	5	Rich's, McRae's Winn-Dixie, Blach's
Center Point(21)	6	TG&Y, Consumer Warehouse, Eckerd
Century Plaza(116)	6	Bromberg's, Rich's, Sears, Pizitz, JCPenney
Crestwood	5	Hudd's IGA
Eastgate	NA	Sears, Wickes
Eastlake	6	Goodyear, Western, Firestone
Easttown	11	Food World, Eckerd
Eastwood Mall(72)	6	Newberry's, Parisian, Service Mdse., Yeilding's, Aland's
Eastwood Plz.(20)	6	K mart, Eckerd, Consumer Whse.
Five Points South	2	Piggly Wiggly
Five Points West (86)	5	Parisian, Big B, Woolworth, Western
Forestdale(8)	6	Big B, Sears
Forest Vlg.(36)	6	Winn-Dixie, Eckerd
Gardendale	15	Big B, K mart, Food World, Goodyear
Green Springs (K mart Ctr.)	9	K mart
Green Springs	9	Food World, Handy Dan
Green Valley	8	Golbro
Hillcrest	10	Eckerd, Food Max, Zayre


B
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TENNESSEE
GEORGIA
MISSISSIPPI
FLORIDA
SEQUATCHIE
Dunlap
HAMILTON
Jasper
MARION
Chattanooga
DADE
Trenton
CATOOSA
Ringgold
Lafayette
WALKER
LAUDERDALE
Florence
Sheffield
Tuscumbia
Muscle Shoals
COLBERT
LIMESTONE
Athens
MADISON
Huntsville
JACKSON
Scottsboro
Decatur
FRANKLIN
Russellville
Moulton
LAWRENCE
MORGAN
DE KALB
Fort Payne
Guntersville
MARSHALL
MARION
Hamilton
WINSTON
Double Springs
CULLMAN
Cullman
CHEROKEE
Centre
ETOWAH
Gadsden
Oneonta
BLOUNT
LAMAR
WALKER
Jasper
FAYETTE
Fayette
Vernon
CALHOUN
Anniston
Heflin
ST. CLAIR
Pell City
JEFFERSON
Birmingham
TALLADEGA
Talladega
CLEBURNE
PICKENS
Carrollton
TUSCALOOSA
Tuscaloosa
SHELBY
Columbiana
Sylacauga
CLAY
Ashland
Wedowee
RANDOLPH
BIBB
Centerville
CHILTON
Clanton
COOSA
Rockford
TALLAPOOSA
Alexander City
Dadeville
CHAMBERS
Lanett
Lafayette
GREENE
Eutaw
HALE
Greensboro
PERRY
Marion
Livingston
SUMTER
ELMORE
Wetumpka
AUTAUGA
Prattville
LEE
Opelika
Auburn
MACON
Tuskegee
MUSKOGEE
Columbus
CHATTAHOOCHEE
Cusseta
RUSSELL
Phenix City
Seale
MARENGO
Linden
DALLAS
Selma
LOWNDES
Hayneville
Montgomery
MONTGOMERY
CHOCTAW
Butler
WILCOX
Camden
BULLOCK
Union Springs
BARBOUR
Eufaula
CLARKE
Grove Hill
BUTLER
Greenville
CRENSHAW
Luverne
PIKE
Troy
Clayton
HENRY
Abbeville
MONROE
Monroeville
Evergreen
COFFEE
Elba
Enterprise
DALE
Ozark
Chatom
CONECUH
Andalusia
WASHINGTON
ESCAMBIA
Brewton
COVINGTON
GENEVA
Geneva
Dothan
HOUSTON
MOBILE
BALDWIN
Bay Minette
Mobile
ESCAMBIA
SANTA ROSA
Milton
Pensacola
SCALE IN MILES
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25
50
75
EDITOR & PUBLISHER
MARKET GUIDE MAP
ALABAMA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas

Hoover	8	Zayre, Winn-Dixie, Golbro, TG&Y
Hoover Mall(24)	8	Aland's, Zayre, Eckerd
Inverness(10)	NA	Food World
Irondale(6)	NA	Food World, Big B
Leeds	NA	Winn-Dixie, TG&Y, Wal-Mart
Loehmanns Vlg (50)	10	Loehmann's, Service Mdse., Marshall's
Midfield Park(21)	12	K mart, Homecrafters
Mountain Brook	4	Western, Bromberg's
Palisades(36)	9	Golbro, Eckerd, Winn-Dixie
Pleasant Grove	12	Winn-Dixie
Parkway East	11	Zayre, TJ Maxx
Queensbury(50)	NA	Big B, Food World
Red Mountain Plz	6	Big B
Riverchase Galleria(200)	NA	McRae's, Rich's, Parisian, Macy's, JCPenney
Riverhills(10)	NA	Saunders Hdwe.
River Square	NA	Winn-Dixie, Revco
Roebuck Plz (25)	8	Consumer Whse., K mart, JCPenney
Roebuck Ctr	NA	Hancock Fabrics, Food Maxx
Roebuck (K mart)	NA	K mart
Shades Mtn. Plz.	NA	Western Auto
Vestavia Hills	7	Sears, Yeilding's, Western, Parisian
Village Green	15	Winn-Dixie, Eckerd
Village East	6	Zayre, Winn-Dixie, TJ Maxx
Weibel Sq (10)	8	Handy Dan, Big B
Westgate	NA	Food World, Big B
West Lake	14	Sears, Consumer Whse.
Westtown Plaza	14	Eckerd, Wal-Mart
Western Hills(60)	NA	McRae's, Aland's, JCPenney, Woolworth, Yeilding's

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Closed-Sun. & Holidays.
Stores Open Evenings-Every evening to 9:00.

13 - RETAIL OUTLETS: Department Stores-McRae's 7, Sears 6, Parisian 5, JCPenney 4, Yeilding's 5, Rich's 3, Aland's 3.
Variety Stores-TG&Y 4, Woolworth 5.
Discount Stores-Bargain Town USA 11, Family Dollar 6; Golbro 4; K mart 8; Loehmann's, Service Merchandise 2; Zayre 7, Marshall's, Wal-Mart 5.
Chain Drug Stores-Alley, Big B 37, Eckerd 14, P&S Apothecary 2.
Chain Supermarkets-Consumer Warehouse 10, Dixie; Food Center 11; Food Town, Food World 12; Piggly Wiggly 7; Western 14; Winn-Dixie 20; Bruno's Food & Pharmacy 2; Food Max 4.
Other Chain Stores-Shoes: Bakers, Bell 2, Buster Brown, Dollar Shoe Box, Shoe Bar 3, Florsheim 3, Shoe City 11, Stride-Rite 3, Kinney 4, Butler 4, Calhoun 2, Pic'n Pay 9, Shoe Corral 2, Sikes 2, Thom McAn, Village Bootery, Wagner's Air Step 2, Ladies' Apparel: Diana Shop; Furniture: Calder 3, Ethan Allen, Jefferson Home 6, Lorch Furn. 2, Marks-Fitzgerald 4, Sokols, Standard 5; Tires: Firestone 12, Goodyear 5; Auto Supplies: Bumper-to-Bumper 19, Genuine Parts 9, Western Auto 7, Auto Shack 14; Jewelry: A&A Ash 2, Bromberg's 4, Busch's 3, Gordon 2, Jobe-Rose 3, Lorchs 7, Zale's.

14 - NEWSPAPERS: POST-HERALD (m-mon to fri) 62,247; NEWS (e-mon to fri) 171,843; (m-sat; hol) 55,466; (e-sat; hol) 149,284; NEWS (S) 209,516; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: William McGinnis, Natl. Adv. Mgr., NEWS and POST-HERALD, PO Box 2553, Birmingham, AL 35202; Tel. (205) 325-2230.
National Representative: Newhouse Newspapers Metro Suburbia.

CULLMAN

1 - LOCATION: Cullman County, E&P Map C-2, County Seat. Agriculture, manufacturing, poultry ctr. N central part of state. 50 mi. N of Birmingham.

2 - TRANSPORTATION: Railroads-Seaboard Coast Lines.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Charter Service; Folsom Field.

3 - POPULATION:
Corp. City 80 Cen. 13,084; E&P 88 Est. 13,027
CZ-ABC: (80) 13,084
RTZ-ABC: (80) 54,302
City & RTZdABCG Z8pz yu,386
County 80 Cen. 61,672; E&P 88 Est. 66,630

4 - HOUSEHOLDS:
City 80 Cen. 5,153; E&P 88 Est. 4,978
County 80 Cen. 21,758; E&P 88 Est. 24,606
CZ-ABC: (80) 5,153
RTZ-ABC: (80) 18,541
City & RTZ-ABC: (80) 23,694

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	6	$314,000,000
Savings & Loan	2	$148,000,000

6 - PASSENGER AUTOS: County 64,843

7 - ELECTRIC METERS: Residence 35,419

8 - GAS METERS: Residence 2,759

9 - PRINCIPAL INDUSTRIES: Total Work Force in County 31,750; Elect. Appliances; Metal Prods.; Poultry Proc.; Lumber; Textiles; Files; Distrib. Ctrs.

10 - CLIMATE: An. Min. & Max. Temp. -15-100. First killing frost, Oct. 26; last killing frost, Apr. 8.

11 - TAP WATER: Fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cullman(29)	NA	Sears, JCPenney, Foodworld, Belk-Hudson
South Cullman (10)	NA	Harco Drug, Bull Pen
Town Square(6)	NA	Big B, Wal-Mart
East Point(10)	NA	7-Eleven
West Town(7)	NA	Shell

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Ratliff's; Belk-Hudson, JCPenney.
Discount Stores-Bargaintown USA; Wal-Mart; K mart; Family Dollar; Dollar General.
Variety Stores-Elmores.
Chain Drug Stores-SupeRx, Medicine Shoppe; Big B; Harco.
Chain Supermarkets-Piggly Wiggly; 7-Eleven 5, Foodworld; Warehouse Disc. & Groc. 3, Freshvale Whse. Groc.
Other Chain Stores-B.F. Goodrich; Singer Center; Radio Shack; Goodyear; Firestone; Importer's Warehouse; Bookland; Shoe World; Diane Shop; Goodie's.

14 - NEWSPAPERS: CULLMAN TIMES (m-tues to fri) 9,395; (S) 10,906; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Bill McCartney, Adv. Dir., TIMES, 300 Fourth Ave. S.E., Cullman, AL 35055; Tel. (205) 734-2131.
National Representative: Landon Associates.

DECATUR

1 - LOCATION: Morgan County, E&P Map C-2, County Seat. In heart of Tennessee Valley on U.S. Hwys. I-65, 31; State Hwys. 67, 20, 24.

2 - TRANSPORTATION: Railroads-L&N; Family Line; Norfolk-Southern.
Motor Freight Carriers-45.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-United; American; Delta; Atlanta Southeastern; Eastern; Northwest; Continental; Tennessee Airways.

3 - POPULATION:
Corp. City 80 Cen. 42,002; E&P 88 Est. 6,063
CZ-ABC: (80) 50,102
RTZ-ABC: (80) 154,095
County 80 Cen. 90,305; E&P 88 Est. 95,408
City & RTZ-ABC: (80) 204,197

4 - HOUSEHOLDS:
City 80 Cen. 15,183; E&P 88 Est. 7,144
County 80 Cen. 31,369; E&P 88 Est. 4,677
CZ-ABC: (80) 17,860
RTZ-ABC: (80) 52,239
City & RTZ-ABC: (80) 70,099

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$127,140,949
Commercial	5	$429,299,401

6 - PASSENGER AUTOS: County 85,822

7 - ELECTRIC METERS: Residence 18,691

8 - GAS METERS: Residence 3,492

9 - PRINCIPAL INDUSTRIES: Synthetic Fibers; Tire Fabric; Copper & Brass Tubing; Hexagon Steel Nuts; Steel Fab.; Cotton Seed Oil; Insecticides; Fertilizers; Concrete Prods.; Pkg. House Prods.; Dairy Prods.; Pine Coating; Plastics; Foodstuffs; Plywood; Aluminum Extrusion; Boxes & Baskets; Poultry Proc.; Ironwork; Chemicals; Automotive Parts; Steering Gear Assembly; Refrig. & Freezer Prods.
Principal Pay Days-Tues., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-75; Summer 67-90; Fall 52-80; Winter 23-65. First killing frost, Nov. 27; last killing frost, Apr. 8.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Beltline Mall; Gateway Mall; Plumtree Mall (under construction); Wal-Mart Shopping Ctr.; Downtown and Bank St. Areas.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
K mart	4	K mart
Southland Pl (15)	2	Brown's Fabric
Decatur(15)	1	Wiley's Sporting Gds., Consumer Food, SupeRx
Gateway(22)	2	Parisian, Sears
Beltline Mall(60)	7	Rex Stores, Rogers, Castner Knott
Hills(6)	NA	Hills, Barrett Shoes
Plumtree Plz	NA	Winn-Dixie, Shoe City
Martin's Plz	NA	Martin's Dept.
Spring Ave	NA	Centron Lumber, Circle K

Principal Shopping Days-Department Stores-1 p.m.-6 p.m. Sundays, Mon., Thur., Sat.; Food-Fri., Sat.
Stores Open Evenings-Most stores in major shopping centers Thur. and Fri. evenings; Beltline Mall open nightly.

13 - RETAIL OUTLETS: Department Stores-Parisian-Decatur, Sears; Castner-Knott, Rogers.
Discount Stores-Kent's; K mart; Otasco; Wal-Mart; Family Dollar; Hills; Lowe's.
Chain Drug Stores-Lloyd's 3; Big B; SupeRx.
Chain Supermarkets-Kroger; Food World; Giant Foods; Busy Bee 2; Han-D-Way 3; U-Totem; Wholesale Grocery; Family Mart; Winn-Dixie; Piggly Wiggly.
Other Chain Stores-Diana Shop; Village Shop; Shoe City; Singer Co.; Goodyear; Busch's Jewelry; Forbes Pianos; Glidden Paint; Sherwin-Williams; Firestone; General; Goodyear; Uniroyal; Pic 'N Pay Shoes; Western Auto; Southern Sash; Payless Shoes; Lorch's; Radio Shack; Barrett Shoes; General Nutrition; Circle K; Rex Stores.

14 - NEWSPAPERS: DAILY (e-mon to fri) 25,746; (m-sat) 26,251; (S) 29,500; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Don Ferguson, Adv. Mgr., DAILY, 201 1st Ave.; PO Box 1527, Decatur, AL 35602; Tel. (205) 353-4612.
National Representative: Landon Associates.

DOTHAN

1 - LOCATION: Houston County, (MSA). E&P Map D-5. 90 mi. SE of state capital, Montgomery; 185 mi. SE of Birmingham; 190 mi. SE of Atlanta; 250 mi. W of Jacksonville; 150 mi. NE of Pensacola.

2 - TRANSPORTATION: Railroads-Atlanta and St. Andrews Bay, CSX; Hartford & Slocomb, Norfolk Southern.
Motor Freight Carriers-23.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Atlantic Southeast (Delta); Eastern Metro Express (Eastern).

3 - POPULATION:
Corp. City 80 Cen. 48,750; E&P 88 Est. 54,756
CZ-ABC: (80) 48,750
RTZ-ABC: (80) 196,571
County 80 Cen. 74,619; E&P 88 Est. 81,594
MSA 80 Cen. 122,565; E&P 88 Est. 127,085
City & RTZ-ABC: (80) 245,321

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,376; E&P 88 Est. 20,079
County 80 Cen. 26,183; E&P 88 Est. 29,864
CZ-ABC: (80) 17,376
RTZ-ABC: (80) 67,084
MSA 80 Cen. 41,351; E&P 88 Est. 44,690
City & RTZ-ABC: (80) 84,460

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$659,546,908
Savings & Loan	2	$254,326,000

6 - PASSENGER AUTOS: County 71,842

7 - ELECTRIC METERS: Residence 18,500

8 - GAS METERS: Residence 8,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 11,440; Durable Goods 6,150; Non-durable Goods 5,290; Constr. 2,630; Whol. & Ret. 14,110; Trans. & Public Util. 3,690; Finance, Insurance, R.E. 1,580; Services 8,620; Gov't 11,920.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-89; Summer 69-97; Fall 53-85; Winter 33-59. First killing frost, Nov. 20; last killing frost, Mar. 10.

11 - TAP WATER: Alkaline, medium hard; fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown (Main St., Foster St., Oates St.); Northside Mall, Porter Square Mall, Wiregrass Commons Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Circle S	4	Winn-Dixie, Revco
Circle W	3	Piggly Wiggly, Big B Drugs
Country Corner	5	Piggly Wiggly, Tru Value
Dogwood Plz	4	Saad's Jewelers, Claudines
Fountain Plz	3	Haverty's, Ted's Jewelers
Northside Mall	4	Mont. Ward, Wal-Mart
Porter Sq	1	JC Penney, Walgreens, McCrory
Wilbro	3	Wilbro
Wiregrass Commons	4	Gayfers, Parisian, Pizitz

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Northside Mall; Porter Sq. Mall; Wiregrass Commons Mall.

13 - RETAIL OUTLETS: Department Stores-Bargain Town; B.C. Moore; Gayfer's; JC Penney; Montgomery Ward; Parisian; Pizitz; Sears.
Chain Drug Stores-Big B; Revco; Walgreens.
Discount Stores-Family Dollar; K mart; Wal-Mart; Zayre.
Chain Supermarkets-A&P; Brunos; Dixie Dandy; Food World 2; IGA 5; Piggly Wiggly 3; Winn Dixie 2.
Other Chain Stores-Ace Hdwe.; Big 10 Tires; Ethan Allen; Firestone; Goodyear; Lorch Jewelry; Lowes; Rex; Rhodes Furn.; Western Auto; Wickes.

14 - NEWSPAPERS: EAGLE (m) 23,390; (S) 27,506; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jack Bennet, Adv. Dir., EAGLE, 203 N. Oates St.; PO Box 1968, Dothan, AL 36302; Tel. (205) 792-3141.
National Representative: Thomson Newspapers.

ENTERPRISE

1 - LOCATION: Coffee County, E&P Map C-4, County Seat. Army aviation center. Manufacturing and agricultural center. 27 mi. NW of Dothan. On U.S. Hwy. 84; State Hwys. 27, 134, 167, 248.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Motor Freight Carriers-5.
Intercity Bus Lines-Trailways.
Airlines-Trans Air Express.

3 - POPULATION:
Corp. City 80 Cen. 18,033; E&P 88 Est. 21,612
County 80 Cen. 38,533; E&P 88 Est. 71,621
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,334; E&P 88 Est. 7,801
County 80 Cen. 13,430; E&P 88 Est. 15,143

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	1	$26,331,000
Commercial	3	$131,817,000

6 - PASSENGER AUTOS: County 34,871

7 - ELECTRIC METERS: Residence 8,300

8 - GAS METERS: Residence 2,600

9 - PRINCIPAL INDUSTRIES: Cotton and Cottonseed Prods.; Peanut Butter; Peanut Oil; Clothing; Meat Packing; Corn; Cattle; Hogs; Aluminum; Lumber Prods.; Poultry; Poultry Proc.; Weather Radars; Locks; Sportswear; Auto Parts; Fork Lifts.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-93; Summer 57-98; Fall 53-95; Winter 10-85. First killing frost, Nov. 20; last killing frost, Mar. 10.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
College Plaza(10)	NA	Alatex Outlet
Morgan Sq.(8)	NA	SupeRx
West Gate(36)	NA	B.C. Moore & Sons, Otasco, IGA, Sears
Enterprise(9)	NA	Wal-Mart, JCPenney
Discount Plaza(10)	NA	Enterprise Wholesale
TG&Y Family Ctr.	NA	TG&Y
Boll Weevil Plz.	NA	Winn-Dixie, Harco Drugs

13 - RETAIL OUTLETS: Department Stores-JCPenney; TG&Y; Bisk; B.C. Moore & Sons; Bealls.
Discount Stores-Value Mart.
Chain Drug Stores-Revco; SuperRx.
Chain Supermarkets-Piggly Wiggly; IGA Foodliner; Winn-Dixie; Food World.
Other Chain Stores-Sears; Radio Shack; Leons; Otasco; Western Auto; Cato; Shoe City; PayLess Shoes; Easy Pay; Firestone; Danley Furniture; Alpro Auto Parts; Sherwin-Williams.

14 - NEWSPAPERS: LEDGER (e-mon to fri) 6,448; (S) 6,448; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Rex Crawford, Adv. Mgr., LEDGER, PO Box 1140, Enterprise, AL 36331; Tel. (205) 347-9533.
National Representative: Thomson Newspapers.

FLORENCE-SHEFFIELD-TUSCUMBIA-MUSCLE SHOALS

1 - LOCATION: E&P Map B-1 & B-2 (In Florence MSA). Florence (County Seat) in Lauderdale County. Tuscumbia (County Seat), Sheffield & Muscle Shoals in Colbert County. In NW Alabama, electric power (TVA), chemical, metallurgical, cattle, poultry, agriculture. On Tennessee River; 140 mi. N of Birmingham; 120 mi. S of Nashville; 160 mi. E of Memphis. On U.S. Hwys. 43, 72; State Hwys. 2, 13, 17, 20, 157.

2 - TRANSPORTATION: Railroads-L&N; Southern.
Water-Tennessee River Barge Service.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-ASA (Atlantic Southeastern); Republic Express.

3 - POPULATION:
Corp. Cities 80 Cen. 66,980; E&P 88 Est. 67,047
Florence 80 Cen. 37,029; E&P 88 Est. 37,469
Sheffield 80 Cen. 11,903; E&P 88 Est. 10,881
Tuscumbia 80 Cen. 9,137; E&P 88 Est. 8,790
Muscle Shoals 80 Cen. 8,911; E&P 88 Est. 9,901
CZ-ABC: (80) 66,980
RTZ-ABC: (80) 68,085
Counties 80 Cen. 135,023; E&P 88 Est. 138,998
Lauderdale 80 Cen. 80,717; E&P 88 Est. 84,624
Colbert 80 Cen. 54,645; E&P 88 Est. 54,374
MSA 80 Cen. 135,362; E&P 88 Est. 138,998
City & RTZ-ABC: (80) 135,065
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 24,591; E&P 88 Est. 24,804
Florence 80 Cen. 13,620; E&P 88 Est. 13,920
Sheffield 80 Cen. 4,612; E&P 88 Est. 4,264
Tuscumbia 80 Cen. 3,291; E&P 88 Est. 3,163
Muscle Shoals 80 Cen. 3,068; E&P 88 Est. 3,457
MSA 80 Cen. 47,388; E&P 88 Est. 50,986
CZ-ABC: (80) 24,597
RTZ-ABC: (80) 22,804
Counties 80 Cen. 47,388; E&P 88 Est. 50,986
Lauderdale 80 Cen. 28,207; E&P 88 Est. 30,875
Colbert 80 Cen. 19,181; E&P 88 Est. 20,111
City & RTZ-ABC: (80) 47,401

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$350,000,000
Commercial	12	$450,000,000

6 - PASSENGER AUTOS: Counties: Lauderdale 72,719; Colbert 47,183

7 - ELECTRIC METERS: Residence 20,158

8 - GAS METERS: Residence 13,785

9 - PRINCIPAL INDUSTRIES: (Metro Area) Industry, No. of Wage Earners-Elect. power generated in Muscle Shoals (TVA hydro & steam plants) is economic base of diversified industry. Primary Metals 5,460; Chem. & Allied Prods. 2,263; Rubber Prods. 1,260; Fab. Metals 580; Food 490; Textile Prods. 550; Stone Clay & Glass Prods. 500; Mach. 1,370. Also University of North Alabama: over 5,000 students, 165 teachers.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-85; Summer 70-105; Fall 60-90; Winter 5-70. First killing frost, Oct. 29; last killing frost, Apr. 5.

11 - TAP WATER: Florence-Alkaline, soft; Sheffield and Tuscumbia-Alkaline, hard.

12 - RETAILING: Principal Shopping Areas-Florence-8 blocks on Court St.; 7 on Tennessee St.; 3 on Seminary St.; 2 on Mobile St.; 2 on Tombigbee St.; 4 mi. along Florence Blvd.
Sheffield-6 blocks on Montgomery Ave.; 3 on 2nd St.; 2 on Raleigh Ave.; 2 on 3rd St.; 3 on Nashville Ave.; 2 on 4th St.
Tuscumbia-2 blocks on Main St.; 3 on 6th St.; 2 on 5th St.
Muscle Shoals-2 mi. on Woodward Ave.
Neighborhood Shopping Areas-2 blocks on Wood Ave., in N. Florence; 2 on Huntsville Rd. at Weeden Heights.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Seven Points(17)	2	TG&Y, Jitney Jungle, SupeRx
Four-Lane(18)	1	
Boulevard	3	K mart
Towne Plaza(12)	1	Hancock Fabrics, Jitney Jungle, SupeRx
Southgate Mall(30)	NA	Wal-Mart, Big B Drugs, Jitney Jungle
Florence Pl.(13)	NA	SupeRx, Jitney Jungle
English Village(15)	NA	Hancock Fabrics, London Shop
Regency Square Mall(70)	NA	Castner-Knott, Sears, Parisian, JCPenney, McCrae's

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Some-Mon., Fri. (Shopping Ctrs.-nights).

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Rogers 2; Davis.
Discount Stores-K mart 2; Wal-Mart 2; Family Dollar 2; Factory Discount; Fred's Dollar Store; Dollar General.
Variety Stores-TG&Y.
Chain Drug Stores-SupeRx 3; Whorton's 3; Big B 5; Rushing 2; Colbert's 2.
Chain Supermarkets-Jitney Jungle 4; Winn-Dixie 2; Big Star 5; Wilson's 3; Shop Rite 8; Food World 2; Consumer's Warehouse.
Other Chain Stores-Busch's Jewelry; Firestone 2; Goodyear; Pittsburgh Plate Glass; Sherwin-Williams; Southern Sash; Thom McAn; United Paint; Western Auto; Zale's Jewelry; Village Shops 5; Best Jewelry 2; Heileg-Meyers 2; Tommie Lou's; Colony Men's Shop 2; Hancock Fabrics 2; Lerner's; Fashion Conspiracy; Radio Shack 3; Circus World; Parisian; Bookland 2; McCrae's.

14 - NEWSPAPERS: TIMES DAILY (m) 32,929; (S) 34,664; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Cheryl Ferrara, Adv. Dir., TIMES DAILY, PO Box 797, Florence, AL 35631; Tel. (205) 766-3434.
National Representative: Branham/Newspaper Sales.

FORT PAYNE

1 - LOCATION: De Kalb County, E&P Map C-2. County Seat. Manufacturing & agricultural city in the NE portion of state. 90 mi. N of Birmingham, 32 mi. N of Gadsden, 55 mi. S of Chattanooga on I-59. On I-59; U.S. Hwy. 11.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,485; E&P 88 Est. 12,787
County 80 Cen. 53,692; E&P 88 Est. 59,088

4 - HOUSEHOLDS:
City 80 Cen. 4,410; E&P 88 Est. 4,937
County 80 Cen. 19,247; E&P 88 Est. 22,030

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$208,498,000
Commercial	3	(incl. above)

6 - PASSENGER AUTOS: County 47,408

7 - ELECTRIC METERS: Residence 13,400

8 - GAS METERS: Residence 2,082

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Textile 1,500; Bakery 700; Pre-Fab. Housing 600; Fab. Steel 500.
Principal Industry Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-85; Summer 50-95; Fall 20-85; Winter 5-75. First killing frost, Oct. 10; last killing frost, Mar. 26.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-De Kalb Plz., 15 blocks on Gault Ave. S.
Neighborhood Shopping Center-Fort Payne, 1 block on Gault Ave.; Hurley's, 15 blocks on Gault Ave. N.; K mart shpg. ctr., on Hwy. 35.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
De Kalb(6)	NA	Winn-Dixie, Wal-Mart
K mart(3)	NA	K mart, Big B, Food World
Hurley's(3)	NA	Bruce's Foodland

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Shpg. ctrs., food, drug.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Dollar General.
Discount Stores-Bargain Town; Family Dollar; Pic 'N Pay; K mart; Wal-Mart; Dollar General.
Chain Drug Stores-Harco; Kilgore; Big B.
Chain Supermarkets-Winn-Dixie; Warehouse Markets; Foodland; Food World.

14 - NEWSPAPERS: TIMES JOURNAL (m-tues to sat) 5,496; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Steve Porter, Ret. Adv. Mgr., TIMES JOURNAL, 200 8th St. S.E.; PO Box 349, Fort Payne, AL 35967; Tel. (205) 845-2550.
National Representative: Landon Associates.

GADSDEN

1 - LOCATION: Etowah County (MSA). E&P Map C-2. County Seat. Industrial center. NE part of state, 65 mi. from Birmingham, in Sand Mountain District. Major roads and highways: I-59, I-759; U.S. Hwys. 11, 278, 411, 431; Alabama Hwys. 25, 77, 227.

2 - TRANSPORTATION: Railroads-Southern; Seaboard System.
Motor Freight Carriers-30.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Atlantic Southeast.

3 - POPULATION:
Corp. City 80 Cen. 47,565; E&P 88 Est. 45,652
CZ-ABC: (80) 59,950
RTZ-ABC: (80) 144,460
County/MSA 80 Cen. 103,161; E&P 88 Est. 4,764
City RTZ-ABC: (80) 204,410

4 - HOUSEHOLDS:
City 80 Cen. 18,143; E&P 88 Est. 18,197
County/MSA 80 Cen. 36,864; E&P 88 Est. 38,659
CZ-ABC: (80) 22,401
RTZ-ABC: (80) 50,612
City & RTZ-ABC: (80) 73,013

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$555,589,000
Savings & Loan	2	$168,937,000

6 - PASSENGER AUTOS: County 87,223

7 - ELECTRIC METERS: Residence 41,247

8 - GAS METERS: Residence 25,689

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel 1,900 ($434); Rubber 3,250 ($514); Trucking ($200); Concrete Pipe ($150); Dairy Prods. ($150); Light Mach. (N.A.).
Principal Pay Days-Fri.; Rubber: Tues.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-76; Summer 50-102; Fall 48-90; Winter 12-57. First killing frost, Nov. 2; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-Gadsden Mall, 500,000 sq. ft.; 9 blocks on Broad St.; 6 on Chestnut St.; 5 on 4th, 5th, and 6th Streets; Alabama City.
Neighborhood Shopping Centers-W Gadsden-12th and Forrest Ave. E Gadsden-E Broad and Hoke St. Alabama City: Wall St., Rainbow City, N 12th St. Attalla; N 3rd St. and Meighan Blvd.; Noccalula.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rainbow Plz.(22)	2	Food World, Goody's, Big B Drug
Agricola(18)	1	
Gadsden Mall(67)	1	Sears, Pizitz, Belk's
Canterberry Sta.	NA	Food World
Midtown Shopping Ctr.	NA	Gregerson's Whse.

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Food; Sears; Belk-Hudson; Pizitz; all Mall stores.

13 - RETAIL OUTLETS: Department Stores-Pizitz; Martin's; JCPenney; Sears; Belk-Hudson.
Discount Stores-Top Dollar; K mart 2; Wal-Mart 2; Family Dollar 3.
Chain Drug Stores-Big B 3; Alaco 4; Revco 2.
Chain Supermarkets-Food World 3; Burton's Whse. Foods 2; Gregerson's Warehouse Groceries 3; Winn-Dixie 2.
Other Chain Stores-Otasco 2; Goodyear; Firestone; Radio Shack 3; Diana Shop; Budds; Jarman; Circus World; Gateway Books; Kinney; Lang's Sporting Goods; Stuart's; Brooks Fashions; Pic 'N Pay; Shoe City; Lynn's; Hallmark; Lowes; Marvin's; Bargain Town; Rex Radio & TV.

14 - NEWSPAPERS: TIMES (e) 30,933; (S) 33,063; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Roger Quinn, Adv. Dir., TIMES, 401 Locust St.; PO Box 188, Gadsden, AL 35999; Tel. (205) 547-7521.
National Representative: Branham/Newspaper Sales.

HUNTSVILLE

1 - LOCATION: Madison County (MSA). E&P Map C-2. County Seat. Corporate area 151 sq. mi. In extreme N. part of state in heart of Tennessee Valley; 100 mi. N of Birmingham; 105 mi. SW of Chattanooga; 110 mi. S of Nashville; 185 mi. W of Atlanta; 200 mi. E of Memphis. Agricultural, colleges (3), misc. mfg. and textile center. Research, development, engineering and testing of space missiles and military rockets and ballistic missiles for Marshall Space Flight Center and U.S. Army Missile Command. On Florida Short Route, Florida Fast Short Route, Lee Hwy., U.S. Hwys. 231, 431 and 72. On I-565 and 20 mi. E. of I-65. Municipal Jetport.

2 - TRANSPORTATION: Railroads-Norfolk Southern; Alabama Industrial R.R. (shortline operator).
Motor Freight Carriers-45.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-United; Northwest; American; Eastern; Delta; ASA; Eastern Metro Express; Presidential.

3 - POPULATION:
Corp. City 80 Cen. 142,513; E&P 88 Est. 162,872
CZ-ABC: (80) 142,513
Bal. in NDM-ABC: (80) 286,000
County/MSA 80 Cen. 197,346; E&P 88 Est. 226,861
Total NDM-ABC: (80) 428,513

4 - HOUSEHOLDS:
City 80 Cen. 50,424; E&P 88 Est. 59,677
County/MSA 80 Cen. 67,082; E&P 88 Est. 81,369
CZ-ABC: (80) 50,424
Bal. in NDM-ABC: (80) 96,796
Total NDM-ABC: (80) 147,220

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	6	N.A.
Commercial	6	N.A.

6 - PASSENGER AUTOS: County 246,238

7 - ELECTRIC METERS: Residence 100,000

8 - GAS METERS: Residence 29,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. wkly. Wage)-Federal Government 15,700 ($625); Textile & Apparel 800 ($318); Fabricated Metals 1,400 ($417); Machinery & Electrical 15,900 ($528); Clay & Glass 1,000 ($527); Transportation & Equipment 7,400 ($718); Food & Kindred Products 800 ($418); Paper Printing & Publishing 1,000 ($415); Other Durable Goods 1,300 ($555); Non-Durable Goods (Chemicals, Rubber & Plastics) 1,900 ($609); State Government (Colleges, etc.) 3,100 ($469); Local Government 10,900 ($332); Other non-Manufacturing 64,700 ($351); Total Employed 125,900; April 1988 Unemployment Rate 4.9%.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-72; Summer 67-89; Fall 50-73; Winter 32-52. First killing frost, Oct. 31; last killing frost, Mar. 30.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks around Square; Washington, Jefferson, Clinton.
Neighborhood Shopping Centers-5 Points, 33 Units (Pratt, E. Holmes & 5th); Whitesburg Dr.; Parkway City 66 stores; Huntsville Outlet Mall 11 units; Mall 60 units; Dunnavant's Mall 19 units; Willowbrook 25 units; Haysland-Hamilton Square 28; Madison Sq. 140 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Mall(60)	3	Rutenbergs, Toys "R" Us, Lerner
Parkway City(66)	4	Parisians, McRaes, Rutenbergs
Huntsville Outlet	1	Burlington
Haysland-Hamilton Square(28)	6	Foodworld, Big B, Wal-Mart, Eckerd, Winn-Dixie
Oakwood Vlg.	NA	Winn-Dixie
Oak Park(14)	3	Radio Shack
Whitesburg(16)	5	Winn-Dixie, Lucky's
Willowbrook(16)	6	Big B
Five Points	2	Star Markets, Propsts
Sycamore Sq.(8)	4	Braggs, Ethan Allen
Madison Sq.(140)	7	JCPenney, Sears, Castner Knott,

		McRaes, Parisian Yieldings
Madison Plz.(15)	7	T.J. Maxx, Food World, Service Mdse.
Crossroads(7)	4	Winn-Dixie, Big B
Governors Dr.(5)	3	Center Drug
Northside(11)	5	Winn-Dixie, Auto Shack
Westbury(10)	4	Goldbro, Big B, Food World
Wal-Mart(4)	3	Wal-Mart, Kroger

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Principal Shopping Center-Thur., Fri., Sun. Suburban-Mon. thru Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears, Montgomery Ward; JCPenney; Belk-Hudson; McRaes; Parisian; Blach; Yeilding's; Castner-Knotts.
Discount Stores-K mart 2; Hills; Wal-Mart 4; Rhodes Furn.; Handy City; Service Merchandise 2; Scotties; Goldbro; Family Dollar; Dollar General.
Chain Drug Stores-Super X; Eckerd; Propst; Medicine Shoppe; Big B; Kroger; Bruno's; Revco.
Chain Supermarkets-Kroger; Winn-Dixie; Lucky's; Piggly Wiggly; Star Mkt.; Big Bros.; Bruno's; Food World; Warehouse Groc.
Other Chain Stores-Shoes: Butlers, Ford, Jarman, Kinney; Women's Ready-to-Wear: Eleanors, Lerners, Catherine's Stout Shop, Betty G's; Furniture: Sterchi Bros., Rhodes, University Furn. Galleries, Furn. Mart, Heilig-Meyers, Marks Fitzgerald, Holderfields, Hale Bros., Furniture Center Valley Home Furnishings; Rubber Goods: Goodyear, Dunlop, Goodrich; Men's Wear: National Shirts, Baileys, Reeds; Jewelers: Dreifus, Brombergs, Lorchs, Zales, Masons, Cross, Kay, Gordons.

14 - NEWSPAPERS: TIMES (e-mon to fri) 58,313; (e-sat) 53,295; (S) 76,123, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: James E. Knowles, Ret. Adv. Mgr., TIMES, 2317 Memorial Pkwy., Huntsville, AL 35807; Tel (205) 532-4000.
National Representative: Newhouse Newspapers Metro Suburbia.
NEWS (m-mon to fri) 13,873; (m-sat) 12,476, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Fred Holmes, Adv. Mgr., NEWS, 2117 W. Clinton Ave., Huntsville, AL 3580⁄, Tel. (205) 534-2529.
National Representative: Newhouse Newspapers Metro Suburbia.

JASPER

1 - LOCATION: Walker County (In Birmingham MSA). E&P Map B-2. 42 mi. NW of Birmingham. County Seat. Mining, mfg., & agric. (includes cattle, poultry, & timber).

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Illinois Central; Southern; Norfolk Southern.
Motor Freight Carriers-Hiller; Ross Neely; Delta; plus connections with all carriers serving Birmingham; AAA Cooper; Bowman; Rydera; Roadway; Cummings Trailways.
Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,894; E&P 88 Est. 12,742
CZ-ABC: (80) 11,894
RTZ-ABC: (80) 41,023
County 80 Cen. 68,568; E&P 88 Est. 70,328
MSA 60 Cen. 884,583; E&P 88 Est. 916,485
City & RTZ-ABC: (80) 52,917

4 - HOUSEHOLDS:
City 80 Cen. 4,412; E&P 88 Est. 4,779
CZ-ABC: (80) 4,412
RTZ-ABC: (80) 14,160
County 80 Cen. 23,817; E&P 88 Est. 25,238
MSA 80 Cen. 316,381; E&P 88 Est. 341,738
City & RTZ-ABC: (80) 18,572

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$365,000,000
Savings & Loan	2	$175,000,000

6 - PASSENGER AUTOS: County 61,660

7 - ELECTRIC METERS: Residence 14,366

8 - GAS METERS: Residence 3,200

9 - PRINCIPAL INDUSTRIES: Mining, Mfg., & Agric.; Approx. 20,000 wage earners (county); 32,030 Civ. Labor Force. Av. Wkly. Wage-N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-94; Summer 55-96; Fall 20-89; Winter 11-77.

11 - TAP WATER: Fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Jasper Mall(32)	NA	K mart, JCPenney, Zale's, Eckerd
Parklands(40)	NA	Jefferson Home Furn., Sav-Mor Food
Foodworld Plz	NA	Food World, Big B
Jasper Sq.(17)	NA	Goody's, Lowe's
Parkland Plaza	NA	WinnDixie, Wal-Mart Revco

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; G. May & Sons 2.
Discount Stores-Top Dollar; Bargaintown; Payless; Fred's; Wal-Mart; K mart.
Chain Drug Stores-Big B; Revco.
Chain Supermarkets-Consumer's; Winn-Dixie; Food World; Handy Dandy Minit Mkts. 4; Son's 5; Sav More.
Other Chain Stores-Goodyear; Firestone; Singer; Lorch's.

14 - NEWSPAPERS: MOUNTAIN EAGLE (e-mon to fri) 13,050; (S) 12,791, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: John Walker, Adv. Dir., MOUNTAIN EAGLE, 1301 E. 19th St., Jasper, AL 35501; Tel. (205) 221-2840.
National Representative: Landon Associates.

LANETT, AL-WEST POINT, GA

1 - LOCATION: Chambers County (AL) and Troup County (GA). E&P Map A-3. Industrial centers 87 mi. SW of Atlanta. On U.S. Hwy. 29; State Hwys. 18, 103 in GA; in AL 50; I-85.

2 - TRANSPORTATION: **Railroads**-Atlanta & West Point; Western Railway of Alabama; Chattahoochee Valley.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 11,191; E&P 88 Est. 11,842
Lanett, AL 80 Cen. 6,897; E&P 88 Est. 7,884
West Point, GA 80 Cen. 4,294; E&P 88 Est. 3,958
Counties 80 Cen. 89,399; E&P 88 Est. 97,943
Chambers, AL 80 Cen. 39,223; E&P 88 Est. 40,643
Troup, GA 80 Cen. 50,174; E&P 88 Est. 57,300

4 - HOUSEHOLDS:
Cities 80 Cen. 4,236; E&P 88 Est. 4,665
Lanett, AL 80 Cen. 2,644; E&P 88 Est. 3,133
West Point, GA 80 Cen. 1,592; E&P 88 Est. 1,532
Counties 80 Cen. 30,975; E&P 88 Est. 34,878
Troup, GA 80 Cen. 17,455; E&P 88 Est. 20,411
Chambers, AL 80 Cen. 13,520; E&P 88 Est. 14,467

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	3	$50,000,000
Commercial	3	$60,000,000

6 - PASSENGER AUTOS: Counties: Troup, GA 28,131; Chambers, AL 31,056

7 - ELECTRIC METERS: Residence 7,549

8 - GAS METERS: Residence 8,021

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textile 8,454; Foundry & Mach. 150; Textile Mach. 210.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Valley Plaza(15)	1	Quick Stop, Green Drug, Family Dollar
Cherry Valley(23)	NA	Rose's, Big B, Curtis Mathes, Piggly Wiggly

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-H. Kessler; Bartlett's; Cohen's; Top Dollar; Rose's; Wal-Mart; Otasco.
Variety Stores-Bargain Town.
Chain Drug Stores-Lee's; Big B; Eckerd; Buy Wise.
Chain Supermarkets-Kwik Chek; Piggly Wiggly; Kroger; Winn-Dixie; Food Giant.
Other Chain Stores-Busch Jewelry; Sears (catalog); Diana Shop; Rhodes; Skinner; Cato's.

14 - NEWSPAPERS: VALLEY TIMES NEWS (e-mon to fri) 9,647; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Neil D. Walls, Pub., VALLEY TIMES-NEWS, 220 N. 12th St.; PO Box 627, Lanett, AL 36863; Tel (205) 644-1101.
National Representative: Landon Associates.

MOBILE

1 - LOCATION: Mobile County (MSA). E&P Map B-5. County Seat. 157 mi. NE of New Orleans in the SW part of Alabama on Mobile River at its entrance into Mobile Bay; southern outlet/inlet Tennessee Tombigbee Waterway; 31 mi. from Gulf of Mexico.

2 - TRANSPORTATION: **Railroads**-Alabama; Seaboard System; Burlington Northern; Illinois Central Gulf; Norfolk Southern; Frisco & Alabama State Docks Terminal (freight).
Important river canal system.
Motor Freight Carriers-60.
Intercity Bus Lines-Greyhound; Colonial Trailways.
Steamship Lines-61 Passenger; 39 Freight.
Airlines-American; Eastern; Northwest; Delta; Air New Orleans; Continental Express.

3 - POPULATION:
Corp. City 80 Cen. 200,452; E&P 88 Est. 215,363
CZ-ABC: (80) 247,395
RTZ-ABC: (80) 496,752
MSA 80 Cen. 443,536; E&P 88 Est. 487,814
County 80 Cen. 364,980; E&P 88 Est. 390,854
City & RTZ-ABC: (80) 744,147

4 - HOUSEHOLDS:
City 80 Cen. 75,577; E&P 88 Est. 78,496
County 80 Cen. 131,936; E&P 88 Est. 139,120
MSA 80 Cen. 165,213; E&P 88 Est. 173,440
CZ-ABC: (80) 86,365
RTZ-ABC: (80) 160,321
City & RTZ-ABC: (80) 246,686

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$4,000,000,000
Commercial	9	$17,000,000,000

6 - PASSENGER AUTOS: County 275,278

7 - ELECTRIC METERS: Total 150,280

8 - GAS METERS: Total 85,165

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper & Allied 7,100 ($448); Shipbuilding & Repair 5,900 ($342); Chem. & Allied 4,500 ($430); Lumber & Wood Prods. 2,100 ($246); Food & Allied 2,100 ($172); Whol. & Ret. 36,800; Gov't 27,200; Constr. 11,000; Mfg. 31,000; Servs. 29,800; Trans. 10,400; Fin. 7,300. Also 3 4-yr. colleges and 2 2-yr. colleges-14,900 students.

10 - CLIMATE: Min. & Max. Temp.-Spring 57-76; Summer 72-89; Fall 58-79; Winter 43-62.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Bel Air Mall and Springdale Mall & Plaza-both at intersection of Airport Blvd. & I-65. Mobile Festival Center, a large "off-price" shopping center 1/2 mi. West of Bel-Air Mall-Principal Stores: Wal-Mart, Circuit City.
Neighborhood Shopping Centers-Crichton; Springhill; Government St., Loop; Brookley; Oakdale; Prichard; Chickasaw; Mertz Station; Azalea Road; New U.S. Hwy. 90.; Navco; Whistler; Toulminville; Plateau; Tillman's Corner; Hillcrest; Providence Plz.; Plaza De Malaga; Westwood Plz.; Festival Ctr.; Cottage Hill; Westwood; Kingswood; Regency Sq.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown	NA	Burts, Eckerd, Kretzer's, Olensky's, Woolworth
Bel Air Mall(138)	NA	Sears, JCPenney, Holmes, Parisian, T.J. Maxx
Springdale Plz. & Mall(100)	NA	Gayfers, Mont. Ward, Solo, K&B Drugs, McRae's, Raphael's
Prichard	NA	Eckerd, McCrory
Crichton(14)	NA	Family Dollar, Shoe City
Overlook	NA	Delchamps, McCrory, Kinney Shoes
Springhill Plz. Mall(15)	NA	A&P, Firestone, Big B, McCrory, Eckerd
Springhill Plz.(33)	NA	K&B
Kingswood University(13)	NA	Zayre, Wal-Mart
Regency	NA	Steinmart, K mart, Big B, Food World

Huntsville News
The Huntsville Times

Alabama's highest average EBI of $36,157-
34% greater than the State average

Rank	Metro Area	Population	EBI	Total Retail Sales
3	The Greater Huntsville Market*	361,500	4,362,930,000	2,049,007,000

*Madison
Limestone
& Marshall Co.

Source: S&MM 1988 Survey of Buying Power Average EBI per Household based on MSA

Represented nationally by Newhouse Newspapers

HUNTSVILLE TIMES AND NEWS

(Circle No. 6 on Market Request Card)

Midtown Mart(15)	NA	A&P, Eckerd, McCrory
Skyline Plaza	NA	Delchamps, K&B, Greer's
Tillman's Corner	NA	Food World, Goodyear, McCrory
Gulf Dale(12)	NA	Delchamps, Greer's
Airport Blvd	NA	Hancock Fabrics, Rhodes Furn.

Principal Shopping Days-Food-Wed., Thur., Fri., Sat. Others-Mon., Fri., Sat.
Stores Open Evenings-Sears, Gayfer's, Holmes, McRae's, Parisian, Montgomery Ward, JCPenney, Zayre, K mart, Wal-Mart.

13 - RETAIL OUTLETS: **Department Stores**-Gayfer's; Sears; JCPenney; Montgomery Ward; Holmes; McRae's; Parisian.
Discount Stores-Zayre; Dollar General; Scotties; Fred's; TJ Maxx; Solo; Steinmart; K Mart; Wal-Mart.
Variety Stores-McCrory; Woolworth; Family Dollar.
Chain Drug Stores-Eckerd 17; K&B 11; Revco 8; Big B 12; Harco 6.
Chain Supermarkets-Delchamps 25; National A&P 4; Greer's (Sav Mor) 17; Winn-Dixie 10; Food World (Brunos) 9; IGA; Brunos.
Other Chain Stores-Singer Stores; Goodrich; Goodyear; Firestone; Rhodes Furn.; Phillips Shoes; Lerner Shops; Gulf Furn.; Lee Optical; Lorch Jewelers; Royal Optical; Pearle Vision Center; Lens Crafters; Opti World; Bakers; Burts; Thom McAn; Trax Tires; Big Ten Tire.

14 - NEWSPAPERS: REGISTER (m-mon to fri) 56,783; PRESS (e-mon to fri) 45,788; PRESS-REGISTER (m-sat) 90,005; (S) 107,552; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: John W. Winter, Adv. Dir., PRESS-REGISTER, 304 Gov't St., PO Box 2488, Mobile, AL 36630; Tel. (205) 433-1551.
National Representative: Newhouse Newspapers Metro Suburbia.

MONTGOMERY

1 - LOCATION: Montgomery County (MSA), E&P Map C-4, State Capital, County Seat. Center of rich farm territory; military center. Maxwell Air Force Base. Gunter Air Base. 90 mi. S of Birmingham; 190 mi. NE of Mobile and 175 mi. SW of Atlanta. Located on Alabama River. Agricultural and livestock shipping center.

2 - TRANSPORTATION: Railroads-L&N; W. of AL; Seaboard Coast Line; Southern; Illinois Central Gulf; Norfolk Southern Corp.
Motor Freight Carriers-48.
Airlines-Delta; Northwest Orient; Atlantic Southeastern; Eastern Metro Express; American Eagle Air.
Intercity Bus Lines-Montgomery Area Transit System.

3 - POPULATION:
Corp. City 80 Cen. 177,857; E&P 88 Est. 198,566
CZ-ABC: (80) 177,857
RTZ-ABC: (80) 435,955
County 80 Cen. 197,794; E&P 88 Est. 212,797
MSA 80 Cen. 273,864; E&P 88 Est. 296,806
City & RTZ-ABC: (80) 613,812

4 - HOUSEHOLDS:
City 80 Cen. 62,716; E&P 88 Est. 72,382
County 80 Cen. 68,471; E&P 88 Est. 76,354
MSA 80 Cen. 92,692; E&P 88 Est. 103,941
CZ-ABC: (80) 62,716
RTZ-ABC: (80) 145,232
City & RTZ-ABC: (80) 207,948

5 - BANKS	**NUMBER**	**DEPOSITS**
All Banks	NA	$1,955,571,000

6 - PASSENGER AUTOS: County 176,213

7 - ELECTRIC METERS: Residence 69,693

8 - GAS METERS: Residence 67,984

9 - PRINCIPAL INDUSTRIES: Av. No. of Wage Earners (MSA)-Total-122,700. Mining and Quarrying 100; Constr. 9,500; Mfg. 17,700; Trans., Commun. & Pub. Util. 4,700; Whol. & Ret. Trade 27,900 Fin., Ins., & R.E. 7,300; Servs. 24,300; State & Local Gov't 24,100; Other 1,800.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-89; Summer 68-98; Fall 45-76; Winter 37-61. First killing frost, Nov. 30; last killing frost, Mar. 17.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on Dexter Ave.; 1 on Court Sq.; 1 on Montgomery St.; 2 on Commerce St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Capitol Pkwy.(15)	NA	Sewing Basket
Capitol Plaza(15)	NA	Winn-Dixie
Cloverland(38)	NA	IGA
Country Club(6)	NA	Winn-Dixie
Dalraida(3)	NA	Winn Dixie
Eastdale Mall(86)	NA	McGraes, Sears, Parisians, Gayfers
East Montgomery Plaza(10)	NA	Super Foods, Toys-R Us
Eastbrook(33)	NA	Super Foods
Fairview Plaza(6)	NA	Winn-Dixie, Otasco, Revco
Fairview West(6)	NA	Food World
Forest Hills(12)	NA	Revco
Gay Meadows(8)	NA	D.W. Moody Hdwe.
Governers Sq.(33)	NA	County Market
McGehee Plz.	NA	Bruno's
Montgomery Mall(45)	NA	JCPenney, Gayfer's, Parisians
Normandale(45)	NA	Winn-Dixie
Norman Bridge South(9)	NA	Shoe-City
Stratford Sq.	NA	Super Saver Whse.
Perry Hill(7)	NA	Super Foods
Southside(15)	NA	Winn-Dixie
Twin Oaks (22)	NA	T.J. Maxx
Union Sq.(27)	NA	Brunos, Service Mdse.
Vaughn Plz.	NA	Winn-Dixie
Westminister(8)	NA	World Bazaar, A&P
Zelda Plz.	NA	Lupos, Benetton

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mall open every night to 9:00; Sun. 1 to 6; rest open Mon., Thur., Fri. to 9.

13 - RETAIL OUTLETS: **Department Stores**-Gayfer's 2; JCPenney; Sears; Parisians 2; McRaes.
Discount Stores-Zayres 2; Service Merchandise 2; K mart 2; Wal-Mart 2.
Variety Stores-Kress; H.L. Green.
Chain Drug Stores-Dixie Rexall; Revco 4; Eckerd 4; SupeRx; Price 2; Big B 4; Phar Mor; Drugs For Less.
Chain Supermarkets-A&P 2; Bruno's 2; Big Bear/Super Foods 8; Food World 3; Family Mart; IGA 2; Jr. Food Mart 6; Spectrum 10; Southern Pantry 6; Winn-Dixie 10; Zippy Mart 11.
Other Chain Stores-Firestone; Goodyear; Singer Co.; T.J. Maxx; Goodrich; Uniroyal; S & K; Otasco; Lowe's 2; Zachry's; Rhodes; Zale's; West Building; County Mkt.; Supersaver Warehouse; Circuit City.

14 - NEWSPAPERS: ADVERTISER (m-mon to fri) 50,240; JOURNAL (e-mon to fri) 17,401; ADVERTISER & JOURNAL (sat) 62,124; (S) 85,371; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jim Zinn, Adv. Dir., ADVERTISER and JOURNAL, 200 Washington St., Montgomery, AL 36104; Tel. (205) 262-1611.
National Representative: Branham/Newspaper Sales.

MUSCLE SHOALS
See FLORENCE

OPELIKA-AUBURN

1 - LOCATION: Lee County, E&P Map D-3, County Seat. Farming, dairying, textile and industrial center. In SE Alabama 25 mi. from Georgia line.

2 - TRANSPORTATION: Railroads-Western Rwy. of Alabama; Central of Georgia.
Motor Freight Carriers-15.
Intercity Bus Lines-Crescent Trailways; Greyhound; Tiger; Ingram.

3 - POPULATION:
Corp. Cities 80 Cen. 50,221; E&P 88 Est. 54,779
Opelika 80 Cen. 21,896; E&P 88 Est. 25,779
Auburn 80 Cen. 28,471; E&P 88 Est. 29,000
CZ-ABC: (80) 50,367
RTZ-ABC: (80) 82,797
County 80 Cen. 76,536; E&P 88 Est. 84,430
City & RTZ-ABC: (80) 133,164

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 18,009; E&P 88 Est. 19,720
Opelika 80 Cen. 7,685; E&P 88 Est. 9,240
Auburn 80 Cen. 10,324; E&P 88 Est. 10,480
CZ-ABC: (80) 18,009
RTZ-ABC: (80) 28,617
County 80 Cen. 26,973; E&P 88 Est. 31,396
City & RTZ-ABC: (80) 46,626

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	2	$30,000,000
Commercial	8	$270,000,000

6 - PASSENGER AUTOS: County 62,925

7 - ELECTRIC METERS: Residence 22,000

8 - GAS METERS: Residence 12,172

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 3,023 (N.A.); Creamery 160 (N.A.); Foundry 100 (N.A.); Recording Tape 1,200 (N.A.); Auto Tires 1,300 (N.A.).
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-85; Summer 70-100; Fall 50-88; Winter 18-72. First killing frost, Nov. 10; last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-Two-mile stretch on Opelika-Auburn Parkway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Midway Plz.(30)	NA	Fashion Bug, Big Ten Tire, Wilbro
Village Mall(35)	NA	Zales, JCPenney, Gayfer's, Sears

Principal Shopping Days-Mon. through Sun.

13 - RETAIL OUTLETS: **Department Stores**-Gayfer's; Sears; JCPenney.
Discount Stores-Wal-Mart 2; K mart.
Chain Supermarkets-A&P 2; Winn-Dixie 2; Kroger 2; Super Foods; Consumer Foods.
Other Chain Stores-Rhodes Furn.; Skinner Furn.; Sherwin-Williams; Eleanor Shop; Diana Shop; Lorch's; Lowe's; Farmers Furn.; Rex; Cato's.

14 - NEWSPAPERS: NEWS (e-mon to fri) 13,170 (S) 14,057; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: John Sweatman, Adv. Dir., NEWS, 3505 Pepperell Pkwy.; PO Drawer 2208, Opelika, AL 36802; Tel. (205) 749-6271.
National Representative: Thomson Newspapers.

SCOTTSBORO

1 - LOCATION: Jackson County, E&P Map C-2, County Seat. 40 mi. E of Huntsville.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-6.
Intercity Bus Lines-Trailways.
Barge-On Tennessee River.

3 - POPULATION:
Corp. City 80 Cen. 14,758; E&P 88 Est. 14,682
County 80 Cen. 51,423; E&P 88 Est. 52,768

4 - HOUSEHOLDS:
City 80 Cen. 5,269; E&P 88 Est. 5,434
County 80 Cen. 17,689; E&P 88 Est. 18,941

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$227,758,116
Savings & Loan	1	$13,450,000

6 - PASSENGER AUTOS: County 45,854

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Clothing; Bath Mats; Agric.; Lumber and Timber Area; Cotton; Corn; Printing; Textiles; Fabrication; Air Conditioning Components; Bus. Furn.; Cardboard; Power Production; Tire Cord; Apparel; Carpet Yarn; Store Fixtures.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-85; Summer 63-92; Fall 35-90; Winter 32-58. First killing frost, Oct. 31; last killing frost, Mar. 30.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Center-Downtown area and Courthouse Sq.
Neighborhood Shopping Centers-Scottsboro Shpg. Ctr.; Holiday Ctr.; Scottsboro Plz.; Jackson Sq.; K mart Ctr.; Scottsboro Sq.; 420 Outlet (county).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Section	5	Foodland
Grant	8	Foodland
Woodville	12	Shop-E-Z Foods
Stevenson	14	Piggly Wiggly, Shop Rite
Pisgah	10	Super Valu
Rainsville	18	Lucky, Foodland

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Most to 8 nightly and 9 on Fri. & Sat.; Lucky; Piggly Wiggly; Kroger; Foodland except Sun.

13 - RETAIL OUTLETS: Department Stores-Belk's; Derrick's; Parks; Kennamer's; Hammer's; Cato's; Sears; Otasco.
Discount Stores-Woolworth; Family Dollar; K mart; Wal-Mart.
Chain Drug Stores-Big C; Hodges; Harco; Revco; Kroger; K mart.
Chain Supermarkets-Piggly Wiggly; Lucky; Jitney Jungle; Shop Rite; Foodland.
Other Chain Stores-Goodyear; Goodrich; Lorch Jewelry; Pacific Finance; Pic 'N Pay Shoes; Radio Shack; Shoe City.

14 - NEWSPAPERS: SENTINEL (m-tues to fri; S) 5,409; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Anita Bynum, Asst. Sec., SENTINEL, 704 E. Laurel St.; PO Box 220, Scottsboro, AL 35768; Tel. (205) 259-1020.
National Representative: General Advertising Service.

SELMA

1 - LOCATION: Dallas County, E&P Map C-4, County Seat. On Alabama River, center of state Agric. and cattle section.

2 - TRANSPORTATION: Railroads-Norfolk Southern; Seaboard System.
Waterways-Navigable River to Port of Mobile.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 26,684; E&P 88 Est. 27,842
County 80 Cen. 53,832; E&P 88 Est. 54,816

4 - HOUSEHOLDS:
City 80 Cen. 9,201; E&P 88 Est. 9,631
County 80 Cen. 17,590; E&P 88 Est. 18,743

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	4	$280,000,000
Commercial	4	$301,000,000

6 - PASSENGER AUTOS: County 34,342

7 - ELECTRIC METERS: Residence 17,715

8 - GAS METERS: Residence 10,983

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber 808; Cigar Mfg. 282; Lock Mfg. 600; Lawn Mowers 110; Table Mfg. 400; Garment 990; Packaging 254; Bricks 93; Farm Mach. 750; Paper 450; Windshields 180; Glass 180; Candy 350; Aluminum Prods. 285; Air-Craft 135; Apparel 500.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 58-79; Summer 70-98; Fall 58-89; Winter 20-60. First killing frost, Nov. 30; last killing frost, Mar. 3.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Broad St. (3 blocks E & W).
Neighborhood Shopping Centers-N Broad St. 12; Selmont; E Selma; W Selma; Citizen's Plz.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gastons(6)	NA	IGA
Satterfield(5)	4	Winn-Dixie
Selma(45)	5	Sears, JCPenney
Valley Creek(4)	5	Piggly Wiggly, Wal-Mart

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Kaysers; JCPenney; Leon's; Bealls.
Discount Stores-Wal-Mart.
Variety Stores-S.H. Kress; Family Dollar; Top Dollar; Bill's Dollar.
Chain Drug Stores-Carters; Walgreens; Pilcher-McByrde Rexall; Eckerd; Revco; Copeland; Big B.
Chain Supermarkets-Winn-Dixie; IGA; Piggly Wiggly; Foodland; Big Bear; Kwik Way; Washington St.; Food World.
Other Chain Stores-Firestone; Goodrich; Radio Shack; Goodyear; Zale's Jewelry; Lorch's; White Auto; Hancock Fabric; [illegible]stone; Pic 'N Pay Shoes; Homecrafters; Diana Shops; Butlers Shoes; The Junction; Cato; Kenwins Dress For Less; Payless Shoes; Wise Fashions; Skinner Furn.; Whol. Bedding; Footscene.

14 - NEWSPAPERS: TIMES-JOURNAL (m-mon to fri; S) 10,087; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: H. Shelton Prince, Jr., Pub., TIMES-JOURNAL, 1018 Water Ave., Selma, AL 36701; Tel. (205) 875-2110.
National Representative: Landon Associates.

SHEFFIELD
See FLORENCE

TALLADEGA-SYLACAUGA

1 - LOCATION: Talladega County E&P Map C-3. County Seat 54 mi E of Birmingham On U S Hwys 280 231 State Hwys 21 77

2 - TRANSPORTATION: **Railroads**-Southern L&N ACL
Intercity Bus Lines-Continental Trailways
Motor Freight Carriers-9

3 - POPULATION:
Corp Cities 80 Cen 31,836 E&P 88 Est 33,223
Sylacauga 80 Cen 12,708 E&P 88 Est 13,209
Talladega 80 Cen 19,128 E&P 88 Est 20,014
County 80 Cen 73,949 E&P 88 Est 78,679

4 - HOUSEHOLDS:
Cities 80 Cen 10,727 E&P 88 Est 11,365
Sylacauga 80 Cen 4,679 E&P 88 Est 4,903
Talladega 80 Cen 6,048 E&P 88 Est 6,462
County 80 Cen 24,061 E&P 88 Est 26,391

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$36,272,800
Commercial	5	$153,239,200

6 - PASSENGER AUTOS: County 66,205

7 - ELECTRIC METERS: Residence 19,215

8 - GAS METERS: Residence 10,775

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners (Av Wkly Wage-N A)-Textiles & Bags 4,235, Machine Foundry 930, Lumber & Box Mfg 435, Brooms & Mops 250, Mining 250, Comm Printing 865, Newsprint 2,000, Misc 1,520

10 - CLIMATE: Min & Max Temp -Spring 10-98, Summer 45-109, Fall 14-109, Winter 5-85 First killing frost, Oct 21, last killing frost, Mar 21

11 - TAP WATER: Alkaline medium hard, not fluoridated (Talladega), fluoridated (Sylacauga)

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Northgate	NA	Wal Mart
Marble City(11)	NA	
Ogletree(14)	NA	Bargaintown, Wal Mart
Sylacauga(5)	NA	Sears, Harco, Family Dollar
Syla Shopping Square(3)	NA	Winn-Dixie K mart, Carport
Talladega Plaza(4)	NA	Carport, Family Dollar, Volume Shoes, Sears
Talladega(19)	NA	Winn-Dixie, Harco, Belk-Hudson, Woolworth

Principal Shopping Days-Mon , Fri , Sat

13 - RETAIL OUTLETS: **Department Stores**-Belk-Hudson, Maudee's, Helen's, Sears (catalog), Cohen's 2, Allied, Kitchens
Discount Stores-Top Dollar, Bargaintown USA, Lee's; K mart 2, Wal-Mart 2
Variety Stores-Woolworth 2
Chain Drug Stores-Harco 2, Buy Wise, Big B
Chain Supermarkets-Winn-Dixie 4, Super Valu 2, Food Town; Food World
Other Chain Stores-Western Auto 2, Goodyear 2, Kenwin 2; Sherwin-Williams 2, Diana Shops, Cato's; Braswell Furn., Marvin's, Snow's, Foote Bros.; Shoe City, Pic-N-Pay

14 - NEWSPAPERS: HOME (m) 15,959; sworn Sept. 30, 1987
Local Contact for Advertising and Merchandising Data: Jay Thornton, Pub., HOME, PO Box 977, Talladega, AL 35160; Tel (205) 362-1000
National Representative: None

TROY

1 - LOCATION: Pike County, E&P Map C-4, County Seat. Agriculture, cattle, hog, broiler, mining & industrial area. Timber & pulpwood, miscellaneous manufacturing, wholesale grocery, drug, insecticide distributing center. Distribution Headquarters (14 Counties) State Hwy. Department. Central SE part of state, 44 mi. from Montgomery.

2 - TRANSPORTATION: **Railroads**-Seaboard-Coastline; Southern.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,587; E&P 88 Est. 13,624
County 80 Cen. 28,216; E&P 88 Est. 28,562

4 - HOUSEHOLDS:
City 80 Cen 4,180; E&P 88 Est. 4,692
County 80 Cen. 9,525; E&P 88 Est. 9,780

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$56,395,000

6 - PASSENGER AUTOS: County 21,551

7 - ELECTRIC METERS: Residence 3,963

8 - GAS METERS: Residence 2,080

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Woodworking 497, Textiles 511, Fertilizer-Insecticides 116, College 615, Truck Body 115, College/State University (5,732 students, 180 faculty)
Principal Pay Day-Fri

10 - CLIMATE: Min & Max Temp -Spring 56-81, Summer 69-91, Fall 56-76, Winter 38-58

11 - TAP WATER: Alkaline, slightly hard, fluoridated

12 - RETAILING: **Principal Shopping Center**-10 blocks on 4 sts., Troy Plz , Park Lane

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Parklane(6)	NA	Piggly Wiggly, Sears, Fred's Dollar Store
Troy Plz (8)	NA	Winn-Dixie
Southland Village	NA	Piggly Wiggly, TG&Y

Principal Shopping Days-Mon through Sat 1 pm Sun

13 - RETAIL OUTLETS: **Department Stores**-Rosenberg's, Leon's, Stanton's, Wal-Mart, Town Sq
Variety Stores-Fred's
Discount Stores-Bargaintown USA, Top Dollar
Chain Drug Stores-SupeRx, Harco
Chain Supermarkets-Piggly Wiggly, IGA, Winn-Dixie, Junior Foods, Food World
Other Chain Stores-Diana Shops, Goodyear, Sears, Kenwin, Eleanor Shops, Baxter Shoes, Firestone, Kitchen Withit Shoes

14 - NEWSPAPERS: MESSENGER (m-tues to fri, S) 3,693, (S) 4,397, Sworn Sept 30, 1987
Local Contact for Advertising and Merchandising Data Charles Barnes, Pub , MESSENGER, 918 S Brundidge St , PO Box 727, Troy, AL 36081, Tel (205) 566-4270
National Representative: General Advertising Service

TUSCALOOSA

1 - LOCATION: Tuscaloosa County (MSA) E&P Map B-3 County Seat 50 mi SW of Birmingham, 5th largest city in Alabama U S Hwy 82, 11, 43, I-20, I-59 Industrial, lumber, agricultural cattle raising, university and institutional city

2 - TRANSPORTATION: **Railroads**-Amtrak (passenger), Norfolk-Southern (freight), L&N, Mississippi
Barge Lines-To Port of Mobile, New Orleans, Chicago, Houston & points on Tennessee, Tombigbee, Mississippi & Ohio Rivers
Motor Freight Carriers-14
Intercity Bus Lines-Greyhound, ATS Trans. Service
Airlines-Atlantic Southeastern, American Eagle

3 - POPULATION:
Corp. City 80 Cen. 75,143; E&P 88 Est 74,782
NDM-ABC (80) 137,541
County/MSA 80 Cen 137,820; E&P 88 Est. 141,528

4 - HOUSEHOLDS:
City 80 Cen. 26,147; E&P 88 Est. 27,429
NDM-ABC (80) 46,820
County/MSA 80 Cen. 46,800; E&P 88 Est. 49,751

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	3	$515,000,000
Commercial	6	$690,000,000

6 - PASSENGER AUTOS: County 104,967

7 - ELECTRIC METERS: Residence 57,600

8 - GAS METERS: Residence 25,511

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Tire Plant 2,080 ($510); Lumber 1,800 ($325); Chem. 157 ($475); Coal 2,000 ($580).
Principal Industrial Pay Days-Tues., Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 59-83; Summer 70-92; Fall 51-76; Winter 34-56. Rainfall 54 in.; Growing Season 232 days.

11 - TAP WATER: Mid-Alkaline, soft; fluoridated, unlimited supply, 300 MGD available.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on University Blvd.; 4 on Greensboro Ave.; 3 on 6th St.
Neighborhood Shopping Centers-15th St. & 5th Ave.; 12th to 14th Aves. on 5th St.; 18th to 22nd Sts. on G'boro Ave.; Alberta City; 10th Ave. & 15th St.; West Park; 82 Bypass; Also 6 blocks in Northport; McFarland at 15th St.; McFarland at Skyland

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Parkview(29)	2	A&P
City Center	2	City Furn
Westgate	3	Winn-Dixie, Harco
Leland(13)	4	Harco, Winn-Dixie
Northgate	2	Food Center
McFarland Mall(51)	6	Gayfer's, Zayre, Winn-Dixie, Jefferson Home Furn
Woodsquare	2	
K mart	5	K mart
Bama(13)	3	Kroger, Wal-Mart
University Mall(95)	2	Sears, Pizitz, JCPenney, Parisians, Bruno
Northwood	4	Kroger, McCrory's

Principal Shopping Days-Dept Stores-Mon , Thur , Fri Food Thur , Fri , Sat , Mon
Stores Open Evenings-Food-Fri (some 6 nights, 8 open 24 hours)
Shopping Centers-6 nights until 9

13 - RETAIL OUTLETS: **Department Stores**-Adrians, JCPenney, McRae's, Sears, Raymon's, Gayfer's, Parisians
Variety Stores Woolworth, McCrory's
Discount Stores-Top Dollar, K mart, Fred's, Wal-Mart, Family Dollar, Zayre, Dollar General
Chain Supermarkets-A&P, Piggly Wiggly 2, Winn-Dixie 3, Food World 2, Kroger 2, Consumer Warehouse 2, Bruno's, Food Max, Delchamps 2
Other Chain Stores-Women's Apparel Eleanor Shop, Smart & Thrifty, Shoes Shoe Secrets, Paint Glidden, Sherwin-Williams, Hdwe West Building, Lowe's, Wickes, Jewelry Lorch's, Busch's, Auto Parts Bumper to Bumper, Carport, Save 1st Auto, General Radio Shack, Baskin-Robbins, Singer, Hancock Fabric, Otasco

14 - NEWSPAPERS: NEWS (e) 37,850; (S) 40,541, Mar 31 1988 ABC
Local Contact for Advertising and Merchandising Data Andy Mick, Adv Dir , NEWS, 2001 6th St , PO Drawer 1, Tuscaloosa, AL 35402 Tel (205) 345-0505
National Representative Branham/Newspaper Sales

TUSCUMBIA
See FLORENCE

ALASKA SURVEYS

METROPOLITAN STATISTICAL AREAS

Anchorage-Anchorage Borough

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1989**
Under 5 Years	32	38	55
5-14 Years	71	70	86
15-24 Years	64	82	91
25-44 Years	88	146	224
45-64 Years	41	56	72
65 and Over	7	12	16
TOTAL	303	403	545

Based on U S Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1989 Est.**
Bldg Mat/Hdwr	150	340	652
General Mdse	227	334	534
Food	427	692	962
Automobiles	241	410	839
Gasoline Stations	103	286	212
Apparel	69	127	190
Furniture	59	128	244
Eat-Drink Places	254	405	619
Drugs	80	136	211
TOTAL SALES	1,831	3,227	5,018

ANCHORAGE

1 - LOCATION: Anchorage County. E&P Map B-3 (MSA). Largest city in Alaska. Wholesale and retail distribution center for area extending 800 mi. W. Headquarters for Alaska's corporations, banks, communications, health facilities, petroleum industry, military establishment. Hub of rail, air and highway transportation. On main highway connecting W Alaska and U.S. via Canada; 550 mi. W of Juneau; 350 mi. S of Fairbanks; 1,450 mi. NW of Seattle

2 - TRANSPORTATION: **Railroads**-Alaska
Motor Freight Carriers-23.
Freight Steamship Lines-6.
Intercity Bus Lines-Alaska-Yukon Motorcoaches; Kenai Peninsula Bus Lines; Anchorage Transit (People Mover); Mat-Valley Commuter; Greyline.
Airlines-20. Intermediate stop of international flights: China Air; Flying Tigers; Air France; British Airways; Japan Airlines; KLM; Korean; Lufthansa; Sabena; Scandinavian Airways. Interior: Delta; Alaska; Northwest; Reeve Aleutian; Air Cal; TWA; Mark Air; United; Southcentral; Eastern; Hawaiian; Air Pac; ERA; Swiss Air. Air Taxi 60; Helicopters 14.

3 - POPULATION:
Corp City 80 Cen 174,084; E&P 88 Est 229,627
MSA/County 80 Cen 174,084; E&P 88 Est 229,627
NDM-ABC (80) 225,877

4 - HOUSEHOLDS:
City 80 Cen 60,042; E&P 88 Est 85,005
MSA/County 80 Cen 60,042; E&P 88 Est 85,005
NDM-ABC (80) 77,404

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	1	$40,839,000
Commercial	15	$3,977,227,000

6 - PASSENGER AUTOS: County 126,697

7 - ELECTRIC METERS: Residence 85,558

8 - GAS METERS: Residence 58,645

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Gov't 26,600; Whol & Ret Trade 29,000; Irons 4,250; Constr 8,500; Mfg 2,900; Petroleum; Servs 27,200; Trans., Commun., Util. 9,700; Insurance, R.E., Finance 9,350; Mining 4,400.

10 - CLIMATE: Av Temp Jan 13 degrees; July 57 degrees. An rainfall 9 in ; av an snowfall 70 in.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-33 blocks on 4th, 5th and 6th Aves ; 20 blocks on Northern Lights Blvd.; 20 blocks on Dimond Blvd ; 10 blocks Northway Drive

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Aurora Vlg.(12)	3	Carr's, Payless, Pay 'N Pak
Boniface	6	Pay'N Save, Safeway
Country Village	4	Discount Fabrics
Dimond(160)	6	Safeway, Pay'N Save, Lamont's
Carr's Dimond	6	Carr's, Payless
Eastgate(11)	4	Carr's, Payless
Mountain View	2	Market Basket
Northern Lts.(15)	2	Safeway, Pay'N Save
Northway Mall(73)	NA	Safeway, Pay'N Save, Lamont's
Post Office Mall		Book Cache
Univ. Ctr.(34)	5	Safeway, Pay'N Save Lamont's
Sears Mall(30)	3	Sears, Carr's, Payless
Eagle River(6)	15	Carr's, Payless

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-Nordstrom; JCPenney; Sears; Lamont's 3; Sportswest 2.
Discount Stores-Fred Meyer 2; Price Savers; Costco.
Variety Stores-Woolworth; B&J.
Chain Drug Stores-Pay'N Save 6; Payless 9; Rexall; Long's 2.
Chain Supermarkets-Carr's 9; Safeway 6; Proctor's; Prairie Mkt. 2; Foodland 3.
Other Chain Stores-Klopfensteins (men's); Zale's 3; Kinney Shoes 3; Pay 'N Pak; Jay Jacobs 2; Pacific Fabrics; Singer 2; Discount Fabrics; Leed's Shoes 2; Baskin-Robbins 4; Book Cache 13; Waldenbooks; Dalton Books; The Office Place; Computerland; Qwik Stop 28; 7-Eleven 7.

14 - NEWSPAPERS: DAILY NEWS (m) 55,203; (S) 70,687; Mar. 31, 1988 ABC.
Local Contact for Advertising & Merchandising Data: Marge Campbell, Dir. of Mktg. & Research, DAILY NEWS, 1001 Northway Dr.; PO Box 14-9001, Anchorage, AK 99514-9001; Tel. (907) 257-4200.

National Representative Cresmer Woodward O'Mara & Ormsbee

TIMES (e) 32,224 (S) 41,591 Mar. 31, 1988 ABC.

Local Contact for Advertising and Merchandising Data: Arlene Sayers, Adv. Dir., TIMES, 820 Fourth Ave., Anchorage, AK 99501; Tel. (907) 263-9000

National Representative Branham/Newspaper Sales

FAIRBANKS

1 - LOCATION: Fairbanks North Star Borough, E&P Map B-2, Judicial Seat. Only city and main business center for 227,000 sq. mi. of interior. In heart of Tanana Valley, 470 mi. by rail from coastal town of Seward. Northern terminus Alaska Hwy from the contiguous 48 states through Canada, northern terminus of Richardson Hwy., 365 mi. from Valdez, connected with Anchorage and Seward by Richardson, Glennallen, Seward, Hart and Parks Hwys. International and two other airports, airline distribution and supply center for interior and N Alaska, including $1.5 billion national defense installations employing 26,122 military and civilian personnel. University of Alaska campus adjoins city, 4,726 students. University's research facilities include 719 technical and scientific personnel.

2 - TRANSPORTATION: **Railroads**-Northern terminus Alaska Railroad.

Motor Freight Carriers-20

Bus Lines-Alaskan Coachways & Alaskan-Yukon Motorcoaches, connecting with Canadian lines to U.S. on Alaska Highway. Alaska Overland serves Fairbanks area and Clear (70 mi. SW).

Barge & River Lines-1.

Airlines-Alaska; Markair; Alaska Central Air; Friendship Air; Delta; Polar; Aurora Air Service; Charter 20; Charter Helicopter Service 4.

3 - POPULATION:

Corp. City 80 Cen. 22,645; E&P 88 Est. 32,293
Borough-ABC: (80) 53,983
Bal. in NDM-ABC: (80) 13,549
Total NDM-ABC: (80) 67,532
Borough 80 Cen. 53,983; E&P 88 Est. 61,514

4 - HOUSEHOLDS:

City 80 Cen. 8,145; E&P 88 Est. 11,495
Borough 80 Cen. 18,224; E&P 88 Est. 22,120
Borough-ABC: (80) 18,224
Bal. in NDM-ABC: (80) 3,945
Total NDM-ABC: (80) 22,170

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$469,200,000
Commercial	8	(incl. above)
Credit Unions	6	(incl. above)

6 - PASSENGER AUTOS: 41,674

7 - ELECTRIC METERS: Residence 25,218

8 - GAS METERS: Bus. & Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Mo. Wage)-Constr. 1,600 ($3,304); Gov't excluding military 9,100 ($3,004); Servs. 5,500 ($1,598); Ret. trade 4,700 ($1,151); Wholesale trade 700 ($2,214); Trans., Commun., Util. 2,200 ($3,508); Fin., Ins., R.E. 900 ($2,088); Other Mfg. 500 ($2,306).

Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 19-40; Summer 48-80; Fall 20-32; Winter⁻-17-3. First killing frost, Sept. 2; last killing frost, May 21.

11 - TAP WATER: City system, after treatment 120 ppm hardness; 8.6 alkaline. Outside city 150 to 400 ppm hardness in wells from 30 to 400 feet.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on 1st, 2nd, 3rd and 4th Aves.; 14 blocks on Cushman, 1st to 5th on Lacey & Noble Sts.; 6 blocks on Gaffney & Airport Rd., Washington Plaza, Northgate Square; Regency Court; River Mall; Bentley Mall.

Neighborhood Shopping Centers-S. Cushman; Heritage Square; College Center; North Pole Plaza; Forbes Square; Beaverbrook Mall; University Center.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Gavora Mall(14)	1	Pay'n Save, Super Value
Bentley Mall(55)	2	Pay'n Save, Safeway
Shopper's Forum(28)	2	Lamont's, Super Value
University Ctr.(34)	4	Pay'n Save, Safeway, Fred Meyer
North Pole Plz.(13)	NA	

Principal Shopping Days-Dept. Stores-Thur., Fri., Sat., many open Sun.. Banks-Closed Sat., open Fri. evening.

Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Nordstrom's; JCPenney; Sears; Lamont's.

Variety Stores-Woolworth; Carr's; Pay'n Save; Fred Meyers.

Discount Stores-Liquidation Sales; Castle Warehouse.

Chain Drug Stores-Co-Op; Pay'n Save 2.

Chain Supermarkets-Foodland; Super Value 3; Safeway 2.

Other Chain Stores-Pay & Pak; Pay & Save Home Center; Nerlands Home Furnishings; 7-Eleven.

14 - NEWSPAPERS: NEWS-MINER (e) 15,896; (S) 20,924; Mar. 31, 1988 ABC.

Local Contact for Advertising and Merchandising Data: David Slater, Adv. Dir., NEWS-MINER, 200 N. Cushman; PO Box 710, Fairbanks, AK 99701; Tel. (907) 456-6661.

National Representative: Branham/Newspaper Sales.

JUNEAU

1 - LOCATION: Juneau City & Borough, SE Alaska, Panhandle, E&P Map D-3. On Gastineau Channel 900 mi. from Seattle. Served by air and water transport; linked by car and cargo ferry with Haines and Skagway, AK, Prince Rupert, BC, and Seattle, connecting with Alaska Hwy. State Capital.

2 - TRANSPORTATION: **Waterways**-Linden Barge; Alaska Marine Line Barge; Alaska State Ferry; The Barge Lines.

Airlines-Alaska; Delta.

3 - POPULATION:

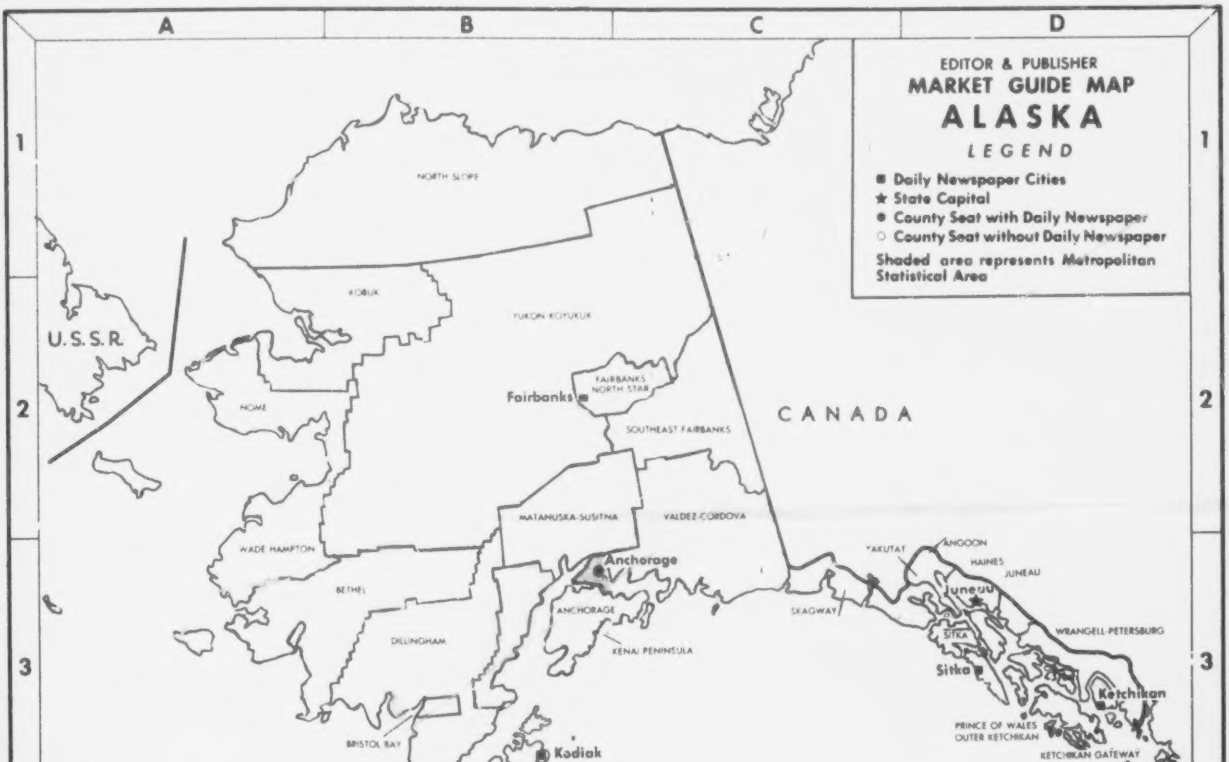
City/Division 80 Cen. 19,587; E&P 88 Est. 23,438

4 - HOUSEHOLDS:

City/Division 80 Cen. 7,035; E&P 88 Est. 8,737

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	N.A.
Commercial	6	N.A.

6 - PASSENGER AUTOS: County 14,559


A
B
C
D
1
2
3
4
EDITOR & PUBLISHER
MARKET GUIDE MAP
ALASKA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded area represents Metropolitan Statistical Area
NORTH SLOPE
KOBUK
YUKON KOYUKUK
U.S.S.R.
NOME
FAIRBANKS NORTH STAR
Fairbanks
SOUTHEAST FAIRBANKS
CANADA
MATANUSKA-SUSITNA
VALDEZ-CORDOVA
WADE HAMPTON
BETHEL
Anchorage
ANCHORAGE
KENAI PENINSULA
DILLINGHAM
YAKUTAT
ANGOON
HAINES
JUNEAU
Juneau
SKAGWAY
SITKA
Sitka
WRANGELL-PETERSBURG
Ketchikan
PRINCE OF WALES OUTER KETCHIKAN
KETCHIKAN GATEWAY
BRISTOL BAY
Kodiak
KODIAK ISLAND
ALEUTIAN ISLANDS
SCALE IN MILES
0
100
200
300
400
FOR CONTINUATION SEE INSERT

7 - ELECTRIC METERS: Residence 7,600

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Fishing; Mining; Forestry; Tourism; Trans.; Trade; Gov't. (State capital 4,700 employees).

10 - CLIMATE: Mild, moist; annual mean temp. 42; annual rain 55.9 in.; snow 92.1 in.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Districts**-7 blocks on Franklin St.; 3 on Seward; 2 on Main; 2 on Front; 9 on Willoughby; 4 shopping centers 10 mi. on Egan Expwy. in Mendenhall Valley.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Airport Shpg. Center(10)	10	Shop N' Kart
Mendenhall Mall(23)	10	Super Bear Supermarket
Nugget Mall(22)	10	Kinney's, Zale's, Lamonts, Pay N' Save, Nugget Dept. Store
Foodland	NA	Foodland

13 - RETAIL OUTLETS: **Department Stores**-Nugget.
Variety Stores-Ben Franklin, Super Rexall.
Other Stores-Ace Hardware; Don Abel; Lyle's; Fred Meyer Dept. Store & Grocery; Lamonts; Pay 'N Save.

14 - NEWSPAPERS: JUNEAU EMPIRE (e-mon to fri) 7,377; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Robin Herdman-Paul, Adv. Mgr., JUNEAU EMPIRE, 3100 Channel Dr., Juneau, AK 99801-7814; Tel. (907) 586-3740.
National Representative: Branham/Newspaper Sales.

KENAI

1 - LOCATION: E&P Map B-3. Kenai Peninsula Borough, Kenai-Cook Inlet Census Div. (SC). Off Sterling Hwy. 150 mi. SW of Anchorage.

2 - TRANSPORTATION: **Motor Freight Carriers**-(Sea) Northland, Lynden, Mammoth.
Airlines-South Central Air; ERA.

3 - POPULATION:
Corp. City 80 Cen. 3,533; E&P 88 Est. 6,302
Borough 80 Cen. 25,729; E&P 88 Est. 38,974

4 - HOUSEHOLDS:
City 80 Cen. 1,500; E&P 88 Est. 1,953
Borough 80 Cen. 8,546; E&P 88 Est. 14,044

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	N.A.
Commercial	4	N.A.

6 - PASSENGER AUTOS: Borough 24,750

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: Residence 1,600

9 - PRINCIPAL INDUSTRIES: Fishing; Oil.

10 - CLIMATE: Min. & Max. Temp.-Summer 46-61; Winter 4-26.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Center**-N. Main & Spur Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kenai Mall(20)	NA	Carr's, Payless, Kinney's, Zale's
Kenai(11)	NA	Safeway, Pay N Save, Freds Meyer
Peninsula Center Mall	NA	Lamonts

13 - RETAIL OUTLETS: **Department Stores**-Lamont's; Fred Meyer.
Chain Supermarkets-Carr's; Safeway; Omni.

14 - NEWSPAPERS: PENINSULA CLARION (m-mon to fri) 4,323; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Wayne Dunworth, Gen. Mgr., PENINSULA CLARION, 150 Trading Bay Road; PO Box 4330, Kenai, AK 99611; Tel. (907) 283-7551.
National Representative: Landon Associates.

KETCHIKAN

1 - LOCATION: Ketchikan County, E&P Map D-3. N & S Hwy. connections.

2 - TRANSPORTATION: **Motor Freight Carriers**-3.
Ferries-Alaska State Ferry System (daily service).
Airlines-Alaska.

3 - POPULATION:
Corp. City 80 Cen. 7,198; E&P 88 Est. 8,483
Ketchikan Div. 80 Cen. 11,346; E&P 88 Est. 12,263
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,644; E&P 88 Est. 3,129
Ketchikan Div. 80 Cen. 3,985; E&P 88 Est. 4,459

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$135,000,000
Savings & Loan	1	$25,000,000
Credit Union	2	$6,000,000

6 - PASSENGER AUTOS: 6,659

7 - ELECTRIC METERS: Residence 5,093

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Pulp Mill 827 ($400); Lumber 120 ($400); Fishing 850; Canning 800; Gov't (including state ferry system) 600 ($550); Tourism 640; Total Employ. 7,400.

10 - CLIMATE: Min. & Max. Temp.-20-80 degrees, year around av. 52.

11 - TAP WATER: Neutral, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Port West (Sea Mart Super); Port West Plz.; Mark-It-Foods; Tatsuda's; Family Center.
Principal Shopping Days-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Tongass Trading; Bon Marche; Sears (catalog).
Variety Stores-Ben Franklin.
Chain Drug Stores-Race Downtown 2; Stenford's Rexall.
Chain Supermarkets-Mark-It-Foods; Sea Mart Super; Tatsuda's; Family Center.

14 - NEWSPAPERS: NEWS (m-mon to fri) 7,940; (S) 4,663; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Lew Williams III, Adv. Dir., NEWS, 501 Dock St.; PO Box 7900, Ketchikan, AK 99901; Tel. (907) 225-3157.
National Representative: Branham/Newspaper Sales.

KODIAK

1 - LOCATION: Third Judicial Div., Kodiak Borough. E&P Map B-3. On NE part of Kodiak Island on Gulf of AK. 250 mi. SW of Anchorage. U.S. Coast Guard Base. Fishing & canning center; stock farming & timber area.

2 - TRANSPORTATION: Boat & air only.

3 - POPULATION:
Corp. City 80 Cen. 4,756; E&P 88 Est. 11,019
Borough 80 Cen. 10,074; E&P 88 Est. 14,504

4 - HOUSEHOLDS:
City 80 Cen. 1,535; E&P 88 Est. 3,402
Borough 80 Cen. 3,027; E&P 88 Est. 4,447

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.

6 - PASSENGER AUTOS: 5,396

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Salmon & Herring Canning; Fishing; Timber Working; Stock Farming.

10 - CLIMATE: N.A.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Center**-Kodiak Mall, City Ctr.; O'Kraft (Center St.); Waldo's Shpg. Ctr.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: MIRROR (e-mon to fri) 2,900; sworn Oct. 8, 1987.
Local Contact for Advertising and Merchandising Data: Nancy Freeman, Pub., MIRROR, 216 W. Rezanof, Kodiak, AK 99615; Tel. (907) 486-3227.
National Representative: Landon Associates.

SITKA

1 - LOCATION: E&P Map D-3. On Baranof Island 90 airline mi. from Juneau and 900 mi. by steamship from Seattle. Outfitting point for 1,500 fishing boats; fish processing; lumbering center; pulp mill.

2 - TRANSPORTATION: **Airlines**-Alaska Coastal, Ellis.
Steamships-Alaska Steamship; State Ferry.

3 - POPULATION:
Corp. City/County 80 Cen. 7,803; E&P 88 Est. 7,009

4 - HOUSEHOLDS:
City/County 80 Cen. 2,440; E&P 88 Est. 2,357

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: 3,627

7 - ELECTRIC METERS: Residence 1,440

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Gov't, School & Hospitals, Fishing (seasonal) 2,000; Pulp Mill 450; Total Mfg. 630; Servs. 539; Gov't 1,147.
Principal Pay Days-Every other Thur.; 5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Jan. 23-35; Apr. 32-47; July 48-61; Oct. 37-51. First killing frost, Sept. 15; last killing frost, Mar. 15.

11 - TAP WATER: Acid, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on 3 streets.
Stores Open Evenings-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sitka Bazaar; Sitka Cold Storage; Market Center.
Variety Stores-Ben Franklin.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 2,499; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Catherine Bagley, Adv. Mgr., SENTINEL, PO Box 799, Sitka, AK 99835; Tel. (907) 747-3219.
National Representative: Branham/Newspaper Sales.

ARIZONA SURVEYS

METROPOLITAN STATISTICAL AREAS

Phoenix-Maricopa County.
Tucson-Pima County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1989
Under 5 Years	159	220	315
5-14 Years	380	431	525
15-24 Years	319	521	541
25-44 Years	413	742	1,145
45-64 Years	342	510	599
65 and Over	161	307	396
TOTAL	1,774	2,731	3,522

Based on U.S. Census

POPULATION ESTIMATES
(Thousands)

Places of 50,000 or more and Central Cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 census

City	Total Pop	Spanish Origin	Percent
Phoenix	765	113	14.8
Tucson	331	82	24.9

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1989 Est.
Bldg. Mat./Hdwr	473	681	1,720
General Mdse	1,053	1,485	2,989
Food	1,893	3,355	5,971
Automobiles	1,707	2,584	6,708
Gasoline Stations	652	1,306	1,744
Apparel	288	547	1,059
Furniture	419	636	1,569
Eat-Drink Places	775	1,402	2,860
Drugs	275	525	1,041
TOTAL SALES	8,170	13,894	27,576

BISBEE

1 - LOCATION: Cochise County, E&P Map D-4. Military ctr., SW corner of state. Approx. 92 mi. SE of Tucson on Hwy. 90.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Motor Freight Carriers-3 interstate; 2 intrastate; UPS.
Intercity Bus Lines-Greyhound; Nogales-Bisbee Stage.
Airlines-Cochise Airlines feeder flights to Tuscon & Phoenix.

3 - POPULATION:
Corp. City 80 Cen. 7,154; E&P 88 Est. 6,548
County 80 Cen. 86,724; E&P 88 Est. 97,076

4 - HOUSEHOLDS:
City 80 Cen. 2,883; E&P 88 Est. 3,263
County 80 Cen. 29,174; E&P 88 Est. 33,687

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$61,000,000
Savings	1	(incl. above)
Savings & Loan	1	(incl. above)
Credit Union	1	(incl. above)

6 - PASSENGER AUTOS: County 47,795

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Bisbee, formerly a mining town, is now primarily a tourist & housing area for Fort Huachuca & Sierra Vista workers. There are many small arts & crafts shops.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-74; Summer 64-89; Fall 51-78; Winter 34-59.

11 - TAP WATER: Wells from underground river.

12 - RETAILING: **Principal Shopping Centers**-Bisbee Rd. Shpg. Ctr.; El Rancho Shpg. Ctr.

13 - RETAIL OUTLETS: **Chain Supermarkets**-Safeway; Revco.

14 - NEWSPAPERS: REVIEW (e-mon to fri) 1,450; (S) 1,350; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Dennis Benth, Adv. Dir., REVIEW, 102 Fab Ave., Sierra Vista, AZ 85635; Tel. (602) 432-2231.
National Representative: None.

CASA GRANDE

1 - LOCATION: Pinal County, E&P Map C-3. S central part of state. 50 mi. SSE of Phoenix; 65 mi. NW of Tucson. On I-8, 10; State Hwys. 84, 93, 287.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airports-1 municipal, 2 private.

3 - POPULATION:
Corp. City 80 Cen. 14,971; E&P 88 Est. 17,185
CZ-ABC: (80) 14,971
RTZ-ABC: (80) 40,271
County 80 Cen. 90,918; E&P 88 Est. 106,075
City & RTZ-ABC: (80) 55,242
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,819; E&P 88 Est. 5,314
County 80 Cen. 28,411; E&P 88 Est. 34,820
CZ-ABC: (80) 4,819
RTZ-ABC: (80) 11,290
City & RTZ-ABC: (80) 16,109

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$221,000,000

6 - PASSENGER AUTOS: County 56,618

7 - ELECTRIC METERS: Residence 10,200

8 - GAS METERS: Residence 8,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mining 185; Constr. 400; Mfg. 2,000; Trans., Commun. & Pub. Util. 500; Whol. & Ret. 850; Fin., Ins. & R.E. 225; Serv. 1,000; Gov't 1,250; Agric. 3,650; Other 425.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-86; Summer 75-107; Fall 52-89; Winter 33-66. Humidity-less than 30% average.

11 - TAP WATER: Not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-40 blocks on Main; Florence Blvd.; 1st to 12th; Drylake; Picacho; Sacaton; W. Sec. Pinal Ave. and including Pinal Ave.
Neighborhood Shopping Centers-Basha's Plaza-Basha's, Walgreens, Cornet Store, Jack-in-the-Box; Casa Grande Mall-K mart, Safeway, SupeRx Drug, Sears, Simon's Menswear, Satellite Center, Lee Optical, Gold Rush Jewelers, Mall Cinema, Tastee Freeze, Mejia's Mall Haircutters, Cactus Flower, Kinney Shoes, Radio Shack, Household Finance, B.J.'s Hallmark; Manana Grande Shopping Center-Golden Corral, Auto Shack, Casa Grande Shopping Center-Wendy's, Fry's, Merle Norman/Sunshine Beauty Salon; Casa Grande Plaza-Wal-Mart, JC Penney's Smiths Food & Drug.
Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Most major stores Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Cornet; K mart; Wal-Mart.

Discount Stores Yellow Front Checker Auto K mart Wal-Mart
Variety Stores-V&S Variety
Chain Drug Stores-SupeRx 2 Revco 2 Walgreens M-D Pharmacy Payless
Chain Supermarkets-Basha s 2 Safeway Fry s
Other Chain Stores-Western Auto Firestone Foxworth-Galbraith Home Improvement Center Kinney Shoes Radio Shack Pep Boys Auto Shack Western States Tire Big O Tires

14 - NEWSPAPERS: DISPATCH (e) 8 219 Mar 31 1988 ABC
Local Contact for Advertising and Merchandising Data Kara Bugbee Adv Dir DISPATCH 200 W 2nd St Box C-3 Casa Grande AZ 85222 Tel (602) 836-7461
National Representative Landon Associates

CHANDLER

1 - LOCATION: Maricopa County (In Phoenix MSA) E&P Map C-3 25 mi SE of Phoenix Manufactures fertilizer electronics cotton gins Winter resort agric & citrus fruits Served directly by Arizona Rts 87 & 93 and by I-10

2 - TRANSPORTATION: **Railroads** Southern Pacific
Motor Freight Carriers 22
Intercity Bus Lines Greyhound Continental Trailways
Airlines-Phoenix Sky Harbor International Airport 15 mi

3 - POPULATION:
Corp City 80 Cen 29 673 E&P 88 Est 65 251
CZ-ABC (80) 31 421
County MSA 80 Cen 1 516 353 E&P 88 Est 1 919 238

4 - HOUSEHOLDS:
City 80 Cen 9 455 E&P 88 Est 21 058
County MSA 80 Cen 544 252 E&P 88 Est 723 285
CZ-ABC (80) 9 455

5 - BANKS	**NUMBER**	**EST DEP**
Savings & Loan	1	N A
Commercial	11	N A

6 - PASSENGER AUTOS: County 1 002 422

7 - ELECTRIC METERS: Residence N A

8 - GAS METERS: Residence N A

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners (Av Wkly Wage)-Agric & Proc 825 ($225) Electronic Mfg 4 125 ($315)
Principal Industrial Pay Days 1st & 15th

10 - CLIMATE: Min & Max Temp Spring 40-94 Summer 68-104 Fall 45-87 Winter 37-70

11 - TAP WATER: Alkaline hard

12 - RETAILING: **Principal Shopping Center** 5 blocks on Arizona Ave (34 stores) Chandler Ctr (8 stores) Smitty s Angels (8)
Neighborhood Shopping Centers (No of Stores) Basha s Plz (7) Granada Plz (15) Mervyn s Plaza Chandler Mercado East Valley Mall

Nearby Shopping Centers

Name (No of stores)	**Miles from Downtown**	**Principal Stores**
Fiesta Mall(93)	7	Sears Diamonds Broadway & Goldwaters
North Park Plaza(21)	NA	Fotomat Pizza Hut State Farm Ins
Safeway Thrifty(8)	NA	Safeway Thrifty Drug

Principal Shopping Days-Wed Fri Sat
Stores Open Evenings-Shopping Centers every evening

13 - RETAIL OUTLETS: **Department Stores** C R Anthony Saba s Smitty s Mervyn s
Discount Stores-Yellow Front Cornet K Mart Target
Variety Stores-Sprouse-Reitz Moskatel s
Chain Drug Stores-Revco Thrifty Arrow s United Drug Osco SupeRx Walgreens
Chain Supermarkets-Basha s Bayless Safeway Smitty s Lucky s Fry s ABCO
Other Chain Stores-Big O Tires Checker Auto Firestone Goodyear Payless Shoes Paul Sale Furn Serrano s Tune-up Masters Payless Cashways Ole s Target K mart Miller s Outpost Chief Auto McDonalds Burger King Dunkin Donuts Kentucky Fried Chicken

14 - NEWSPAPERS: ARIZONAN TRIBUNE (m) 7 766 (S) 7 770 Mar 31 1988 ABC
Local Contact for Advertising and Merchandising Data Jim Wall ARIZONAN 35 W Boston Chandler AZ 85224 Tel (602) 898-6475
National Representative U S Suburban Press

DOUGLAS

1 - LOCATION: Cochise County E&P Map D-4 Situated near the Mexican border 117 mi SE of Tucson On U S Hwys 80 666

2 - TRANSPORTATION: **Railroads** Southern Pacific Nacozari (S into Mexico)
Intercity Bus Lines Greyhound Pacific Butterfield Stagelines
Motor Freight Carriers-4

3 - POPULATION:
Corp City 80 Cen 13 058 E&P 88 Est 12 336
NOTE Douglas adjoins Agua Prieta Mexico estimated population 60 008
County 80 Cen 86 724 E&P 88 Est 97 076
Demographic Information available from Newspaper See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen 4 031 E&P 88 Est 4 340
County 80 Cen 29 174 E&P 88 Est 33 687

5 - BANKS	**NUMBER**	**EST DEP**
Savings & Loan	1	$23 000 000
Commercial	4	$43 500 000

6 - PASSENGER AUTOS: County 47 795

7 - ELECTRIC METERS: Residence 5 033

8 - GAS METERS: Residence 4 661

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners (Av Wkly Wage) Dresses & Sport Shirts 400 ($150) Electronics 152 ($195) Vegetable Canning 380 (Seasonal) ($134) Cochise College 100 ($150) Hospital 210 Prison 132 ($350) 23 Electronic & Auto Parts "Twin Plant" Industries
Principal Industrial Pay Days Fri 1st 15th (Area economy includes industry in Agua Prieta Mexico with 4 500 workers)

10 - CLIMATE: Min & Max Temp-Spring 43-78 Summer 63-93 Fall 43-59 Winter 31-62 First killing frost Oct 28 last killing frost Mar 30

11 - TAP WATER: Alkaline soft not fluoridated

12 - RETAILING: **Principal Shopping Area** 8th to 15th Sts bet F and Pan American Aves 8th to 10th Sts bet Cochise & Florida Bayless Shpg Ctr (1800 block on 10th St 20 units) Safeway Shpg Ctr (San Antonio Dr & 10th St 10 units) Douglas serves 185 000 including Sonora Mexico
Principal Shopping Days Wed Thur Fri & Sat
Stores Open Sundays Food clothing drug & variety

13 - RETAIL OUTLETS: **Department Stores** JCPenney Phelps Dodge Mercantile K mart Parisian Capin s Mercantile Montgomery Ward
Variety Stores K mart J J Newberry
Chain Drug Stores Rexall Revco
Chain Supermarkets Safeway Bayless Phelps Dodge Mercantile Co 9
Other Chain Stores The Shoe Salon Complete Auto Supply Gold Bond Redemption Center Checker Auto Yellow Front Payless Shoes Radio Shack Sears (catalog) Ace Hardware True Value Hardware

14 - NEWSPAPERS: DISPATCH (e) 2 947 sworn Sept 29 1987
Local Contact for Advertising and Merchandising Data Dona James Adv Mgr DISPATCH 530 11th St Box H Douglas AZ 85607 Tel (602) 364-3424
National Representative Western Newspapers

FLAGSTAFF

1 - LOCATION: Coconino County E&P Map C-2 County Seat 152 mi N of Phoenix 323 mi W of Albuquerque 525 mi E of Los Angeles

2 - TRANSPORTATION: **Railroads**-Amtrak
Motor Freight Carriers 10
Intercity Bus Lines-Trailways Greyhound Nava-Hopi Tours
Airlines-Sun West Skywest

3 - POPULATION:
Corp City 80 Cen 34,641 E&P 88 Est 40,273
NDM-ABC (80) 45,922
County 80 Cen 75,103 E&P 88 Est 92,559
RTZ-ABC (80) 29,086
Total NDM & RTZ-ABC (80) 75,008
Demographic Information available from Newspaper See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen 10,227 E&P 88 Est 9,959
NDM-ABC (80) 14,393
County 80 Cen 21,904 E&P 88 Est 27,109
RTZ-ABC (80) 7,497
Total NDM & RTZ-ABC (80) 21,890

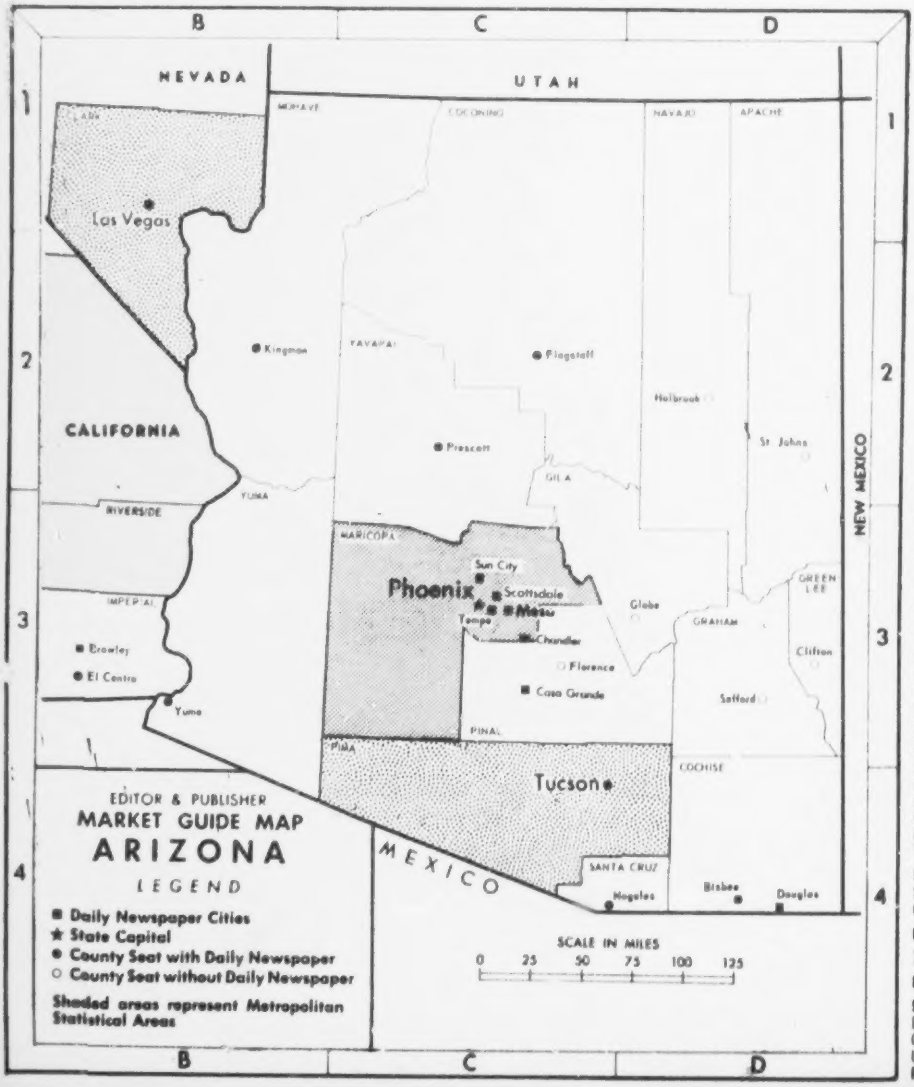
5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$15,000,000
Commercial	10	$110,000,000

6 - PASSENGER AUTOS: County 38,567

7 - ELECTRIC METERS: Residence 12,500

8 - GAS METERS: Residence 10,000

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners (Av Wkly Wage)-Saw Mills 1,415 ($300), Ord Plants 110 ($225), Steel Fab 168 ($200), University Educ 1,785 ($450)
Principal Industrial Pay Days-1st & 15th



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10 - CLIMATE: Min. & Max. Temp.-Spring 21-75; Summer 43-79; Fall 21-72; Winter 12-42. First killing frost, Nov. 6; last killing frost, Apr. 8.

11 - TAP WATER: Soft, alkaline.

12 - RETAILING: **Principal Shopping Center**-34 blocks on Aspen, Santa Fe, Leroux, Beaver, San Francisco, Birch & Cherry Sts.
Neighborhood Shopping Centers-Mt. Elden, East Flagstaff, K mart 4 stores, Flag Mall 35 stores, Park Santa Fe 21 stores, University Plaza 34 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Greenlaw(35)	4	
Cedar Pines(10)	4	Bayless
Plaza Mall(13)	1	Yellow Front, Auto Shack, Bayless
University Pl.(34)	2	Safeway, TG&Y, SupeRx
Flag Mall(35)	6	Sears, JCPenney
Park Santa Fe(21)	5	El Rancho, SupeRx, Yellow Front

Principal Shopping Days-Wed., Fri., Sat. Many stores open evenings and Sundays.

13 - RETAIL OUTLETS: **Department Stores**-Sears, Babbitt's; JCPenney, Boston, Dillard's.
Discount Stores-Yellow Front 2; K mart.
Chain Drug Stores-Revco, SupeRx, Thrifty, Long's, TG&Y.
Chain Supermarkets-Safeway 3, Bayless 2, Smiths.
Other Chain Stores-Daniels, Rosenzweigs, Radio Shack, Dustys; Fashion Conspiracy, Fashion Fabrics.

14 - NEWSPAPERS: ARIZONA DAILY SUN (e-mon to fri) 12,131; (S) 12,803; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Theresa Smith, Adv. Dir., ARIZONA DAILY SUN, 417 W. Santa Fe, Flagstaff, AZ 86002; Tel. (602) 774-4545.
National Representative: Papert Companies.

KINGMAN

1 - LOCATION: Mohave County, E&P Map B-2. County Seat. Mining, manufacturing, ranching, tourism. NW corner of state. 100 mi. S of Las Vegas on U.S. 93, junction of U.S. 93 & I-40, Rt. 66.

2 - TRANSPORTATION: **Railroads**-Santa Fe, Amtrak.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound, Las Vegas-Tonopah-Reno Stageline.
Airlines-Golden Pacific, plus charter.

3 - POPULATION:
Corp. City 80 Cen. 9,257; E&P 88 Est. 14,074
NDM-ABC: (80) 15,187
County 80 Cen. 56,748; E&P 88 Est. 79,835
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,299; E&P 88 Est. 4,450
County 80 Cen. 21,074; E&P 88 Est. 31,091
NDM-ABC: (80) 5,643

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$91,000,000
Commercial	6	$149,734,000

6 - PASSENGER AUTOS: County 48,847.

7 - ELECTRIC METERS: Residence 3,573.

8 - GAS METERS: Residence 19,120.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 1,160 ($284).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-90; Summer 60-105; Fall 40-85; Winter 20-75. First killing frost, Oct. 10; last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Beale St.
Neighborhood Shopping Centers-Kingman; Safeway; K mart Plaza; Northern Ave.; Stockton Hill Plaza.
Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping centers every evening until 8; grocers open 24 hrs.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Babbitt's.
Discount Stores-Yellow Front; McCrory's; K mart; Checker Auto; Factory 2 U.
Variety Stores-Sprouse-Reitz.
Chain Drug Stores-Revco 2.
Chain Supermarkets-Safeway; Circle K 4; Bashas; Ranch Markets 3; Smith's Foods.
Other Chain Stores-Firestone; Sweetbriar; Radio Shack.

14 - NEWSPAPERS: MINER (e-mon to fri) 6,665; (S) 6,687; Sept. 30, 1987 ABC. (Latest available statement).
Local Contact for Advertising and Merchandising Data: Jack Baldwin, Adv. Mgr., MINER, Box 3909, Kingman, AZ 86402; Tel. (602) 753-6397.
National Representative: Branham/Newspaper Sales.

MESA

1 - LOCATION: Maricopa County. (In Phoenix MSA) E&P Map C-3. S central part of state, 16 mi. SE of Phoenix. On U.S. Hwys. 60, 70, 80, 89; State Hwys. 87, 93.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Intercity Bus Lines-Greyhound, Continental Trailways, Sun Valley.
Motor Freight Carriers-16.
Airlines-At Sky Harbor Airport, 16 mi. W: TWA, Delta; American; Eastern, PSA; United, Republic, America West; Northwest Orient; Wein, Southwest, Continental.

3 - POPULATION:
Corp. City 80 Cen. 152,453; E&P 88 Est. 246,845
CZ-ABC: (80) 158,170
County/MSA 80 Cen. 1,516,353; E&P 88 Est. 1,919,238

4 - HOUSEHOLDS:
City 80 Cen. 58,148; E&P 88 Est. 97,637
CZ-ABC: (80) 55,669
County/MSA 80 Cen. 544,252; E&P 88 Est. 723,285

5 - BANKS	NUMBER	EST. DEP.
Commercial	10	$1,000,000,000
Savings & Loan	5	$560,000,000

6 - PASSENGER AUTOS: County 1,002,422.

7 - ELECTRIC METERS: Residence 62,379.

8 - GAS METERS: Residence 20,162.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mining 100; Constr. 700; Mfg., Trans., Commun. & Pub. Util. 1,500; Whol. & Ret. 3,000; Fin., Ins. & Real Estate 400; Service 3,000; Gov't 1,200; Agric. 8,700.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-98; Summer 62-106; Fall 39-101; Winter 34-84. Little humidity year round except in July and Aug. Av. rainfall 7 in.

11 - TAP WATER: Not fluoridated.

12 - RETAILING: **Principal Shopping Areas**-20 blocks on E and W Main St.; 2 on N & S MacDonald St.; 2 on First Ave.; 2 on S Country Club; 20 blocks on E and W Broadway; 20 blocks on E and W Southern.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Basha's(4)	NA	Basha's Mkt., SupeRx
Fiesta Mall(140)	NA	Dillard's, Broadway, Sears, Goldwater's
Lucky(10)	NA	Lucky Mkt.
Main/Lazona(14)	NA	Low Cost, Osco
Mesa(21)	NA	Fry's Mkt.
Poco Fiesta	NA	Ross, Sabas
Safeway(2)	NA	Safeway, Thrifty
Sherwood Pl.(18)	NA	TG&Y, Sally's Fabrics
Smitty's(6)	NA	Smitty's
Tri-City Mall(43)	NA	Basha's, Winston's, JCPenney
Westwood Pl.(21)	NA	Bayless Mkt., TG&Y, Revco
Wright's(8)	NA	Hahn's Mkt.

Principal Shopping Days-Mon. through Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Switzer Dillards; Goldwater's; Broadway; Montgomery Ward; Target.
Variety Stores-J.J. Newberry; TG&Y.
Chain Drug Stores-Walgreens 3; Thrifty 2; SupeRx 3; Revco 3; Osco 4; Rexall 2; Long's 2.
Discount Stores-Smitty's; K mart 2; Thrifty 2; Yellow Front 8; Marshall's; Ross.
Chain Supermarkets-Safeway 2; Basha's 5; Bayless 2; Lucky; Smitty's Big Town 3; Fry's 4; Abco 4.
Other Chain Stores-Firestone; Daniel's Jewelers; Singer; Barrow's; Foxworth Lbr.; Lee Optical; Mesa Optical; Home Depot; Pep Boys.

14 - NEWSPAPERS: TRIBUNE (m) 50,092; (S) 50,508; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jim Wall, Adv. Dir., TRIBUNE, 120 W. First Ave., Mesa, AZ 85202; Tel. (602) 898-6500.
National Representative: U.S. Suburban Press.

NOGALES

1 - LOCATION: Santa Cruz County, E&P Map C-4. County Seat. Port of entry on Mexican border.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Pacifico de Mexico.

3 - POPULATION:
Corp. City Cen. 15,683; E&P 88 Est. 19,335
County 80 Cen. 20,605; E&P 88 Est. 21,795

4 - HOUSEHOLDS:
City 80 Cen. 4,335; E&P 88 Est. 5,458
County 80 Cen. 5,999; E&P 88 Est. 6,462

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 14,833.

7 - ELECTRIC METERS: Residence 3,050.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Shipping point for winter vegetable crop grown on W. coast of Mexico, marketed in U.S.; Silver, copper, lead mined in vicinity.

10 - CLIMATE: Min. & Max. Av. Temp. 43-79.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mariposa Plz.(19)	NA	Baskin-Robbins, Radio Shack
Rio Rico(15)	NA	Food Giant

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-LaVille de Paris; Bracker's; El Paso; JCPenney; Capin Mercantile Corp.; Marcus, Kory's; Alexanders; Dandy's.
Variety Stores-Kress; Woolworth.
Chain Drug Stores-M&M 5.
Chain Supermarkets-Safeway; Puchi's; Downtown Progressive 4.

14 - NEWSPAPERS: HERALD (e-mon to fri) 4,235; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Alvin Sisk, Pub., HERALD, 134 Grand Ave., Nogales, AZ 85621; Tel. (606) 287-3622.
National Representative: None.

PHOENIX

1 - LOCATION: Maricopa County (MSA). E&P Map C-3. Capital. County Seat. Manufacturing, High Technology Products, Agriculture, Tourism and Travel. S central part of state; about 398 mi. E of Los Angeles; 400 mi. W of El Paso, TX.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Alaska Airlines; America West; American; Braniff; Continental; Delta; Eastern; Midway; Northwest; Pacific Southwest (PSA); Republic; Southwest; TWA; United; USAir.

3 - POPULATION:
Corp. City 80 Cen. 764,911; E&P 88 Est. 1,031,694
CZ-ABC: (80) 1,473,759
RTZ-ABC: (80) 260,486
County/MSA 80 Cen. 1,516,353; E&P 88 Est. 1,919,238
City & RTZ-ABC: (80) 1,734,245
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 284,780; E&P 88 Est. 372,613
County/MSA 80 Cen. 544,759; E&P 88 Est. 723,285
CZ-ABC: (80) 533,365
RTZ-ABC: (80) 87,798
City & RTZ-ABC: (80) 621,163

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	16	$22,676,855,000
Commercial	54	$27,646,808,000
Credit Unions	51	$1,114,884,000

6 - PASSENGER AUTOS: County 1,002,422.

7 - ELECTRIC METERS: Residence 436,735.

8 - GAS METERS: Residence 299,559.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 131,900; Constr. 78,900; Retail & Whol. 222,100.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-94; Summer 74-105; Fall 52-98; Winter 43-71.

11 - TAP WATER: Alkaline, 11 grains of hardness per gallon; not fluoridated.

12 - RETAILING: **Principal Downtown Shopping Center**-Park Central Mall, Central Ave. N of Thomas Rd. Principal Stores: Dillard's, Goldwaters, JCPenney, Switzer's.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Biltmore Fashion Park(60)	NA	Broadway Southwest, I. Magnin, Saks
Camel View Plaza(28)	NA	Bullock's, Dillard's
Chris-Town(154)	NA	Broadway Southwest, JCPenney, Mont. Ward, Dillard's
Colonnade(55)	NA	Mervyns, Marshalls, Sears
Fiesta Mall(149)	NA	Broadway Southwest, Dillard's, Sears
Los Arcos Mall(74)	NA	Broadway Southwest, Sears
Maryvale Mall(67)	NA	Mervyns, Target, Boston Store
Metrocenter(198)	NA	Broadway Southwest, Dillard's, Sears, Goldwaters
Paradise Valley Mall(120)	NA	Dillard's, JCPenney, Goldwaters
Scottsdale Fashion Sq.(44)	NA	Goldwaters
Thomas Mall(60)	NA	Dillard's, Mont. Ward
Tri-City Mall(60)	NA	JCPenney
Valley West(75)	NA	Mont. Ward, Boston Store, JCPenney
Westridge Mall(105)	NA	Dillard's, Sears, JCPenney

Principal Shopping Days-Wed., Thur., Fri., Sat. Groceries-Wed., Sat.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-Broadway Southwest; Bullock's; Dillard's; Goldwater's; JCPenney; Montgomery Ward; Sears; Mervyn's.
Discount Stores-Yates, Yellow Front, K mart, Best; Loehmanns; Marshalls; Price Club; Target; 7th Avenue Clothing Club; Ross Stores; Service Merchandise.
Variety Stores-Newberry; Woolworth; TG&Y; Sprouse-Reitz; McCrory's.
Other Chain Stores-Goodyear; Goodrich; Western Auto; Pep Boys; Checker Auto; Baker Shoes; Gallenkamp; Lewis Salon; Thom McAn; David's; Goot; Chandler's; Kinney's; Joyce; Famous Brands; Payless; Zale's; Daniel's Jewelers; Kay Jewelers; Frederick's of Hollywood; Hanny's; I. Magnin; Saks; Switzer's; Lady Marden; Starretts; Lerner's; Ole's; O' Malley BMC; Silo; Home America; Levitz Furn.; Lou Regester; Mayo's; Mehagian's; Barrows; Breuner's, Radio Shack; Pier 1 Imports; Home Depot.

14 - NEWSPAPERS: ARIZONA REPUBLIC (m) 356,627; GAZETTE (e) 120,070; ARIZONA REPUBLIC (S) 563,599; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: John Naughton, Gen. Adv. Mgr., ARIZONA REPUBLIC/GAZETTE, 120 E. Van Buren, Phoenix, AZ 85004; Tel. (602) 271-8000.
National Representative: Million Market Times Mirror Marketing.

PRESCOTT

1 - LOCATION: Yavapai County, E&P Map C-2, County Seat. U.S. Hwy. 89 connects with I-40, 42 mi. N and U.S. 60-70 and I-10 to the S 394 mi. from Los Angeles; 389 mi. from Denver; 89 mi. from Phoenix on I-17; 817 mi. from San Francisco. Alt. 5,389 ft.

2 - TRANSPORTATION: **Motor Freight Carriers**-9.
Intercity Bus Lines-Greyhound; Continental; Arizona Central; Oak Canyon Express; Trailways.
Airlines-Golden Pacific; States West.

3 - POPULATION:
Corp. City 80 Cen. 20,055; E&P 88 Est. 22,080
County 80 Cen. 68,573; E&P 88 Est. 88,680

4 - HOUSEHOLDS:
City 80 Cen. 7,971; E&P 88 Est. 8,206
County 80 Cen. 26,599; E&P 88 Est. 35,379

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$562,594,000
Savings	3	N.A.

6 - PASSENGER AUTOS: County 59,745.

7 - ELECTRIC METERS: Residence 19,166.

8 - GAS METERS: Residence 14,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners N.A. (Av. Wkly. Wage-N.A.)-Electronic Systems; Clothing; Lumber Treating; Plastics; Aluminum windows & doors; Cement Blocks; Tourism & Recreation; Ranching; Mfg.; Copper Mining.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-77;

Summer 53-87; Fall 40-72; Winter 27-52. First killing frost, Oct. 31; last killing frost, Apr. 15.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-Downtown; 2 blocks on Gurley St.; 3 on Montezuma; 2 on Cortez; Marina St. (1 block). Willow Creek Village (K mart & 12 stores); Miller Road (2 blocks); Ponderosa Plaza Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Prescott Towne Ctr.(10)	3	Longs
Park Plaza(9)	1	SupeRx
Ponderosa(25)	3	Sears, JCPenney, TG&Y
Prescott(10)	3	Fry's Food Store
Prescott Valley	11	Safeway, Revco, Sprouse Reitz
Iron Springs Plaza	2	
Willow Creek Village(20)	2	K mart, Safeway

Principal Shopping Days-Wed., Sat.
Stores Open Evenings and Sundays-Grocery, drug & variety.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Solts; Pennington; Cornet; Sears; K mart; TG&Y.
Discount Stores-Yellow Front, Checker.
Variety Stores-Cornet; Sprouse-Reitz; TG&Y.
Chain Drug Stores-SupeRx; Longs; Revco.
Chain Supermarkets-Safeway 4; Fry's; Smiths.
Other Chain Stores-Firestone; McMahns; Fashion Crossroads; Barrows; Kinneys; Big "O" Tires.

14 - NEWSPAPERS: COURIER (e-mon to fri) 13,600; (S) 14,500; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Gil Walter, Adv. Dir., PRESCOTT COURIER, 147 N. Cortez, Prescott, AZ 86301; Tel. (602) 445-3333.
National Representative: Landon Associates.

SCOTTSDALE

1 - LOCATION: Maricopa County (In Phoenix MSA). E&P Map C-3.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Santa Fe; Amtrak.
Airlines-TWA; American; Frontier; Continental; Delta; Pacific Southwest; USAir; United; Eastern; Northwest Orient; Alaska; America West; Braniff; Republic.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Continental; Tanner.

3 - POPULATION:
Corp. City 80 Cen. 88,622; E&P 88 Est. 118,281
NDM-ABC: (80) 152,428
County/MSA 80 Cen. 1,516,353; E&P 88 Est. 1,919,238
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 34,295; E&P 88 Est. 51,798
NDM-ABC: (80) 56,756
County/MSA 80 Cen. 544,252; E&P 88 Est. 723,285

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	17	N.A.
Commercial	23	N.A.

6 - PASSENGER AUTOS: County 1,002,422

7 - ELECTRIC METERS: City 48,000

8 - GAS METERS: City 19,418

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric. & Mining 910; Constr. 3,123; Mfg. 10,411; Trans., Communication & Public Utilities 3,709; Whol. Trade 2,928; Ret. Trade 13,923; Fin., Ins. & Real Estate 7,808; Services 20,170; Pub. Administration 2,082. Total Employment (1987) 65,066.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-82; Summer 80-105; Fall 57-86; Winter 30-66.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center**-Scottsdale Rd.; one block E. and W. from 2nd St. to Shea Blvd.; corner of McDowell; Van Buren & Scottsdale Roads.
All Centers less than 2 1/2 mi. from center of town.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alpha Beta Ctr.(30)	**7**	**Alpha Beta, Bayless**
Borgata(60)	**1**	**Grand Maison de Blanc, Pierre Deux**
Camelback Mall(30)		**Safeway, Thrifty**
Camelback's Miller Plaza(28)		Osco, Ole's
Camel View(20)		Bullock's
El Pueblo(40)	5	
Fifth Ave. Shops(225)		
Frontier Town(18)		SupeRx, Tang's
Lincoln Plaza(16)	1	Bayless, SupeRx
Los Arcos(81)		Sears, Broadway
Lucky(12)		Lucky's, Thrifty
Mercado Rancho(13)	6	Safeway, Revco
Mt. View Plz.(30)	6	SupeRx
McDowell Plz.(35)	1	
Old Town(212)		Osco
Orange Tree(7)	1	Safeway, SupeRx
Papago Plaza(33)		Revco, Home TV & Appliances
Paradise Village(130)	2	JCPenney, Diamonds, Mervyn's, Goldwaters
Park Scottsdale(15)	1	Basha's
Scottsdale Village(24)		Walgreens, Safeway
Shea Scottsdale Ctr.(42)	1	Safeway, Long's Drugs
Shoppers Fair(22)	1	Basha's, TG&Y
Smitty's Bigtown(8)	1	Smitty's, Western Savings
Paseo Village(30)	1	Abco, Town & Country
Sundown Plz.(50)	7	
Stetson Sq.(31)		
Indian School & Miller Plz.(14)		Fry's, SupeRx
Valley Plaza(9)	1	Basha's, Skagg's Drug
Via Linda Vlg.(60)	5	Smitty's
Windmill Plz.(50)	7	
Gold Dust Plz.(10)	1	Bayless, Revco

Principal Shopping Days-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Dillard's; JCPenney; Goldwater's; Hanny's; Smitty's; Saba's; Sears; Broadway; Bullock's; Mervyns.
Discount Stores-K mart, Smitty's 3, Yellow Front 3, TG&Y 2, Best Distributing 2, Appliance TV City, Target.
Chain Supermarkets-Bashas 3; A.J. Bayless 7; Abco; Circle K 14; Fry's 3; Lucky Store Inc.; Safeway 2; Smitty's Town 3; U-Totem Mkt. 4; 7-Eleven 5.
Chain Drug Stores-Osco; Revco 3; SupeRx 4; Walgreens.
Other Chain Stores-Breuner's; Goodyear; Firestone; General Tire; R-B Furn.; Checker Auto; Zale's Jewelry; Uniroyal; Ole's; Colortile; Pier 1; Lawson Jewelry.

14 - NEWSPAPERS: PROGRESS (e) 21,483; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Leo Pieri, Adv. Dir., PROGRESS, PO Box 1150, Scottsdale, AZ 85252; Tel. (602) 941-2300.
National Representative: U.S. Suburban Press.

SIERRA VISTA

1 - LOCATION: Cochise County. E&P Map D-4. Military ctr., constr. industry, retirement community. SE corner of state, 70 mi. SE of Tucson, on Hwys. 90 & 92. I-10 is 30 mi. N.

2 - TRANSPORTATION: **Motor Freight Carriers**-3 I.; 2 intrastate; UPS.
Intercity Bus Lines-Greyhound; Nogales-Bisbee Stage.
Airlines-Golden Pacific Commuter; States West Airlines.

3 - POPULATION:
Corp. City 80 Cen. 25,968; E&P 88 Est. 27,071
County 80 Cen. 86,724; E&P 88 Est. 97,076

4 - HOUSEHOLDS:
City 80 Cen. 7,708; E&P 88 Est. 9,418
County 80 Cen. 29,174; E&P 88 Est. 33,687

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$60,500,000
Commercial	4	$32,439,790

6 - PASSENGER AUTOS: County 47,795

7 - ELECTRIC METERS: Residence 5,250

8 - GAS METERS: Residence 6,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-U.S. Army Base (Fort Huachuca) 6,449 military; 5,587 civilian.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-73; Summer 66-85; Fall 51-76; Winter 34-58.

11 - TAP WATER: Hard.

12 - RETAILING: **Principal Shopping Area**-3-mi. strip along Fry Blvd. Chamber of Commerce lists 1,200 businesses in the city. All shopping ctrs. are located within one block on Fry Blvd. There are 11 major shopping ctrs. grouped along Fry.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bayless(10)	NA	Ben Franklin, Revco Drugs
Cochise Plz.(16)	NA	Sears, Cochise Vista, McCrory's
Shade's Plz.(6)	NA	TG&Y

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-All shopping ctrs. every night until 9.

13 - RETAIL OUTLETS: **Department Stores**-Sears.
Discount Stores-K mart; Surplus City; Payless; Kinneys; TG&Y; Wal-Mart.
Variety Stores-McCrory's; Yellow Front.
Chain Drug Stores-Thrifty; Revco; Long's.
Chain Supermarkets-Food Giant; Safeway; Bayless; Circle K; 7-Eleven.
Other Chain Stores-Women's Clothing: Jolie's; Suzi's II; My Ladies' Fashions. Men's Clothing: Lee Martin, The Horseman.

14 - NEWSPAPERS: HERALD (e mon to fri) 7,850; (S) 8,500; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Dennis Benth, Adv. Dir., HERALD, 102 Fab Ave., Sierra Vista, AZ 85635; Tel. (602) 458-9440.
National Representative: None.

SUN CITY

1 - LOCATION: Maricopa County. NDM includes town of Youngtown and unincorporated community of Sun City West. (In Phoenix MSA). 15 mi. NW of Phoenix; 12 mi. W of I-17 & I-10. On U.S. Hwys. 60, 89, 93.

2 - TRANSPORTATION: **Railroads**-Santa Fe Phoenix Transit.
Intercity Bus Lines-Trailways, Greyhound, Grayline.

3 - POPULATION:
Corp. City 80 Cen. 40,664; E&P 88 Est. 53,238
NDM-ABC: (80) 46,886
County/MSA 80 Cen. 1,516,353; E&P 88 Est. 1,919,238

4 - HOUSEHOLDS:
Corp. City 80 Cen. 22,762; E&P 88 Est. 22,132
NDM-ABC: (80) 26,156
County/MSA 80 Cen. 544,252; E&P 88 Est. 723,285

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	N.A.
Savings & Loan	11	$1,900,000,000

6 - PASSENGER AUTOS: County 1,002,422

7 - ELECTRIC METERS: Residence 29,007

8 - GAS METERS: Residence 11,167

9 - PRINCIPAL INDUSTRIES: Industry (Av. Wkly. Wage)-Majority Ret. Servs., R.E. & Professionals ($175).

10 - CLIMATE: Min. & Max. Temp.-Spring 65-90; Summer 80-106; Fall 57-85; Winter 40-68. Av. An. 58-85.

11 - TAP WATER: Alkaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grand Ctr.(29)	NA	Liquor Barn
La Ronde(36)	NA	Revco
Sun Bowl Plz.(34)	NA	Walgreens
Thunderbird(17)	NA	Bayless
Greenway Ter.(31)	NA	Lucky's
Bell Camino(21)	NA	Safeway
Arrowhead Mall(41)	NA	Lucky's
Campana Sq.(22)	NA	Red Lobster
Sundome(10)	NA	Safeway
Plz. 99(12)	NA	King's Table
Promenade(15)	NA	Linens Plus
Sun Shadow	NA	Boston Store
Crossroads	NA	Lucky

13 - RETAIL OUTLETS: **Variety Stores**-TG&Y; Sprouse-Reitz; Yellow Front; Boston Store.
Chain Drug Stores-Walgreens; Revco; Value Drug; Osco.

14 - NEWSPAPERS: NEWS-SUN (e) 20,126; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Donald Leyshon, Adv. Dir., NEWS-SUN, 10102 Santa Fe Dr., Sun City, AZ 85351; Tel. (602) 972-6397.
National Representatives: Branham/Newspaper Sales; U.S. Suburban Press.

TEMPE

1 - LOCATION: Maricopa County (In Phoenix MSA). E&P Map C-3. On U.S. Hwys. 60, 70, 80, 89; I-10; 8 mi. E of Phoenix.

2 - TRANSPORTATION: **Railroads**-So. Pacific.
Intercity Bus Lines-Greyhound; American; Continental.
Airlines-American; TWA; Frontier; PSA; USAir; Continental; Delta; Aeronaves de Mexico; Eastern; America West; Alaska; Braniff; Republic; United; Midway.

3 - POPULATION:
Corp. City 80 Cen. 106,743; E&P 88 Est. 144,252
CZ-ABC: (80) 106,919
County/MSA 80 Cen. 1,516,353; E&P 88 Est. 1,919,238

4 - HOUSEHOLDS:
City 80 Cen. 37,277; E&P 88 Est. 50,175
CZ-ABC: (80) 37,277
County/MSA 80 Cen. 544,252; E&P 88 Est. 723,285

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$101,000,000
Commercial	13	$248,400,000

6 - PASSENGER AUTOS: County 1,002,422

7 - ELECTRIC METERS: Residence 39,078

8 - GAS METERS: Residence 19,862

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-SRP Hdqtrs. 910; Garments 400; Electronics 700; Ins. 450; Food Dist. 650; Misc. 1,000; Univ. Educ. 4,750 faculty and staff.

10 - CLIMATE: Min. & Max. Temps.-Jan. 50-66; Apr. 66-83; July 89-104; Oct. 71-89.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
McLintlock Dr.(2)	NA	Basha's Mkt., Walgreens
Baseline-McClintock(9)	NA	Safeway, SupeRx
Bayless(10)	NA	Bayless
Broadway Plaza Center(16)	NA	Fotomat, Knapp Shoes
Broadway Rural(13)	NA	SupeRx, Lucky's
Danelle(37)	NA	Western Auto, Hayden's
Tempe Center(32)	NA	Low Cost
Hayden E.(30)	NA	Drug Emporium
Lake Country(40)	NA	Safeway, Osco
Valley Plaza(13)	NA	TG&Y, Revco, Payless

Principal Shopping Days-Wed., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-TG&Y Family Ctr.; Smitty's; Mervyn's; Gemco; K mart; Marshall's, JCPenney Outlet.
Variety Stores-TG&Y.
Chain Drug Stores-SupeRx 3; Smitty's; Revco 2; Thrifty; Walgreens; Osco.
Chain Supermarkets-Safeway 2; A.J. Bayless 2; Low Cost; Lucky; Fry's 2; Superette; Basha's; Smitty's; ABCO.

14 - NEWSPAPERS: NEWS (m) 12,193; (S) 12,081; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jim Wall, Adv. Dir., NEWS, 607 Mill Ave., Tempe, AZ 85281; Tel. (602) 898-6475.
National Representative: U.S. Suburban Press.

TUCSON

1 - LOCATION: Pima County (MSA). E&P Map C-4, County Seat. Shipping, agricultural, astronomy, financial, military (Fort Huachuca, DMAFB), educational, stock raising, film producing, mining area, electronic, aircraft, misc. mfg. & wholesale center. 125 mi. S of Phoenix; 512 mi. E of Los Angeles; 325 mi. W of El Paso; 68 mi. N of U.S.-Mexican Border at Nogales, Sonora.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Amtrak.
Motor Freight Carriers-32.
Intercity Bus Lines-Greyhound; Citizens Auto Stage.
Airlines-Aeromexico; Alaska; America West; American; Continental; Eastern; TWA; United; USAir; Northwest Orient.

3 - POPULATION:
Corp. City 80 Cen. 337,249; E&P 88 Est. 394,262
CZ-ABC: (80) 512,105
RTZ-ABC: (80) 241,857
County/MSA 80 Cen. 533,034; E&P 88 Est. 642,385
City & RTZ-ABC: (80) 753,962

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 125,266; E&P 88 Est. 152,086
County/MSA 80 Cen. 195,460; E&P 88 Est. 246,396
CZ-ABC: (80) 189,872
RTZ-ABC: (80) 76,353
City & RTZ-ABC: (80) 266,225

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	8	N.A.
Commercial	8	N.A.

6 - PASSENGER AUTOS: County 305,295

7 - ELECTRIC METERS: Residence 245,213

8 - GAS METERS: Residence 158,591

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 32,700 ($463); Mining 1,600 ($661); Constr. 21,500 ($333); Retail Trade 49,000 ($200); Whol. Trade 7,700 ($383); Trans., Util. 9,900 ($418); Gov't 50,900 (N.A.); Fin., Ins. & R.E. 13,000 ($404); Servs. 57,500 ($299); Gov't 50,600 Local ($412); Federal ($467).
Principal Pay Days-Fri., 1st, 5th, 15th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 61-92; Summer 70-97; Fall 49-74; Winter 42-66. First killing frost, Nov. 26; last killing frost, Feb. 25.

11 - TAP WATER: South Side Reservoir No. 1 Alkaline, very hard. North Side Reservoir No. 3 Alkaline, soft, not fluoridated.

12 - RETAILING: **Downtown Shopping Area**-30 city blocks housing city and county government offices plus retail stores. Bounded by Main Ave. and 3rd Ave., 13th St. and Toole Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Broadway Pl (25)	NA	
El Con(124)	NA	JCPenney, Sanger-Harris, Mont. Ward, Goldwater's
Foothills Mall(80)	NA	Goldwaters, Levy's
Green Valley(81)	NA	Lucky's, Revco
Park Mall(106)	NA	Sears, Diamonds, Broadway Southwest
Tucson Mall(104)	NA	JCPenney, Sears, Mervyn's

Principal Shopping Days-Tues. through Sat.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-Broadway Southwest 2; Dillard's 2; Goldwater's 2; Foley's 2; JCPenney 2; Montgomery Ward; Mervyn's 3; Sears 2.
Discount Stores-Yellow Front 7; K mart 5; Jewelcor; Best 2; Target 2; Price Club.
Variety Stores-Sprouse-Reitz 4; McLellan's 3; Ben Franklin; TG&Y; Pic 'n Sav 2; Ross 2.
Chain Drug Stores-Walgreens 20; Revco 22; Thrifty 8; Defender 5; Drug Emporium; Rexall 2; Osco 9.
Chain Supermarkets-ABCO 6; Bayless 7; Circle 15; Safeway 14; Fry's 10; Quik Mart 20; 7-Eleven 32; Lucky's 15; Warehouse Foods 2; Village Mkt. 3; Smith's 4.
Other Chain Stores-Ace Hardware 10; Ann Mercer 2; Barrow's Furn.; Western Tire 10; Brooks Fashion 4; Carpet Giant; Cele Peterson 3; Checker Auto Supply 13; El Campo Tire 10; Fashion Conspiracy 4; Cloth World 2; College Shop; Color Tile 3; Daniel's Jewelers 6; Greenland Nursery 3; Franklin's Mens Store 3; Eileen's 5; Kinney Shoes 5; Lady Marden's; Lee Optical 6; Silo 2; Sid's 3; Sam Levitz Warehouse; Lerner's 5; May's 5; The Limited 4; Home America 2; Payless Cashway Lumber 3; Pier 1 Imports 2; Plant World 6; Radio Shack 17; Lou Register; Miller's Outpost 5; Standard Brands 3; Vicki Wayne 3; Zales 3; O'Malley's 2; Home Depot 2; Fashion Gal 3; Old Pueblo Traders 5; True Value Hdwe. 13; Auto Shack 8; Genuine Auto 5; Great Bear 2.

14 - NEWSPAPERS: STAR (m) 88,974; CITIZEN (e) 55,907; STAR (S) 169,502; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Richard Lowe, Natl. Adv. Dir., STAR and CITIZEN, 4850 S. Park Ave., Tucson, AZ 85726; Tel. (602) 573-4400.
National Representative: Gannett National Newspaper Sales.
THE DAILY TERRITORIAL (m-mon to fri) 1,133; Mar. 31, 1988 CAC.
Local Contact for Advertising and Merchandising Data: Michael Levy, Adv. Dir., THE DAILY TERRITORIAL, 1 W. Orange Grove Rd., Tucson, AZ 85704; Tel. (602) 297-1107.
National Representative: American Newspaper Representatives.

YUMA

1 - LOCATION: Yuma County, E&P Map B-3. County Seat. On Colorado River at junction with Gila River; 184 mi. SW of Phoenix; 244 mi. W of Tucson; 185 mi. E of San Diego; 289 mi. SE of Los Angeles; 25 mi. N of Mexican border. On I-8 & U.S. Hwy. 95.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Intercity Bus Lines-Greyhound, Continental.
Motor Freight Carriers-10 interstate; 3 intrastate.
Airlines-America West, 2 commuter.

3 - POPULATION:
Corp. City 80 Cen. 42,481; E&P 88 Est. 49,033
NDM-ABC: (80) 64,321
County 80 Cen. 91,437; E&P 88 Est. 108,040
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 14,045; E&P 88 Est. 15,333
County 80 Cen. 29,848; E&P 88 Est. 36,374
NDM-ABC: (80) 21,931

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	18	$423,754,000
Savings	3	N.A.
Credit Unions	5	N.A.

6 - PASSENGER AUTOS: County 44,600

7 - ELECTRIC METERS: Residence 37,154 (Yuma area)

8 - GAS METERS: Residence 15,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. 1,050 ($275); Agric. 9,225 ($220); Aerospace 350 ($375); Clothing 1,000 ($249); Other Mfg. 500 ($260).

10 - CLIMATE: Min. & Max. Temp.-Spring 58-87; Summer 78-115; Fall 68-95; Winter 46-71.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Main St. bet. 1st and 4th Sts.; 1 block off Main on 1st, 2nd and 3rd. Palm Plz. (21 stores), 24th St. & Ave. A; Westbluff Ctr. (8 stores), 24th St. and Ave. A; Western Vlg. (11 stores), 14th St. & 4th Ave.; Alpha Beta Ctr., 4th Ave. & Catalina; Plaza Del Sol.
Neighborhood Shopping Centers-3 blocks on 4th Ave. on the mesa between 8th and 11th St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
16th at 4th Ave	3	El Rancho, Anthony's
Big Curve(52)	4	Walgreens, Safeway, TG&Y, Miller's Outpost
Southgate(34)	4	Albertson's, Thrifty, JCPenney, Sears
ABCO	NA	ABCO, Payless Drugs

Principal Shopping Days-Wed., Fri., Sat., Sun.
Stores Open Evenings & Sundays-All.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; C.R. Anthony; Apparel By Johnny; Sears; Mervyn's; Kloth Knight; Outhouse.
Variety Stores-TG&Y.
Chain Drug Stores-Thrifty; Walgreens; Revco; United Drug 3; Yuma-Mesa Drug; Sants; Medical Arts; Payless.
Chain Supermarkets-Safeway 2; Central Market; Olsens 4; El Rancho; Alpha Beta; Albertson's; Fry's.
Discount Stores-Fed-Mart; Yellow Front; K mart; Pic & Save; Popular Surplus; Best's.
Other Chain Stores-(women's clothing); Firestone; Checker Auto; Goodyear; McMahan's Furn.; Imperial Stores; Kinney Shoe; Fashion Conspiracy; B.F. Goodrich; Daniel's Jewelers; House of Fabrics; Zale's Jewelers; Radio Shack; O'Malley Lumber Co.; 84 Lumber; Miller's Outpost; Clothestime; Pep Boys; Foot Locker; Payless Shoe; Discount Tire;

14 - NEWSPAPERS: DAILY SUN & ARIZONA SENTINEL (e) 26,424; (S) 27,334; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Mike Huber, Adv. Dir., DAILY SUN & ARIZONA SENTINEL, PO Box 271, Yuma, AZ 85364; Tel. (602) 783-3333.
National Representative: Branham/Newspaper Sales.

ARKANSAS SURVEYS

METROPOLITAN STATISTICAL AREAS

Fayetteville-Springdale-Washington County.
Fort Smith, AR-OK-Crawford and Sebastian Counties, AR; Sequoyah County, OK.
Little Rock-North Little Rock-Faulkner, Lonoke, Pulaski and Saline Counties.
Memphis, TN-AR-MS-Shelby and Tipton Counties, TN; Crittenden County, AR; De Soto County, MS.
Pine Bluff-Jefferson County.
Texarkana, AR-TX-Miller County, AR; Bowie County, TX.

POPULATION ESTIMATES
(Thousands)

Age Group	**1977**	**1980**	**1989**
Under 5 Years	158	178	219
5-14 Years	383	366	371
15-24 Years	326	411	361
25-44 Years	411	587	744
45-64 Years	407	442	432
65 and Over	238	315	317
TOTAL	1,923	2,299	2,443

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1972 Census**	**1982 Census**	**1989 Est.**
Bldg. Mat. Hdwr.	432	466	1,002
General Mdse.	751	1,146	1,951
Food	1,453	2,037	3,083
Automobiles	1,539	1,930	4,212
Gasoline Stations	496	760	852
Apparel	326	461	746
Furniture	267	310	641
Eat Drink Places	385	622	1,068
Drugs	193	257	432
TOTAL SALES	6,383	9,114	15,301

ARKADELPHIA

1 - LOCATION: Clark County, E&P Map B-3. County Seat. On the Ouachita River. 65 mi. SW of Little Rock. On U.S. Hwy. 67, I-30.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific.
Bus Lines-Continental Trailways.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 10,005; E&P 88 Est. 10,172
County 80 Cen. 23,427; E&P 88 Est. 23,659

4 - HOUSEHOLDS:
City 80 Cen. 3,267; E&P 88 Est. 3,346
County 80 Cen. 8,134; E&P 88 Est. 8,136

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$110,000,000
Savings & Loan	2	$2,054,000,000

6 - PASSENGER AUTOS: County 9,137

7 - ELECTRIC METERS: Residence 3,025

8 - GAS METERS: Residence 2,488

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Sawmill 150; Marine 105; Furn. 60; Refurbishing Brake Shoes 65; Roof Manufacturing 50.
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-65; Summer 50-100; Fall 40-60; Winter 30-40. First killing frost, Nov. 7; last killing frost, Mar. 25.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center**-10 blocks on 4 streets.
Shopping Centers-Pine Plaza (Safeway, West Dept., Revco, JCPenney).
Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; West's.
Discount Stores-Wal-Mart.
Chain Drug Stores-Walgreens 2; Rexall.
Chain Supermarkets-Safeway; Piggly Wiggly 2.
Other Chain Stores-Otasco; Goodyear; Servi-Star; Sherwin Williams; Radio Shack.

14 - NEWSPAPERS: SIFTINGS HERALD (e-mon to fri) 3,160; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Charles A. Berry, Gen. Mgr., SIFTINGS HERALD, 205 S. 26th St.; PO Box 10, Arkadelphia, AR 71923; Tel. (501) 246-5525.
National Representative: Papert Companies.

BATESVILLE

1 - LOCATION: Independence County, E&P Map C-2, County Seat. On White River. 100 mi. N of Little Rock; 125 mi. W of Memphis, TN; 300 mi. S of St. Louis, MO; State Hwys. 25, 14, 69, 37, 87, 122, 106; U.S. Hwys. 167, 233, 394.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Wells.

3 - POPULATION:
Corp. City 80 Cen. 8,263; E&P 88 Est. 9,576
County 80 Cen. 30,147; E&P 88 Est. 34,810

4 - HOUSEHOLDS:
City 80 Cen. 3,272; E&P 88 Est. 3,907
County 80 Cen. 10,901; E&P 88 Est. 12,557

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$133,371,825
Commercial	2	$136,371,587

6 - PASSENGER AUTOS: County 13,550

7 - ELECTRIC METERS: Residence 4,500

8 - GAS METERS: Residence 4,434

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage) Rubber Prods. 206 (N.A.); Poultry Proc. 202 ($160); Thermostats, Gas Burners 500 (N.A.); Lime Mfg. 327 (N.A.); Shoes 500 (N.A.); Egg Proc. ($160); Frozen Foods ($160); Steam Generating Plant ($200).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 60-112; Fall 42-75; Winter 15-55. First killing frost, Nov. 1; last killing frost, Mar. 15.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING: **Principal Shopping Days**-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Cato's, Barnett Bros.; Sears; Van Atkins.
Discount Stores-Fred's Dollar Store, Marshall Economy, Wal-Mart, Alco, Dollar General.
Chain Supermarkets-Kroger; Safeway; Thriftway, Town & Country; Price Chopper.
Other Chain Stores-Otasco; Western Auto; Goodyear; Firestone; Jr. Junction; Furniture: Batesville, Bowling, Russ, Skinner's; Shoes: Monday's, Heuers, Kay's.

14 - NEWSPAPERS: GUARD (e-mon to fri) 9,090; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Jim Kemp, Adv. Mgr., GUARD, 258 W. Main; PO Box 2036, Batesville, AR 72503; Tel. (501) 793-2383.
National Representative: Papert Companies.

BENTON

1 - LOCATION: Saline County (In Little Rock-N. Little Rock MSA). E&P Map B-3. County Seat. 23 mi. SW of Little Rock. U.S. Hwys. 67 & 70; I-30; State Hwy. 35.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific.
Intercity Bus Lines-Greyhound & Trailways.

3 - POPULATION:
Corp. City 80 Cen. 17,437; E&P 88 Est. 19,175
County 80 Cen. 53,433; E&P 88 Est. 60,002
MSA 80 Cen. 477,772; E&P 88 Est. 514,393
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,316; E&P 88 Est. 7,061
County 80 Cen. 17,477; E&P 88 Est. 20,098
MSA 80 Cen. 168,985; E&P 88 Est. 187,088

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$185,000,000
Savings & Loan	3	$89,000,000

6 - PASSENGER AUTOS: County 25,178

7 - ELECTRIC METERS: Residence 7,311

8 - GAS METERS: Residence 9,900

9 - PRINCIPAL INDUSTRIES: Poultry; Beef & Dairy Farming; Lumber; Pulpwood, Furn. Mfg.; Aluminum Ore Mines; Primary & Secondary Aluminum Production; Corrugated Pkg.; Chem.; Truckbeds; Boat Trailers.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-80; Summer 65-95; Fall 50-85; Winter 32-56. First killing frost, Nov. 15; last killing frost, Mar. 6.

11 - TAP WATER: Fluoridated.

12 - RETAILING: **Principal Shopping Center**-Military Plz. on Military Rd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Military Plz.(17)	2	Radio Shack, Auto Shack
Niloak Sq.(5)	2	Kroger, Alco
Lincoln Sq.(20)	2	ATA Fitness Ctr.
Plaza Ctr.(2)	1	Revco
South Plz.(10)	1	Betty's Giftway
Wal-Mart Ctr.(5)	3	Wal-Mart, Penney's Catalogue

13 - RETAIL OUTLETS: Department Stores-Gingle's; Otasco.
Discount Stores-Wal-Mart; Alco.
Chain Drug Stores-Petty's; Rexall; Medic, Revco; Wal-Mart Phcy.; The Medicine Shoppe.
Chain Supermarkets-Safeway; Kroger; The Phillips Co.; Affiliated Foods.

14 - NEWSPAPERS: COURIER (e-mon to fri) 9,278, sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Sam Hodges, Pub. or Rebecca Winburn, Adv. Mgr., COURIER, One Courier Place; PO Box 207, Benton, AR 72015; Tel. (501) 778-8228.
National Representative: Landon Associates.

BENTONVILLE

1 - LOCATION: Benton County. E&P Map A-1. County Seat. NW portion of state. Livestock market. Hwy. 71. Industrial, agricultural, retirement-recreation center.

2 - TRANSPORTATION: Intercity Bus Lines-Jefferson Lines.

3 - POPULATION:
Corp. City 80 Cen. 8,756; E&P 88 Est. 11,415
County 80 Cen. 78,997; E&P 88 Est. 93,250

4 - HOUSEHOLDS:
City 80 Cen. 3,248; E&P 88 Est. 4,182
County 80 Cen. 28,622; E&P 88 Est. 34,562

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$97,358,000
Savings & Loan	5	$223,328,000

6 - PASSENGER AUTOS: County 47,776

7 - ELECTRIC METERS: Residence 4,000

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Retailing; Casting; Moulding. No. of Wage Earners-County 6,888. Av. Wkly. Wage $310.50.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-85; Summer 55-90; Fall 20-75; Winter 0-55. Rainfall, 40-45 in. per year. First killing frost, Oct. 10; last killing frost, Apr. 10-15.

11 - TAP WATER: Medium.

12 - RETAILING: Principal Shopping Center-Downtown.
Neighborhood Shopping Center-Wal-Mart; Old Town Center; Northwest Plaza; Third Street Place.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northwest Arkansas Mall(50)	23	Sears, JCPenney
Dixieland Mall(4)	8	Dillards, K mart
Bella Vista Town Ctr	6	Phillips Foods, Cooper Communities

Principal Shopping Days-Wed., Fri.
Stores Open Evenings-Shopping centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-Sears, JCPenney; Dillards.
Discount Stores-Wal-Mart 2, K mart.
Chain Supermarkets-Phillip's Foods; Food 4 Less; Consumers.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri; S) 7,593; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Kerry Jensen Jr., Adv. Mgr., DEMOCRAT, PO Box 1049, Bentonville, AR 72712; Tel. (501) 273-7781.
National Representative: Landon Associates.

BLYTHEVILLE

1 - LOCATION: Mississippi County. E&P Map D-1. County Seat. Cotton and soy bean shipping, wholesale center; NE corner of state; 70 mi. N of Memphis; 230 mi. S of St. Louis; 9 mi. W of Mississippi River. U.S. Hwys. 61, I-55; State Hwy. 18.

2 - TRANSPORTATION: Railroads-Burlington Northern (freight only).
Motor Freight Carriers-7.
Intercity Bus Lines-Dixie Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 24,314; E&P 88 Est. 21,467
County 80 Cen. 59,402; E&P 88 Est. 59,042

4 - HOUSEHOLDS:
City 80 Cen. 8,086; E&P 88 Est. 7,165
County 80 Cen. 19,757; E&P 88 Est. 20,205

5 - BANKS	NUMBER	EST. DEP.
Savings	2	$130,000,000
Savings & Loan	2	$35,700,000

6 - PASSENGER AUTOS: County 23,599

7 - ELECTRIC METERS: Residence 9,319

8 - GAS METERS: Residence 5,878

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. & Metal 1,100 ($240); Carbon Paper & Ribbons 370 ($235); Food 340 (N.A.); Chem. 325 (N.A.); Clothing 250 (N.A.); Air Force Installation 3,500 (N.A.).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-72; Summer 65-93; Fall 50-71; Winter 45-52.

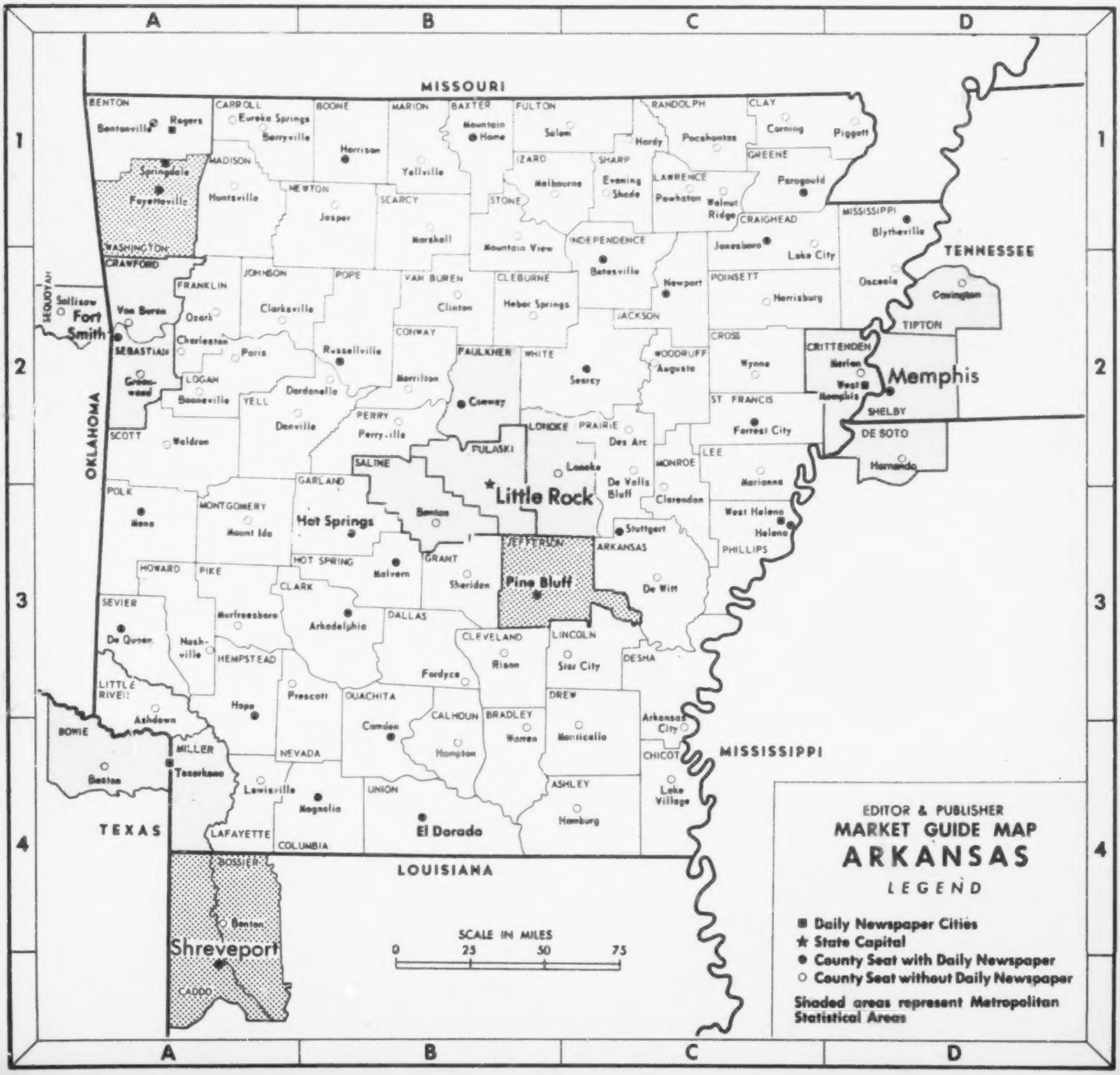
11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on 3 Sts.; 3 blocks on 2 Sts.
Neighborhood Shopping Centers-Division at Main; 21st at Main; 6th & Chickasawba; Moultrie & N 6th.
Shopping Center-West End, 20 blocks; Blytheville Plaza, N 6th, 6 blocks; Day Snpg. Ctr., N 6th, 7 blocks; I-55 at Hwy. 18; N. 6th at Moultrie.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
U.S. Hwy. 61	NA	Mont. Ward
Blytheville Plz.(19)	NA	Plaza Drug
Town North(5)	NA	Kroger, Alco, JCPenney
Day Center(14)	NA	Mont. Ward

Principal Shopping Days-Fri. and Sat.


A
B
C
D
1
2
3
4
MISSOURI
OKLAHOMA
TENNESSEE
MISSISSIPPI
TEXAS
LOUISIANA
BENTON
Bentonville
Rogers
CARROLL
Eureka Springs
Berryville
BOONE
Harrison
MARION
Yellville
BAXTER
Mountain Home
FULTON
Salem
RANDOLPH
Hardy
Pocahontas
CLAY
Corning
Piggott
Springdale
Fayetteville
WASHINGTON
MADISON
Huntsville
NEWTON
Jasper
SEARCY
Marshall
STONE
Mountain View
IZARD
Melbourne
SHARP
Evening Shade
LAWRENCE
Powhatan
Walnut Ridge
GREENE
Paragould
CRAIGHEAD
Jonesboro
Lake City
MISSISSIPPI
Blytheville
Osceola
Covington
TIPTON
INDEPENDENCE
Batesville
Newport
JACKSON
POINSETT
Harrisburg
SEQUOYAH
Sallisaw
Fort Smith
CRAWFORD
Van Buren
SEBASTIAN
Greenwood
FRANKLIN
Ozark
Charleston
JOHNSON
Clarksville
POPE
Russellville
VAN BUREN
Clinton
CLEBURNE
Heber Springs
CONWAY
Morrilton
FAULKNER
Conway
WHITE
Searcy
WOODRUFF
Augusta
CROSS
Wynne
CRITTENDEN
Marion
West Memphis
Memphis
SHELBY
DE SOTO
Hernando
LOGAN
Paris
Booneville
YELL
Dardanelle
Danville
PERRY
Perryville
PULASKI
LONOKE
Lonoke
PRAIRIE
Des Arc
De Valls Bluff
ST. FRANCIS
Forrest City
LEE
Marianna
MONROE
Clarendon
SCOTT
Waldron
SALINE
Benton
Little Rock
GARLAND
Hot Springs
POLK
Mena
MONTGOMERY
Mount Ida
West Helena
Helena
PHILLIPS
Stuttgart
ARKANSAS
De Witt
JEFFERSON
Pine Bluff
HOT SPRING
Malvern
GRANT
Sheridan
HOWARD
PIKE
CLARK
Arkadelphia
SEVIER
De Queen
Murfreesboro
Nashville
HEMPSTEAD
DALLAS
Fordyce
CLEVELAND
Rison
LINCOLN
Star City
DESHA
LITTLE RIVER
Ashdown
Hope
Prescott
OUACHITA
Camden
CALHOUN
Hampton
BRADLEY
Warren
DREW
Monticello
Arkansas City
BOWIE
Boston
MILLER
Texarkana
NEVADA
CHICOT
Lake Village
Lewisville
Magnolia
UNION
El Dorado
ASHLEY
Hamburg
LAFAYETTE
COLUMBIA
BOSSIER
Benton
Shreveport
CADDO
SCALE IN MILES
0
25
50
75
EDITOR & PUBLISHER
MARKET GUIDE MAP
ARKANSAS
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas

Stores Open Evenings-Thur., Fri., Sat.; Discount Stores open Sun. 1-6 p.m.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Sears (catalog).
Discount Stores-Gibson; Fred's; Wal-Mart; K mart; Alco; Family Dollar.
Chain Drug Stores-Pill Box; Super D.
Chain Supermarkets-Kroger; Hays 4; Valu-Food.
Other Chain Stores-Goodyear; Goodrich; Firestone; Radio Shack; Oklahoma Tire.

14 - NEWSPAPERS: COURIER-NEWS (e) 10,074; (S) 10,183, sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Thomas G. Wilson, III, Ed., Courier-News, PO Box 1108, Blytheville, AR 72316; Tel. (501) 763-4461.
National Representative: Landon Associates.

CAMDEN

1 - LOCATION: Ouachita County, E&P Map B-4, County Seat. Residential ctr. S central Arkansas 100 mi. S of Little Rock (capital). On Ouachita River. U.S. Hwys. 79 & 167, State Hwys. 4, 7 & 24.

2 - TRANSPORTATION: **Railroads**-St. Louis-Southwestern; Missouri Pacific; East Camden & Highland.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound, connections with Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 15,356; E&P 88 Est. 17,113
County 80 Cen. 30,657; E&P 88 Est. 33,121

4 - HOUSEHOLDS:
City 80 Cen. 5,883; E&P 88 Est. 6,714
County 80 Cen. 11,198; E&P 88 Est. 12,517

5 - BANKS	**NUMBER**	**DEPOSITS**
Credit Union	1	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 14,385

7 - ELECTRIC METERS: Residence 6,950

8 - GAS METERS: Residence 8,332

9 - PRINCIPAL INDUSTRIES: Viper-MLRS; Explosives; Paper Prods.; Roofing; Electronics; Mach.; Printing Ink; Disposable Diapers; Dairy Prods.; Railcar Repair; Lumber; Paneling; Soft Drinks.

10 - CLIMATE: Summer av. low 90's; Winter av. low 40's; Rainfall 51 in.

11 - TAP WATER: Soft, fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cardinal(12)	4	Piggly Wiggly, Dollar General
Garden Oaks(15)	1	Piggly Wiggly
Wal-Mart(14)	2	Wal-Mart, Kroger
West Gate(8)	1	Handi Pack Groc.

Princip[illegible]pping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Watt's; JCPenney; Belk-Jones; Beall-Ladymon; Credit Shop; Freers; Starr Fashion; Darmac; Byers; Cato's.
Discount Stores-Wal-Mart.
Variety Stores-Dollar General 2; Family Dollar.
Chain Supermarkets-Kroger; Safeway; Piggly Wiggly 2; Smitty's.
Other Chain Stores-Goodyear; Firestone; Oklahoma Tire; Western Auto; Singer Co.; Sears (catalog).

14 - NEWSPAPERS: NEWS (e) 5,611; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Sue Parnell, Adv. Dir., NEWS, PO Box 798, Camden, AR 71701; Tel. (501) 836-8192.
National Representative: Papert Companies.

CONWAY

1 - LOCATION: Faulkner County, (In Little Rock-N. Little Rock MSA), E&P Map B-2, County Seat. 30 mi. NNW of Little Rock. On U.S. Hwys. 64, 65, I-40.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific.
Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 20,375; E&P 88 Est. 25,287
County 80 Cen. 46,700; E&P 88 Est. 54,916
MSA 80 Cen. 477,772; E&P 88 Est. 514,393

4 - HOUSEHOLDS:
City 80 Cen. 6,798; E&P 88 Est. 8,481
County 80 Cen. 15,489; E&P 88 Est. 18,339
MSA 80 Cen. 168,985; E&P 88 Est. 187,088

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$369,010,910
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 22,558

7 - ELECTRIC METERS: Residence 10,782

8 - GAS METERS: Residence 7,915 (city limits)

9 - PRINCIPAL INDUSTRIES: Fans; Pipe Fab.; Feed Mfg.; Boats; Satellite Systems; Direct Mail Service; Educational TV; Shoes; Bus Bodies; Fishing Tackle; Oars; Farm Mach.; School Furn.; Paper Boxes; Pianos; Furn.; Concrete Prods.; Refrigerated Cabinets; Mobile Homes; License Tags; Vending Machines; Waste Treatment Equip.; Wheel Alignment Prods.; Water Pumps; Horse Trailers; Computer Servs.; File & Kitchen Cabinets; Fiberglass Jeep Tops; Chemicals.

10 - CLIMATE: Min. & Max. Temp.-45-92.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Neighborhood Shopping Centers** (No. of Stores)-Downtown (55); Faulkner Plaza (15); Southgate (6); Laurel Plaza (12); Con-Ark Village (16); Conway Towne Center (30); North Plaza Mall (11); Salem Place (6).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
McCain Mall(69)	28	Dillard's, Sears, JCPenney
University Mall(33)	32	Dillard's, Mont. Ward

Principal Shopping Days-Wed., Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-Beall-Ladymon; Maurice; Cato; JCPenney; Frank Rivers.
Discount Stores-Fred's; Wal-Mart; Duckwall-Alco; Family Dollar; Dollar General; McCrory's; Crate Deals.
Chain Drug Stores-Village Rexall; Village Mart; Sav-on.
Chain Supermarkets Kroger; Safeway; Piggly Wiggly; Food 4 Less.
Other Chain Stores-Western Auto; Goodyear; Firestone; Payless; Hastings; Hallmark Shops; Radio Shack; Auto Shack; Stinger Sam; Sears; Ace Hardware; Associated Farmers Co-op.

14 - NEWSPAPERS: LOG CABIN DEMOCRAT (e) 8,949; (S) 9,715; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Brenda Naylor, Adv. Mgr., LOG CABIN DEMOCRAT, 1058 Front St., PO Box 969, Conway, AR 7203[illegible]; Tel. (501) 327-6621.
National Representative: Papert Companies.

DE QUEEN

1 - LOCATION: Sevier County, E&P Map A-3, County Seat. 53 mi. N of Texarkana; 143 mi. SW of Little Rock. On U.S. Hwys. 59, 70 and 71; State Hwy. 41.

2 - TRANSPORTATION: **Railroads**-Kansas City Southern; De Queen & Eastern; Texas, Oklahoma & Eastern.
Motor Freight Carriers-4.
Intercity Bus Lines-Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 4,594; E&P 88 Est. 4,894
County 80 Cen. 14,189; E&P 88 Est. 14,883

Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,884; E&P 88 Est. 1,915
County 80 Cen. 5,527; E&P 88 Est. 5,365

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$110,306,000

6 - PASSENGER AUTOS: County 5,447

7 - ELECTRIC METERS: Residence 1,704

8 - GAS METERS: Residence 1,365

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Timber Prods. 1,750 ($329); Poultry Proc. 1,250 ($204).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Day**-Sat.

13 - RETAIL OUTLETS: **Department Stores**-Knight's; Fred's; Mullin's; Wal-Mart.
Chain Supermarkets-Piggly Wiggly; Lewis Food Center; De Queen.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 2,682; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Ray Kimball, Pub., CITIZEN, 404 De Queen Ave., De Queen, AR 71832; Tel. (501) 642-2111.
National Representative: None.

EL DORADO

1 - LOCATION: Union County, E&P Map B-4, 110 mi. S of Little Rock; 90 mi. NE Shreveport, LA; 96 mi. E of Texarkana; 85 mi. SW of Pine Bluff. Federal Hwy., U.S. Hwys. 82 & 167; on State Hwys. 15 & 7.

2 - TRANSPORTATION: **Railroads**-El Dorado & Wesson; Union Pacific.
Motor Freight Carriers-9.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 25,270; E&P 88 Est. 25,883
CZ-ABC: (80) 25,270
RTZ-ABC: (80) 23,303
County 80 Cen. 50,248; E&P 88 Est. 50,771
City & RTZ-ABC: (80) 48,573

4 - HOUSEHOLDS:
City 80 Cen. 11,176; E&P 88 Est. 11,158
CZ-ABC: (80) 9,831
RTZ-ABC: (80) 8,249
County 80 Cen. 20,226; E&P 88 Est. 18,556
City & RTZ-ABC: (80) 18,080

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	2	$134,986,000
Commercial	3	$363,895,000

6 - PASSENGER AUTOS: County 21,841

7 - ELECTRIC METERS: Residence 22,000

8 - GAS METERS: Residence 9,885

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Oil & Gas 1,144; Lumber 1,182; Chem. 735; Petroleum Ref. 1,134; Constr. 680; All Mfg. 12,147; Poultry Proc. 1,500.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-90; Summer 65-98; Fall 38-89; Winter 27-80. First killing frost, Nov.; last killing frost, Mar. 19.

11 - TAP WATER: Neutral, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-Mellor Park Mall.
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
El Dorado(4)	2	Brookshire's, Auto Shack
Gibson Center(2)	2	Gibson's, Brookshire's
Mellor Park(12)	3	SuperRx, Wal-Mart, JCPenney, Beall-Ladymon, M.M. Cohn
Northwest Vlg.(14)	3	West's, Walgreens, Otasco, Allied

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Food nightly to 9; Shopping centers every evening to 9.

13 - RETAIL OUTLETS: **Department Stores**-M.M. Cohn; El Dorado House; Van West's; Bealls; JCPenney.
Discount Stores-Howard Bros.; Dollar General; Gibson's; K mart; Wal-Mart.
Variety Stores-Dollar General.
Chain Drug Stores-Rexall; Walgreens; SupeRx.
Chain Supermarkets-Safeway; Kroger; Brookshire's 2; Smitty's; County Market.
Other Chain Stores-Payless Shoes; Firestone; Babcock Auto; Goodyear; Otasco; Union Tire; Sherwin-Williams; Zale's Jewelry; Sears; Auto Shack; Radio Shack; Factory First; Allied; Cato's; Benetton; Swenson's; Kenwin Shop.

14 - NEWSPAPERS: NEWS-TIMES (m) 10,960; (S) 11,477; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Betty Pattings, Adv. Dir., NEWS-TIMES, 111 N. Madison, El Dorado, AR 71730; Tel. (501) 862-6611.
National Representative: Papert Companies.

FAYETTEVILLE

1 - LOCATION: Washington County (In Fayetteville-Springdale MSA). E&P Map A-1, County Seat. Education, agriculture, poultry, dairy, beef cattle area; growing industrial area. On U.S. Hwys. 62, 71; State Hwys. 16, 45, 112, 180, 265, 471.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern.
Motor Freight Carriers-5.
Airlines-American Eagle; Atlantic Southeast; Air Midwest; Republic Express.
Bus Lines-Jefferson; Ozark Coaches (charter).

3 - POPULATION:
Corp. City 80 Cen. 36,604; E&P 88 Est. 42,262
CZ-ABC: (80) 36,608
RTZ-ABC: (80) 82,850
County/MSA 80 Cen. 100,576; E&P 88 Est. 109,411
City & RTZ-ABC: (80) 119,458

4 - HOUSEHOLDS:
City 80 Cen. 13,480; E&P 88 Est. 16,157
County/MSA 80 Cen. 36,072; E&P 88 Est. 39,768
CZ-ABC: (80) 13,482
RTZ-ABC: (80) 29,385
City & RTZ-ABC: (80) 42,867

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	8	N.A.
Commercial	3	$410,499,250

6 - PASSENGER AUTOS: County 51,734

7 - ELECTRIC METERS: Residence County 48,414

8 - GAS METERS: Residence 28,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Food Proc. 2,500; Electrical Equip. 150; Copper Pipe Fittings 150; Woodworking 150; Printing 550; Hand & Cement Tools 150; Light Metal 250; Clothing 400; Concrete Prods. 130; Air Filters 150; Electric Musical Instr. 150; Civilian Labor Force (Fayetteville-Springdale MSA) 53,000.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 61-98; Fall 36-60; Winter 32-54. First killing frost, Oct. 25; last killing frost, Apr. 6.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-N.W. Arkansas Mall.
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Eastgate(5)	NA	Watson, Collier Drug
Evelyn Hills(27)	NA	Mont. Ward, IGA, Anthony's
N.W. Ark. Mall(83)	NA	Sears, JCPenney, Dillard's
Fiesta Sq. (16)	NA	Wal-Mart, Revco
Highway 62	NA	Food 4 Less, Wal-Mart
Oak Plaza(16)	NA	Dillon's, Ben Franklin
Southgate Park(4)	NA	Family Dollar, IGA
Westgate(11)	NA	IGA
Downtown(45)	NA	John W. Cole

Principal Shopping Days-Wed., Thur., Sat.; Food, Discount & Dept. stores open Sunday.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; C.R. Anthony; Sears; Dillard's; Beall-Ladymon.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-Wal-Mart; K mart; Woolworth; Otasco; Family Dollar.
Chain Drug Stores-Collier (Rexall) 3; Consumer's; Revco.
Chain Supermarkets-Consumer's IGA 4; Dillon's Thriftmart 2; Consumer's Discount Foods; Speedimart 6; 7-Eleven 2; Food 4 Less 2.

14 - NEWSPAPERS: NORTHWEST ARKANSAS TIMES (e) 11,535; (S) 12,769; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Daryl Henning, Pub., NORTHWEST ARKANSAS TIMES, 212 N. East St., Fayetteville, AR 72702; Tel. (501) 442-6242.
National Representatives: Papert Companies; Thomson Newspapers.

FORREST CITY

1 - LOCATION: St. Francis County, E&P Map C-2, County Seat. 45 mi. SW of Memphis; 90 mi. E of Little Rock.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Union Pacific.
Motor Freight Carriers-Yellow Freight Systems; Missouri Pacific Piggy Back; Roadway Truck Lines; Consolidated Freightways; Batesville Truckline; Arkansas Freightways; Mistletoe Express.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 13,803; E&P 88 Est. 12,837
County 80 Cen. 30,850; E&P 88 Est. 30,850

4 - HOUSEHOLDS:
City 80 Cen. 4,651; E&P 88 Est. 4,358
County 80 Cen. 9,930; E&P 88 Est. 10,719

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$136,051,680
Savings & Loan	2	$1,102,440,683

6 - PASSENGER AUTOS: County 10,890

7 - ELECTRIC METERS: Residence 6,067

8 - GAS METERS: Residence 4,345

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-TVs & Microwave Ovens 1,500; Hoisting Equip. 250; Elect. Motors 100; Heating & Air Cond. Equip. 200; Farm Mach. 50; Textiles 150; Rubber Prods. 335.

10 - CLIMATE: Min. & Max. Temp. 45-87.

11 - TAP WATER: Hard.

12 - RETAILING: **Principal Shopping Centers**-10 blocks downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Valli Vista	NA	Kroger, Revco, Fred's Dollar Store
Cloverleaf	NA	Piggly Wiggly, Cato's, Wal-Mart
Edwin-Houston Ctr.	NA	The Colony Shop, Young America
Cricket Complex	NA	Cricket on the Heart, Tadpoles

13 - RETAIL OUTLETS: **Department Stores**-Sears; The Colony Shop; Taylor-Casbeer; Edwin-Houston; Tadpoles; Arrow Associates; A&T; Gadberry's; J&J Ladies' Apparel.
Discount Stores-Wal-Mart; Fred's Dollar Store; Main $ Store; Best Dollar Store; Ronnie's $ Store; Campbell's Factory Outlet; Payless Shoes.
Chain Supermarkets-Kroger; Safeway; Food Giant; Big Star; Vandiver's Discount; Piggly Wiggly 2.
Other Chain Stores-Goodyear; Western Auto; Super D Drug; Revco; Cato's.

14 - NEWSPAPERS: TIMES-HERALD (e-mon to fri) 4,535; sworn Oct. 2, 1987.
Local Contact for Advertising and Merchandising Data: Jim Wirski, Adv. Mgr., TIMES-HERALD, 222 N. Izard St., Forrest City, AR 72335; Tel. (501) 633-3130.
National Representative: Papert Companies.

FORT SMITH

1 - LOCATION: Sebastian County. (In Fort Smith AR-OK MSA). E&P Map A-2. 134 mi. from Tulsa, OK; 417 mi. from St. Louis; 296 mi. W of Memphis; 300 mi. NE of Dallas. U.S. Hwys. 64, 71, 71, 271; State Hwys. 9, 10, 22, 45, 59, 270.

2 - TRANSPORTATION: **Railroads**-KCS; Midland Valley; Missouri Pacific; Frisco.
Motor Freight Carriers-26.
Intercity Bus Lines-Continental Trailways; Crown Coach; KCS; Okla. Trans.; Inter City Transit.

3 - POPULATION:
Corp. City 80 Cen. 71,384; E&P 88 Est. 74,646
CZ-ABC: (80) 89,851
RTZ-ABC: (80) 202,700
County 80 Cen. 95,422; E&P 88 Est. 99,771
MSA 80 Cen. 163,480; E&P 88 Est. 182,128
City & RTZ-ABC: (80) 292,551
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 27,654; E&P 88 Est. 29,954
County 80 Cen. 35,686; E&P 88 Est. 38,774
MSA 80 Cen. 58,842; E&P 88 Est. 67,365
CZ-ABC: (80) 34,140
RTZ-ABC: (80) 71,479
City & RTZ-ABC: (80) 105,619

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	5	N.A.
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 51,690

7 - ELECTRIC METERS: 21,457

8 - GAS METERS: 19,161

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food Prods. 2,600; Apparel 500; Lumber & Wood Prods. 400; Furn. & Fixtures 4,950; Printing & Pub. 550; Stone, Clay & Glass Prods. 900; Metal 5,200; Fab. Metal Prods. 450; All Other Mfg. 1,650; Non-mfg. 28,750; Mining 450; Contract Constr. 2,400; Whol. Trade 2,150; Ret. Trade 7,100; Fin., Ins. & R.E. 1,450; Servs. 6,950; Gov't 6,150; All other Non-agric. employment 6,850; Agric. 2,200; Totals: Durables 11,650; Non-Durables 6,250; Total Employment: (MSA) 55,400; Civilian Work Force 58,950.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-81; Summer 67-95; Fall 38-87; Winter 29-55. First killing frost, Oct. 25; last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Downtown Shopping Center**-10 blocks on Garrison Ave. & same blocks on Rogers Ave.
Neighborhood Shopping Centers-Suburban & Grand; 21st & Midland Blvd.; Sunnymede & North O St.; Greenwood Vlg., Greenwood & Rogers Aves.; Pk. Plz. 3400 Rogers Ave.; Phoenix Vlg., Towson & Phoenix; K mart; Jenny Lind & South Zero; Central Mall, Rogers & Waldron Rd.; Waldron Sq., 5300 Rogers Ave.; Towson Plz., 3600 Towson.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grand Plz (8)	2	Ben Franklin
Midland & Division(5)	3	Midland Drugs
Central Mall(67)	NA	JCPenney, Sears, Boston Store
Green Wood Vlg	NA	IGA, Otasco
Park Plz.(8)	2	TG&Y
Phoenix Vlg.(52)	5	TGP, Otasco
K mart(30)	6	IGA, K mart

Principal Shopping Days-Mon., Wed., Thur.
Stores Open Evenings-Dept.-Thur.; Food-nightly; Central Mall & Phoenix Vlg.-nightly.

13 - RETAIL OUTLETS: **Department Stores**-Boston Store 2; Sears; Tilles 2; Hunt's 6; JCPenney; Lou Ann's; Froug's-on-the-Mall; Buster Brown Family Ctr.
Discount Stores-K mart; Kroger; Wal-Mart.
Variety Stores-TG&Y; Ben Franklin.
Chain Drug Stores-Law's 2; Osco 2.
Chain Supermarkets-Milgram's 6; Kroger 3; IGA Affiliates-Winton's IGA 3; IGA Thriftway; Safeway 3.
Other Chain Stores-Arcade Men's; Poise N Ivy; Dollar Saver; Hunt's Warehouse; Day Discount; Elkins Antiques & Used Furniture; The Sample Seller; Eagle Store; Goins Statewide Furniture; The Leader; Aubrey Jewelry; Davis Furniture; McCann's Photo; China & Glass Co.; Butterfield Trails News Stand; Go-Breaker Electronic; Midwest Hardware & Sporting Goods; D&D Pharmacy; Trophies Unlimited; Newton's Jewelers; Cowan Jewelry; Carpet World; Firestone; Arkansas Glass & Mirror; Snooper's Barn; Junior League Bargain Box; Oklahoma Tire & Supply; S&Q Clothiers; Discount Sew & Sound.

14 - NEWSPAPERS: SOUTHWEST TIMES RECORD (all day) 42,786; (S) 46,425; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Truman Beasley, Adv. Dir., SOUTHWEST TIMES RECORD, 920 Rogers Ave., Fort Smith, AR 72901; Tel. (501) 785-7700.
National Representative: Papert Companies.

HARRISON

1 - LOCATION: Boone County. E&P Map B-1. County Seat. Industrial, agricultural, and recreational center. 92 mi. S of Springfield, MO; 140 mi. N of Little Rock. U.S. Hwys. 62, 65.

2 - TRANSPORTATION: **Motor Freight Carriers**-Arkansas Freightways.
Intercity Bus Lines-Mountain Home Bus Service.
Airlines-Exec. Express (Stillwell, OK).

3 - POPULATION:
Corp. City 80 Cen. 9,567; E&P 88 Est. 11,205
County 80 Cen. 26,398; E&P 88 Est. 29,126

4 - HOUSEHOLDS:
City 80 Cen. 3,931; E&P 88 Est. 4,672
County 80 Cen. 9,781; E&P 88 Est. 10,951

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$636,000,000
Commercial	2	$177,000,000

6 - PASSENGER AUTOS: County 13,361

7 - ELECTRIC METERS: Residential 4,216

8 - GAS METERS: Residential 3,784

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Woodworking 444; Tool & Die Casting 216; Garment 570; Chalk & Bulletin Boards 200; Handle Factory 100; Warehousing & Distribution 1,500.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-90; Summer 60-97; Fall 42-65; Winter 0-50.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northvale(9)	NA	Ace Hdwe.
Ozark Mall(32)	NA	West's, Alco, JCPenney
Younes(4)	NA	

Principal Shopping Days-Tues., Sat.

13 - RETAIL OUTLETS: **Department Stores**-West's; Walters; Sears; JCPenney.
Discount Stores-Wal-Mart; Alco.
Variety Stores-Ben Franklin; Crest Variety; Dollar General.
Chain Supermarkets-Consumer's.
Other Chain Stores-Otasco; Coast-to-Coast; Mode O'Day; Goodyear; Radio Shack; Ace Hdwe.

14 - NEWSPAPERS: TIMES (e-mon to fri) 10,412; June 30, 1987 VAC.
Local Contact for Advertising and Merchandising Data: Lee Dunlap, Bus. Mgr., TIMES, PO Box 40, Harrison, AR 72601-0040; Tel. (501) 741-2325.
National Representative: Papert Companies.

HELENA-WEST HELENA

1 - LOCATION: Phillips County. E&P Map C-3. County Seat. 125 mi. E of Little Rock; 60 mi. S of Memphis. On State Hwys. 20, 44, 49, 61.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Continental.

3 - POPULATION:
Corp. Cities 80 Cen. 20,965; E&P 88 Est. 18,887
Helena 80 Cen. 9,598; E&P 88 Est. 8,566
West Helena 80 Cen. 11,367; E&P 88 Est. 10,321
County 80 Cen. 34,640; E&P 88 Est. 32,355

4 - HOUSEHOLDS:
Cities 80 Cen. 7,251; E&P 88 Est. 6,605
Helena 80 Cen. 3,371; E&P 88 Est. 3,080
West Helena 80 Cen. 3,880; E&P 88 Est. 3,525
County 80 Cen. 11,434; E&P 88 Est. 11,122

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$137,000,000

6 - PASSENGER AUTOS: County 10,474

7 - ELECTRIC METERS: Residence, County 14,000

8 - GAS METERS: Residence, County 12,000

9 - PRINCIPAL INDUSTRIES: Boxes; Crates; Cotton Seed Prods.; Meat Packing; Insecticides; Fertilizer; Plywood; Swimming Pools; Furn.; Shortening; Chem.; Soy Bean Oil & Meal; Clothing.

10 - CLIMATE: Min. & Max. Temp.-20-105.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Twin City(8)	NA	Goodyear, Safeway, McCrory
Tri County Plz.(6)	NA	Wal-Mart, Pizza Hut

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Wall's; Cato.
Variety Stores-Fred's; McCrory; Ronny's.
Discount Stores-Wal-Mart; Fred's; Family Dollar.
Chain Drug Stores-M-C 2; Economy 2; Wal-Mart.
Chain Supermarkets-Safeway 2; Kroger; Big Star; Piggly Wiggly.
Other Chain Stores-Goodyear; Firestone; Sears.

14 - NEWSPAPERS: WORLD (e) 5,156; (S) 5,239; sworn Sept. 25, 1987.
Local Contact for Advertising and Merchandising Data: Thomas G. Wilson III, Gen. Mgr., WORLD, 417 York St.; PO Box 340, Helena, AR 72342; Tel. (501) 338-9181.
National Representative: Papert Companies.

HOPE

1 - LOCATION: Hempstead County, E&P Map A-3, County Seat. 120 mi. SW of Little Rock; 200 mi. NE of Dallas; 90 mi. N of Shreveport (LA); 30 mi. NE of Texarkana. On U.S. Hwys. 67 & I-30; State Hwys. 4, 29, 32, 73, & 355.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific; Louisiana; Kansas City Southern; St. Louis-San Francisco.
Motor Freight Carriers-6.
Airlines-Commercial air service is available at Texarkana Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 10,290; E&P 88 Est. 10,681
County 80 Cen. 23,842; E&P 88 Est. 24,245

4 - HOUSEHOLDS:
City 80 Cen. 3,882; E&P 88 Est. 3,992
County 80 Cen. 8,578; E&P 88 Est. 8,868

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$40,000,000
Commercial	2	$189,000,000

6 - PASSENGER AUTOS: County 9,044

7 - ELECTRIC METERS: Residence 5,240

8 - GAS METERS: Residence 5,201

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Woodworking 360; Textile 200; Others 1,798. Av. Wkly. Wage-$221-$269.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Mean Daily Max. Temp.-75.2; Mean Daily Min. Temp.-51.2.

11 - TAP WATER: Alkaline, soft; fluoridated (natural).

12 - RETAILING: **Principal Shopping Center**-18 blocks on five streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hope North	NA	Howard's
Hope Vlg.(13)	NA	Thriftway, Rexall, Sears
Hervey St.(2)	NA	TG&Y, Smitty's

Stores Open Evenings-Sat.
Stores Open Sunday-One drug; all grocery.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; J.A. West.
Variety Stores-TG&Y; Fred's; Family Dollar.
Discount Stores-Howard's.
Chain Supermarkets-Smitty's; Safeway; Liberty Valu-Mkts. 10; Thriftway; Piggly Wiggly.
Other Chain Stores-Oklahoma Tire & Supply; Western Auto; Sears (catalog); Cato's.

14 - NEWSPAPERS: STAR (e) 5,300; sworn Mar. 31, 1988.
Local Contact for Advertising and Merchandising Data: Doug Peterson, Adv. Dir., STAR, W. 3rd & Grady Sts.; PO Box 648, Hope, AR 71801; Tel. (501) 777-8841.
National Representative: Papert Companies.

HOT SPRINGS

1 - LOCATION: Garland County. E&P Map B-3.

2 - TRANSPORTATION: **Intercity Bus Lines**-Trailways.
Motor Freight Carriers-8.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 35,166; E&P 88 Est. 39,061
CZ-ABC: (80) 36,232
RTZ-ABC: (80) 58,843
County 80 Cen. 70,316; E&P 88 Est. 76,742
City & RTZ-ABC: (80) 95,075

4 - HOUSEHOLDS:
City 80 Cen. 15,200; E&P 88 Est. 16,699
CZ-ABC: (80) 15,483
RTZ-ABC: (80) 21,837
County 80 Cen. 27,888; E&P 88 Est. 31,256
City & RTZ-ABC: (80) 37,320

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$223,393,627
Commercial	4	$565,556,921

6 - PASSENGER AUTOS: County 38,578

7 - ELECTRIC METERS: Residence 33,563

8 - GAS METERS: Residence 17,011

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Ladies' & Girls' Shoes 500 ($200); Wood Proc. 675 ($200); Aluminum Extrusions & Doors 500 ($175); Vanadum 81; Alum. Wire & Cable 178.

10 - CLIMATE: Av. Temp.-Winter 47; Summer 72. First killing frost, Nov. 6; last killing frost, Mar. 30

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Principal Shopping Center**-10 blocks Central Ave.; 7 Ouachita; 8 Malvern; 10 Albert Pike; 1 block Freeman Center; 8 Albert Pike; 3 Oaklawn; 6 blocks South Central Ave.; 1 Park Ave.; 2 Indiandale, Malvern Ave.; Hot Springs Mall-20 blocks S. Central Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Albert Pike(8)	NA	Rexall, Brandon's Furn., Western Auto
Central City(18)	NA	Piggly Wiggly
Freeman	NA	
Hot Springs Mall(40)	6	Sears, Dillards, JCPenney, Bealls, Walgreens, Zale's
Rector Hts.(2)	NA	K mart
Mowery-Wyatt(10)	NA	Walgreens, Otasco, Safeway, Crate Deals
Market Place	NA	Wal-Mart, Kroger, Revco

Principal Shopping Days-Mon., Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Rephans; Gartenberg's; Dillard's; Sears; Bealls.

Variety Stores-Dollar General.
Discount Stores-K mart; Alco; Wal-Mart 2.
Chain Drug Stores-Walgreens 3; Crawford 2; Medical Arts; Revco 2; Consumer's 2.
Chain Supermarkets-Safeway 3; Kroger 2; Piggly Wiggly 3; Cooley's; Food-4-Less 2.
Other Chain Stores-Otasco; Goodyear; Firestone; Mid-Ark Tire; Western Auto.

14 - NEWSPAPERS: SENTINEL-RECORD (m) 18,012; (S) 19,213; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Floyd Emerson, Adv. Dir., SENTINEL-RECORD, 300 Spring St., PO Box 580, Hot Springs, AR 71902; Tel. (501) 623-7711.
National Representative: Papert Companies.

JONESBORO

1 - LOCATION: Craighead County. E&P Map C-2. County Seat. 66 mi. NW of Memphis, 135 mi. NE of Little Rock; 253 mi. S of St. Louis.

2 - TRANSPORTATION: **Railroads**-St. Louis-Southwestern; Burlington Northern; Missouri Pacific.
Motor Freight Carriers-34.
Air Travel-Jonesboro Municipal Airport.
Bus Lines-Union Bus Station.

3 - POPULATION:
Corp. City 80 Cen. 31,530; E&P 88 Est. 30,956
CZ-ABC: (80) 31,530
RTZ-ABC: (80) 79,134
County 80 Cen. 63,464; E&P 88 Est. 65,167
021City & RTZ-ABC: (80) 110,664

4 - HOUSEHOLDS:
City 80 Cen. 11,405; E&P 88 Est. 11,349
County 80 Cen. 22,330; E&P 88 Est. 23,205
CZ-ABC: (80) 11,405
RTZ-ABC: (80) 27,894
City & RTZ-ABC: (80) 39,299

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$318,717,000
Commercial	5	$436,858,000

6 - PASSENGER AUTOS: County 29,979

7 - ELECTRIC METERS: Residence 17,462

8 - GAS METERS: Residence 15,547

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Conveyors 550; Shoes 495; Rice 450; Printing 445; Electric motors 345; Truck tool boxes 350; Hydraulic jacks 270; Medical packs 300; Casters 265.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Oct. 15; last killing frost, Apr. 17.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Indian Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Birchwood Sq.(7)	NA	Falk Footwear
Caraway Plaza(16)	NA	Skagg's, Dollar General
Eastwood(7)	NA	Colony Shop
Fountain Sq.(4)	NA	Green Leaf, Gold & Stone
Indian Mall(52)	NA	Dillard's, Sears, JCPenney, Stimson's
Jonesboro Plz.(2)	NA	Kroger, Wal-Mart
Southgate Plz.(5)	NA	Jac's
Southwest Vlg.(4)	NA	M.H. Kenward
Univ. Ctr.(10)	NA	Gibson's, Big Star Mkt.
West Mart Ctr.(15)	NA	Big Star Mkt.
Highland(12)	NA	K mart, Hay's

Principal Shopping Days-Weekends.

13 - RETAIL OUTLETS: **Department Stores**-Broadway's; JCPenney; Dillard's; Sears; Willett's.
Discount Stores-Skaggs Alpha Beta; Gibson's; Wal-Mart; Fred's Dollar; K mart; General Dollar; Fred P. Gattas.
Chain Drug Stores-Service 2; Skagg's; Consumer Pharmacy 2; Medicine Shoppe.
Chain Supermarkets-Kroger; Stimson's 2; Big Star 3; Jr. Food Stores 6; Hays 3; Alpha Beta.

14 - NEWSPAPERS: SUN (m) 25,240; (S) 27,088; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Donohue, Ret. Adv. Mgr., SUN, 518 Carson, Jonesboro, AR 72401; Tel. (501) 935-5525.
National Representative: Landon Associates.

LITTLE ROCK

1 - LOCATION: Pulaski County (In Little Rock-North Little Rock MSA). E&P Map B-2. County Seat. Geographical, economic and industrial center and capital of the state. Wholesale distribution center. 137 mi. to Memphis; 300 mi. to Tulsa; 425 mi. to Oklahoma City; 350 mi. to St. Louis.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Cotton Belt (freight); Amtrak (passenger).
Motor Freight Carriers-68 (franchised).
Intercity Bus Lines-Arrow Coach; Continental Trailways; Inter City; Houston-Bigelow; Central Ark. Transit; Jefferson.
Airlines-American; Delta; TWA; Southwest; Northeastern; United; Republic; Air Midwest.
Barge Lines-10.

3 - POPULATION:
Corp. City 80 Cen. 167,846; E&P 88 Est. 177,624
CZ-ABC: (80) 317,859
RTZ-ABC: (80) 707,763
MSA 80 Cen. 477,772; E&P 88 Est. 514,393
County 80 Cen. 342,900; E&P 88 Est. 361,116
City & RTZ-ABC: (80) 1,025,622
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 60,749; [illegible] Est. 70,303
County 80 Cen. 124,516; E&P 88 Est. 135,856
MSA 80 Cen. 168,985; E&P 88 Est. 187,088
CZ-ABC:
RTZ-ABC:
City & RTZ-ABC: (80) 365,359

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$2,561,896,924
Commercial	20	$2,767,556,396

6 - PASSENGER AUTOS: County 190,272

7 - ELECTRIC METERS: Residence 145,928

8 - GAS METERS: Residence 106,465

9 - PRINCIPAL INDUSTRIES: Industry (Units) Earnings (No. of Wage Earners)-Food (37) $48,131,000 (3,197); Lumber (18) $9,540,000 (830); Furn. & Fixt. (12) $4,287,000 (460); Printing (83) $38,602,000 (2,618); Elect. Equip. (18) $74,985,000 (N.A.); Trans. Equip. (15) $19,333,000 (950); Fab. Metal (30) $40,563,000 (2,410); Paper (10) $16,852,000 (1,001).
Principal Industrial Pay Days-Wkly., 1st & 15th Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-81; Summer 68-90; Fall 40-63; Winter 35-56. First killing frost, Nov. 12; last killing frost, Mar. 11.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Downtown Shopping Center**-8 blocks on Main St. and 2 blocks on West Capitol Ave.; 4 blocks on Main St. in N Little Rock.
Neighborhood Shopping Areas-Asher Ave. & University Ave.; Markham & University Ave.; Forest Heights; Rodney Parham area; Geyer Springs & Baseline; West 7th St. (600 to 1200 blocks); Park Hill (NLR); Indian Hills; McCain Mall; The Other Center.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Metrocentre(44)		M.M. Cohn, Osco, Dillard's
Heights Center(64)	5	Safeway, Kroger
Tanglewood(24)	6	Safeway
Park Plaza(42)	5	Dillard's
Colony West(14)	7	Kroger, Osco
Sturbridge(7)	7	Custom Audio
Williamsburg Row(7)	7	The Fifth Season
The Market Place(29)	7	Wyatt's Cafeteria, Audio World
Trellis Sq.(18)	7	Radio Shack
University Mall(35)	5	JCPenney, Mont. Ward, Osco, M.M. Cohn
Broadmoor(16)	5	Arkansas Bookhouse
Breckenridge(24)	7	Merle Norman, Jack Sommer's Shoes, Greenhaw's
Town & Country(9)	6	Otasco
K mart Plaza(8)	6	K mart
Southwest City Mall(32)	9	Osco, Target, Beall's
Colony South(10)	10	Kroger
Village Center(21)	6	West's, Western Auto
University Pl.(13)	6	Schuster's Savers, Food 4 Less
Rose City(12)	5	Safeway, Dollar General, Otasco
Lakehill Center(11)	4	Hog Heaven, Schuster's Savers
McCain Mall(72)	6	M.M. Cohn, Dillard's, JCPenney, Sears
The Other Ctr.(10)	6	Target
Levy Center(8)	5	Ben Franklin
North Park Mall(13)	4	Otasco
Indian Hills(17)	6	Kroger, Wal-Mart, Radio Shack
Pike Plaza(25)	5	West's
Stein Mart Plaza(5)	6	Stein Mart, Radio Shack
Geyer Springs(9)	10	Food 4 Less, Wal-Mart
Galleria Park(12)	7	Regan's
Cloverdale Plz.(4)	12	Kelly TV, True Value Hdwe.
Vali-Hi Center(14)	5	Curtis Mathes
Baseline/Chicot	12	Ashley's West, Arky House
Geyer South(9)	NA	Factory Firsts, Bowen's
Cloverdale(8) Center	12	Baker Drug, Harry's Mkt.

Principal Shopping Days-Fri., Sat., Mon. Food-Wed., Thur., Fri., Sat.
Stores Open Evenings-Food chains; All shopping centers-Mon. & Fri.; University Mall, McCain Mall, Park Plaza & Breckenridge-9:00 p.m. daily.

13 - RETAIL OUTLETS: **Department Stores**-Dillard's 3; M.M. Cohn 3; Sterling; JCPenney 2; Sears 2; West's 4; Montgomery Ward; Beall's 3; McCrory's 2.
Discount Stores-K mart 4; Wal-Mart 5; Target 3; Skagg's 3; T.J. Maxx; Marshall's.
Variety Stores-Sterlings; TG&Y.
Chain Drug Stores-Skagg's 3; Osco 5; Petty's 6; Consumers 2; Medic 3; Drug Mutual 33.
Chain Supermarkets-Safeway 14; Kroger 8; IGA 10; Food City; Affiliated Foods Inc. (Model Mkts. 4, Thriftway 4, Indep. 5); 7-Eleven 15; Majik Mkts. 12; Skagg's 3; Food 4 Less 4; U-Tote-Em 8.
Other Chain Stores-National Shirt Shops; Dundee; Kinney Shoes 2; Baker's Shoes 3; Otasco 10; Stinger Sam 6; Voss Hutton 3; Western Auto 4; Genuine Auto Parts 7; Goodyear 7; Firestone 7; B.F. Goodrich; Kelly-Springfield; Gordon's Jewelers 3; Ja[illegible]ard's; Zale's 4; Haverty Furn 2; Singer Co. 3; Pittsburgh Paints 2; Sherwin-Williams 3; Cook Paints; Devoe & Reynolds; Assoc. Paints 2; Dollar General 3; Service Merchandise 2; Auto Shack 5; Factory First 4; National Home Center 3.

14 - NEWSPAPERS: ARKANSAS DEMOCRAT (m) 102,152; (S) 187,114; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Dick Browning, Natl. Adv. Mgr., ARKANSAS DEMOCRAT, Capitol Ave. & Scott, Little Rock, AR 72201; Tel. (501) 378-3447.
National Representative: Branham/Newspaper Sales.
ARKANSAS GAZETTE (m) 139,448; (S) 201,733; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Edgar A. Major, Adv. Dir., ARKANSAS GAZETTE, 112 W. Third Ave.; PO Box 1821, Little Rock, AR 72203; Tel. (501) 371-3862. Additional Market Information: Paul Dyer, Res. Mgr., Tel. (501) 371-3868.
National Representative: Gannet National Newspaper Sales.

MAGNOLIA

1 - LOCATION: Columbia County. E&P Map B-4. County Seat. 60 mi. E of Texarkana. State Hwys. 19, 132; U.S. Hwys. 79, 82.

2 - TRANSPORTATION: **Railroads**-L&NW; St. Louis Southwestern (Cotton Belt).
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 11,909; E&P 88 Est. 12,836
County 80 Cen. 26,748; E&P 88 Est. 27,488

4 - HOUSEHOLDS:
City 80 Cen. 4,306; E&P 88 Est. 4,742
County 80 Cen. 9,535; E&P 88 Est. 10,053

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	1	$50,000,000
Commercial	4	$294,783,000

6 - PASSENGER AUTOS: County 11,105

7 - ELECTRIC METERS: Residence 5,120

8 - GAS METERS: Residence 4,880

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber 850 ($229); Oil Prods. 2,300 ($348); Aluminum 500 ($280); Rubber Life Boats 730 ($280); Chem. 450 ($360).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-74; Summer 65-98; Fall 50-70; Winter 20-65.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Columbia(11)	NA	Piggly Wiggly, Family Dollar
East Main Plz.	NA	Wal-Mart, Brookshire's
Peace(12)	NA	Holmes, Dollar General
University	NA	K mart, Bealls, Revco, Kroger

Principal Shopping Days-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Talbot's; Bealls.
Discount Stores-Gibson's; Wal-Mart; Dollar General; K mart; Family Dollar.
Chain Drug Stores-Drug Mart; Medic-Aid; Revco.
Chain Supermarkets-Smitty's; Piggly-Wiggly; Kroger; Brookshires.
Other Chain Stores-Western Auto; Sears; JCPenney; S&H Green Stamps; Goodyear.

14 - NEWSPAPERS: BANNER-NEWS (e) 4,384; sworn Sept. 24, 1987.
Local Contact for Advertising and Merchandising Data: Mrs. Mary Haynie, Adv. Mgr., BANNER-NEWS, 134 S. Washington; Box 100, Magnolia, AR 71753; Tel. (501) 234-5130.
National Representative: None.

MALVERN

1 - LOCATION: Hot Spring County. E&P Map B-3. County Seat. 43 mi. SW of Little Rock. On U.S. Hwys. 67 & 270; State Hwys. 9 & I-30.

2 - TRANSPORTATION: **Railroads**-M.P.; Chicago; Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,163; E&P 88 Est. 10,419
County 80 Cen. 26,819; E&P 88 Est. 27,960

4 - HOUSEHOLDS:
City 80 Cen. 4,060; E&P 88 Est. 4,100
County 80 Cen. 6,176; E&P 88 Est. 10,284

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$114,923,000
Savings & Loan	3	$74,000,000

6 - PASSENGER AUTOS: County 11,288

7 - ELECTRIC METERS: Residence 8,600

8 - GAS METERS: Residence 5,584

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Aluminum 350; Brick & Tile 400; Mining 330; Lumber & Wood Prods. 490; Plastics 125.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-83; Summer 60-98; Fall 38-88; Winter 18-64.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: **Principal Shopping Days**-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: **Discount Stores**-Gibson's, Wal-Mart; Fred's; Family Dollar.
Chain Drug Stores-Rexall 2; SupeRx.
Chain Supermarkets-Safeway; Food Center; Huckaby Thriftway; Piggly Wiggly; Mitchell's.
Other Chain Stores-Western Auto; Otasco; Sears.

14 - NEWSPAPERS: RECORD (e-mon to fri) 5,901; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Judy Corley, Adv. Dir., RECORD, 219 Locust St., Malvern, AR 72104; Tel. (501) 337-7523.
National Representative: Papert Companies.

MENA

1 - LOCATION: Polk County. E&P Map A-3. County Seat. 85 mi. S of Ft. Smith; 100 mi. N of Texarkana; 78 mi. W of Hot Springs. On U.S. Hwys. 59, 71 & 270; State Hwys. 8 & 88.

2 - TRANSPORTATION: **Railroad**-Kansas City Southern.
Intercity Bus Lines-Jefferson Lines; Continental.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 5,154; E&P 88 Est. 5,128
County 80 Cen. 17,005; E&P 88 Est. 17,967

4 - HOUSEHOLDS:
City 80 Cen. 2,179; E&P 88 Est. 2,181
County 80 Cen. 5,154; E&P 88 Est. 6,795

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$103,303,000
Savings & Loan	2	$38,000,000

6 - PASSENGER AUTOS: County 7,279

7 - ELECTRIC METERS: Residence 2,366 (city), 6,703 (county)

8 - GAS METERS: Residence 2,550

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Woodworking 275; Aircraft Repair 103; Electric Motors 300; Rubber &

Plastic Mfg 60; Garment Mfg 150.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-100; Summer 49-100; Fall 18-79; Winter 11-94.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Center**-Northside Shopping Center-5 blocks from center of town (Northside Food Center, Wal-Mart, plus 13 others).
Principal Shopping Days-Mon. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-Herod's; Adam & Eve.
Discount Stores-Cowden Fashion Outlet; Wal-Mart; Cash Saver; Pickert Whol.
Chain Drug Stores-Rexall; Walgreens; Consumer's.
Other Chain Stores-Otasco; Goodyear; Mode O'Day.

14 - NEWSPAPERS: STAR (m) 3,287; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Perry Quinn, Pub., STAR, 501-7 Mena St., Mena, AR 71953; Tel. (501) 394-1900.
National Representative: Landon Associates.

MOUNTAIN HOME

1 - LOCATION: Baxter County, E&P Map B-1. County Seat. Located in northeastern central AR.

2 - TRANSPORTATION: **Motor Freight Carriers**-2.

3 - POPULATION:
Corp. City 80 Cen. 8,066; E&P 88 Est. 9,137
CZ-ABC: (80) 8,066
RTZ-ABC: (80) 19,343
County 80 Cen. 27,620; E&P 88 Est. 31,862
City & RTZ-ABC: (80) 27,409

4 - HOUSEHOLDS:
City 80 Cen. 3,539; E&P 88 Est. 3,600
County 80 Cen. 11,181; E&P 88 Est. 13,204
CZ-ABC: (80) 3,539
RTZ-ABC: (80) 7,642
City & RTZ-ABC: (80) 11,181

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$230,000,000
Savings & Loan	4	$317,000,000

6 - PASSENGER AUTOS: County 16,331.

7 - ELECTRIC METERS: Residence 5,600.

8 - GAS METERS: Residence 4,291.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Pharmaceutical Equip. 1,600; Boat Mfg. 300; Wearing Apparel 800; Plastics 75. Av. Wkly. Wage $271.
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-72; Summer 63-98; Fall 36-83; Winter 24-51. First killing frost, Nov. 20; last killing frost, Apr. 1.

11 - TAP WATER: Low alkaline, medium soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Village Mall.
Neighborhood Shopping Centers-Ozark Shopping Ctr.; College Plaza; Harps Shopping Ctr.
Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Wal-Mart, Alco; Food Stores: Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-West's; Shied's.
Discount Stores-Wal-Mart; Alco.
Variety Stores-McCrory's; Dollar General.
Chain Drug Stores-Revco.
Chain Supermarkets-Harps; Consumers.

14 - NEWSPAPERS: BAXTER BULLETIN (m) 8,436; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Charles Howard, Adv. Mgr., BAXTER BULLETIN, PO Drawer A, Mountain Home, AR 72653; Tel. (501) 425-3133.
National Representative: Landon Associates.

NEWPORT

1 - LOCATION: Jackson County, E&P Map C-2. County Seat. 87 mi. NW of Little Rock; 85 mi. W of Memphis. On State Hwys. 14, 17; U.S. Hwy. 67.

2 - TRANSPORTATION: **Railroads**-Amtrak; Missouri Pacific; Rock Island.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,339; E&P 88 Est. 8,145
CZ-ABC: (80) 8,339
RTZ-ABC: (80) 16,508
County 80 Cen. 21,646; E&P 88 Est. 21,627
City & RTZ-ABC: (80) 24,847
Demographic Information available-Community Development Director, City of Newport, City Hall, Newport, AR 72112 and The White River Planning and Development District, Batesville, AR 72501.

4 - HOUSEHOLDS:
City 80 Cen. 3,122; E&P 88 Est. 3,117
County 80 Cen. 7,786; E&P 88 Est. 8,029
CZ-ABC: (80) 3,122
RTZ-ABC: (80) 5,829
City & RTZ-ABC: (80) 8,951

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$33,000,000
Commercial	4	$81,775,000

6 - PASSENGER AUTOS: County 8,017.

7 - ELECTRIC METERS: Residence 10,824.

8 - GAS METERS: Residence 4,500.

9 - PRINCIPAL INDUSTRIES: Steel Mill; Timber; Metal Prods.; House Trailer Mfg.; Meat Packing; Concrete Prods.; Alum. Foil; Lighting Fixtures; Rice Milling; Steel Wire Mfg.; Leisure Furn.

10 - CLIMATE: An. Av. Temp.-65.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center**-Village Mall.
Principal Shopping Days-Mon., Thur. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Van-Atkins.
Variety Stores-Dollar General; Fred's Dollar; Otasco.
Discount Stores-Wal-Mart.
Chain Drug Stores-Headlee's; Revco.
Chain Supermarkets-Kroger; Thriftway; Safeway; IGA; Hays.

14 - NEWSPAPERS: INDEPENDENT (e-mon to fri) 3,571; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Orville I. Richolson IV, Pub., INDEPENDENT, 2111 Hwy. 67N; PO Box 460, Newport, AR 72112; Tel. (501) 523-5855.
National Representative: Landon Associates.

PARAGOULD

1 - LOCATION: Greene County, E&P Map C-1. County Seat. In NE corner of state; 215 mi. from St. Louis; 82 mi. from Memphis.

2 - TRANSPORTATION: **Railroads**-St. Louis Southwestern; Mo. Pac.; Paragould & Southeastern.
Intercity Bus Lines-Great Southern Coaches.
Motor Freight Carriers-18.

3 - POPULATION:
Corp. City 80 Cen. 15,214; E&P 88 Est. 16,573
County 80 Cen. 30,839; E&P 88 Est. 32,462

4 - HOUSEHOLDS:
City 80 Cen. 5,928; E&P 88 Est. 6,648
County 80 Cen. 11,228; E&P 88 Est. 12,074

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$179,657,000
Savings & Loan	2	$63,246,513

6 - PASSENGER AUTOS: County 13,642.

7 - ELECTRIC METERS: Residence 6,725.

8 - GAS METERS: Residence 5,560.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Elect. Motors 1,250; Shirts 300; Milk Proc. 125; Store Fixt. 700; Automobile Shock Absorbers 800; Sprockets & Gears 100; Bottling 180; Conveyor Belt Mfg. 150; Hospital 270; Gas Grills 600.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-75; Summer 75-95; Fall 50-75; Winter 15-74.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Shopping Centers**-Paragould Plz.; Paragould Park Plz.; Centre One.
Stores Open Evenings-Fri. to 9.

13 - RETAIL OUTLETS: **Department Stores**-Belk's; Family Dollar.
Discount Stores-Wal-Mart; Alco; Fred's; Dollar General.
Chain Supermarkets-Kroger; Farmer's Market; Big Star 4; Warehouse Foods; Hays.
Other Chain Stores-Otasco; Radio Shack; Super D Drugs; Revco; Auto Shack.

14 - NEWSPAPERS: PRESS (e-mon to fri) 8,320; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Fred A. Wulfekuhler, Ed. & Pub., PRESS, Highway 49 at Hunt St.; PO Box 38, Paragould, AR 72450; Tel. (501) 239-8562.
National Representative: Landon Associates.

PINE BLUFF

1 - LOCATION: Jefferson County (MSA). E&P Map B-3, County Seat. 42 mi. from Little Rock; 150 mi. from Memphis.

2 - TRANSPORTATION: **Railroads**-St. Louis Southwestern; Union Pacific-Missouri; Pacific-Western.
Motor Freight Carriers-55.
Intercity Bus Lines-Southeast Ark.; City Bus System; Greyhound; Continental; Trailways.
Airlines-American; Continental; Delta; Southwest; TWA. Little Rock Airport. Local airport: Universal.

3 - POPULATION:
Corp. City 80 Cen. 56,576; E&P 88 Est. 52,641
CZ-ABC: (80) 56,636
RTZ-ABC: (80) 122,913
County/MSA 80 Cen. 91,369; E&P 88 Est. 91,287
City & RTZ-ABC: (80) 179,549

4 - HOUSEHOLDS:
City 80 Cen. 19,928; E&P 88 Est. 19,063
County/MSA 80 Cen. 30,588; E&P 88 Est. 31,136
CZ-ABC: (80) 19,690
RTZ-ABC: (80) 41,270
City & RTZ-ABC (80) 61,230

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$627,780,422
Savings & Loan	3	$204,700,000

6 - PASSENGER AUTOS: County 38,074.

7 - ELECTRIC METERS: Residence 28,411.

8 - GAS METERS: Residence 20,810.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 6,500; Durable Goods 3,300; Primary & Fab. Metals 1,100; Machinery & Transportation Equipment 1,600; Other Durable 600; Nondurable 3,200; Food & Kindred 600; Paper & Allied Prods. 2,300; other non-durable 300; No. of Wage Earners-Non Mfg. 26,100; Const. 1,400; Trans. & Public Utilities 2,400; Whol. & Retail Trade 6,700; Fin., Ins. & Real Estate 1,500; Service 6,300; Gov't 7,800; Agric. 1,200; All Others 2,100.
Principal Pay Days-R.R. 1st, 15th; Utilities 5th, 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-96; Summer 52-106; Fall 10-104; Winter 12-87.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Pines Mall, Harding Ave. at Hwy. 65 South.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadmoor(11)	3	Safeway, K mart
Jefferson Sq.(35)	1	Otasco, Mangel's
Oak Park(15)	2	Alco, Safeway
Downtown	NA	Cohn's, Baims
Pines Mall	3	JCPenney, Dillards, Wal-Mart

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Pines Mall, Mon. through Sat.; others vary.

13 - RETAIL OUTLETS: **Department Stores**-Cohen's; JCPenney; Sears; Baim's; Dillard's; Beall-Ladymon.
Discount Stores-Alco; K mart; Wal-Mart 2.
Variety Stores-Dollar General; Fred's.
Chain Drug Stores-Conery's 2; Oak Park 2; USA 3.
Chain Supermarkets-IGA 4; Safeway 4; In & Out Convenience 34; Mad Butcher; County Market 2; Food King; Price Chopper.
Other Chain Stores-Kinney; Mangel's; Majik Market; Haverty Furn.; Gordon's Jewelers, S&H Green Stamps; Roger's Jewelry; Brandon House.

14 - NEWSPAPERS: COMMERCIAL (e) 21,384; (S) 22,698; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Rick Etzkorn, Adv. Dir., COMMERCIAL, 300 Beech St., Pine Bluff, AR 71611; Tel. (501) 534-3400.
National Representative: Papert Companies.

ROGERS

1 - LOCATION: Benton County, E&P Map A-1. Farm marketing and manufacturing. On U.S. Hwys. 71 & 62; State Hwys. 12 & 94.

2 - TRANSPORTATION: **Railroad**-Burlington-Northern.
Motor Freight Carriers-14.
Intercity Bus Lines-Jefferson Bus Lines.

3 - POPULATION:
Corp. City 80 Cen. 17,429; E&P 88 Est. 23,201
CZ-ABC: (80) 18,086
RTZ-ABC: (80) 91,891
County 80 Cen. 78,997; E&P 88 Est. 93,250
City & RTZ-ABC: (80) 109,977
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,554; E&P 88 Est. 8,591
County 80 Cen. 28,622; E&P 88 Est. 34,562
CZ-ABC: (80) 6,554
RTZ-ABC: (80) 33,916
City & RTZ-ABC: (80) 40,470

5 - BANKS	NUMBER	DEPOSITS
Savings	7	$488,518,000
Savings & Loan	9	$367,941,000

6 - PASSENGER AUTOS: County 47,776.

7 - ELECTRIC METERS: County 69,874.

8 - GAS METERS: County 82,036.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Mfg. 7,486; Food Prods. 2,467; Mach. (except electrical) 949. Other mfg. 3,950. Includes toy guns; nylon hosiery; electric motors; carbide-tipped industrial tools; coated telephone wire; plastic pipe; vehicle wheels; corrugated board; broiler feed; pole line hardware; plastic household packaging produce; valves; non-woven fabrics, electronic components; school room furnishings.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-77; Summer 60-92; Fall 35-84; Winter 15-50. First killing frost, Oct. 25; last killing frost, Mar. 20.

11 - TAP WATER: Neutral, medium hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Walnut St.; Dixieland Mall.
Neighborhood Shopping Centers-Hwy. 71 S.; Hwy. 71 W.; Hwy. 12 E.; Hwy. 62 N.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cash Vlg.(8)	NA	
Southgate(15)	NA	IGA
Walnut Plz.(14)	NA	Wal-Mart, IGA

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Dixieland; Downtown Thur.
Stores Open Sundays-Food markets; Discount.

13 - RETAIL OUTLETS: **Department Stores**-Stroud Mercantile; Bealls; Lyndals.
Discount Stores-Wal-Mart; K mart.
Chain Drug Stores-Corner Rexall; Lewis; Rogers & Rose; Consumer; Rogers Phcy. 7; Freddie's Phcy.
Chain Supermarkets-Food Town 2; Thriftway 2; Phillips Food Ctr.; Food 4 Less; Consumer's.
Other Chain Stores-Mode O' Day; Sherwin-Williams; Linkway; Big 8 Tires; Gordon Jewelry; Zale's Jewelers; Worths; Kinney Shoes; Maurice's.

14 - NEWSPAPERS: NORTHWEST ARKANSAS NEWS (m-mon to fri) 13,206; (S) 15,473; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Kent Eikenberry, Adv. Dir., NEWS, 313 S. 2nd; PO Box 718, Rogers, AR 72756; Tel. (501) 636-4411.
National Representative: Papert Companies.

RUSSELLVILLE

1 - LOCATION: Pope County, E&P Map B-2. County Seat. 78 mi. NW of Little Rock; 87 mi. E of Fort Smith. On U.S. Hwy. 65; State Hwy. 7; I-40.

2 - TRANSPORTATION: **Railroads**-Missouri-Pacific; Dardanelle-Russellville; Arkansas River Port.
Intercity Bus Lines-Trailways; Interstate.

3 - POPULATION:
Corp. City 80 Cen. 14,000; E&P 88 Est. 19,665
County 80 Cen. 39,003; E&P 88 Est. 44,980

4 - HOUSEHOLDS:
City 80 Cen. 5,014; E&P 88 Est. 7,136
County 80 Cen. 13,612; E&P 88 Est. 15,832

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$247,744,000

6 - PASSENGER AUTOS: County 19,125.

7 - ELECTRIC METERS: County Res. 16,156; Industrial 582; Commercial 2,464; Government 36.

8 - GAS METERS: County Res. 19,029.

9 - PRINCIPAL INDUSTRIES: Shoes; Lumber Prods.; Coal; Poultry Proc.; Ice Cream Mix; Walk-In Refrigerators; Furn. Plant; Parking Meters; Frozen Foods; Innertube Mfg.; Steel Fab.; Metalworking; Aluminum Extrusion; Chem. Proc.; Lumber; Corrugated Boxes; Elevator Controls.

10 - CLIMATE: Av. Temp.-Jan. 45; July 82.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
City Mall(14)	NA	JCPenney, Safeway, Alco
Plaza East(7)	NA	Dollar General,

Main Plaza(2)	NA	Wal-Mart, C.R. Anthony, Van Atkins, Arkansas Hardware
Southgate	3	Kroger, Revco

13 - RETAIL OUTLETS: **Department Stores**-F.C. Peters; Van Atkins; JCPenney; Beall's; C.R. Anthony.
Variety Stores-Leonards
Discount Stores-Wal-Mart; Alco; Dollar General; K mart.
Chain Supermarkets-Kroger; Safeway; IGA 3; Food-4-Less
Other Chain Stores-Payless Shoes; Irma Dumas; Colony Shop; Sears; Otasco; Western Auto; Goodyear; Leflers; Cato's; Sherwin-Williams; Revco; Auto Shack; Wickes Lumber; Zale's.

14 - NEWSPAPERS: COURIER-DEMOCRAT (e-mon to fri) 11,198; (S) 13,274; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: James A. Mills, Mktg. Dir., COURIER-DEMOCRAT, 201 E. Second, Russellville, AR 72801; Tel. (501) 968-5252.
National Representative: Landon Associates.

SEARCY

1 - LOCATION: White County, E&P Map C-2, County Seat. On U.S. Hwys. 67 & 64; State Hwys. 16 & 36; 1 mi. E of Little Red River; 54 mi. N of Little Rock, state capital.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Missouri Pacific; Trailways; Continental Midwest.

3 - POPULATION:
Corp. City 80 Cen. 13,612; E&P 88 Est. 14,620
County 80 Cen. 51,216; E&P 88 Est. 55,358

4 - HOUSEHOLDS:
City 80 Cen. 4,478; E&P 88 Est. 4,960
County 80 Cen. 17,423; E&P 88 Est. 18,606

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$86,170,344
Savings & Loan	2	$104,580,456
Commercial	2	$39,412,960

6 - PASSENGER AUTOS: County 21,699

7 - ELECTRIC METERS: Residence 5,304

8 - GAS METERS: Residence 4,112

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric. 1,750 ($220); Mfg. 3,550 ($203).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 60-105; Fall 35-85; Winter 10-60.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-Town & Country Plaza, 1/4 mi. off Hwy. 67, on Race St. 14 stores, 6 mi. from Downtown; Wal-Mart, JCPenney, Beall-Ladymon, Cato's.
Stores Open Evenings-Until 9 p.m.
Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Beall-Ladymon.
Discount Stores-Fred's; Alco; Wal-Mart; Dollar General.
Chain Drug Stores-Health Mart; Headlee 2; Revco.
Chain Supermarkets-Kroger; Associated; Food 4 Less; Piggly Wiggly 2; Warehouse Foods.
Other Chain Stores-Goodyear; Cato's; Payless Shoes; Otasco; Hancock Fabrics

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 7,526; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Phil Weaver, Adv. Dir., CITIZEN, PO Box 1379, Searcy, AR 72143; Tel. (501) 268-8621.
National Representative: Papert Companies.

SPRINGDALE

1 - LOCATION: Washington County (In Fayetteville-Springdale MSA). E&P Map A-1. NW corner of state. Agricultural market center. Manufacturing & canning industries. Birthplace of poultry industry in AR. Home office of 3 major national trucking firms. 72 mi. N of Ft. Smith; 100 mi. E of Tulsa, OK.

2 - TRANSPORTATION: **Railroads**-Arkansas/Missouri.
Motor Freight Carriers-10.
Bus Lines-Crown Coach Co.; Santa Fe Trailways; Arkoma; Continental Trailways; Jefferson.
Airlines-Skyways; Metro.

3 - POPULATION:
Corp. City 80 Cen. 23,458; E&P 88 Est. 25,562
CZ-ABC: (80) 23,458
RTZ-ABC: (80) 116,391
County/MSA 80 Cen. 100,576; E&P 88 Est. 109,411
City & RTZ-ABC: (80) 139,849
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 8,510; E&P 88 Est. 9,679
County/MSA 80 Cen. 35,825; E&P 88 Est. 39,768
CZ-ABC: (80) 8,510
RTZ-ABC: (80) 42,589
City & RTZ-ABC: (80) 51,099

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	1	$228,827,767
Savings & Loan	1	(incl. above)

6 - PASSENGER AUTOS: County 51,734

7 - ELECTRIC METERS: Residence 8,000

8 - GAS METERS: Residence 11,272

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Canning 1,150; Feed Mfg. 850; Hatcheries 690; Trucking 1,200; Poultry Proc. 4,000; Elect. 705; Tool Making 730; Aluminum Fab. 325.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-85; Summer 60-95; Fall 45-80; Winter 0-65.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Emma Ave.; 2 on Main; 1 on Mill; 1 on Holcomb & Block; 30 blocks on 68 W.; 20 blocks on 68 E.; 20 blocks on Hwy. 71.
Neighborhood Shopping Centers-8 blocks on N. Thompson; 8 on S. Thompson; 1 on Caudle Ave.; 30 blocks on Hwy. 68 W.
Principal Shopping Days-Mon., Fri.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Elmdale(6)	NA	
Plaza(6)	NA	Harp's Food Store
N.W. Ark. Mall(76)	NA	Sears, JCPenney, Dillard's, Beall-Ladymon
Sunset Ctr.(3)	NA	Harp's, K mart

Stores Open Evenings-Shpg. ctrs. every evening until 9:00; Fri.

13 - RETAIL OUTLETS: **Department Stores**-Fuller Family Mercantile; Cameron's; Anthony's; Sears; JCPenney; Montgomery Ward; Ryan's; Dillard's; Beall-Ladymon; Revco.
Variety Stores-Woolworth
Discount Stores-Wal-Mart; K mart; Family Dollar.
Chain Drug Stores-Rexall; Sav-On; Consumer's; Medicine Shoppe.
Chain Supermarkets-Harp's; Food-4-Less; Consumer's Market; IGA.
Other Chain Stores-E-Z Mart; Spee-Dee Mart; 7-Eleven; One Stop Mart; Goodyear; National Lumber; Westlake Hdwe.

14 - NEWSPAPERS: NEWS (e-mon to fri) 12,951; (S) 14,671; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Danny Dotson, Adv. Dir., NEWS, 514 E. Emma Ave., Springdale, AR 72764; Tel. (501) 751-6200.
National Representative: Papert Companies.

STUTTGART

1 - LOCATION: Arkansas County, E&P Map C-3, County Seat. 50 mi. SE of Little Rock. U.S. Hwys. 79, 165; State Hwys. 11, 130, 146, 343.

2 - TRANSPORTATION: **Railroads**-St. Louis Southwestern.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,941; E&P 88 Est. 10,028
County 80 Cen. 24,207; E&P 88 Est. 23,932

4 - HOUSEHOLDS:
City 80 Cen. 4,111; E&P 88 Est. 3,802
County 80 Cen. 8,909; E&P 88 Est. 9,180

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$69,821,296
Commercial	2	$175,624,481

6 - PASSENGER AUTOS: County 9,766

7 - ELECTRIC METERS: Residence 7,250

8 - GAS METERS: Residence 3,115; Commercial 522; Industrial 16.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Rice Prods. 1,285; Cml. & Industrial Air Conditioners 225; Telephone 110; Hospital 177; Gov't 125; Schools 225.

10 - CLIMATE: Min. & Max. Temp. 54-76.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Southgate(10)	3	Kroger, Wal-Mart
Stuttgart Sq.(8)	3	West's, Fred's, Piggly Wiggly

Principal Shopping Days-Mon., Wed. & Sat.
Stores Open Evenings-Shopping centers to 8 & 9 except Sun.

13 - RETAIL OUTLETS: **Department Stores**-Belk-Jones; West's; Sears.
Variety Stores-Dollar General; Fred's; Family Dollar.
Discount Stores-Wal-Mart; Fred's.
Chain Supermarkets-Piggly Wiggly; Kroger; Food Palace 2.
Other Chain Stores-Western Auto; Okla. Tire; Radio Shack.

14 - NEWSPAPERS: LEADER (e-mon to fri) 4,188; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: David Weikai, Adv. Dir., LEADER, PO Box 531, Stuttgart, AR 72160; Tel. (501) 673-8533.
National Representative: Papert Companies.

TEXARKANA
See TEXARKANA, TX

WEST HELENA
See HELENA

WEST MEMPHIS

1 - LOCATION: Crittenden County (In Memphis, TN-AR-MS MSA). E&P Map D-2. Agricultural ctr., in NE portion of state. 6 mi. W of Memphis; 135 mi. E of Little Rock.

2 - TRANSPORTATION: **Railroads**-Chicago, Rock Island & Pacific; Frisco; Missouri Pacific; Burlington North; Illinois Central; Santa Fe; Soo Line; Conrail; Amtrak; Cotton Belt.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways; Greyhound; West Memphis Transportation.
Waterway-West Memphis Port.

3 - POPULATION:
Corp. City 80 Cen. 28,138; E&P 88 Est. 26,738
CZ-ABC: (80) 28,138
Bal. in NDM-ABC: (80) 21,361
County 80 Cen. 49,358; E&P 88 Est. 50,256
MSA 80 Cen. 913,720; E&P 88 Est. 955,571
Total NDM-ABC: (80) 49,499

4 - HOUSEHOLDS:
City 80 Cen. 9,250; E&P 88 Est. 8,722
County 80 Cen. 15,571; E&P 88 Est. 16,712
CZ-ABC: (80) 9,250
Bal in NDM-ABC: (80) 6,451
Total NDM-ABC: (80) 15,701
MSA 80 Cen. 311,996; E&P 88 Est. 340,176

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$746,457,411
Commercial	3	$104,644,700

6 - PASSENGER AUTOS: County 19,772

7 - ELECTRIC METERS: Residence 10,164

8 - GAS METERS: Residence 11,200

9 - PRINCIPAL INDUSTRIES: Steel & Foundries; Iron Casting; Truck Tires; Fiberglass Swimming Pools; Grain Elevators; Corrugated Boxes; Refinery; Valves; Forklifts; Wooden Boxes; Trailers-Mobile Home; Soft Drink Cases; Concrete Slabs; Cotton Compresses; Household Bleach Tank; Notebook Metal Parts; Bumper Refinishing Plant; Wood Glue; Pipe Fabricators; Oil Pkg.; Farm Implements; Wood Paneling; Paper Bags; Styrofoam; No. of Wage Earners-9,815 city, 23,625 county. (Av. Wkly. Wage-N.A.).

10 - CLIMATE: An. Av. Min. & Max. Temp.-32-95.

11 - TAP WATER: Soft, provided by 6 deep wells; pumping capacity of 4,907,000 gallons per 24 hours.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Broadway.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Meadowbrook Sq.(20)	NA	Wal-Mart, Pic Pac, Super Drug
Broadway Plz.(10)	NA	Big Star
Holiday Plz.(26)	NA	Walgreens, Kroger

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Holiday Plz. Mall; Wal-Mart.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Saig's; Wal-Mart; Colony Shop; Campbells; Country Squire.
Chain Drug Stores-Walgreens; Rexall; Super D.
Chain Supermarkets-Kroger; Big Star; Warehouse; Pic Pac; Marion Big Star; Maxi-Foods; Hays.
Other Chain Stores-Van Zants; Johnny Hall Clothing; Just for Kids; Kid's Stuff; Payless Shoes; B&C Shoes; Baskin's Firestone; Leopard Spot; Hen House; Cato's; Jewelry Nook; Royal Jewelers; Master's Jewelry; Kay Furn.; Masner Furn.; Goodyear; Tire Centers, Inc.; Radio Shack; Lowe's Lumber.

14 - NEWSPAPERS: TIMES (e-mon to fri) 7,726; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Bill Hitchman, Adv. Mgr., TIMES, 111 E. Bond St.; PO Box 459, West Memphis, AR 72301; Tel. (501) 735-1010.
National Representative: Landon Associates.

CALIFORNIA SURVEYS

METROPOLITAN STATISTICAL AREAS

Bakersfield-Kern County.
Chico-Butte County.
Fresno-Fresno County.
Merced-Merced County.
Modesto-Stanislaus County.
Redding-Shasta County.
Sacramento-El Dorado, Placer, Sacramento and Yolo Counties.
Salinas-Seaside-Monterey-Monterey County.
San Diego-San Diego County.
Santa Barbara-Santa Maria-Lompoc-Santa Barbara County.
Stockton-San Joaquin County.
Visalia-Tulare-Porterville-Tulare County.
Yuba City-Sutter and Yuba Counties.

PRIMARY METROPOLITAN STATISTICAL AREAS

Anaheim-Santa Ana-Orange County.
Los Angeles-Long Beach-Los Angeles County.
Oakland-Alameda and Contra Costa Counties.
Oxnard-Ventura-Ventura County.
Riverside-San Bernardino-Riverside and San Bernardino Counties.
San Francisco-Marin, San Francisco and San Mateo Counties.
San Jose-Santa Clara County.
Santa Cruz-Santa Cruz County.
Santa Rosa-Petaluma-Sonoma County.
Vallejo-Fairfield-Napa-Napa and Solano Counties.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Los Angeles-Anaheim-Riverside-Includes Anaheim-Santa Ana PMSA; Los Angeles-Long Beach PMSA; Oxnard-Ventura PMSA; and Riverside-San Bernardino PMSA.
San Francisco-Oakland-San Jose-Includes Oakland PMSA; San Francisco PMSA; San Jose PMSA; Santa Cruz PMSA; Santa Rosa-Petaluma PMSA; and Vallejo-Fairfield-Napa PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1989**
Under 5 Years	1,643	1,724	2,369
5-14 Years	3,886	3,458	4,063
15-24 Years	3,565	4,497	4,487
25-44 Years	5,044	7,069	10,306
45-64 Years	4,036	4,586	5,176
65 and Over	1,792	2,437	2,665
TOTAL	19,966	23,771	29,064

Based on U.S. Census

POPULATION ESTIMATES
(Thousands)

Places of 50,000 or more and Central Cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 census.

Cities	**Total Pop.**	**Spanish Origin**	**Percent**
Bakersfield	106	16	15.0

Escondido	62	9	14.6
Fremont			
Newark	164	23	14.0
Fresno	217	51	27.[illegible]
Glendale	139	25	17.8
Hayward	94	19	20.2
Huntington Park			
South Gate	160	94	58.4
Long Beach	361	51	14.0
Los Angeles	2,967	816	27.5
Modesto	106	11	10.5
Oceanside	77	14	18.4
Ontario			
Upland	136	37	27.1
Orange Co			
(Anaheim)	219	38	17.2
Orange Co			
(Costa Mesa)	82	8	10.3
Orange Co			
(Santa Ana)	204	91	44.5
Oxnard	108	48	44.4
Pasadena	118	22	18.4
Pomona	93	28	30.5
Riverside	171	28	16.2
Sacramento	276	39	14.2
Salinas	80	31	38.1
San Bernardino	119	30	25.4
San Diego	876	13	14.9
San Francisco	679	84	12.3
San Jose	630	140	22.3
Santa Barbara	75	17	22.2
Santa Monica	88	11	13.0
Stockton	150	33	22.1
Whittier	69	16	23.4

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1989 Est.
Bldg. Mat. Hdwr	4,328	5,211	12,271
General Mdse	10,554	13,946	25,032
Food	17,267	27,688	46,080
Automobiles	16,232	21,488	51,659
Gasoline Stations	5,733	10,531	13,087
Apparel	3,766	6,182	11,067
Furniture	4,341	5,914	13,469
Eat-Drink Places	8,052	13,416	25,309
Drugs	3,040	5,142	9,488
TOTAL SALES	81,058	123,946	228,446

ALAMEDA

1 - LOCATION: Alameda County, E&P Map B-5 (In Oakland PMSA). On an island in San Francisco Bay, 12 mi. E of San Francisco, separated from Oakland by an estuary, and connected with the mainland by 5 bridges.

2 - TRANSPORTATION: **Railroads**-Alameda Belt Line; W.P.
Motor Freight Carriers-15.
Passenger and Freight Steamship Lines-46.
Intercity Bus Lines-A/C Transit District.
Airlines-Those using Oakland Airport.

3 - POPULATION:
Corp. City 80 Cen. 63,852; E&P 88 Est. 76,649
CZ-ABC: (80) 63,852
County 80 Cen. 1,104,759; E&P 88 Est. 1,273,301
PMSA 80 Cen. 1,765,899; E&P 88 Est. 2,062,500

4 - HOUSEHOLDS:
City 80 Cen. 26,517; E&P 88 Est. 33,393
CZ-ABC: (80) 26,517
County 80 Cen. 402,092; E&P 88 Est. 507,095
PMSA 80 Cen. 667,626; E&P 88 Est. 811,438

5 - BANKS	NUMBER	DEPOSITS
Comm. & Sav.	11	N.A.
Savings & Loan	7	N.A.

6 - PASSENGER AUTOS: County 693,541.

7 - ELECTRIC METERS: Residence 25,611.

8 - GAS METERS: Residence 23,248.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-$500)-Aircraft Repair 4,500; Shipbuilding 1,000; Shipping Terminals 300-400; Steel Prods. 850.
Principal Industrial Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-65; Summer 55-72; Fall 50-71; Winter 39-56.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Park St. (East End); and 4 blocks on Webster St. (West End); 65 acres on S. Shore, Retail Ctr. at foot of Park St. with 53 stores; Fernside Shopping, Broadway & Blanding, 12 retail outlets.
Neighborhood Shopping Centers-2 blocks on Encinal & Versailles; 1 on High & Fernside Blvd.; 1 on Morton & Encinal Ave.; 1 on Caroline & Central Ave.; 2 on Lincoln & Bay Sts.; 1 on Chestnut & Encinal Ave. Major commissary and base exchange facilities at Naval Air Station, Alameda.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Shore(88)	1	JCPenney, Mervyn's, Safeway, Woolworth, Ross Dress For Less
Fernside(16)	NA	Payless Drug, Alpha Beta
Marina Vlg.(30)	1	Longs Drugs, Lucky's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Mervyn's.
Variety Stores-Woolworth, Sprouse-Reitz.
Chain Drug Stores-Long's 3, Walgreens, Nelson's, Pay Less.
Chain Supermarkets-Safeway 2, Lucky's 2, Encinal Mkts., Super-S Mkts., Central, William Bros., Alpha Beta, Chestnut-Encinal.
Other Chain Stores-Goodyear, Gallenkamp, Grand Auto Supply, Anita Shops, Crescent Jewelers, Thom McAn, Goldman's, Grodin's, Dorothy's Apparel, Radio Shack, House of Fabrics, Miller's Outpost, Kinney, Ross.

14 - NEWSPAPERS: TIMES-STAR (m) 7,300; (S) 6,568; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Sharon Kinkade, Adv. Dir., TIMES-STAR, 1516 Oak St., Alameda, CA 94501; Tel. (415) 523-1200.
National Representatives: Landon Associates, Long & Associates.

ANAHEIM
See ORANGE COUNTY

ANTIOCH

1 - LOCATION: Contra Costa County (In Oakland PMSA). E&P Map B-4. 38 mi. from Stockton; 30 mi. from Oakland; 60 mi. from Sacramento; 40 mi. from San Francisco. On San Joaquin River. State Hwys. 4 & 24; U.S. Hwy. 40.

2 - TRANSPORTATION: **Railroads**-SP; Santa Fe; River Lines (boat, freight).
Intercity Bus Lines-Greyhound; Bay Area Rapid Transit; Tri Delta; Central Contra Costa Transit Authorities.

3 - POPULATION:
Corp. City 80 Cen. 43,559; E&P 88 Est. 52,965
NDM-ABC: (80) 63,852
County 80 Cen. 661,140; E&P 88 Est. 7[illegible]99
PMSA 80 Cen. 1,765,899; E&P 88 Est. [illegible]62,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,227; E&P 88 Est. 19,315
County 80 Cen. 241,805; E&P 88 Est. 304,343
PMSA 80 Cen. 667,626; E&P 88 Est. 811,438
NDM-ABC: (80) 26,517

5 - BANKS	NUMBER	EST. DEP.
Savings	6	$118,795,000
Savings & Loan	6	$95,422,000

6 - PASSENGER AUTOS: County 464,542.

7 - ELECTRIC METERS: Residence 18,020.

8 - GAS METERS: Residence 13,592.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (No. of plants)-Paper Prods. 1,000 (1); Heavy Prods. 1,100 (2); Chem. 385 (2); Gypsum Prods. 150 (1); Gas & Electric Power 100 (1); Fruit/Veg. Canneries 600 to 1,600 seasonal (2); Glass Containers 300 (1); (Av. Wkly. Wage-$240).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft, from San Joaquin River; fluoridated.

12 - RETAILING: **Neighborhood Shopping Centers**-Downtown area, 45 in 4-block trading area.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Antioch(18)	NA	Lucky Stores, Ben Franklin
Antioch Sq.(15)	NA	Hilson's
County East(50)	NA	Sears, Safeway, JCPenney, Mervyn's, Mont. Ward
Lone Tree(8)	NA	Savings Center, Rexall
K mart(8)	NA	K mart, Liquor Barn
Raleys(21)	NA	Raleys
Somersville Ctr.(8)	NA	Green's TV
Lone Tree Plz.(7)	NA	Beverly's Fabrics, Superfoods

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Wed. & Fri.

13 - RETAIL OUTLETS: **Department Stores**-Famous Fashions; Sears; Hilson's; Wards; Mervyn's; JCPenney.
Variety Stores-Ben Franklin.
Discount Stores-Payless; K mart; Handyman.
Chain Supermarkets-Safeway; Lucky Stores 2; Fry's; Savings Center; Mt. View; Dutch Pride; Raley's.
Chain Drug Stores-Long's; Raley's; Payless.
Other Chain Stores-Firestone; Grand Auto; Goodyear; Crown; Payless Paint.

14 - NEWSPAPERS: LEDGER (e-mon to fri) 14,972; LEDGER/POST DISPATCH (m-sat) 21,888; (S) 22,165; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Robert Smith, Gen. Mgr., LEDGER/POST DISPATCH, 1700 Cavallo Rd.; PO Box 70, Antioch, CA 94509; Tel. (415) 757-2525.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; U.S. Suburban Press.

AUBURN

1 - LOCATION: Placer County, E&P Map C-4 (In Sacramento MSA). County Seat. Mountain resort. Gold mines, fruits, cattle, poultry prods. 35 mi. NE of Sacramento on I-80.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Intercity Bus Lines-Greyhound, Continental Trailways.
Airlines-Served by all major airlines through Sacramento Airport.

3 - POPULATION:
Corp. City 80 Cen. 7,540; E&P 88 Est. 9,657
NDM-ABC: (80) 36,043
County 80 Cen. 118,514; E&P 88 Est. 159,063
MSA 80 Cen. 1,107,363; E&P 88 Est. 1,355,782

4 - HOUSEHOLDS:
City 80 Cen. 3,188; E&P 88 Est. 3,686
NDM-ABC: (80) 13,551
County 80 Cen. 42,732; E&P 88 Est. 59,931
MSA 80 Cen. 416,356; E&P 88 Est. 536,880

5 - BANKS	NUMBER	EST. DEP.
Commercial	9	N.A.
Savings & Loan	7	N.A.

6 - PASSENGER AUTOS: County 94,937.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining; Agric.; Forestry; Farming; Computers.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 55-105; Fall 45-90; Winter 30-65.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Centers**-Hwy. 80, Interchange Rd. Downtown; Palm Ave.; Hwy. 49 & Fulweiler; Grass Valley Hwy.; Bell Rd. & Hwy. 49; I-80 at Foresthill exit.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Auburn Ravine(18)	2	Raley's Drug & Mkt.
Auburn Town Ctr.	1	Longs, Lucky's Mkt.
Palm Center(10)	1	Lumberjack
Sierra Elm Ctr.(9)	1	Alpine Mkt.
Rock Creek(29)	2	K mart, Payless

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Shopping centers every evening until 9.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Daughtry's; Lumberjack.
Discount Stores-Payless; K mart; Thrifty, Long's.
Chain Drug Stores-Sierra Drug; Raley's; Long's; Payless; Thrifty.
Chain Supermarkets-Lucky's; Raley's; Alberton's; Safeway.
Other Chain Stores-Hallmark; Baskin Robbins; Radio Shack; Beno's; Payless Shoes; Sears (catalog).

14 - NEWSPAPERS: JOURNAL (m-mon to fri) 12,708; (S) 13,197; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jane Ellis, Adv. Dir., Journal, 1030 High St., Auburn, CA 95603; Tel. (916) 885-5656.
National Representatives: U.S. Suburban Press; Papert Companies.

BAKERSFIELD

1 - LOCATION: Kern County, (In Bakersfield MSA). E&P Map D-6, County Seat. 110 mi. N of Los Angeles; 286 mi. S of San Francisco; on Hwy. 99.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Santa Fe; Amtrak, junction for use of single track over Tehachapi Mountains to Los Angeles.
Motor Freight Carriers-37.
Intercity Bus Lines-Greyhound; Continental Trailways; Orange Belt Stages; Kernville Stage and Freight; Golden Empire Transit System; Kern County Trans.; Airport Bus of Bakersfield.
Airlines-American; United; West Air; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 105,735; E&P 88 Est. 151,522
CZ-ABC: (80) 219,882
RTZ-ABC: (80) 183,207
County/MSA 80 Cen. 406,327; E&P 88 Est. 504,447
City & RTZ-ABC: (80) 403,089
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 39,602; E&P 88 Est. 57,054
County/MSA 80 Cen. 139,811; E&P 88 Est. 178,829
CZ-ABC: (80) 79,788
RTZ-ABC: (80) 60,023
City & RTZ-ABC: (80) 139,811

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	25	$415,249,000
Commercial	60	$875,327,000

6 - PASSENGER AUTOS: County 236,137.

7 - ELECTRIC METERS: Residence 138,900.

8 - GAS METERS: Residence 61,517.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food & Beverages 1,590 ($182); Apparel & Textiles 355 ($158); Lumber & Wood Prods. 275 ($162); Printing & Pub. 503 ($184); Chem. 335 ($223); Primary Metal 378 ($184); Metal Prods. 703 ($187); Cement Prods. 220 ($272); Refinery 704 ($294); Rubber & Plastics 423 ($163).

10 - CLIMATE: Min. & Max. Temp.-Spring 65-88; Summer 84-110; Fall 75-95; Winter 33-75. First killing frost, Nov. 1; last killing frost, Feb. 21.

11 - TAP WATER: Alkaline, city wells vary, but water is generally hard; not fluoridated.

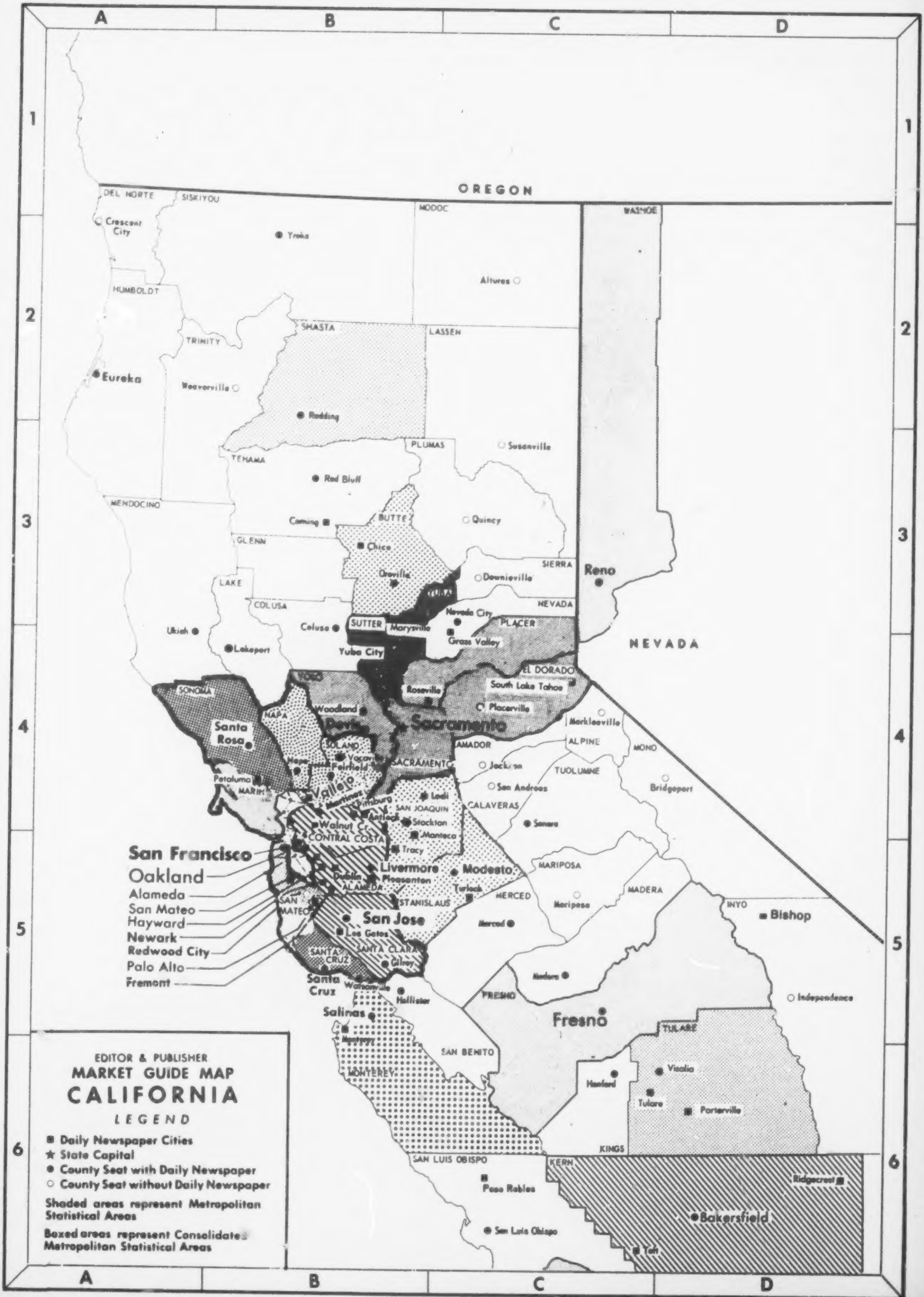
12 - RETAILING: **Principal Shopping Centers**-20 blocks on Chester Ave.; 8 on Nineteenth St.; 5 on Baker St.; 5 on F St.; 8 on Ming Ave.; 4 on Stockage Hwy. & California Ave.
Neighborhood Shopping Centers-5 blocks on N Chester; 4 on E Niles; 2 on S H; 3 on Columbus, 5 on Brundage; 2 blocks on California; 4 blocks SW on California; 2 blocks on W Stockdale Hwy.; 2 on New Stine Rd.; 2 on Wilson & Wible.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown(40)	NA	JCPenney, Korb's, Brock's
Benton Pk.(14)	NA	Thrifty, Lucky's
Brundage(14)	NA	Thrifty, Alpha Beta
College Ctr.(12)	NA	JCPenney, Dunlap's
Hillcrest(10)	NA	Thrifty
Stockdale Vlg.(22)	NA	Von's, Sav-On, Hallmark
Stockdale West(22)	NA	Martin's Pharmacy
Valley Plz.(75)	NA	Sears, Brock's Broadway, Payless
Westchester(14)	NA	Mont. Ward, Thrifty Drug
Ming Plz.(15)	NA	
Mervyn's Plz.(10)	NA	Mervyn's, Builder's Emporium

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept.-Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-Brocks 2; Sears; Montgomery Ward; JCPenney 2; Broadway; Mervyn's; Gemco.
Discount Storas-K mart 3; Pic 'N Save 2; Gemco.
Variety Stores-Cornet 2; Newberry 2; TG&Y 2; Ted's; Woolworth 2.
Chain Drug Stores-Thrifty 6; Sav-On 2; El Tejon 3; Rufener's 3; Payless 2; Long's 2.
Chain Supermarkets-Safeway 13; Albertson's 3; Young's 2; Arden 2; Alpha Beta 3; Circle K 22; 7-Eleven 22; Jiffy Foodstores 4; Vons 5.
Other Chain Stores-Ardan; Barker Bros.; Best; Big 5; Builders Emporium; Cal Auto; Carpeteria; Carpet Town; Chief Auto; Color Tile; Copelands Sports; Designer Fabrics; Diamond Lumber; Dunn-Edwards Paints; Firestone; FISCO; Furrow; Goodyear; Grand Auto; Grossmans; Korb's; Kragen; McMahans; Millers Outpost; Ortho; Oshmans; Pep Boys; Radio Shack; R.B. Furn.; Sackett & Peters; Shoe Stop; Standard Brands; Winston Tire.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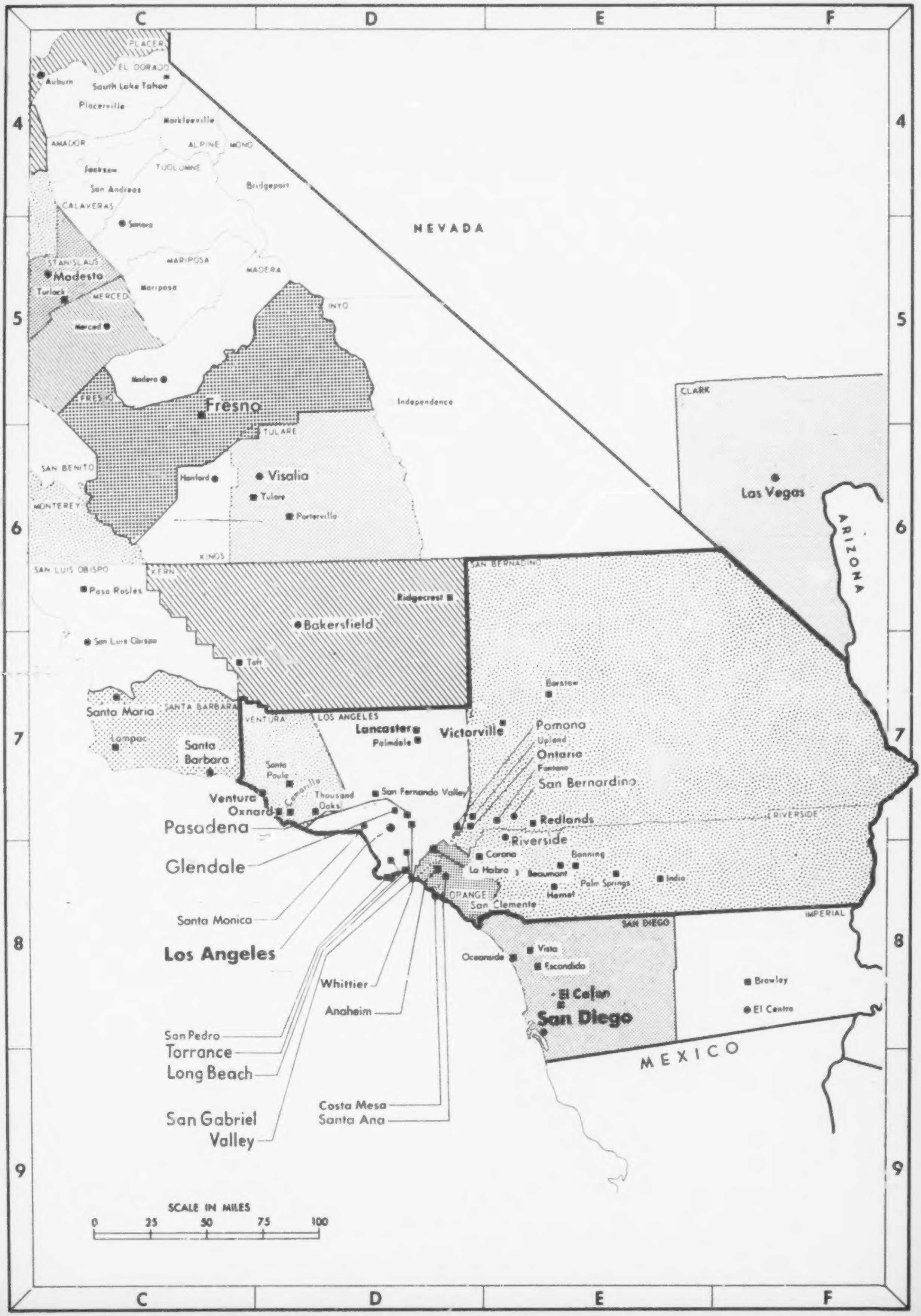
Yreka
Alturas
HUMBOLDT
SHASTA
LASSEN
TRINITY
Eureka
Weaverville
Redding
PLUMAS
Susanville
TEHAMA
Red Bluff
MENDOCINO
Corning
BUTTE
Quincy
GLENN
Chico
SIERRA
Reno
LAKE
Oroville
Downieville
YUBA
COLUSA
NEVADA
Ukiah
Colusa
SUTTER
Marysville
Nevada City
Grass Valley
PLACER
Lakeport
Yuba City
YOLO
EL DORADO
SONOMA
South Lake Tahoe
NAPA
Roseville
Woodland
Placerville
Markleeville
Santa Rosa
Davis
Sacramento
ALPINE
MONO
SOLANO
AMADOR
Napa
Vacaville
Fairfield
SACRAMENTO
Jackson
TUOLUMNE
Petaluma
MARIN
Vallejo
San Andreas
Bridgeport
Martinez
Pittsburg
Lodi
CALAVERAS
Antioch
SAN JOAQUIN
Walnut Cr.
Stockton
Sonora
CONTRA COSTA
Manteca
Tracy
San Francisco
Oakland
Alameda
San Mateo
Hayward
Newark
Redwood City
Palo Alto
Fremont
Livermore
Modesto
MARIPOSA
Dublin
Pleasanton
ALAMEDA
Turlock
MERCED
Mariposa
MADERA
SAN MATEO
STANISLAUS
San Jose
INYO
Bishop
Merced
Los Gatos
SANTA CRUZ
SANTA CLARA
Gilroy
Madera
Santa Cruz
Watsonville
Hollister
FRESNO
Independence
Salinas
Fresno
Monterey
TULARE
SAN BENITO
MONTEREY
Visalia
Hanford
Tulare
Porterville
KINGS
SAN LUIS OBISPO
KERN
Ridgecrest
Paso Robles
Bakersfield
San Luis Obispo
Taft
EDITOR & PUBLISHER
MARKET GUIDE MAP
CALIFORNIA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas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PLACER
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AMADOR
ALPINE
MONO
Jackson
TUOLUMNE
San Andreas
Bridgeport
CALAVERAS
Sonora
NEVADA
STANISLAUS
Modesto
MARIPOSA
MADERA
Turlock
MERCED
Mariposa
INYO
Merced
Madera
FRESNO
Fresno
Independence
CLARK
TULARE
SAN BENITO
Hanford
Visalia
Tulare
Los Vegas
MONTEREY
Porterville
ARIZONA
KINGS
SAN LUIS OBISPO
KERN
SAN BERNADINO
Paso Robles
Ridgecrest
Bakersfield
San Luis Obispo
Taft
Barstow
Santa Maria
SANTA BARBARA
VENTURA
LOS ANGELES
Pomona
Lancaster
Victorville
Upland
Lompoc
Palmdale
Ontario
Santa Barbara
Fontana
Santa Paula
San Bernardino
Camarillo
Thousand Oaks
San Fernando Valley
Ventura
Oxnard
Redlands
RIVERSIDE
Pasadena
Riverside
Corona
Banning
La Habra
Beaumont
Glendale
Palm Springs
Indio
Hemet
ORANGE
San Clemente
IMPERIAL
Santa Monica
SAN DIEGO
Vista
Oceanside
Escondido
Los Angeles
Brawley
Whittier
El Cajon
Anaheim
El Centro
San Diego
San Pedro
Torrance
MEXICO
Long Beach
Costa Mesa
Santa Ana
San Gabriel Valley
SCALE IN MILES
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25
50
75
100

14 - NEWSPAPERS: CALIFORNIAN (m) 81,823; (S) 88,912, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Lynn Bryan, Adv. Dir., CALIFORNIAN, 1707 Eye St., Bakersfield, CA 93302. Tel. (805) 395-7225.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

BANNING

1 - LOCATION: Riverside County (In Riverside-San Bernardino PMSA). E&P Map E-7, in San Gorgonio Pass.

2 - TRANSPORTATION: N.A.

3 - POPULATION:
Corp. City 80 Cen. 14,020; E&P 88 Est. 18,777
County 80 Cen. 670,838; E&P 88 Est. 886,065
PMSA 80 Cen. 1,573,202; E&P 88 Est. 2,054,435
Demographic Information for county available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,356; E&P 88 Est. 7,057
County 80 Cen. 243,019; E&P 88 Est. 329,329
PMSA 80 Cen. 551,081; E&P 88 Est. 737,142

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 481,540

7 - ELECTRIC METERS: (3 Cities) 7,400

8 - GAS METERS: (3 Cities) 11,600

9 - PRINCIPAL INDUSTRIES: Milling, Electronics; Shirt Making; Poultry Proc.; Ceramics; Motor Homes; Copper Foil Mfg.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Natural fluorides.

12 - RETAILING: **Shopping Centers**-Plaza; Stagecoach Plaza; Beaumont Plaza Center.
Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Variety Stores**-Coronet, K mart.
Chain Drug Stores-Thrifty; O'Briens; Beaumont Rexall.
Other Chain Stores-Alpha Beta; Safeway; Sears; Western Auto; The Chief; Mode O'Day; Goodyear; McMahan's; Beno's; Stater Bros.

14 - NEWSPAPERS: RECORD-GAZETTE (e-mon to fri) 3,100; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Charles R. Freeman, Pub., RECORD-GAZETTE, 218 N. Murray St., Banning, CA 92220; Tel. (714) 849-4586.
National Representatives: Scripps League Newspapers; Papert Companies.

BARSTOW

1 - LOCATION: San Bernardino County, E&P Map E-7 (In Riverside-San Bernardino PMSA). In heart of high desert, Mojave Desert region; hub of U.S. Hwys. 66, 91, I-15, I-40; State Hwy. 58; 150 mi. NE of San Pedro (Seaport Term.); 130 mi. NE of Los Angeles; 434 mi. SE of San Francisco; San Bernardino 75 mi.; Las Vegas 156 mi.

2 - TRANSPORTATION: **Railroads**-Atchison, Topeka & Sante Fe, Union Pacific; Amtrak.
Motor Freight Carriers-6. Overnight delivery to Los Angeles.
Intercity Bus Lines-Greyhound; Orange Belt; Continental Trailways.
Airlines-Charter; commercial links to L.A.

3 - POPULATION:
Corp. City 80 Cen. 17,690; E&P 88 Est. 22,771
County 80 Cen. 902,364; E&P 88 Est. 1,168,370
PMSA 80 Cen. 1,573,202; E&P 88 Est. 2,054,435

4 - HOUSEHOLDS:
City 80 Cen. 6,174; E&P 88 Est. 7,484
County 80 Cen. 308,062; E&P 88 Est. 407,813
PMSA 80 Cen. 551,081; E&P 88 Est. 737,142

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	N.A.

6 - PASSENGER AUTOS: County 606,962

7 - ELECTRIC METERS: Residence 11,500

8 - GAS METERS: Residence 8,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (An. Payroll)-R.R. Diesel Repair Shops 1,450 ($36,000,000); USMC Supply Depot 3,000 ($37,600,000); Motels 250 ($480,000); Restaurants 720 ($1,800,000); Gas Stations 250 ($90,000); Fort Irwin 3,400 ($40,000,000); Goldstone Tracking Facility ($11,000,000); Yellow Freight 400 (N.A.); Barstow Unified School Dist. 817 (N.A.).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-81; Summer 69-103; Winter 30-59. Prevailing winds from west; smogfree; humidity 25% (yearly av.).

11 - TAP WATER: Hardness, 175 p.p.m.; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Between 1st St. & Barstow Rd.; 4 blocks from Main on E. Williams; Barstow Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Barstow Mall(34)	NA	Sears, K mart, Rude's Dept.
Yucca/Main(24)	NA	Von's Super Mkt., Thrifty Drug, Safeway
Desert Plaza(12)	NA	Sav-On, TG&Y
East Main(8)	NA	Sears
Williams St.	NA	

Principal Shopping Days-Thur., Fri., Mon.
Stores Open Evenings-Fri. until 9.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Rude's; Sears; K mart.
Variety Stores-Sav-On; Sprouse-Reitz; TG&Y.
Discount Stores-H&E Home Builders City; K mart.
Chain Drug Stores-Safeway, Thrifty.
Chain Supermarkets-Safeway; Von's; Stater Bros.
Other Chain Stores-Karl's (shoes); Burgermeister; Desert Dist. Co.; Lucky Lager Dist. Co.; Goodyear; Singer Co., Howard Johnson; Jack in the Box; Naugle's; Rodman Home Furn.; Lee's Furn.; Video Electronics; Arby's, Bob's Big Boy; McDonald's Carpet Corral; Carls Jr.; Pioneer Chicken; Sizzler; Miller's Outpost; Kinney's; Zale's, Barry's Jewelers; Modern Woman; Chief Auto Parts; Radio Shack; Mode O'Day; Winston Tire; Erik's Sleep Shop; Barstow Furn.

14 - NEWSPAPERS: DESERT DISPATCH (e) 8,192; sworn Nov. 30, 1987.
Local Contact for Advertising and Merchandising Data: Doug Beardall, Adv. Mgr., DESERT DISPATCH, 130 Coolwater Lane, Barstow, CA 92311; Tel. (714) 256-2257.
National Representative: Papert Companies.

BRAWLEY

1 - LOCATION: Imperial County, E&P Map F-8. Junction of State Hwys. 111 & 86. 22 mi. N of Mexican border; 14 mi. N of El Centro, geographic and road network center, Imperial Valley; 200 mi. SE of Los Angeles; 120 mi. E of San Diego.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Motor Freight Carriers-16.
Intercity Bus Lines-Greyhound.
Airlines-Skywest.

3 - POPULATION:
Corp. City 80 Cen. 14,946; E&P 88 Est. 19,009
NDM-ABC: (80) 24,865
County 80 Cen. 92,550; E&P 88 Est. 106,821

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,659; E&P 88 Est. 5,805
County 80 Cen. 28,157; E&P 88 Est. 33,392
NDM-ABC: (80) 7,614

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	N.A.
Savings & Loan	1	N.A.
Thrift	1	N.A.

6 - PASSENGER AUTOS: County 53,046

7 - ELECTRIC METERS: County Residence 33,927

8 - GAS METERS: County Residence 16,670

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric. is principal industry with 365-day growing season. County ranks 4th in dollar volume nationally. Irrigation District 960 ($345); County Employees 840 ($325); Fruit & Veg. Packers 3,000 ($650 to $900); Sugar 450 ($550); Gympsum 185 ($450); U.S. Naval Air Facility. Geothermal Energy (An exceedingly large field is now under development for power generation, fresh water, and potential industrial uses.) Exploration nearby is being conducted by San Diego Gas & Elect., So. Cal. Edison, State Dept. of Resources and a number of major oil companies. Test power plants on-line & under development in various locations. County Geothermal potential 4,000 M.W. The city is experimenting with non-electrical geothermal applications.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-86; Summer 70-115; Fall 57-89; Winter 23-86. First killing frost, Nov. 15; last killing frost, Feb. 2.

11 - TAP WATER: Alkaline, very hard; 950 (ppm), not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-10 blocks on Main; E St.; B St.; City Plaza; Rio Vista Center, W. Main & Rio Vista Ave.; Main Street has been designated as a Community Development Project, as well as the downtown area.
Shopping Centers-Rio Vista Plaza (8 stores-Arden, Mayfair Mkt., Thrifty Drug); Downtown area; Cudad Plaza.
Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-National; McMahan's; Imperial Hdwe.
Variety Stores-J.J. Newberry.
Drug Stores-Adams; Thrifty; White Cross.
Chain Supermarkets-Vons; Cook's; Mayfair; Rancho; Westmorland 2; La Providencia.
Other Chain Stores-Valley Auto Supply; Dorman's; Kragen Auto Parts; Chief Auto Parts; Kennedy's Goodyear; O.K. Rubber; Firestone.

14 - NEWSPAPERS: NEWS (e) 5,601; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: John O. Yanni, Adv. Mgr., BRAWLEY NEWS, P.O. Box 2770, El Centro, CA 92244; Tel. (619) 352-2211.
National Representative: Branham/Newspaper Sales.

CAMARILLO

1 - LOCATION: Ventura County (In Oxnard-Ventura PMSA). E&P Map D-7. On U.S. Hwy. 101; 45 mi. S of Santa Barbara; 45 mi. N of Los Angeles; 9 mi. from Pacific Ocean. Principal city of Pleasant, Santa Rosa and Las Posas Valleys.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Amtrak.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-13.
Airlines-Hughes Air West; Golden West.

3 - POPULATION:
Corp. City 80 Cen. 37,732; E&P 88 Est. 48,885
NDM-ABC: (80) 51,807
County/PMSA 80 Cen. 534,558; E&P 88 Est. 658,530
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,298; E&P 88 Est. 18,015
County/PMSA 80 Cen. 173,254; E&P 88 Est. 221,936
NDM-ABC: (80) 17,252

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 369,467

7 - ELECTRIC METERS: Residence 7,151

8 - GAS METERS: Residence 5,934

9 - PRINCIPAL INDUSTRIES: Electronics; Citrus Prods.; Rock Prods.; Vegetables; Cattle.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-77; Summer 62-83; Fall 57-82; Winter 50-62.

11 - TAP WATER: Alkaline, neutral, hard; 16 grains per gal.; not fluoridated.

12 - RETAILING: **Neighborhood Shopping Center**-Ventura Blvd., 5 blocks, N & S sides (40 units).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ponderosa(29)		Von's, Sears, Thrifty
Camarillo Vlg.(16)	NA	Alpha Beta
Los Posas Plz.(30)	NA	Safeway
Carmen Plz.(20)	NA	Sav-On Drug, Lucky's, Builder's Emporium, Miller's Outpost
Central Plz.	NA	K mart, Ralph's, Long's Drug
Conejo Vlg.(13)	7	Von's
Pleasant Valley	8	Safeway
Hughes	9	Hughes Mkt.
The Esplanade(80)	7	Sears, May Co.
The Oaks(140)	7	Robinson's, Broadway, May Co.
Oxnard-Super	10	Mayfair, Thrifty
Fremont Sq.(30)	12	Food Giant
Buenaventura(54)	13	Mont. Ward, Von's, Broadway
Plaza	13	Von's, Safeway

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Montgomery Ward; Broadway-Hale; Akron; JCPenney; May Co., Newberry's; Mervyn's; Broadway; Robinson's.
Discount Stores-K mart; Gemco; Best.
Variety Stores-Sprouse-Reitz.
Chain Drug Stores-Thrifty; Sav-On; Long's; Clark's.
Chain Supermarkets-Von's; Safeway; Lucky's; Alpha Beta; B&D; Ralph's.

14 - NEWSPAPERS: NEWS (m) 11,087; (S) 11,286; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Hank Crockett, Pub., NEWS, [illegible] Avenida Acaso, Camarillo, CA 9301[illegible]. Tel. (80[illegible]) 98[illegible]-5001.
National Representative: Papert Companies.

CHICO

1 - LOCATION: Butte County (In Chico MSA). E&P Map B-3. In N California, on U.S. Hwy. 99; approx. 90 mi. N of Sacramento.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Amtrak.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound.
Airlines-West Air.

3 - POPULATION:
Corp. City 80 Cen. 26,601; E&P 88 Est. 34,559
NDM-ABC: (80) 127,024
County/MSA 80 Cen. 145,449; E&P 88 Est. 175,546

4 - HOUSEHOLDS:
City 80 Cen. 10,524; E&P 88 Est. 13,756
County/MSA 80 Cen. 56,904; E&P 88 Est. 71,575
NDM-ABC: (80) 49,935

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	10	$72,830,000
Commercial	15	$311,692,000

6 - PASSENGER AUTOS: County 94,585

7 - ELECTRIC METERS: Chico Div. 34,383

8 - GAS METERS: Chico Div. 24,822

9 - PRINCIPAL INDUSTRIES: (Butte County) Industry, No. of Wage Earners-Agric. 3,200; Food Proc. 1,225; Ret. Trade 9,600; Gov't/Educ. 8,600; Hospitals 2,400; Constr. & Mining 1,775; Total labor force 65,850.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Av. Annual Temp.-63. Summer high-105; Winter low-20; Max. humidity-54%; Rainy season-Dec. to Apr., 24 inches annually.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Broadway; 8 on Main St.; 3 on 1st, 2nd, 3rd & 4th, plus auto row on Park Ave.
Neighborhood Shopping Centers-Esplanade & 3rd Ave.; 15th & Park Ave.; Longfellow at 1st Ave.; Nord & Sacramento Aves.; East Ave. & Cohassett; Esplanade and Cohassett Rd.; 5th & Mangrove; Esplanade & Eaton Rd.; Skyway Park; Esplanade & East Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Almond Orchard(29)	4	Radio Shack
Chico Mall(95)	3	Sears, Gottschalks, Troutman's, Long's
Park Plaza(13)	1	Safeway, Thrifty Drug, Payless, Radio Shack
Mangrove Pl.(10)	1	Shop 'N Save
North Valley Plaza(56)	4	K mart, Lucky Mkt., Stop 'N Save, Long's, Mervyn's, Mont. Ward, JCPenney

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Mon. through Fri.
Stores Open Sundays-Supermarkets; all major chain stores.

13 - RETAIL OUTLETS: **Department Stores**-Bradley's; JCPenney; Montgomery Ward; Sears; K mart; Ben Franklin; Mervyn's; Target; Gottschalks; Troutman's.
Chain Drug Stores-Lee (Rexall); Long's 2; Payless; Thrifty 2; Raleys Superstore.
Chain Supermarkets-Safeway 3; Holiday 3; Lucky Mkt.; Food World; Raley's; Albertson's.
Other Chain Stores-Firestone; McMahan's (furniture); Sherwin-Williams; Grand Auto; Goodyear; Hickory Farms; Weisfield's Jewelers; Zale's Jewelers; Johnson Shoes; FISCO Farm Store; Kauffman's; Cutlery World; Kragen Auto Stores; Grossman's; Color Tile; Big 5 Sporting; McCurry Camera; Wherehouse Entertainment; Winston Tire; PV Ranch & Home; B. Dalton Bookseller; Brooks Fashions; Miller's Outpost; Tower Books/

Records; Copeland Sports; Sprouse-Reitz; Ortho Mattress; Standard Brands; Fabricland; House of Fabrics.

14 - NEWSPAPERS: ENTERPRISE-RECORD (e) 28,005 (S) 27,555; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Milton Moore, Adv. Dir., ENTERPRISE-RECORD, 400 E. Park Ave.; PO Box 9, Chico, CA 95927; Tel. (916) 891-1234.
National Representative: Papert Companies.

COLUSA

1 - LOCATION: Colusa County, E&P Map B-3. County Seat. On Sacramento River. 45 mi. NW of Sacramento; 29 mi. W of Marysville.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Delta Freight Line.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 4,075; E&P 88 Est. 4,659
County 80 Cen. 12,792; E&P 88 Est. 14,603

4 - HOUSEHOLDS:
City 80 Cen. 1,528; E&P 88 Est. 1,728
County 80 Cen. 4,690; E&P 88 Est. 5,520

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	5	$15,000,000
Commercial	2	N.A.

6 - PASSENGER AUTOS: County 8,234

7 - ELECTRIC METERS: County 6,850

8 - GAS METERS: County 3,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food (Seasonal) 150-2,000; Cable Equip. 300.
Principal Pay Days-1st & 15th; Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-86; Summer 55-108; Fall 41-84; Winter 40-78.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Market; 3 on Fifth; 2 on Sixth.
Neighborhood Shopping Centers-2 blocks on Fremont St.; Country Plaza, 1/2 mile, 4 units.
Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Worsley's.
Variety Stores-X.S.
Chain Supermarkets-Ranch Market; Shop 'N Save; Chung Sun Grocery; Frank's Market.
Other Chain Stores-Western Auto; Diamond National; Montgomery Ward; Sears (catalog).

14 - NEWSPAPERS: SUN-HERALD (e-mon to fri) 3,200; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Darell Phillips, Pub., SUN-HERALD, 210 Sixth St., Colusa, CA 95932; Tel. (916) 458-2121.
National Representative: None.

CORNING

1 - LOCATION: Tehama County, E&P Map B-3. Residential center, 120 mi. NNW of Sacramento; 187 mi. N of San Francisco; 5 mi. W of Sacramento River. On U.S. Hwy. 99W.

2 - TRANSPORTATION: **Railroad**-Southern Pacific.
Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 4,745; E&P 88 Est. 5,755
County 80 Cen. 39,276; E&P 88 Est. 45,368
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,850; E&P 88 Est. 2,191
County 80 Cen. 14,538; E&P 88 Est. 17,547

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 23,535

7 - ELECTRIC METERS: Residence 1,563

8 - GAS METERS: Residence 1,515

9 - PRINCIPAL INDUSTRIES: Olive Packing; Lumbering; Wood Working.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, medium.

12 - RETAILING: **Principal Shopping Center**-Solano St.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Sundays-Grocery; drug; restaurants.

13 - RETAIL OUTLETS: **Department Stores**-Mari's; The Shoe Tree; R. Barc.
Variety Stores-Sprouse-Reitz; Babb's Variety; Coronet.
Chain Supermarkets-Safeway; Holiday; Nu-way.

14 - NEWSPAPERS: OBSERVER (e-mon to fri) 2,320; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Dorth Foster, Adv. Dir., OBSERVER, 710 Fifth St.; PO Box 558, Corning, CA 96021; Tel. (916) 824-5464.
National Representative: None.

CORONA

1 - LOCATION: Riverside County, E&P Map D-7 (In Riverside-San Bernardino PMSA). Citrus ctr. with allied industries. Mining, agric., dairy and misc. mfg. 50 mi. SE of Los Angeles; 119 mi. N of San Diego. 15 mi. SW of Riverside. Intersection of Freeways 18, 91 & 71; I-15.

2 - TRANSPORTATION: **Railroads**-Santa Fe.
Motor Freight Carriers-75.
Intercity Bus Lines-Greyhound; RTD; Dial-A-Ride.
Airlines-Ontario Intl. Airport 15 mi NW-13 airlines; Riverside Municipal Airport 10 mi NE-Desert Sun Airlines.

3 - POPULATION:
Corp. City 80 Cen. 37,791; E&P 88 Est. 51,709
County 80 Cen. 670,838; E&P 88 Est. 886,065
PMSA 80 Cen. 1,573,202; E&P 88 Est. 2,054,435

4 - HOUSEHOLDS:
City 80 Cen. 11,964; E&P 88 Est. 14,593
County 80 Cen. 243,019; E&P 88 Est. 329,329
PMSA 80 Cen. 551,081; E&P 88 Est. 737,142

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	7	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 481,540

7 - ELECTRIC METERS: Residence 12,836

8 - GAS METERS: Residence 12,875

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Citrus 2,300 ($175); Ceramics 425 ($200); Raw Mined Materials 225 ($200); Mfg. 1,500 ($300); Servs.; Ret. Trade.
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-80; Summer 56-91; Fall 45-73; Winter 40-67.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main St.; 5 blocks on 6th St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Tyler Mall(83)	NA	Broadway, JCPenney, May Co.
Butterfield Stage Sq.(35)	NA	Alpha Beta, Miller's Outpost, Mervyn's
Corona Plaza(13)	NA	Von's Mkt., Art Mart, Thrifty Drug, Aaron Bros.
Corona Mall(70)	NA	Emerson Pauly, Radio Shack
North Mall	NA	Albertson's, Osco Drug, K mart
Town & Country(9)	NA	Alpha Beta

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon.-Fri.

13 - RETAIL OUTLETS: **Department Stores**-K mart; Mervyn's, Miller's Outpost.
Variety Stores-Sprouse-Reitz; McCrory's.
Discount Stores-Builder's Emporium; McCrory's.
Chain Supermarkets-Alpha Beta 3; Von's; Stater Bros. 3; Ranchland; Phil's Courtesy 2; Albertson's.
Other Chain Stores-McMahan's (furn.); Thrifty Drug; Goodyear; Kragen; Mark C. Bloome; Firestone; Goslin Tire; Chief Auto Supply; Winston Delta Tire; Osco Drug.

14 - NEWSPAPERS: INDEPENDENT (e-mon to fri) 5,400; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Kathleen Boyer, Adv. Dir., INDEPENDENT, 823 S. Main St.; PO Box 1029, Corona, CA 91720; Tel. (714) 737-1234.
National Representative: None.

COSTA MESA
See ORANGE COUNTY

DAVIS

1 - LOCATION: Yolo County (In Sacramento MSA). E&P Map B-4. 14 mi. W of Sacramento. On I-80, California 113, near I-15.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Amtrak; Transcontinental.
Intercity Bus Lines-Greyhound; UCD London Bus System.
Airlines-All major airlines at Sacramento Metro Airport (20 mi.).

3 - POPULATION:
Corp. City 80 Cen. 36,640; E&P 88 Est. 44,101
County 80 Cen. 113,601; E&P 88 Est. 130,868
MSA 80 Cen. 1,107,363; E&P 88 Est. 1,355,782

4 - HOUSEHOLDS:
City 80 Cen. 14,041; E&P 88 Est. 17,219
County 80 Cen. 41,304; E&P 88 Est. 49,414
MSA 80 Cen. 416,356; E&P 88 Est. 536,888

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 67,121

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Lucky Ctr.(10)	NA	Lucky Grocery Store
Davis Manor(8)	NA	Albertson's, Grand Auto
G Street Mall(7)	NA	Radio Shack
University Mall(22)	NA	Pay 'N Save, Safeway
Oak Tree Plz.(11)	NA	Long's Drug, Safeway
South Davis(7)	NA	Nugget Mkt.

13 - RETAIL OUTLETS: **Department Stores**-Winger's; Lawrence's; Sears.
Chain Drug Stores-Pay 'N Save; Long's.
Chain Supermarkets-Safeway 2; Albertson's; Lucky; State Mkt. 2; Nugget Mkt.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 9,705; June 30, 1987 VAC.
Local Contact for Advertising and Merchandising Data: Scott Jackson, Natl. Adv. Dir., ENTERPRISE, PO Box 1470, Davis, CA 95616; Tel. (916) 756-0800.
National Representative: U.S. Suburban Press.

EL CAJON

1 - LOCATION: San Diego County (In San Diego MSA), E&P Map E-8. SW corner of state.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Motor Freight Lines-14.
Intercity Bus Lines-San Diego Transit System; Trailways; Greyhound.
Airlines-American; Continental; Delta; PSA; Sun-Aire; United; C&M; Southwest; America West; Republic; Ozark; Imperial; TWA; Pan Am; Eastern; Mexicana.

3 - POPULATION:
Corp. City 80 Cen. 73,892; E&P 88 Est. 94,553
CZ-ABC: (80) 118,599
RTZ-ABC: (80) 185,154
County/MSA 80 Cen. 1,872,741; E&P 88 Est. 2,247,863
City & RTZ-ABC: (80) 303,753

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 28,464; E&P 88 Est. 37,149
County/MSA 80 Cen. 670,094; E&P 88 Est. 824,306
CZ-ABC: (80) 44,110
RTZ-ABC: (80) 69,448
City & RTZ-ABC: (80) 113,558

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	14	N.A.
Savings & Loan	16	N.A.

6 - PASSENGER AUTOS: County 1,273,593

7 - ELECTRIC METERS: 125,983

8 - GAS METERS: [illegible]68

9 - PRINCIPAL INDUSTRIES: Light to medium manufacturing, industrial. 20.8% residents work in El Cajon; 34% in San Diego (aircraft, shipbuilding); balance work in county area; Av. Wkly. Wage $259.

10 - CLIMATE: Av. Annual Temp.-62.4. Mild climate year round.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bostonia(9)	NA	
El Cajon(18)	NA	Von's, Target
El Cajon II(8)	NA	Safeway, Thrifty Drug
Fletcher Hills(42)	NA	Discount Fabrics, Checker Auto
Madison Plaza(10)	NA	Alpha Beta, TG&Y
Parkway Plz.(115)	NA	Sears, Woolworth, May Co.
Town & Country(15)	NA	Von's
Valley Chase	NA	TG&Y
1st & Main	NA	Food Basket, Sav-On
Grossmont(107)	NA	Broadway, Mont. Ward, Food Basket, Bullocks, Buffums
College Grove	NA	Long's, Mervyn's, Safeway, JCPenney
E. Main Plaza	NA	Food Basket, Rexall

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Thur., & Fri. to 9.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Focus; Montgomery Ward; Broadway; Sears; Furniture 2000; May Co.; Bill Gamble's; C&R Clothiers; Wild West; The Gap; Lane Bryant; Marsi's; Bullocks; Buffums; Mervyns; Clothing Clearance Ctr.
Discount Stores-Gemco; K mart; Best Co.; Federated; Home Club; Price Club; Home Depot; Paint Factory.
Variety Stores-TG&Y; Woolworth; Moskatel's; Target.
Chain Drug Stores-Thrifty; Long's; Sav-On; Payless; Knapp; Target.
Chain Supermarkets-Alpha Beta; Safeway; Food Basket; Big Bear; Von's; Boneys; Target; Ralph's.
Other Chain Stores-Auto Accessories: Dorman's, Pep Boys, Firestone, Western Auto, Goodyear, Checker Auto, Chief Auto Parts, Kragen, Car Quest; Jewelry: Koven's, Lawson; Shoes: Kinney, Thom McAn, Gallenkamps; Furniture: McMahan's, Furniture 2000, Jerome's, Family Furniture, La-z-Boy; Home Improvement: Handyman, Dixieline, Builder's Emporium, Boise Cascade; Silo; 7-Eleven; Circle K; AM-PM Mini Mkts.

14 - NEWSPAPERS: CALIFORNIAN (e) 21,649; (S) 22,199; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Arthur Phelps, Natl./Co-op. Adv. Mgr., CALIFORNIAN, 1000 Pioneer Way; PO Drawer 1565, El Cajon, CA 92022; Tel. (619) 442-4404.
National Representatives: U.S. Suburban Press; Papert Companies.

EL CENTRO

1 - LOCATION: Imperial County, E&P Map F-8. 115 mi. E of San Diego, 220 mi. SE of Los Angeles. U.S. Hwy. 86; State Hwys. 78, I-8, 79 & 111; 60 mi. W of Yuma, AZ; 10 mi. N of Mexicali, Baja CA.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; San Diego & Arizona Eastern (freight only).
Motor Freight Carriers-45.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Sunaire (commuter).

3 - POPULATION:
Corp. City 80 Cen. 23,996; E&P 88 Est. 29,652
NDM-ABC: (80) 51,567
County 80 Cen. 92,550; E&P 88 Est. 106,821
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,783; E&P 88 Est. 9,614
County 80 Cen. 20,157; E&P 88 Est. 33,392
NDM-ABC: (80) 15,290

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	3	N.A.
Commercial	6	$259,430,000

6 - PASSENGER AUTOS: County 53,046

7 - ELECTRIC METERS: County 33,927

8 - GAS METERS: County 16,670

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agriculture is principal industry with 365-day growing season. County ranks 4th in dollar volume nationally. Irrigation District 960 ($345); County Employees 840 ($325); Fruit & Veg. Packers 3,000 ($650 to $900); Sugar 450 ($550); Gypsum 185 ($450); U.S. Naval Air Facility. Geothermal Energy (An exceedingly large field is now under development for power generation, fresh water, and potential industrial uses.) Exploration nearby is being con-

ducted by San Diego Gas & Elect., So. Cal. Edison, State Dept. of Resources and a number of major oil companies. Test power plants on-line & under development in various locations. County Geothermal potential 4,000 M.W. The city is experimenting with non-electrical geothermal applications.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-86; Summer 70-115; Fall 57-89; Winter 23-86. First killing frost, Nov. 15, last killing frost, Feb. 2.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Main St. plus 5 shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
El Centro(22)	NA	Sears, Mervyns, Zale's, Miller's Outpost
Valley Plaza(50)	NA	Woolworth, JCPenney, Kinney Shoes

Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Yellow Mart; K mart; Mervyn's; Miller's Outpost; Roberts.
Variety Stores-Woolworth; Six Star.
Chain Drug Stores-Thrifty; Rexall; El Centro 2; Long's.
Chain Supermarkets-Vons; Cook's 2.
Other Chain Stores-Town Shop; Payless Shoes; McMahan; Firestone; Imperial 3; Goodyear; Checker Auto; Valley Auto Supply; Winston's; Brooks; Henry's; George's; Smith's; S&H Green Stamps; Radio Shack 2; Chief Auto; Zale's; Kids Mart; Clothesline; Kay Bee Toys; Rent To Own.

14 - NEWSPAPERS: IMPERIAL VALLEY PRESS (e) 11,786; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: John Yanni, Adv. Dir., IMPERIAL VALLEY PRESS, 205 N. 8th St.; PO Box 2770, El Centro, CA 92244; Tel. (619) 352-2211.
National Representative: Branham/Newspaper Sales.

ESCONDIDO

1 - LOCATION: San Diego County (In San Diego MSA). E&P Map E-8. Commercial, Fin., light indust., high tech, agric. and dairy ctr. SW part of state. 110 mi. SE of Los Angeles; 30 mi. N of San Diego. Junction of U.S. I-15 and State Hwy. 78.

2 - TRANSPORTATION: Railroads-AT & Santa Fe.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Palomar-Oceanside; San Diego-Escondido and North County Transit.
Airlines-29 mi. to San Diego Intl. Airport.

3 - POPULATION:
Corp. City 80 Cen. 64,355; E&P 88 Est. 90,687
CZ-ABC: (80) 104,190
RTZ-ABC: (80) 138,175
County/MSA 80 Cen. 1,872,741; E&P 88 Est. 2,247,863
City & RTZ-ABC: (80) 242,365
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 24,501; E&P 88 Est. 37,231
County/MSA 80 Cen. 670,094; E&P 88 Est. 824,306
CZ-ABC: (80) 38,559
RTZ-ABC: (80) 48,825
City & RTZ-ABC: (80) 87,384

5 - BANKS	NUMBER	EST. DEP.
Commercial	79	N.A.
Savings & Loan	67	N.A.

6 - PASSENGER AUTOS: County 1,273,593

7 - ELECTRIC METERS: Residence 34,206

8 - GAS METERS: Residence 22,926

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aircraft Tools 250; Bldg. Materials Mfg. 200; Clothing Mfg. 360; Electronics 3,951; Fab. 133; Food Proc. 242; Golf Equip. 350; Machine Prods. 185; Medical & Dental Supplies 717; Plating 206; Radio/TV Mfg. 1,005; Marine Prods. Res. 115; Misc. 282. Total 133 Industrial Plants.
Principal Industrial Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-71; Summer 52-88; Fall 46-76; Winter 38-68.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-12 blocks on Grand Ave.; 6 on Second Ave.; 14 on E. Valley Pkwy.; 8 on W. Valley Pkwy.; 15 on Escondido Blvd.; 4 on Broadway; 2 on laterals leading into above streets; 16 on Valley Pkwy.; North County Fair, 83 acres, on I-15 and Via Rancho Pkwy., 190 stores and restaurants.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ardan	NA	Ardan
Escondido(12)	NA	Thrifty Drug, Alpha Beta
Escondido Sq.	NA	Thrifty Drug, Food Basket
Escondido Mall(75)	NA	Sears, Walker-Scott, Fedco
Felicita Plaza(26)	NA	Safeway
Felicita Vlg (40)	NA	Safeway
Midtown Plaza(16)	NA	Mont. Ward, Ross, Newberry
Town & Country	NA	Safeway, Long's Drugs
Trafalgar Sq.(15)	NA	Century 21, Cal Stores
Valley Plaza(20)	NA	
The Vineyard(65)	NA	Sam Goody's, Acapulco
Washington Sq.(14)	NA	
Del Norte		Vons, Osco, Newberrys
Ferrara Plz.	NA	Safeway, Osco
Plaza Las Palmas	NA	Federated, Marshall's
Escondido Promenade	NA	Mervyn's, Target

Principal Shopping Days-Sun., Fri., Sat.
Stores Open Evenings-Major stores-every week night.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Walker Scott; K mart; Montgomery Ward; Gemco; May Co.; Nordstrom; Robinson's; Mervyn's; Target; Fedco; Broadway.
Variety Stores-Ardan; Newberry's.
Discount Stores-Pic 'N Save.
Chain Drug Stores-Thrifty; Osco; Long's.
Chain Supermarkets-Safeway 3; 7-Eleven 4; Food Basket; Von's 2; Alpha Beta; Lavicio's 2; Albertson's; Ralph's; Fedco; AM/PM Mini Market; Big Bear.
Other Chain Stores-McMahan's Furn.; Fashion Conspiracy; Shoes: Kinney, Steicher's, Koby, Payless 4, Thom McAn, Famous Footwear, Florsheim, Leed, Naturalizer, Stride Rite; Fabrics: House of Fabrics, Golden State, Embassy, Singer; Hickory Farms of Ohio 2; Builder's Emporium; Goodrich Surplus; Motherhood Maternity; C&R Clothiers; Appliance TV City; Lawson's; Thearle's Music; Ortho Mattress; Radio Shack 3; Shelli's; Colortile; General Nutrition; Checker Auto; Moskatels; Miller's Outpost 2; Sprouse-Reitz; Dorman's The Bedroom; Orange Julius; Woolworth; Home & Garden; Ross For Less; Jewelers: LeRoy's, Jessop's, Zale's, Larson; Paint: Frazee's, Standard Brands, Sinclair; Lumber: Pine Tree, Dixieline; Escondido Lumber; Tires: Firestone, Winston, Trainer, L & M Goodyear; Jacobson's; Marshall's; Charlotte Russe; Contempo Casuals; Lane Bryant; Lanz of California; Cal Stores; Lerners; Victoria's Secret; The Gap; Jeans West; Harris & Frank; Clothestime; Diamond Designs; Siavicks; Big 5; Oshman's; Tandy Leather; Wherehouse; Mad Jack's; Sam Goody's 2; Crown Books; Aaron Bros.; Federated Group.

14 - NEWSPAPERS: TIMES-ADVOCATE (e) 42,328; (S) 44,108; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Marsee, Natl. Adv. Dir., TIMES-ADVOCATE, 207 E. Pennsylvania Ave., Escondido, CA 92025; Tel. (619) 745-6611.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

EUREKA

1 - LOCATION: Humboldt County, E&P Map A-2, County Seat. On E side of Humboldt Bay, 284 mi. N of San Francisco. Redwood Hwy. U.S. 101; Fortuna-Redbluff Hwy.; Hwy. 299; Hwy. 36 Redding. Lumber, tourism, commercial fishing, dairy, agriculture, Humboldt State University, College of the Redwoods.

2 - TRANSPORTATION: Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Eureka Transit.
Airlines-United; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 24,153; E&P 88 Est. 25,704
CZ-ABC: (80) 42,373
RTZ-ABC: (80) 84,369
County 80 Cen. 108,016; E&P 88 Est. 115,048
City & RTZ-ABC: (80) 126,742
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,121; E&P 88 Est. 10,821
County 80 Cen. 41,383; E&P 88 Est. 46,598
CZ-ABC: (80) 16,835
RTZ-ABC: (80) 31,521
City & RTZ-ABC: (80) 48,356

5 - BANKS	NUMBER	EST. DEP.
Comm. & Sav.	22	$275,000,000
Savings & Loan	4	$35,000,000

6 - PASSENGER AUTOS: County 60,457

7 - ELECTRIC METERS: Residence 37,480

8 - GAS METERS: Residence 25,421

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber 5,550 ($400); Commercial Fishing 1,775 ($230); Constr. 1,150 ($600); Mfg. 3,525 ($400).
Principal Pay Days-Fri.; Lumber & Mfg.-10th & 25th; Dairy-15th; Constr.-Mon.; Commercial Fishing-Wed.; County-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-56; Summer 51-61; Fall 48-60; Winter 42-54.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on 5th; 5 blocks on 4th; 4 blocks on F; 3 blocks on 3rd and 4 blocks on 2nd.
Neighborhood Shopping Center-6 blocks at Henderson and F Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Henderson	2	Schafer's Hdwe., Food Mart
Myrtle Towne	2	Coast-to-Coast, Myrtletown Pharmacy
Broadway	1	Eureka Mkt., Pay 'N Pak
The Mall	2	Sears, Payless Drug, Safeway, S.H. Kress
Burre Center	1	Long's Drug
McKinleyville	15	Food Mart, Safeway, Sprouse-Reitz
Uniontown	7	Value Giant, Safeway
Valley West	13	Sprouse-Reitz, Thrifty Drugs, Beno's, Sentry Mkt.
Redwood Village	15	Safeway, Thrifty Drug, Beno's, Sprouse-Reitz
Bayshore Mall	NA	JCPenney, Mervyn's
Mall 101	2	Payless, Beno's, Mark & Save

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Dept.-Fri.; Food-nightly.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; White House; Bistrin's; Sears; Daly's; Beno's; K mart.
Variety Stores-S.H. Kress; Woolworth; Jones; Sprouse-Reitz; Shafer's; Ace Hardware.
Discount Stores-Pay 'N Pak.
Chain Drug Stores-Rexall; Long's; Red Cross 2; Ritchie Wood Rx 3; Pay Less; Thrifty.
Chain Supermarkets-Safeway 6; Food Mart 3; Murphy's Markets 2; Eureka Mkt.; Sentry Mkt.; Mark & Save.
Other Chain Stores-Firestone; W.P. Fuller (paint); Sherwin-Williams; Jenkel & Davidson (optical); Singer Co.; Mode O'Day; Weisfield's (jewelry and home appl.); Kinney Shoes; McMahan's Furn.; S&H Green Stamps; Coast-to-Coast; Karl's Shoes; Leeds Shoes.

14 - NEWSPAPERS: TIMES-STANDARD (e) 21,128; (S) 22,998; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Judi Pollace, Adv. Sales Mgr., TIMES-STANDARD, PO Box 3580, Eureka, CA 95501; Tel. (707) 442-1711.
National Representative: Papert Companies.

FAIRFIELD-SUISUN

1 - LOCATION: Solano County, E&P Map B-4 (In Vallejo-Fairfield-Napa PMSA). County Seat. Agric., industry & Travis AFB. 47 mi. NE of San Francisco; 50 mi. SW of Sacramento; U.S. Hwys. 80, 680; State Hwy. 12.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Vaca Valley.

3 - POPULATION:
Corp. Cities 80 Cen. 69,186; E&P 88 Est. 91,230
Fairfield 80 Cen. 58,099; E&P 88 Est. 71,716
Suisun 80 Cen. 11,087; E&P 88 Est. 19,514
County 80 Cen. 238,084; E&P 88 Est. 285,867
PMSA 80 Cen. 337,592; E&P 88 Est. 398,499

4 - HOUSEHOLDS:
Cities 80 Cen. 21,840; E&P 88 Est. 29,718
Fairfield 80 Cen. 18,406; E&P 88 Est. 23,309
Suisun 80 Cen. 3,434; E&P 88 Est. 6,409
County 80 Cen. 80,426; E&P 88 Est. 99,539
PMSA 80 Cen. 117,050; E&P 88 Est. 142,046

5 - BANKS	NUMBER	DEPOSITS
Commercial	14	N.A.
Savings & Loan	8	$53,000,000

6 - PASSENGER AUTOS: County 159,436

7 - ELECTRIC METERS: Residence 22,486

8 - GAS METERS: Residence 23,621

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-County 515 ($195); Air Force Base 311 ($333); Explosives 135; Agric. 500; Misc. Industry 300; Beer 630; Metal Cans 259; Plastic Bottles 584; Indust. Pumps 260; Food & Dairy 175; Prefab. Homes 50; Explosive Division 200.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Summer high-86; Winter low-36.

11 - TAP WATER: Moderately hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on W Texas and 14 blocks on N Texas; K mart Shpg. Ctr.; Raley Shpg. Ctr. on Holiday Lane and Travis Blvd.; Mission Vlg., N Texas; Solano Mall.
Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores Open Evenings-Nightly exc. Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Mervyn's; Emporium-Capwells; Sears; Macy's.
Discount Stores-Warehouse; K mart; Food and Hardware; Ardans; Builder's Emporium.
Chain Drug Stores-Longs; Thrifty; Raley; Walgreens.
Chain Supermarkets-Safeway; Lucky 2; Campos Food Fair; Raley; Albertson's.
Other Chain Stores-Gensler-Lee; Goodyear; Diamond National; Grossman's; Wicke's Lbr.; Radio Shack; Grand Auto; Firestone; Warehouse Records; Kragan Auto; Smith's; Miller's Outpost; Zale's; Granat Bros.; Samuels; The Gap; Richman Bros.; Gingiss Formalwear; Jumping Jack Shoes; Kinney Shoes; Huston's Florsheim.

14 - NEWSPAPERS: REPUBLIC (m) 18,500; (S) 21,570; Sept. 30, 1987 Sworn.
Local Contact for Advertising and Merchandising Data: Larry Womack, Adv. Mgr., REPUBLIC, 1250 Texas St.; PO Box 47, Fairfield, CA 94533; Tel. (707) 425-4646.
National Representative: Papert Companies.

FONTANA

1 - LOCATION: San Bernardino County (In Riverside-San Bernardino PMSA). E&P Map E-7. Steel production ctr. 8 mi. W of San Bernardino; 13 mi. E of Ontario; 45 mi. E of Los Angeles. On U.S. Hwys. 10, 66, 99 & 70; State Hwy. 26.

2 - TRANSPORTATION: Railroads-AT&SF; Pacific Electric; Southern Pacific; Union Pacific.
Motor Freight Carriers-15.
Intercity Bus Lines-Southern California Rapid Transit District; Omnitrans.

3 - POPULATION:
Corp. City 80 Cen. 39,582; E&P 88 Est. 56,514
County 80 Cen. 902,364; E&P 88 Est. 1,168,370
PMSA 80 Cen. 1,573,202; E&P 88 Est. 2,054,435
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,388; E&P 88 Est. 18,402
County 80 Cen. 308,062; E&P 88 Est. 407,813
PMSA 80 Cen. 551,081; E&P 88 Est. 737,142

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$80,000,000
Commercial	4	$90,000,000

6 - PASSENGER AUTOS: County 606,962

7 - ELECTRIC METERS: Residence 9,100

8 - GAS METERS: Residence 9,911

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 14,000; Agric. 250; Constr. 1,200; Trans., Commun. & Util. 1,000; Whol. & Ret. 2,500; Fin., Ins. & R.E. 500; Servs. & Hospitals 1,040; Misc. 400.

10 - CLIMATE: Av. Temp.-Spring 60; Summer 75; Fall 67; Winter 52. First killing frost, Nov. 23; last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, med. hardness.

12 - RETAILING: Principal Shopping Districts-Sierra, 6 blocks N from Merrill; Arrow, 4 blocks W from Sierra; Foothill, 8 blocks E and W from Sierra; Sierra & Valley Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Inland Ctr.(78)	9	Sears, May Co., Broadway
Central City Mall(100)	9	Mont. Ward, JCPenney, Harris Co.
Tyler Mall(85)	15	Sears, May Co., JCPenney (catalog)

Fontana Plz.	1	Lucky's, Sav-On, Osco, Miller's Outpost

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Mervyn's; McCrory's.
Discount Stores-Pic 'N Save; K mart.
Variety Stores-Rexall; Finley 2.
Chain Drug Stores-Thrifty 2; Rexall; Finley 2; Sav-On; Osco.
Chain Supermarkets-Stater Bros. 3; Alpha Beta; Lucky 2.
Other Chain Stores-Goodyear; McMahan's Furn.; Chief Auto; Radio Shack; Thom McAn; Goodman Jewelers; Miller's Outpost; Kragen Auto; Trak Auto; National Lumber; Pep Boys; Big A Auto.

14 - NEWSPAPERS: HERALD-NEWS (e) 3,220; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Donna S. Beveridge, Pub., HERALD-NEWS, 16920 Spring St., Fontana, CA 92335; Tel. (714) 822-2231.
National Representative: None.

FREMONT-NEWARK

1 - LOCATION: Alameda County (In Oakland PMSA). E&P Map B-5. Manufacturing, agricultural, residential. In San Francisco Bay area, 25 mi. S of Oakland; 15 mi. N of San Jose.

2 - TRANSPORTATION: Railroads-Southern Pacific; Union Pacific.
Motor Freight Carriers-50 common carriers; over 250 radial carriers.
Intercity Bus Lines-Greyhound; Peerless; Bay Area Rapid Transit Terminal.
Nearby Airports-Metropolitan Oakland Intl. (22 mi.); San Jose Municipal (16 mi.); San Francisco Intl. (35 mi.); Hayward (12 mi.); Fremont; Sky Sailing.

3 - POPULATION:
Corp. Cities 80 Cen. 164,071; E&P 88 Est. 198,364
Fremont 80 Cen. 131,945; E&P 88 Est. 159,273
Newark 80 Cen. 32,126; E&P 88 Est. 39,091
County 80 Cen. 1,104,759; E&P 88 Est. 1,273,301
PMSA 80 Cen. 1,765,899; E&P 88 Est. 2,062,500
Cities of Pub.-ABC: (80) 164,071
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 53,341; E&P 88 Est. 66,456
Fremont 80 Cen. 44,125; E&P 88 Est. 54,938
Newark 80 Cen. 9,216; E&P 88 Est. 11,518
County 80 Cen. 426,092; E&P 88 Est. 507,095
PMSA 80 Cen. 667,626; E&P 88 Est. 811,438
Cities of Pub.-ABC: (80) 53,341

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	13	N.A.
Commercial	15	N.A.

6 - PASSENGER AUTOS: County 693,541

7 - ELECTRIC METERS: 59,668

8 - GAS METERS: 52,608

9 - PRINCIPAL INDUSTRIES: Fremont-Food Distribution 400; Salt Mfg. 435; Misc. Mfg. 1,025; Electronic Equip. 1,400; Gas and Electric Meters; Car Mfg. 2,500; Toy Mfg. 350.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-67; Summer 54-75; Fall 49-73; Winter 38-58.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brookvale Ctr.(24)	NA	Long's Drug, Lucky, Safeway, Liquor Barn
Cabrillo Pk.(13)	NA	Kragen Auto
Center Sq.(11)	NA	Specialty Shops
Crossroads(11)	NA	Fry's
Paseo Padre(10)	NA	Fry's Foods
Franciscan Ctr.(12)	NA	Ace Hardware
Fremont Plaza(21)	NA	Payless, Nob Hill, Thrifty
Fremont Fashion Center(34)	NA	
Fremont Hub(96)	NA	Mont. Ward, Safeway, Long's, Ross, Home Express
Glenmoor Ctr.(47)	NA	Fremont Markets
Meadow Sq.(13)	NA	Fry's Foods
Mission Ranch Center(11)	NA	Specialty Shops
Mission Valley(6)	NA	Lucky Mkt.
Monument(9)	NA	Lucky Mkt.
Mowry Plz.	NA	Service Mdse.
Century Plaza(16)	NA	Specialty Shops
Sundale Ctr.(13)	NA	Lucky
Town Fair Ctr.	NA	Specialty Shops
Tri-City Ctr.(28)	NA	Tri-City Sporting Goods
Rosemont Sq.(13)	NA	Lucky, Pay Less, Grand Auto
Lido Faire(30)	NA	Thrifty, Safeway
Newark Sq.(12)	NA	Specialty Shops
K mart Ctr.(7)	NA	K mart, Alpha Beta
New Park Mall(130)	NA	Sears, Macy's, Emporium, Mervyn's
Villa Food Ctr.	NA	Sarco, Specialty Shops
Mowry East(3)	NA	Cost Plus, NY Fabrics, Aaron Brothers Art Mart
Sunset Village	NA	Spacialty stores
Walnut Plaza	NA	Alpha Beta
Mowry East	NA	Orchard Supply, Target
Mowry/Highway 17	NA	Pay'n'Pak, Marshall's, Western Appliance
Rickmart Center	NA	Auto Supply
Safeway Center	NA	Super Safeway
Irvington Square	NA	Allied Auto
Duffle Plaza	NA	McDuff's, Food 4 Less
New Park Plz.	NA	T.J. Maxx, Herman's, Toys R Us

Stores Open Evenings-Shopping centers, Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-Capwell's; Sears; Montgomery Ward; Mervyn's; Macy's.
Variety Stores-Woolworth.
Discount Stores-K mart; Home Express; Costco; Home Depot; Target.
Chain Drug Stores-Long's 2; Pay Less 2; Thrifty 3; Drug Barn.
Chain Supermarkets-Alpha Beta 4; Fremont Market; Lucky 4; Safeway 4; Fry's 4; Nob Hill; Food 4 Less.
Other Chain Stores-Clothing: Ross, Grutman's, Goldman's, Jay-Vee, Hartfield's, Frederick's, Foxmoor, Topps 'N Trousers, Picadilly, Casual Corner, Miller's Outpost, Clothes Barn, Contempo. T.J. Maxx, Richman's; Jewelry: Crescent, Milen's, Davidson & Licht, Alerin, J. Herbert Hall, Gordon's, Alexa, Weisfield's; Tire & Auto: Goodyear, Firestone, Gerard, Grand Auto, Kragen Auto, Winston Tires, Wholesale Distributors; Shoes: Kinney, Kushin's, Allen's, Hardy; Home Furnishings: Connolly's, Abbey Carpet, M&M Carpets, Brueners, Carpeteria, Conklin Bros.; Misc.: Orchard Supply, Four Star Bldg. Materials, Brennan's Magnavox, Big "5", Sporting Goods, House of Fabrics, Fabric Lane; Hermans Sports, Sofabed Warehouse; Toys R Us, McDuffs, Target.

14 - NEWSPAPERS: THE ARGUS (m) 26,201; (S) 27,838; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Steve Stevens, Adv. Mgr., THE ARGUS, 37427 Centralmont Pl., Fremont, CA 94536; Tel. (415) 794-0111.
National Representatives: Long & Associates; Landon Associates.

FRESNO

1 - LOCATION: Fresno County (MSA). E&P Map C-5, County Seat. Agricultural, industrial, financial, retail and wholesale center. Internal Revenue regional processing center. 189 mi. from San Francisco; 221 mi. from Los Angeles. On U.S. Hwy. 99.

2 - TRANSPORTATION: Railroads-Southern Pacific; Sante Fe; Amtrak.
Motor Freight Carriers-31 interstate, 75 intrastate carriers with local terminals. Also 26 freight forwarders servicing the Fresno area.
Intercity Bus Lines-Pac Greyhound; Continental Trailways.
Airlines-United; Pacific Southwest; Pacific Coast; West Air; Sky West; United Express; Mid Pacific Air.

3 - POPULATION:
Corp. City 80 Cen. 242,392; E&F 88 Est. 306,326
NDM-ABC: (80) 514,621
County/MSA 80 Cen. 517,062; E&P 88 Est. 604,560
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 81,996; E&P 88 Est. 118,506
County/MSA 80 Cen. 178,624; E&P 88 Est. 216,157
NDM-ABC: (80) 178,506

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	18	N.A.
Commercial	23	N.A.

6 - PASSENGER AUTOS: County 281,966

7 - ELECTRIC METERS: County 241,083

8 - GAS METERS: County 158,858

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-All Mfg. 22,600; Nondurable Goods 12,400, Durables 10,200; Trans. & Public Util. 10,400; Fin., Ins. & R.E. 13,600; Gov't 42,600; Ret. Trade 37,400; Whol. Trade 12,500; Servs. 45,000; Agric., Forestry & Fisheries 59,100; Constr. 11,200.
Principal Pay Days-Thur., Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Oct. 51-79; Jan. 37-54; Apr. 48-74; July 65-99. First killing frost, Dec. 24; last killing frost, Apr. 7.

11 - TAP WATER: Med. hard; not fluoridated.

12 - RETAILING: Principal Shopping Areas-North Blackstone from Shields to Alluvial; Shaw Ave. from Hwy. 99 to Sanora; Shaw Ave. from Valentine to West; Shaw Ave. from Hwy. 41 to North First; Downtown Clovis; Downtown Fresno (Fulton Mall), Olive Ave. from Fruit to Van Ness (Tower District); Ventura/Kings Canyon from Fifth Ave. to Willow; Kings Canyon and Clovis Ave. (Sunnyside District); Butler and Chestnut.
Neighborhood Shopping Centers-Ashlan Park; Barnyard; Blackstone Plaza; Bonanza; Bullard Fair; Bullard Plaza; Bullard West; Chestnut; College Square; Country Plaza; Country Squire; Crossroads; Dry Creek; Farmers Market; Gettysburg Plaza; Manchester Mall; Midtown Plaza; Mission Village; Pepper Tree Village; Piccadilly; Princeton Square; Rodeo Plaza; Saddleback Village; Shaw Villa; Tarpey Village; Times Square; Wild West Village.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fashion Fair(114)	5	Weinstock's, JCPenney, Macy's, Gottschalk's
Fig Garden(56)	7	Gottschalk's, Foodworld
Northgate(19)	8	K mart, Pic 'N' Save
Manchester Center(115)	4	Gottschalk's, Long's Drugs, Sears, Home Express
Eastgate(29)	5	K mart, Thrifty Drugs, Mayfair Market
Sunnyside Plaza	6	Payless, Safeway
Sunnyside Country Club	6	Von's
Cedar Tree Plaza	8	Ollenbergers, Long's Drugs, Save Mart
Fresno Shaw Plaza	5	Cost-Plus Imports
Clovis Town Ctr.	9	Von's, Newberry, Miller's Outpost, Federated

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-Gottschalk's 4; JCPenney 2; Montgomery Ward; Sears; Ollenberger's 4; Weinstock's; Macy's.
Discount Stores-K mart 3; Mervyn's; Ardan's; Best; Consumers; Home Club; Home Express.
Variety Stores-Woolworth 2; Newberry 2; Sprouse-Reitz.
Chain Drug Stores-Long's 8; Thrifty 6; Payless 5; Drug Fair; Family Phcy. 2; Von's 6.
Chain Supermarkets-Safeway 4; Continental; Country Boy; Save Mart 12; Foodland 8; Hanoian's; Young's 2; Bad Boy; Gong's 2; Prairie Market 2; Von's 6; Pak 'n Save; IGA 4; Costco.
Other Chain Stores-Apparel: Lerner Shops, Rodder's-Goldring 2, Berkeley's 2, Flagg Bros., Topps & Trousers, Coffees 2, Walter Smith, Hodge & Son 2, Trend O'Fashion, Tall Fashions, Miller's Outpost 5; Shoes: Asher Bros. 2, Gallenkamp's 4, Kinney 3, Karl's, Burt's, Leeds, Koby's 3, Queen's, Red Cross, S&K Allen's, C.H. Baker, Jarman's, Kushin; Automotive: Firestone, Goodrich, Lucky, Pep Boys 3, Goodyear, Kragen's 5, Grand Auto 4, Chief 6; Furniture: R.B. Furn., McMahan's 3, Levitz, Breuner's, Sofa Factory 2, Copenhagen; Yardage: House of Fabrics, Fashion Fabrics, Fabrics West; Candy: See's 3; Hardware: Fresno Ag, Grossman's, Orchard Supply 2, Lumberjack 2; Agriculture: Food Mach. & Chem., Quinn Co., Homelite, Grange.

14 - NEWSPAPERS: BEE (m) 143,948; (S) 171,312; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Vahe Simonian, Natl. Adv. Mgr., BEE, 1626 E. St., Fresno, CA 93786; Tel. (209) 441-6176.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

GILROY

1 - LOCATION: Santa Clara County (San Jose PMSA), E&P Map B-5. In extreme S area of county (Gilroy, Morgan Hill, and San Martin). 28 mi. from San Jose. 45 min. from Silicon Valley.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound; Santa Clara County Transit.
Airlines-American Airlines; Continental; Alaska Air; American Eagle; American West; Delta; Sky West; TWA; United; United Express; US Air. (Airport 30 mi. north)

3 - POPULATION:
Corp. City 80 Cen. 21,641; E&P 88 Est. 29,589
CZ-ABC:(80)21,641
RTZ-ABC: (80) 31,019
County/PMSA 80 Cen. 1,299,040; E&P 88 Est. 1,509,423
City & RTZ-ABC: (80) 52,660

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,218; E&P 88 Est. 9,933
County/PMSA 80 Cen. 458,519; E&P 88 Est. 55[illegible],367
CZ-ABC: (80) 6,839
RTZ-ABC: (80) 9,153
City & RTZ-ABC: (80) 15,992

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 905,958

7 - ELECTRIC METERS: 26,500 in Gilroy, Morgan Hill & San Martin

8 - GAS METERS: 18,300 in Gilroy, Morgan Hill & San Martin

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food Proc. 3,300; Mfg. 3,500; Ret. 3,300; Serv. 3,400; Whol. 1,600; Fin., Ins. & R.E. 1,900.
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-69; Summer 56-82; Fall 51-74; Winter 41-58.

11 - TAP WATER: HArd, low chlorine, low alkaline.

12 - RETAILING: Principal Shopping Centers-Downtown [illegible] South Valley Shpg. Ctr. Tennant Station (Morgan Hill); Vineyard Center (Morgan Hill).
Neighborhood Shopping Centers-Town Plz.; Gilroy Plz.; Westwood; Hecker Pass; Downtown Morgan Hill; Nob Hill Ctr.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Fords; Sears.
Discount Stores-K mart.
Variety Stores-Newberry; Sprouse-Reitz; Six Star Factory Outlet.
Chain Drug Stores-Long's; Bill's; Payless; Thrifty.
Chain Supermarkets-Alpha Beta; Luckys; Nob Hill; Safeway; Food Villa; 7-Eleven.
Other Chain Stores-Kinney Shoes; Shoe Stop; Firestone; Winston Tires; Dick Bruhns; Goodyear; Kragens; McMahan's; Western Auto; Orchard Supply Hardware; Santa Cruz Lumber; Scarborough Lumber.

14 - NEWSPAPERS: THE DISPATCH (e-mon to fri) 7,524; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Gayle Mondo, Adv. Dir., THE DISPATCH, 6400 Monterey; P.O. Box 22365, Gilroy, CA 95021; Tel. (408) 842-6411.
National Representative: Papert Companies.

GLENDALE

1 - LOCATION: Los Angeles County, E&P Map D-7 (In Los Angeles-Long Beach PMSA). Approx. 7 mi. N of the city of Los Angeles. Situated in the SE part of the San Fernando Valley. Comprises an area of 30.5 sq. mi.

2 - TRANSPORTATION: Railroads-Southern Pacific; Amtrak.
Motor Freight Carriers-15.
Intercity Bus Lines-Continental; Greyhound; Tanner Grey Lines; RTD.
Airlines-Air West; Air California; Continental; Hollywood-Burbank; Delta; Western; United; Alaska. Plus 11 major airlines into L.A. Intl. Airport.

3 - POPULATION:
Corp. City 80 Cen. 139,060; E&P 88 Est. 158,468
County/PMSA 80 Cen. 7,492,023; E&P 88 Est. 8,377,161
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 59,926; E&P 88 Est. 69,850
County/PMSA 80 Cen. 2,730,674; E&P 88 Est. 3,070,433

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	21	$567,676,000
Savings & Loan	24	$2,033,335,000

6 - PASSENGER AUTOS: County 4,586,509

7 - ELECTRIC METERS: Residence 68,886

8 - GAS METERS: 54,486

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners-Agric., Forestry & Fisheries 200, Constr. 5,200; Food Prods. 2,100; Fab. Metals 3,300; Elect. Mach. 1,700; Equip. 1,350; Instruments 2,600; Other Mfg. 14,900; Trans., Commun. and Util. 1,900; Whol. and Ret. Trade 17,200; Fin., Ins. and R.E. 3,300; Service 14,200; Gov't 5,600.
Principal Pay Days-Fri., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-98; Summer 52-105; Fall 37-107; Winter 38-88. Av. rainfall-17.5 in.

11 - TAP WATER: Neutral medium hard. Metro water 152 parts per million; 8.82 grains per gal.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Brand; 5 blocks on Broadway; 6 blocks on Central; 2 blocks on Wilson; 4 blocks on Colorado & Broadway. Glen. Galleria 34.7 acres.
Neighborhood Shopping Centers-8 blocks on Glendale Ave.; Adams Sq. Area; 3 blocks on N Pacific from Glenoaks N; Kenneth Rd. & Grandview; Chevy Chase & Verdugo; Cracker Barrel Shopping Center, 1200 S Glendale Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Montrose	4	Hale's, Safeway
Chaseway	2	Alpha Beta
Eagle Rock	2	May Co., Mont. Ward
Glen. Galleria(238)	NA	Broadway, JCPenney, Mervyn's, Nordstrom's, Buffum's
Glendale Fashion	NA	J.W. Robinson's
Glendale Plaza	NA	Thrifty Drug

Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Dept. 6 nights. Food Every night. Others Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Robinson's; May Co.; Montgomery Ward; Broadway; Buffum's; Nordstrom's; Mervyn's.
Discount Stores-Lucky; Value Center; K mart.
Variety Stores-Woolworth; S.H. Kress.
Chain Drug Stores-Thrifty 2; Osco/Sav-On.
Chain Supermarkets-Safeway 6; Albertson's 3; Ralph's 2; Jim & Gil's; Von's 2; Alpha Beta; Lucky 2; Hughes 2; Phil's.
Other Chain Stores-Auto Supply: Firestone, Goodyear, General, Pep Boys; Paint: Dunn-Edwards, Fuller Paints, General Paints, Pittsburgh Paints, Sherwin-Williams; Candy: Curries, See's; Men's and Women's Clothing: Judy's, Baxter Bros., Bruno's, Eagleson's, C&R Clothiers, Miller's Outpost, Clothes for Eve, Joseph Magnin, The Gap, Harris & Frank, Hartfields, Modern Women, Zeeman's; Furniture: Barker Bros., Levitz, Riviera Convertible Sofas, RB, Maple Shops, McMahan's; Jewelers: Brand, J. Herbert Hall, Zale's, Slavick's; Misc.: Hickory Farms, Singer Co.; Shoes: C.H. Baker, Bernett's, Karl's, Leed's, Thom McAn, Roe, Mandel's, Ryan, Buster Brown, Draper's, Wetherby Kayser, Waltah Clark, J. Magnin, Payless; Fayva.

14 - NEWSPAPERS: NEWS-PRESS (e) 7,785; Sept. 30, 1987 VAC.
Local Contact for Advertising and Merchandising Data: Anthony A. Aliegretti, Pub., NEWS-PRESS, 111 N. Isabel; PO Box 991, Glendale, CA 91209; Tel. (818) 241-4141.
National Representative: Landon Associates; U.S. Suburban Press.

GRASS VALLEY

1 - LOCATION: Nevada County, E&P Map C-4. Ranching, recreation, historic gold area. E central part of state, Sierra Nevada foothills. 60 mi. N of Sacramento; 37 mi. E of Marysville. At junction of State Hwys. 20, 49; about 12 mi. N of I-80.

2 - TRANSPORTATION: **Airlines**-Nevada County Airpark.
Motor Freight Carriers-6.
Intercity Bus Lines-Gold County Stage; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,697; E&P 88 Est. 10,153
NDM-ABC: (80) 45,949
County 80 Cen. 52,604; E&P 88 Est. 77,052

4 - HOUSEHOLDS:
City 80 Cen. 3,037; E&P 88 Est. 4,329
NDM-ABC: (80) 17,930
County 80 Cen. 20,350; E&P 88 Est. 29,693

5 - BANKS	NUMBER	EST. DEP.
Savings	12	N.A.
Savings & Loan	8	N.A.
Commercial	11	N.A.

6 - PASSENGER AUTOS: County 45,454

7 - ELECTRIC METERS: Residence 14,841

8 - GAS METERS: Residence 3,800

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners-Lumbering 500; Agric. 1,200; Mfg. 1,000; Mining 100; Util. 400; Constr. 300; Electronic Mfg. 700. Ret. Trade; Services; Gov't.
Principal Pay Days-Mon.; 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-61; Summer 39-95; Fall 27-70; Winter 11-54. First killing frost, Oct. 16; last killing frost, Apr. 15.

11 - TAP WATER: Not fluoridated; chlorinated.

12 - RETAILING: **Principal Shopping Centers**-Main & Mill Sts.; Neal St.; Spring Hill; Colfax Ave.; Broad St.; Zion St.; Nevada City; Glenbrook; Gold Country Ctr.; Brunswick Plz.; Grass Valley Shpg. Ctr.
Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Sundays-Some.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Alpha; K mart.
Variety Stores-Sprouse-Reitz; Cornet; Ben Franklin.
Chain Supermarkets-Safeway 2; 1 Stop Super Market; SPD Mkt. 2; Lucky.
Chain Drug Stores-DeMartini Rexall; Thrifty Drug; Longs.
Other Chain Stores-Fashion Crossroads; Pacific Dollar; Firestone 2; Goodyear.

14 - NEWSPAPERS: UNION (e) 14,808; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Bob Lintner, Adv. Dir., UNION, 11464 Sutton Way; PO Box 1035, Grass Valley, CA 95945; Tel. (916) 273-9561.
National Representative: None.

HANFORD

1 - LOCATION: Kings County, E&P Map C-6. County Seat. Midway between Los Angeles & San Francisco (in the center of the San Joaquin Valley).

2 - TRANSPORTATION: **Railroads**-Santa Fe; Southern Pacific; Amtrak.
Airlines-United; Western; USAir. (FAT & Visalia Airport).
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Orange Belt.

3 - POPULATION:
Corp. City 80 Cen. 20,958; E&P 88 Est. 26,845
CZ-ABC: (80) 33,815
RTZ-ABC: (80) 46,169
County 80 Cen. 73,700; E&P 88 Est. 87,294
City & RTZ-ABC: (80) 79,984
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,364; E&P 88 Est. 9,735
County 80 Cen. 23,499; E&P 88 Est. 28,660
CZ-ABC: (80) 11,623
RTZ-ABC: (80) 13,847
City & RTZ-ABC: (80) 25,470

5 - BANKS	NUMBER	EST. DEP.
Commercial	10	$376,827,000
Savings & Loan	7	$235,971,000

6 - PASSENGER AUTOS: County 39,090

7 - ELECTRIC METERS: Residence 30,826

8 - GAS METERS: Residence 18,852

9 - PRINCIPAL INDUSTRIES: Industry-Rubber Tires; Oil Refinery; Multiwall Bags; Tomato Proc.; Metal Buildings; Ladies Garments; Dairy Prods.; Computer Forms; Dairy Barn Equip.; Baled Cotton Warehousing; Beef Packing; Flour Milling; Fertilizers; Livestock & Poultry Feed Supplements; Carpet Yarns; Elect. Connectors; Industrial Air Filters.
Principal Industrial Pay Days-1st & 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-75; Summer 60-110; Fall 46-79; Winter 29-70. First killing frost, Dec. 1; last killing frost, Feb. 1.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-Ten blocks in Downtown Hanford (110 stores); Kings Mall (34 stores).
Neighborhood Shopping Centers-Grangeville Blvd. & 11th Ave.; Irwin & Ivy Sts.; 11th Ave. & 5th St.; Grangeville Blvd. & 10th Ave.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.; Food nightly; Mon. through Fri. (Kings Mall).

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; K mart; Beno's.
Variety Stores-Sprouse-Reitz; Bonanza 88.
Chain Drug Stores-Thrifty; Long's.
Chain Supermarkets-Superway; Save Mart; Big John's; Farm Boy; R-N.
Other Chain Stores-Cal Auto Supply; Automotive Supply Co.; The Vogue; McMahan's; Kinney Shoes; House of Fabrics;-Pep Boys; Grand Auto; Wilshire Paint; Miller's Outpost; Family Bargain Center; Fashion Crossroads; Kid's Mart; Kay Bee Toys; B. Dalton; Foot Locker; Radio Shack; Chief Auto; Diamond Lumber.

14 - NEWSPAPERS: SENTINEL (e) 14,122; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Mark Daniel, Ret. Adv. Dir., SENTINEL, 418 W. 8th; PO Box 9, Hanford, CA 93232; Tel. (209) 582-0471.
National Representative: Papert Companies.

HAYWARD

1 - LOCATION: Alameda County (In Oakland PMSA). E&P Map B-5. Industry, government, commercial center. 14 mi. S of Oakland-San Francisco Bay region. 26 mi. N of San Jose 25 airline mi. SE of San Francisco; 385 mi. N of Los Angeles.

2 - TRANSPORTATION: Railroads-Southern Pacific (2 lines); Union Pacific.
Intercity Bus Lines-Greyhound; Santa Fe Trailways; AC Transit; Bay Area Rapid Transit (Fremont to Oakland, San Francisco, Richmond, Concord).
Airlines-Hayward Air Terminal. 10 mi. to Oakland Intl. Airport; 23 mi. to San Francisco Intl. Airport; 28 mi. to San Jose Municipal Airport.
Motor Freight Carriers-Over 150 truck lines and carriers.

3 - POPULATION:
Corp. City 80 Cen. 94,342; E&P 88 Est. 105,439
CZ-ABC: (80) 215,907
RTZ-ABC: (80) 245,435
County 80 Cen. 1,104,759; E&P 88 Est. 1,273,301
PMSA 80 Cen. 1,765,899; E&P 88 Est. 2,062,500
City & RTZ-ABC: (80) 461,342
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 34,600; E&P 88 Est. 40,120
County 80 Cen. 426,092; E&P 88 Est. 507,095
PMSA 80 Cen. 667,626; E&P 88 Est. 811,438
CZ-ABC: (80) 78,092
RTZ-ABC: (80) 87,625
City & RTZ-ABC: (80) 165,717

5 - BANKS	NUMBER	EST. DEP.
Commercial	22	N.A.
Savings & Loan	22	N.A.

6 - PASSENGER AUTOS: County 693,541

7 - ELECTRIC METERS: Residence 83,992

8 - GAS METERS: Residence 73,421

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners-(Figures cover the Alameda county labor market)-Total Employment 585,200; Agric. 2,300; Constr. 29,900; Fin., R.E., Ins. 30,500; Gov't 120,600; Mfg. 80,700; Ret. Trade 110,100; Service 134,700; Trans., Commun., Util. 38,700; Whol. Trade 37,700.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-65; Summer 55-71; Fall 49-71; Winter 39-56.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Areas-**Downtown Hayward**-4 blocks each on A, B, Foothill & Mission Blvd.; 3 each on C & Main Sts.; 2 each on Watkins & D Sts.
Shopping Centers
Castro Valley-Lake Chabot Rd./Seven Hills; Creekside Center; Castro Village; Castro Valley Blvd./Redwood Rd.; E. Castro Valley Blvd.; Lucky Center.
Hayward-Bedford Sq.; Hayward Strip; Hesperian/Winton; Winton Sq.; Southland Mall; Amador Center; Shafer Park; Huntwood Manor; Mission/Harder; Oliver Corners; Alpha Beta Center (Hesperian); Tennyson Center; Mission Blvd.; Fairway Park; Creekside; Haymont.
San Leandro-Greenhouse-Marketplace.
Union City-Alpha Beta Center (Alvarado); Lucky Discount Center; Union Plaza; El Mercado; Union Square; Town & Country Center.
Principal Shopping Days-Thur., Fri. & weekends. Most centers open evenings until 9; daily ex. Sat. & Sun.
Stores Open Evenings-Shpg. Ctrs. Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Capwell's 2; Macy's 2; JCPenney; Montgomery Ward 2; Sears 2; Mervyn's 3; Daughtrey's; Marshalls; Ross.
Variety Stores-Woolworth 3; Toys R Us 2.
Discount Stores-K mart 3; Liquor Barn 4; Target.
Chain Supermarkets-Alpha Beta 6; Rebello's 4; Flair 2; Fry's 5; Lucky's 15; Safeway 16; Thriftway 2; Romley's; Tony's.
Chain Drug Stores-Walgreens 3; Thrifty 7; Pay Less 5; Long's 6; Bill's Drug.
Other Chain Stores-Automotive: Coast-to-Coast, Grand Auto, Kragen Auto, Firestone, B.F. Goodrich, Goodyear, Big "O" Tire, Gerard Tire, Winston Tires, Four Wheel Brake; Apparel: Anita Shops, Grutman's, Gold Hanger, Male Box, Nobby, Miller's Outpost, Lane Bryant, Grodin's, Frederick's of Hollywood, Casual Corner, Foxmoor, Goldman's, Smiths Richman's; Candies: MacFarlane's, See's; Furniture & Household: Abbey Carpet, Conklin Bros., Sleep 'N Aire, Levitz, Colonial Village, Cousins, Carpeteria; Fabrics & Sewing Centers: House of Fabrics, Yardage Fair, New York Fabric, Singer Sewing Center; Jewelers: Baron's, Crescent, Granat Bros., Gordon's, J. Herbert Hall, Weisfield's, Milen's, Zales's; Shoes: Allen's, Florsheim, Gallenkamp, Kinney, Leeds, Thom McAn, Red Wing, Regal, Sommer & Kaufman, Kushins; Home Improvement & Building Supplies: Grossman's, 84 Lumber, 4 Star Bldg. Mat., Wickes, Ole's Home Centers, Orchard Supply; Miscellaneous: Sherwin-Williams, Color Tile, Standard Brands, Best Products, Service Merchandise, Radio Shack, Pacific Stereo, Big "5" Sporting Goods, Ushman's Sporting Goods; Woolworth Garden; The Goodguys; Pay 'N Pak; Federated; Home Express; Circuit City.

14 - NEWSPAPERS: REVIEW (m) 43,228; (S) 45,551; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Robert Oristaglio, V.P. Adv., REVIEW, PO Box 5050, Hayward, CA 94540; Tel. (415) 783-6111.
National Representatives: Landon Associates; Long & Associates; U.S. Suburban Press.

HEMET

1 - LOCATION: Riverside County (In Riverside-San Bernardino PMSA). E&P Map E-8. On Hwys. 74 & 79.

2 - TRANSPORTATION: **Railroads**-Santa Fe.

3 - POPULATION:
Corp. City 80 Cen. 24,511; E&P 88 Est. 31,852
County 80 Cen. 670,838; E&P 88 Est. 886,065
PMSA 80 Cen. 1,573,202; E&P 88 Est. 2,054,435

4 - HOUSEHOLDS:
City 80 Cen. 11,477; E&P 88 Est. 14,894
County 80 Cen. 243,019; E&P 88 Est. 329,329
PMSA 80 Cen. 551,081; E&P 88 Est. 737,142

5 - BANKS	NUMBER	DEPOSITS
Commercial	15	$500,000,000
Savings & Loan	24	$973,005,000

6 - PASSENGER AUTOS: County 481,540

7 - ELECTRIC METERS: 13,523

8 - GAS METERS: 16,150

9 - PRINCIPAL INDUSTRIES: Mobile Homes & Trailers; Aircraft Parts; Agric.; Foundry Prods.; Heating Elements; Earth Mover Gaskets.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-76; Summer 56-99; Fall 48-83; Winter 34-64.

11 - TAP WATER: Relatively hard; no chlorine; no fluoride.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sears Plz.(15)	1	[illegible]
Village West(30)	1	Safeway, [illegible] Drugs, Kragen Auto
Hemet Valley Mall(35)	1	JCPenney, Harris
Hemet Valley Ctr.	1	Albertson's, Pay Less
Hemet Plaza(30)	1	Pic 'n Save, Coast-to-Coast Hdwe.
Hemet E. Ctr.		Long's, Von's, Miller's Outpost

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Harris; Boston; Sears.
Variety Stores-Cornet; Pic 'n Save; Sprouse-Reitz; V&S.
Chain Drug Stores-Long's 2; Thrifty 2; Sail; Pay Less.
Chain Supermarkets-Stater's 3; Von's 2; Albertson's; Alpha-Beta; Safeway.
Other Chain Stores-Western Auto 2; Kragen Auto; Kinney Shoes; Firestone; Goodyear 2; See's Candy; Kentucky Fried Chicken 2; Carl's Jr. 2; Pizza Hut; McDonald's; Arby's; Rax; Naugles 2; Furr's Cafeteria; Zale's Jewelry; Payless Shoes; Swiss Colony; Foot Locker; Miller's Outpost; Liquor Barn; Tire Pros; Winston Tire; Carpet Man; Carpet Town.

14 - NEWSPAPERS: NEWS (e) 19,900; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Justin D. Nyman, Adv. Dir., NEWS, PO Box 1107, Hemet, CA 92343; Tel. (714) 925-0555.
National Representative: Papert Companies.

HOLLISTER

1 - LOCATION: San Benito County. E&P Map B-5. County Seat. Shipping center. Central Coast region, center of state. 90 mi. S of San Francisco.

2 - TRANSPORTATION: Railroads-So. Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,488; E&P 88 Est. 17,498
CZ-ABC: (80) 11,488
Bal. In NDM-ABC: (80) 13,517
County 80 Cen. 25,178; E&P 88 Est. 31,509
Total NDM-ABC: (80) 25,005
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,716; E&P 88 Est. 5,793
CZ-ABC: (80) 3,716
Bal. in NDM-ABC: (80) 4,166
County 80 Cen. 7,882; E&P 88 Est. 9,901
Total NDM-ABC: (80) 7,882

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 16,478

7 - ELECTRIC METERS: Residence 6,230 (Rural 2,930)

8 - GAS METERS: Residence 6,150

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric. 3,975; Constr. & Mining 525; Mfg 2,775; Trans./Commun./Util. 275; Gov't 1,675; Ret. Trade 1,525; Whol. Trade 275; Fin., Ins. & R.E. 200; Services 775; Explosive Ordnance 550.
Principal Industrial Pay Days-10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-68; Summer 51-82; Fall 47-76; Winter 37-60.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: Principal Shopping Centers-8 blocks on San Benito St., 2 blocks on Fifth St., 2 blocks on Fourth St.; 3 outlying shopping ctrs.
Principal Shopping Days-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Ford's; JCPenney; Sears.
Variety Stores-Cornet's; Payless; Wapples.
Chain Supermarkets-Nob Hill; K&S (Indep.); Hollister (Indep.); 7-Eleven; Quick Stop.

14 - NEWSPAPERS: FREE LANCE (e-mon to fri) 4,939; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Debbie Geissler, Adv. Dir., FREE LANCE, P.O. Box 1417, Hollister, CA 95024; Tel. (408) 637-5566.
National Representative: Papert Companies.

INDIO

1 - LOCATION: Riverside County. (In Riverside-San Bernardino PMSA). E&P Map E-7.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Intercity Bus Lines-Greyhound; Trailways.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 21,611; E&P 88 Est. 31,601
CZ-ABC: (80) 36,309
RTZ-ABC: (80) 52,801
County 80 Cen. 670,838; E&P 88 Est. 886,065
PMSA 80 Cen. 1,573,202; E&P 88 Est. 2,054,435
City & RTZ-ABC: (80) 89,110

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,626; E&P 88 Est. 9,938
County 80 Cen. 243,019; E&P 88 Est. 329,329
PMSA 80 Cen. 551,081; E&P 88 Est. 737,142
CZ-ABC: (80) 10,983
RTZ-ABC: (80) 20,283
City & RTZ-ABC: (80) 31,266

5 - BANKS	NUMBER	EST. DEP.
Commercial	7	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 481,540

7 - ELECTRIC METERS: Residence 25,264

8 - GAS METERS: Residence 11,993

9 - PRINCIPAL INDUSTRIES: Agriculture-$130 million gross sales.
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Naturally fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Indio Heights	3	Retail Independents
Tyselling Ctr.	3	Jack [illegible] Electronic
Indio Fashion Mall(43)	1	Sears, Harris
Town & Country(9)	3	K mart, Wendy's, Target
Indio Plaza(16)	2	Von's, Pic 'N Save, JCPenney, Pay 'N Pack
Palm Desert Country	10	Welty's Mkt., Stater Bros., Lucky's
Valley Mall	2	Rite T.V.
Coachella Ctr.(12)	2	Thrifty, Ralph's
Coachella Island	2	
Ralph's Grocery	3	Ralph's, Firestone
Osco Drugs(2)	2	Osco's Drugs
Lucky's	2	Kragen's, Straw Hat Pizza, Pep Boys

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Discount & markets open eves. & Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; McMahan's; Sears; Harris; Yellow Mart; Zody's.
Chain Drug Stores-Thrifty; Sav-On.
Chain Supermarkets-Safeway; Alpha Beta; Ralph's; Circle K; Von's; Stater Bros.
Discount Stores-K mart; Wise Shops; Pic N' Save; Sprouse-Reitz; Pay & Pak; Target.
Other Chain Stores-Firestone; Stockwell & Binney; Goodyear; Chief Auto Parts; Imperial Furn.; Winston Tire; High Performance; Earl Schieb; Pep Boys; Imperial Hdwe.; Sunshine Lumber; 84 Lumber; Builders Supply.

14 - NEWSPAPERS: DAILY NEWS (e) 9,045; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Susan Simmons, Mktg. Serv. Dir., Desert Sun Publishing Co., P.O. Box 190, Palm Springs, CA 92263; Tel. (619) 325-8666.
National Representative: Gannett National Newspaper Sales.

LA HABRA
See ORANGE COUNTY

LAKE TAHOE
See SOUTH LAKE TAHOE

LAKEPORT

1 - LOCATION: Lake County. E&P Map A-3. County Seat. 45 mi. N of Santa Rosa.

2 - TRANSPORTATION: Motor Freight Carriers-1.
Bus Lines-Lake County Transit.
Airlines-2 small airports.

3 - POPULATION:
Corp. City 80 Cen. 3,675; E&P 88 Est. 4,364
County 80 Cen. 36,926; E&P 88 Est. 52,438

4 - HOUSEHOLDS:
City 80 Cen. N.A.; E&P 88 Est. 1,527
County 80 Cen. N.A.; E&P 88 Est. 21,842

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 29,370

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric.; Geothermal; Gold Mining.

10 - CLIMATE: Min. & Max. Temp.-28-105; Mean Temp. 68.

11 - TAP WATER: Hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-3 in Lakeport and 2 in Clear Lake.

13 - RETAIL OUTLETS: Variety Stores-TG&Y.
Chain Drug Stores-Thrifty; Bills Drugs; Payless.
Chain Food Supermarkets-Safeway.
Other Chain Stores-Sprouse-Reitz; K mart.

14 - NEWSPAPERS: RECORD BEE (m-tues to sat) 9,010; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: John Lowman, Adv. Dir., RECORD BEE, 495 N. Main St.; PO Box 849, Lakeport, CA 95453; Tel. (707) 263-5636.
National Representative: Landon Associates.

LIVERMORE

1 - LOCATION: Alameda County, E&P Map B-5. (In Oakland PMSA). Research and development, manufacturing, agriculture.

2 - TRANSPORTATION: Railroads-Southern Pacific; Union Pacific; AC Transit connector to BART.
Motor Freight Carriers-27.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 48,349; E&P 88 Est. 56,901
County 80 Cen. 1,104,759; E&P 88 Est. 1,273,301
PMSA 80 Cen. 1,765,899; E&P 88 Est. 2,062,500
NDM-ABC: (80) 140,699
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,637; E&P 88 Est. 19,590
County 80 Cen. 426,092; E&P 88 Est. 507,095
PMSA 80 Cen. 667,626; E&P 88 Est. 811,438
NDM-ABC: (80) 46,374

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	N.A.
Savings & Loan	12	N.A.

6 - PASSENGER AUTOS: County 693,541

7 - ELECTRIC METERS: Residence 39,175

8 - GAS METERS: Residence 37,066

9 - PRINCIPAL INDUSTRIES: Industry-Computers; Labs.
Principal Pay Days-Every other Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-95; Summer 60-106; Fall 48-97; Winter 25-75.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Areas-Downtown Livermore-seven blocks on First & Second Sts., abutting side streets between Livermore Ave. & P Street.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alcosta Mall(30)	NA	Safeway, Liquor Barn
San Ramon Valley Plaza(16)	NA	Lucky
Shamrock(30)	NA	World of Shoes, Round Table Pizza
Dublin Square	NA	Romley's, Drug City
The Orchards(11)	NA	Sofa Beds Ltd., Sizzler
Dublin Plaza(16)	NA	Albertsons, Payless, Mervyn's
Dublin Place	NA	Mont. Ward
Dublin Station	NA	Standard Brands
Ross Center	NA	Ross, Levitz, Orchard Supply
Parkway Plaza	NA	Kragen Auto, Radio Shack
Stoneridge(128)	NA	Emporium Capwell, Macy's, JCPenney
Val Vista	NA	Lucky
Alpha Beta Ctr.	NA	Alpha Beta, Thrifty
Mission Plaza(22)	NA	
Valley Plaza	NA	True Value, Workbench
Amador Ctr.(21)	NA	Safeway, Grutman's, Carl's Drug
Pleasanton Plaza	NA	Cole's Mkt.
Livermore Ctr.(21)	NA	Blue Ribbon Mkt.
Alpha Beta Sq.(19)	NA	Alpha Beta, Thrifty, TG&Y
Livermore Arcade(18)	NA	Safeway, Long's Drugs, Orchard Supply
Second St. Plaza	NA	JCPenney
Nob Hill Ctr.(16)	NA	Nob Hill Market, Bill's Drugs, Price-Rite
East Avenue Ctr.	NA	Big T Market
Granada Ctr.(31)	NA	Lucky, Sprouse-Reitz
Best Plaza	NA	Best, Ortho Mattress
Depot Plaza	NA	Lucky
Village Square	NA	Kelly-Morre Paints
K mart	NA	K mart
Pleasant Plaza	NA	Flair Foods
Rose Pavillion(19)	NA	Long's
Pimlico Ctr.(10)		[illegible] Electronics

Stores Open Evenings-Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Ross; Mervyn's; Macy's; Capwell's; Montgomery Ward.
Discount Stores-TG&Y; Sprouse-Reitz 2; K mart; Target.
Chain Drug Stores-Price-Rite; Carl's; Thrifty 2; Long's; Pay Less 2.
Chain Supermarkets-Albertson's; Alpha Beta 2; Flair Market; Lucky 4; Safeway 3; Nob Hill.
Other Chain Stores-Firestone; Grossman's; Kinney's; Grand Auto; Sears (catalog); Goodyear; Gerard Tires; Kragen Auto Supply; Orchard Supply; Big "C" Tires; Oshman's Sporting Goods; Richman's; Milen's; Granat Bros.; Kushins; Malings; Casual Corner; Lerners; Shreve's; Thom McAn; Zale's; Florsheim; Levitz; Sofa Factory; Cousins Furniture; Liquor Barn; Standard Brands; Radio Shack; Circuit City; McDuff; Pier 1 Imports; Saw Mill.

14 - NEWSPAPERS: HERALD (m) 26,826; (S) 27,430; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Melinda Sullivan, Adv. Mgr., HERALD, 6207 Sierra Ct.; PO Box 3000, Dublin, CA 94568; Tel. (415) 783-6111.
National Representatives: Landon Associates; Long & Associates.

LODI

1 - LOCATION: San Joaquin County (In Stockton MSA). E&P Map B-4. Residential center 34 mi. S of Sacramento; 14 mi. N of Stockton; 90 mi. E of San Francisco; on U.S. Hwys. 99, 50; State Hwy. 12; Transcontinental I-5.

2 - TRANSPORTATION: Railroads-Southern Pacific; California Traction Co.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 35,221; E&P 88 Est. 47,599
County/MSA 80 Cen. 349,137; E&P 88 Est. 420,274

4 - HOUSEHOLDS:
City 80 Cen. 14,015; E&P 88 Est. 19,178
County/MSA 80 Cen. 124,626; E&P 88 Est. 154,466

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$402,746,000
Savings & Loan	6	$331,844,000

6 - PASSENGER AUTOS: County 229,734

7 - ELECTRIC METERS: Residence 18,062

8 - GAS METERS: Residence 16,369

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Cereals and Food Mixes 850 ($470-$591); Canned Goods 1,500 (seasonal) ($325-$347); Can Mfg. 300 ($482); Fabricated Metal Prods. 796 ($335); Swimwear Mfg. 150 ($170-$370); Iron Castings 75 ($285-$456); Cast Concrete Prods. 165 ($412); Wineries 365 ($345-$584); Rubber Prods. 200 ($210-$348); Meat Packing 550 ($314-$380); Styrofoam Prods. 80 ($360); Cushion Seats & Covers 180 ($175-$340).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-73; Summer 53-92; Fall 44-61; Winter 36-54; Av. An. Temp. 60; An. rainfall 18.28 inches.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Main Shopping District-4 blocks on School & Sacramento Sts., 2 blks. on Pine, Oak, Elm.
Neighborhood Shopping Centers-Lakewood 22; Long's; Thrifty 7; Top Value 4; Vineyard 23; Arbor Square 9; Beckman Ranch 17; English Oaks 7; K mart 13; Wine Country Plaza 10.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Top Valu	1	Top Valu
Lakewood(25)	1	Selirite
Lucky-Payless	1	Lucky
Vineyard(25)	2	Fry's, Mervyn's
Ranch(19)	2	Cotton Club

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Thur.; market & discount every evening.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Mervyn's.
Variety Stores-Woolworth.
Discount Stores-Long's; Payless; Thrifty; K mart; Pic 'N Save.
Chain Drug Stores-Long's; Payless; Thrifty.
Chain Supermarkets-Safeway; Lucky 2; Fry's; [illegible]ey's.
Other Chain Stores-Gensler Lee Diamonds; [illegible]ahan Furn.; Burton's; Singer; Goodyear; Diamond Lumber; Grand Auto; Grossman's; Kragen Auto; Payless Shoe Source; Sherwin-Williams; Winston Tire; Cottage Bakery; Miller's Outpost.

14 - NEWSPAPERS: NEWS-SENTINEL (m) 16,804; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Dan Battilana, Adv. Mgr., NEWS-SENTINEL, 125 N. Church St., Lodi, CA 95240; Tel. (209) 369-2761.
National Representative: Papert Companies.

LOMPOC

1 - LOCATION: Santa Barbara County (In Santa Barbara-Santa Maria-Lompoc MSA). E&P Map C-7. Vandenberg Air Force Base.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Motor Freight Carriers-4
Intercity Bus Lines-Greyhound

3 - POPULATION:
Corp. City 80 Cen. 26,267; E&P 88 Est. 32,592
CZ-ABC: (80) 34,395
RTZ-ABC: (80) 12,748
County/MSA 80 Cen. 298,869; E&P 88 Est. 364,675
City & RTZ-ABC: (80) 47,143

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,380; E&P 88 Est. 12,111
County/MSA 80 Cen. 109,343; E&P 88 Est. 137,552
CZ-ABC: (80) 12,479
RTZ-ABC: (80) 3,357
City & RTZ-ABC: (80) 15,836

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	N.A.
Independent	3	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 215,128

7 - ELECTRIC METERS: 9,127

8 - GAS METERS: 11,300

9 - PRINCIPAL INDUSTRIES: Vandenberg Air Force Base, MX test launch site, Military & Civ. 14,917; Diatomaceous earth mining 680; Agric. 503.
Principal Industrial Pay Days-Fri., 5th, 15th, 20th, last day of month; Air Force Pay Days, 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. (Av.)-46-69; Av. Annual Temp.-57; 13.88 inches of rain per yr.

11 - TAP WATER: Hard, non-fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Four blocks center of town (22 stores); three blocks 1/2 mi. N. of center of town on N. H St. (26 stores).
Neighborhood Shopping Centers-Williams Bros. 3 blocks on West Ocean (5 units); North side (14 units); K mart (5 units).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
North Side	2	Longs Drugs.
Flower Valley(24)	2	Carrows
Plaza(24)	1	Patrinis
South Broadway	17	Mont. Ward
Santa Maria Town	19	Gottschalk's, Sears
Lompoc(23)	1	JCPenney

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-JCPenney-Mon., Thur., Fri.; Lucky's, Williams Bros. & K mart to 9. All stores Fri. night.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Moore's; Sears (catalog).
Variety Stores-Newberry's; K mart.
Chain Drug Stores-Thrifty; Rexall; Longs.
Discount Stores-K mart.
Chain Supermarkets-Williams Bros. 3; Lucky's.
Other Chain Stores-Kinney Shoes; McMahan's; Miller's Outpost; Corky's; Patrini's Shoes; Payless Shoes.

14 - NEWSPAPERS: RECORD (e-mon to fri) 9,639; (S) 10,008; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Dick Bausman, Adv. Dir., RECORD, 115 North H St., Lompoc, CA 93436; Tel. (805) 736-2313.
National Representative: Papert Companies.

LONG BEACH

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-8. Harbor on Pacific Ocean. 22 mi. from Los Angeles; on U.S. Hwys. 405 & 710.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Southern Pacific; Santa Fe; Amtrak.
Motor Freight Carriers-There are 4,550 common, contract and radial highway carriers registered in Los Angeles County, serving Southern California with joint service throughout the U.S.
Freight Steamship Lines-46. Long Beach Harbor is nation's second largest port in containerized Cargo tonnage.
Airlines-Alaska; American; United; TWA; Delta; Quest Air; America West; U.S. Air.
Intercity Bus Lines-Greyhound; Long Beach Transit; Trailways; RTD; Orange County Transit.

3 - POPULATION:
Corp. City 80 Cen. 361,334; E&P 88 Est. 403,546
CZ-ABC: (80) 639,414
RTZ-ABC: (80) 657,529
County/PMSA 80 Cen. 7,492,023; E&P 88 Est. 8,377,161
City & RTZ-ABC: (80) 996,943
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 151,611; E&P 88 Est. 177,336
County/PMSA 80 Cen. 2,730,674; E&P 88 Est. 3,070,433
CZ-ABC: (80) 251,565
RTZ-ABC: (80) 110,409
City & RTZ-ABC: (80) 361,974

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	137	$4,689,951,000
Savings & Loan	106	$7,679,502,000

6 - PASSENGER AUTOS: County 4,586,509

7 - ELECTRIC METERS: Residence 146,517

8 - GAS METERS: Residence 146,000

9 - PRINCIPAL INDUSTRIES: Mfg.: Aerospace; Aircraft; Chem.; Petroleum.
Professional and Related Servs.: 26 Hospitals; City and State Univ. Educ.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-72; Summer 56-82; Fall 56-76; Winter 47-72.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Pine Ave.; 6 on Locust Ave.; 20 on Long Beach Blvd.; Long Beach Plaza; Belmont Shore; Bixby Knolls; Marina Pacifica; Market Place.
Regional Shopping Centers-Lakewood Center Mall; Los Altos; Los Cerritos; Carson Mall; Stonewood; Huntington; Del Amo; Westminster; Rossmoor; Norwalk Square.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bixby Knolls	4	Safeway, Sav-On, Thrifty, Von's
Carson(83)	8	Broadway, Sears, JCPenney
Del Amo(216)	10	Broadway, Bullock's, Mont. Ward, JCPenney, Robinson's, Sears
Huntington(60)	14	Broadway, Mont. Ward, JCPenney, Thrifty
Lakewood(181)	7	Boy's Mkt., Buffums, Bullock's, May Co., Mont. Ward, Mervyn's, Lucky's, JCPenney, Sav-On
Long Beach Plaza(102)	NA	Buffums, CVS, JCPenney, Mont. Ward
Los Altos(72)	6	Broadway, Sav-On, JCPenney, Target
Los Cerritos(147)	9	Broadway, May Co., Nordstrom, Mervyn's, Robinson's, Sears
Marina Pacifica(91)	4	Lucky, Buffums
Market Place(47)	4	Food & Drug
Norwalk Square	16	JCPenney, Sav-On
Rossmoor	10	Boston Stores, Smith's Food King
Stonewood(81)	14	Broadway, Thrifty, JCPenney
Westminster(189)	12	Buffums, May Co., Robinson's, Sears

Principal Shopping Days-Wed. through Sun.
Stores Open Evenings-All dept. stores & most stores in regional centers.

13 - RETAIL OUTLETS: **Department Stores**-May Co.; Sears; Buffums; Broadway; JCPenney; Bullocks; Robinson's; Montgomery Ward; Mervyn's; Nordstrom.
Variety Stores-Woolworth; Newberry; TG&Y.
Discount Stores-Fedco; Gemco; K mart; Dooley's; Target; Best; Home Club; Price Club; Home Depot.
Chain Drug Stores-Thrifty 21; Osco Drug 12.
Chain Supermarkets-Albertson's 6; Alpha Beta 12; Big D Ranch; Boys 4; Eddies 4; Fedco; Food Rack; Food Barn 2; Gemco 4; Grocery Warehouse; Lucky 15; Market Place Food & Drug; McCoy's; Ralph's 9; Safeway 10; Sav-Mor 2; Smith's Food King 2; Super A Foods; Von's 14;Smart; Final Iris.
Other Chain Stores-Firestone; Florsheim; Grayson's Goodrich; Leed's; W.P. Fuller Paints; Circuit City; Harris & Frank Clothing; Home Depot; Standard Brands Paint; Kay Jewelers; See's (candy); Singer Co.; Bond's Clothes; Lerner's; Silverwoods; Helen Grace Candy; Akron; Kinney Shoes; Gallenkamp Shoes; Chandler's Shoes; Standard Brand Shoes; The Gap; Judy's; Ross Stores; Hickory Farms; Lane Bryant; C&R Clothier; Pacific Stereo; Radio Shack; Thom McAn; University Stereo; Innes; Miller's Outpost; Federated Group; Lafayette Electronics; Wild West Stores; Goodyear; Pep Boys; The Man's Shop; Karl's Shoes; Regal Shoes; Gordon's Jewelers; Slavicks; Weisfield's; Zale's; Baskin-Robbins; Richmond Bros.; Gene's Clothes; National Lumber; Builder's Emporium; Naturalizer; Wherehouse; Air Step; B. Dalton Books; Waldenbooks; Casual Corner; Foxmoor; Video Concepts; House of Fabrics; Big 5; Oshman's; Footlocker; Fayva Shoes; Musicland; General Nutrition Center; Great Earth Vitamins; Barker Bros.; RB Furniture; Levitz; Trader Joe's; The Limited; Limited Express.

14 - NEWSPAPERS: PRESS-TELEGRAM (m-mon to fri) 126,581; (e-mon to fri) 4,819; (m-sat) 125,476; (S) 143,941; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Denny Atkin, V.P.-Adv., PRESS-TELEGRAM, 604 Pine Ave., Long Beach, CA 90844; Tel. (213) 435-1161.
National Representative: Knight-Ridder Newspaper Sales.

LOS ANGELES

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-7, County Seat. Pacific coast harbor; indust., agric. & tourist ctr. City 463.7 sq. mi.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Southern Pacific; Union Pacific; Amtrak.
Motor Freight Carriers-4,415.
Passenger & Freight Steamship Lines-(Los Angeles & Long Beach harbors) 134.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-Aerolineas Argentinas; Aeromexico; Air Cal; Air Canada; Air France; Air Jamaica; Air New Zealand; Alaska; Alia; Alitalia; Alpha; America West; American; Avianca Airways; Balair; Braniff; British Airways; British Caledonian; China; CAAC; Condor; Continental; Continental West; CP Air; Delta; Desert Sun; Eastern; Ecuatoriana; El Al Israel; Finnair; Hawaiian Air; Iberia; Imperial; Japan; KLM Royal Dutch; Korean Air; LACSA; LTU; Lufthansa German; Mexicana; Muse Air; Northwest Orient; Pacific Coast; Pacific Southwest; Pan American World Airways; Philippine; Piedmont; Pride Air; Qantas Airways; Regent Air; Republic; Scandinavian; Singapore; Skybus; Sky West; Southwest; Sun World; TACA International; Total Air; Transamerica; Trans World; United; USAir; UTA French; Varig; Westair; Westates; Wings West; World Airways.

3 - POPULATION:
Corp. City 80 Cen. 2,966,763; E&P 88 Est. 3,322,669
County/PMSA 80 Cen. 7,492,023; E&P 88 Est. 8,377,161
DAILY NEWS:
NDM-ABC: (80) 1,583,314
HERALD-EXAMINER:
CZ-ABC: (80) 3,289,439
RTZ-ABC: (80) 6,364,341
City & RTZ-ABC: (80) 9,653,780
TIMES:
L.A. County-ABC: (80) 7,477,422

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(Circle No. 8 on Market Request Card)

Orange County-ABC: (80) 1,932,921
Total NDM-ABC: (80) 9,410,343
LA OPINION:
CZ-ABC: (80) 3,289,439
RTZ-ABC: (80) 6,364,341
City & RTZ-ABC (80) 9,653,780

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 1,135,184; E&P 88 Est. 1,324,372
County/PMSA 80 Cen. 2,730,674; E&P 88 Est. 3,070,433
DAILY NEWS:
NDM-ABC: (80) 586,217
HERALD-EXAMINER:
CZ-ABC: (80) 1,218,304
RTZ-ABC: (80) 2,257,649
City & RTZ-ABC: (80) 3,475,953
TIMES:
L.A. County-ABC: (80) 2,730,469
Orange County-ABC: (80) 686,267
Total NDM-ABC: (80) 3,416,736
LA OPINION:
CZ-ABC: (80) 1,218,304
RTZ-ABC: (80) 2,257,649
City & RTZ-ABC: (80) 3,475,953

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	225	$67,313,264,000
Savings & Loan	78	$82,245,737,000

6 - PASSENGER AUTOS: 4,586,509

7 - ELECTRIC METERS: Residence 3,202,004

8 - GAS METERS: Residence 3,050,552

9 - PRINCIPAL INDUSTRIES: (Los Angeles and Orange Counties) Industry, No. of Wage Earners (Av. Wkly. Wage)-Mining 15,000 (N.A.); Constr. 170,500 (N.A.); Mfg.-Food & Kindred Prods. 54,600 ($428); Textile Mill Prods. 11,800 ($281); Apparel & Other Textile Prods. 86,200 ($215); Paper & Allied Prods. 23,000 ($510); Printing & Pub. 71,600 ($472); Chem. & Petroleum Prods. 50,100 (N.A.); Rubber & Misc. Plastic Prods. 47,000 ($320); Leather & Leather Prods. 5,600 ($223); Lumber & Wood Prods. (excluding furn.) 13,800 ($382); Furn. & Fixt. 47,800 ($306); Stone, Clay & Glass Prods. 20,600 ($459); Primary Metal 22,500 ($439); Fab. Metal Prods. 96,500 ($417); Mach. (excluding elect.) 104,400 ($450); Elect. Equip. & Supplies 223,900 ($430); Trans. Equip. 195,900 ($528); Instruments & Related Prods. 48,100 ($421); Misc. Mfg. 23,900 ($308); Trans. & Public Util. 231,200 ($771); Whol. Trade 352,600 ($438); Ret. Trade 798,600 ($316); Fin., Ins. & R.E. 342,000 (N.A.); Services 1,230,500 (N.A.); Gov't 610,100 (N.A.)

10 - CLIMATE: Los Angeles Civic Center. Min. & Max. Temp.-Winter 48-69; Spring 50-73; Summer 60-84; Fall 53-83.

11 - TAP WATER: Water hardness ranges from 4.2-15.1 grains per gallon. The alkalinity also varies, ranging from 5.4-8.6 grains per gallon. The Owens River Aqueduct accounts for approximately 70% of the water supply and is moderately soft with 4.2 grains per gallon total hardness and slightly alkaline with 5.4 grains per gallon. Other water supplies include the Los Angeles Aqueduct, River Supply Conduit and various reservoirs.

12 - RETAILING: **Principal Shopping Centers**-Los Angeles is unique in that shopping centers are spread throughout the market and each represents a major shopping center for that area. Downtown Los Angeles thus represents one of many. It extends 8 blocks N & S from 1st St. to 9th St. & 7 blocks E & W from Spring St. to Figueroa. In discussing the retailing structure of Los Angeles, Orange County, which is part of the marketing area and part of the primary market or city and retail trading zone of Los Angeles metropolitan newspapers, becomes an integral part. All following figures are, therefore, for Los Angeles and Orange Counties.
Neighborhood Shopping Centers-In the Los Angeles Marketing Area there are 110 incorporated cities with their central shopping districts and community shopping centers. In addition there are 62 spacious regional centers, which include department stores, supermarkets, shops, restaurants and parking areas.
Principal Shopping Days-Dept.-Mon., Thur., Fri., Sat.; Food-Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept., staggered by shpg. ctr., many open every night. Food every night and Sun.

13 - RETAIL OUTLETS: **Department Stores**-(L.A. and Orange Counties)-Broadway 29; Bullock's 14; May Co. 25; Montgomery Ward 17; Nordstrom 8; JCPenney 32; Robinson's 16; Sears 25.
Variety Stores-(L.A. and Orange Counties)-National Dollar 15; Newberry 35; Pick 'N Save 34; Surprise Stores 6; Woolworth 24.
Discount Stores-(L.A. and Orange Counties)-Best Products 11; Cal Fed; Fedco 5; K mart 38; Leonards; Target 39; The Treasury.
Chain Supermarkets-(L.A. and Orange Counties)-ABC 7; Albertson's 28; Alpha Beta 124; Big D Ranch Markets 6; Boys Mkts. 41; Dale's 10; Fedco 5; Foods Co. 10; Gelson's 7; Grocery Whse. 9; Hughes 40; Hughes El Rancho 8; Jonsons 5; Jurgensen's 6; Lucky 118; Mayfair 9; McCoy's 2; The Pantry 10; Phil's 2; Ralphs 101; Safeway 114; Smith's Food King 19; Stater Bros. 29; Super A Foods 9; Von's 95; Westward Ho 4.
Chain Drug Stores-(L.A. and Orange Counties)-Clark 15; CVS 18; Danber 5; Drug King 6; Exclusive 3; Garfield 3; Guild 11; Hill 4; Horton & Converse 16; Leader 3; Long's 12; Mascarin 4; Osco 116; Shapero 2; Thrifty 185.
Supermarket Chains With Pharmacies-Albertson's 15; Fedco 5; Lucky 28; Safeway 15.

14 - NEWSPAPERS: DAILY COMMERCE (e) 4,500; Jan. 12, 1988 VAC.
Local Contact for Advertising and Merchandising Data: Burt Mann, Adv. Mgr., DAILY COMMERCE, 210 S. Spring St., PO Box 54, Los Angeles, CA 90054.
National Representative: None.
DAILY NEWS (m-mon to fri) 174,599; (m-sat) 158,723; (S) 193,076; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Maggie Krost, Natl. Adv. Mgr., DAILY NEWS, 21221 Oxnard St., Woodland Hills, CA 91367; Tel. (818) 713-3000.
National Representative: Sawyer-Ferguson-Walker.
HERALD-EXAMINER (m-mon to fri) 237,741; (m-sat) 187,128; (S) 189,134; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Harold Blatt, Natl. Adv. Mgr., HERALD-EXAMINER, 1111 S. Broadway, Los Angeles, CA 90051; Tel. (213) 744-8000.
National Representative: Branham/Newspaper Sales.
TIMES (m-mon to fri) 1,132,920; (m-sat) 1,036,413; (S) 1,418,697; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Larry Letters, Gen. Adv. Mgr., TIMES, Times Mirror Sq., Los Angeles, CA 90053; Tel. (213) 972-5000.
National Representative: Million Market Times Mirror Marketing.
LA OPINION (m) 75,292; (S) 60,782; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Esther Carson, Adv. Dir., LA OPINION, 1436 S. Main St., Los Angeles, CA 90015; Tel. (213) 745-5804.
National Representative: None.

LOS ANGELES COUNTY
See SAN PEDRO
See SANTA MONICA
See TORRANCE

MADERA

1 - LOCATION: Madera County, E&P Map C-5. County Seat. 22 mi. N of Fresno; 250 mi. N of Los Angeles; 160 mi. S of San Francisco. In the heart of San Joaquin Valley, geographical center of California.

2 - TRANSPORTATION: **Railroads**-SP; SF.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Continental.
Airlines-United; Pacific Air (through Fresno).

3 - POPULATION:
Corp. City 80 Cen. 21,732; E&P 88 Est. 28,218
CZ-ABC: (80) 21,732
RTZ-ABC: (80) 41,384
County 80 Cen. 64,116; E&P 88 Est. 81,237
City & RTZ-ABC: (80) 63,116

4 - HOUSEHOLDS:
City 80 Cen. 7,359; E&P 88 Est. 9,479
County 80 Cen. 20,950; E&P 88 Est. 27,000
CZ-ABC: (80) 7,359
RTZ-ABC: (80) 13,591
City & RTZ-ABC: (80) 20,950

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$113,000,000

6 - PASSENGER AUTOS: County 39,143

7 - ELECTRIC METERS: Residence 10,111

8 - GAS METERS: Residence 9,259

9 - PRINCIPAL INDUSTRIES: Industry-Cotton Ginning; Cotton Seed Oil; Wineries; Olives & Olive Oil; Lumber; Meat Packing; Concrete Pipe; Farm Mach.; Chip Plant; Air Conditioning Mfg.; Rubber Prods.; Glass Mfg.; Carton Mfg.; Plastic; Cannery Equip.; Campers; Armco Steel; Corn Prods.; Almond Proc.; Raisin Packing; Fiberglass Insulation.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: First killing frost, Dec. 1; last killing frost, Apr. 1.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-20 blocks on 4 streets.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Valley W. Plz.(10)	2	K mart, Sav-Mart
Bethard Sq.(14)	2	Thrifty Drug, Mayfair
Sure Save(5)	2	Sure Save
Country Club Plz.	2	Long's Drug, Lucky's

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Fri.
Stores Open Sundays-Grocery & most stores in shopping centers; JCPenney.

13 - RETAIL OUTLETS: **Department Stores**-James; Cenioni's; JCPenney; Money Back Sain; Vizcarra's.
Variety Stores-Coronet; Bonanza 88; Newberry's.
Chain Drug Stores-Thrifty; Long's.
Chain Supermarkets-Sierra Foodland; Sure-Save; Madera; Mayfair; Sav-Mart; Prairie; Lucky's.
Other Chain Stores-McMahan's; Sears; Montgomery Ward; Radio Shack; Coast-to-Coast; K mart; Boise Cascade; Kragen Auto; Baskin-Robbins; Fashion Footwear; Indy Auto Stores; Family Bargain Center.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 9,424; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Les Hayes, Gen. Mgr., TRIBUNE, 100 E. 7th St., Madera, CA 93638; Tel. (209) 674-2424.
National Representative: Papert Companies.

MANTECA

1 - LOCATION: San Joaquin County, (In Stockton MSA). E&P Map B-5. 325 mi. N of Los Angeles; 76 mi. E of San Francisco; 62 mi. S of Sacramento. Located in center of state and known as "Crossroads of California". Central Valley region 12 mi. S of Stockton Seaport terminal.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Tidewater Southern; Western Pacific.
Motor Freight Carriers-8 Transcontinental, 6 Calif. Carriers.
Intercity Bus Line-Greyhound.
Airlines-PSA; United Express; Federal Express (freight).

3 - POPULATION:
Corp. City 80 Cen. 24,925; E&P 88 Est. 38,136
County/MSA 80 Cen. 349,137; E&P 88 Est. 420,274

4 - HOUSEHOLDS:
City 80 Cen. 8,592; E&P 88 Est. 13,434
County/MSA 80 Cen. 124,626; E&P 88 Est. 154,466

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	7	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 229,734

7 - ELECTRIC METERS: Residence 23,991 (incl. Lathrop, Ripon city)

8 - GAS METERS: Residence 18,488 (incl. Lathrop, Ripon city)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Gov't Contractor 2,300; Electronics 900; Auto Glass Mfg. 1,600; Agric. Mfg. 2,000; Public Util. 600; Ret. Trade 1,900; Servs.; Gov't.
Principal Industrial Pay Day-1st of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-73; Summer 60-93; Fall 50-77; Winter 37-53. First killing frost, Nov. 30; last killing frost, Mar. 2. Av. Annual Rainfall 14.11 in.

11 - TAP WATER: Municipal system.

12 - RETAILING: **Principal Shopping Center**-Downtown.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
K mart	1	K mart, Thrifty, Sav-Mart
Lincoln	1	Hafer's Furn.
Cardosa(11)	1	Payless, Safeway, Sprouse-Reitz
Koftinow	1	

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(Circle No. 9 on Market Request Card)

TG&Y	1	TG&Y, Big Boy Mkt
Town Sq.	1	Tams Buffet, Happy Steak
Lucky/Long's Ctr	2	Lucky Food, Long's Drugs

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Manteca; Mars, Brown Mahin.
Discount Stores-TG&Y; K mart.
Variety Stores-Sprouse-Reitz.
Chain Drug Stores-Thrifty, Payless; Longs Drugs.
Chain Supermarkets-Safeway; Save-Mart; New Deal; Lucky.
Other Chain Stores-Radio Shack; Grand Auto; Chief Auto; Kragen Auto.

14 - NEWSPAPERS: BULLETIN (m) 6,012; (S) 6,012; sworn Oct. 7, 1987.
Local Contact for Advertising and Merchandising Data: Tim Rodriguez, Adv. Dir., BULLETIN, 531 E. Yosemite Ave., Manteca, CA 95336; Tel. (209) 239-3535.
National Representative: Papert Companies.

MARIN COUNTY

1 - LOCATION: E&P Map B-4. (In San Francisco PMSA). County Seat is San Rafael. Light manufacturing & residential community. N of San Francisco, connected by Golden Gate Bridge. Richmond-San Rafael Bridge linking Marin County at San Rafael to Contra Costa County & the E Bay. U.S. Hwy. 101; State Hwys. 9, 1, 17, 37.

2 - TRANSPORTATION: Intercity Bus Lines-Golden Gate Transit; Greyhound.

3 - POPULATION:
Corp. City (San Rafael) 80 Cen. 44,700; E&P 88 Est. 46,595
CZ-ABC: (80) 203,753
RTZ-ABC: (80) 18,839
City & RTZ-ABC: (80) 222,592
PMSA 80 Cen. 1,489,926; E&P 88 Est. 1,628,181
County 80 Cen. 222,673; E&P 88 Est. 250,814
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City (San Rafael) 80 Cen. 18,757; E&P 88 Est. 20,004
County 80 Cen. 88,983; E&P 88 Est. 106,268
PMSA 80 Cen. 612,880; E&P 88 Est. 686,315
CZ-ABC: (80) 82,932
RTZ-ABC: (80) 5,791
City & RTZ-ABC: (80) 88,723

5 - BANKS	**NUMBER**	**DEPOSITS**
Comm. & Sav.	67	$1,445,918,000
Savings & Loan	42	$1,078,276,000

6 - PASSENGER AUTOS: County 158,151.

7 - ELECTRIC METERS: County 100,640.

8 - GAS METERS: Residence County 80,790.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Agric. 500; Contract Constr. 4,400; Mfg. 6,000; Trans., Commun. & Util. 2,900; Whol. & Ret. Trade 23,200; Fin., Ins. & R.E. 10,000; Servs. 24,600; Gov't 14,200.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-69; Summer 52-80; Fall 50-74; Winter 38-56. First killing frost, Nov. 20; last killing frost, Jan. 2.

11 - TAP WATER: Alkaline, med. hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Fourth, Third & Second Sts., about 18 blocks. Northgate Regional Shpg. Ctr., Corte Madera town Ctr., The Village at Corte Madera.
Neighborhood Shopping Centers-San Anselmo, Northgate, Fairfax, Ross, Kentfield, Corte Madera, Larkspur, Novato.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Town & Country(90)	8	Safeway
Northgate(60)	4	Emporium, Sears, Mervyn's, Payless
Northgate One	NA	Safeway
Northgate Plz.	NA	Long's, Lucky's
Pacheco Plz.(26)	5	Safeway
Corte Madera(40)	5	Safeway, Marshalls, JCPenney, Macy's, Nordstrom
Larkspur Landing(60)	2	Fry's Food & Drugs
Marin Central	3	Cost Plus
Marin Sq.	NA	Ross Dept. Store
Montecito(30)	NA	Thrifty, Standard Brands, Goodman's
San Anselmo	1	Guasco Super
Bon Air(23)	2	Petrini's Super, Long's
The Boardwalk	8	Boardwalk Foods
Kentfield	5	Jim Corbet's Hdwe.
The Square	10	Pay 'N Save
Nave Ctr.(19)	10	Alpha Beta, Thrifty
Novato Fair(15)	10	Millers Outpost
Red Hill(24)	2	Safeway, Long's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept. Mon., Wed., Fri.; most grocery & drug every evening.
Stores Open Sundays-Grocers; Bldg. Materials; Drugs; Young Bros. Furn., Emporium, JCPenney, Sears, Macy's; Nordstorms; Good Guys; Circuit City.

13 - RETAIL OUTLETS: Department Stores-Macy's; Emporium; JCPenney; Mervyn's; Nordstroms; Sears.
Discount Stores Cost Plus; Distributing 2; Ross; Marshalls.
Variety Stores-Woolworth, TG&Y; Glen's 2.
Chain Drug Stores-Payless; Thrifty 4; Long's 3; Merrill's; Bill's.
Chain Supermarkets-Safeway 9; Cala/QFI 5; United 2; Lucky 3; Alpha Beta 4; Fry's Food & Drug; Roger Wilco; Petrini's.
Other Chain Stores-Singer; Cost Plus; Granat Bros. Jewelry; Hastings; See's Candies; Goodman's (Gen. Mdse.) 3; Super Auto; Grand Auto; Mrs. Fields; Yardbirds; Rainbow Records; Liquor Barn; Earnies; Goodyear 2; Abbey Carpets; Kinney Shoes 2; Standard Brands Paint; Firestone; General Tires; Kaufman's Fabric-Land; Big 5 Sports 2; Foxmoor Casuals; Abbey/Hallmark; American Express; Waldenbooks; Conklin Bros.; Grossman's; Yaeger's Carriage House; Record Factory; N.Y. Fabric; Carpeteria; Wherehouse Records 2; Musicland; Wall-Paper-To-Go; House of Fabrics; Zale's Jewelers; The Limited; Kragen Auto; Circuit City; Limited Express; Wilsons Leather; Casual Corner; Track & Trail; Ben Bridge; Merksomer Shreve; Foot Locker; Lady Foot Locker; Jales; C&R Clothing; Radio Shack; BToys; Monica Scott.

14 - NEWSPAPERS: INDEPENDENT-JOURNAL (e) 36,671; (S) 40,327; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Howard Mullenary, Adv. Dir., INDEPENDENT-JOURNAL, PO Box 330, San Rafael, CA 94915; Tel. (415) 883-8600.
National Representative: Gannett National Newspaper Sales; U.S. Suburban Press.

MARTINEZ

1 - LOCATION: Contra Costa County (In Oakland PMSA). E&P Map B-4. County Seat. Residential & industrial center. 30 mi. E of San Francisco; 25 mi. E of Oakland & Berkeley. I-680; State Hwy. 4.

2 - TRANSPORTATION: Railroads-Southern Pacific; Amtrak.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound, Central C.C.C. Transit Authority.

3 - POPULATION:
Corp. City 80 Cen. 22,582; E&P 88 Est. 28,696
County 80 Cen. 661,140; E&P 88 Est. 789,199
PMSA 80 Cen. 1,765,899; E&P 88 Est. 2,062,500

4 - HOUSEHOLDS:
City 80 Cen. 8,437; E&P 88 Est. 11,202
County 80 Cen. 241,805; E&P 88 Est. 304,343
PMSA 80 Cen. 667,626; E&P 88 Est. 811,438

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$52,731,409
Savings & Loan	2	$16,193,466

6 - PASSENGER AUTOS: County 464,542.

7 - ELECTRIC METERS: Residence 14,917.

8 - GAS METERS: Residence 14,872.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Refining 3,100 ($314); Chem. 790 ($286); Gov't 6,400 ($372); VA Hosp. 1,334 ($283); Roofing; Asphalt; Petroleum Prods.
Principal Pay Days-1st, 15th; 10th, 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 65-75; Summer 70-90; Fall 65-85; Winter 29-75. First killing frost, Nov. 28; last killing frost, Feb. 18.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main St.; 4 on Ferry St.; 1 on Las Juntas St.; 2 on Castro; 1 on Estudillo; 3 on Escobar; 4 on Ward; 4 on Alhambra.
Shopping Centers-Gregson's; L&L U-Save; Virginia Hills.
Principal Shopping Days-Wed., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Hilsons.
Chain Drug Stores-Rexall 3; Thrifty; Long's.
Chain Supermarkets-Land's, Gregson's; Safeway; Nob Hill Market; Fry's; Lucky.
Other Chain Stores-Goodyear; Big O Tires; Mode O'Day; Foster's Freeze; Shoes: Grande's, Country Walk; Auto: Dells, Wheel Enterprises, Martinez; Clothing: Lily Field Boutique; Furn.: Ken's, Valley Used; Hdwe.: Lasell's.

14 - NEWSPAPERS: NEWS-GAZETTE (m-tues to sat) 4,300; June 30, 1987 VAC.
Local Contact for Advertising and Merchandising Data: David Payne, Gen. Mgr., NEWS-GAZETTE, 615 Estudillo, PO Box 151, Martinez, CA 94554; Tel. (415) 228-6400.
National Representatives: Papert Companies; U.S. Suburban Press.

MARYSVILLE-YUBA CITY

1 - LOCATION: Yuba and Sutter Counties (In Yuba City MSA). E&P Map B-4. Both cities are County Seats. Agricultural center. 45 mi. N of Sacramento. On U.S. Hwy. 99E; State Hwys. 20, 65 & 70.

2 - TRANSPORTATION: Railroads-Southern Pacific; Western Pacific; Sacramento Northern; Amtrak.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Hub Area Transit Authority.

3 - POPULATION:
Corp. Cities 80 Cen. 28,634; E&P 88 Est. 34,940
Marysville 80 Cen. 9,898; E&P 88 Est. 11,133
Yuba City 80 Cen. 18,736; E&P 88 Est. 23,807
NDM-ABC: (80) 101,979
Counties/MSA 80 Cen. 102,413; E&P 88 Est. 115,816
Yuba 80 Cen. 49,898; E&P 88 Est. 55,350
Sutter 80 Cen. 52,515; E&P 88 Est. 60,466

4 - HOUSEHOLDS:
Cities 80 Cen. 11,982; E&P 88 Est. 15,190
Marysville 80 Cen. 4,183; E&P 88 Est. 4,889
Yuba City 80 Cen. 7,799; E&P 88 Est. 10,301
NDM-ABC: (80) 36,313
Counties/MSA 80 Cen. 36,313; E&P 88 Est. 43,297
Yuba 80 Cen. 17,504; E&P 88 Est. 20,582
Sutter 80 Cen. 18,809; E&P 88 Est. 22,715

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	15	N.A.
Savings & Loan	14	N.A.
Credit Unions	6	N.A.

6 - PASSENGER AUTOS: Yuba 28,217; Sutter 32,745.

7 - ELECTRIC METERS: Residence 45,250.

8 - GAS METERS: Residence 29,858.

9 - PRINCIPAL INDUSTRIES: Food; Lumber; Plastics; Mobile Homes; Trailers.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 50-107; Fall 45-80; Winter 20-70. First killing frost, Nov. 15; last killing frost, Feb. 21.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on D St., Marysville; 12 blocks Side St.; 7 blocks Plumas St., Yuba City.
Neighborhood Shopping Centers-12th and Ramirez, Marysville; 19th and Covillaud, Marysville; Marysville Square; College Center, Marysville; Carriage Square, Yuba City; Yuba Plaza, Yuba City; Hillcrest Plaza, Yuba City.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
PV Center	NA	PV, Big A Auto Parts
College Ctr.	NA	Sprouse-Reitz
Colusa Ave.(15)	NA	Walgreens, Safesave Drug, Designer Fabrics
Hillcrest Plz.(22)	NA	Jane's, New Dimensions
K mart Center(5)	NA	K mart, Liquor Barn
Marysville Sq.(5)	NA	Mont. Ward, Lucky, Long's
Raley's	NA	Raley's, Pay 'N Pak
Village Ctr.(7)	NA	
Westbridge(15)	NA	Bradley's, Lucky, Payless, Radio Shack
Yuba Plaza(5)	NA	Sears, Thrifty Drug, Handyman
Heritage Oak(8)	NA	Safeway
Gridley(8)	NA	Thrifty Drug

Principal Shopping Days-Westbridge Shopping, Yuba City-Fri., Sat., Mon.
Stores Open Evenings-Wed., Fri.
Stores Open Sundays-Food, drug, clothing, appliances, hardware.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward, Sears; Bradley's; Mervyn's; National Dollar.
Discount Stores-K mart, PV.
Variety Stores-Woolworth; Sprouse-Reitz.
Chain Drug Stores-Payless 2; Thrifty 2; Safe-Save 2; Walgreens; Long's.
Chain Supermarkets-Safeway 2; Lucky 2; Food 4 Less; Raley's; Holiday 3.
Other Chain Stores-Singer; Firestone; Goodyear; Shoes: Don's, Kinney, Dave's 2, Kahn's; Men's Stores: Schneider's; Others: Radio Shack; House of Fabric; McMahan's Furniture; Bresler's Ice Cream; Wherehouse; Handyman; Designer Fabric; Kragen Auto Supply; Pay 'n Pak; Big 5.

14 - NEWSPAPERS: APPEAL-DEMOCRAT (e) 24,805; Mar. 31, 1988 ABC.
Local Contact for Advertising and Marketing Data: Claude C. Lathrop, Sales & Mktg. Dir., APPEAL-DEMOCRAT, 1530 Ellis Lake Dr., Marysville, CA 95901; Tel. (916) 741-2345.
National Representative: Branham/Newspaper Sales.

MERCED

1 - LOCATION: Merced County (MSA). E&P Map C-5. County Seat. Livestock, fruits, agricultural, canning, dairy & small mfg. center, heart of San Joaquin Valley. 127 mi. SE of San Francisco; 63 mi. S of nearest seaport terminal (Stockton); 55 mi. N of Fresno. Gateway to Yosemite Natl. Park. On State Hwys. 140, 99 & 59.

2 - TRANSPORTATION: Railroads-Amtrak; AT&SF; Southern Pacific.
Motor Freight Carriers-16.
Intercity Bus Lines-Greyhound, Yosemite Trans.
Airlines-United Express.

3 - POPULATION:
Corp. City 80 Cen. 36,499; E&P 88 Est. 51,495
CZ-ABC: (80) 55,993
RTZ-ABC: (80) 86,807
County/MSA 80 Cen. 135,319; E&P 88 Est. 166,142
City & RTZ-ABC: (80) 142,800

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 13,381; E&P 88 Est. 19,144
County/MSA 80 Cen. 44,539; E&P 88 Est. 56,868
CZ-ABC: (80) 19,572
RTZ-ABC: (80) 28,173
City & RTZ-ABC: (80) 47,745

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	13	$346,666,308
Savings & Loan	8	$248,904,669

6 - PASSENGER AUTOS: County 77,768.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food, Proc. & Packing 2,300; Ins. 1,500; Lumber 300; Aluminum Prods. 150; Health Care Prods. 100; Printing & Pub. 800; Drapery Mfg. 150; Trucking 200; Air Force Base 7,500 ($140 million annual payroll); Metal Elect. Contractors 140.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-90; Summer 43-106; Fall 32-88; Winter 28-80. Last killing frost, Mar. 20.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown; 15 blocks on Main St.; 5 on 18th St.; 2 on Canal St.; 2 on M St.; Merced Mall Regional Shopping Center, 1000 W. Olive Ave., 64 stores.
Neighborhood Shopping Centers-Westgate Center, W. Main St.; College Center, G. St. & North Bear Creek Dr.; College Green Center, Olive Ave. & G. Sts.; Yosemite Parkway, 21st St.; Bear Creek Shopping Center, Alexander Ave. & G. Sts.; Payless Plaza Merced, Olive & G Sts.; Olivewood Center, Olive & Austin Sts.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.; Food, Drug & Shopping Centers every night.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; Gottschalk's; Mervyn's; Newberry's; JCPenney; K mart; Pay N Pak.
Chain Drug Stores-Thrifty 2; Long's; Bill's; Payless.
Chain Supermarkets-Save Mart 4; Holley's; New Deal Markets; Lucky's.
Other Chain Stores-Toppers Jewelry; Fashion Crossroads; House of Fabrics; Musicland; Kinney Shoes; Goodyear; Goodrich; Firestone; Pep Boys Auto; McMahan Furn.; Slater's Furn.; Diamond International; Sherwin-Williams; Kerr Rug; Baskin

Robbins; General Nutrition; Topps & Trousers; Coronet; Beverly Fabrics; Grand Auto; Kragen Auto; Grossman's; Miller's Outpost; B. Dalton Booksellers; Big 5 Sports; Miller Stockman; Kits Cameras; Computerland; Village East; Petites West; 84 Lumber; Naturalizer Shoes; Wherehouse; Ortho Mattress; Standard Brands.

14 - NEWSPAPERS: SUN-STAR (m) 23,421, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Zack Horrell, Dir. of Sales, SUN-STAR, PO Box 739, Merced, CA 95341; Tel. (209) 722-1511.
National Representative Cresmer, Woodward, O'Mara & Ormsbee.

MODESTO

1 - LOCATION: Stanislaus County (MSA). E&P Map C-5, County Seat. Livestock, fruits and agricultural center. 94 mi. SE of San Francisco; 348 mi. N of Los Angeles; 29 mi. S of nearest seaport terminal (Stockton). Food processing center. On U.S. Hwy. 99; State Hwys. 132 & 108.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Tidewater Southern (subsidiary of Western Pacific); Santa Fe connected by Modesto & Empire Traction.
Motor Freight Carriers-122.
Intercity Bus Lines-Pacific Greyhound; Modesto Transit; Continental Trailways.
Airlines-Wings West; West Air.

3 - POPULATION:
Corp. City 80 Cen. 106,105; E&P 88 Est. 146,779
CZ-ABC: (80) 106,963
Bal. in NDM-ABC: (80) 158,937
County/MSA 80 Cen. 268,333; E&P 88 Est. 313,638
Total NDM-ABC: (80) 265,900
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 39,127; E&P 88 Est. 55,741
County/MSA 80 Cen. 97,700; E&P 88 Est. 114,276
CZ-ABC: (80) 39,257
Bal. in NDM-ABC: (80) 55,418
Total NDM-ABC: (80) 94,675

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	31	$805,347,000
Savings & Loan	23	$477,064,000

6 - PASSENGER AUTOS: County 173,889.

7 - ELECTRIC METERS: Residence City 58,361.

8 - GAS METERS: Residence City 42,651.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-All Mfg. 20,100; Nondurable Goods 14,500; Durables 5,600; Food Proc. 11,800; Ret. Trade 19,000; Whol. Trade 4,600; Gov't 15,300; Constr. 5,900; Trans. and Util. 4,200; Servs. 19,700.

10 - CLIMATE: Min. & Max. Temp.-Winter 36-54; Spring 45-73; Summer 58-94; Fall 48-77. First killing frost, Nov. 28; last killing frost, Mar. 3.

11 - TAP WATER: Alkaline; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Five mi. of McHenry Ave. (from Needham North) & Downtown; 8 blocks on 10th St., 4 on 11th St., 6 on I St.; 8 on J St.; N Freeway 99 at Dale Rd.
Neighborhood Shopping Centers-McHenry Village, 1700 McHenry Ave.; Roosevelt Center, College & Orangeburg; Yosemite, Santa Cruz & Yosemite Blvd.; Caruso, 2 mi. S on Crows Landing Rd.; Paradise Plaza, Paradise Rd. & Sutter St.; Gregory Gardens, 2000 Tully Rd.; Ulrich, Orangeburg & Virginia Ave.; Briggsmore Sq., McHenry & Briggsmore; McHenry Sq., McHenry & Bowen; Scenic, Old Oakdale Rd. at Scenic Dr.; Ceres Plaza; Coffee Plaza, Coffee Rd. at Floyd; Mervyn's, McHenry at Leveland; Briggsmore Plaza, Briggsmore & Prescott; Lloyds Sq., McHenry near Leveland; Bowen; Coffee & Orangeburg Center; Tully Manor, Tully at Standiford; Century Center, Oakdale at Orangeburg; Frontier Town, Tully at Standiford; Northgate Village, McHenry at Rumble; Western Plaza, Coffee at Floyd.
Regional Shopping Center-Vintage Faire, N Freeway 99 at Dale Rd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Vintage Faire	4	Sears, JCPenney, Macy's, Weinstock's, Gottschalk's
McHenry Vlg.	2	Keller's, New Deal
Yosemite	2	New Deal
Caruso	2	Landon's, Jumbo
Roosevelt	2	Paul's, O'Brien's
Paradise Plaza	1	Sprouse-Reitz
Sisk Road Center	4	Federated Group, Sofa Factory, Aaron Bros.
Gregory Gardens	2	Save Mart, Thrifty
Ulrich	2	Save Mart
Mervyn's	3	Mervyn's
Briggsmore Sq.	2	Mont. Ward, Thrifty
Briggsmore Plz.	2	Bonanza
McHenry Sq.	2	Payless
Scenic	2	Angelo's
Coffee Plaza	2	Save Mart
Ceres Plaza	3	Lucky Stores, TG&Y, Food 4 Less
Tully Manor	3	Raley's
Standiford Ctr.	4	Lucky's, Long's, Pier 1
Century Center	3	Gottschalk's, Raley's
Frontier Town	3	Center State Bank
Northgate Village	3	Ken's Camera
Western Plaza	3	Phone Center
Whitmore	4	Save Mart
Dale Road	4	Handy Andy, Big 5
Sylvan Square	4	Richland Mkts.

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept. Stores-Mon., Thur.; Food-every night except Sun.; Vintage Faire-Mon. through Sat. until 9 p.m.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Montgomery Ward; JCPenney; Loebs; Colburn's; Mervyn's; TG&Y; Gottschalk's; Weinstock's; Macy's.
Variety Stores-Woolworth; Sprouse-Reitz 4.
Chain Drug Stores-Payless 3; Long's 4; Rexall 3; Thrifty 6; Raley's 2.
Chain Supermarkets-Lucky 4; Sam's Food City; Angelo's 2; Save Mart 8; Richland 2; New Deal 8; Jumbo Foods; Ray's; Sav Mor 5; Raley's 2; Food 4 Less 2.
Discount Stores-K mart 3; Bonanza; TG&Y; Payless 3; Long's 4; Liquor Barn.
Other Chain Stores-Anita Shops; Aaron Bros.; Asher Bros.; Baker's; Furnishings 2000; Brownie Muffler; Copeland Lumber; Dutch Boy Paint; Federated Group; Firestone; Fuller Paints; Handy Andy; Hartfield's; House of Carpets; House of Fabrics; Kragen Auto; Landons; Leed's; Levitz; Lumberjack; Thom McAn; McMahan's; Midas Muffler; Miller-Stockman; Mode O'Day; Moss Stores; Pep Boys; Pittsburgh Paint; Roger's Jewelry; See's; Sherwin-Williams; Singer Co.; Simpson's; Topper's; Western Auto; Wicke's Lumber; Payless; Grand Auto; Ernie's Liquors; Gallenkamp's; Hatfield Jewelers; Huston Shoes; Radio Shack; The Swiss Colony; National Uniform; Kinder Foto; Mailing's Shoes; Miller's Outpost; Naturalizer Shoes; Grossman's; Sofa Factory; Standard Brands; B.A.D. Goods; Orchard Supply Hardware; Simco Corp.; Rasco Toys; Video Concepts.

14 - NEWSPAPERS: BEE (m) 78,904; (S) 84,729, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Alan Truax, Adv. Dir., BEE, 1325 H St., PO Box 3928, Modesto, CA 95352; Tel. (209) 578-2080.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

MONTEREY

1 - LOCATION: Monterey County (In Salinas-Seaside-Monterey MSA). E&P Map B-5. Tourist center. Vacation area and fishing. Fort Ord (Army); Navy Post Graduate School; Defense Language Institute. 125 mi. or 17 min. air time from San Francisco.

2 - TRANSPORTATION: **Motor Freight Carriers**-1.
Intercity Bus Lines-Monterey Peninsula Transit; Greyhound.
Airlines-United; American Eagle; Skywest (Delta); USAir; Qwest Air.

3 - POPULATION:
Corp. City 80 Cen. 27,558; E&P 88 Est. 30,160
CZ-ABC: (80) 90,934
Bal. in NDM-ABC: (80) 46,141
County/MSA 80 Cen. 291,096; E&P 88 Est. 339,074
Total NDM-ABC: (80) 137,075

4 - HOUSEHOLDS:
City 80 Cen. 11,208; E&P 88 Est. 12,806
County/MSA 80 Cen. 95,734; E&P 88 Est. 113,055
CZ-ABC: (80) 33,476
Bal. in NDM-ABC: (80) 15,704
Total NDM-ABC: (80) 49,180

5 - BANKS: Corp. City 7; Deposits N.A.

6 - PASSENGER AUTOS: County 182,831.

7 - ELECTRIC METERS: Residence 45,766.

8 - GAS METERS: Residence 39,554.

9 - PRINCIPAL INDUSTRIES: industry, An. Payroll-Military $737,000,000; Tourist $166,000,000; Mfg. $5,375,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-65; Summer 52-70; Fall 48-66; Winter 43-61. First killing frost, Dec. 4; last killing frost, Feb. 2.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Del Monte Shpg. Ctr. in Monterey; 6 blocks on Alvarado and Monterey, 4 on Ocean, Carmel; 4 on Lighthouse, Pac. Grove.
Neighborhood Shopping Centers-Fremont & Broadway; Seaside; Monte Vista Ctr., Monterey; Forest Hill Ctr.; Fairway Ctr.; Country Club Gate; Pacific Grove; Village Ctr.; Carmel Valley.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Del Monte(85)	NA	Macy's, Lucky, Thrifty Drugs, Mervyn's
The Barnyard(66)	NA	Thunderbird Book Store
Carmel Rancho(30)	NA	Albertson's, Brinton's
Crossroads(80)	NA	Long's, Safeway
Olympia Plaza(9)	NA	Sears
Carmel Plaza(51)	NA	I. Magnin, Saks
Country Club(18)	NA	Alpha Beta, Thrifty Drug

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon. through Fri.; Food-daily.

13 - RETAIL OUTLETS: **Department Stores**-Ford's; Macy's; JCPenney; Mervyn's.
Discount Stores-K mart.
Variety Stores-Woolworth; Sprouse-Reitz 2.
Chain Drug Stores-Long's 2; Thrifty 2; Payless.
Chain Supermarkets-Safeway 6; Nob Hill; Lucky 2; Alpha Beta.
Other Chain Stores-Kragen's; Banana Republic; Firestone 2; Friedman's; Goldsmith Jewelers; Sees Candies; Grand Auto; The Limited; Casual Corner; Miller's Outpost; Leed's; Gallenkamp's; Petrie's; Peck & Peck; I. Magnin; Saks Fifth Avenue; Books, Inc.

14 - NEWSPAPERS: PENINSULA HERALD (m) 33,616; (S) 35,116, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: James Rutledge, Adv. Mgr., PENINSULA HERALD, Pacific & Jefferson Sts., Monterey, CA 93940; Tel. (408) 646-4300.
National Representative: Branham/Newspaper Sales.

NAPA

1 - LOCATION: Napa County, (In Vallejo-Fairfield-Napa PMSA). E&P Map B-4. County Seat. 50 mi. N of San Francisco; 35 mi. N of Oakland. Off I-80 & State Hwys. 12, 29 & 121.
Motor Freight Carriers-2.
Inter-city Bus Lines-Greyhound.
Airlines-Bridgeford Flying Service.

3 - POPULATION:
Corp. City 80 Cen. 50,879; E&P 88 Est. 61,590
CZ-ABC: (80) 55,326
RTZ-ABC: (80) 43,873
County 80 Cen. 99,508; E&P 88 Est. 112,632
PMSA 80 Cen. 337,592; E&P 88 Est. 398,499
City & RTZ-ABC: (80) 99,199
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 19,714; E&P 88 Est. 23,541
County 80 Cen. 36,624; E&P 88 Est. 42,507
PMSA 80 Cen. 117,050; E&P 88 Est. 142,046
CZ-ABC: (80) 20,767
RTZ-ABC: (80) 15,857
City & RTZ-ABC: (80) 36,624

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	15	$395,400,000
Savings & Loan	11	$580,600,000

6 - PASSENGER AUTOS: County 61,485.

7 - ELECTRIC METERS: 32,842.

8 - GAS METERS: 30,868.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees-Leather Goods 280; Clothing 215; Tractor 104; Steel Pipe 100; Grape & Wine 1,500; Hospital 4,150; Calif. Veteran's Home 983; Building Materials 562; Aircraft Maintenance 110; Dairy 65.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-70; Summer 52-82; Fall 46-77; Winter 37-57. First killing frost, Oct. 23; last killing frost, Mar. 26.

11 - TAP WATER: Hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers** (No. of Stores)-Napa Valley (18); River Park (22); K mart; Bel Aire Plaza (15); Grape Yard (15); Silverado Plaza (14); Redwood Plaza (10).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Sun Valley	24	Macy's
Larwin Plaza	11	K mart, Sears
Hilltop	24	Capwells
Coddingtown	40	Emporium, K mart
Santa Rosa Plaza	36	Sears, Macy's
Solano Mall	20	JCPenney, Mervyn's, Sears, Emporium

Principal Shopping Days-Thur., Fri. & Sat. Stores open Thur. evenings.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Mervyn's.
Variety Stores-Woolworth; Darr's; Roberts.
Discount Stores-K mart; TG&Y.
Chain Drug Stores-Bill's; PayLess; Longs; Merrill's; Thrifty 2.
Chain Supermarkets-Safeway 2; Food Fair; Vallerga's 2; Lucky; Alpha Beta; Albertson's.
Other Chain Stores-Kinney Shoes; Gensler-Lee; Singer Co.; Sears; Goodyear; Grand Auto; Grossman's; Wickes; Garden Center; Sherwin-Williams; Radio Shack; Kragen Auto; Bistrin's; Chief Auto.

14 - NEWSPAPERS: REGISTER (e) 21,138, Mar. 31, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Jim March, Adv. Admin. Mgr., REGISTER, 1615 Second St.; PO Box 150, Napa, CA 94559; Tel. (707) 226-3711.
National Representative: The Papert Companies.

NEWARK

See FREMONT-NEWARK

OAKLAND

1 - LOCATION: Alameda County (In Oakland PMSA). E&P Map B-5. County Seat. Terminus of three transcontinental railroads. Largest port in San Francisco Bay. Center of air routes. Education center.

2 - TRANSPORTATION: **Railroads**-Amtrak; SP; Santa Fe; UP; WP; Burlington Northern; Denver & Rio Grande; Western.
Motor Freight Carriers-1,318.
Passenger & Freight Steamship Lines-70.
Rapid Transit-Bay Area Rapid Transit (BART).
Intercity Bus Lines-Trailways; Greyhound; Peerless; Alameda-Contra Costa Transit.
Airlines-America West; Alaska; American; Sun World; USAir; United; Delta; Continental; American Eagle; United Express.

3 - POPULATION:
Corp. City 80 Cen. 339,288; E&P 88 Est. 366,596
NDM-ABC: (80) 1,761,710
County 80 Cen. 1,104,759; E&P 88 Est. 1,273,301
PMSA 80 Cen. 1,765,899; E&P 88 Est. 2,062,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 141,640; E&P 88 Est. 162,440
NDM-ABC: (80) 667,626
County 80 Cen. 426,092; E&P 88 Est. 507,095
PMSA 80 Cen. 667,626; E&P 88 Est. 811,438

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	346	$7,164,450,000
Savings & Loan	233	$9,535,560,000

6 - PASSENGER AUTOS: County 693,541.

7 - ELECTRIC METERS: Residence 738,058.

8 - GAS METERS: Residence 665,465.

9 - PRINCIPAL INDUSTRIES: (County): Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 12,000 ($435); Fab. Metal Prods. 9,700 ($420); Mach. 10,400 ($470); Trans. & Equip. 4,900 ($555); Primary Metals 4,500 ($433); Chem. 9,700 ($486); Petroleum & Coal Prods. 8,400 ($791); Printing & Pub. 8,800 ($490); Paper Prods. 4,300 ($511); Stone, Clay & Glass Prods. 5,200 ($501); Elect. Equip. 8,500 ($482).

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown-15 blocks on Broadway; 4 on Telegraph Ave.; Broadway & MacArthur Blvd.
Neighborhood Shopping Centers-8 blocks on 7th St.; 8 at Park Blvd. & 18th St.; 5 at 23rd Ave. & E 14th St.; 65 along E 14th St.; 4 at Seminary Ave. & MacArthur Blvd.; 4 at Foothill Blvd. & Seminary Ave.; 6 at 73rd Ave. & MacArthur Blvd.; 10 at Fruitvale Ave. & MacArthur Blvd.; 10 at Grand Lake Ave. & MacArthur Blvd.; 10 at Moraga Ave. & LaSalle St.; 6 at San Pablo Ave. & Powell St.; 9 at College Ave. & Alcatraz Ave.; 12 at Telegraph Ave. & 51st St.; 4 at 53rd St. & Grove St.; Foothill Sq., Foothill Blvd. & 108 Ave.; MacArthur Blvd. & B'way., Rockridge Center; Eastmont Mall, 73rd & Foothill.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alameda County		
Fremont Fashion Center(32)	NA	Emporium-Capwell
Fremont Hub(96)	NA	
South Shore Ctr.(55)		Mervyn's, JCPenney
Southland(125)	NA	JCPenney, Sears, Mervyn's, Emporium-Capwell
Newpark Mall(101)	NA	Macys, Sears, Emporium-Capwell, Mervyn's
Eastmont Mall(82)	NA	JCPenney, Mervyn's
Stoneridge(77)	NA	Emporium-Capwell, Macys, JCPenney
Bay Fair Mall(115)	NA	Macys, Mont. Ward
Contra Costa County		
County East Mall(55)	NA	JCPenney, Sears, Mervyn's
Sunvalley(140)	NA	Emporium-Capwell, Macys, JCPenney, Sears
El Cerrito Plz.(60)	NA	Emporium-Capwell
Hilltop(140)	NA	Emporium-Capwell, Macys, JCPenney
Broadway(62)	NA	I. Magnin, Nordstrom, Emporium-Capwell

Stores Open Evenings-Mon., Thur. Many food stores open every evening and Sun.

13 - RETAIL OUTLETS: **Department Stores**-Emporium-Capwell 8; Macy's 5; Mervyn's 9; Montgomery Ward 5; JCPenney 9; Sears 5; Nordstrom; McCaulou's 8.
Discount Stores-Target 5; K mart 9.
Variety Stores-Newberry 3; Sprouse-Reitz 13; Woolworth 9.
Chain Drug Stores-Guy's 3; Long's 22; Domar's; Kerstein's 2; Payless 16; Pay 'N Save 3; Thrifty 22; Walgreens 8; Day & Night 2; Leo's 3; Abreu's; Bill's Drugs 7; Thrifty, Jr. 5.
Chain Supermarkets-Safeway 55; Albertson's 5; Fry's 9; Park & Shop 2; Lucky 55; Alpha Beta 13; 7-Eleven 88; Big T Supermarket 11; Farmer's Markets 4; Emby 3; Neb Hill 3; Pro Mkts. 3; Rebello's 3; Diablo Foods 4; Flair Mkt. 7; Petrini's.
Other Chain Stores-Ross Dress For Less 8; Abbey Carpets 5; Abbey Rents 2; Arden's 5; Big 3 Tires; Bond's 3; Breuner's 3; C&R Clothiers 6; C.B.S. Plywood 6; Crescent Jewelers 10; Davidson & Licht 5; Edison Bros. 12; Firestone 14; Florsheim 6; Foreman & Clark 2; Gallenkamp's 17; Goodyear 31; Grand Auto 17; W.T. Grant 4; Hartfield's 7; Zale's Jewelers 3; Kinney Shoes 8; Kragen Auto 18; Lerner's 2; Levitz 4; I. Magnin 2; Thom McAn; Milen's 6; Mode O'Day 10; Ortho Mattress 7; Big O Tires 21; Furnishings 2000 6; Merritt Tire 5; Standard Brands 5; Regal Shoes 4; Singer 10; Sleep Aire 4; Kress 3; Goldmans 12; Circuit City 4.

14 - NEWSPAPERS: THE TRIBUNE (m-mon to fri) 146,557; (m-sat) 144,133 (S) 146,101; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Wendy Rhea, Natl. Adv. Mgr., THE TRIBUNE, 409 13th St.; PO Box 24304, Oakland, CA 94623; Tel. (415) 645-2528.
National Representative: Branham/Newspaper Sales.

OCEANSIDE

1 - LOCATION: San Diego County, (In San Diego MSA), E&P Map E-8. 85 mi. S of Los Angeles on I-5. Adjoins Camp Pendleton of the U.S. Marine Corps.

2 - TRANSPORTATION: **Railroads**-Santa Fe.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Trailways; Oceanside Transit.

3 - POPULATION:
Corp. City 80 Cen. 76,698; E&P 88 Est. 108,607
CZ-ABC: (80) 102,915
RTZ-ABC: (80) 131,778
County/MSA 80 Cen. 1,872,741; E&P 88 Est. 2,247,863
City & RTZ-ABC: (80) 234,693
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 29,022; E&P 88 Est. 44,711
County/MSA 80 Cen. 670,094; E&P 88 Est. 824,306
CZ-ABC: (80) 39,184
RTZ-ABC: (80) 42,075
City & RTZ-ABC: (80) 81,259

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	19	N.A.

6 - PASSENGER AUTOS: County 1,273,593

7 - ELECTRIC METERS: Residence (Tri City) 22,148

8 - GAS METERS: Residence (Tri City) 16,508

9 - PRINCIPAL INDUSTRIES: Industry, (No. of Employees)-Elect. Connectors (500); DC Power Supplies/Transformers (380); Electrical Components/Systems (250); Agric. (Bulb Growing, etc.) (200); Electronic Equip. (126); Crystal & Elect. Mfg. (100).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-64; Summer 62-72; Fall 54-70; Winter 43-61.

11 - TAP WATER: Neutral, very hard, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-16 blocks on Hill St.; 6 on Mission Ave.; 3 on Freeman St.
Neighborhood Shopping Centers-1700 block Mission Ave.; 3100 block on Carlsbad Blvd.; 1600 block on South Hill; 2000 block on Mission; 300 block on Vista Way.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mission Sq.(23)	1	Von's, Thrifty
Long's	2	Safeway, Long's
Plaza Camina Real(129)	4	JCPenney, May Co., Woolworth, Bullock's, Broadway, Sears
Poinsettia(14)	NA	Big Bear, TG&Y
Oceanside Plz.(21)	2	Alpha Beta, Value Fair
Tamarack East	5	Thrifty, Safeway
Fed Mart	NA	Fed Mart
Mesa Marguirita(3)	NA	Express Lane Foods
Mercado De Oceana(17)	NA	Market Place, Price Drug
College Plz.(20)	NA	Sprouse-Reitz, Safeway, Thrifty
Cape Cod Vlg.(13)	NA	
Medical Park(3)	NA	Gordon Tait Phcy.
Baskin Robbins(9)	NA	Baskin Robbins
Oceanside(15)	NA	Safeway, Long's Drug

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Huckaby's; May Co.
Variety Stores-Sprouse-Reitz; Woolworth; Long's; Pay Less.
Discount Stores-Fed-Mart; Value-Fair; K mart.
Chain Drug Stores-Mission Park 2; Fed Mart; Long's; Thrifty.
Chain Supermarkets-Safeway 2; Von's; Shop Smart; Alpha Beta; Red & White 2; Albertson's.
Other Chain Stores-Singer Co.; Sears Roebuck; Elms; Southern California; Kirby Shoes; Mode O'Day; Berner-Judd Fashions; Salms; Ortho; Dormans; Hickory Farms; Checker Auto.

14 - NEWSPAPERS: BLADE-TRIBUNE (e-mon to fri) 37,387; (S) 38,853; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Scott Little, Adv. Dir., BLADE-TRIBUNE, 1722 S. Hill, Oceanside, CA 92054; Tel. (714) 433-7333.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ONTARIO-UPLAND

1 - LOCATION: San Bernardino County (In Riverside-San Bernardino PMSA), E&P Map D-7. 35 mi. E of Los Angeles; On U.S. Hwy. 66; State Hwys. 30, 71 & 83; I-10, 15 & 60.

2 - TRANSPORTATION: **Railroads**-Amtrak; Southern Pacific; Santa Fe; Union Pacific; Pacific Electric.
Intercity Bus Lines-Greyhound; S. Cal. Rapid Transit; Continental Trailways; Omnitrans; Dial-A-Ride.
Airlines-Air Cal; Air Cortez; Alaska; American; Continental; Golden West (commuter); Imperial (commuter); Inland Empire (commuter); Republic; Sun Aire (commuter); Pacific Southwest; TWA; United; Eastern.

3 - POPULATION:
Corp. Cities 80 Cen. 136,467; E&P 88 Est. 189,442
  Ontario 80 Cen. 88,820; E&P 88 Est. 126,944
  Upland 80 Cen. 47,647; E&P 88 Est. 62,498
PMSA 80 Cen. 1,573,202; E&P 88 Est. 2,054,435
NDM-ABC: (80) 268,392
County 80 Cen. 902,364; E&P 88 Est. 1,168,370
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 46,397; E&P 88 Est. 57,221
  Ontario 80 Cen. 29,376; E&P 88 Est. 38,765
  Upland 80 Cen. 17,561; E&P 88 Est. 21,110
County 80 Cen. 308,062; E&P 88 Est. 407,813
PMSA 80 Cen. 551,081; E&P 88 Est. 737,142
NDM-ABC: (80) 86,529

5 - BANKS	NUMBER	EST. DEP.
Commercial	28	N.A.
Savings & Loan	19	N.A.

6 - PASSENGER AUTOS: County 606,962

7 - ELECTRIC METERS: Residence 80,942

8 - GAS METERS: Residence 44,875

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aircraft 1,475; Citrus Proc. 794; Mach. Works 570; Truck Mfg. 800; Plastics 260; Misc. Mfg. 1,282.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-103; Summer 63-103; Fall 45-96; Winter 37-89.

11 - TAP WATER: Slightly alkaline, moderate; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Euclid Ave.; 5 on Holt Blvd., Ontario; 2 blocks on 2nd & 2 blocks on 9th, Upland.
Neighborhood Shopping Centers-4 blocks at 9th St. & 2nd Ave., Upland; 2nd St. & 3rd Ave.-Upland; 2 blocks at Foothill Blvd. & Euclid Ave., Upland; Galvin Park, 3 blocks at 4th St. & Grove Ave., Ontario; Mountain View, 2 blocks at Mountain Ave. & D St., Ontario; Montclair, 2 blocks at Mountain & Foothill, Upland; 2 blocks at 7th & Mountain.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plaza	3	Millers Outpost, K mart
Indian Hill Vlg.	6	Osco Drugs, Newberry's
Montclair Plaza	5	Broadway, May Co., Sears, Nordstrom, JCPenney, Mont. Ward
Ontario Plz.(36)	NA	Thrifty Drug, Ross
Mountaingreen	NA	Mervyn's, Long's
Rancho Towne Ctr.	6	Standard Brands
Town Center Upland	NA	Thrifty Drug, Von's, Drugs, Vons, Osco
Upland Ctr.(18)	NA	Stater Bros., Pic 'N Save
Upland Sq.(23)	NA	Alpha Beta, Gemmel's

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Dept. & discount-Fri.; Supermarkets-nightly.
Stores Open Sundays-Dept., discount mkts.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Miller's Outpost 4; Mervyn's; May Co.; Broadway; Best Products; Montgomery Ward; Target; Nordstrom's; J.J's; Ross; Robinson's; Sears; Best; Fallis; Valley.
Discount Stores-K mart 3; Fedco; Pic 'N Save.
Variety Stores-Curnet; Sunrise V&S.
Chain Drug Stores-Thrifty 10; Owl Lucky; Gemmel 7; Long's; Osco; PayLess.
Chain Supermarkets-Von's 5; Alpha Beta 8; Stater Bros. 10; Ralphs 2; Albertson's; Lucky 4; Hughes; Sun Value Foods.
Other Chain Stores-National Lumber; Standard Brands Paints 2; Firestone; Pep Boys; General Tire; Winston Tire; F&H Tire; Chief Auto; McMahan's Furn.; Armstrong Nurseries; Lerners; House of Fabrics; Cloth World; Ace; Hardware; Builder's Emporium; Radio Shack; Clothestime; Kragen; Circuit City.

14 - NEWSPAPERS: DAILY REPORT (m) 44,997; (S) 46,011; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Peggy del Toro, Adv. Mgr., DAILY REPORT, PO Box 4000, Ontario, CA 91761; Tel. (714) 987-6397.
National Representative: Papert Companies.

ORANGE COUNTY (Anaheim)

1 - LOCATION: Orange County, (In Anaheim-Santa Ana PMSA), E&P Map D-8. Anaheim is in center of Orange Co., adjoining Santa Ana, County Seat. Manufacturing and tourist center. On I-5; Calif. Hwys. 29, 55, 57, 72, 90, 91 & 250; 8 mi. NW of Santa Ana.

2 - TRANSPORTATION: **Railroads**-AT&SF; SP; UP.
Motor Freight Carriers-6.
Intercity Bus Lines-Continental Trailways; Greyhound; Orange County Transit; Southern Calif. Rapid Transit.

3 - POPULATION:
Corp. City 80 Cen. 219,494; E&P 88 Est. 262,509
County/PMSA 80 Cen. 1,941,365; E&P 88 Est. 2,369,407
NDM-ABC: (80) 449,322
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 80,628; E&P 88 Est. 98,583
County/PMSA 80 Cen. 685,815; E&P 88 Est. 876,876
NDM-ABC: (80) 156,012

5 - BANKS	NUMBER	DEPOSITS
Sav. & Comm.	36	$2,727,804,347
Savings & Loan	28	$712,942,861

6 - PASSENGER AUTOS: County 1,402,485

7 - ELECTRIC METERS: Residence 79,627

8 - GAS METERS: Residence 63,636

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronic Equip. 8,020; Amusement Park 6,000; Electro-mechanical Prods. 1,400; Computer Graphics Prods. 1,500; Chain Restaurant Headquarters & Whse. 2,790; Hotel 1,660; Interstate Elect. Equip. 1,700; Hospital 1,400; Residential Locksets 1,350; Rubber Prods. 950.
Principal Pay Days-15th & 31st.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-89; Summer 55-92; Fall 49-94; Winter 35-83.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers** No. of Stores-Plaza de Oro 41; Anaheim Hills 34; Ball-Euclid Plaza 32; Disneyland Hotel Plaza 30; Plaza de Seville 30; The Village 26; Canyon Village 28; La Palma-Imperial 30.
City Neighborhood Shopping Centers-Anaheim Hills Center 18; Euclid-Crescent Square 17; Granada Square 23; Madison Square 18; Magnolia-Broadway Center 15; Magnolia-La Palma Center 16; Mayfair Plaza 20; Wonderland Center 15.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Canyon Plaza(70)	13	Albertson's
Anaheim Plaza(62)	2	Mervyn's
Brookhurst(51)	3	Goodyear, Alpha Beta
E. Anaheim(50)	1	Ralph's, Boston Store

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Most stores throughout the week.
Stores Open Sundays-Food, drug, discount, specialty stores.

13 - RETAIL OUTLETS: **Department Stores**-Boston Stores; Broadway; Mervyn's.
Discount Stores-Lucky; K mart; Target.
Variety Stores-Sprouse-Reitz; K mart; Target.
Chain Drug Stores-Rexall; Sav-On; Thrifty; Skaggs.
Chain Supermarkets-Albertson's; Alpha Beta; Lucky; Ralphs; Stater Bros.; Von's.
Other Chain Stores-Bond Clothes; C&R Clothiers; Color Tile Supermarkets; Dorman's Tire and Auto Supply; Florsheim Shoes; Firestone Tire; Goodyear Tire; Goodrich Tire; Grant Boys; Hartfield's; Hickory Farms; House of Tailoring; Judy's Lido Fashions; Mark C. Bloome Tires; McMahan Furn.; Midas Muffler; Nurseryland; Pep Boys; Radio Shack; Rayco Car Service; See's Candy Shops; Silverwoods; Singer Co.; Toy City; Toys R Us; Uniroyal Tires.

14 - NEWSPAPERS: ANAHEIM BULLETIN (e) 7,670; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Robert Novak, Gen. Mgr., ANAHEIM BULLETIN, PO Box 351, Anaheim, CA 92815-0351; Tel. (714) 634-1567.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ORANGE COUNTY (Costa Mesa)

1 - LOCATION: Orange County, (In Anaheim-Santa Ana PMSA), E&P Map D-8. Residential, industrial and resort communities. 40 mi. SE of Los Angeles. On State Hwy. 55; U.S. Hwy. 101 & I-405.

2 - TRANSPORTATION: **Railroads**-Southern Pacific (freight); Amtrak (passenger).
Motor Freight Carriers-22.
Bus Lines-Greyhound; Laguna Beach-Santa Ana; Westminster; Continental Trailways; Santa Ana; Orange County Transit District.
Airlines-Air California; Republic; American; America West; Continental; Imperial; Jet America; PSA; West Air; Delta.

3 - POPULATION:
Corp. City 80 Cen. 82,291; E&P 88 Est. 94,389
CZ-ABC: (80) 146,065
RTZ-ABC: (80) 336,274
County/PMSA 80 Cen. 1,941,365; E&P 88 Est. 2,369,407
City & RTZ-ABC: (80) 482,339
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 32,487; E&P 88 Est. 38,284
County/PMSA 80 Cen. 685,815; E&P 88 Est. 876,876
CZ-ABC: (80) 60,457
RTZ-ABC: (80) 120,563
City & RTZ-ABC: (80) 181,020

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	96	$2,185,596,000
Comb. Banks, S&L	217	$4,478,997,000

6 - PASSENGER AUTOS: County 1,402,485

7 - ELECTRIC METERS: Residence 33,363

8 - GAS METERS: Residence 27,263

9 - PRINCIPAL INDUSTRIES: Electronic Components; Space Research & Development; Guidance Control Systems; Precision Tools; Sprinkler Controls; Valves; Thermal Insulation; Acoustical Prods.; Structural Adhesives; Lamination Material; Fiberglass Prods.; Boats & Boating Equip.; Univ. of Calif.; Irvine Campus; Sporting Goods; Oil Wells; El Toro Marine Air Station; Computer Technology; Medical Supplies; Tourism; Agric.

10 - CLIMATE: Annual Min. & Max. Temp.-Costa Mesa: 43-74. Newport Beach: 53-67.

11 - TAP WATER: Colorado River softness: 125 parts per million, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**
Costa Mesa-South Coast Plaza, Harbor Center, Mesa Plaza; Mesa Center; Hillgren Square, Downtown Costa Mesa.
Newport Beach-Fashion Island, Westcliff Plaza, Bayside Center; Eastbluff Center, Downtown Newport; Lido; Balboa; Balboa Island; Corona del Mar, Mariners' Mile; Harbor View Center; Newport Hills Center and Old Newport Beach.
Nearby Shopping Centers-Huntington Center eight mi. from city zone retail center (Broadway, Montgomery Ward, JCPenney); Westminster Mall (Sears, Broadway, Buffums, May Co., J.W. Robinson); Laguna Hills Mall (Sears, Buffums, JCPenney, Broadway); Woodbridge Center; Irvine.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Supermarkets, May Co., Sears, JCPenney, Broadway. All stores in South Coast Plaza-Mon. through Fri. Other Center-Mon., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores-Costa Mesa**-May Co.; Sears; JCPenney; Montgomery Ward; Bullock's; Nordstrom's; Saks Fifth Ave.; Mark Cross; I. Magnin; Reinert's.
Newport Beach-Broadway; J.W. Robinson; Buffum's; Bullock's-Wilshire; Neiman-Marcus; Silverwoods; Brooks Bros.
Discount Stores-Costa Mesa-Builder's Emporium; K mart, Fedco, Ross.
Variety Stores-Gilbert's.
Chain Drug Stores-Thrifty; Sav-On; Long's.
Chain Supermarkets-Costa Mesa-Alpha Beta; Albertson's; Stater Bros.; Safeway; Lucky Stores; Von's; Pantry Markets; Tic Toc; 7-Eleven; Ralph's.
Newport Beach-Albertson's; Safeway; El Rancho; Gelson's; Tic Toc; Hughes; Ralph's.
Other Chain Stores-Harris & Frank; Joseph Magnin; Silverwood's; Mandel's; Slavick; Singer Co.; B.D. Howes; Brentano's; House of Nine; Lane Bryant; C.H. Baker; Cabot's Gudes Barnett; Leed's; Thom McAn; Pickwick; Wetherby-Kayser; Kinney's; Anita Shops; Baskin-Robbins; Firestone; B. Dalton Books; Big Five Stores; Kirk Jewelers; Vendome Liquors; Imperial Hardware; See's Candies; Home Silk Shop; Pep Boys; Wickes; Weisfield Jewelers; Courreges; The Gap; J.K. Gill; Western's Color Tile; The Grant Boys; F.A.O. Schwarz.

14 - NEWSPAPERS: DAILY PILOT (e) 21,221; (S) 21,093; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Howard Mullenary, Pub., DAILY PILOT, 330 W. Bay St.; PO Box 1560, Costa Mesa, CA 92626; Tel. (714) 642-4321.
National Representatives: Landon Associates, U.S. Suburban Press.

ORANGE COUNTY (La Habra)

1 - LOCATION: Orange County (In Anaheim-Santa Ana PMSA). E&P Map D-8. 14 mi. N of Santa Ana; 28 mi. E of Los Angeles.

2 - TRANSPORTATION: **Railroads**-La Habra: Southern Pacific; Union Pacific. Brea: Southern Pacific.

3 - POPULATION:
Corp. City 80 Cen. 45,232; E&P 88 Est. 51,524
NDM-ABC: (80) 73,145
County/PMSA 80 Cen. 1,941,365; E&P 88 Est. 2,369,407
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 16,538; E&P 88 Est. 19,303
NDM-ABC: (80) 26,453
County/PMSA 80 Cen. 685,815; E&P 88 Est. 876,876

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	12	N.A.
Commercial	20	N.A.

6 - PASSENGER AUTOS: County 1,402,485

7 - ELECTRIC METERS: Residence 27,568

8 - GAS METERS: Residence 20,584

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees-Food 1,900; Oil Field Research 950; Photochemicals & Camera Parts 375; Dept. Stores 650; Hospital 285. Brea-Mechanical Rubber Goods 950; Industrial Protective Coatings 352; Ball Bearings & Swivel Joints 300; Util. Prods. 300; Industrial & Agric. Chem. 175.

10 - CLIMATE: Annual Av. Temp.-62.

11 - TAP WATER: La Habra: Alkaline, hard, not fluoridated. Brea: Alkaline, medium soft, not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
La Habra		
Fashion Sq.(50)	NA	Bullock's, Buffums
La Habra Sq.(22)	NA	Ralph's Mkt., Builder's Emporium
La Habra Circle(20)	NA	Jackson Bros.
La Habra Mall(20)	NA	Lowe's for Men
Hacienda Plz.(16)	NA	Sears, Long's
Brea		
Brea Mall(100)	NA	Sears, May Co.
Brea Plz.(30)	NA	Thrifty Drug, Albertson's
Brea Heights(16)	NA	Ray's Mkt.
Imperial Plz.(16)	NA	Alpha Beta

Other Shopping Centers (No. of Stores)-La Habra: Highland Ctr. (15); La Habra Plz. (14); Imperial Beach Ctr. (14); Beach Plz. (12); Town & Country (12); Harbor Sq. (12); Spadra Sq. (10); North Hills Plz. (10); Harbor Central Plz. (10); Central Plz. (10); Chantry Sq. (10).
Brea: Brea Ctr. (14); Brea West (14); 770 Center (10); Olinda Village (10).

13 - RETAIL OUTLETS: **Department Stores**-Buffum's, Bullocks, Sears, May Co., Broadway.
Discount Stores-K mart, Gemco.
Variety Stores-Pic 'N' Save.
Chain Drug Stores-Thrifty 4; Long's; Sav-On; Drug Emporium.
Chain Supermarkets-Albertson's; Alpha Beta; Ralphs; Safeway; Hughes.
Other Chain Stores-Mark C. Bloome Tires; Chief Auto Supply; Daniels Tire Centers; Firestone; Florsheim Shoes; Hickory Farms; Innes Shoes; Leed's Shoes; 7-Eleven; Shoe Market; Silverwoods; Singer Co.; Sears Roebuck Service Ctr.; Slavick's Jewelry; Standard Brands Paint; C.H. Baker; Gallenkamp; Harris & Frank; House of Fabrics; Kinney Shoes; Radio Shack; Thom McAn; Zale's Jewelers.

14 - NEWSPAPERS: STAR-PROGRESS (e-mon to fri) 5,090; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Nelson Roberts, Jr., Pub., STAR-PROGRESS, PO Box 2040, La Habra, CA 90631; Tel. (714) 529-2144.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ORANGE COUNTY (Santa Ana)

1 - LOCATION: Orange County (In Anaheim-Santa Ana PMSA). E&P Map D-8. County Seat. 35 mi. SE of Los Angeles; 95 mi. N of San Diego on Santa Ana Fwy. (I-5); San Diego Fwy. (I-405); Garden Grove Fwy. (22) Riverside Artesia Fwy. (91); Newport Fwy. (55); Orange Fwy. (57); Imperial Hwy. (90); Laguna Fwy. (133); State Hwys. 1, 39, 72.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Southern Pacific (freight); Union Pacific (freight); Amtrak.
Motor Freight Carriers-137.
Intercity Bus Lines-Greyhound; Trailways; S. Calif. Rapid Transit; Orange County Transit (OCTD); Airport Service, Inc.; Laguna Beach Municipal Transit; Town Tours; Grayline Tours; Charter Lines-Four Winds; Taylor Bus; Roberts Holiday Lines.
Airlines-Air Cal, Continental; PSA at John Wayne Airport. Commuter Service also to all airlines at L.A. Int's (LAX) and Long Beach. At John Wayne: American West; American; Jet America; Northwest; United Express; TWA; Delta.

3 - POPULATION:
Corp. City 80 Cen. 204,023; E&P 88 Est. 255,017
NDM-ABC: (80) 1,932,921
County/PMSA 80 Cen. 1,941,365; E&P 88 Est. 2,369,407

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 64,038; E&P 88 Est. 82,757
County/PMSA 80 Cen. 685,815; E&P 88 Est. 876,876
NDM-ABC: (80) 686,267

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	352	$18,309,842,000
Commercial	468	$14,170,896,000

6 - PASSENGER AUTOS: County 1,402,485

7 - ELECTRIC METERS: County 871,892

8 - GAS METERS: County 668,478

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric. 8,800; Constr. 53,600; Mfg. 242,300; Trans., Commun. & Util. 34,100; Whol. Trade 63,500; Fin., Ins. & R.E. 83,400; Servs. 254,200; Gov't 111,500; Ret. Trade 197,300.
Principal Industrial Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-80; Summer 57-90; Fall 43-85; Winter 35-82. First killing frost, Dec. 7; last killing frost, Feb. 7.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: **Neighborhood Shopping Centers**-In the Orange County Metropolitan Area there are 26 incorporated cities with central shopping districts and community shopping centers; also 20 major regional centers which include dept. stores, shops, restaurants, drug stores, supermarkets and large parking areas.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Anaheim Plaza(72)	NA	Broadway, Mervyn's, Robinson's
Brea Mall(140)	NA	Sears, May Co., Nordstrom, Broadway
Buena Park(160)	NA	Sears, May Co., JCPenney
City, The(113)	NA	May Co., JCPenney
Fashion Island(133)	NA	Robinson's, Broadway, Buffums, Bullocks, Neiman-Marcus, Wilshire
Fashion Square (La Habra)(40)	NA	Buffums, Bullock's
MainPlace (Santa Ana)(170)	NA	Bullock's, Robinson's, Nordstrom
Honer Plaza(33)	NA	Mont. Ward
Huntington(75)	NA	JCPenney, Broadway, Mont. Ward, Mervyn's
Laguna Hills(80)	NA	JCPenney, Broadway, Buffums, Sears
Mall of Orange(100)	NA	Broadway, JCPenney, Sears
S. Coast Plaza(260)	NA	Saks, Sears, May Co., Nordstrom, Bullock's, Broadway, Robinson's, I. Magnin
Westminster(175)	NA	Sears, May Co., Robinson's, Buffums
Mission Viejo(136)	NA	Robinson's, May Co., Mont. Ward, Bullock's

Principal Shopping Days-Fri., Sat. & Mon.
Stores Open Evenings-Mon. through Fri.
Stores Open Sundays-Food, drug, discount, furniture, hardware, appliance & all dept. stores.

13 - RETAIL OUTLETS: **Department Stores**-Boston; Broadway; Buffums; Bullock's; May Co.; JCPenney; Robinson's; Sears; Montgomery Ward; I. Magnin; Mervyn's; Neiman-Marcus; Nordstrom; Saks Fifth Avenue.
Discount Stores-Fedco; K mart; Target; Marshall's; Ross.
Variety Stores-K mart; Newberry's; Pic 'n Save; McCrory; Woolworth.
Chain Drug Stores-Danber 5; Rexall 10; Sav-On 39; Thrifty 38; CVS 12.
Chain Supermarkets-Albertson's 23; Alpha Beta 40; Lucky 29; Pantry 4; Ralph's 28; Safeway 17; Stater Bros. 16; Von's 16; Hughes 9; Pavilions 2; Irvine Ranch 7.
Other Chain Stores-Men's Wear: C&R Clothiers, Harris & Frank, House of Tailoring, Silverwood's; M/W Wear: The Gap; Women's Apparel: Anita Shop, Judy's, Lane Bryant, Wet Seal, Casual Corner, Clothestime, Fashion Conspiracy, Limited, Petrie's; Auto Supply: Pep Boys, Goodyear, Firestone, Mark C. Bloome, Chief Auto Supply, Kragen, Trak; Footwear: Leed's, Thom McAn, Standard Shoes, Kinney, Gallenkamp, C.H. Baker, Florsheim, Naturalizer; Jewelers: Slavick's, Rupert's, J. Herbert Hall, Zale's, Weisfield; Furniture: Barker Bros., J.H. Biggar, McMahan's, Levitz, R.B.; Fabrics: Fabric King, Cloth World, Leah's; Health Salons: Family Fitness, Richard Simmons Anatomy Asylum, Holiday Health Spa, Jack LaLanne; Paint: Sherwin-Williams, Standard Brands, Sinclair; Hardware: Home Club, Inc., Home Depot, Builder's Emporium, National Lumber, Builder's Square; Misc.: Abby Rents, Trader Joe's, Cost Plus.

14 - NEWSPAPERS: REGISTER (all day-mon to fri) 325,015; (m-sat) 317,561; (S) 369,874; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Howard Grothe, V.P./Adv. & Mktg., REGISTER, 625 N. Grand Ave., Santa Ana, CA 92711; Tel. (714) 953-7703.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

OROVILLE

1 - LOCATION: Butte County, E&P Map B-3. County Seat. Agriculture, horticulture, lumber, mining, fruit processing, livestock, tourist center. On Feather River 28 mi. N of Marysville; 22 mi. SE of Chico; 85 mi. from Sacramento. On State Hwy. 70.

2 - TRANSPORTATION: **Railroads**-Union Pacific (main line); Southern Pacific (branch).
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Oroville Area Transit; Butte County Transit.

3 - POPULATION:
Corp. City 80 Cen. 8,683; E&P 88 Est. 11,760
CZ-ABC: (80) 23,462
RTZ-ABC: (80) 17,729
County 80 Cen. 145,449; E&P 88 Est. 175,546
City & RTZ-ABC: (80) 41,191
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 3,753; E&P 88 Est. 5,303
CZ-ABC: (80) 9,110
RTZ-ABC: (80) 6,659
County 80 Cen. 56,904; E&P 88 Est. 71,575
City & RTZ-ABC: (80) 15,769

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 94,585

7 - ELECTRIC METERS: Residence 17,446

8 - GAS METERS: Residence 9,372

9 - PRINCIPAL INDUSTRIES: (County) Industry, No. of Wage Earners (Av. Wkly. Wage)-Woodworking 1,120 ($205); Food Proc. 1,410 ($195); Mfg. (Lumber & Other) 175 ($180); Commun. & Util. 1,535 ($160); Timber; Agric. Prods.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 60-98; Fall 48-64; Winter 36-54.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Days**-Thur., Fri., Sat.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; K mart; JCPenney; City of Paris; Firestone; Grand Auto; Kragen Auto.
Variety Stores-Woolworth; Sprouse-Reitz.
Chain Drug Stores-Thrifty; Raley's; Long's.
Chain Supermarkets-Raley's; Safeway; Albertson's; Lucky.
Other Chain Stores-Payless Shoe Source.

14 - NEWSPAPERS: MERCURY-REGISTER (e) 9,077; (m-sat) 9,652; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jeff Becker, Adv. Dir., MERCURY-REGISTER, 2081 Second St.; PO Box 651, Oroville, CA 95965; Tel. (916) 533-3131.
National Representative: Papert Companies.

OXNARD

1 - LOCATION: Ventura County (In Oxnard-Ventura PMSA). E&P Map D-7. On U.S. Hwy. 111A, midway between Santa Monica & Santa Barbara; 62 mi. from Los Angeles; 2 mi. from U.S. Hwy. 101 (inland rt.); Adjacent to Pacific Ocean.

2 - TRANSPORTATION: **Railroads**-S. Pacific; Amtrak; Ventura County Railway.
Intercity Bus Lines-Greyhound.
Airlines-Skywest; West Air; Resort Commuter.
Shipping-Oxnard Harbor District, Port of Hueneme.
Motor Freight Carriers-50.

3 - POPULATION:
Corp. City 80 Cen. 108,195; E&P 88 Est. 136,465
CZ-ABC: (80) 125,998
RTZ-ABC: (80) 69,252
County/PMSA 80 Cen. 534,558; E&P 88 Est. 658,530
City & RTZ-ABC: (80) 195,250
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 33,087; E&P 88 Est. 43,301

County/PMSA 80 Cen. 173,254; E&P 88 Est. 221,936
CZ-ABC: (80) 38,929
RTZ-ABC: (80) 22,677
City & RTZ-ABC: (80) 61,606

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	22	$2,590,345,000
Savings & Loan	28	$3,233,450,000

6 - PASSENGER AUTOS: County 361,287

7 - ELECTRIC METERS: Residence 38,812

8 - GAS METERS: Residence 32,926

9 - PRINCIPAL INDUSTRIES: Agric. Prods.; Boat Mfg. & Sales; Bldg. & Constr. Materials; Chem. Mfg.; Electronics; Environmental Controls; Flowers; Food Proc.; Forging; Frozen Foods; Fruit & Vegetable Packing; Glass Prods.; Marina Facilities; Medical Instruments; Mobile Home Mfg. & Sales; Office Supp.; Oil Refining; Garment Mfg.; Paper Prods.; Plastics; Precision Hydraulics; Precision Machining; Printing & Pub.; Resort Facilities; Steel Fabrication; Trailers.

10 - CLIMATE: Min. & Max. Temp.-Jan. 42-65; July 56-74.

11 - TAP WATER: Slightly alkaline, moderately hard.

12 - RETAILING: **Shopping Centers**-32 shpg. ctrs. with 71? stores.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-Akron; Broadway; May Co.; Montgomery Ward; JCPenney; Sears; Mervyn's 2.
Variety Stores-McCory 2; Sprouse-Reitz 2; Woolworth 2.
Discount Stores-K mart 3; Ross Stores; Target; Color Tile; Price Club.
Chain Drug Stores-Key Rexall; Laubacher's 3; Thrifty 3; Clark's; Long's; Osco.
Chain Supermarkets-Alpha Beta 2; Albertson's; Hughes; Lucky's 4; Payfair 2; Ralph's 2; Safeway 4; Mercado La Plaza; Jonsons Farms.
Other Chain Stores-Levitz Furn.; Radio Shack; Grossman's Lumber; Builder's Emporium; Big 5 Sporting Goods; Standard Brands; Hickory Farms; Petrie's; B. Dalton; 7-Eleven; See's Candies; Stop 'n Go 5; Stride-Rite; Pic 'N Save; Natl. Dollar; Federated; Builder's Square; The Gap; Best Products; Leo's Stereo; Pep Boys; Wherehouse; Toys R Us; Goodyear; Kids Mart.

14 - NEWSPAPERS: PRESS-COURIER (e) 17,562; (S) 18,791; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Robert E. LaMacchia, Adv. Dir., PRESS-COURIER, 300 W. Ninth St., Oxnard, CA 93030; Tel. (805) 483-1101.
National Representatives: Thomson Newspapers; Papert Companies.

PALMDALE

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-7. County Seat: 2,500 sq. mi. in the SW corner of the Mojave Desert. Palmdale 40 mi. from downtown Los Angeles. Two major military facilities: Edwards AFB, Palmdale AF Plant 42.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Intercity Bus Lines-Greyhound; Trailways; Antelope Valley Bus.
Airlines-Trans World Express.

3 - POPULATION:
Corp. City 80 Cen. 12,277; E&P 88 Est. 27,184
County/PMSA 80 Cen. 7,492,023; E&P 88 Est. 8,377,161

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,658 E&P 88 Est. 10,968
County/PMSA 80 Cen. 8,377,161; E&P 88 Est. 3,070,433

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 4,586,589

7 - ELECTRIC METERS: Residence 77,000

8 - GAS METERS: Residence 54,721

9 - PRINCIPAL INDUSTRIES: Industry (Av. Wkly. Wage)-Aerospace ($530); Agric. ($235).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-90; Summer 65-110; Fall 30-75; Winter 10-75. First killing frost, Oct.; last killing frost, Mar.

11 - TAP WATER: Well water.

12 - RETAILING: **Principal Shopping Center**-Mervyn's Shpg. Ctr.; Downtown Palmdale.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mervyn's(15)	3	Mervyn's, Longs, Consumers
K mart(20)	2	K mart, Miller's Outpost
Penney's Plz (16)	1	JCPenney, Albertson's

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Shpg. Ctrs., JCPenney, Sears, Mervyn's, Target and Drug Stores until 9 p.m.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Mervyn's; Boston.
Discount Stores-K mart; Target.
Variety Stores-Woolworth; Sprouse-Reitz.
Chain Drug Stores-Thrifty; Osco; Longs; Payless.
Chain Supermarkets-Albertson's; Alpha Beta; Grocery Warehouse; Lucky; Safeway; Stater Bros.; Von's; Hughes; Ralph's.
Other Chain Stores-Goodyear; Firestone; Goodrich; 7-Eleven; McMahan's Furn.; Wicke's Lumber; Builders; Grossman's; H&E Home Centers.

14 - NEWSPAPERS: ANTELOPE VALLEY PRESS (m-tues to fri; S) 27,057 (pd.) April 6, 1988 VAC.
Local Contact for Advertising and Merchandising Data: William C. Markham, Adv. Dir., PO Box 880, Palmdale, CA 93550; Tel. (805) 273-2700.
National Representative: Landon Associates.

PALM SPRINGS-PALM DESERT

1 - LOCATION: Riverside County (In Riverside-San Bernardino PMSA). E&P Map E-8. Desert resort, 105 mi. SE of Los Angeles. On State Hwy. 111, off I-10; U.S. Hwys. 62 & 74.

2 - TRANSPORTATION: **Intercity Bus Lines**-Greyhound; Sun Bus.
Motor Freight Carriers-9.
Airlines-American; Delta; TWA; Alaska; CP; Pacific Western; United; Pacific Southwest.

3 - POPULATION:
Corp. Cities 80 Cen. 44,167; E&P 88 Est. 63,074
Palm Springs 80 Cen. 32,366; E&P 88 Est. 44,435
Palm Desert 80 Cen. 11,801; E&P 88 Est. 18,639
CZ-ABC: (80) 72,230
Bal. in NDM-ABC: (80) 13,174
PMSA 80 Cen. 1,573,202; E&P 88 Est. 2,054,435
County 80 Cen. 670,838 E&P 88 Est. 886,065
Total NDM-ABC: (80) 85,404
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 34,603; E&P 88 Est. 42,222
Palm Springs 80 Cen. 24,461; E&P 88 Est. 28,586
Palm Desert 80 Cen. 10,142; E&P 88 Est. 13,636
County 80 Cen. 243,019; E&P 88 Est. 329,329
PMSA 80 Cen. 551,081; E&P 88 Est. 737,142
CZ-ABC: (80) 32,262
Bal. in NDM-ABC: (80) 6,172
Total NDM-ABC: (80) 38,434

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	38	N.A.
Savings & Loan	41	N.A.

6 - PASSENGER AUTOS: County 481,540

7 - ELECTRIC METERS: Desert Hot Springs, Palm Springs, Cathedral City, Palm Desert 85,000

8 - GAS METERS: Residence 46,090

9 - PRINCIPAL INDUSTRIES: Tourism: 60 golf courses; 27 clubs; 9 major, 300 smaller hotels; spring training home of California Angels; Bob Hope Golf Classic; Nabisco-Dinah Shore Golf Classic; World's largest passenger-carrying aerial tramway.

10 - CLIMATE: Unusually dry throughout the year. Rainfall, annual av. 2.40 inches. Min. & Max. Temp.-Spring 47-94; Summer 66-110; Fall 48-93; Winter 39-76.

11 - TAP WATER: Relatively soft, abundant supply; not fluoridated.

12 - RETAILING: **Principal Shopping Area**-Along Palm Canyon Dr. and in 11 shopping centers.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Desert Fashion Plaza(37)		I. Magnin, Silverwood's, Sak's Fifth Ave.
Indian Palms		Lucky's, K mart
Palm Desert Town Ctr.(140)	12	Bullock's, JCPenney, Bullocks Wilshire, May Co.
Palm Springs Mall(41)	1	Robinsons, Walker-Scott, Thrifty, Von's, K Mart
Plaza		Desmond's
Palms to Pines III(22)	11	Safeway, McDonald's
Rancho Las Palmas	10	Long's, Von's
Smoke Tree Village(21)	3	Von's, Long's
Sun Center		Sears (catalog)
Sunrise(23)	2	Smith's Food King
The Vineyard(27)		Fashion Optical
Hwy. 111 Town Center(1)	NA	Marshall's, Cost Plus, Standard Shoes
Loehman's Plaza(2)	NA	Loehman's, Linens & Things
Lucky Center(10)	NA	Lucky's
Canyon Plaza South(1)	NA	Kragen, National Lumber

13 - RETAIL OUTLETS: **Department & Specialty Stores**-Bullock's Wilshire; Saks Fifth Ave.; Robinson's; Desmond's; JCPenney; I. Magnin; Silverwoods; Walker-Scott; Leed's Jewelers; Big Five; K mart; Sears; Harris; May Co.; Target; Marshall's.
Chain Variety Stores-Sprouse-Reitz; Bullocks; Pace.
Chain Drug Stores-Thrifty 7; Long's 2; Osco 2.
Chain Supermarkets-Von's 7; Stater Bros. 4; Ralph's 3; Jensen's 2; Lucky's 4.
Other Chain Stores-Sears (catalog); Singer Co.; Hickory Farms; Kinney Shoes; Lumberman's; See's Candies; Woman's World; Zale's; Slavock's; Big 5 Sporting; Pep Boys; Chief Auto Parts; Crown Books; Silverwoods; Big A Auto; Goodyear; Winston Tire; Tri-City Tire; Firestone; National Lumber; Mark C. Bloome; Aaron Brothers; House of Fabrics; Miller's Outpost; McMahan's Furn.; Ortho Mattress; R.B. Furn.; Cost Plus; Kragen's; Tire Pros; Pier 1; Builder's Emporium; Stockwell & Binney; Linens & Things.

14 - NEWSPAPERS: DESERT SUN (e-mon to fri) 34,290; (wknd) 48,205; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Susan Sirmons, Mktg. Serv. Dir., DESERT SUN, 611 S. Palm Canyon Dr., PO Box 190, Palm Springs, CA 92288; Tel. (619) 325-8666.
National Representative: Gannett National Newspaper Sales.

PALO ALTO

1 - LOCATION: Santa Clara County (In San Jose PMSA). E&P Map B-5. University center. Central San Francisco Peninsula location, 32 mi. S of San Francisco; 17 mi. N of San Jose. Primarily residential with electronics mfg. & research, missile development & research, financial & medical center.

2 - TRANSPORTATION: **Railroads**-SP.
Motor Freight Carriers-45.
Intercity Bus Lines-Greyhound; Santa Clara County Transit; Peerless Stages; Barrett Airport Bus.
Airlines-At San Francisco Airport (15 mi. N): TWA; British Airways; Lufthansa; CAAC; Mexicana; Alaska; CP Air; Singapore; China Airlines; Eastern; Republic; Northwest Orient; Air Canada; West Air; Yosemite; Pan Am; United; American; Flying Tigers; Japan; Quantas; Empire; Delta; Philippines; Air Cal; Continental; Inland Empire; Condor; British Caledonian; LTU International; Pacific Coast; Pacific East; Pacific Express; Southwest; Sun Country; Transamerica; USAir; Wings West. At San Jose Airport (15 mi. S): PSA; Republic; American Apollo; TWA; United; Air California; Continental; Sunworld; West Air; Wings West.

3 - POPULATION:
Corp. City 80 Cen. 55,225; E&P 88 Est. 58,483
CZ-ABC: (80) 339,068
RTZ-ABC: (80) 131,658
County/PMSA 80 Cen. 1,299,040; E&P 88 Est. 1,509,423
City & RTZ-ABC: (80) 470,726
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,041; E&P 88 Est. 25,310
County/PMSA 80 Cen. 458,519; E&P 88 Est. 558,367
CZ-ABC: (80) 133,063
RTZ-ABC: (80) 52,846
City & RTZ-ABC: (80) 185,909

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	26	$9,094,593,000
Savings & Loan	15	$6,594,996,000

6 - PASSENGER AUTOS: County 905,958

7 - ELECTRIC METERS: Residence 414,381

8 - GAS METERS: Residence 347,527

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Electronics 85,700 ($195); Educ. 7,900 ($185); Printing & Pub. 950 ($165); Mfg. 284,400 ($345); Servs. 180,500 (N.A.); Ret. Trade 116,900 (N.A.)
Principal Industrial Pay Days-Electronics Plants, Wed. or Fri.; Educ. 1st & 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-68; Summer 54-77; Fall 48-72; Winter 39-58. Killing frosts very rarely.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: **Downtown Shopping District**-8 blocks on University Ave. and 1, 2, or 3 on 7 cross sts.
Neighborhood Shopping Centers-7 blocks at California Ave. at El Camino Real; 2 at Middlefield Rd. & Colorado Ave.; 15 on El Camino Real S of California Ave.; 8 on S Cruz Rd.

Nearby Shopping Centers

Name(No. of stores)	**Miles from Downtown**	**Principal Stores**
Town & Country	1	Town & Country Mkt.
Sunnyvale Town & Country	9	
Sunnyvale Town Ctr.	10	Mont. Ward, Macy's, Stanford
Peninsula Boardwalk	9	K mart, Aaron Bros., Big 5, Mervyn's
Edgewood(11)	1	Lucky Mkt.
Midtown	2	Bergmann's, Safeway, Co-Op, Midtown Mkt.
Old Mill(50)	2	
Stanford Villa	1	Lucky Mkt.
Menlo Park	2	Dreagers, Safeway
Los Altos	7	Safeway
Charleston	2	Brentwood, Coast-to-Coast
Mountain View(18)	4	Lucky Mkt.
Los Altos Rancho	8	Rancho Mkt.
Vallco Fashion Park	14	JCPenney, Smith's, Sears, I. Magnin, Emporium-Capwell
Stanford Regional (133)		Emporium, Macy's, I. Magnin, Neiman Marcus, Saks, Nordstrom

Principal Shopping Days-Every day.
Stores Open Evenings-Weekdays.
Open Sundays-Food, dept., drug, discount, lumber, nursery.

13 - RETAIL OUTLETS: **Department Stores**-The Emporium 5; Saks Fifth Ave.; I. Magnin 3; JCPenney 4; Bergmann's 2; Macy's 5; Nordstrom's 2; Neiman Marcus.
Variety Stores-Woolworth 3.
Chain Drug Stores-Walgreens 2; California Ave. Phcy. 5; Palo Alto Drug 2.
Chain Supermarkets-All American; Lucky 5; Safeway 15; Consumer's Co-Op 5.
Other Chain Stores-Firestone; Western Auto; Hasting's (apparel); Blum's; See's; Edy's; Kinney; Sommer & Kaufman (shoes); Florsheim; Leeds Shoes; Grodin's; S&H Green Stamps; Thom McAn; Woolworth Garden Center; Montgomery Ward (auto); Grand Auto; Van Ness Auto; Goodyear; Shreve; Kragen's (auto); The Akron; Scherba's Auto.

14 - NEWSPAPERS: PENINSULA TIMES TRIBUNE (e) 50,368; (S) 51,494; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Robyn Murphy, Display Adv. Mgr., PENINSULA TIMES TRIBUNE, 245 Lytton Ave., Palo Alto, CA 94301; Tel. (415) 853-5441.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

PASADENA

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-7. In San Gabriel Valley; 10 mi. NE of Los Angeles business district.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Union Pacific; Amtrak.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Continental Trailways; Los Angeles Rapid Transit; Airport Service Inc.; Santa Fe.
Airports-Burbank/Glendale/Pasadena; Los Angeles International; Ontario International.

3 - POPULATION:
Corp. City 80 Cen. 118,072; E&P 88 Est. 134,517
CZ-ABC: (80) 168,605
RTZ-ABC: (80) 220,159
County/PMSA 80 Cen. 7,492,023; E&P 88 Est. 8,377,161
City & RTZ-ABC: (80) 388,764
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 47,470; E&P 88 Est. 56,782
County/PMSA 80 Cen. 2,730,674; E&P 88 Est. 3,070,433
CZ-ABC: (80) 65,024
RTZ-ABC: (80) 83,100
City & RTZ-ABC: (80) 148,124

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	19	N.A.
Commercial	12	N.A.

6 - PASSENGER AUTOS: County 4,586,509

7 - ELECTRIC METERS: Residence 46,408

8 - GAS METERS: Residence 41,263

9 - PRINCIPAL INDUSTRIES: (Area includes Pasadena, La Canada/Flintridge, San Marino, South Pasadena, Altadena.) Industry, No. of Wage Earners-Agric. 200; Constr. 4,200; Mfg. 19,000; Trans./Commun./Util. 6,000; Ret. Trade 28,000; Whol. Trade 4,000; Fin./R.E./Ins. 8,000; Servs. 42,000; Gov't 16,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-70; Summer 59-89; Fall 57-83; Winter 45-69.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Plaza Pasadena, 12 blocks on Colorado Blvd. and 5 on South Lake; Foothill-Rosemead Shpg. Ctr. Hastings Ranch Shpg. Ctr.
Neighborhood Shopping Centers-Lake & Washington; Santa Anita & Colorado; La Canada.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
W. Arcadia	5	May Co., Hinshaw's, Ross Stores
Santa Anita(120)	5	The Broadway
Fashion Pk.	5	Buffum's, JCPenney, J.W. Robinson
Pasadena-Dtwn.	NA	Robinson's
E. Pasadena	NA	Fedco
South Lake(44)	NA	Bullock, I. Magnin
Rosemead	3	Mont. Ward
Foothill(9)	3	Hughes, El Rancho
Colorado & Lake(50)	1	
Plaza Pasadena(126)	NA	JCPenney, May Co., Broadway's
Fair Oaks(10)	NA	Thrifty Drug
Hastings Ranch(21)	3	Woolworth, Sears, Marshall's
Washington East(7)	2	Alpha Beta, Von's
Eagle Rock	4	May Co., Mont. Ward
Monrovia	7	Safeway, Oles, Mervyn's

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept. Stores-Mon., Wed., Thur., Fri., some Sundays; Food-Daily & Sun.

13 - RETAIL OUTLETS: Department Stores-Bullock's; Broadway; Sears; JCPenney; J.W. Robinson; May Co.; I. Magnin; Buffum's; Mervyn's; Hinshaw's.
Discount Stores-Big 5; Fedco; Akron; Lucky; Builder's Emporium; K mart; Ross Stores; Marshalls.
Variety Stores-Woolworth.
Chain Drug Stores-Thrifty 4; Safeway; McCracken's; Rexall 2; The Apothecary Shop; Berry & Sweeny Rx 2; Chandler's 2; Little Giant 3; Power Vitamin & Cosmetic Center 2; Vernon's; Exclusive Prescription; Sav-On 2; Osco.
Chain Supermarkets-Albertson's 3; Alpha Beta 3; Boys; Safeway 3; Ralph's 8; Pantry 6; Von's 6; Jurgensen's 3; El Rancho 4; Lucky 2; Pavillions.
Other Chain Stores-Auto Supplies: Pep Boys, Western Auto, Allied Auto, Goodrich, Firestone, Midas Muffler, Rayco Seat Covers, National; Furniture: Barker Bros., Fedde, Lowes, Superior, Jamestown, McMahan's, Biggar's; Women's Apparel: Siverwood's, Phelp's Meager, Harris & Frank, Lane Bryant, I. Magnin; Talbots; Women's Shoes: C.H. Baker, Chandler's, Leed's, Mandel's, Wetherby Kayser; Paint: Sherwin-Williams, Dutch Boy, Mathews, Standard Brands; General: W.P. Fuller, Pittsburgh Plate Glass; Trading Stamps: S&H Green Stamps, Blue Chip Stamps; Electronics: Pacific Stereo, Dow-Milo, Wesco, Empire, Radio Shack; Circuit City.

14 - NEWSPAPERS: STAR-NEWS (m) 39,363; (S) 44,218; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Kevin Drolet, Adv. Dir., STAR-NEWS, 525 E. Colorado Blvd., Pasadena, CA 91109; Tel. (213) 578-6525.
National Representative: Knight-Ridder Newspaper Sales.

PASO ROBLES

1 - LOCATION: San Luis Obispo County, E&P Map C-6. Midway bet. San Francisco and Los Angeles on Hwy. 101. Agricultural, cattle center, light mfg., recreation (Lake Nacimiento, Lake San Antonio, San Miguel Mission).

2 - TRANSPORTATION: Railroads-So. Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Orange Belt.
Airlines-Delta; Skywest.

3 - POPULATION:
Corp. City 80 Cen. 9,163; E&P 88 Est. 16,367
County 80 Cen. 156,559; E&P 88 Est. 211,940
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,631; E&P 88 Est. 6,488
County 80 Cen. 58,171; E&P 88 Est. 80,473

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$151,000,000
Commercial	8	$190,000,000

6 - PASSENGER AUTOS: County 114,072

7 - ELECTRIC METERS: Residence 5,100

8 - GAS METERS: Residence 4,755

9 - PRINCIPAL INDUSTRIES: Industry-Electronic Components; Business Forms; Metal Fabrication; Greeting Card Printing; Feed Prods.; Fruit and Nut Proc.; 4 Wheel Drive Adapters; Almond Proc.; Correctional Institution; Plastic Tools; Printing Components; Portable Airline Hangers; Feed and Grain; Medical Devices; Farm Work & Equip.; Regulators; Meat Packing; Machine Work & Welding; Wineries 24; Solar Heating; Sheet Metal.

10 - CLIMATE: Av. Temp.-Spring 38-56; Summer 50-74; Fall 38-60; Winter 39-52.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: Principal Shopping Center-Downtown, 5 blocks on Park Ave.; 3 on 12th St.; 4 on Pine St.; 7 on Spring St.; 3 blocks on Creston Rd.
Principal Shopping Days-Dept.-Mon.-Sat.; Food-Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-Paso Robles Mercantile; JCPenney; Redi-Western; K mart.
Variety Stores-Cornet Stores; J.J. Newberry.
Chain Drug Stores-ADX; Rexall; Thrifty.
Chain Supermarkets-Safeway; Williams; Lucky's.

Other Chain Stores-Mode O'Day; Sears (catalog); TV & Appliance; Radio Shack; Coast-to-Coast; Hayward Lumber; Diamond International; Kragen Auto; True Value.

14 - NEWSPAPERS: DAILY PRESS (e-mon to fri) 4,187; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: R.D. Reddick, Adv. Dir., DAILY PRESS, PO Box 427, Paso Robles, CA 93447; Tel. (805) 238-0330.
National Representative: None.

PETALUMA

1 - LOCATION: Sonoma County (In Santa Rosa-Petaluma PMSA). E&P Map B-4. 38 mi. N of San Francisco on U.S. Hwy. 101; 20 mi. E of Pacific Ocean, at headwaters of Petaluma River.

2 - TRANSPORTATION: Railroads-Northwestern Pacific; Petaluma & Santa Rosa; Southern Pacific.
Intercity Bus Lines-Greyhound; Golden Gate Transit.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 33,834; E&P 88 Est. 41,277
CZ-ABC: (80) 33,834
RTZ-ABC: (80) 130,534
County/PMSA 80 Cen. 302,195; E&P 88 Est. 373,666
City & RTZ-ABC: (80) 164,368
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,122; E&P 88 Est. 14,648
County/PMSA 80 Cen. 114,523; E&P 88 Est. 147,229
CZ-ABC: (80) 12,122
RTZ-ABC: (80) 47,298
City & RTZ-ABC: (80) 59,420

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	10	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 209,560

7 - ELECTRIC METERS: Residence 23,402

8 - GAS METERS: Residence 20,226

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Optics 330; Plastic Bottles 150; Poultry 150; Creamery 160; Check Printing 120; Dairy 106; Machine Shops; Iron Foundry; Non-Ferrous Metals; Native Stone and Adobe.

10 - CLIMATE: Av. Daily Temp.-44 to 70.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Petaluma Plaza(18)	1	Albertson's, Thrifty, JCPenney, Radio Shack, True Value Hdwe.
Plaza North(25)	1	K mart, Long's Drug
Washington Sq.(44)	1	Safeway, Mervyn's, Bill's Drugs
Golden Eagle(30)	NA	Alpha Beta

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon., Thur., Fri.; nurseries open Sun.

13 - RETAIL OUTLETS: Department Stores-Mervyn's; JCPenney.
Discount Stores-K mart.
Chain Drug Stores-Payless; Long's; Bill's; Tuttle.
Chain Supermarkets-Albertson's; Alpha Beta; Lucky; Safeway; Petaluma Market; Hagstrom's; Carl's Mkt.
Other Chain Stores-Firestone; Triple S Tire; Kinney Shoe; Meyers Jewelers; Kragen Auto; Grand Auto; McPhail's Appliances; Ernie's Liquors; Baskin Robbins; Diamond Lumber; Wickes Lumber; True Value Hardware; Shaw's Candies; Radio Shack; PV Ranch & Home; Sports-a-foot; Payless Shoes; Beauty Store & More; Clothes Time; Winston Tire; Super Cuts; Athletic Shoe Factory; Marin Surplus; House of Fabrics; The Clothing Store; McMahan Furniture; Yard Birds; Swensen's; Big O Tires; Shoe Fair.

14 - NEWSPAPERS: ARGUS-COURIER (e) 9,234; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Dorothy Herdt, Adv. Mgr., ARGUS-COURIER, 830 Petaluma Blvd. N, Petaluma, CA 94952; Tel. (707) 762-4541.
National Representative: Papert Companies.

PINOLE

1 - LOCATION: Contra Costa County (In Oakland PMSA). E&P Map B-4. 12 mi. NE of San Francisco; 5 mi. N of Oakland.

2 - TRANSPORTATION: Railroads-Bay Area Rapid Transit (BART); Southern Pacific; Sante Fe.
Intercity Bus Lines-Greyhound; A.C. Transit.

3 - POPULATION:
Corp. City 80 Cen. 14,253; E&P 88 Est. 15,623
NDM-ABC: (80) 182,845
County 80 Cen. 661,140; E&P 88 Est. 789,199
PMSA 80 Cen. 1,765,899; E&P 88 Est. 2,062,500

4 - HOUSEHOLDS:
City 80 Cen. 4,897; E&P 88 Est. 5,537
County 80 Cen. 241,418; E&P 88 Est. 304,343
PMSA 80 Cen. 667,626; E&P 88 Est. 811,438
NDM-ABC: (80) 69,123

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$86,490,000
Savings & Loan	2	$38,000,000

6 - PASSENGER AUTOS: County 464,542

7 - ELECTRIC METERS: Residence 5,917

8 - GAS METERS: Residence 5,800

9 - PRINCIPAL INDUSTRIES: Chevron; Petroleum; Sugar; Refining; Food; Shipping; Chem.
Principal Industrial Pay Days-N.A.

10 - CLIMATE: Min. Temp.-44; Max. Temp.-75.

11 - TAP WATER: Soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Hilltop Mall(130)	NA	JCPenney, Macy's, Emporium-Capwell
El Cerrito Plaza(57)	NA	Lucky, Mervyn's, Emporium-Capwell
Pinole Vista S.C.(32)	NA	K mart, Best, Alpha Beta, Federated
El Portal S.C.(48)	NA	Mervyn's, Safeway

Principal Shopping Days-Wed. through Sun.
Stores Open Evenings-Most.

13 - RETAIL OUTLETS: Department Stores-Macy's; Montgomery Ward; Emporium-Capwell; JCPenney; Mervyn's; Sears.
Discount Stores-Best; K mart; Price Club; Costco.
Chain Drug Stores-Long's; Payless; Sprouse-Reitz.
Chain Food Supermarkets-Alpha Beta; Lucky; Safeway; Raley's.
Other Chain Stores-Big 5; Kragen Auto; 7-Eleven; Home Club; Builder's Emporium; Federated; Liquor Barn; Grossman's.

14 - NEWSPAPERS: WEST COUNTY TIMES (m) 29,373; (S) 30,178; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Terry Farmer, Adv. Mgr., WEST COUNTY TIMES, 1660 San Pablo Ave., Pinole, CA 94564; Tel. (415) 724-8400.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

PITTSBURG

1 - LOCATION: Contra Costa County (In Oa PMSA). E&P Map B-4. Industrial and reside center. On State Hwys. 4, 24; 32 mi. from Oakla

2 - TRANSPORTATION: Railroads-Southern Pacific; Santa Fe; Sacramento Northern.
Intercity Bus Lines-Greyhound; BART Feeder; AC Transit.

3 - POPULATION:
Corp. City 80 Cen. 33,034; E&P 88 Est. 45,420
NDM-ABC: (80) 43,763
PMSA 80 Cen. 1,765,899; E&P 88 Est. 2,062,500
County 80 Cen. 661,140; E&P 88 Est. 789,199

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,087; E&P 88 Est. 16,346
County 80 Cen. 241,805; E&P 88 Est. 304,343
PMSA 80 Cen. 667,626; E&P 88 Est. 811,438
NDM-ABC: (80) 15,183

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	$128,212,000
Savings & Loan	2	$56,010,000

6 - PASSENGER AUTOS: County 464,542

7 - ELECTRIC METERS: Residence 13,136

8 - GAS METERS: Residence 12,769

9 - PRINCIPAL INDUSTRIES: Steel; Chem.; Roofing; Ceramics; Rubber; Power plant.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-78; Summer 61-90; Fall 50-63; Winter 43-55.

11 - TAP WATER: N.A.

12 - RETAILING: Shopping Centers-County East; Sun Valley; Heights; Lido Square; Shoreacres; Pittsburg Towne Center; Highland Square; Atlantic Plaza.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Mervyn's; Sears; K mart; Sprouse-Reitz; JCPenney; Montgomery Ward.
Chain Drug Stores-Thrifty; McKeil; Regal; Evola; Long's; Pay 'N Save; Raley's.
Chain Supermarkets-Big T; Safeway; Lucky; Ken's Quality Mkt.; Albertson's; Raley's.
Other Chain Stores-Ace Hardware; Radio Shack; National Dollar; Goodyear; Firestone; Big O Tires.

14 - NEWSPAPERS: POST-DISPATCH (e-mon to fri) 6,693; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Ann Walker, Adv. Mgr., POST-DISPATCH, 515 Railroad Ave., Pittsburg, CA 94565; Tel. (415) 432-7336.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; U.S. Suburban Press.

PLEASANTON

1 - LOCATION: Alameda County, E&P Map B-5 (In Oakland PMSA). 25 min. from San Francisco.

2 - TRANSPORTATION: Intercity Bus Lines-Greyhound; AC Transit.

3 - POPULATION:
Corp. City 80 Cen. 35,160; E&P 88 Est. 44,178
NDM-ABC: (80) 150,179
County 80 Cen. 1,104,759; E&P 88 Est. 1,272,301
PMSA 80 Cen. 1,765,899; E&P 88 Est. 2,062,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. N.A.; E&P 88 Est. 14,665
County 80 Cen. 426,092; E&P 88 Est. 507,095
PMSA 80 Cen. 667,628; E&P 88 Est. 811,438
NDM-ABC: (80) 48,250

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	10	$211,685,000

6 - PASSENGER AUTOS: County 693,541

7 - ELECTRIC METERS: Residence 17,261

8 - GAS METERS: Residence 15,316

9 - PRINCIPAL INDUSTRIES: Industrial Computers; Labs, Retail.

10 - CLIMATE: Av. Min. Temp.-51; Av. Max. Temp.-73.

11 - TAP WATER: Hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alcosta(35)	NA	Safeway, TG&Y
Dublin Plz (13)		Albertson's, Mervyn's, Payless
Peppertree Plz (11)	NA	Albertson's, Payless
Amador(15)	NA	Safeway, Sprouse-Reitz
Arcade(15)	NA	Long's, Safeway, Orchard Supply
Shamrock Vlg (30)	NA	Safeway, Sprouse-Reitz, Saw Mill
Village Sq (23)	NA	Kelly Moore Paints
Granada(15)		Lucky, Sprouse-Reitz
Stoneridge(140)	NA	Capwells, Macy's, JCPenney
Dublin Pl (26)		Wards, Target
Rose Pavillion(20)	NA	Longs Drugs, Simons Hdwe.
Best Plaza(25)	NA	Best, Cost Plus
Depot Plz (10)	NA	Lucky
Miller's Outpost Ctr (19)	NA	Thrifty, TG&Y, Miller's Outpost
Nob Hill Ctr (6)	NA	Bill's Drug, Nob Hill Foods

Principal Shopping Days-Wed., Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-Mervyn's, JCPenney, Capwells, Macy's, Wards, Nordstrom.
Discount Stores-K mart; Best; Target.
Variety Stores-Handyman; Romley's; Sprouse-Reitz; TG&Y.
Chain Drug Stores-Payless; Bill's; Long's; Thrifty.
Chain Supermarkets-Alpha Beta; Lucky's; Albertson's; Safeway; Nob Hill Foods; Flair Market.

14 - NEWSPAPERS: VALLEY TIMES (m) 21,951; (S) 22,239; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Maureen Brotherton, Gen. Mgr., VALLEY TIMES, 126 Spring St.; PO Box 607, Pleasanton, CA 94566; Tel. (415) 462-4160.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; U.S. Suburban Press.

POMONA

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-7, 28 mi. E of Los Angeles. On U.S. Hwy. 66; State Hwys. 57, 60, 71; I-10, I-210.

2 - TRANSPORTATION: **Railroads**-Main lines of S.P., U.P., Santa Fe, and Amtrak.
Motor Freight Carriers-29.
Intercity Bus Lines-Southern California Rapid Transit District; Omni-Trans.; Greyhound; Trailways.
Airlines-Air Cal; Alaska; Pacific Southwest; American; Royal West; United; TWA; SunAire; Sun World; Eastern; Delta; America West; Northwest Orient; Southwest.

3 - POPULATION:
Corp. City 80 Cen. 97,742; E&P 88 Est. 117,397
NDM-ABC: (80) 291,139
County/PMSA 80 Cen. 7,492,023; E&P 88 Est. 8,377,161
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 32,153; E&P 88 Est. 40,465
County/PMSA 80 Cen. 2,730,674; E&P 88 Est. 3,070,433
NDM-ABC: (80) 91,499

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 4,586,509

7 - ELECTRIC METERS: Residence 33,334

8 - GAS METERS: Residence 30,013

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric. 600; Constr. 2,325; Mfg. 10,900; (Guided Missiles 8,821; Tech. Prods. 575; Paper Prods. 500; Street Sweeping Mach. 387; Misc. 617); Trans., Commun., Util. 2,612; Whol. & Ret. 7,339; Fin., Ins., R.E. 3,411; Servs. 9,414; Gov't 1,484 (85 estimates).

10 - CLIMATE: Min. & Max. Temp.-Spring 48-71; Summer 60-89; Fall 53-79; Winter 40-64. First killing frost, Nov. 30; last killing frost, Apr. 1.

11 - TAP WATER: Moderately hard; not fluoridated.

12 - RETAILING: **Major Shopping Centers**-Indian Hill Mall, Pomona (50 stores); Phillips Ranch Village, Pomona (12 stores); Montclair Plaza, Montclair (190 stores); Diamond Bar Blvd. Center, Diamond Bar (60 stores); Puente Hills Mall, Puente (165 stores); Mountain Green Center, Upland (25 stores); Ontario Plaza, Ontario (20 stores); Chino Town Square, Chino (20 stores); Grove Shopping Center, Pomona (24 stores).
Neighborhood Shopping Areas-7 neighborhood shopping areas at E. Holt, North Garey, South Garey, West Holt, West Mission Ave. and East Mission Ave., North Towne, Foothill at Garey, and Indian Hill on I-10.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Montclair(190)	6	May Co., Broadway, JCPenney, Mont. Ward
Indian Hill(50)	3	Newberry, Radio Shack, Roberts, Sav-On
Mountain Green(25)	7	Long's Drugs, Mervyn's
Target, LaVerne(5)	5	Target
Target, Ontario(3)	6	Target, Toys R Us
K mart, Montclair (10)	4	K mart, Miller's Outpost
K mart, Diamond Bar(40)	5	K mart, Sav-On
Fedco	10	Fedco
Downtown Mall	NA	Buffum's
No. Indian Hill(12)	3	Gemco, Builder's Emporium, Ole's Plus
Ontario Plz (20)	5	Ross, Thrifty
Town Ctr (9)	5	Federated
Chino Town Sq (20)	6	Pace, Target
Grove Shopping Ctr (24)	3	Brands, Miller's Outpost

Principal Shopping Days-7 days a week.
Stores Open Evenings-Food & dept.

13 - RETAIL OUTLETS: **Department Stores**-Brands; Buffum's; Roberts; Sears; Miller's Outpost 4; JCPenney; Nordstrom; Best Products; May Co.; Mervyn's; Montgomery Ward; Broadway; Boston; Target 2; Federated; Circuit City.
Discount Stores-Gemco; K mart 5; Fedco; Ross; Price Club; Home Club; Pace.
Variety Stores-Cornet 3; Newberry; Rexall 2; Sprouse-Reitz; TG&Y 2.
Chain Drug Stores-Rexall 2; Hamilton 3; Long's; CVS; Sav-On 3; Thrifty 12; Clark's 2; Skaggs.
Chain Supermarkets-Albertson's; Alpha Beta 4; Boys; Von's 4; Gemco 3; Hughes; Stater Bros. 8; Ralphs 3; Lucky 2.
Other Chain Stores-Pep Boys; Mark C. Bloome; F&H Tire; Firestone; Winston Tire; Big O Tire; Chief Auto; Kinney Shoes; Builder's Emporium; RB Furniture; Radio Shack; House of Fabrics; McMahan's Furniture; National Lumber; Oles; Standard Brands; Liquor Barn; Liquor Commissary; MGM Liquors; Harlow Carpets; Carpeteria; 84 Lumber; Aaron Bros.; Art Mart; Home Club; Pier I Imports; Levitz; Stockwell & Binney.

14 - NEWSPAPERS: PROGRESS-BULLETIN (e) 40,676; (S) 43,058; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Dave Berkowitz, Adv. Mgr. or Dennis Wilson, Adv. Dir., PROGRESS-BULLETIN, PO Box 2708, Pomona, CA 91769; Tel. (714) 622-1201.
National Representative: Papert Companies.

PORTERVILLE

1 - LOCATION: Tulare County (In Visalia-Tulare-Porterville MSA). E&P Map D-6. Situated 71 mi. SE of Fresno; 170 mi. N of Los Angeles; State Hwy. 65.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Santa Fe.
Intercity Bus Lines-Orange Belt.
Motor Freight Carriers-14.

3 - POPULATION:
Corp. City 80 Cen. 19,707; E&P 88 Est. 27,378
NDM-ABC: (80) 67,222
County/MSA 80 Cen. 247,329; E&P 88 Est. 287,962

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,605; E&P 88 Est. 9,421
NDM-ABC: (80) 22,045
County/MSA 80 Cen. 80,659; E&P 88 Est. 95,980

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$123,000,000
Commercial	6	$242,500,000

6 - PASSENGER AUTOS: County 134,441

7 - ELECTRIC METERS: City 9,377

8 - GAS METERS: Residence City 7,521

9 - PRINCIPAL INDUSTRIES: Carpet Mfg.; Mach. Shops; Ultra Lite Aircraft Mfg.; Electronic Instruments; 24 Packing Plants; Oranges; Nuts; Poultry; Cotton; Cattle; Wheat; Hay; Dairying; Lumbering; Fruits; Vegetables; Bakery; Poultry; Concrete; Helicopter Mfg. & Maintenance Servs.; Commercial Printing; Hospital 2,100 emp.; Textile Plant; Clothing Mfg.; Vitamins.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-76; Summer 63-99; Fall 49-81; Winter 35-57.

11 - TAP WATER: Alkaline, med. hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Porterville Plaza(26)	NA	Plaza Foods, Mont. Ward, Thrifty Drug
Porterville West(4)	NA	K mart, Long's

Neighborhood Shopping Centers-Promenade; Smith's Town Square; Town & Country; Village; Eastridge Plz. (Save Mart, Thrifty & Pizza Hut).
Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; K mart; Bullard's; Grossmans.
Chain Drug Stores-Thrifty 2; Town & Country; Long's; Smith's.
Chain Supermarkets-Town & Country; Smith's; Food King; Save Mart 2; Budget Foods.
Other Chain Stores-Sears (catalog); Reisig's Shoes; The Vogue; Topper's; Bonanza Store; Newberry's; Cassidy's Shoes; Chief Auto; Kragen Auto; PayLess Shoes.

14 - NEWSPAPERS: RECORDER (e) 13,868; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Mel Gosage, Adv. Mgr., RECORDER, 115 E. Oak Ave., Porterville, CA 93257; Tel. (209) 784-5000.
National Representative: Branham/Newspaper Sales.

RED BLUFF

1 - LOCATION: Tehama County, E&P Map B-3, County Seat. Situated at head of navigation on Sacramento River. On State Hwy. 36; U.S. Hwy. 99; I-5. City is 200 mi. from San Francisco.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Intercity Bus Lines-Pacific Greyhound; Mt. Lassen Transit.
Motor Freight Carriers-5.
Airlines-Commuter Freight.

3 - POPULATION:
Corp. City 80 Cen. 9,490; E&P 88 Est. 12,956
NDM-ABC: (80) 38,888
County 80 Cen. 39,276; E&P 88 Est. 45,368
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,684; E&P 88 Est. 4,986
County 80 Cen. 14,538; E&P 88 Est. 17,547
NDM-ABC. (80) 14,538

5 - BANKS	NUMBER	EST. DEP.
Savings	4	$128,326,868
Savings & Loan	3	(incl. above)

6 - PASSENGER AUTOS: County 23,535

7 - ELECTRIC METERS: Residence City 5,365

8 - GAS METERS: Residence City 4,814

9 - PRINCIPAL INDUSTRIES: Lumber and by-products; Molded Pulp; Gov't Agencies; Cattle; Orchards; State Agencies.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-71; Summer 65-105; Fall 51-77; Winter 37-53.

11 - TAP WATER: Moderate, hardness 92, chlorinated.

12 - RETAILING: **Principal Shopping Area**-3 by 5 Blk. Downtown Area.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Riverside Plaza(6)	1	Raley's Drug & Market, Mont. Wards Discount Store, Coast to Coast, Harts Fabrics, Ben Franklin
K Mart Center(5)	1	K Mart, Payless Shoes Source, Discount Imports, Perko's
Antelope Center(4)	2	Holiday Market, Auto Parts, Video Library, Dance Clothing
Frontier Village(4)	3	Wagner Travel, Gumm's Optical, DaVinci's, Chiropractic Care Center
Peavy Shopping Ctr (1)	4	Peavy Ranch & Home Supply
Belle Mill Shopping(9)	1	Lucky's Mkt., Payless Drug, Kragen Auto, Fabrics Plus, Beno's Fashions

Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Gen. Mdse., Fri.; Food, every night and Sun.
Stores Open Sundays-Montgomery Ward, Sprouse-Reitz, K mart, Beno's, Payless Drug.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; Peavy Ranch & Home.
Discount Stores-K mart.
Variety Stores-Sprouse-Reitz; Ben Franklin.
Chain Drug Stores-Raley's Drug Center; Payless.
Chain Supermarkets-Luckys; Holiday 2; Raley's.
Other Chain Stores-Coast to Coast; Sears (catalog); Paint Mart; Kragen Auto; Honey Yogurt; Beno's Fashions.

14 - NEWSPAPERS: NEWS (e) 8,750; Mar. 31 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jean Thompson, Adv. Mgr., NEWS, 545 Diamond Ave.; PO Box 220, Red Bluff, CA 96080; Tel. (916) 527-2151.
National Representative: Papert Companies.

REDDING

1 - LOCATION: Shasta County, (MSA). E&P Map B-2. Situated 222 mi. N of San Francisco and 161 mi. N of Sacramento. At extreme north end of Sacramento Valley on Sacramento River. County Seat; Jr. College Center.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Trailways; Redwood Empire Lines.
Airlines-West Air; United Express; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 41,995; E&P 88 Est. 58,545
NDM-ABC: (80) 133,136
County/MSA 80 Cen. 117,350; E&P 88 Est. 135,537

4 - HOUSEHOLDS:
City 80 Cen. 16,786; E&P 88 Est. 23,481
NDM-ABC: (80) 49,773
County/MSA 80 Cen. 43,014; E&P 88 Est. 51,646

5 - BANKS	NUMBER	EST. DEP.
Commercial	25	$1,120,000,000
Savings & Loan	12	N.A.

6 - PASSENGER AUTOS: County 77,428

7 - ELECTRIC METERS: City 27,909

8 - GAS METERS: 15,810

9 - PRINCIPAL INDUSTRIES: Foundry; Lumber Prods.; Dairy; Trucking; Cement; Boats; Electronic Equip.; Recreation; Metal Fabrication; Campers; Plastics; Clothing; Tourism; Paper; Electronic Medical Equip.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-82; Summer 58-110; Fall 39-81; Winter 26-69. First killing frost, Nov. 15; last killing frost, Apr. 1.

11 - TAP WATER: Acid, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Market St., including 3-block air-conditioned mall; 2 on Placer St.; 2 on Yuba St.; 2 on Butte St.; 2 on Pine St.; Mt. Shasta Mall, 1 mi. E. of downtown Redding; Mervyn's Hilltop Center, 1 mi. E. of downtown Redding.
Neighborhood Shopping Centers-Village Plaza; N. Market St.; S. Market St.; Country Club; Enterprise; Pine Street School; Hartnell.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cypress(5)	1	Ross Dress, Long's, K mart, Grand Auto
Cypress Square(32)	1	Radio Shack, Yellow Front Stores
Village Plaza(14)	1	Mont. Ward, Thrifty Drug, McMahan's, Builder's Emporium
Country Club(20)	3	
Redding Mall(85)	NA	Dickers, Payless
Mount Shasta Mall(64)	1	Sears, JCPenney, Pay n' Save
Town & Country(18)	2	
Mission Square	2	
4-Corners(35)	4	Safeway, Sprouse-Reitz
Westwood Village	4	Thrifty, Holiday

Cobblestone	2	Raleys
Mervyn's	2	

Principal Shopping Days-Wed through Sat.
Stores Open Evenings-Mon., Fri.; Mt. Shasta Mall, Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; C.M. Dicker; Sears; Mervyn's.
Discount Stores-K mart.
Variety Stores-Sprouse-Reitz; Bonanza.
Chain Drug Stores-Thrifty; Pay Less; Pay 'N Save 2; Longs.
Chain Supermarkets-Safeway 4; Farmers Mkt.; Holiday Markets 3; Albertson's; Raleys; Better Buy 2; Shasta View 7.
Other Chain Stores-Apparel: Kauffman's; Auto Supply: Western Auto, Goodyear, Goodrich, Grand Auto, C.C. Meek Lbr. 2; Furniture: McMahan's, Self-Service Furniture, Redding Furn.; Shoes: Kinney 2, Payless, Huston's, Johnson; Misc.: Hickory Farms, Baskin-Robbins, Bresler's Ice Cream 2, Carousel Snack Bars, Coast-to-Coast Hdwe., B. Dalton Booksellers, House of Fabrics 2, Pay 'N Pak, Pay 'N Save Home Center, Radio Shack, Singer Co., Bear Music, Lumberjack.

14 - NEWSPAPERS: RECORD SEARCHLIGHT (e) 38,780; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Bill Dawson, Adv. Dir., RECORD SEARCHLIGHT, PO Box 2397, Redding, CA 96099, Tel. (916) 243-2424.
National Representative: Papert Companies.

REDLANDS

1 - LOCATION: San Bernardino County. E&P Map E-7 (In Riverside-San Bernardino PMSA). 68 mi. E of Los Angeles; 14 mi. NE of Riverside. On I-10 and U.S. Hwy. 70.

2 - TRANSPORTATION: Railroads-SF; SP.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound, Omnitrans.

3 - POPULATION:
Corp. City 80 Cen. 43,619; E&P 88 Est. 57,715
County 80 Cen. 902,364; E&P 88 Est. 1,168,370
NDM-ABC: (80) 52,394
PMSA 80 Cen. 1,573,202; E&P 88 Est. 2,054,435
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,759; E&P 88 Est. 19,634
County 80 Cen. 308,062; E&P 88 Est. 407,813
NDM-ABC: (80) 19,004
PMSA 80 Cen. 551,081; E&P 88 Est. 737,142

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	N.A.
Savings & Loan	10	N.A.

6 - PASSENGER AUTOS: County 606,962.

7 - ELECTRIC METERS: Residence 17,093.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Chair Mfg. 289; Aircraft Batteries 200; Packing & Lamination 167; Electric Vehicles 135; Rock, Sand, Redi-Mix 135; China Plumbing Fixtures 125; Air Force Base 13,223 (Civilian).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-71; Summer 57-88; Fall 46-75; Winter 38-62.

11 - TAP WATER: Neutral, hard, not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on State St., 6 on Orange; 6 on Citrus.
Neighborhood Shopping Centers-Orange & Colton Ave., Redlands Blvd. & Cypress Ave., Brookside Ave. & San Mateo, Lugonia & Church, Orange & San Bernardino Ave., Alabama & I-10.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Citrus Village(25)	1	Lucky
University Plaza(10)	2	Thrifty, Alpha Beta
North Redlands	1	Stater Bros.
West Redlands	NA	Redlands Mkt.
Redlands Oasis(5)	NA	7-Eleven
South Redlands	NA	Gerrards Mkt.
Redlands Mall(45)	NA	Harris, Sav-On
Tri-City(17)	NA	Mervyn's, Longs, Von's, Federated

Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Harris; Webb's; Mervyn's.
Discount Stores-K mart.
Chain Drug Stores-Prescription City; Thrifty; Keystone; Long's; Sav-On.
Chain Supermarkets-Lucky; Stater Bros. 2; Alpha Beta; Von's.
Other Chain Stores-McMahan's; Firestone; Goodyear; House of Fabrics; Radio Shack; General Nutrition; Winston Tire; Chief Auto; Pep Boys Auto; Kragen Auto; Waldenbooks; B. Dalton Bookseller; Zale's; Round Table Pizza; Miller's Outpost; Mark C. Bloome Tire; Midas Muffler; Hallmark; Federated; Computerland.

14 - NEWSPAPERS: FACTS (e) 10,044; (S) 10,204; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Donald W. Reynolds, Pub., FACTS, 700 Brookside, Redlands, CA 92373; Tel. (714) 793-3221.
National Representative: Papert Companies.

RIDGECREST

1 - LOCATION: Kern County. (In Bakersfield MSA). E&P Map D-6. 110 mi. E of Bakersfield; 155 mi. NE of Los Angeles. Logging Lumber Mill. On U.S. Hwy. 395; State Hwys. 14, 178.

2 - TRANSPORTATION: Airlines-Desert Sun; Trans World Express.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 15,929; E&P 88 Est. 33,173
County/MSA 80 Cen. 406,327; E&P 88 Est. 504,447

4 - HOUSEHOLDS:
City 80 Cen. 5,762; E&P 88 Est. 12,948
County/MSA 80 Cen. 139,811; E&P 88 Est. 178,829

5 - BANKS	NUMBER	DEPOSITS
Credit Unions	2	$105,000,000
Savings & Loan	1	$51,000,000
Commercial	4	$74,700,000

6 - PASSENGER AUTOS: County 236,137.

7 - ELECTRIC METERS: Residence 10,320.

8 - GAS METERS: Residence 10,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Annual Payroll)-Chem. 1,100 ($33,400,000); Naval Research 6,000 ($230,000,000); Lumber 152 ($1,206,000).

10 - CLIMATE: Min. & Max. Temp.-Spring 65-88; Summer 84-110; Fall 75-95; Winter 33-75. First killing frost, Nov. 1; last killing frost, Feb. 21.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Ridgecrest Plz., China Lake Blvd.; 12 at Ridgecrest; 10 at Sierra Vista Shpg. Ctr.; 20 at Ridgecrest Towne Centre.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Sprouse-Reitz; Heritage Sq. Shpg. Ctr. (20 stores).

13 - RETAIL OUTLETS: Chain Stores-Western Auto; K mart; Sprouse-Reitz; Coast-to-Coast; Thrifty Drug; Goodrich; Safeway; Albertsons; Sears; Mode O'Day; Sav-On Drug; Penney's; Hallmark's; Payless Drug; Stater Bros.; Boston Dept. Store.

14 - NEWSPAPERS: INDEPENDENT (e-mon to fri) 7,612; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Bruce Rosebrock, Adv. Dir., INDEPENDENT, 739 N. China Lake Blvd.; PO Box 7, Ridgecrest, CA 93555. Tel. (619) 375-4481.
National Representative: Landon Associates; American Newspaper Reps.

RIVERSIDE

1 - LOCATION: Riverside County (In Riverside-San Bernardino PMSA). E&P Map E-7. County Seat. Situated 53 mi. E of Los Angeles; 10 1/2 mi. SW of San Bernardino; 50 mi. E of Pasadena; 57 mi. E of Long Beach; 54 mi. NW of Palm Springs; 18 mi. E of Ontario International Airport.

2 - TRANSPORTATION: Railroads-Union Pacific; Atchison, Topeka & Santa Fe; Southern Pacific.
Motor Freight Carriers-77.
Intercity Bus Lines-Rapid Transit District; Greyhound Bus Lines; Riverside Transit Agency.
Airlines-Air LA; Alaska; American; American Eagle; America West; Continental; Delta; Delta Express; United Express; USAir; Sky West; Southwest; Sunworld; TWA; United.

3 - POPULATION:
Corp. City 80 Cen. 170,591; E&P 88 Est. 215,292
NDM-ABC: (80) 472,271
County 80 Cen. 670,838; E&P 88 Est. 886,065
PMSA 80 Cen. 1,573,202; E&P 88 Est. 2,054,435
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 60,964; E&P 88 Est. 69,075
County 80 Cen. 243,019; E&P 88 Est. 329,329
PMSA 80 Cen. 551,081; E&P 88 Est. 737,142
NDM-ABC: (80) 169,360

5 - BANKS	NUMBER	DEPOSITS
Commercial	15	$1,127,104,000
Savings & Loan	18	$909,511,000

6 - PASSENGER AUTOS: County 481,540.

7 - ELECTRIC METERS: Residence 74,554.

8 - GAS METERS: Residence 88,000.

9 - PRINCIPAL INDUSTRIES: Industry-Agric.; Mining; Constr.; Manufacturing; Trans.; Whol. Trade; Ret. Trade; Financial; Servs.; Government.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-75; Summer 57-94; Fall 48-83; Winter 37-65.

11 - TAP WATER: Alkaline, medium soft; naturally fluoridated.

12 - RETAILING: Major Shopping Centers
Regional Centers-Riverside-Canyon Springs Mall (1988), Riverside Plaza, Tyler Mall; Hemet Valley Mall; Indio Fashion Mall; Palm Springs Mall; Palm Desert Town Center.
Area Centers-Adams Plaza; Arlanza Shopping Center; Arlington Plaza; Arlington Business District; Arlington Square; Arlington Village; Arlington & Tyler; Auto Center; Brockton Arcade; De Anza County; California Square; Canyon Crest Towne Centre; Canyon Springs North Plaza; Downtown Mall; Grand Center; Hardman Center; Kaiser Plaza; K mart Shopping Center; La Cadena Center; La Sierra Business District; La Sierra Place; La Sierra Plaza; Lincoln Plaza; Madington Square; Madison Center; Magnolia Center Area; Magnolia Promenade; Marshall's Plaza; Mission Plaza; Palm Square Center; Pierce Plaza; Pine Center; Rubidoux Strip Shopping; Tavaglione Center; Town Square; Tyler Square; Tyler Village; University Center; University Heights Shopping Center; University Village; Valley Springs Plaza; Van Buren Plaza; Victoria Village; Westgate Plaza; Woodcrest Plaza-Riverside. Moreno Valley Plaza; Moreno Valley Auto Center; Towngate Moreno Valley; Sunnymead Village; Moreno Valley Center; Lucky's Shopping Center; Butterfield Valley Center-Moreno. Southwest Plaza; Vander Molin Center-Norco; Norco Auto Center; Corona Hills Plaza; Corona Auto Center. Corona Mall; Corona Plaza; Butterfield Stage; Village Grove; Lincoln West; Parkridge Plaza-Corona. Cottonwood Plaza; Perris Plaza-Perris. Sun City Shopping Center-Sun City. Brookstone Landing; Lake Elsinore Plaza; Lake Elsinore Town Center; Stater Brothers Center; Stater Brothers Plaza-Lake Elsinore. Rancho California Plaza. Stagecoach Plaza; The Plaza-Banning. Village Shopping Center; Alpha Beta Shopping Center-Beaumont. Ramona Plaza; Hemet Plaza; Stater Brothers East Shopping Center; Von's West Shopping Center; Von's East Shopping Center; Alpha Beta Shopping Center; Diamond Valley Plaza; Sears Plaza; Farmer's Corner Shopping Center; West Hemet Village; Hemet Valley Shopping Center; Hemet West Center-Hemet. Desert Inn Fashion Plaza; Palm Springs Downtown Plaza; Palm Springs Desert Plaza; Sunrise Square; Smoke Tree Shopping Center; The Vineyard; Mission Plaza; Loehman's Plaza; The Sun Center-Palm Springs. Rancho Las Palmas Center; Sunrise Plaza; 111 Rancho Mirage Plaza-Rancho Mirage. Palms to Pines East; Palms to Pines West; El Paseo Square; The Village Shopping Center; Monterey Plaza-Palm Desert. Indio Plaza; Town and Country Center-Indio.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Riverside Plaza(85)	3	Osco, Harris, Wards, Vons
Town Square(9)	2	Miller's Outpost, Thrifty
Canyon Crest Towne Ctr.(30)	4	Thrifty, Alpha Beta
Pine Center(6)	2	Alpha Beta
University(4)	3	Alpha Beta
Brockton Arcade(65)	3	Uli's
Madington Sq.(8)	3	NEA Fashions, Ross Stores
Hardman Ctr.(39)	3	Lucky's
Arlington Sq.(8)	3	
Victoria Vlg.(8)	4	Stater Bros.
California Sq.(12)	5	Alpha Beta
Adams Plaza(10)	5	Albertson's, Osco
Arlington Plz.(14)	5	Thrifty, Food Barn
Tyler Mall(88)	7	JCPenney, May Co., Broadway
Mission Vlg.(5)	3	Alpha Beta
DeAnza Country Plaza(24)	6	Stater Brothers, K mart, Thrifty
Pedley Square(23)	9	Newberry's, Vons

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Food and Drug every evening. Many retail stores five nights weekly.

13 - RETAIL OUTLETS: Department Stores-(In PMSA)-JCPenney 4; Montgomery Ward 2; Sears 3; Broadway 2; Harris 3; May Co. 2; Mervyn's 3.
Discount Stores-K mart 10; Target 5; Marshalls 2; Ross Stores 2.
Variety Stores-Sprouse-Reitz 10; Woolworth 3; Cornet 5; McCrory 3.
Chain Drug Stores-Thrifty 24; Osco 7; Sail; Long's 7; Payless 3; Clark's.
Chain Supermarkets-Alpha Beta 18; Stater Bros. 29; Vons 14; Safeway 11; Albertson's 6; Ralph's 3; Lucky 9.
Other Chain Stores-A&E Wood Design; Adler Shoes; Aaron Bros.; Ace Old Furn.; Adcock Auto Supply; Alan Dale's Baby News; All American Auto; Allison's Place; Athletic Express; Auto Sound 6; B. Dalton Bookseller; Banner Bedding; Banner Carpets; Barker Bros.; Baskin-Robbins; Best Products; Big 5; Brake City Auto; Carpet Man; Casual Corner; Chess King; Carpeteria; Chief Auto Supply 3; Cindy's; Circuit City; Claire's; Cloth World; Color Tile; Clothes Time; Corn Popper; C&R Clothiers; Crown Books 2; CVS; Contempo Casuals; Dairy Queen; Docktor's Pet Center; D'Arca Tux & Bridal; Eagleson's Mens Wear; Earthcraft; F.W. Smith; Fashion Conspiracy; Fashion Bar; Federated; Florsheim Shoes; Foxmoor Casuals; Fuller O'Brien Paints; Footlocker; Fayva; Gap; General Nutrition; Goodyear; Great Earth Vitamins; Hali-Spechts; Hallmark; Her Little Majesty; H&H Crafts; House of Fabrics; INABA Auto; Inner City; Jr. Shoetown; Kay Bee Toys; Kids Mart; Kinney Shoes 5; Kirk Jeweler's; Kragen's Auto 12; LA-Z-Boy; Lane Bryant; Leed's; Lerner Shops; Little Folk Shop; Leo's Stereo; Maling Shoes; McMahan's; Merle Norman; Modern Women; Miller's Outpost; Morrow's Nut House; Motherhood Maternity; Moskatel's; Mrs. Field's Cookies; Naturalizer Shoes; NEA; Needle Craft; Nevada Bob's; Olan Mills; Ortho Mattress 3; Pacific Fashions; Paper Plus; Payless Shoes 12; Pep Boys 10; Parklane Hosiery; Petland; Phil & Jim's 2; Photoland; Pic 'n Save 2; Plum Tree; Pro-Image; RB Furniture 2; Radio Shack; Red Wing Shoes; Ringmaker; S&W Plastics; Sam Goody; See's Candy; Sherwin-Williams 2; Singer; Ski & Sport; Stockwell & Binney; Stroud's Linen; Style Leader; Swiss Colony; Thom McAn; T Shirt Plus; Tinderbox; Things Remembered; Toys R Us; Trak Auto 3; Van's; Video Concepts; Video Plus; Waldenbooks; Weisfields; Wherehouse 4; Wild Pair; Wild Tops; Winchell's; William Pitt Inc.; Winston Tires 7; Woman's World; Zale's.

14 - NEWSPAPERS: PRESS-ENTERPRISE (m) 145,185; (S) 153,097; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Ray Hammond Jr., Adv. Mgr., PRESS-ENTERPRISE, 3512 14th St., Riverside, CA 92502; Tel. (714) 684-1200.
National Representative: Sawyer-Ferguson-Walker.

ROSEVILLE

1 - LOCATION: Placer County (In Sacramento MSA). E&P Map B-4. Sacramento, State Capital, 18 mi. SW; San Francisco, 108 mi. SW; Lake Tahoe, 95 mi. E; Reno, NV, 112 mi. E.

2 - TRANSPORTATION: Railroads-Southern Pacific; Amtrak; Union Pacific; Western Pacific.
Motor Freight Carriers-ABF Freight Systems; McLaughlin Draying; Nikkel; Peters Truck Lines; Rice Trans.; Wells Cargo.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 24,347; E&P 88 Est. 34,010
NDM-ABC: (80) 64,825
County 80 Cen. 118,514; E&P 88 Est. 159,063
MSA 80 Cen. 1,107,363; E&P 88 Est. 1,355,782
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,164; E&P 88 Est. 11,244
County 80 Cen. 42,732; E&P 88 Est. 59,931
MSA 80 Cen. 416,356; E&P 88 Est. 536,888
NDM-ABC: (80) 22,767

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 94,937.

7 - ELECTRIC METERS: Residence 10,334.

8 - GAS METERS: Residence 20,100.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. Car Maint.; Marshalling Yard 1,800 ($300); Cement & Clay Prods.

925 ($240); Elect. 2,350 ($365); Medical Servs. 1,500 ($500); Wood Prods. 259 ($312); Higher Educ. 127 ($400).

10 - CLIMATE: Min. & Max. Temp.-Spring 52-70; Summer 57-106; Fall 40-90; Winter 31-61.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Centers**-Vernon St.; Roseville Sq.; Grand Oaks; Sunset Plz.; Harding Plz.; Historic Old Town Roseville; Lincoln; Loomis; Granite Bay; Antelope; Placer Ctr.; South Harding; Rose Villa; Target Center; TJ Maxx Center; Sierra Oaks Center; Placer Village.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Auburn(74)	18	K mart
Birdcage Walk(27)	10	Macy's
Placer Ctr.		Mervyn's
Sunrise Mall(107)	10	Weinstock's, JCPenney
Roseville Sq.(37)	NA	Ross Stores
Rocklin	3	Safeway, Payless

Principal Shopping Days-Mon. through Sat.
Stores Open Evenings-Dept.-Mon. & Fri.; Food-Nightly.

13 - RETAIL OUTLETS: **Department Stores**-Mervyn's; Pay 'N Pak; Lumberjack; Target; TJ Maxx.
Variety Stores-K mart; Payless; Lucky; Ross; Woolworth.
Chain Drug Stores-Rexall 4; Raley's 2; Payless 4; Thrifty 4.
Chain Supermarkets-Safeway 2; Raley's 3; Albertson's; Jumbo; Stop 'N Save; Lucky; Bel Air (2).
Other Chain Stores-Firestone; Grand Auto; Kragen Auto; Jolly; Tom Thumb; Rainbow; The Wherehouse; Aaron Bros. Art Mart.

14 - NEWSPAPERS: PRESS-TRIBUNE (e-mon to fri) 15,164; (S) 15,528; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Dick McClure, Ret. Adv. Mgr., PRESS-TRIBUNE, 188 Cirby Way, Roseville, CA 95678; Tel. (916) 786-8742.
National Representative: Paper Companies.

SACRAMENTO

1 - LOCATION: Sacramento County (MSA). E&P Map B-4. State Capital and County Seat. State Gov't; U.S. aircraft repair & modification; farming; manufacturing; aerospace; food processing; lumber products; mobile home manufacturing and wholesale center. Army depot and technical training center; electronics; Calif. Expo. 89 mi. E of San Francisco.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Santa Fe; Union Pacific; Sacramento Northern; Central California Traction; overnight freight service on Sacramento R.R. between S.F. Bay and Sacramento; Sea Port (deepwater channel to San Francisco Bay; and Pacific Ocean; River Container Barge System); RT Metro Bus & Rail.
Motor Freight Carriers-16 interstate common carriers with local terminals; 542 total carriers (the majority of which have p.u.c. permits).
Intercity Bus Lines-Greyhound.
Airlines-United; Air Calif.; American West; Horizon Air; American Eagle; American; Delta; Northwest; Continental; United Express.

3 - POPULATION:
Corp. City 80 Cen. 275,741; E&P 88 Est. 341,577
NDM-ABC: (80) 1,059,461
County 80 Cen. 787,776; E&P 88 Est. 954,237
MSA 80 Cen. 1,107,363; E&P 88 Est. 1,355,782
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 112,859; E&P 88 Est. 147,134
NDM-ABC: (80) 400,151
County 80 Cen. 299,805; E&P 88 Est. 384,710
MSA 80 Cen. 416,356; E&P 88 Est. 536,888

5 - BANKS	NUMBER	DEPOSITS
Commercial	72	$7,030,064,000
Savings & Loan	43	$5,849,570,000

6 - PASSENGER AUTOS: County 527,500

7 - ELECTRIC METERS: County 420,000

8 - GAS METERS: County 277,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Retail Trade 107,000; Whol. Trade 26,300; All Mfg. 40,200; Nondurable Goods 15,400; Durables 24,800; Agric., Forestry & Fishing 7,800; Fed. Gov't 30,600; State & Local Gov't 132,800; Constr. 32,700; Trans. & Public Util. 24,200; Fin., Ins. & R.E. 32,300; Services 114,300.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-71; Summer 59-93; Fall 52-77; Winter 39-53.

11 - TAP WATER: Varies, soft to hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Sunrise Mall (113 stores) 5900-6100 Sunrise Blvd.; Florin Mall (96 stores) 5901 Florin Road; Country Club Plaza (57 stores) 2300 Watt Ave.; Country Club Centre (46 stores) 3300 El Camino; Arden Fair Mall (86 stores) 1601 Arden Way; Downtown Plaza (60 stores) Downtown; Birdcage Walk (64 stores) 5901-6197 Sunrise Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arcade Square(18)	NA	Raley's Mkt.
Arden Fair(82)	NA	Woolworth, Sears, Thrifty Drug, Weinstock's
Arden Plaza(17)	NA	Lucky Mkt., Manor Drug
Arden Town(16)	NA	Holiday Mkt.
Birdcage Walk(50)	NA	Long's, Wards, Corti Bros., Macy's
Camellia City(9)	NA	Lucky Mkt., TG&Y
College Greens(8)	NA	Raley's Mkt.
Country Club Center(48)	NA	Wards
Country Club Plaza(53)	NA	Weinstock's, JCPenney
County Fair Mall	NA	Woodland, Gottschalk's, Mervyn's, JCPenney
Cordova(30)	NA	Thrifty
Crestview(27)	NA	Lucky Mkt., Thrifty, Ross
Downtown Plaza(43)	NA	Macy's, Weinstock's, I. Magnin
Florin Plaza	NA	Jumbo Mkt.
Florin Square(23)	NA	
Florin Mall(94)	NA	Weinstock's, Sears, JCPenney, Wards
Fort Sutter(11)	NA	Raley's
Fruitridge(29)	NA	Holiday Mkt., Manor Drug
Grand Oaks(23)	NA	Lucky Mkt., Hancock Fabrics
Grant Plaza (Citrus Heights)	NA	Thrifty
Hollywood Plaza(6)	NA	Raley's
Lanai(38)	NA	
Loehmann's Plz.	NA	Lucky's, Loehmann's Dept., Linens 'N Things
Madison Mall(35)	NA	Raley's
Midway(El Camino)(14)	12	Jumbo Mkt.
Mills(18)	NA	Raley's Mkt.
Northridge(17)	NA	Raley's Mkt.
N. Sacramento(4)	NA	Safeway
Pavilions	NA	Laura Ashley, Ann Taylor, Williams Sonoma, Julius
Point West(20)	NA	Mervyn's
River Park(13)	NA	Pantry
Roseville Sq.(37)	NA	Thrifty, Ross, Pay 'n Pak
Southgate(27)	NA	Thrifty Drug, Ross, American Sports Club, Federated
South Hills(31)	NA	Sprouse-Reitz, Jumbo
Sunrise Mall(109)	NA	Weinstock's, Sears, JCPenney, Macy's
Sunrise Oaks(21)	NA	Thrifty
Tallac Vlg.(14)	NA	
Taylor's(23)	NA	Lucky Mkt.
Town & Country(55)	NA	William Glen
University Vlg.(23)	NA	Safeway
Almond Orchard(20)	NA	
Country West(15)	NA	Big R
Elkhorn/Watt(11)	NA	Thrifty, Albertson's, K mart
Manzanita/Madison(12)	NA	Cloth World, Raley's
Howe 'Bout Arden(20)	NA	Home Express, Good Guys
T.J. Maxx Plz.(17)	NA	T.J. Maxx, Linens & Things
Sutter Sq. Galleria(20)	NA	Flash Video

Principal Shopping Days-Dept. Stores-Thur., Fri., Sat.; Grocery Stores-Wed., Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept. Stores-Mon. thru Fri. Food every night.
Stores Open Sundays-Grocery; Drugs; Discount; Dept.; Automotive.

13 - RETAIL OUTLETS: **Department Stores**-Weinstock's 5; Macy's 3; Sears 3; Montgomery Ward 3; JCPenney 3; Mervyn's 5.
Discount Stores-K mart 10; Best Products 3; Target 8.
Variety Stores-Woolworth 3; Ben Franklin 2; Sprouse-Reitz 6; TG&Y.
Chain Drug Stores-Payless 17; Manor 3; Raley's 16; Thrifty 24; Long's 12; Price Rite; Price Less 2.
Chain Supermarkets-Safeway 18; 7-Eleven 41; Corti Bros. 4; Bel Air 9; Lucky 28; Jumbo 8; Raley's 16; Albertson's 12; Circle K 59; Comptons/Holiday 8.
Other Chain Stores-Firestone; Goodyear; Goodrich; See's; Zale's Jewelry; Fuller Paints; Mary Carter Paints; Pittsburgh Paints; Sherwin-Williams Paints; Thom McAn; Gallenkamps; Kirby's; Chandler's; Florsheim; Leeds; Lerner; Sherman Clay; Breuners; Grodins; Kinney Shoes; Price Club; Eddie Bauer; Federated Group; B. Dalton Books; I. Magnin; Singer Co.; Lane Bryant; Baskin Robbins; Levitz Furn.; Oshman's; Waldenbooks; Big 5; Pay N Pak; Athletic Shoe Factory; Knapp Shoes; Fleet Feet; Furnishings 2000; The Gap; Wherehouse Records; Fashion Conspiracy; Lumberjack; Rogers Jewelers; Gran Tree; Mother-to-Be; Merle Norman; Radio Shack; McCurry's; Fotomat; Groths Shoes; Huston Shoes; Hickory Farms; Marlenes; Devon Jewelers; Richman Bros.; Kinder Foto; Marshalls; Toys R Us; Fox Photo; Cost Plus imports; Pier 1 Imports; Tower Records; Tower Books; Ross; Home Club; Dress Barn; Miller's Outpost; Loehmann's; Pep Boys; The Good Guys; Casual Corner; Hit or Miss; Home Express; Circuit City; Banana Republic; Cloth World; Flash Video; Copeland Sports; Sports Club.

14 - NEWSPAPERS: BEE (m) 250,320; (S) 300,703; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Clifford Chapman, Gen. Adv. Mgr., BEE, 21st & Q Sts., PO Box 15779, Sacramento, CA 95852; Tel. (916) 321-1476.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.
UNION (m) 85,194; (S) 82,792; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Nicolas A. Hyman, Adv. Dir., UNION, 301 Capitol Mall, Sacramento, CA 95812; Tel. (916) 442-7811.
National Representative: Landon Associates.

SALINAS

1 - LOCATION: Monterey County (In Salinas-Seaside-Monterey MSA). E&P Map B-5. County Seat. Agricultural, industrial, commercial, financial center. 106 mi. S of San Francisco; 333 mi. N of Los Angeles.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Monterey/Salinas Transit.
Airlines-United; Wings West; West Air; PSA; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 80,479; E&P 88 Est. 96,382
CZ-ABC: (80) 80,479
RTZ-ABC: (80) 83,645
County/MSA 80 Cen. 291,096; E&P 88 Est. 339,074
City & RTZ-ABC: (80) 164,124

4 - HOUSEHOLDS:
City 80 Cen. 26,857; E&P 88 Est. 32,883
County/MSA 80 Cen. 95,734; E&P 88 Est. 113,055
CZ-ABC: (80) 26,857
RTZ-ABC: (80) 23,177
City & RTZ-ABC: (80) 50,034

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	N.A.
Savings & Loan	10	N.A.
Credit Unions	5	N.A.

6 - PASSENGER AUTOS: County 182,831

7 - ELECTRIC METERS: Residence 51,094

8 - GAS METERS: Residence 38,734

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric., Forestry & Fisheries 31,495; Constr. 5,590; Mfg. 10,570; Trans., Commun. & Util. 5,950; Whol. & Ret. Trade 24,890; Fin., Ins. & R.E. 6,230; Servs. 34,748; Gov't 24,100.
Industrial Pay Days-Vary.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-67; Summer 52-71; Fall 47-74; Winter 38-64.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Northridge (3 mi. on Highway 101); 3 blocks on downtown Main St. (Oldtown); 4 blocks on S Main St. area (Southtown); 3 blocks on N Main (Sherwood Gardens); Star Center (2 blocks S Main St.); 2 blocks E Alisal St. (Monte Mart); 2 blocks E Alisal St. (mid-City Center); South Salinas Plaza, 2 blocks on S Main St.; Hartnell Plaza, 1 block on W Alisal; 2 blocks on S. Main (Main Street Center/The Plaza).
Neighborhood Shopping Districts-2 blocks on N Main St.; 3 blocks on E Alisal St.; 1 block San Juan Road; 1 block on S Main; 2 blocks on E Laurel Dr.; 1 block on W Laurel Dr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northridge	3	Sears, Safeway, Emporium, JCPenney
Southtown	1	Woolworth, Fords, Carpeteria
Sherwood Gdns.	2	
Alisal	2	Monte Mart, Safeway
Mid City Ctr.	1	Long's Drugs, Pik 'n Save
Star Center	NA	Star Market
S. Salinas Plaza	1	Thrifty Drug, Nob Hill Mkt.
N. Salinas Ctr.	NA	Thrifty Drug, Alpha Beta
Hartnell Plaza	1	Alpha Beta
Laurel	3	K mart, Nob Hill
E. Laurel	NA	Longs, Lucky
Mainstreet Center	1	Lucky, Payless

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Northridge Shpg. Ctr. Daily; other shpg. ctrs. times vary; Chain Food & Chain Drug daily.

13 - RETAIL OUTLETS: **Department Stores**-Emporium; Sears; JCPenney; Ford's; Mervyn's; Monte Mart; K mart; Pik 'n Save.
Variety Stores-Woolworth; Bonanza 88.
Chain Drug Stores-Thrifty 2; Long's 2; Star; Payless 2.
Chain Supermarkets-Safeway 2; Lucky 2; Star Mkt.; Monte Mart; Alpha Beta 2; Nob Hill 2.
Other Chain Stores-Auto Supplies: Firestone, Goodyear, Kragen; Furniture: McMahan's, Empire 2; Garden Supplies: Monte Mart; Paint: Sherwin-Williams, Standard Brand Paints; Shoes: Leeds, Kushin's, Kinney; Women's Apparel: Lerner's, Petries; Other: Color Tile, Carpeteria, Lumber/Hardware: Wickes, 84 Lumber, Orchard Supply.

14 - NEWSPAPERS: CALIFORNIAN (e) 22,603; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Bernard Petrich; Adv. Dir., CALIFORNIAN, 123 W. Alisal St., Salinas, CA 93901; Tel. (408) 424-2221.
National Representative: Gannett National Newspaper Sales.

SAN BERNARDINO

1 - LOCATION: San Bernardino County (In Riverside-San Bernardino PMSA). E&P Map E-7. County Seat. Misc. Mfg.; Distribution; Military and Space Complex; Rail Transportation Center; 60 mi. E of Los Angeles.

2 - TRANSPORTATION: **Railroads**-AT&SF; Union Pacific and Southern Pacific Mainline; Amtrak.
Motor Freight Carriers-30.
Intercity Bus Lines-Municipal Transit; Greyhound; Rapid Transit; Continental Trailways; Roesch.
Airlines-Air Cal; Continental; PSA; American; United; TWA; Alaska Airlines; Sun World; Sun Aire; America West; Delta; Eastern; Southwest.

3 - POPULATION:
Corp. City 80 Cen. 118,794; E&P 88 Est. 149,058
NDM-ABC: (80) 470,164
County 80 Cen. 902,364; E&P 88 Est. 1,168,370
PMSA 80 Cen. 1,573,202; E&P 88 Est. 2,054,435
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 42,823; E&P 88 Est. 50,553
County 80 Cen. 308,143; E&P 88 Est. 407,813
PMSA 80 Cen. 551,662; E&P 88 Est. 737,142
NDM-ABC: (80) 167,348

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	N.A.
Savings & Loan	20	N.A.

6 - PASSENGER AUTOS: County 606,962

7 - ELECTRIC METERS: Residence 45,330

8 - GAS METERS: Residence 39,410

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Mfg. 62,500; Constr. 26,600; Mining 1,200; Trans., Commun., Util. 26,100; Fin., Ins., R.E. 20,000; Servs. 105,000; Gov't 108,300; Agric. 23,400; Whol. Trade 17,500; Ret. Trade 108,200.
Principal Industrial Pay Days-1st, 10th, 15th, 25th.

10 - CLIMATE: Av. Temp.-Spring 61; Summer 76; Fall 70; Winter 55.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: **Neighborhood Shopping Centers**-Base Line; Highland Ave.; Mt. Vernon Ave.;

Marshall Blvd.; 40th & Sierra Way; Del Rosa; Palm Highland; Arrowhead Ave. & Orange Show Road; Downtown.

Regional Shopping Centers-Inland Center with 3 major dept. stores, air conditioned mall, 75 stores south part of city limits, 1 mi. from downtown; Central City Mall, with 3 major dept. stores, air conditioned, 103 stores, downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Marshall Blvd. & E St.(8)	3	Alpha Beta
Central City(103)	NA	Woolworth, Harris, Mont. Ward, JCPenney
Del Rosa(40)	4	Stater Bros., Long's
Inland Center(75)	1	Sears, May Co., Broadway
Sterling(21)	4	Gemco, TG&Y, Von's
Wildwood Plaza(18)	4	Alpha Beta, TG&Y, Thrifty Drug, Staters
S. Fontana(20)	10	Mervyns, K mart, Standard Brands
N. Rialto(20)	6	Alpha Beta, Stater's
Mt. Vernon(15)	3	Thrifty Drug
Palm & Highland(12)	5	Sprouse-Reitz, Stater's
Redlands(25)	10	Von's Mkt

Principal Shopping Days-Fri., Sat., Sun.

Stores Open Evenings-Dept.; Downtown and Shpg. Ctr.-Mon. through Sun. Food every night.

13 - RETAIL OUTLETS: Department Stores-Harris Co.; Sears; JCPenney; May Co.; Broadway; Montgomery Ward; Mervyn's; Marshalls.

Discount Stores-Fedco; Target; Norton AFB PC; K mart; Lucky's; Price Club; Ross; Buyers Club; Pace Warehouse.

Variety Stores-Woolworth; TG&Y 4; Pic 'N Save; Sprouse-Reitz.

Chain Drug Stores-Thrifty 5; Long's 3; Drug King; Osco; Payless.

Chain Supermarkets-Safeway 4; Stater Bros. 37; Alpha Beta 16; Von's 6; Lucky 4; Grocery Warehouse 2.

Other Chain Stores-McMahan (furn.) 5; R&B Furn.; Mark C. Bloome; Silverwoods; Weisfield Jewelry; Zale's-Slavick's; Goodyear (auto supplies) 3; Home Club; Home Depot; House of Fabrics; Kinney's Shoes 2; Riviera Sofa; Singer Co.; Sofa Factory; Thom McAn; Mode O'Day; Leeds; Gallenkamp; Fredericks; Anita Shops; Levitz Furn.; Builder's Emporium; Earl Schieb; Standard Brands; Changing Times; Hardy Shoes; Parklane Hosiery; Lane Bryant; Waldenbooks; Hickory Farms; Musicland; Sunset House; Stride-Rite; Maggie's; Nobby; Foxmoor Casuals; See's Candies; Goodman Jewelry; Oshman's Sporting Goods; Big 5 Sporting Goods; Winston Tire; Pep Boys; One Day Paint & Body; Federated; Footlocker; General Nutrition; Helzberg Jewelers; Arthur's Jewelers; Miller's Outpost; Footscene; Best Stores; All American Sports Club; Circuit City; Phil & Jim's; Leo's Stereo.

14 - NEWSPAPERS: SUN (m) 81,110; (S) 88,066; Mar. 27, 1988 ABC.

Local Contact for Advertising and Merchandising Data: Stephen W. Bernard, Adv. Dir., SUN, 399 D St., San Bernardino, CA 92401; Tel. (714) 889-9666.

National Representative: Gannett National Newspaper Sales.

SAN CLEMENTE

1 - LOCATION: Orange County, E&P Map D-8'(In Anaheim-Santa Ana PMSA). Tourist resort, light industry, military center. On Pacific Coast Hwy.; 75 mi. S of Los Angeles; 75 mi. N of San Diego.

2 - TRANSPORTATION: Railroads-Santa Fe.

Motor Freight Carriers-4.

Intercity Bus Lines-Continental Trailways; San Clemente Stage Lines; Greyhound.

3 - POPULATION:

Corp. City 80 Cen. 27,325; E&P 88 Est. 34,348
CZ-ABC: (80) 33,493
RTZ-ABC: (80) 47,811
County/PMSA 80 Cen. 1,941,365; E&P 88 Est. 2,369,407
City & RTZ-ABC: (80) 81,304

4 - HOUSEHOLDS:

City 80 Cen. 11,764; E&P 88 Est. 16,394
County/PMSA 80 Cen. 685,815; E&P 88 Est. 876,876
CZ-ABC: (80) 14,099
RTZ-ABC: (80) 18,673
City & RTZ-ABC: (80) 32,772

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	N.A.
Savings & Loan	10	N.A.

6 - PASSENGER AUTOS: County 1,402,485

7 - ELECTRIC METERS: Corp. City 8,743

8 - GAS METERS: Corp. City 8,149

9 - PRINCIPAL INDUSTRIES: Industry-Rubber Prods.; Aerospace; Light Aggregate; Copper Prods.; Plastic Plates; Cabinets; Musical Instruments; Ceramics; Pub. & Printing.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-67; Summer 61-74; Fall 56-73; Winter 45-64.

11 - TAP WATER: Saline, hard.

12 - RETAILING: Principal Shopping Center-Del Mar and environs, Mission Viejo Mall.

Neighborhood Shopping Centers-El Camino Plz., 800 block, South El Camino Real and San Diego Freeway at Estrella exit; 700-800 block North El Camino Real, San Clemente; Capistrano Valley, Doheny Park Rd., and Victoria Ave., Capistrano Beach; La Plz., Dana Point; El Adobe Plz., San Juan Capistrano; Monarch Bay Plz., Laguna Niguel; Pico Plz.; Von's Center; Camino Capistrano; San Juan Capistrano.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; May Co.; Robinson's; Bullocks; Best Products.

Variety Stores-Gilbert; Cornet; Sprouse-Reitz.

Chain Drug Stores-Thrifty; SavOn.

Chain Supermarkets-Alpha Beta 2; Albertson's 2; Ralph's 2; Von's; Lucky Stores.

14 - NEWSPAPERS: SUN-POST (e-mon to fri) 7,652; Mar. 31, 1988 ABC.

Local Contact for Advertising and Merchandising Data: Stanford Manning, Pub., SUN-POST, 1542 N. El Camino Real; PO Box 367, San Clemente, CA 92672; Tel. (714) 492-5121.

National Representatives: Landon Associates; U.S. Suburban Press.

SAN DIEGO

1 - LOCATION: San Diego County (MSA). E&P Map E-8. County Seat. Tourist center. Ocean-based industry & biochemical center. High Tech & biomedical ctr. Agric. county 132 mi. S of Los Angeles. I-5, 8, 15, 163 and 805.

2 - TRANSPORTATION: Railroads-Santa Fe; San Diego & Arizona; Southern Pacific; Amtrak.

Motor Freight Carriers-42.

Intercity Bus Lines-Trailways; Greyhound.

Airlines-American; United; Continental; Delta; Pan Am; TWA; America West; Northwest; USAir; Eastern; British Airways; Braniff; Alaska; Southwest; Ward Air; Q-West; Piedmont.

3 - POPULATION:

Corp. City 80 Cen. 875,504; E&P 88 Est. 1,094,500
CZ-ABC: (80) 1,470,244
RTZ-ABC: (80) 391,602
County/MSA 80 Cen. 1,872,741; E&P 88 Est. 2,247,863
City & RTZ-ABC: (80) 1,861,846

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 80 Cen. 321,039; E&P 88 Est. 412,301
County/MSA 80 Cen. 670,094; E&P 88 Est. 824,306
CZ-ABC: (80) 532,561
RTZ-ABC: (80) 137,533
City & RTZ-ABC: (80) 670,094

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	36	N.A.
Commercial	53	N.A.

6 - PASSENGER AUTOS: County 1,273,593

7 - ELECTRIC METERS: Residence County 917,369

8 - GAS METERS: Residence County 621,486

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Gov't 155,800 (N.A.); Service 227,600 (N.A.); Trade 206,100 (N.A.); Mfg. 122,400 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 48-80; Summer 85-80; Fall 50-90; Winter 42-75.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Area-(Downtown) No. of Stores-76 blocks on Broadway and A, B, C, E, Sta. 900 stores.

Community Shopping Centers-No. of Stores-El Cajon Shopping 19; Clairemont Village 43; Loma Square 22; Mission Village 26; Pacific Plaza 31; Spring Valley 27; Midtown Plaza 16; Plaza of The Four Flags 60; Balboa Mesa 28; Bay Plaza 50; Belleview Center 17; Broadway Vista Ctr. 16; Camino Town & Country 46; Flower Hill 51; Genesee Plz. 50; Glasshouse Sq. 32; La Costa Plz. 18; Mission Ctr. 38; Rancho Bernardo Town Ctr. 23; Rancho San Diego 25; San Carlos 21; Seaport Vlg. 85; Sweetwater Town & Country 42; The Vineyard 65; Miramar Vlg. 20; Morena Plz. 8; Rancho Penasquitos Town Ctr. 60; Rolando 30; Serra Mesa 23.

Neighborhood Shopping Areas-Along length of El Cajon Blvd.; Hillcrest; North Park; Pacific Beach; La Jolla; Ocean Beach; National City; Chula Vista; La Mesa; El Cajon; Del Mar; Cardiff; Encinitas; Coronado.

Regional Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Horton Plz.(160)	NA	Robinson, Nordstrom, Broadway, Mervyn's
Mission Valley(160)	4	Mont. Ward, May Co., Bullock's, Saks Fifth Ave.
College Grove Center(80)	NA	J.J. Newberry, JCPenney, Mervyn's
Clairemont Sq.(86)	7	Marshalls, Vons, Osco, Builders Emporium
Grossmont Ctr. (145)	12	Broadway, Buffum's, Bullock's, Mont. Ward
Chula Vista(38)	10	Broadway, JCPenney, Sears
Parkway Plaza(112)	15	Sears, May Co.
Mira Mesa Mall(75)	15	Mervyn's, Osco, J.J. Newberry
Fashion Valley(160)	4	Robinson's, JCPenney, Buffum's, Nordstrom, Broadway, Neiman Marcus
South Bay Plaza(26)	5	Millers Outpost, Fedco
Escondido Vlg.(51)	30	Walker Scott, TG&Y
Plaza Camino Real(145)	30	May Co., JCPenney, Broadway, Sears, Bullocks
University Towne Center(173)	12	Broadway, Sears, Robinson's, Nordstrom
La Jolla Vlg. Sq.(79)	11	Bullocks Wilshire, May Co.
Plaza Bonita(110)	10	Mont. Ward, JCPenney, May Co., Mervyn's

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Nightly & Sun. afternoon.

13 - RETAIL OUTLETS: Department Stores-Broadway 7; Walker Scott; Sears 5; Montgomery Ward 4; JCPenney 7; May Co. 6; Robinson's 4; Buffum's 2; Bullock's 3; Bullocks Wilshire; Mervyn's 9; Marshalls 4.

Discount Stores-Fedco 2; Jetco; K mart 11; Price Club 4; Target 11.

Variety Stores-Woolworth 6; Cornet 10; Rasco 8; Newberry 4; TG&Y 14.

Chain Drug Stores-Drug King 2; Thrifty 35; Long's 16; Osco 25.

Chain Supermarkets-Safeway 46; Mayfair 3; Lucky (Food Basket) 25; Alpha Beta 23; Big Bear 21; Vons 30; 7-Eleven 170; Corner Foods 3; Circle K 2; U-Tot-Em 38; Lavirlo's Deli-Mkt. 15; Ralph's 13; Albertson's 2.

Other Chain Stores-Harris & Frank; Anita Shops 2; National Dollar; Eastman Kodak; Standard Brand Paints 7; Lerner's 3; Thom McAn 6; Firestone 14; Goodrich; Pep Boys 6; Singer Co. 15; Glidden; Kinney Shoes 6; Goodyear 5; Zale Jewelers 9; C.H. Baker (shoes) 2; Dorman's (auto supplies) 14; Flagg Bros.; Frazee's Paints 14; Gallenkamp 3; Golden State Fabrics 6; Highlander (men's) 5; J. Jessop Jewelers 8; Lane Bryant 2; Lawson Jewelers 5; Leeds (shoes) 9; McMahan's Furn. 6; Saks Fifth Ave. 2; Schiller Jewelers 3; Streicher's Shoes 8; Universal Boot 10; Western Auto 2; Boise Cascade (lumber & supplies); Radio Shack 46; Ortho Mattress 6; Checker Auto 11; Builder's Emporium 4; Oshman's 5.

14 - NEWSPAPERS: UNION (m) 263,224; TRIBUNE (e) 123,064; (S) 423,561; Mar. 31, 1988 ABC.

Local Contact for Advertising and Merchandising Data: Dexter La Pierre, Display Mgr., UNION and TRIBUNE, 350 Camino de la Reina, San Diego, CA 92108; Tel. (619) 299-3131.

National Representative: Sawyer-Ferguson-Walker.

TRANSCRIPT (m-mon to fri) 8,904; Mar. 31, 1988 ABC.

Local Contact for Advertising and Merchandising Data: Al Zmolek, Natl. Adv. Dir., TRANSCRIPT, 2131 Third Ave., San Diego, CA 92101; Tel. (619) 232-4381.

National Representative: None.

SAN DIEGO COUNTY
See EL CAJON
See ESCONDIDO
See OCEANSIDE

SAN FRANCISCO

1 - LOCATION: San Francisco County and the City of San Francisco are co-extensive (In San Francisco PMSA). On the Pacific Coast E&P Map B-5, 340 mi. N of Los Angeles; 687 air mi. S of Seattle. West Coast Pacific port. Fin. and insur., mining, agric., electronics, tourism and wholesale ctr.

2 - TRANSPORTATION: Railroads-Amtrak; Bay Area Rapid Transit (Subway); Southern Pacific; Santa Fe; Western Pacific; Muni Metro (light rail); Northwestern Pacific.

Motor Freight Carriers-100.

Steamship Lines-53.

Intercity Bus Lines-AC Transit; Calif-Nevada Golden Tours; Trailways; Eastshore; Falcon; Franciscal; Gateway; Golden Gate Transit; Greyhound; Northgate Transit; Suntrans; Samtrans; Muni.

Airlines-Air Canada; Air France; Alaska; America West; American; Braniff; British Airways; CAAC; Cathay Pacific; China; Condor; Continental; Delta; Eastern; United Express; Hawaiian; Japan; LTU Intl.; Lufthansa; Mexicana; Northwest Orient; Pan Am; Philippine; Piedmont; Qantas; Singapore; Southwest; TACA Int'l; TWA; United; UTA French Airlines; Airpac; Amerijet Int'l; Conni Kalitta Svcs.; Helitac; Nippon Cargo; Cargolux; Southern Air Transport; Union Flights; Skywest; Korean Airlines; Minerve; USAir; DHL; Evergreen; Federal Express; Flying Tiger; Orion Air; Wings West; Rosenbalm Aviation; Canadian Airlines Int'l; WardAir Canada; Express One Int'l; Jetcopters; Martinair Holland; Martin Aviation; American Eagle; Air America; American Trans Air; Balair; Great American; Horizon Air; Sun Country; Swiss Air; Taver Air; Alpha Air; UPS; Burlington Air; CF Air Freight; Sky World; American Trans Air; Rich Int'l.

3 - POPULATION:

Corp. City/County 80 Cen. 678,750; E&P 88 Est. 713,273
CZ-ABC: (80) 757,493
Bal. in NDM-ABC: (80) 3,353,339
Total NDM-ABC: (80) 4,110,832
PMSA 80 Cen. 1,488,871; E&P 88 Est. 1,628,181

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City/County 80 Cen. 298,957; E&P 88 Est. 314,226
CZ-ABC: (80) 326,028
Bal. in NDM-ABC: (80) 1,274,903
Total NDM-ABC: (80) 1,600,931
PMSA 80 Cen. 612,880; E&P 88 Est. 686,315

5 - BANKS	NUMBER	DEPOSITS
Commercial	58	$24,868,538,000
Savings & Loan	24	$34,152,000,000

Deposits-Comm. (1986); S&L (1988).

6 - PASSENGER AUTOS: County 340,347

7 - ELECTRIC METERS: Residence PMSA 1,590,708

8 - GAS METERS: Residence PMSA 1,398,633

9 - PRINCIPAL INDUSTRIES: (San Francisco/Oakland PMSA's-1987)-Industry, No. Wage Earners-Constr. & Mining 84,600; Mfg. 182,700; Food Prods. 21,400; Printing & Pub. 22,800; Apparel 11,400; Other Non-Durable Industries 27,000 Chem. 17,000; Fabricated Metal 14,800; Electrical & Non-Electrical Mach. 35,500; Trans. Equip. 5,100; Other Durable Industry 27,700 Trans. 80,900; Commun. & Util. 56,700; Whole Trade 116,100; Ret. Trade 336,200; Finance, Ins & R.E. 169,700; Serv. 474,500; Gov't - Fed. 68,500; State & Local 229,900.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-62; Summer 52-65; Fall 53-66; Winter 47-56.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: San Francisco-Central Business District boundaries est. 1955; bounded on the N by Van Ness Ave., Ellis St., Leavenworth, Bush, Stockton, CA, Kearny & Pacific; on the E by the Embarcadero; on the S by Howard St., and the W by 11th St., Market and Van Ness.

Principal Shopping Center-9 blocks on Market St.; 1st to 9th Sts.; and a triangular area composed by Sutter, Market and Mason Streets including 15 blocks of stores and offices.

Regional Shopping Centers
San Francisco/Oakland PMSA's

Name (No. of stores)	Miles from Downtown	Principal Stores
Bayfair, San Leandro(120)	NA	Macy's, Mont. Ward
Broadway, Walnut Creek(80)	NA	Emporium-Capwell, Nordstrom, I. Magnin, Mervyn's For Kids

Contra Costa(17) Pleasant Hill	NA	Mont. Ward
County E. Mall(50) Antioch	NA	JCPenney, Sears, Mervyn's
Eastmont(95) Oakland	NA	JCPenney, Mervyn's
El Cerrito Plz.(55) El Cerrito	NA	Emporium-Capwell
Fashion Island(137) San Mateo	NA	Bullock's, Mont. Ward, JCPenney
Fremont Fashion(24) Ctr., Fremont(24)	NA	Emporium-Capwell
Fremont Hub Fremont(110)	NA	Mont. Ward, Ross, Mervyn's
Hillsdale San Mateo(150)	NA	Macy's, Sears, Nordstrom, Emporium-Capwell, Mervyn's
Hilltop, Richmond(140)	NA	JCPenney, Macy's, Emporium Capwell
Newpark Mall(140) Newark	NA	Macy's, Sears, Mervyn's
Northgate(85) San Rafael	NA	Emporium-Capwell, Sears, Mervyn's
Serramonte(150) Daly City	NA	Macy's, Mervyn's, Mont. Ward
South Shore Ctr., Alameda(60)	NA	JCPenney, Mervyn's
Southland(135) Hayward	NA	JCPenney, Sears, Emporium-Capwell
Stoneridge(130) Pleasanton		Emporium-Capwell, JCPenney, Macy's
Stonestown(150) Nordstrom, San Francisco	NA	Emporium-Capwell,
Sun Valley Concord(165)	NA	Macy's, JCPenney, Emporium Capwell
Tanforan San Bruno(123)	NA	JCPenney, Sears, Emporium-Capwell
West Lake Daly City(85)	NA	JCPenney
Town Ctr., Corte Madera(55)	NA	Marshalls, JCPenney
The Village at Corte Madera(93)	NA	Macy's, Nordstrom

Stores Open Sundays-All major dept. stores. Regional shpg. ctrs., most food stores.

13 - RETAIL OUTLETS: Department, Specialty & Discount Stores-San Francisco/Oakland PMSA's-Emporium-Capwell 13; K mart 11; Macy's 11; Mervyn's 14; Montgomery Ward 7; JCPenney 15; Sears 9; Saks Fifth Avenue; I. Magnin 4; Neiman Marcus; Nordstrom 4; Ross 15; Marshalls 7.
Chain Drug Stores-PMSA-Long's 30; Merrill's 10; Payless 21; Pay 'n Save 4; Thrifty 41; Walgreens 39.
Chain Supermarkets-PMSA-Safeway 114; Lucky 70; Alpha Beta 21; Cala-QFI 19; Albertson's 3; Consumer's Co-op 3; Petrini's 9; Fry's 11.
Other Retail Outlets-PMSA-Women's Clothing: Alcott & Andrews, Jos Banks, Maison Mendesolle, Barra of Italy, Casual Corner, Gucci, Lane Bryant, Lanz, Lerner Shops, The Limited; Petite Sophisticate; Ann Taylor; Wilkes Bashford; Men's Clothing: Alfred Dunhill, Brooks Bros., Bullock & Jones, Cable Car Clothiers-Robert Kirk, Grodin's, Custom Shop, J. Press, C&R Clothiers; Men's & Women's Clothing: Burberrys, Ltd., Hastings', The Peddler, The Gap; Shoes: Sally, Chandler, Burt's, Florsheim, Thayer McNeill, Frank More, Gallenkamp, Kinney, Kushin, Thom McAn, Nunn-Bush, Pappagallo, Regal; Misc.: Pacific Stereo, Good Guys, Computerland, B. Dalton, Crown Books, Waldenbooks, Wing's Jewelry, Shreve's, Granat Bros., Tiffany & Co., Gumps.

14 - NEWSPAPERS: CHRONICLE (m-mon to fri) 569,185; (m-sat) 519,749; EXAMINER (e-mon to fri) 148,693; (e-sat) 118,880; EXAMINER & CHRONICLE (S) 723,236; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Frank Flood, Display Adv. Mgr., San Francisco Newspaper Agency, 925 Mission St., San Francisco, CA 94103; Tel (415) 777-7423.
National Representative: Sawyer-Ferguson-Walker.

SAN GABRIEL VALLEY

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-7. The heart (City Zone) of San Gabriel Valley consists of 10 cities (Azusa, Irwindale, San Dimas, Baldwin Park, Covina, Glendora, Industry, La Puente, Walnut and West Covina): 20 mi. E of Los Angeles.

2 - TRANSPORTATION: Railroads-Southern Pacific; Santa Fe; Union Pacific.
Intercity Bus Lines-Southern Calif. Rapid Transit.
Airlines-Ontario International Airport, 20 mi. E. of San Gabriel Valley, has 24 major carriers: American, Air Calif., Continental, PSA, TWA, United, Alaska, Eastern, America West, Delta, Sunworld, Southwest.

3 - POPULATION:
Corp. City 80 Cen. 263,315; E&P 88 Est. 319,273
CZ-ABC: (80) 422,855
RTZ-ABC: (80) 249,657
County/PMSA 80 Cen. 7,492,023; E&P 88 Est. 8,377,161
City & RTZ-ABC: (80) 672,512

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 94,805; E&P 88 Est. 104,617
County/PMSA 80 Cen. 2,730,674; E&P 88 Est. 3,070,433
CZ-ABC: (80) 126,963
RTZ-ABC: (80) 79,277
City & RTZ-ABC: (80) 206,240

5 - BANKS	NUMBER	DEPOSITS
Savings & Cml.	72	N.A.
Savings & Loan	39	N.A.

6 - PASSENGER AUTOS: County 4,586,509

7 - ELECTRIC METERS: Residence 233,000

8 - GAS METERS: Residence 232,200

9 - PRINCIPAL INDUSTRIES: Brewing; Dairy Proc.; Rock and Sand; Electronics; Plastics Mfg.; Boat Building; Fab. Metal Prods.; Airplane Parts; Air & Space Electronics; Heating & Air Cond.; Food Processors; Ladies Apparel & Lingerie; Mobile Home Builders.
Principal Industrial Pay Days-Thur. and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-74; Summer 54-89; Fall 50-79; Winter 37-66.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Downtown Shopping Areas-Azuza, Baldwin Park, Covina, Glendora, La Puente.
Major Shopping Centers-Eastland, Fashion Plaza, West Covina; Foothill Center, Azuza; South Hills; LaPuente; Sunkist; Gale Square; Edgewood Center; Sun Fran; El Monte; Mayflower; Puente Hills Mall; Five Points; Ross Plaza; Puente Hill East.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Most Shopping Ctr. stores Mon.-Fri., 9:00 p.m.; Sat. & Sun., 7:00 p.m.

13 - RETAIL OUTLETS: Department Stores-May Co., Broadway 2; Sears 2; JCPenney 6; Montgomery Ward 2; J.W. Robinson; Bullock's; Mervyn's 3.
Discount Stores-K mart 3; Roberts; Ross 2; Target 3; Marshalls.
Variety Stores-Newberry; TG&Y 6.
Chain Drug Stores-Thrifty 10; Sav-On 11; Long's 4; Clarks 4; Rose 2; San Gabriel Phcy., SupeRx.
Chain Supermarkets-Alpha Beta 20; Lucky 10; Ralph's 5; Safeway 2; Albertson's 3; Hughs; Boys Mkt.; Vons 12; Stater Bros. 7.
Other Chain Stores-Auto: Firestone, General Tire, Goodyear, Pep Boys, U.S. Royal, Western Auto, Grand Auto; Furniture: Barker Bros., Wickes, Carpet Town, Levitz, McMahan, R.B. Furniture, Plummers; Jewelry: Kay's, Lawson's, Le Roys; Lumber/Hdwe.: Angels, Bielecs, Builder's Emporium, National Lumber 2, Pick's, Standard Brand Paints; Mens & Women's Apparel: Hartfield's, Richmond Bros.; Shoes: C.H. Baker, Innes Shoes, Gallenkamps, Karl's, Leed's, Thom McAn, Weatherby Kayser Lees, Golds, Payless; Patrini.

14 - NEWSPAPERS: TRIBUNE (m) 60,884; TRIBUNE NEWS (S) 81,975; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Wm. Parker, Natl. Adv. Mgr., TRIBUNE and TRIBUNE NEWS, PO Box 1259, Covina, CA 91722; Tel. (818) 962-8811/(213) 686-2590.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Thomson Newspapers.

SAN JOSE

1 - LOCATION: Santa Clara County (PMSA). E&P Map B-5. County Seat. Manufacturing, research and development, and agricultural center. SE of San Francisco Bay, 45 mi. from San Francisco and 39 mi. from Oakland.

2 - TRANSPORTATION: Railroads-Southern Pacific; Western Pacific (freight only).
Intercity Bus Lines-Greyhound; Peerless.
Airlines-Alaska; Continental; USAir; United; American; TWA; America West; Skywest/Western Express; Delta.

3 - POPULATION:
Corp. City 80 Cen. 629,546; E&P 88 Est. 757,041
CZ-ABC: (80) 1,078,709
Bal. in NDM-ABC: (80) 216,362
County/PMSA 80 Cen. 1,299,040; E&P 88 Est. 1,509,423
Total NDM-ABC: (80) 1,295,071

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 211,935; E&P 88 Est. 265,087
County/PMSA 80 Cen. 458,519; E&P 88 Est. 558,367
CZ-ABC: (80) 378,770
Bal. in NDM-ABC: (80) 79,749
Total NDM-ABC: (80) 458,519

5 - BANKS	NUMBER	DEPOSITS
Commercial	242	N.A.
Savings & Loan	166	N.A.

6 - PASSENGER AUTOS: County 905,958

7 - ELECTRIC METERS: County 456,156

8 - GAS METERS: County 411,848

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 260,900 (Durable 235,100; Nondurable 25,800); Trade 151,100; Servs. 196,500; Gov't 86,500; Constr. 32,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-87; Summer 49-93; Fall 34-81; Winter 31-70.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:

Principal Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Almaden Plaza(49)	5	Service Merchandise, Emporium-Capwell, Ross Stores
Capitol Sq.(34)	4	Walgreens, Mont. Ward
Eastridge(145)	5	Emporium-Capwell, Macy's, JCPenney, Sears
Oakridge Mall(115)	6	Macy's, Mont. Ward, Nordstrom
Princeton Plz.(50)	6	Mervyn's
Prune Yard(75)	5	All Specialty
San Antonio(66)	NA	JCPenney, Sears, Mervyn's
Stanford(124)	NA	Emporium-Capwell, Macy's, Sak's Fifth Avenue, Nordstrom, Neiman-Marcus
Sunnyvale Town Center(109)	NA	Mont. Ward, Macy's
Town & Country Village(111)	4	All Specialty
Vallco Fashion Park(132)	24	JCPenney, Sears, Emporium-Capwell
Valley Fair	4	Macy's, Nordstrom, Emporium-Capwell
Westgate(62)	7	Mont. Ward, Ross Stores

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept.-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Ross; Neiman-Marcus; Montgomery Ward; Macy's; Emporium-Capwell; Nordstrom; Sears; Mervyn's; Catalog Sales: Best Products, Service Merchandise Co.
Discount Stores-K mart; Target.
Variety Stores-Woolworth.
Chain Drug Stores-Payless 9; Thrifty 15; Walgreens 10; Bill's 2; Longs 23.
Chain Supermarkets-Safeway 31; Lucky 23; Fry's 10; PW 6; 7-Eleven 107; Food Fair 3; H&S Food Villa 4; Pak n' Save 3; Nob Hill 9; Alpha Beta 24; Micole's Food Villa 4.
Other Chain Stores-Auto: Firestone, Grand Auto, Kragen Auto; Ice Cream: Breslers 33 Flavors, See's, Baskin-Robbins, Swenson's, Dairy Belle, Foster Freeze; Jewelers: Gensler-Lee, Zale's, Shreve & Co., Proctor's, Crescent Jewelers, Granat Bros.; Paints: Fuller, Pittsburgh, Sherwin-Williams, Morwear, Kelly-Moore, Glidden, Standard Brands; Shoes: Thom McAn, Thayer McNeil, Kinney's, Leed's, C.H. Baker, Becks Red Wing, Stride Rite, Florsheim; Mens Wear: Smith's, Shirt Works, Richman's; Clothing: Marshall's, Hastings, Lerner Shops, House of Nine, Saks Fifth Avenue, I. Magnin, Frederick's of Hollywood, Lane Bryant, Foxmoor Casuals; Misc.: Sherman Clay (music), Breuner's, Levitz, Ortho Mattress, S. Christian of Copenhagen, House of Fabrics, Singer Co.

14 - NEWSPAPERS: MERCURY-NEWS (all day-mon to fri) 274,152; (m-sat) 258,041; (S) 321,137; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Robert C. Williamson, Display Adv. Dir. or Tom Hausler, Natl. Adv. Sales Mgr., MERCURY-NEWS, 750 Ridder Park Dr., San Jose, CA 95190; Tel. (408) 920-5000.
National Representative: Knight-Ridder Newspaper Sales.

SAN LUIS OBISPO

1 - LOCATION: San Luis Obispo County. E&P Map C-6. County Seat. Located halfway between Los Angeles & San Francisco. 8 mi. from Pacific Ocean. R.R. division point. On U.S. Hwy. 101 & State Hwy. 1. Trading ctr. for agric. area.

2 - TRANSPORTATION: Railroads-Southern Pacific; Amtrak.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-2.
Airlines-Sky West; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 34,252; E&P 88 Est. 40,616
CZ-ABC: (80) 34,252
RTZ-ABC: (80) 121,183
County 80 Cen. 156,559; E&P 88 Est. 211,940
City & RTZ-ABC: (80) 155,435

4 - HOUSEHOLDS:
City 80 Cen. 13,670; E&P 88 Est. 15,656
County 80 Cen. 58,171; E&P 88 Est. 80,473
CZ-ABC: (80) 13,670
RTZ-ABC: (80) 44,534
City & RTZ-ABC: (80) 58,204

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	9	$265,000,000
Savings & Loan	10	$245,000,000

6 - PASSENGER AUTOS: County 114,072

7 - ELECTRIC METERS: Residence 52,400

8 - GAS METERS: Residence, Active 39,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric., Forestry, Fishing 1,750; Constr. 4,800; Mfg. 4,900; Gov't 14,300; Colleges 2,100; Trans., Commun., Util. 3,000; Trade 19,150; Serv. 14,200; Fin., R.E., Ins. 3,300.
Principal Industrial Pay Days-R.R. 10th, 25th; Hwy. Dept. & Oil 1st.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-93; Summer 47-93; Fall 34-95; Winter 27-81. First killing frost, Jan. 3; last killing frost, Feb. 18.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING. Retail trade area San Luis Obispo County & environs.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
University Sq.(11)	NA	Williams Bros. Mkt., Riley's, McMahan's Furn.
Foothill Plz.(15)	1	Thrifty Drug, Lucky
Madonna Plz.(35)	1	Sears, Lucky, Thrifty Drug, Radio Shack, Mervyn's
Santa Maria Town Ctr.(87)	NA	Sears, Thom McAn, Radio Shack, Gottschalks
Santa Maria Shpg. Ctr.(27)	NA	JCPenney, Pic'N Save, Cornet
Broadway Plz.(6)	NA	Mont. Ward
Pepper Tree Plz.	NA	Grand Auto
Stowell Ctr.(50)	NA	McMahan's Furn.
Atascadero	NA	Sprouse-Reitz, Rasco's
Paso Robles	NA	Sears (catalog), Coast-to-Coast
Morro Plz.(14)	NA	Williams Bros., Western Auto, Mont. Ward
Arroyo Grande	NA	Rasco, Lucky Mkt., Thrifty Drug, Payless Drug
Five Cities(19)	NA	Sears, Safeway
Los Osos	NA	Williams Bros., Thrifty Drug
Central Coast Plaza(40)	2	Gottschalk's

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur.; Food-every night.

13 - RETAIL OUTLETS: Department Stores-Riley's; JCPenney; Mervyn's; Montgomery Ward; Gottschalks.
Variety Stores-Coast-to-Coast; Cook's; F.S. Rasco; TG&Y; Sprouse-Reitz; Cornet.
Discount Stores-Beno's; Pic 'N Save; Carpeteria.
Chain Drug Stores-Rexall; Thrifty 7; ADX; Payless 2; Long's.
Chain Supermarkets-Safeway 5; Williams Bros. 9; Lucky Mkts. 4; Jiff 10; 7-Eleven 9; Albertson's.
Other Chain Stores-Firestone; Frazee Paints; Singer Co.; McMahan; Fuller Paint & Glass; Mode O'Day; Sherwin-Williams; Kinney Shoes; Ardan; Pacific Stereo; Radio Shack.

14 - NEWSPAPERS: COUNTY TELEGRAM-TRIBUNE (e-mon to fri) 29,343; (m-sat) 34,767; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Cliff Skill, Adv. Dir., COUNTY TELEGRAM-TRIBUNE, 1321 Johnson Ave.; PO Box 112, San Luis Obispo, CA 93406; Tel. (805) 595-1111.
National Representative: Papert Companies.

SAN MATEO

1 - LOCATION: San Mateo County, (In San Francisco PMSA), E&P Map B-5, 18 mi. S of San Francisco at center of San Francisco Peninsula.

2 - TRANSPORTATION: Railroads-Southern Pacific.

Motor Freight Carriers-60.

Intercity Bus Lines-Pacific Greyhound; Sam Trans.

Airlines-Served by San Francisco Airport (7 mi. N).

3 - POPULATION:
Corp. City 80 Cen. 77,640; E&P 88 Est. 82,936
CZ-ABC: (80) 182,035
RTZ-ABC: (80) 202,399
County 80 Cen. 588,503; E&P 88 Est. 664,094
PMSA 80 Cen. 1,489,926; E&P 88 Est. 1,628,181
City & RTZ-ABC: (80) 384,434

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 32,855; E&P 88 Est. 36,889
County 80 Cen. 225,479; E&P 88 Est. 265,821
PMSA 80 Cen. 659,477; E&P 88 Est. 686,315
CZ-ABC: (80) 74,726
RTZ-ABC: (80) 79,536
City & RTZ-ABC: (80) 153,979

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	25	$4,660,108,000
Savings & Loan	104	$5,418,614,000

6 - PASSENGER AUTOS: County 445,536

7 - ELECTRIC METERS: Residence 33,597

8 - GAS METERS: Residence 28,707

9 - PRINCIPAL INDUSTRIES: Industry-Tourism; Flower Growing & Shipping; Printing; Feed; Precision Instruments; Trans.-Airlines; Tourism; Lumber & Lumber Prods.; Mfg. Plants; Furn.; Chem. & Maintenance Supplies; Bldg. & Constr.; Research Ctrs.; Corporate Offices; Hotels/Motels; Sales Offices & Warehousing (distr. ctrs.); Light Ind.; Racing; Retailing; Components; Marine Prods.; Glue & By-Prods.; Rubber Prods.; Steel Prods.; Drugs; Paint; Wine; Clothing; Food; Util. & Sanitary Servs.

Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-93; Summer 43-103; Fall 34-95; Winter 30-75. First killing frost, Dec. 28.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-16 blocks on 1st Ave. to 5th Ave.; B St. to El Camino Real; Hillsdale Shpg. Ctr., El Camino to Edison St.; 33rd to 36th Ave.; Concar Ctr., 19th & Delaware; Borel Sq., 19th & El Camino; Fashion Island Ctr., Mariners Island Blvd. & Hwy. 92.

Neighborhood Shopping Centers-25th Ave. & El Camino Real; Hillsdale & El Camino; Norfolk & 19th Ave.; Monterey Blvd. & Polhemus; Laurelwood Center; Hillsdale Blvd. & Highway 92.

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Mon., Thur., Fri., Some open 6 nights & Sundays.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Macy's; Emporium; Montgomery Ward; Mervyn's; Nordstrom's.

Discount Stores-Cost Plus; Payless; K mart.

Variety Stores-Sprouse-Reitz; Ben Franklin.

Chain Drug Stores-Walgreens; Thrifty; Long's; Payless; Bill's.

Chain Supermarkets-Safeway 15; Lucky 6; Alpha Beta 2; QFI 5; Petrinis 4.

Other Chain Stores-Clothing: Hastings, Schneider's; Women's Apparel: House of 9, I. Magnin, Livingston's, Casual Corner; C & R Clothiers; The Limited; Lanz; Fashion Conspiracy; Jud Green. Auto Supplies: Kragen; Macy's, Firestone, Goodrich, Goodyear, General Tire, Sears Auto Stores, Grand Auto Stores, Montgomery Ward Auto Store, Scherba Auto, JCPenney U.S. Royal; Shoes: Gallenkamp, Thom McAn, Leeds, Thayer McNeil, C.H. Baker, Sommer & Kaufmann, Florsheim, Chandler's, Taylor's Red Cross; Others: Pic-A-Dilly, Sherman-Clay, Baldwin Piano, Zale's, Kay Jewelers, Granat Bros., Breuner's Furn., Rochester; Oshman's, Big 5 Sporting Goods, Ritz Cameras; Big & Tall.

14 - NEWSPAPERS: TIMES & NEWS LEADER (e) 44,106; Mar. 31, 1988 ABC.

Local Contact for Advertising and Merchandising Data: Joel Hall, Gen. Adv. Mgr., TIMES & NEWS LEADER, 1080 S. Amphlett Blvd., San Mateo, CA 94402; Tel. (415) 348-4437.

National Representatives: Papert Companies; Long & Associates.

SAN PEDRO

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA), E&P Map D-8. 25 mi. S of Los Angeles, on Pacific Ocean. San Pedro Harbor is one of the world's largest man-made harbors; also known as Los Angeles Harbor.

2 - TRANSPORTATION: Railroads-Santa Fe; Southern Pacific; Union Pacific; Harbor Beltline.

Motor Freight-176 (cargos for ships).

Steamship Lines-53 Passenger; 121 Freight. (All Major Lines).

Intercity Bus Lines-Rapid Transit.

Airlines-Served by Los Angeles International, Long Beach and Torrance Municipal Airports. 78 major airlines.

3 - POPULATION:
Corp. City 80 Cen. 62,108; E&P 88 Est. 71,424
CZ-ABC: (80) 64,311
RTZ-ABC: (80) 30,806
County/PMSA 80 Cen. 7,492,023; E&P 88 Est. 8,377,161
City & RTZ-ABC: (80) 95,117

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 25,785; E&P 88 Est. 26,249
County/PMSA 80 Cen. 2,730,674; E&P 88 Est. 3,070,433
CZ-ABC: (80) 24,425
RTZ-ABC: (80) 9,613
City & RTZ-ABC: (80) 34,038

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	34	$487,886,111
Savings & Loan	24	$390,308,889

6 - PASSENGER AUTOS: County 4,586,509

7 - ELECTRIC METERS: Residence 49,300

8 - GAS METERS: Residence 46,600

9 - PRINCIPAL INDUSTRIES: Shipping & Allied Businesses; Whol. Bakeries; Petroleum; Fishing & Fish Canning; Fresh Fish Markets; Shipbuilding; Lumber; Manufactured Kelp Prods.; Rock Prods.; Can Factories; Computer Science; Recreation and Tourism. Est. Employment 69,451. Est. Wkly. Wage $477.

Principal Pay Days-Fri. and 1st of the month.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-59; Summer 62-74; Fall 58-71; Winter 48-62; Smog free.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Centers-2 blocks on 6th St.; 23 on Pacific Ave.; 17 on Gaffey St.; 18 blocks on Western Ave.; 6 blocks at South Shores.

Neighborhood Shopping Centers-8th & Weymouth Corners; Southshores; Western Plaza; Harbor Heights; Park Plaza; Western Ave. & Westmont Plaza; Tarragona Plaza Garden Shpg. Ctr.; Pacific View Shpg. Ctr.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Weymouth Corner	2	Pirozzi's
1st & Bandini	2	McCowans
South Shores	3	Lucky Market
Harbor Hts.	3	Sears Surplus, Ole's
Park Plaza	3	Newberry, Von's, Osco's
Harbor Village(32)	NA	
Ports 'O Call Village(75)	1	
Western Plaza	3	
Westmont Plaza	4	Lucky Market
Garden Vlg.	4	Thrifty Drugs, Wherehouse
Harbor Cove Ctr.(15)	NA	
Tarragona Plaza	3	Ralph's
Pacific View	2	Von's
Palos Verdes Plz.(20)	NA	

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat. Food-Thur., Fri., Sat.

Stores Open Evenings-Dept. Fri.; Food nightly.

13 - RETAIL OUTLETS: Department Stores-Sears.

Variety Stores-Newberry 2.

Chain Supermarkets-Safeway; Pacific Central; McCowan's 3; Von's 2; Lucky 3; Ralph's; 7-Eleven 3; Smart & Final Iris 2; Top Value.

Other Chain Stores-Western Auto; Goodyear; Firestone; Singer Co.; Supreme Paints; Chief Auto; Trak Auto; Thrifty Drugs 2; Winston Tire; Wherehouse; Oshman's; Marc C. Bloome; Osco Drugs; Payless Shoes.

14 - NEWSPAPERS: NEWS-PILOT (e) 15,120; Mar 31, 1988 ABC.

Local Contact for Advertising and Merchandising Data: Brian Hicks, Adv. Mgr., NEWS-PILOT, 362 Seventh St.; PO Box 191, San Pedro, CA 90733; Tel. (213) 832-0221.

National Representative: Sawyer-Ferguson-Walker.

SAN RAFAEL
See MARIN COUNTY

SANTA ANA
See ORANGE COUNTY

SANTA BARBARA

1 - LOCATION: Santa Barbara County (In Santa Barbara-Santa Maria-Lompoc MSA). E&P Map C-7, County Seat. Residential; educational; design & research; agricultural; oil; defense; medical center; resort. NW Southern CA, 98 hwy. mi. N of Los Angeles; 345 hwy. mi. S of San Francisco. Univ. of California (Santa Barbara campus-17,414 students); Santa Barbara City College (10,500 students).

2 - TRANSPORTATION: Railroads-Southern Pacific; Amtrak.

Motor Freight Carriers-7.

Intercity Bus Lines-Greyhound.

Airlines-United; American; Continental; United Express; American Eagle; TransWorld Express.

3 - POPULATION:
Corp. City 80 Cen. 74,542 E&P 88 Est. 84,310
CZ-ABC: (80) 166,909
RTZ-ABC: (80) 131,785
County/MSA 80 Cen. 298,869; E&P 88 Est. 364,675
City & RTZ-ABC: (80) 298,694

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 32,578; E&P 88 Est. 38,000
County/MSA 80 Cen. 109,343; E&P 88 Est. 137,552
CZ-ABC: (80) 65,097
RTZ-ABC: (80) 44,218
City & RTZ-ABC: (80) 109,315

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial (MSA)	77	$1,760,000,000
(Corp. City)	35	$741,000,000
Sav. & Loan(MSA)	55	$2,110,000,000
(Corp. City)	27	$850,000,000

6 - PASSENGER AUTOS: County 215,128

7 - ELECTRIC METERS: 75,000 (Residence & Comm.)

8 - GAS METERS: 98,988 (Residence & Comm.)

9 - PRINCIPAL INDUSTRIES: (Metro-County) Industry, No. of Wage Earners-Agric. 7,544; Mining 1,500; Constr. 6,100; Mfg. 23,700; Trans., Commun. and Util. 5,400; Whol. and Ret. Trade 31,400; Fin., Ins. and R.E. 7,000; Servs. 34,300; Gov't 24,800.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-76; Summer 54-74; Fall 49-75; Winter 40-63.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on State St. and LaCumbre Plaza.

Neighborhood Shopping Centers-6 blocks on Milpas between De la Guerra and Yanonali Sts.; 5 blocks on No. State, San Roque Area; Mesa Area; 5 Points, north edge of city.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Alpha Beta Ctr.	NA	Alpha Beta
Calle Real(58)	NA	Lucky's, Long's
Cliff Drive(19)	NA	Lucky's
Fairview	NA	Safeway, Thrifty
Five Pts.(27)	NA	Thrifty Drug, Kinney's, Lucky's
Coast Village	NA	Von's
La Cumbre Pl.(64)	NA	Von's, Sears, Robinson's
Loreta Plaza(25)	NA	Albertson's
Magnolia(30)	NA	Lucky's
Milpas(7)	NA	Von's, Safeway
Mission-Creek(23)	NA	Alpha Beta, Long's
Montecito Vlg.(50)	NA	Montecito Grocery
Montecito Vlg. South(14)	NA	Tweeds & Weeds
Plaza del Sol	NA	Pierre La Fond
Turnpike(13)	NA	Von's, Sav-On Drugs
University Vlg.	NA	Thrifty, Lucky's

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Robinson's; Sears; I. Magnin; K mart.

Variety Stores-TG&Y 4; Woolworth; Target; Standard Brands.

Chain Drug Stores-Rexall 8; Sav-On; Thrifty 5; Long's 2.

Chain Supermarkets-Alpha Beta; Lucky's 7; Safeway 3; Santa Cruz 2; Albertson's; Von's 4.

Other Chain Stores-Clothing: Miller's Outpost, Korb's, Lerners, Silverwood's; Jewelry: Gensler-Lee, Zale's, B.D. Howes, Slavicks; Shoes: Florsheim, Thayer McNeil, Kinney, Leeds, Thom McAn; Auto and Tires: Firestone, Goodrich, Goodyear, Pep Boys, Parnelli Jones, Winston; Wherehouse; Sam Goody; Radio Shack; Circuit City.

14 - NEWSPAPERS: NEWS-PRESS (m) 48,645; (S) 56,761; Mar. 31, 1988 ABC.

Local Contact for Advertising and Merchandising Data: Peter G. Kezios, V.P./Sales Mktg., NEWS-PRESS, De La Guerra Plaza; Drawer NN, Santa Barbara, CA 93102; Tel. (805) 564-5200.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SANTA CRUZ

1 - LOCATION: Santa Cruz County (PMSA). E&P Map B-5, County Seat. Hi-tech, electronics, residential, educational center, light industry, truck farming, vacation resort. 73 mi. S of San Francisco; 361 mi. N of Los Angeles. On State Hwys. 1, 9, 17.

2 - TRANSPORTATION: Railroads-Southern Pacific (freight).

Motor Freight Carriers-15.

Intercity Bus Lines-Peerless; Western Greyhound; California Tours; Santa Cruz Metro.

3 - POPULATION:
Corp. City 80 Cen. 41,483; E&P 88 Est. 49,269
CZ-ABC: (30) 77,815
RTZ-ABC: (80) 62,229
County/PMSA 80 Cen. 189,875; E&P 88 Est. 232,714
City & RTZ-ABC: (80) 140,044

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,617; E&P 88 Est. 19,471
County/PMSA 80 Cen. 71,793; E&P 88 Est. 88,201
CZ-ABC: (80) 32,401
RTZ-ABC: (80) 23,422
City & RTZ-ABC: (80) 55,823

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	11	$1,336,221,700
Savings & Loan	14	$1,025,614,440

6 - PASSENGER AUTOS: County 135,231

7 - ELECTRIC METERS: County 91,857

8 - GAS METERS: County 62,223

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Farm, Food 6,229 ($495); Lumber 560 ($520); Mfg. 13,298 ($500); Electronics 7,000 ($650); Constr. 3,105 ($485); Mining 101 ($530); Food Proc. 1,500 ($375).

Principal Pay Days-Fri.; 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-78; Summer 40-97; Fall 39-88; Winter 22-80. First killing frost, Nov. 22; last killing frost, Feb. 23.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on Pacific Garden Mall, 1 on Locust, 1 on Cathcart, 1 on Walnut, 6 on Front; Regional Shopping Center: Capitola Mall-Kings Plaza-41st Ave.

Neighborhood Shopping Centers-Mission St.; Almar Shpg. Ctr.; E. Santa Cruz; Seabright Ave. & Soquel Ave.; Opal Cliffs; El Rancho, 38th Ave. & Portola; Rancho Del Mar, Aptos; Kings Village; Scotts Village; Scotts Valley Junction; Scotts Valley; Felton Faire; Deerpark Center, Aptos, Soquel.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Pacific Garden Mall	NA	Leask's, Ford's
Opal Cliffs(12)	3	Opal Cliffs, Food Ctr.
East Santa Cruz(30)	1	Ebert's
King's Plaza(24)	5	Alpha Beta, Thrifty
Rancho Del Mar(50)	8	Safeway, Leask's
King's Village(48)	6	Nob Hill, Zanottos
East Cliff Village(13)	2	DeLuxe Foods, Crown Drug
San Lorenzo Park Plaza(6)	NA	Albertson's, Long's Drug
Capitola Mall(100)	5	Sears, Mervyn's, JCPenney, Leasks
Scotts Vlg.(21)	6	Long's, Safeway, Leasks
Scotts Valley(8) Junction(15)	6	Zanotto's, Leask's
Soquel Ave.(5)	NA	Thrifty Drug, Alpha Beta
Felton Fair(11)	6	Safeway, Thrifty
Deer Park Center	8	DeLuxe Foods

Almar(9)	NA	Safeway, TG&Y
Soquel(26)	5	K mart, Safeway
Scotts Valley Sq.(8)	6	K mart, 7-Eleven

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat.; Food-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Leask's; Sears; Mervyn's; Ford's.
Variety Stores-Woolworth; Ben Franklin; Palm; Sprouse-Reitz; TG&Y.
Discount Stores-Super Auto; Liquor Barn; K mart.
Chain Drug Stores-Horsnyder Rexall; Palm Rexall; Long's 3; Thrifty 3; Village Rexall; Crown Rexall.
Chain Supermarkets-Safeway 6; Lucky; Albertson's 2; Alpha Beta 2; Nob Hill 2.
Other Chain Stores-MacFarlane's (candy); Singer Co.; Karl's Shoes; Gensler-Lee; Firestone; Goodyear 3; McMahan's Furn.; Coast-to-Coast; B Dalton Bookseller; Foxmoor; House of Fabrics; Kinney Shoes; Keepsake Diamonds; Radio Shack 3; Thom McAn; Zale's Jewelers; Color Tile; Musicland; JCPenney; Kragen's 3; Gallenkamp's; Orchard Supply Hardware; Sherwin-Williams; Outdoor World.

14 - NEWSPAPERS: SENTINEL (m-mon to fri) 26,685; (S) 29,582; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Scott Haskins, Adv. Dir., SENTINEL, 207 Church St., Santa Cruz, CA 95060; Tel. (408) 423-4242.
National Representative: Branham/Newspaper Sales.

SANTA MARIA

1 - LOCATION: Santa Barbara County (In Santa Barbara-Santa Maria-Lompoc MSA). E&P Map C-7. Mfg., agric. & military NASA Space Ctr., in NW part of Santa Barbara Co., 271 mi. S of San Francisco.

2 - TRANSPORTATION: **Railroads**-Santa Maria Valley connecting with main coast line of SP at Guadalupe, 8 mi. west.
Motor Freight Carriers-7.
Intercity Bus Lines-Pacific Greyhound.
Airlines-American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 39,685; E&P 88 Est. 53,488
CZ-ABC: (80) 61,134
RTZ-ABC: (80) 94,998
County/MSA 80 Cen. 298,869; E&P 88 Est. 364,675
City & RTZ-ABC: (80) 156,132
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 14,040; E&P 88 Est. 20,006
County/MSA 80 Cen. 109,343; E&P 88 Est. 137,552
CZ-ABC: (80) 20,787
RTZ-ABC: (80) 33,346
City & RTZ-ABC: (80) 54,133

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	17	N.A.
Savings & Loan	14	N.A.

6 - PASSENGER AUTOS: County 215,128

7 - ELECTRIC METERS: Residence 36,909

8 - GAS METERS: Residence 15,558

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Sugar 330 ($195); Oil 550 ($300); Food Proc. 2,205 (N.A.); Prod. Mfg. 725 ($220); Defense Installation 14,000 ($380); Cable Mfg. 200 ($300); Elect. Sub Station & Components 150 ($300).
Principal Pay Days-Fri., 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-72; Summer 51-76; Fall 41-85; Winter 36-68. First killing frost, Nov. 26; last killing frost, Jan. 16.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Broadway; 8 on Main; 5 on Church; 1 on Cypress; 2 on Chapel; 6 on S. Broadway; 1 on Orcutt Rd.; 4 on E. Main; 3 on Blosser; 3 in Oak Knolls.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Santa Maria(29)	NA	Lucky Mkt., JCPenney, Thrifty
Williams Ctr.(2)	NA	Williams Bros. Mkt., Parson's Drug
Broadway Pl.(2)	NA	Sav-On, Mont. Ward
Oak Knolls(14)	NA	Coronet
Blosser Strip(3)	NA	Riviera, Wellenkamp Furn.
Handyman Ctr.(2)	NA	Williams Bros. Mkt., Arthur's Toys
K mart(2)	NA	K mart
Santa Maria Town Ctr. Mall(87)	NA	Gottschalk's, Sears
Stowell Ctr.(50)	NA	McMahan's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-JCPenney; Montgomery Ward; K mart; Sears; Sav-On Drugs; Long's Drugs. Downtown Thur.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Bryant & Trott; Scott's Fashions; Montgomery Ward; K mart; Alpha Beta; Gottschalk's.
Variety Stores-Target.
Chain Drug Stores-Rexall 2; Thrifty 2; Parsons; Sav-On; Long's.
Chain Supermarkets-Safeway; Williams Bros. 4; Lucky 3.
Other Chain Stores-Firestone; Goodyear; McMahan Furn.; Gallenkamps; Singer Co.; Goodrich; Thom McAn; Kinney Shoes; Buster Brown; Foxmoor; Kauffman's; Jorgensen Jewelers; International Imports; All American Sports; Motherhood Maternity Shops; Radio Shack; Creative Stereo; Casual Corner; Jean Nicoles; Musicland; William Pitt; Bobbie West; Village East; Zale's; Tiffin Jewelers; Ringmaker's; B. Dalton; Payless Shoes; Brooks Fashion; Miller's Outpost.

14 - NEWSPAPERS: TIMES (e-mon to fri) 20,444; (S) 20,951; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Tom Anthony, Adv. Mgr., TIMES, 3200 Skyway Dr., Santa Maria, CA 93454; Tel. (805) 925-2691.
National Representatives: Scripps League Newspapers; Papert Companies.

SANTA MONICA

1 - LOCATION: Los Angeles County. E&P Map D-7 (In Los Angeles-Long Beach PMSA). On Santa Monica Bay, 17 mi. from Los Angeles. Terminus of Santa Monica Freeway & Pacific Coast Hwy.

2 - TRANSPORTATION: **Motor Freight Carriers**-300.
Intercity Bus Lines-Santa Monica Municipal; S. Cal. Rapid Transit District; Greyhound.
Airlines-Served by Los Angeles International and Santa Monica Municipal Airports. 78 major airlines.

3 - POPULATION:
Corp. City 80 Cen. 88,314; E&P 88 Est. 96,809
CZ-ABC: (80) 88,314
Bal. in NDM-ABC: (80) 409,447
County/PMSA 80 Cen. 7,492,023; E&P 88 Est. 8,377,161
Total NDM-ABC: (80) 497,761
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 43,912; E&P 88 Est. 50,587
County/PMSA 80 Cen. 2,730,674; E&P 88 Est. 3,070,433
CZ-ABC: (80) 43,912
Bal. in NDM-ABC: (80) 180,658
Total NDM-ABC: (80) 224,570

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	55	N.A.
Savings & Loan	61	N.A.

6 - PASSENGER AUTOS: County 4,586,509

7 - ELECTRIC METERS: Residence 38,675

8 - GAS METERS: Residence 38,318

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 30,400; Serv. 34,400; Gov't 29,500; Others 21,000; Trade (whol. & ret.) 26,200.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Summer 60-68; Winter 49-64.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-Santa Monica Place 1 blk., 3 levels.
Neighborhood Shopping Centers-14th & Wilshire; Lincoln & Ocean Park Blvd.; Montana Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
14th & Wilshire	1	Von's
Lincoln & Ocean Pk.	2	Luckys
Rancho Park	4	May Co.
Century City(80)	7	J. Magnin Jr., Gelsons Mkt., Bullock's
Fox Hills(135)	6	Broadway, May Co., JCPenney
Marina(42)	4	Boys, Safeway, Von's
Brentwood(34)	2	Book Nook
Westside Pavillion (12)	4	May Co., Von's
Santa Monica(150)	NA	Broadway, Robinson
Culver Ctr.(7)	5	JCPenney

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept. Stores-Every night; Food-Most stores open every night.
Stores Open Sundays-Food, Sears, JCPenney, Broadway, May Co.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Henshey's; Campbells; May Co.; Broadway; Bullocks; Robinsons.
Variety Stores-Woolworth; Newberry's 2; Mall Mart.
Chain Drug Stores-Thrifty Jr., Inc.; Thrifty 2; Sav-On Drugs 5; Horton & Converse; Reager's Bay Cities 2; Bi-Rite 3; Medicine Shoppe.
Chain Supermarkets-Alpha Beta 2; Boys Mkt. 3; Albertson's; Hughes 4; Lucky's 4; Ralphs 4; Royal; Safeway 10; Von's 4; Westwood Ho 3; Grocery Warehouse; Food Barn; Gelson's 2.
Other Chain Stores-Barker Bros.; Leeds; Thom McAn; Karl's; Moss; National Shirt; See's Candies 3; McMahan; Pep Boys; House of Nine; Standard Brands Paint; Kinney Shoes; Hartfield; Lerners; Carlson's 4.

14 - NEWSPAPERS: THE OUTLOOK (e) 25,208; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Randy Goldberg, Display Adv. Mgr., THE OUTLOOK, 1920 Colorado Ave., Box 590, Santa Monica, CA 90404; Tel. (213) 829-6811.
National Representative: Sawyer-Ferguson-Walker.

SANTA PAULA

1 - LOCATION: Ventura County, (In Oxnard-Ventura PMSA). E&P Map D-7. Residential and agricultural center. 85 mi. N of Los Angeles; 45 mi. S of Santa Barbara; 15 mi. from seashore. On Santa Paula Freeway and Hwy. 150.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Pacific Freight Line.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.
Airlines-Santa Paula Airport provides charter service. Scheduled commercial service at Oxnard, 17 miles.

3 - POPULATION:
Corp. City 80 Cen. 20,552; E&P 88 Est. 23,550
County/PMSA 80 Cen. 534,558; E&P 88 Est. 658,530
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 6,849; E&P 88 Est. 8,007
County/PMSA 80 Cen. 173,254; E&P 88 Est. 221,936

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	$68,000,000
Savings & Loan	2	$62,000,000

6 - PASSENGER AUTOS: County 369,467

7 - ELECTRIC METERS: Residence 5,922

8 - GAS METERS: Residence 6,104

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric. 6,420 ($168); Oil Drilling, Pumping and Proc. 1,120 ($244); Small Mfg. 820 ($175); Food Packing; Citrus Fruit Packing and Proc.; Oil Refining; Plastics; Walnut Pkg.; Paper Box Mfg.; Machine Works; Controls; Paper and Plastic Cups; Frozen Foods.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-79; Summer 72-85; Fall 61-74; Winter 58-68.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alpha Beta No 204(12)	NA	Alpha Beta, Coronet
Santa Paula	NA	Thrifty Drug, Beno's

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Shopping Centers, every evening & Sun.

13 - RETAIL OUTLETS: **Department Stores**-Santa Paula.
Variety Stores-Coronet; Gilbert's; Beno's.
Chain Drug Stores-Thrifty; Cauch's 3.
Chain Supermarkets-Alpha Beta; Safeway; Stop 'N Shop.
Other Chain Stores-Mode O'Day; Chief Auto; Payless Shoes; Radio Shack.

14 - NEWSPAPERS: CHRONICLE (e-mon to fri) 2,148; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Don Johnson, Pub., CHRONICLE, 116 N. 10th St., Santa Paula, CA 93060; Tel. (805) 525-5555.
National Representatives: Newspaper Advertising Service; Scripps League Newspapers.

SANTA ROSA

1 - LOCATION: Sonoma County, (In Santa Rosa-Petaluma PMSA). E&P Map B-4, County Seat. Agriculture, poultry, dairy center. Manufacturing, food processing and distributing center. 52 mi. N of San Francisco; 240 mi. S of Eureka. On U.S. Hwy. 101 and two State hwys.

2 - TRANSPORTATION: **Railroads**-Northwestern Pacific, Petaluma-Santa Rosa R.R.
Motor Freight Carriers-38.
Intercity Bus Lines-Greyhound; Golden Gate Transit.
Airlines-West Air Commuter.

3 - POPULATION:
Corp. City 80 Cen. 83,205; E&P 88 Est. 104,974
CZ-ABC: (80) 128,408
RTZ-ABC: (80) 294,077
County/MSA 80 Cen. 302,195; E&P 88 Est. 373,666
City & RTZ-ABC: (80) 422,485

4 - HOUSEHOLDS:
City 80 Cen. 33,800; E&P 88 Est. 42,478
County/MSA 80 Cen. 114,523; E&P 88 Est. 147,229
CZ-ABC: (80) 50,931
RTZ-ABC: (80) 111,255
City & RTZ-ABC: (80) 162,186

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	13	$2,057,891,000

6 - PASSENGER AUTOS: County 209,560

7 - ELECTRIC METERS: County Residence 245,239 (gas and electicity combined)

8 - GAS METERS: County Residence 245,239 (gas and electricity combined)

9 - PRINCIPAL INDUSTRIES: County-Mining 600; Constr. 8,400; Mfg.: Durable 12,100, Non-Durable 6,200; Trans. & Util. 6,000; Trade: Ret. 28,400, Whol. 5,500; Fin., Ins., R.E. 8,200; Servs. 27,700; Gov't 22,500; Agric. 4,000.
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-96; Summer 38-100; Fall 40-103; Winter 28-82. First killing frost, Nov. 23; last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Fourth St.; 4 on Fifth St.; 3 on Third St.; 4 on Mendocino Ave.; 3 on B St.
Neighborhood Shopping Centers-Large centers, about 62 stores: Montgomery Village; Montgomery Drive and Farmers Lane, 80 Stores; Town & Country, 15 stores at end of McDonald Ave.; Roseland; about 10 stores on Sebastopol Rd.; Flamingo Plaza, about 8 stores; Farmers Lane at Fourth; Mayette, Yulupa and Mayetta, about 15 stores; Larkfield, on Hwy. 101-N., about 10 stores; St. Francis Sonoma Hwy., at Calistoga Rd., 12 stores; Alpha Beta Plaza, Farmers Lane at Bennett Valley Rd., 23 stores; Annadel Shopping Center, Yulupa Ave., 6 stores; Southside Center, 2685 Santa Rosa Ave., 6 stores; Willow Sq., Range & Guerneville Hwys., about 13 stores; Value Ctr., Stony Point & Sebastopol Rd., 10 stores.
Regional Shopping Centers-Coddingtown, Hwy. 101 at Steele Lane, enclosed mall, 89 tenants; Santa Rosa Plaza, downtown, enclosed mall, 105 tenants.
Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Dept. Stores; food about 50% open every night.
Open Sunday-Discount, dept. and most food stores.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; The Emporium; Mervyn's; Macy's 2.
Discount Stores-K mart; Ross; Marshalls; Home Club; CostCo.
Variety Stores-Sprouse-Reitz; McCrory's.
Chain Drug Stores-Thrifty 3; Long's 2; Bill's 2; Payless.
Chain Supermarkets-Safeway 5; Lucky 2; Albertson's 4; A&B 3; Alpha Beta 2; Farmer's Market; Petrini; Raley's 2; Food 4 Less.
Other Chain Stores-General Tire; Goodrich; Singer Co.; Smith's Shoes 2; Kinney Shoes; Leeds Shoes; McPhail Appliances; Sherwin-Williams; Gensler-Lee (jewelry); Firestone; Crescent Jewelers; See's Candies 3; Hickory Farms; Breuner's Home Furnishings; Furnishing 2000; New York Fabrics; Standard Brand Paint; Zale's; Miller's Outpost; Lerner's; Waldenbooks; Thom McAn; Gallenkamps; House of Almonds 2; Whitehall Jewelers; Radio Shack 7; McMahan Furn.; Circuit City.

14 - NEWSPAPERS: PRESS DEMOCRAT (m) 80,738; (S) 87,831; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Judy Bello, Natl. Adv. Mgr., PRESS DEMOCRAT, 427 Mendocino Ave., Santa Rosa, CA 95402; Tel. (707) 546-2020.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Long & Associates.

SIMI VALLEY

1 - LOCATION: Ventura County (In Oxnard-Ventura PMSA). E&P Map D-7. 30 mi. from Los Angeles; 10 mi. from San Fernando Valley.

2 - TRANSPORTATION: Railroads-Southern Pacific (freight only).
Motor Freight Carriers-11; 1 local.
Bus Lines-Local system with a connection to Los Angeles; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 77,500; E&P 88 Est. 93,187
County/PMSA 80 Cen. 534,558; E&P 88 Est. 658,530
CZ-ABC: (80) 77,500
RTZ-ABC: (80) 12,605
City & RTZ-ABC: (80) 90,105
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 22,036; E&P 88 Est. 26,640
County/PMSA 80 Cen. 173,254; E&P 88 Est. 221,936
CZ-ABC: (80) 22,036
RTZ-ABC: (80) 3,856
City & RTZ-ABC: (80) 25,892

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	13	$438,815,000
Savings & Loan	9	$273,913,000

6 - PASSENGER AUTOS: County 369,467

7 - ELECTRIC METERS: Residence 33,206

8 - GAS METERS: Residence 28,287

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 10,282; Trans. 1,254; Commun., Public Util. 1,226; Constr. 2,680; Ret. Trade 6,035; Health Servs. 1,999; Educational Servs. 2,735.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-70; Summer 62-81; Fall 52-74; Winter 42-57.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-No. of stores, Location-Mountain Gate Plz. 34, Los Angeles Ave.; Mervyn's Center 23, Cochran & Sycamore; Cedar Plaza 12, Los Angeles Ave.; Alpine Vlg. 27, Tapo between Cochran & Alpine; La Fiesta Center 14, Cochran & Erringer; Bellwood Center 18, Alamo & Tapo; Santa Susana Plaza 10, Tapo, between Cochran & Eileen; Von's and Thrifty Center 9, Los Angeles & Yosemite; Ralphs Center 13, Los Angeles Ave. & Sycamore; Valley Center 10, Los Angeles Ave. & Erringer; Alpha Beta Center 23, Cochran & Sycamore; Sycamore Plaza 63, Cochran & Sycamore; Griffin Center 20, Cochran & Tapo Canyon; Sinaloa Plaza 21, Los Angeles & Sinaloa; Stonegate Plaza 17, Los Angeles & Yosemite; K mart Center 8, Los Angeles & Madera.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mountain Gate Plz.(50)	3	Builders Emporium, Thriftymart, Big 5
Tapo(29)	2	Von's, Pic & Save, Sears Surplus
Mervyn's(23)	2	Mervyn's, Sav-On, Target
Oaks	10	Broadway, Robinsons, JCPenney, May Co., Bullocks
Janss Mall	10	Sears, Von's
Sycamore Plaza(63)	NA	Miller's Outpost, Albertson
Griffin Plaza(20)	1	Lucky, Long's Drug

Principal Shopping Days-Wed., Thur., Fri., Sun.
Stores Open Evenings-Shpg. Ctrs. every evening to 9.

13 - RETAIL OUTLETS: Department Stores-Mervyn's.
Variety Stores-K mart; Target.
Chain Drug Stores-Sav-On; Thrifty; Long's.
Chain Food Stores-Ralph's; Safeway; Alpha Beta; Von's; Lucky; Albertson; Hughes.
Other Chain Stores-Firestone; Mark C. Bloome; Builder's Emporium; Lumber City; Pep Boys; Trak Auto; Kragen; Chief Auto Parts; Big 5; Goodyear; Pier 1 Imports.

14 - NEWSPAPERS: INTERPRISE (e-mon to fri) 16,675; (S) 17,273; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Richard L. Pennd, Adv. Dir., ENTERPRISE, 888 Easy St., Simi Valley, CA 93065; Tel. (805) 526-6211.
National Representative: Papert Companies.

SONORA

1 - LOCATION: Tuolumne County. E&P Map C-4. County Seat. 40 mi. W of Yosemite; 120 mi. E of San Francisco; on State Hwys. 108, 120 & 149.

2 - TRANSPORTATION: Railroads-Sierra.
Intercity Bus Lines-Amador Stage Lines.
Airlines-Nu-West; Alexander-Sierra.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 3,239; E&P 88 Est. 4,529
County 80 Cen. 34,340; E&P 88 Est. 42,563

4 - HOUSEHOLDS:
City 80 Cen. 1,292; E&P 88 Est. 1,432
County 80 Cen. 12,668; E&P 88 Est. 16,307

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	6	$170,000,000
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 25,569

7 - ELECTRIC METERS: Residence 7,400

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber 2,000 ($[illegible]); Trade 530 ($250); Gov't ($280); Mining 20[illegible] ($220); Service 329 ($240); Util. 150 ($200).
Principal Industrial Pay Days-5th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 40-106; Fall 40-76; Winter 19-70. First killing frost, Oct. 15; last killing frost, May 15.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Washington and Stewart Sts.
Neighborhood Shopping Centers-Mono Hwy. E of Sonora; Stockton Rd. W of Sonora; Groveland; Jamestown; Columbia; Tuolumne; Pinecrest; Willow Springs; Twain Harte.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Foster Bros.(9)		Savemart Mkt., Bertelli Drugs
Hales & Symons(4)	NA	Sears, Safeway, Kragen
Junction(35)	2	K mart, Long's, Lucky, JCPenney
Plaza(19)		Thrifty Drug, Save Mart, Payless

Principal Shopping Days-Mon., Fri.
Stores Open Evenings-Some stores Fri., Food every evening and Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Mark Twain; General Store.
Discount Stores-Payless; Long's; K mart.
Chain Drug Stores-Thrifty; Bertelli's; Bob's.
Chain Supermarkets-Savemart 2; Safeway; Super Save; EZ Mart 2; Lucky.
Other Chain Stores-Foster Freeze; Red & White 3; Goodyear; 7-Eleven.

14 - NEWSPAPERS: UNION DEMOCRAT (e-mon to fri) 10,542; sworn Oct. 8, 1987.
Local Contact for Advertising and Merchandising Data: Harvey C. McGee, Pub., UNION DEMOCRAT, 84 S. Washington St., Sonora, CA 95370; Tel. (209) 532-7151.
National Representative: None.

SOUTH BAY
See TORRANCE

SOUTH LAKE TAHOE

1 - LOCATION: El Dorado County. (In Sacramento MSA). E&P Map C-4, Lake Tahoe on Hwy. 50; 110 mi. from Sacramento at NV-CA Stateline.

2 - TRANSPORTATION: Intercity Bus Lines-Greyhound; Graylines; L.T.R. Stage Lines; S.T.A.G.E. (City Bus Line).
Airlines-American Airlines; American Eagle.
Motor Freight Carriers-Delta Lines; Mayflower, South Tahoe Moving and Storage (Bekins).

3 - POPULATION:
Corp. City 80 Cen. 20,681; E&P 88 Est. 25,741
County 80 Cen. 87,472; E&P 88 Est. 111,614
MSA 80 Cen. 1,107,363; E&P 88 Est. 1,355,782

4 - HOUSEHOLDS:
City 80 Cen. 9,004; E&P 88 Est. 12,765
County 80 Cen. 32,505; E&P 88 Est. 42,833
MSA 80 Cen. 416,356; E&P 88 Est. 536,888

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Comm.	11	$120,476,000
Savings & Loan	8	$984,655,000

6 - PASSENGER AUTOS: County 68,045

7 - ELECTRIC METERS: City 20,009

8 - GAS METERS: City 11,119

9 - PRINCIPAL INDUSTRIES: Tourism, year-round recreation. 5 major ski areas, 312 motels & hotels (8,800 units); Gaming, Nevada area; constr., real estate, mining.

10 - CLIMATE: Av. Temp.-Summer 65; Winter 26-40. Snow, Dec. thru Apr.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers:
Lampson Plaza, Alpine, Tahoe Center 11 stores; Tahoe Valley 36 stores, Kingsbury 68 stores, Round Hill Mall 46 stores; Elk Point 19 stores.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Al Tahoe(10)	NA	Payless Drug, Lucky Mkt.
Crescent V(25)	NA	David Grace, Lawrence's, Raley's Drug
Tahoe South Y(26)	NA	K mart, Raley's Drug
Lampsons Plz.(17)	NA	Thrifty Drug

13 - RETAIL OUTLETS: Department Stores-Lawrence's; David Grace; K mart; The Outdoorsman; Miller's Outpost.
Chain Drug Stores-Shelley's 3; Payless; Thrifty; Raleys 2.
Chain Supermarkets-Safeway 2; Raley's 2; Luckys.
Other Chain Stores-Sears (catalog & appliance); Grand Auto; Firestone; Handy Andy; Radio Shack; Mikasa Factory Outlet; Carson Furn.

14 - NEWSPAPERS: TAHOE TRIBUNE (e-mon to fri) 9,051; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Allen W. Jones, Adv. Dir., TAHOE TRIBUNE, 3079 Harrison Ave.; PO Box 1358, South Lake Tahoe, CA 95705; Tel. (916) 541-3880.
National Representative: None.

STOCKTON

1 - LOCATION: San Joaquin County (MSA). E&P Map B-4. Deep water port. Shipping center for Sacramento and San Joaquin Valleys. County Seat. 78 mi. from San Francisco on 580; 354 mi. from Los Angeles on I-5.

2 - TRANSPORTATION: Railroads-Southern Pacific; Union Pacific/Missouri; Pacific Western Div.; AT&SF; Center California Traction Co. (freight); Tidewater Southern (freight); Port of Stockton Belt Line (freight); Stockton Terminal & Eastern (freight).
Motor Freight Carriers-38 Common; 90 Contract.
Freight Steamship Lines-23.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Continental; United Express; USAir.

3 - POPULATION:
Corp. City 80 Cen. 149,779; E&P 88 Est. 206,776
CZ-ABC: (80) 182,854
Bal. in NDM-ABC: (80) 164,488
County/MSA 80 Cen. 349,137; E&P 88 Est. 420,274
Total NDM-ABC: (80) 347,342
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 60,742; E&P 88 Est. 81,104
County/MSA 80 Cen. 136,000; E&P 88 Est. 154,466
CZ-ABC: (80) 67,777
Bal. in NDM-ABC: (80) 56,849
Total NDM-ABC: (80) 124,626

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	83	$2,542,180,000
Savings & Loan	18	$3,552,027,000

6 - PASSENGER AUTOS: County 229,734

7 - ELECTRIC METERS: Residence (City Zone) 97,635

8 - GAS METERS: Residence (City Zona) 103,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Manufacturing: Food & Kindred Prods. 8,200; Paper, Printing & Pub. 1,800; Misc. Nondurable Goods 12,200; Lumber & Wood Prods. 2,100; Fab. Metal Prods. 1,500; Mach. 1,000; Elect. Equip. 1,300; Trans. Equip. 800; Misc. Durable Goods 10,000; Mining 100; Constr. 8,800; Trans. & Public Utilities 8,900; Whol. & Ret. Trade 33,700; Fin., Ins. & R.E. 8,600; Services 29,800; Gov't: Federal 5,600; State, Local & Education 23,500.
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-73; Summer 60-93; Fall 50-77; Winter 39-55. First killing frost, Nov. 30; last killing frost, Mar. 2.

11 - TAP WATER: Moderately hard; not fluoridated.

12 - RETAILING: Downtown Shopping Area-Consists of 24 square blocks bounded by Market St., Miner Ave., El Dorado St., Stanislaus St.
Neighborhood Shopping Centers-Pacific Ave. from Harding to Alpine; Wilson Way from Market St. to Harding Way; Charter Way from El Dorado to Grant; Marengo Ctr., Pacific Ave. at Swain Rd.; Lincoln Ctr.; Benjamin Holt Drive from Pacific Ave. to Gettysburg Pl.; Mayfair, El Dorado from Swain Rd. to Duncan; Weberstown-Sherwood Mall, (Regional Shopping Centers); Pacific Ave. from March Lane to Robinhood; Waterloo Rd. from Wilson Way to Diverting Canal; Parkwoods, Hammer Lane from Alexandria to Brentwood; Hammer Lane at El Dorado; Yosemite Ave., from Poplar to Acacia; Quail Lakes, I-5 & March Lane; Venetian Gardens, March Lane & Pershing; Venetian Sq., March Lane & Pershing; College Sq., March Lane & Pershing; Hammer Ranch, Pacific & Hammer Lane; Hammertown, Hammer Lane & West Lane; St. Mark's Plaza, March Lane & Venetian; Colonial Plaza, I-5 & Hammer Lane; Venetian Bridges, March Lane & Venetian; Village Square, Benjamin Holt Dr. at I-5; Normandy Village, West Lane at Hammer Lane.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Pacific Ave.	2	Lucky Store
Wilson Way	2	Food Bank, Payless
Lincoln Center	5	Podesto's, Campbell's, Food Bank, Payless
Village Square	5	Don Quick
Mayfair	.4	Savemart
The Mall at Weberstown	4	Sears, Weinstock's, JCPenney, Circuit City
Sherwood Mall	4	Macy's, Mont. Ward, Gottschalk's
Sherwood Plaza	5	K mart
Parkwoods	6	Big T Mkt.
Hammer Lane	6	Thrifty
Venetian Square	5	Frys
Waterloo Rd.	3	Giant Food
College Sq.	5	Mervyn's, Best Products
Hammer Ranch	5	Long's, Lucky Store
Normandy Vlg.	7	Fry's, Miller's Outpost
Quail Lakes Plaza	5	Longs, Food Bank
Colonial Plaza	7	Fry's, Grossman
Venetian Bridges	5	Marshall's
Pacific/Hammer	5	Orchard Supply, Breuners

Principal Shopping Days-Dept. Stores-Thur., Fri., Sat., Sun.
Stores Open Evenings-Downtown Thur.; Weberstown-Sherwood Mall Mon. through Fri.; Pacific Ave. Mon., Thur.; Lincoln Village Mon., Thur.
Stores Open Sundays-Major grocers; dept. & discount: Macy's, Weinstock's, Montgomery Ward, Sears, Breuner's, Payless, K mart, JCPenney, Mervyn's; Gottschalk's.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Macy's; Weinstock's; Montgomery Ward; Sears; Best; Mervyn's; Gottschalk's.
Discount Stores-K mart 2; Payless 2; Long's; Marshalls; Ross Stores.
Variety Stores-Kress; Newberry.
Chain Drug Stores-Thrifty 3; Payless 2; Green Bros. 3; Long's 2; Ethical Pharmacy.
Chain Supermarkets-Centro Mart 10; Quik Stop 4; Big T 3; Lucky; Save-Mart; Safeway 8; Segarini's 3; 7-Eleven 3; Don Quick; Food Bank 3; Fry Markets 3; AM-PM 12; Food 4 Less; Circle-K; Pak N' Save.
Other Chain Stores-Shoes: Gallenkamp, Leeds, Kinney's, Miller's Ooutpost; Women's Wear: Lerner's, Park Lane Hosiery; Auto Supply: Goodyear 2, Firestone 2, Grand Auto 2, Big Brake, Chief Auto Parts, Kragen Auto, Winston Tire, Big-O Tires, Pep Boys 2; Dry Goods: Rosenthal's, Brown & Mahin 2; Furniture: Breuner's, Campbell's, Furnishings 2000, Furnitureland, C&C, Capital, Sofa Factory, Levitz, The Living Room, R&B, Thornton House, Depot; Others: Big 5 Sporting Goods, Federated Group, Grossmans, Orchard Supply, Lumberjack, Handy Andy, Toys R Us, Target.

14 - NEWSPAPERS: RECORD (m) 52,821; (S) 56,254; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: John Zidich, Natl. Adv. Mgr., RECORD, 530 E. Market St., Stockton, CA 95202; Tel. (209) 943-6397.
National Representative: Gannett National Newspaper Sales.

SUISUN
See FAIRFIELD

TAFT

1 - LOCATION: Kern County (In Bakersfield MSA) E&P Map C-6. 133 mi. NW of Los Angeles; 290 mi. SE of San Francisco. On U.S. Hwy. 33.

2 - TRANSPORTATION: **Railroads**-Sunset.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 5,316; E&P 88 Est. 6,569
County/MSA 80 Cen. 406,327; E&P 88 Est. 504,447

4 - HOUSEHOLDS:
City 80 Cen. 2,096; E&P 88 Est. 2,745
County/MSA 80 Cen. 139,811; E&P 88 Est. 178,829

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$78,000,000
Savings & Loan	2	$32,500,000

6 - PASSENGER AUTOS: County 236,137

7 - ELECTRIC METERS: County 5,997

8 - GAS METERS: County 5,585

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil 4,950 ($380).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-80; Summer 75-108; Fall 65-80; Winter 32-60. First killing frost, Dec. 28; last killing frost, Jan. 14.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Days**-Fri., Sat.
Stores Open Evenings-Shopping Center & some Downtown.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety Stores-TG&Y; Kirkpatrick Bros.; Bonanza 88°; Payless; Thrifty.
Chain Drug Stores-Payless, Thrifty.
Chain Supermarkets-West Side; 11-C; Hali Mart.
Other Chain Stores-Fashion Crossroads; Goodyear; Sears (catalog); Montgomery Ward; Beno's; Coast-to-Coast; 7-Eleven; Radio Shack.

14 - NEWSPAPERS: DAILY MIDWAY DRILLER (e-mon to fri) 4,425; sworn Mar. 31, 1988.
Local Contact for Advertising and Merchandising Data: Gregg McConnell, Pub., MIDWAY DRILLER, 800 Center St., PO Bin Z, Taft, CA 93268; Tel. (805) 763-3171.
National Representative: Papert Companies.

THOUSAND OAKS

1 - LOCATION: Ventura County. E&P Map D-7 (In Oxnard-Ventura PMSA). 40 mi. W of Los Angeles; 396 mi. S of San Francisco; On U.S. Hwy. 101, State Hwy. 23; Hdqtr. for Northrop-Ventura Science Mfg.; North American Aviation Science Center. Home of California Lutheran University; Summer training camp for Dallas Cowboys.

2 - TRANSPORTATION: **Airlines**-Golden West Airlines in Oxnard (21 mi.); Ventura County Airport, complete facilities for private aircraft; Los Angeles International Airport (55 mi.); Camarillo Airport in Camarillo (8 mi.).
Bus Lines-Greyhound; Great American Stageline to Los Angeles International Airport, and local city bus.
Railroads-Southern Pacific and Santa Fe in Camarillo (8 mi.).
Shipping Ports-Deep Water, Hueneme (24 mi.) service to coastal and foreign ports.
Trucklines-California Motor Express; Consolidated Freightways; United Parcel; Pacific Motor Trucking; Leeway Motor Freight, and other major trucklines.

3 - POPULATION:
Corp. City 80 Cen. 77,797; E&P 88 Est. 107,733
County/PMSA 80 Cen. 534,558; E&P 88 Est. 658,530
CZ-ABC: (80) 113,095
RTZ-ABC: (80) 14,446
City & RTZ-ABC: (80) 127,541
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 26,112; E&P 88 Est. 37,889
County/PMSA 80 Cen. 173,254; E&P 88 Est. 221,936
CZ-ABC: (80) 36,096
RTZ-ABC: (80) 5,149
City & RTZ-ABC: (80) 41,245

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	23	$160,000,000
Savings & Loan	18	$230,000,000

6 - PASSENGER AUTOS: County 369,467

7 - ELECTRIC METERS: Residence 33,555

8 - GAS METERS: Residence 33,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronic Components; Aircraft and Missile Components 1,015; Defense Systems; Plastic Prods.; Computers 1,325; Steel 230; Ins. 1,520; Medical Ctr. 800; Hospital 423; Educ. 1,775; Science Ctr. 420; Publishing 302; Total No. of Wage Earners: 237,200.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-81; Summer 69-90; Fall 59-84; Winter 42-71.

11 - TAP WATER: Alkaline.

12 - RETAILING: **Principal Shopping Center**-The Oaks Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Agoura Meadows (12)	8	Sav-On, Von's
Albertson's Plz.(10)	6	
Alpha Beta Ctr.(8)	NA	Alpha Beta
Big Oaks(18)	NA	
Casa Conejo(14)	6	Daisy Farm Mkt.
Conejo Plaza(13)	NA	Autoworld
Conejo Valley(17)	NA	Sav-On, Ralph's
County Line Ctr.	NA	
E and K Center	NA	
El Cid(8)	NA	Computerland
Evergreens Plz.(34)	NA	
Glen Oaks(10)	NA	
Heritage Plz.(12)	NA	
Janss Mall(40)	NA	Von's, Thrifty Drug
K mart Ctr.(8)	NA	K mart
Kanan Plz.(20)	8	
Kanan Village	8	
L and K Ctr.(4)	NA	
La Siesta(13)	NA	
Newbury Sq.(10)	6	
North Oaks Pl.(8)	NA	Dairy Queen
Oak View Plaza(20)	NA	
Old Town(22)	NA	
Palm Plaza(27)	NA	
Park Oaks(36)	NA	Safeway, Radio Shack
Oakbrook Plz.	NA	Von's
Oakbrook Ctr.	NA	Long's
Sun Plaza(135)	NA	
The Oaks(146)	NA	Broadway, JCPenney, May Co., Bullock's, Robinson's
Twin Oaks Plz.(12)	NA	Thrifty Drug, Ralph's
Ventu Park Ctr.(8)	5	Hughes
Village Ct.(9)	NA	
Village Glen(23)	NA	
Village Sq.(27)	NA	Liquor Barn
Vogue Plaza(16)	NA	
North Ranch	NA	Thrifty Drug
Westlake Plz.(44)	NA	Safeway

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Broadway; May Co.; Robinson's; JCPenney; Marshalls; Ross; Bullock's.
Variety Stores-Sprouse-Reitz.
Discount Stores-K mart.
Chain Drug Stores-Thrifty; Safeway; Thrifty Jr.; Sav-On; All Med.; Clark's; Rexall; CVS; Long's.
Chain Supermarkets-Albertson's; Alpha Beta; Von's; Safeway; Ralphs; Hughes; Lucky; Gelsons.
Other Chain Stores-Rug Crafters; Earthcraft; Expanding Wall; Wallpapers To Go; Gordon's; J. Herbert Hall; Jade House; Kirk's Jewelers; Murata Pearl; Slavick's; Zale's; Gingiss Formalwear; Silverwood's; Zeiler & Zeiler; The Gap; Harris & Frank; Jeans West; Miller's Outpost; Creative Stereo; Sam Goody's; Musicland; Radio Shack; The Wherehouse; Buster Brown; Foot Locker; Hanover Shoes; Kinney; Maling's; Florsheim; Red Cross Shoes; Thom McAn; The Wild Pair; B. Dalton Bookseller; The Game Keeper; Hoffman Barber/Beauty Supply; House of Fabrics; Nails Etc.; Parklane Hosiery; Vince's Pet Center; Waldenbooks; Casual Corner; Contempo Casuals; Foxmoor; Lanz of Calif.; Lerner's; Motherhood Maternity; Sandy Lane; Size 5-7-9; Standard Brands Paint; Susie's Casuals; Windsor Fashions; RB Furn.; Builder's Emporium; Lumber City; Nurseryland; Ethan Allen; Red Wing Shoes; Merle Norman; Carpeteria; Cloth World; Singer.

14 - NEWSPAPERS: NEWS-CHRONICLE (e) 24,850; (S) 26,420; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Steve Hollywood, Adv. Dir., NEWS-CHRONICLE, PO Box 3129, Thousand Oaks, CA 91359; Tel. (805) 496-3211.
National Representative: Papert Companies.

TORRANCE

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-7. NDM includes divisions of Torrance & South Bay Cities-Carson; El Segundo; Gardena; Harbor City; Hawthorne; Hermosa Beach; Lawndale; Lomita; Manhattan Beach; Palos Verdes Estates; Rolling Hills Estates; Redondo Beach; Rancho Palos Verdes & Rolling Hills. 19 mi. SW of Los Angeles; 15 mi. NW of Long Beach. Hwy. 101.

2 - TRANSPORTATION: **Railroads**-Pass.-Amtrak; Freight-So. Pac., Union Pac., Santa Fe.
Motor Freight Carriers-13.
Intercity Bus Lines-Rapid Transit; Greyhound; Torrance & Gardena Municipal.
Airlines-L.A. Intl. Airport within NDM. All major lines, domestic & foreign.

3 - POPULATION:
Corp. City 80 Cen. 131,497; E&P 88 Est. 138,836
NDM-ABC: (80) 641,163
County/PMSA 80 Cen. 7,492,023; E&P 88 Est. 8,377,161
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 50,410; E&P 88 Est. 54,384
County/PMSA 80 Cen. 2,730,674; E&P 88 Est. 3,070,433
NDM-ABC: (80) 236,525

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	168	$6,835,909,000
Savings & Loan	108	$5,759,270,000

6 - PASSENGER AUTOS: County 4,586,509

7 - ELECTRIC METERS: Residence 219,766

8 - GAS METERS: Residence 225,700

9 - PRINCIPAL INDUSTRIES: 432 mfg. plants. Leading prods. are: steel, electronics, plastics, aircraft assemblies, missiles, oil, oil field equip., drilling equip., rubber prods., chem., aluminum prods., research electronics, steel fab., home building prods. & engin., paint mfg., aluminum mfg., bathroom fixtures. Est. Emp. 609,519. Est. Wkly. Wage $525.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-67; Summer 58-74; Fall 56-73; Winter 45-65.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Downtown Shopping Areas**-Redondo, 8 blocks on 4 Sts.; Hermosa, 5 on 3 Sts.; Manhattan, 6 on 2 Sts.; Torrance, 14 on 4 Sts.; Riviera Vlg., 8 blocks on 4 Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
In Redondo Beach		
Redondo Vlg.(15)	NA	Sears, SupeRx
Redondo Shpg. Ctr.(15)	NA	SupeRx
The Pier(65)	NA	
In Torrance		
Del Amo Fashion Ctr.(275)	NA	Sears, Broadway, JCPenney, Bullocks, Mont. Ward, Robinson's, Target
Old Towne Mall(117)	NA	Fayva Shoes, Radio Shack, Best, K mart, Marshalls, Ross
Pacific Plz.(15)	NA	
Rolling Hills(64)	NA	Thrifty Drug, J.J. Newberry
In Palos Verdes		
Palos Verdes Ctr.	NA	Buffum's, May Co., Bullocks Wilshire, Thrifty Drug
In Manhattan Beach		
Manhattan Vlg.	NA	Buffum's, Bullocks, Sav-On
Fisherman's Vlg.(40)	NA	
Marina Ctr.(42)	NA	Hallmark, Pier I Imports
Washington Sq.(22)	NA	
In Carson		
Carson Mall(90)	NA	Broadway, Sears, JCPenney
In Inglewood		
Crenshaw-Imperial Plz.(45)	NA	Woolworth
Crenshaw-Imperial(32)	NA	Thrifty Drugs, Boston Stores

Neighborhood Shopping Centers-South Redondo; Hollywood Riviera & South Pacific Coast Hwy. 10 blocks; N Redondo; Artesia Blvd. 6 blocks; E Hermosa; Pacific Coast Hwy., 5 blocks; E Manhattan; Pacific Coast Hwy., 4 blocks; Walteria; Hawthorne Ave., 4 blocks; N Torrance; 190th St., 3 blocks; Southwood; Palos Verdes Blvd., 2 blocks; King Harbor, 4 blocks; Lomita; Pac. Coast Hwy., 9 blocks; Lomita Blvd., 5 blocks; Carson, Avalon Blvd., 10 blocks; Carson Blvd. to Sepulveda; Lunada Bay, PV.
Principal Shopping Days-Sun., Fri., Sat.
Stores Open Evenings-Dept. and Food-7 days a week.

13 - RETAIL OUTLETS: **Department Stores**-May Co. (Redondo Beach, Palos Verdes); The Broadway 5; Bullocks 2; Montgomery Ward 3; Nordstroms; Sears 3; JCPenney 6; Buffum's 2 (Palos Verdes, Manhattan Beach); Robinson's (Torrance); Bullock's Wilshire; Boston 3.
Discount Stores-K mart 3; Try-It-Store; Angel's; Simon's; Target; Ross.
Variety Stores-J.J. Newberry 6; Woolworth; Comet; Kress; Kresge; TG&Y 3; Hermosa 5-10-25¢.
Chain Drug Stores-Thrifty 10; Sav-On 10; Drug King; Clark 3; Thrifty Jr.'s 3; Walters; Longs.
Chain Supermarkets-Safeway 14; Lucky 22; Ralph's 12; Foods Co. 5; Von's 9; Mayfair 3; Boy's Market 12; Alpha Beta 10; Hughes 3; Top Valu 4; Albertson's.
Other Chain Stores-Automotive: Firestone 8, Pep Boys 3, Rayco, Surefit, Aamco, Midas, Big Brake, Mobis, Goodyear 6, General Tire, Mark C. Bloome 4, Wynn Bros., Lucky Auto, Nationwide Safety Brake, Western Auto, Muntz, Auto Man, Hertz, Avis; Women's: Sally Shop, Mode O'Day, Hartfield, I. Magnin, Lerners, Judy's, Casual Corner 2, Chic Accessories, Bentley's, Gladys Fowler, Gigi Fashions, Lynn's, Helen Morgan, Modern Woman, Nobby, Polka Dot, Tall Girl, Wet Seal, Lane Bryant, Susie Q, House of Nine, Gale's, Alroe, The Gap, Miss Lori, The Limited 3; Men's: Harris & Frank, Silverwoods, Richman Bros. 2, C&R Clothiers 3, Big N Tall, Eaglesons; Shoes: Gallenkamp's 3, Flagg Bros., Wetherby Kayser, Mandel's, Air Step 2, Naturalizer, C.H. Baker 3, Leed's 4, Chandler's, Shoe Stop 2, Innes 2, Kirby's, Berland's, Hudson's 3, Cabot's, Candies Bar, Children's Shoeland 3, Comars, Alpert's, Kinney's 3, Knapp, Red Wing, Thom McAn 2, Gudes Barnett, Florsheim, Hardy, Jarman, Regal; Paint & Hardware: Ole's 2, National Lumber 3, Hughes Paint, Standard Brand Paint 3, Sherwin-Williams, United Hardware, Rea's 2, Homeowners Emporium 2; Furn. & Carpeting: McMahan's 4, Barker Bros., Moran Draperies, Carpetown, Carpeteria 2, Hub, R-B Furn. 3, Danica, Lee's Bars & Stools, Friendly Furn., Modern Way 2, Ortho 2, Riviera Sofa 3, Upright Draperies, Carriage House, Levitz Furn. 2; Jewelers: Hudson, Zale's, Slavicks, Lawsohns 2, Murata Pearls 2, Star of Siam 3, Weisfields; Miscellaneous: See's Candies 3, Big-5 Sporting Goods, Oshman's 2, Air Vent Awnings, Tandycraft, Ken Crane Magnavox 2, Jack La Lanne Salons 2, Abbey Rents, Bekin's Van & Storage, Singer Co., NIKL Music, Pier 1 Imports 2, Van de Kamp Bakery 12, Cost Plus Imports.

14 - NEWSPAPERS: THE DAILY BREEZE (e) 90,597; (S) 124,199; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jim McComb, Adv. Dir., THE DAILY BREEZE, 5215 Torrance Blvd., Torrance, CA 90509; Tel. (213) 540-5511.
National Representative: Sawyer-Ferguson-Walker.

TRACY

1 - LOCATION: San Joaquin County. (In Stockton MSA). E&P Map B-4. On I-5, 205, 580.

2 - TRANSPORTATION: **Railroads**-Western Pacific; Southern Pacific.
Motor Freight Carriers-Several.

3 - POPULATION:
Corp. City 80 Cen. 18,428; E&P 88 Est. N.A.
NDM-ABC: (80) 26,798
County/MSA 80 Cen. 349,137; E&P 88 Est. 420,274

4 - HOUSEHOLDS:
City 80 Cen. N.A.; E&P 88 Est. N.A.
County/MSA 80 Cen. 124,626; E&P 88 Est. 154,466
NDM-ABC: (80) 9,011

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 229,734

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Agricultural, Light Industries.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-90; Summer 90-105; Fall 40-100; Winter 30-70. First killing frost, Nov.; last killing frost, May.

11 - TAP WATER: Hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Grantrace(1)	NA	K mart
McKinley Vlg.(12)	NA	Save-Mart

Tracy Ctr.(14)	NA	Beno's
Valley(12)	NA	Long's, Lucky's
Westgate Plz.(32)	NA	Save-Mart Grocery

Principal Shopping Days-Wed., Fri.
Stores Open Evenings-Mon. to Fri. until 8:00 p.m.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Discount Stores-K mart.
Variety Stores-Woolworth's.
Chain Drug Stores-Longs; Payless.
Chain Supermarkets-Save-Mart; Safeway; Central-Mart; Lucky's.
Other Chain Stores-Radio Shack; Kragen Auto Parts.

14 - NEWSPAPERS: PRESS (m-mon to fri) 8,965; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Stan Strain, Ret. Mgr., PRESS, 145 W. 10th St.; PO Box 419, Tracy, CA 95378-0419; Tel. (209) 835-3030.
National Representative: Papert Companies.

TULARE

1 - LOCATION: Tulare County (In Visalia-Tulare-Porterville MSA). E&P Map D-6. Centrally located on U.S. Hwys. 63, 99 and State Hwy. 137 in Central San Joaquin Valley. 45 hwy. mi. S of Fresno; 63 hwy. mi. N of Bakersfield. Dairying and farming center, with some light manufacturing.

2 - TRANSPORTATION: Railroads-Southern Pacific; Santa Fe (freight only).
Motor Freight Carriers-23 Local; 6 Major.
Intercity Bus Lines-Continental Trailways; Greyhound; Orange Belt.

3 - POPULATION:
Corp. City 80 Cen. 22,475; E&P 88 Est. 29,524
CZ-ABC: (80) 26,634
RTZ-ABC: (80) 27,160
County/MSA 80 Cen. 247,329; E&P 88 Est. 287,962
City & RTZ-ABC: (80) 53,794

4 - HOUSEHOLDS:
City 80 Cen. 7,755; E&P 88 Est. 10,142
County/MSA 80 Cen. 80,659; E&P 88 Est. 95,980
CZ-ABC: (80) 9,039
RTZ-ABC: (80) 7,620
City & RTZ-ABC: (80) 16,659

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 134,441

7 - ELECTRIC METERS: Residence 8,389

8 - GAS METERS: Residence 8,943

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 800 ($200-350); Mfg. 900 ($125-250); Agric. 800 to 3,000 (unskilled) ($125-$225); (seasonal, skilled) ($125-300).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-81; Summer 63-93; Fall 51-84; Winter 36-58. First killing frost, Nov.; last killing frost, Feb.

11 - TAP WATER: Neutral, very soft, pure; not fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on K St.; 5 on Tulare St.; 5 on Kern St.
Neighborhood Shopping Centers-Miracle Mile (E. Tulare Ave.); West Inyo St.; Business Route 99; Tower Square, Heritage downtown.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Town & Country Village	2	Thrifty Drug, Village Food, K mart
Mountain View Plaza	2	Long's Drugs, Lucky Supermarket

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Leggett's.
Discount Stores-Surplus City; K mart.
Chain Drug Stores-Thrifty; Sweet's Drug (McKesson); Beck's; Long's; G&T; Payless.
Chain Supermarkets-Lucky; Savemart.
Other Chain Stores-Ace Hardware; Remar's; Lampe Lumber; Goodyear; Mode O'Day; McMahan's Furn.; Mathis & Bolinger; Fisco; Radio Shack; Men's Stores: Cave's, Bob Myers, McCourt's, Safarjans, Continental Western Wear; Women's Stores: Vogue, Mari D's, Betty's Apparel.

14 - NEWSPAPERS: ADVANCE-REGISTER & TIMES (e) 9,527; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Byron Ingalls, Adv. Dir., ADVANCE-REGISTER, 388 E. Cross Ave.; PO Box 30, Tulare, CA 93275; Tel. (209) 688-0521.
National Representative: Papert Companies.

TURLOCK

1 - LOCATION: Stanislaus County (In Modesto MSA). E&P Map C-5. In San Joaquin Valley on U.S. Hwy. 99; 40 mi. S of Stockton; 300 mi. N of Los Angeles; 100 mi. SE of San Francisco.

2 - TRANSPORTATION: Railroads-S. Pacific; Tidewater Southern; Santa Fe.
Intercity Bus Lines-Greyhound, Modesto-Turlock Stage.

3 - POPULATION:
Corp. City 80 Cen. 26,291; E&P 88 Est. 38,497
CZ-ABC: (80) 27,987
RTZ-ABC: (80) 33,263
County/MSA 80 Cen. 264,333; E&P 88 Est. 313,638
City & RTZ-ABC: (80) 61,256

4 - HOUSEHOLDS:
City 80 Cen. 9,932; E&P 88 Est. 15,347
County/MSA 80 Cen. 94,674; E&P 88 Est. 114,276
CZ-ABC: (80) 10,502
RTZ-ABC: (80) 10,208
City & RTZ-ABC: (80) 20,710

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	8	$298,000,000
Savings & Loan	7	$243,000,000

6 - PASSENGER AUTOS: County 173,889

7 - ELECTRIC METERS: Residence 13,624

8 - GAS METERS: Residence 19,735

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 3,486 (Jan.)-5,400 (Sept.); Gov't 1,560; Constr. 504; Mfg. 1,861; Trans. 543; Servs. 2,108; Whol. & Ret. Trade 3,027.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-76; Summer 57-95; Fall 44-77; Winter 32-54.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown Turlock 6 blocks on Main from Lander on the West to Palm on the East, plus one block each way North and South of Main. 400 businesses. Geer Road-8 blocks with 4 major shopping centers including Valley View (12 units), Geer Gardens (25 units), Blossom Valley Center (8 units) and Mervyn's Center (8 units).
Neighborhood Shopping Centers-Canal Center, 6 stores, 1 block on E. Canal at Johnson.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., some on Fri., downtown some daily-Geer Rd.

13 - RETAIL OUTLETS: Department Stores-Turlock Mercantile; JCPenney; McMahan's; Beno's; K mart; Mervyn's; Miller's Outpost.
Variety Stores-Yellow Front Stores; Sprouse Reitz (2).
Chain Drug Stores-Boies' 2; Sav-Mor; Thrifty; Long's; Raley's; Payless.
Chain Supermarkets-Liberty 2; Richland Mkt.; Save Mart; Neal Deal; Lucky Mkt.; Raley's.
Other Chain Stores-Women's Wear; House of Fabrics; Radio Shack; Kragen Auto Supply; Expressions; Fashion Crossroads; Payless shoes; Orchard supply.

14 - NEWSPAPERS: JOURNAL (e) 10,319; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Betty Radshaw, Adv. Mgr., JOURNAL, 138 S. Center, Turlock, CA 95380; Tel. (209) 634-9141.
National Representative: Branham/Newspaper Sales.

UKIAH

1 - LOCATION: Mendocino County. E&P Map A-4. County Seat. 110 mi. N of San Francisco.

2 - TRANSPORTATION: Railroads-Northwestern Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.
Airlines-Charter: Smith's; Ace; Hires; Ukiah; Triple A; Stol Air.

3 - POPULATION:
Corp. City 80 Cen. 12,035; E&P 88 Est. 14,273
County 80 Cen. 67,217; E&P 88 Est. 78,453
CZ-ABC: (80) 15,647
RTZ-ABC: (80) 19,717
City & RTZ ABC: (80) 35,364
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,668; E&P 88 Est. 5,187
County 80 Cen. 25,072; E&P 88 Est. 30,446
CZ-ABC: (80) 5,962
RTZ-ABC: (80) 6,882
City & RTZ ABC: (80) 12,844

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 41,065

7 - ELECTRIC METERS: County 24,644

8 - GAS METERS: County 5,970

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumbering 1,650 ($140); Particle Board 145 ($180); Tourism; Recreation.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-98; Summer 39-113; Fall 24-103; Winter 12-81. First killing frost, end of Oct.; last killing frost, mid-Apr.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown area; Peartree; Orchard Plaza; Cross Roads.
Principal Shopping Days-Thur., Fri.
Nearby Shopping Centers-Yokayo (6 blocks); North State (3 mi.); Deep Valley Shpg. Ctr.
Stores Open Evenings-Dept.-Thur.; Food-Nightly.

13 - RETAIL OUTLETS: Variety Stores-Ben Franklin.
Discount Stores-Payless.
Chain Drug Stores-Rexall; Thrifty 2; Long's.
Chain Supermarkets-Farmers; Albertson's; Safeway; Raley's.
Other Chain Stores-JCPenney; Montgomery Ward; Sears (catalog); K mart.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 8,775; (S) 9,190; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Manny Padilla, Adv. Dir., JOURNAL, 590 S. School St.; PO Box 749, Ukiah, CA 95482; Tel. (707) 468-0123.
National Representative: Papert Companies.

UPLAND
See ONTARIO

VACAVILLE

1 - LOCATION: Solano County. E&P Map B-4. (In Vallejo-Fairfield-Napa PMSA). 40-45 mi. NE of San Francisco. 35 mi. SW of Sacramento. Travis AFB 11 mi. SE.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 43,367; E&P 88 Est. 55,787
City of Pub.-ABC: (80) 43,367
County 80 Cen. 238,084; E&P 88 Est. 285,867
PMSA 80 Cen. 337,592; E&P 88 Est. 398,499

4 - HOUSEHOLDS:
City 80 Cen. N.A.; E&P 88 Est. 19,6
City of Pub.-ABC: (80) 14,530
County 80 Cen. 80,426; E&P 88 Est. 99,539
PMSA 80 Cen. 117,050; E&P 88 Est. 142,046

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	37	$1,770,075,000
Savings & Loan	27	$786,000,727
Credit Union	2	N.A.

6 - PASSENGER AUTOS: County 159,436

7 - ELECTRIC METERS: 20,870

8 - GAS METERS: 17,929

9 - PRINCIPAL INDUSTRIES: Agric.; Light Mfg.; Auto; Air Force Base.
Principal Industrial Pay Days-1st, 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-78; Summer 46-89; Fall 46-74; Winter 38-60.

11 - TAP WATER: Moderately hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Solano Mall, 12 mi.; Alamo Plaza; Golden Hills; Creekside; Lucky Center; Vacavalley; Glenbrook; Factory Stores.

13 - RETAIL OUTLETS: Department Stores-K mart; Sears; JCPenney; Emporium Capwell; Macy's; Mervyn's.
Chain Drug Stores-Long's; Thrifty 2; Payless.
Chain Supermarkets-Raley's; Lucky; Safeway; Albertson's; Alpha Beta; Food 4 Less.
Other Chain Stores-Ross Stores; Firestone; Goodyear; Kragen Auto; Grand Auto; Big 'O' Tires; Chief Auto; Orchard Supply; Meeks Lumber; Millers Outpost.

14 - NEWSPAPERS: REPORTER (m) 15,732; (S) 16,228; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Behrens, Adv. Mgr., REPORTER, 318 Main St.; PO Box 1509, Vacaville, CA 95696; Tel. (707) 448-6401; FAX (707) 447-7405.
National Representative: Papert Companies.

VALLEJO

1 - LOCATION: Solano County. E&P Map B-4 (In Vallejo-Fairfield-Napa PMSA). 25 mi. N of Oakland, 35 mi. N of San Francisco; 59 mi. W of Sacramento. On I-80.

2 - TRANSPORTATION: Railroads-So. Pacific (frt.).
Motor Freight Carriers-9.
Intercity Bus Lines-Vallejo Transit; Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 80,188; E&P 88 Est. 97,116
CZ-ABC: (80) 101,391
RTZ-ABC: (80) 5,938
County 80 Cen. 238,084; E&P 88 Est. 285,867
PMSA 80 Cen. 337,592; E&P 88 Est. 398,499
City & RTZ ABC: (80) 107,329
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 28,969; E&P 88 Est. 36,537
CZ-ABC: (80) 36,716
RTZ-ABC: (80) 2,204
County 80 Cen. 80,426; E&P 88 Est. 99,539
PMSA 80 Cen. 117,050; E&P 88 Est. 142,046
City & RTZ-ABC: (80) 38,920

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	27	[illegible]00,000,000

6 - PASSENGER AUTOS: County 159,436

7 - ELECTRIC METERS: Residence 34,000

8 - GAS METERS: Residence 33,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Shipyard 11,000 ($450); Food 125 ($375); Constr. 150 ($478).

10 - CLIMATE: Min. & Max. Temp.-Spring 49-80; Summer 56-80; Fall 44-78; Winter 39-63.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Georgia St., 8 on Tennessee St., 3 on Virginia St.; 5 on Broadway; 5 on Marin St.; 6 on Springs Road; 5 on Sonoma; 2 on Sacramento; 3 on Solano; 3 on Sonoma and Mini Drive, 3 on Admiral Callaghan Lane.
Regional Shopping Centers-40 stores-Sonoma, Sacramento and Redwood Streets.
Neighborhood Shopping Centers-2 blocks at Sacramento & Gardner; Nebraska and Broadway; Broadway & Tennessee; 2 blocks at Springs Rd. and Maple; Tuolumne and Tennessee; Tuolumne and Redwood; Springs Rd. & Oakwood; Springs Rd. & 180.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Flemingtowne(10)	2	Vallergas Market
Larwin Plaza(40)	3	Thrifty Drug
Rancho Square(6)	5	Safeway
Hilltop(49)	9	Macy's, Capwells, JCPenney
Solano/80(10)	1	Payless, Lucky's
Tuolumne & Tenn.	2	Market Basket
Springtowne	3	Farmers Mkt.
Solano Mall(156)	14	JCPenney, Mervyn's, Sears
Sonoma & Serano	2	Longs Drug, Fry's, Mervyn's
Vallajo Corners	4	Target

Principal Shopping Days-Sat., Mon., Wed., Fri.
Stores Open Evenings-Food & drug every night; Shopping Centers Mon., Thur., Fri.

13 - RETAIL OUTLETS: Discount Stores-Discount Furniture; Thrifty Drug; K mart; Payless; Victory; Self-Service Furn. Co.; Lucky; Yard Bird; Mervyn's; Grossmans; Color Tile.
Variety Stores-Sprouse-Reitz; Kragens; Pic'n Save; Grossmans.
Chain Drug Stores-Thrifty, Payless; Long's.
Chain Supermarkets-Safeway 3; Vallerga's; Lucky; Farmer's Mkt.; Fry's; Raley's.
Other Chain Stores-Grand Auto; Breuner's (furn.); Singer Co.; Sherwin-Williams; Firestone; Goodyear; Cresent Jewelers; Mayers (jewelry); Baskin-Robbins; Hancock Fabric; Volume Shoes.

14 - NEWSPAPERS: TIMES-HERALD (m) 26,363; (S) 26,232; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Ron Rhea, Adv. Mgr., TIMES-HERALD, 440 Curtola Pkwy., Vallejo, CA 94590; Tel. (707) 644-1141.
National Representative: Papert Companies.

VENTURA

1 - LOCATION: Ventura County (In Oxnard-Ventura PMSA). E&P Map D-7. County Seat. Oil processing field. Agricultural year-round harvest area. Miscellaneous light manufacturing. Seaport on coast, 62 mi. NW of Los Angeles.

2 - TRANSPORTATION: Railroads-So. Pac.
Motor Freight Carriers-6
Intercity Bus Lines-Greyhound, Great American Stage Line.
Airlines-United Express, Quest.

3 - POPULATION:
Corp. City 80 Cen. 74,474; E&P 88 Est. 92,114
NDM-ABC: (80) 198,701
RTZ-ABC: (80) 330,473
County/PMSA 80 Cen. 534,558; E&P 88 Est. 658,530
Total NDM & RTZ-ABC: (80) 529,174
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 29,197; E&P 88 Est. 37,101
County/PMSA 80 Cen. 173,254; E&P 88 Est. 221,936
NDM-ABC: (80) 70,058
RTZ-ABC: (80) 102,723
Total NDM & RTZ-ABC: (80) 172,781

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings (City)	9	N.A.
Savings & Loan	12	$2,592,330,000

6 - PASSENGER AUTOS: County 369,467

7 - ELECTRIC METERS: Residence 37,141

8 - GAS METERS: Res. & Com'l 29,716

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil Production & Affiliated 3,000; Mfg. 29,000; Agric. 15,900; Government 40,000.
Principal Industrial Pay Days-Oil Industry 10th & 25th; Banks, 1st & 15th; Naval Bases, Fri.; County of Ventura, 5th; City of Ventura, 5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-68; Summer 56-74; Fall 52-73; Winter 44-65.

11 - TAP WATER: Slightly Alkaline, hard, non fluoridated, some natural fluoridation.

12 - RETAILING: Principal Shopping Center-Buenaventura Plz. 3 mi. from downtown (90 stores); Esplanade Mall 7 mi. from downtown (85 stores).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Buenaventura Plz. (90)	3	Broadway, Mont. Ward, JCPenney
Esplanade Mall(85)	7	Sears, May Co., Target, Levitz
Downtown Ventura	NA	Classic Furn. Gallery, Mills Jewelry
Borchard Plz.(15)	2	Newberry's, Pic 'n Save, Thrifty Jr.
Mid Main Shop(75)	1	RB Furn., Muntz Stereo, Rex Appliance & TV
Poinsettia Plz.(10)	4	Ross Stores, Federated Group
Telephone Road Plz.(10)	4	Mervyn's, Best
Firehouse Plz.(10)	4	Pier One, Krause's Sofa Factory
K mart(10)	7	K mart
Donlon Plz.(15)	5	Target

Principal Shopping Days-Sun., Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Broadway; Sears; Montgomery Ward; JCPenney; Mervyn's; May Co.
Discount Stores-K mart; Pic 'N Save; Target; Price Club; Best.
Variety Stores-Woolworth; JJ Newberry.
Chain Drug Stores-Thrifty; Thrifty Jr.; Osco/Sav-On; Long's; College Pharmacy.
Chain Supermarkets-Safeway 2; Von's 4; Alpha Beta; Albertson's; Ralph's; Lucky's.
Other Chain Stores-Furniture: Levitz, Barker Bros., RB, Krause's Sofa Factory, Ortho Mattress, Danica House, Ethan Allen, McMahan's; Tires: Firestone, BF Goodrich, General, Winston; Home Improvement: Builder's Square, Grossman's, Ole's, Builder's Emporium, Standard Brands; Specialty Stores: Pier One, Toys R Us, Ross Stores; Stereo/Video: Federated, Leo's, Creative Stereo, Video Concepts; Auto: Pep Boys, Trak, Giant, Mammoth, Kragen.

14 - NEWSPAPERS: STAR-FREE PRESS (e) 49,502; (S) 56,047; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Robert D. Lyon, Adv. Dir., STAR-FREE PRESS, 5250 Ralston, Ventura, CA 93003; Tel. (805) 656-4111.
National Representative: Papert Companies.

VENTURA COUNTY

See CAMARILLO
See OXNARD
See SIMI VALLEY
See THOUSAND OAKS

VICTORVILLE

1 - LOCATION: San Bernardino County (In Riverside-San Bernardino PMSA). E&P Map E-7. 97 mi. NE of Los Angeles; 350 mi. SE of San Francisco. On Hwy. I-15.

2 - TRANSPORTATION: Railroads-Sante Fe; Union Pacific.
Motor Freight Carriers-9
Intercity Bus Lines-Greyhound.
Air Service-Apple Valley Airport.

3 - POPULATION:
Corp. City 80 Cen. 14,220; E&P 88 Est. 24,013
CZ-ABC: (80) 14,220
RTZ-ABC: (80) 63,619
PMSA 80 Cen. 1,573,202; E&P 88 Est. 2,054,435
County 80 Cen. 902,364; E&P 88 Est. 1,168,370
City & RTZ-ABC: (80) 77,839

4 - HOUSEHOLDS:
City 80 Cen. 5,338; E&P 88 Est. 8,927
County 80 Cen. 308,062; E&P 88 Est. 407,813
PMSA 80 Cen. 551,081; E&P 88 Est. 737,142
CZ-ABC: (80) 5,338
RTZ-ABC: (80) 22,120
City & RTZ-ABC: (80) 27,458

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	NA	N.A.
Savings & Loan	10	$473,968,000

6 - PASSENGER AUTOS: County 606,962

7 - ELECTRIC METERS: Residence 57,443

8 - GAS METERS: 45,565

9 - PRINCIPAL INDUSTRIES: Cement; Metal stamping; Mining; Constr.; Trans. (trucking); Glass factory.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-71; Summer 67-[illegible]; Fall 50-78; Winter 20-56.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-Mall of Victory Valley (100 stores, inc. JCPenney, Mervyn's, Harris). Downtown, 4 blocks on 7th St.; Victor Plaza (22 stores); Hi Desert Plaza, Bear Valley Rd. and Hesperia Rd., Victorville (33 stores); Main St. Plaza, Hesperia (20 stores).

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; K mart; Mervyn's; Harris; Target.
Variety Stores-Sprouse-Reitz; Cornet; TG&Y.
Chain Drug Stores-Thrifty; Sav-On/Osco; Payless; Long's.
Chain Food Stores-Safeway; Von's; Alpha Beta; Stater Bros.; Hughes; Albertson's.
Other Chain Stores-Goodyear; Singer; Chief Auto; Mode O'Day; Karl's; Builder's Emporium; Pic'n Save; Mark C. Bloom; Winston Tires; Boston Store; Radio Shack; Pep Boys; Standard Brands; Ortho Mattress; H&E Builders; Car Quest; Devon Stores; 84 Lumber; Wherehouse; House of Fabrics; Kragen Auto Parts; Home Club; Builder's Emporium.

14 - NEWSPAPERS: PRESS (e) 24,965; (S) 27,220; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Bruce Wood, Adv. Mgr., PRESS, PO Box 1389, Victorville, CA 92393; Tel. (619) 241-7744.
National Representative: Papert Companies.

VISALIA

1 - LOCATION: Tulare County. (In Visalia-Tulare-Porterville MSA). E&P Map D-6. County Seat. Agricultural, manufacturing, and livestock shipping center. On Hwy. 198; 185 mi. to Los Angeles; 225 mi. to San Francisco. In San Joaquin Valley, 20 mi. W of Sierra foothills. 130 mi. E of Pacific Ocean.

2 - TRANSPORTATION: Railroads-Freight on S.P. & S.F.; Amtrak; Buses connect.
Intercity Bus Lines-Greyhound; Continental Trailways; Orange Belt Stages.
Motor Freight Carriers-34
Airlines-American Eagle.
Inter City Bus Lines-Visalia City Coach.

3 - POPULATION:
Corp. City 80 Cen. 49,729; E&P 88 Est. 65,498
CZ-ABC: (80) 49,729
RTZ-ABC: (80) 46,607
County/MSA 80 Cen. 247,329; E&P 88 Est. 287,962
City & RTZ-ABC: (80) 96,336

4 - HOUSEHOLDS:
City 80 Cen. 18,190; E&P 88 Est. 24,235
County/MSA 80 Cen. 80,659; E&P 88 Est. 95,980
CZ-ABC: (80) 18,190
RTZ-ABC: (80) 15,168
City & RTZ-ABC: (80) 33,358

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	19	$418,864,000
Savings & Loan	11	(incl. above)

6 - PASSENGER AUTOS: County 134,441

7 - ELECTRIC METERS: Residence 17,659

8 - GAS METERS: Residence 19,861

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Hrly. Wage)-Garment 370 ($6.50); Electronics 530 ($12.04); Woodworking 150 ($5.90); Canning and Proc. 620 ($4.80); Printing 750 ($7.19); Baking 115 ($6.74); Air Conditioning 150 ($8.15); Batteries 140 ($7.84).

10 - CLIMATE: Min. & Max. Temp.-Summer 62-106; Winter 35-55.

11 - TAP WATER: Neutral, ranges from soft to medium hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-15 blocks on Main St.; 6 on Center; 5 on Acequia; 4 on Locust; 5 on Court; 3 on Church St.; Visalia Mall Ctr.; County Center; Sequoia Mall Ctr.
Neighborhood Shopping Centers-Mooney Blvd., Houston Ave.; East Mineral King and West Mineral King Ave.; Walnut Plaza; Lincoln Oval; Olive Plaza; Kaweah Center; Towne & Country; Tower Plaza; Colonial.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Visalia Mall(46)	5	JCPenney, Gottschalk's
County Center(15)	4	K mart, Payless Drug, Albertson's
Sequoia Mall(50)	7	Sears, Mervyn's, Long's Drugs
Walnut Plaza	5	Grand Auto

Stores Open Evenings-Visalia Mall, 6 nights; Downtown Thur.; Food-Super Mkts. every evening. Sequoia Mall and County Center 6 nights.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears; Gottschalk's; Mervyn's.
Variety Stores-Woolworth.
Discount Stores-K mart; Payless; Ross; Target.
Chain Drug Stores-Long's; Thrifty; Payless.
Chain Supermarkets-Youngs 3; Fairway 3; Best Buy Mkt.; Save Mart; Albertson's; Von's.
Other Chain Stores-Food 4 Less; Indy; Crescent Jewelers; Goodyear; Western Auto; See's Candy; Leed's Shoes; Carpet Town; Carpeteria; House of Fabrics; Standard Brands Paints; Gallenkamp; Kinney Shoes 2; Builder's Emporium; Pep Boys; McMahan's; Sherwin-Williams; Rogers Jewelers; Zale's; Topps & Trouse; Bobby West; Borman Hallmark; Designer Fabrics; Wilshire Paint; Color Tile; Grand Auto; Kragen; Lumberjack; Pic 'N Save; Karl's Toys.

14 - NEWSPAPERS: TIMES-DELTA (m) 21,633; Mar. 29, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Nancy Norton, Adv. Dir., TIMES-DELTA, 330 N. West St., Visalia, CA 93279; Tel. (209) 734-5821.
National Representative: Gannett National Newspaper Sales.

VISTA

1 - LOCATION: San Diego County (In San Diego MSA). E&P Map E-8, 32 mi. N of San Diego. Agric. area. On State Hwys. 76 & 78; I-15 & I-5.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-1.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 35,834; E&P 88 Est. 50,524
County/MSA 80 Cen. 1,872,741; E&P 88 Est. 2,247,863

4 - HOUSEHOLDS:
City 80 Cen. 13,690; E&P 88 Est. 20,349
County/MSA 80 Cen. 670,094; E&P 88 Est. 824,306

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	16	N.A.

6 - PASSENGER AUTOS: County 1,273,593

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Truck, Fruit and Poultry Farming; Light Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-72; Summer 55-90; Fall 50-77; Winter 35-65.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Vista Broadway		Thrifty Drug, Safeway
Vista Plaza I	NA	Coronet, Sears
Food Basket	1	Thrifty Drug, Alpha Beta
Vista Plaza II	NA	Sav Drug, Big Bear
Vista Plaza III	NA	Vons, Sav-On Drugs
College Blvd.	1	Sprouse-Reitz, Thrifty Drug, Safeway
Plz. Camino Real	5	Sears, Broadway, JCPenney, May Co.
Vista Plaza IV	NA	K mart, Sears, Broadway, Gemco
Village Mall	9	Sears, Walker Scott

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: PRESS (m-mon to fri; wknd.) 4,800; June 30, 1987 VAC.
Local Contact for Advertising and Merchandising Data: Gerald Rusco, Sr., Pub., PRESS, 425 Vista Way, Vista, CA 92083; Tel. (619) 724-7161.
National Representative: U.S. Suburban Press.

WALNUT CREEK

1 - LOCATION: Contra Costa County (In Oakland PMSA). E&P Map B-5. Suburban retail trade area. 25 mi. E of San Francisco; 17 mi. E of Oakland.

2 - TRANSPORTATION: Railroads-Southern Pacific; Bay Area Rapid Transit (BART).
Intercity Bus Lines-Greyhound; A.C. Transit.

3 - POPULATION:
Corp. City 80 Cen. 53,643; E&P 88 Est. 75,455
PMSA 80 Cen. 1,765,899; E&P 88 Est. 2,062,500
County 80 Cen. 661,140; E&P 88 Est. 789,199
NDM-ABC: (80) 327,281
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,387; E&P 88 Est. 34,217
County 80 Cen. 241,805; E&P 88 Est. 304,343
PMSA 80 Cen. 667,626; E&P 88 Est. 811,438
NDM-ABC: (80) 122,802

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	32	$995,565,000
Savings & Loan	21	$1,351,651,000

6 - PASSENGER AUTOS: County 464,542

7 - ELECTRIC METERS: Residence 31,635

8 - GAS METERS: Residence 23,878

9 - PRINCIPAL INDUSTRIES: Industry-Petroleum; Steel; Chem.; Bldg. Materials; Canned Foods; Instruments; Banking; Photographic Supplies.

10 - CLIMATE: Annual Max. Temp. 72; Min. 44; Rainfall 15 inches annual av.

11 - TAP WATER: Soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Park & Shop(85)	7	Thrifty Drug, Levitz, Ross
Contra Costa(15)	4	Mont. Ward, Thrifty Drug
Sun Valley(170)	6	Macy's, JCPenney, Sears, Mervyn's, Emporium-Capwell
Clayton Valley(44)	10	Safeway, Lucky, Long's Drugs
Countrywood(37)	NA	McCaulou's Dept., Long's Drugs, Safeway
Willows(60)	6	Cost Plus
Vineyard(24)	7	McCaulou's, K mart, Fry's
Broadway(83)	NA	Emporium-Capwell, Nordstrom, McCaulou's, I. Magnin
County East Mall(34)	10	JCPenney, Sears, Mervyn's, Gottschalk's
Crow Canyon Commons(70)	10	Lucky, Loehmann's, Thrifty Drug
Delta Fair Ctr.(35)	NA	Food For Less, Payless
The Park S.C.(50)	NA	Long's Drugs, Petrini's Mkt.
Atlantic Plaza(34)	NA	Lucky, Long's Drugs, Radio Shack

Principal Shopping Days-Wed., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Macy's; Sears; Emporium-Capwell's;

Montgomery Ward Mervyn s I Magnin Nordstrom McCaulous
Discount Stores-K mart Best Marshall s Ross Target
Variety Stores-Woolworth Sprouse-Reitz TG&Y
Chain Drug Stores-Guys Long s Payless Pay N Save Thrifty Walgreens Valco Bill s Drug Safeway Fry s 7-Eleven Petrini s Nob Hill Foods, Raley s
Other Chain Stores-Automobile Accessories Kragen Auto Goodyear Grand Auto Firestone Ladies Apparel The Limited Lane Bryant Clothes Barn Casual Corner Men s Apparel Kuppenheimer s C&R Clothiers Hastings Ladies & Men s Apparel Grodin s, Shoes Kushins Florsheim Gallenkamp Kinney Thom McAn Payless Shoes 9-West Candy McFarland s Sees Paint Standard Brands Kelly-Moore W P Fuller Sherwin-Williams Furniture Breuners Furnishings 2000 Levitz Travalini W J Sloane Jewelry Granat Bros Zale s Shreves Milens Optical Jenkel-Davidson Franklin Phoenix Hardware Ace Hardware Simons Orchard Supply Home Electronics Curcuit City Good Guys

14 - NEWSPAPERS CONTRA COSTA TIMES (m) 90,151, (S) 98,823 Mar 31 1988 ABC
Local Contact for Advertising and Merchandising Data Kelvin Blankenship Natl Adv Mgr CONTRA COSTA TIMES 2640 Shadelands Dr Walnut Creek, CA 94598 Tel (415) 935-2525
National Representative Cresmer Woodward O'Mara & Ormsbee

WATSONVILLE

1 - LOCATION: Santa Cruz County (In Santa Cruz PMSA). E&P Map B-5 Hub of Pajaro Valley Agric and dairying 17 mi from County Seat 90 mi from San Francisco

2 - TRANSPORTATION: **Railroads**-Southern Pacific
Motor Freight Carriers-7
Intercity Bus Lines-Watsonville Greyhound Santa Cruz Transit; Salinas Transit

3 - POPULATION:
Corp City 80 Cen 23,663 E&P 88 Est 29,280
NDM-ABC (80) 76,157
County/PMSA 80 Cen 189,875 E&P 88 Est 232,714
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen 8,172, E&P 88 Est 9,958
County/PMSA 80 Cen 71,793 E&P 88 Est 88,201
NDM-ABC (80) 25,649

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	9	N A
Savings & Loan	5	N A

6 - PASSENGER AUTOS: County 135,231

7 - ELECTRIC METERS: Residence 11,775

8 - GAS METERS: Residence N A

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners (Av. Wkly Wage)-Food Proc and Pkg 5,300 ($180 to $325); Trucking 1,000 ($344); Electronics 250 ($225); Flower Growing 1,200 ($200).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-80; Summer 44-86; Fall 41-90; Winter 30-69. First killing frost, Nov. 22; last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Main St.
Neighborhood Shopping Centers-N Main St.; E Lake Area; Freedom; Pajaro; Green Valley.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
May Way(5)	1	Freedom Food Ctr.
Town & Country(9)	1	Happy Burro Mkt.
Eastlake Vlg.(27)	2	H&H Home Center
Crestview(16)	1	Tropicana
Pajaro Valley(27)	2	Albertson's, K mart
Rancho Del Mar(38)	9	Safeway
Capitola Mall(47)	15	Mervyn's, Sears
Deer Park(30)	8	Deluxe Foods
Watsonville Sq.(20)	1	Payless, Nob Hill
La Manzana(8)	NA	
Lucky Shpg. Ctr.(12)	1	Lucky, Kragens

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-Ford's; JCPenney.
Variety Stores-Woolworth.
Discount Stores-Payless; K mart.
Chain Drug Stores-May Way; Long's, Thrifty.
Chain Supermarkets Lucky Stores; Albertson's; Nob Hill.
Other Chain Stores-Western Auto Grand Auto Kragens Radio Shack

14 - NEWSPAPERS REGISTER-PAJARONIAN (e) 14,975 Mar 31 1988 ABC
Local Contact for Advertising and Merchandising Data Bill Schaffer Adv Dir REGISTER-PAJARONIAN 1000 Main St Watsonville CA 95076 Tel (408) 724-0611
National Representative Papert Companies

WHITTIER

1 - LOCATION Los Angeles County (In Los Angeles-Long Beach PMSA) E&P Map D-7 14 mi E of Los Angeles on Whittier Blvd at Washington Blvd E of Rosemead Blvd extending to Orange County line & adjoining La Habra I-605 Freeway N & S at city's westerly line

2 - TRANSPORTATION **Railroads**-Union Pacific, Southern Pacific Santa Fe
Motor Freight Carriers-7
Intercity Bus Lines-Cross-Town Suburban, Southern California Rapid Transit District (RTD)
Airlines-At Los Angeles Long Beach Ontario and Orange County Airport Airport Service Transportation to L A Intl Airport

3 - POPULATION:
Corp City 80 Cen 68,872 E&P 88 Est 73,990
CZ-ABC (80) 82,366
RTZ-ABC (80) 260,115
County/PMSA 80 Cen 7,492,023 E&P 88 Est 8,377,161
City & RTZ-ABC (80) 342,481

4 - HOUSEHOLDS
City 80 Cen 26,712 E&P 88 Est 29,409
County/PMSA 80 Cen 2,730,674 E&P 88 Est 3,070,433
CZ-ABC (80) 31,438
RTZ-ABC (80) 77,767
City & RTZ-ABC (80) 109,205

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	15	N A
Savings & Loan	8	$400,000,000

6 - PASSENGER AUTOS: County 4,586,509

7 - ELECTRIC METERS: Residence 26,020

8 - GAS METERS: Residence 23,258

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners-Agric 400; Mining (Oil mainly) 500; Contract Constr 4,000; Mfg 21,700; Trans Commun., Util 7,500; Whol & Ret 18,500; Fin. R.E & Related 2,800; Serv 14,300; Gov't 9,500; Total Employ 79,200
Principal Pay Days-Fri., Sat., 15th, 30th

10 - CLIMATE: Min. & Max. Temp.-Spring 52-75; Summer 65-95; Fall 60-88; Winter 32-75

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Philadelphia St., 9 blocks on Greenleaf Ave
Other Shopping Centers-No of Stores: Hadley & Whittier Blvd. 10; Whittier Quad at Whittier Blvd. & Laurel Ave. 36; Whittier Downs Mall, Washington Blvd. at Broadway 18; Whittwood at Whittier Blvd & Santa Gertrudes Ave 85; La Mirada, Rosecrans & Luitweiler 15; La Habra Plaza; Central & Hwy 15; Fashion Square, Imperial & Hwy 42; Puente Hills Mall 76; Santa Fe Springs Mall.
Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept.-Mon., Thur., Fri. Food-every eve.

13 - RETAIL OUTLETS: **Department Stores**-Boston Stores 2; Sears; JCPenney 4; Hinshaw's; Broadway Whittier; May Co.; Bullock's; Buffum's; Montgomery Ward; K mart; Jewelcor; Mervyn's; Akron.
Discount Stores-SaveCo; Freight Outlet.
Variety Stores-Woolworth 2; Newberry's 2; Sprouse-Reitz; Pick and Save 2; Target; Miller's.
Chain Drug Stores-Owl Rexall 5; Thrifty 4; Save-On; Serve Rite; Robbin's 2; Mascarin; Barrows; Barron's.
Chain Supermarkets-King Cole; Von's 4; Safeway; Alpha Beta 6; Lucky; Stater Bros.; Boy's Mkt.; Albertson's 2; Ralph's 3; S&A Mkts.
Other Chain Stores-Jewelry: LeRoy's, King's, Zale's, Lawson; Gallenkamp Shoes; Firestone; Desmond's (clothing); Barker Bros. (furn.); Harris & Frank (clothing); McMahan's (furn.); C.H. Baker; Leed's; Airoe; Western Auto; Georgetown Manor (furn.).

14 - NEWSPAPERS: NEWS (e) 17,623 Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Janice Jones, Adv. Mgr., NEWS, 7037 S. Comstock Ave., Whittier, CA 90608; Tel. (213) 698-2571.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Thomson Newspapers.

WOODLAND

1 - LOCATION: Yolo County (In Sacramento MSA) E&P Map B-4 County Seat 20 mi W of Sacramento (State Capitol) and 90 mi N of San Francisco. Sacramento River 2 mi N at its nearest point On U S Hwys I-5 State Hwys 113 & 16, fringed by Interstate 80, 880 & 505

2 - TRANSPORTATION: **Railroads**-Sacramento-Northern, Union Pacific, Missouri Pacific, Southern Pacific
Motor Freight Lines-8
Intercity Bus Lines-Greyhound
Airports-8 mi E Sacramento Metro Airport, 5 mi W Executive Airport
Water-Yolo-Sacramento deepwater port 17 mi SE

3 - POPULATION:
Corp City 80 Cen 30,235 E&P 88 Est 37,625
CZ-ABC (80) 30,235
RTZ-ABC (80) 56,838
City & RTZ-ABC (80) 87,073
MSA 80 Cen 1,107,363 E&P 88 Est 1,355,782
County 80 Cen 113,601 E&P 88 Est 130,858
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen 10,740; E&P 88 Est 13,760
County 80 Cen 41,304 E&P 88 Est 49,414
MSA 80 Cen 416,356 E&P 88 Est 536,888
CZ-ABC (80) 10,740
RTZ-ABC (80) 19,840
City & RTZ-ABC (80) 30,580

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	5	N A
Commercial	8	N A

6 - PASSENGER AUTOS: County 67,121

7 - ELECTRIC METERS: Residence 12,100

8 - GAS METERS: Residence 11,972

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners-Canning 1,200; Sugar Refining 465; Plastics 416; Mobile Homes 480; Farm Mach 210; Trucking 400; Hosp & Medical 600; Newspaper 130

10 - CLIMATE: Min & Max Temp.-Spring 37-96; Summer 47-108; Fall 34-99; Winter 29-75

11 - TAP WATER: Alkaline, very hard, not fluoridated

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
County Fair Mall(65)	3	Mervyn s, Target, JCPenney
Purity(10)	NA	Sears (catalog)
Ky Village	2	Kentucky Mkt
South Land Ctr.	2	Raley's Mkt
Court Plz (18)	1	TG&Y, Lucky Mkt
K mart Ctr	3	K mart
Shade Tree(12)	3	Payless Drug
Cottonwood Plz.(12)	2	Holiday Market
West Main Plaza	1	Longs, Safeway

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Shopping ctrs nightly
Stores Open Sundays-Food, drug, discount stores.

13 - RETAIL OUTLETS: **Department Stores**-Mervyn's; Rosenberg's; JCPenney; Breits; Sears (catalog).
Variety Stores-Woolworth.
Discount Stores-Payless; TG&Y; Longs; K mart.
Chain Drug Stores-Thrifty; Walgreens; Rexall.
Chain Supermarkets-Safeway; Lucky; Raley's; Holiday; Nugget; Compton's.
Other Chain Stores-Western Stores; Grand Auto; Big O Tires; Diamond Intl.; Goodyear; McMahan Furn.; Kragen Auto.

14 - NEWSPAPERS: DEMOCRAT (e) 11,543; (S) 11,434; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Neill Rabon, Adv. Dir., DEMOCRAT, 702 Court St., Woodland, CA 95695; Tel. (916) 662-5421.
National Representative: Papert Companies.

YREKA

1 - LOCATION: Siskiyou County, E&P Map B-2, County Seat. Cattle, agriculture, lumbering, wholesale, hunting and fishing center. 265 mi. N of Sacramento. State Hwy. 3 & I-5.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Amtrak; Yreka Western.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Continental Pacific Trailways.
Airports-6.

3 - POPULATION:
Corp City 80 Cen 5,916; E&P 88 Est 7,484
County 80 Cen 39,995; E&P 88 Est 43,684

4 - HOUSEHOLDS:
City 80 Cen 2,548, E&P 88 Est 2,881
County 80 Cen 15,816, E&P 88 Est 17,032

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$44,000,000
Savings & Loan	3	N A

6 - PASSENGER AUTOS: County 22,761

7 - ELECTRIC METERS: Residence 2,750

8 - GAS METERS: Residence 854

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage)-Agric. & Forestry 4,000 ($250); Mfg. 1,450 ($200); Lumber & Wood Prods. 750 ($200).
Principal Industrial Pay Days-Fri

10 - CLIMATE: Min. & Max. Temp.-Spring 25-96; Summer 37-101; Fall 20-97; Winter 1-75. First killing frost, late Oct.; last killing frost, late Apr.

11 - TAP WATER: Soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Miner; 4 blocks on Broadway; 5 blocks on Main. Two shopping centers on north and south end of Main St.
Nearby Shopping Centers-Montague (6 mi.); Montague Drive in Mkt.
Principal Shopping Days-Tues., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Discount Stores-Payless; Thrifty; Sprouse-Reitz.
Chain Drug Stores-Cummings; Raley's.
Chain Supermarkets-Gil's; Food for Less; Thriftway; Raley's.
Other Chain Stores-Shasta Auto; Littrell Parts; Kinney Shoes; Discount Video; Allison's.

14 - NEWSPAPERS: SISKIYOU DAILY NEWS (e-mon to fri) 6,040; sworn Apr. 1, 1988.
Local Contact for Advertising and Merchandising Data: Tom Bolitho, Pub./Gen. Mgr., SISKIYOU NEWS, 309 S. Broadway, Yreka, CA 96097; Tel. (916) 842-5777.
National Representatives: Papert Companies; Thomson Newspapers.

YUBA CITY
See MARYSVILLE

COLORADO SURVEYS

METROPOLITAN STATISTICAL AREAS

Colorado Springs-El Paso County.
Fort Collins-Loveland-Larimer County.
Greeley-Weld County.
Pueblo-Pueblo County.

PRIMARY METROPOLITAN STATISTICAL AREAS

Boulder-Longmont-Boulder County.
Denver-Adams, Arapahoe, Denver, Douglas, and Jefferson Counties.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Denver-Boulder-Includes Boulder-Longmont PMSA and Denver PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1989**
Under 5 Years	186	220	298
5-14 Years	459	439	496
15-24 Years	422	578	567
25-44 Years	548	916	1,290
45-64 Years	407	503	563
65 and Over	187	247	280
TOTAL	2,209	2,903	3,484

Based on U.S. Census

POPULATION ESTIMATES

(Thousands)

Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 census

Cities	Total Pop.	Spanish Origin	Percent
Denver	491,396	92,382	18.8
Greeley	53,006	8,269	15.6
Pueblo	101,686	36,099	35.5

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1989 Est.
Bldg. Mat. Hdwe.	675	949	2,017
General Mdse.	1,204	1,658	2,811
Food	2,008	3,681	5,518
Automobiles	2,081	3,106	6,728
Gasoline Stations	708	1,430	1,594
Apparel	438	772	1,250
Furniture	480	771	1,587
Eat-Drink Places	966	1,823	3,121
Drugs	248	354	588
TOTAL SALES	9,825	16,581	27,693

ALAMOSA

1 - LOCATION: Alamosa County, E&P Map B-3, County Seat. 230 mi. from Denver, 120 mi. from Pueblo, 179 mi. from Colorado Springs. Shopping Center for 6-county area. On U.S. Hwys. 285, 160; State Hwys. 17, 163, 10.

2 - TRANSPORTATION: **Railroads**-Denver & Rio Grande Western; Cumbres & Toltec Scenic.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways.
Airlines-Rocky Mountain.

3 - POPULATION:
Corp. City 80 Cen. 6,830; E&P 88 Est. 7,265
County 80 Cen. 11,821; E&P 88 Est. 13,556

4 - HOUSEHOLDS:
City 80 Cen. 2,314; E&P 88 Est. 2,627
County 80 Cen. 3,921; E&P 88 Est. 4,551

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$20,000,000
Commercial	2	$26,000,000
Industrial	1	N.A.

6 - PASSENGER AUTOS: County 7,598.

7 - ELECTRIC METERS: Residence 4,317.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Railroad 250; Garments 200.

10 - CLIMATE: Min. & Max. Temp.-Spring 0-82; Summer 45-95; Fall 0-86; Winter 35-50. First killing frost, Oct. 6; last killing frost, May 6.

11 - TAP WATER: Neutral, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping District**-23 blocks on Main & State Sts.
Neighborhood Shopping Centers-Near College & E. side area.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Sundays-Supermarkets, discount stores.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Montgomery Ward; Kavely's; Acheson's; Sears (catalog).
Variety Stores-Woolworth.
Discount Stores-K mart.
Chain Drug Stores-Rexall; Merit; Associated Druggist.

14 - NEWSPAPERS: VALLEY COURIER (e-mon to fri) 5,600; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: James Barnes, Adv. Dir., VALLEY COURIER, 401-407 State Ave., Alamosa, CO 81101; Tel. (303) 589-2553.
National Representative: None.

ASPEN

1 - LOCATION: Pitkin County, E&P Map B-2, County Seat. Centrally located in state.

2 - TRANSPORTATION: **Intercity Bus Lines**-Trailways.
Airlines-United Express; Continental Express.

3 - POPULATION:
Corp. City 80 Cen. 3,678; E&P 88 Est. 3,183
County 80 Cen. 10,210; E&P 88 Est. 10,232

4 - HOUSEHOLDS:
City 80 Cen. N.A.; E&P 88 Est. 1,542
County 80 Cen. N.A.; E&P 88 Est. 4,935

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 12,816.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry-Tourism.

10 - CLIMATE: Av. Temp.-Summer 75-80; Winter 25-35.

11 - TAP WATER: Hard.

12 - RETAILING: **Principal Shopping Center**-Downtown Aspen.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: NEWS (m) 7,500; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: David Danforth, Pub., NEWS, 315 E. Hyman, PO Box DD, Aspen, CO 81612; Tel. (303) 925-2220.
National Representative: None.

BOULDER

1 - LOCATION: Boulder County (In Boulder-Longmont PMSA), E&P Map C-1, County Seat. 24 mi. NW of Denver on Hwys. 7, 119 and U.S. 36.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Union Pacific.
Motor Freight Carriers-2.
Intercity Bus Lines-Rocky Mountain Trans.-summer only; Regional Trans. District.

3 - POPULATION:
Corp. City 80 Cen. 76,685; E&P 88 Est. 84,660
CZ-ABC: (80) 76,685
RTZ-ABC: (80) 47,281
County/PMSA 80 Cen. 190,295; E&P 88 Est. 237,508
City & RTZ-ABC: (80) 123,966
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 28,674; E&P 88 Est. 32,125
County/PMSA 80 Cen. 62,964; E&P 88 Est. 89,537
CZ-ABC: (80) 28,674
RTZ-ABC: (80) 17,335
City & RTZ-ABC: (80) 46,009

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	9	$766,790,000
Commercial	24	$1,194,720,000
Industrial	5	$13,000,000

6 - PASSENGER AUTOS: County 129,204.

7 - ELECTRIC METERS: Residence 31,968.

8 - GAS METERS: Residence 22,628.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agriculture/Forestry/Mines 836; Construction 2,090; Manufacturing 6,272; Transportation 836; Communication/Utilities 836; Wholesale/Retail Trade 8,781; Financial/Ins./Real Estate 2,090; Business/ and Repair Services 2,090; Personnel/Entertainment/Recreation 1,673; Health/Education/Professional Service 13,799; Public Administration 2,090.

10 - CLIMATE: Min. & Max. Temp.-Spring 8-83; Summer 40-100; Fall 16-84; Winter 9-67. First killing frost, Oct. 11; last killing frost, May 2.

11 - TAP WATER: Neutral, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown Boulder Mall-30 blocks on Pearl, Broadway, Spruce, Walnut; Crossroads Mall, 28th & Canyon.
Neighborhood Shopping Centers-Thirteenth St., University to College (University Hill); N Bway., Broadway, Alpine to Balsam 4 blocks; Community Plaza, North to Alpine 1 block; Williams Village, Baseline at 30th, 1 block; Palmer Gardens, 30th & Walnut, Willow Springs at 28th; Iris Ave.; South Creek Shpg. Ctr.; North B'way Shpg. Ctr., The Villa, 28th & Valmont.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arapahoe Vlg.(22)	2	Safeway, Gart Bros., Cineamerica Theaters, Sporting Goods
Base Mar(29)	2	Walgreens, May D&F, Mervyn's,
Crossroads Commons(175)	2	Best, Sound Warehouse, AMC Theaters, Walgreens, May D&F.
Table Mesa(30)	3	King Soopers, Village Inn
Thunderbird Sq.(3)		Safeway
Village(35)	2	7-Eleven, McGuckin Hdwe., Rocky Mtn. Records, Dave Cook Sporting Goods

Principal Shopping Days-Wed., Fri., Sat., Sun.
Stores Open Evenings-Some Downtown open Thur., most shpg. ctrs. open Mon. through Sun. Some food, discount & hardware open Sun.

13 - RETAIL OUTLETS: **Department Stores**-Sears, Fashion Bar, JCPenney, May D&F, Mervyn's, Montgomery Ward.
Variety Stores-Ben Franklin, Boulder Army Store.
Discount Stores-K mart, Target, Marshall's, Best, Osco.
Chain Supermarkets-Albertson's, Colony IGA, King Soopers 3, Safeway 2.
Other Chain Stores-Benetton, County Seat, Regiment; Richmann Bros.; Contemporary Casuals, Fashion Conspiracy, Stage, Homestead House, Walgreens, Baker Shoes, Famous Footwear, Thom McAn, Wild Pair, Circus World, So-Fro Fabrics, Fred Schmid, Schaack Electronics, Silo, Soundtrack, Computerworks, Firestone, Goodyear, Radio Shack, KG Mens, Zale's, Fox Photo, GNC, Ann Taylor, Banana Republic, The Gap, Footlocker, Just Pants, Musicland, Wicke's Lumber, Sutherland Lumber, Diamond Lumber.

14 - NEWSPAPERS: CAMERA (m) 30,909, (S) 39,707; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Steve Sauder, Adv. Mgr., CAMERA, PO Box 591, Boulder, CO 80306; Tel. (303) 442-1202.
National Representative: Knight-Ridder Newspaper Sales.

CANON CITY

1 - LOCATION: Fremont County, E&P Map C-2. 36 mi. W of Pueblo, 47 mi. SW of Colorado Springs, 125 mi. SSW of Denver.

2 - TRANSPORTATION: **Railroads**-D&RG; SF.
Motor Freight Carriers-4.
Intercity Bus Lines-Continental.

3 - POPULATION:
Corp. City 80 Cen. 13,037; E&P 88 Est. 14,653
CZ-ABC: (80) 16,675
RTZ-ABC: (80) 13,529
County 80 Cen. 28,873; E&P 88 Est. 34,840
City RTZ-ABC: (80) 30,204
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,746; E&P 88 Est. 5,308
CZ-ABC: (80) 6,122
RTZ-ABC: (80) 4,508
County 80 Cen. 10,058; E&P 88 Est. 11,900
City RTZ-ABC: (80) 10,630

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	N.A.
Commercial	3	N.A.
Industrial	2	N.A.

6 - PASSENGER AUTOS: County 21,765.

7 - ELECTRIC METERS: Residence 11,453.

8 - GAS METERS: Residence 9,198.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-State Prison 800; Light Mfg. 1,000.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Mean Temp. 52; Av. Summer 70; Av. Winter 46.

11 - TAP WATER: Neutral, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-11 blocks on 3 streets.
Principal Shopping Days-Mon.-Sat.
Stores Open Evenings-Grocery, 2 discount, 5 drug.
Stores Open Sundays-Grocery, 4 drug, 3 discount, 1 department store.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears.
Variety Stores-Ben Franklin.
Discount Stores-Gibson; Alco.
Chain Drug Stores-Palace Rexall Drug; Medicine Shoppe.
Chain Supermarkets-7-Eleven; Safeway; Canon Mkt.; Hilltop Mkt.; Kwik-Way 6; City Mkt.
Other Chain Stores-Coast-to-Coast; Checker Automotive; Sherwin-Williams; Radio Shack; Wal-Mart.

14 - NEWSPAPERS: RECORD (e) 8,710; Mar. 31, 1988 ABC.

Local Contact for Advertising and Merchandising Data: Dennis Henry, Adv. Dir., RECORD, PO Box 111, Canon City, CO 81212; Tel. (303) 275-7565.
National Representative: Branham/Newspaper Sales.

CASTLE ROCK

1 - LOCATION: Douglas County (In Denver PMSA), E&P Map C-2, County Seat. Designated Towns: Castle Rock, Parker, Larkspur.

2 - TRANSPORTATION: **Railroads**-Denver & Rio Grande; Sante Fe and Burlington.
Motor Freight Carriers-Castle Rock Transfer.
Intercity Bus Lines-Continental Trailways.
Airlines-Denver International, Centennial.

3 - POPULATION:
Corp. City 80 Cen. 3,921; E&P 88 Est. 6,036
County 80 Cen. 25,752; E&P 88 Est. 4,347
PMSA 80 Cen. 1,434,304; E&P 88 Est. 1,739,385

4 - HOUSEHOLDS:
City 80 Cen. N.A.; E&P 88 Est. 2,199
County 80 Cen. N.A.; E&P 88 Est. 13,901
PMSA 80 Cen. 608,047; E&P 88 Est. 690,096

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$90,000,000
Savings & Loan	3	N.A.
Industrial	2	N.A.

6 - PASSENGER AUTOS: County 38,198.

7 - ELECTRIC METERS: Residence 13,463.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-School District 1,200; County Gov't 300; Elect. 121; Grocery 110; Constr. 55; Brick 50.
Principal Pay Days-1st & 15th.

10 - CLIMATE: Mean Temp.-Spring 57; Summer 72; Fall 49; Winter 27. First killing frost, Oct.; last killing frost, Apr. 1.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Centers**-Castle Rock: Safeway Shopping Center; Village Shopping Center. Parker: Cottonwood Shopping Center; Parker Square; Cross Roads Shopping Center.

13 - RETAIL OUTLETS: **Discount Stores**-K mart, Wal-Mart.
Chain Supermarkets-Safeway; Albertson's; King Soopers.

14 - NEWSPAPERS: DAILY NEWS-PRESS (e) 6,500; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Robert P. Lombardi, V.P. & Pub., NEWS-PRESS, PO Box 1270, Castle Rock, CO 80104; Tel. (303) 688-3128.
National Representative: Papert Companies.

COLORADO SPRINGS

1 - LOCATION: El Paso County (Colorado Springs MSA), E&P Map C-2, County Seat. 68 mi. S of Denver. Tourist (Pikes Peak), convention, military, high technology, cultural and educational center. 5 colleges. U.S. Air Force Academy. HQ North American Air Defense Command; HQ Army Air Defense Command; HQ Continental Air Defense Command, Consolidated Space Operations Center, Fort Carson. On State Hwys. 83 & 115; I-25; U.S. Hwys. 24, 85, 87.

2 - TRANSPORTATION: **Railroads**-RI; D&RG; SF.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-TWA; Rocky Mountain; Aspen Airways; Continental; America West; American; Trans Colorado; United.

3 - POPULATION:
Corp. City 80 Cen. 214,821; E&P 88 Est. 291,325
NDM-ABC: (80) 317,458
County/MSA 80 Cen. 309,693; E&P 88 Est. 378,677
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 81,241; E&P 88 Est. 113,721
County/MSA 80 Cen. 107,791; E&P 88 Est. 137,897
NDM-ABC: (80) 110,673

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	36	$1,500,000,000
Savings & Loan	10	N.A.

6 - PASSENGER AUTOS: County 262,465.

7 - ELECTRIC METERS: Residence 110,095.

8 - GAS METERS: County 90,035.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Military 30,279 ($295); Whol. & Ret. 24,950 ($310); Service 25,020 ($320).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-68; Summer 51-85; Fall 24-76; Winter 16-47. First killing frost, Oct. 2; last killing frost, May 7.

11 - TAP WATER: Water from watershed on Pikes Peak and Continental Divide, pure, filtered, flouridated.

12 - RETAILING: **Downtown Shopping Centers**-8 blocks on E Pikes Peak, 17 on Tejon, 16 on Nevada, 8 on Cascade, 12 on Colorado.
Neighborhood Shopping Centers-2500 W Colorado; 1504 N Hancock; 1800 N Union; 2700-3000 N Nevada; 2300 N Wahsatch; 2400 N Union Blvd; 1700 S 8th St; 2300 E Pikes Peak Security; 2500 Airport Rd; Palmer Park & Circle Dr; Academy Blvd & Palmer Park; Widefield; 750 Citadel Dr; 4055 Templeton Gap; 400 W Filmore; Academy at Flintridge; 300 N Academy; Union at Van Buren; King Soopers Centers; Circle at Airport; 1710 Briargate; Knob Hill; Circle Dr; Woodmoor; K mart Plz; Country Club; Maizeland Moors Ranch Ctr; Woodland Pk; Corners; Tiffany Sq.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Citadel(184)	4	JCPenney Mervyns May D&F
Bon(17)	3	Safeway
Golf Club Acres	2	Simms
Three Eagles(2)	3	Safeway
Audobon Gdns	2	Cost Plus
Venetian Vlg (15)	3	Albertson's
Security(30)	NA	Albertson's
Skyway Park	3	Coyle
Redrock Canyon(24)	4	No Frills
Chapel Hills(115)	9	Sears, K mart Joslins, Mervyns
Circle Fair	3	Albertson's
Pioneer Plaza(20)	2	Cheers Liquor
Fountain Vly (13)	8	Safeway
Broadmarket(35)	2	
Widefield Mall	8	Safeway
Rustic Hills(85)	4	T J Maxx
Rustic Hills North(24)	4	Albertson's, Skaggs
Southgate(29)	3	Sears King Soopers
Mall of the Bluffs(62)	7	Safeway
Academy Mart(15)	4	Target
Central Bank Plaza(17)	3	Mont Ward
Chase Stone		May D&F
N Circle Plz (20)	3	Cloth World
Uintah Gardens	3	King Soopers, Alco Anthonys
Woodmen Valley	8	King Soopers

Principal Shopping Days-Department stores Mon, Thur, Fri, Sat. Food stores Wed, Fri, Sat, Sun.
Stores Open Evenings-All major supermarkets, discount drug & department stores.

13 - RETAIL OUTLETS: **Department Stores**-Hibbard, Joslins, May D&F 2, Sears 2, JCPenney, Montgomery Ward, Fashion Bar, The Denver, Labelle's, Yellow Front, Service Merchandise.
Discount Stores-K mart 5, Target 2.
Variety Stores-Woolworth, Duckwall's.
Chain Drug Stores-Walgreens 8, Rexall, Safeway Drug, Skagg's, Kohler, Target, King Soopers, Longs.
Chain Supermarkets-Safeway 9, Albertson's 6, City Supers, King's 7, Simm's, 7-Eleven, Kwik Way, T J's Foods, Sax Foods, Cub Foods.
Other Chain Stores-Jocque Shop, J Chisholm, Gallenkamp, Florsheim, Sherwin-Williams, Firestone, Goodyear, B F Goodrich, Pittsburgh Paint & Glass, Fashion Bar, Thom McAn, Baker's Shoes, Kinney, Kwal Paint, Mary Carter, Helzberg Jewelers, Edison Bros, Eakers, Dave Cook, Silo, Motherhood Maternity, Burnstein-Applebee, Evenson's, Richman Bros, Spencer's, Waldenbooks, Singer Co, Jean's West, Radio Shack, Color Tile, Payless Shoes, Douglas Optical, Gates Tires, General Nutrition, Hardy Shoes, Vorhes Shoes, Stover Candies, Mr C Fashion, So-Fro Fabrics, Zale's, Zerbes, Sutherland Lumber, Weberg's, Pay 'n Pak, Fred Schmid, Famous Footwear, Montaldo's, Red Wing Shoes, Homestead House, Hugh M Woods, Merle Norman, K-G Men's, National Shirt, Royal Optical, B Dalton, Bohm Allen, Knapp Shoes.

14 - NEWSPAPERS: GAZETTE TELEGRAPH (m-mon to fri) 105,540; (m- sat) 105,050; (S) 116,526; Mar 31, 1988 ABC.
NOTE: Evening edition discontinued Mar 1, 1987.
Local Contact for Advertising and Merchandising Data: Garry Butcher, Adv Dir, GAZETTE TELEGRAPH, 30 S Prospect, PO Box 1779, Colorado Springs, CO 80901; Tel (303) 632-5511.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

CRAIG

1 - LOCATION: Moffat County, E&P Map B-1. County Seat. NW part of state. On Hwys 40 & 13. Elevation 6,280 feet.

2 - TRANSPORTATION: **Railroads**-Denver & Rio Grande; Western (freight).
Motor Freight Carriers-Edson Express.
Intercity Bus Lines-Continental Trailways (freight & passenger); Wilderness Transit.
Airlines-Charter flights.

3 - POPULATION:
Corp City 80 Cen 8,133; E&P 88 Est 12,149
County 80 Cen 13,524; E&P 88 Est 15,893

4 - HOUSEHOLDS:
City 80 Cen 2,947; E&P 88 Est 4,926
County 80 Cen 4,578; E&P 88 Est 5,371

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$80,200,000
Savings & Loan	2	$2,750,000

6 - PASSENGER AUTOS: County 7,242

7 - ELECTRIC METERS: Residence & Comm 5,920

8 - GAS METERS: Residence & Comm 3,754

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mining (coal) 1,124; Power Plant 280; Wool Whse 7; Wheat Storage 16; Meat Packing 29; Constr 312; Heavy Mach 221; Mining Supplies 38; Cattle Operations 329; Sheep Operations 124; Wheat Farms 179.

10 - CLIMATE: Temp.-Annual average daily high 62.1; Annual average daily min 44.3; Record high 100; Record low 45. Low humidity.

11 - TAP WATER: Soft (pH 7.4-7.6). No alkalinity or salinity, mineral content low.

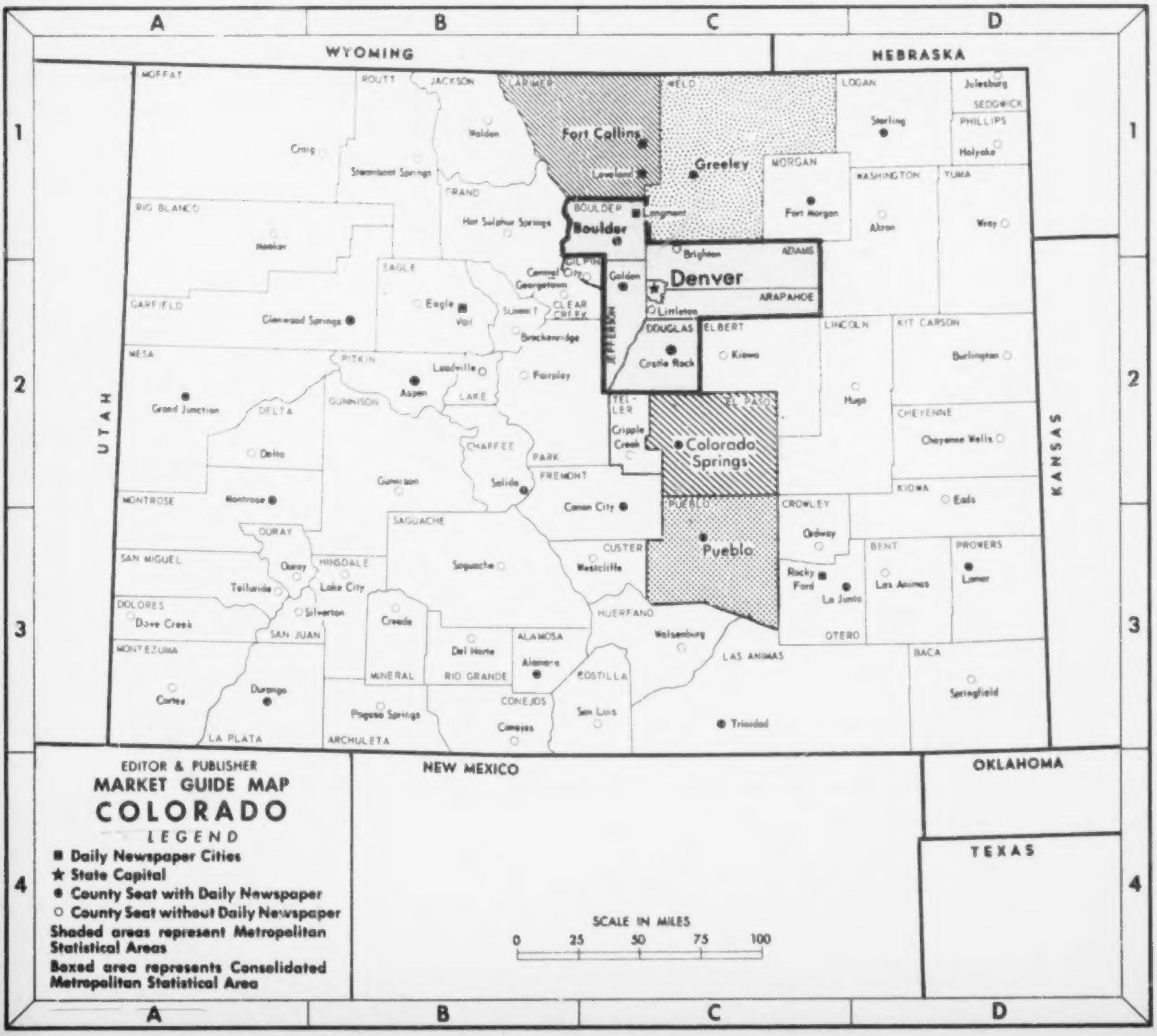
12 - RETAILING: **Principal Shopping Center**-9 blocks downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Centennial Mall	4	Anthony's, Eakers, Mont Ward, Safeway, JCPenney

Principal Shopping Days-Thur, Fri, Sat.
Stores Open Evenings-Centennial Mall, Mon-Sat until 8:00.
Stores Open Sundays-Centennial Mall, 10:00-6:00.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, C R Anthony's, Golden Rule, Eakers, K mart


A
B
C
D
1
2
3
4
WYOMING
NEBRASKA
UTAH
KANSAS
NEW MEXICO
OKLAHOMA
TEXAS
MOFFAT
ROUTT
JACKSON
LARIMER
WELD
LOGAN
SEDGWICK
PHILLIPS
Julesburg
Sterling
Holyoke
Craig
Walden
Steamboat Springs
Fort Collins
Loveland
Greeley
MORGAN
Fort Morgan
WASHINGTON
YUMA
Akron
Wray
RIO BLANCO
Meeker
GRAND
Hot Sulphur Springs
BOULDER
Boulder
Longmont
Brighton
ADAMS
GILPIN
Central City
Georgetown
Golden
Denver
ARAPAHOE
Littleton
EAGLE
Eagle
Vail
SUMMIT
CLEAR CREEK
Breckenridge
GARFIELD
Glenwood Springs
JEFFERSON
DOUGLAS
Castle Rock
ELBERT
Kiowa
LINCOLN
KIT CARSON
Burlington
MESA
Grand Junction
PITKIN
Aspen
Leadville
LAKE
Fairplay
Hugo
DELTA
Delta
GUNNISON
TELLER
Cripple Creek
EL PASO
Colorado Springs
CHEYENNE
Cheyenne Wells
CHAFFEE
PARK
Gunnison
Salida
FREMONT
Canon City
KIOWA
Eads
MONTROSE
Montrose
PUEBLO
Pueblo
CROWLEY
Ordway
OURAY
SAGUACHE
CUSTER
BENT
PROWERS
SAN MIGUEL
Ouray
HINSDALE
Saguache
Westcliffe
Rocky Ford
La Junta
Las Animas
Lamar
Telluride
Lake City
DOLORES
Dove Creek
Silverton
SAN JUAN
Creede
HUERFANO
Walsenburg
OTERO
MONTEZUMA
ALAMOSA
Del Norte
Alamosa
LAS ANIMAS
BACA
Cortez
Durango
MINERAL
RIO GRANDE
COSTILLA
Springfield
CONEJOS
San Luis
Pagosa Springs
Conejos
Trinidad
LA PLATA
ARCHULETA
EDITOR & PUBLISHER
MARKET GUIDE MAP
COLORADO
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area
SCALE IN MILES
0
25
50
75
100

Chain Supermarkets-Safeway. City Market
Other Chain Stores-J.W. Brewer Tires. Sathers Jewelry. Sears. Montgomery Ward. Go-fer. Car Quest. Gamble's. 7-Eleven

14 - NEWSPAPERS: NORTHWEST COLORADO PRESS (e-mon to fri) 2,943, sworn Sept. 30, 1987
Local Contact for Advertising and Merchandising Data: Carol Brett, Adv. Mgr., NORTHWEST COLORADO PRESS, 466 Yampa, PO Box 5, Craig, CO 81625; Tel. (303) 824-7031
National Representative: Branham/Newspaper Sales

DENVER

1 - LOCATION: Co-extensive with Denver County (PMSA). E&P Map C-2. On virtually level terrain one mi. above sea level, 10 mi. E of juncture of plains and Rocky Mountains. 1,048 mi. from Chicago, 640 mi. from Kansas City, 570 mi. from Salt Lake City, 500 mi. from Omaha

2 - TRANSPORTATION: **Railroads**-Union Pacific, Denver & Rio Grande Western, Burlington Northern, Santa Fe, Colorado & Eastern, Amtrak
Motor Freight Carriers-96
Intercity Bus Lines-Greyhound, Trailways, Gray Line Tours
Airlines-Continental, Continental Express, Delta, United, United Express, TWA, Ozark, Aspen Airways, Mexicana, Air Midwest, Eastern, Piedmont, American, USAir, Northwest, TransColorado, American West, Mesa

3 - POPULATION:
Corp. City/County 80 Cen. 490,336; E&P 88 Est. 498,132
CZ-ABC: (80) 1,261,761
Bal. in NDM-ABC: (80) 684,757
Total NDM-ABC: (80) 1,946,518
PMSA 80 Cen. 1,434,304; E&P 88 Est. 1,738,325
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City/County 80 Cen. 211,809; E&P 88 Est. 227,119
CZ-ABC: (80) 486,199
Bal. in NDM-ABC: (80) 239,457
Total NDM-ABC: (80) 725,656
PMSA 80 Cen. 608,047; E&P 88 Est. 690,096

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	11	13,159,133,000
Commercial (PMSA)	144	11,580,681,000

6 - PASSENGER AUTOS: County 337,925

7 - ELECTRIC METERS: All Classes Metro 713,641

8 - GAS METERS: All Classes Metro 567,491

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 37,700 ($489); Mfg. 94,800 ($417); Nondurable Goods 43,500 ($370); Durable Goods 51,300 ($468)
Principal Industrial Pay Day-Fri

10 - CLIMATE: Min. & Max. Temp.-Spring 29-80; Summer 51-92; Fall 18-68; Winter 13-59. First frost, Oct. 9; last frost, May 3

11 - TAP WATER: Alkaline. 53% of supply hard. 47% of supply soft. West Slope fluoridated. East Slope, not fluoridated.

12 - RETAILING: **Principal Shopping Area**-44 sq. blocks downtown on 15, 16 and 17 Sts. bet. Larimer and Broadway
Neighborhood Shopping Areas-W Alameda & S Sheridan; W 20 & Youngfield; 3400 Youngfield; 31[illegible] S Sheridan; 795 S Colo. Blvd.; 6500 S Bdwy.; 5050 S Federal; W 48 & Pecos; E 3rd Ave. & Hudson; 3300 Dahlia; 3575 S Logan; 3300 S Bdwy.; E Hampden & S Fairfax; E 22nd Ave. & Kearney; W Colfax & Carr; 600 S Holly; E 14th Ave. & Kearney; W 6th & Garrison; 601 S Bdwy.; 9305 Mntw. Blvd.; 7150 Federal; E 23rd & Oneida; E 33rd & Holly; W 72nd & Pecos; W 38th & Ames; 9000 N Wash.; E Fla. & Holly; W 38th & Wadsworth; W Littleton Blvd. & S Windermere; 7200 W Alameda; S Colorado Blvd. & Yale; 5801 W 44th Ave.; 10405 W Colfax; 1st Ave. & University Blvd.; 6th & Peoria; W Miss. & Quivas; 6455 W Colfax; S Fed. & W Evans; 2200 W Alameda.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Aurora Mall(128)	10	JCPenney, Sears, May D&F
Bear Valley Ctr.(36)	8	Burlington Coat Factory
Buckingham Sq.(103)	8	Joslin's, Mervyns, Mont. Ward
Cherry Creek(54)	3	Sears, May D&F
Cinderella City(194)	7	Joslins, May D&F, Mont. Ward, JCPenney
Lakeside Mall(78)	4	Woolworth, Target, Mont. Ward
North Valley Mall(67)	7	Mont. Ward, Burlington Coat Factory
Northglenn Mall (120)	10	Sears, Mervyns
Southglenn Mall(107)	12	Sears, May D&F, JC Penny
Southwest Plz (178)	12	Target, Joslins, May D&F, Sears, JC Penny, Mont. Ward
University Hills(47)	7	May D&F, JCPenney
Villa Italia(151)	6	Mont. Ward, JCPenney, Joslins
Westland(51)	7	May D&F, Sears
Westminster Mall(224)	9	Joslins, May D&F, Mervyn's, JCPenney, Broadway Southwest
Downtown Denver(100)		May D&F, Joslins, Woolworth

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Food Markets-Daily to 10 p.m. Shopping Ctrs.-Mon. through Fri. to 9 p.m. Sun. 12 to 5.

13 - RETAIL OUTLETS: **Department Stores**-Joslins, May-D&F, Broadway Southwest, May-D&F, Mervyn's, Montgomery Ward, JCPenney, Sears
Men's and Women's Clothing Stores-Aspen Leaf, Cottrell's, Fashion Bar, KG Mens Store, Lane Bryant, Miller Stockman, Montaldos, Perkins Shearer, PMM Western Wear, Richman Bros., Shepler's Inc., The Clothing Center, The Buccaneer, Casual Corner, Conrad's, County Seat, Fashion Gal, Foxmoor, Lerners, The Limited, Loehmanns, Hagan Sports, Kuppenheimer, Jerry Leonard, Brooks Brothers, The Regiment, The Gap, Burlington Coat Factory, Hit 'n' Miss, Clothestime, Ann Taylor, Casual Corner, Fashion Bug, Sizes Unlimited, The Gap, Bennetton, Banana Republic
Discount Stores-Target, K mart, Best, Service Merchandise, Buyers Club, Pace Whse.
Variety Stores-Woolworth, Steinmart, Marshall's, Yellow Front, T.J. Maxx, Ross, Cost Plus
Chain Drug Stores-Walgreens 20, Osco 20, King Soopers 47, Econo 4, K mart 12, Drug Emporium 3
Chain Supermarkets-Safeway 51, Albertsons 21, King Soopers 48, Grocery Warehouse 4, Cub Foods 6, Sax Foods 3.

14 - NEWSPAPERS: DENVER POST (m) 230,540; (S) 4409,704 Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Ryan McKibben, V.P. Adv., DENVER POST, 650 15th St., Denver, CO 80202; Tel. (303) 820-1963.
National Representative: Million Market Newspapers/Times Mirror National Marketing
ROCKY MOUNTAIN NEWS (m) 356,891; (S) 397,601; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Paul Campbell, Gen. Adv. Mgr., ROCKY MOUNTAIN NEWS, 400 W. Colfax Ave., Denver, CO 80204; Tel. (303) 892-5304.
National Representative: Sawyer-Ferguson-Walker.

DURANGO

1 - LOCATION: La Plata County, E&P Map A-3, County Seat. Shipping and wholesale center for five counties in the San Juan Basin, SW Colorado and N New Mexico. Agricultural, tourism, mining, industrial center. Grand Junction, 167 mi. N; 340 mi. from Denver; 220 from Albuquerque, NM.

2 - TRANSPORTATION: **Motor Freight Carriers**-4.
Airlines-United Express; Trans Colorado; America West.

3 - POPULATION:
Corp. City 80 Cen. 11,649; E&P 88 Est. 14,189
CZ-ABC: (80) 11,649
RTZ-ABC: (80) 38,211
County 80 Cen. 27,448; E&P 88 Est. 29,806
City & RTZ-ABC: (80) 49,860

4 - HOUSEHOLDS:
City 80 Cen. 4,120; E&P 88 Est. 4,329
County 80 Cen. 9,746; E&P 88 Est. 10,948
CZ-ABC: (80) 4,120
RTZ-ABC: (80) 13,430
City & RTZ-ABC: (80) 17,550

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$232,800,000
Savings	1	(Incl. above)
Savings & Loan	2	(Incl. above)

6 - PASSENGER AUTOS: County 21,158

7 - ELECTRIC METERS: Residence 5,522

8 - GAS METERS: Residence 3,152

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber Proc. 125; Iron and Sheet Metal 13; Oil & Natural Gas 150; Bottling Plants 70; Tourism.
Principal Pay Days-10th, 20th.

10 - CLIMATE: First killing frost, Oct. 1; last killing frost, June 1

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-19 blocks on Main Ave., 5 on Second Ave., 8 on Sixth St.
Neighborhood Shopping Center-Durango Mall, Main Mall, Town Plaza, Centennial, Animas Valley Mall, NM.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Centennial Mall	NA	Wonder World
Durango Mall	NA	K mart, JCPenney
Town Plaza(16)	NA	City Mkt

Principal Shopping Days-Mon., Thur., Sat. Grocery Stores are open Sundays.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Sears (catalog), K mart, Wonder World
Discount Stores-Yellow Front.
Variety Stores-Woolworth.
Chain Drug Stores-Basin Rexall, Professional Plaza, Revco.
Chain Supermarkets-City Market 2, Shur Value, Pac-N-Save.
Other Chain Stores-Hallmark, Maurice's, Stevenson's.

14 - NEWSPAPERS: HERALD (e-mon to fri) 6,961; (S) 8,386, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Don Steele, Adv. Mgr., HERALD, 1275 Main Ave., PO Box Drawer A, Durango, CO 81302; Tel. (303) 247-3504.
National Representative: Branham/Newspaper Sales.

FORT COLLINS

1 - LOCATION: Larimer County, (Fort Collins-Loveland MSA), E&P Map C-1, County Seat. Colorado State University (18,000), tourist gateway. 65 mi. N of Denver; 45 mi. SW of Cheyenne.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Colorado and Southern; Burlington Northern.
Motor Freight Carriers-8
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 64,632; E&P 88 Est. 82,656
CZ-ABC: (80) 65,092
RTZ-ABC: (80) 28,335
County/MSA 80 Cen. 150,644; E&P 88 Est. 180,270
City & RTZ-ABC: (80) 93,427
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,320; E&P 88 Est. 29,277
County/MSA 80 Cen. 54,086; E&P 88 Est. 66,675
CZ-ABC: (80) 23,523
RTZ-ABC: (80) 10,151
City & RTZ-ABC: (80) 33,674

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$332,000,000
Savings & Loan	7	N.A.
Industrial	5	N.A.

6 - PASSENGER AUTOS: County 19,213

7 - ELECTRIC METERS: County Residence 73,005

8 - GAS METERS: County Residence 48,944

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Colorado State Univ. 8,600; Eastman Kodak 2,800; Hewlett-Packard 2,476; Poudre R-1 2,000; Woodward Governor 1,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-68; Summer 52-94; Fall 22-52; Winter 13-42. First killing frost, Sept. 8; last killing frost, May 7.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Neighborhood Shopping Centers**-Laurel & College; College & Prospect; N College, 700-1100 blocks; W Elizabeth & Shields; S College, 2000-6500 blocks; S College, 3000-4000 blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Campus West(33)	3	Campus Merit Drug
Cedarwood Plz.	NA	King Sooper
Foothills Fashion Mall(50)	3	May D&F, JCPenney, Sears.
Foothills Sq.	NA	Fashion Bar
South College	2	Western Camera
University Mall(25)	1	King Sooper, Walgreens, Eaker's, Mont. Ward
K mart Plz.	2	K mart
Drake Crossing	5	Safeway, Walgreens
Scotch Pines	3	Toddy's

Principal Shopping Days-Wed., Thur., Fri., Sat., Sun.
Stores Open Evenings-Food and most major retailers.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Sears; May D&F; Eakers; Fashion Bar.
Variety Stores-Woolworth.
Discount Stores-K mart; Target; LaBelle's.
Chain Drug Stores-Walgreens 2; Rexall; Osco; Merit; Wal-Mart.
Chain Supermarkets-Safeway 2; Toddy's; King Soopers 2; Steele's 2; Beavers 2; Albertson's 2.

14 - NEWSPAPERS: COLORADOAN (m) 21,030; (S) 25,947, Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Denise Holman, Adv. Dir., COLORADOAN, PO Box 1577, Fort Collins, CO 80522; Tel. (303) 493-6397.
National Representative: Gannett National Newspaper Sales.

FORT MORGAN

1 - LOCATION: Morgan County, E&P Map C-1, 80 mi. NE Denver, on U.S. Hwys. 6, 34 and 198; State Hwy. 52; I-76.

2 - TRANSPORTATION: **Railroads**-Burlington; Union Pacific.
Motor Freight Carriers-2
Intercity Bus Lines-Arrow; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,768; E&P 88 Est. 9,417
County 80 Cen. 22,652; E&P 88 Est. 24,444
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,366; E&P 88 Est. 3,536
County 80 Cen. 7,981; E&P 88 Est. 8,938

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$129,416,327,000
Savings & Loan	4	$60,189,891,410

6 - PASSENGER AUTOS: County 17,430

7 - ELECTRIC METERS: Residence 5,435

8 - GAS METERS: Residence 3,158

9 - PRINCIPAL INDUSTRIES: Sugar Beet Factory; Grain; Seeds; Electric Generators; Fertilizer; Beef Packers; Modular Homes; Sugar.

10 - CLIMATE: First killing frost, Sept. 29; last killing frost, Apr. 4.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main St.; 3 on Ensign St.; 3 on State St.; 5 on Railroad Ave.; 13 on Platte Ave. **Principal Shopping Days**-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Discount Stores-Alco; Gibson; K mart.
Chain Drug Stores-City Pharmacy; Walgreens.
Chain Supermarkets-Johnson's Super; Green Acres Mkt.; Edwards Mkt.; Safeway.
Other Chain Stores-Brown's Shoe Fit; Conrad's; Amman; True Value Hardware.

14 - NEWSPAPERS: TIMES (e) 5,662; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Harold E. Bohm, Adv. Mgr., TIMES, Box 4000, Fort Morgan, CO 80701; Tel. (303) 867-5651.
National Representative: Branham/Newspaper Sales.

GLENWOOD SPRINGS

1 - LOCATION: Garfield County, E&P Map B-2, County Seat. Agricultural, mining, service, retail, resort area. 90 mi. NE of Grand Junction. On State Hwy. 133; I-70; U.S. Hwys. 6, 24.

2 - TRANSPORTATION: **Railroads**-Amtrak; Denver & Rio Grande Western.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 4,637; E&P 88 Est. 6,158
County 80 Cen. 22,781; E&P 88 Est. 27,790

4 - HOUSEHOLDS:
City 80 Cen. 1,930; E&P 87 Est. 2,507
County 80 Cen. 8,131; E&P 88 Est. 9,948

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$160,000,000

6 - PASSENGER AUTOS: County 18,873

7 - ELECTRIC METERS: Residence (City) 4,307

8 - GAS METERS: Residence (City) 2,908

9 - PRINCIPAL INDUSTRIES: Farming, Dairying, Resort (Hot Springs), Mining (coal)

10 - CLIMATE: Min. & Max. Temp.-Spring 30-87, Summer 55-92; Fall 36-80; Winter 18-54. First killing frost, Oct. 23, last killing frost, Apr. 13

11 - TAP WATER: Alkaline, hard

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Grand Ave., Glenwood Springs Mall.
Neighborhood Shopping Centers-City Market Plaza; Wal-Mart Shopping Ctr. South Glenwood on Hwy. 82; Van Rand Ctr.; Tamarack Mall; West Glenwood Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Glenwood Springs Mall	2	K mart, JCPenney

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Bullock's.
Discount Stores-K mart; Wal-Mart.
Variety Stores-Ben Franklin; Center Drug.
Chain Drug Stores-Long's.
Chain Supermarkets-City Market, Smith.
Other Chain Stores-7-Eleven; Zale's; 84 Lumber; Kenny's Shoes; Goodyear; Bumper to Bumper; Firestone; Gamble's; Gordon Jewelers.

14 - NEWSPAPERS: GLENWOOD POST (e-mon to fri) 4,988; sworn Oct. 1, 1987
Local Contact for Advertising and Merchandising Data: Mac Owen, Adv. Mgr., GLENWOOD POST, 2014 Grand Ave.; PO Box 550, Glenwood Springs, CO 81601; Tel. (303) 945-8515
National Representative: Branham/Newspaper Sales.

GRAND JUNCTION

1 - LOCATION: Mesa County, E&P Map A-2, County Seat. Shipping, whol. & ret., mining, industrial, recreation ctr. 250 mi. from Denver; 300 mi. from Salt Lake City. Regional Ret. trade area for approx. 9 counties.

2 - TRANSPORTATION: **Railroads**-Denver & Rio Grande Western.
Motor Freight Carriers-17
Intercity Bus Lines-Greyhound
Airlines-Continental; American West Airline; Skywest.

3 - POPULATION:
Corp. City 80 Cen. 27,956; E&P 88 Est. 35,287
County 80 Cen. 82,767; E&P 88 Est. 96,460
CZ-ABC: (80) 70,714
Bal. in NDM-ABC: (80) 78,907
Total NDM-ABC: (80) 149,621
Bal. in RTZ-ABC: (80) 19,613
Total NDM & RTZ-ABC: (80) 169,234
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,766; E&P 88 Est. 15,121
County 80 Cen. 29,668; E&P 88 Est. 34,884
CZ-ABC: (80) 26,101
Bal. in NDM: (80) 28,050
Total NDM-ABC: (80) 54,151
Bal. in RTZ-ABC: (80) 6,836
Total NDM & RTZ-ABC: (80) 60,987

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$280,033,554
Commercial	7	$382,036,000

6 - PASSENGER AUTOS: County 56,582

7 - ELECTRIC METERS: Residence 32,096

8 - GAS METERS: Residence 28,408

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Public Util. 1,244 ($314); Trade 9,450 ($264); Mining 4,069 ($325); Electronics 1,680 ($231); Ceramics 473 ($209); Insulation 488 ($297).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-88; Summer 55-93; Fall 37-80; Winter 18-53. First killing frost, Oct. 22; last killing frost, Apr. 13

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main St.; Teller Arms, North Ave. & 23rd; Brach's Vlg.; Albertson's, 12th & Orchard (43 stores); Eastgate; K mart Plz.; Mesa Mall, Hwys. 6 & 50 (109 stores); Coronado Plz. (18 stores); Monument Vlg. (15 stores).
Neighborhood Shopping Centers-2 blocks on North Ave.; 2 on Grand Ave.; 4 on Orchard Mesa.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Teller Arms(23)	3	Gibson
North 7th St	2	Walken Phcy. Mesa
North Ave	1	Phcy. City Mkt., K mart, Gibson
Grand Ave	NA	City Mkt.
Orchard Mesa	NA	7-Eleven
Pioneer Vlg (6)	2	Brach's Mkt., Western Auto
Mesa Mall(109)	4	Sears, JCPenney, Target, Mervyn's

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings and Sundays-Grocery, drug, shpg. ctr., discount stores.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Mervyn's.
Variety Stores-Woolworth; Western Auto.
Discount Stores-Gibson's; Surplus City; K mart; Target.
Chain Drug Stores-Mesa; Walgreens 3; Skagg's Walker 2; Gibson's 2.
Chain Supermarkets-Safeway 2; City Market 4; Thriftway 2; Albertson's 2; Cook's Warehouse 2.
Other Chain Stores-Singer Co.; Fashion Bar; Mode O'Day; Pay 'n Pak; Radio Shack; Nautilus; Baskin-Robbins; Wendy's; McDonald's.

14 - NEWSPAPERS: SENTINEL (e) 29,027; (S) 32,995; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Ralph Powers, Adv. Dir., SENTINEL, 734 S. 7th St.; PO Box 668, Grand Junction, CO 81501; Tel. (303) 242-5050.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

GREELEY

1 - LOCATION: Weld County, (MSA), E&P Map C-1, County Seat. NE part of state, midway between the capital cities of CO and WY. 52 mi. N of Denver. 51 mi. S of Cheyenne. Altitude 4,637 feet. At intersection of U.S. Hwys. 85 & 34. College center. Shipping point for livestock and farm products.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Colorado & Southern.
Motor Freight Carriers-5
Intercity Bus Lines-Greyhound

3 - POPULATION:
Corp. City 80 Cen. 53,006; E&P 88 Est. 60,292
CZ-ABC: (80) 61,986
Bal. in NDM-ABC: (80) 45,910
Total NDM-ABC: (80) 107,896
Bal. in RTZ-ABC: (80) 15,542
County/MSA 80 Cen. 124,515; E&P 88 Est. 136,106
NDM & Bal. in RTZ-ABC: (80) 123,438

4 - HOUSEHOLDS:
City 80 Cen. 19,351; E&P 88 Est. 22,758
County/MSA 80 Cen. 47,002; E&P 88 Est. 48,505
CZ-ABC: (80) 22,667
Bal. in NDM-ABC: (80) 15,022
Total NDM-ABC: (80) 37,689
Bal. in RTZ-ABC: (80) 5,060
NDM & Bal. in RTZ-ABC: (80) 42,749

5 - BANKS	NUMBER	DEPOSITS
Industrial	3	N.A.
Savings & Loan	8	$228,000,611
Commercial	9	$480,255,000

6 - PASSENGER AUTOS: County 29,065

7 - ELECTRIC METERS: Residence City 21,690; County 30,101

8 - GAS METERS: Residence 23,994

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Proc. 250 (N.A.); Farm Equip. 50 (N.A.); Motor Rebuild. 30 (N.A.); Overall Factory 375 (N.A.); Packing Plant 540 ($180); Electronics 450 (N.A.); Educ. 1,750 (N.A.).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-90; Summer 50-100; Fall 20-80; Winter 15-70. First killing frost, Sept. 30; last killing frost, May 5.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-7th St. to 11th St. and 6th Ave. to 9th Ave., approximately 15 square blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Greeley Mall(90)	NA	Mont. Ward, Joslins, Safeway, Sears, JCPenney, Fashion Bar
Hillside Ctr.(14)	NA	Onorato's Appliance
Hillside Mall(24)	NA	Target, King Soopers
Wilshire(7)	NA	
Bittersweet Plz.(23)	NA	Longs, Safeway

Stores Open Evenings-Food and discount Mon. through Sat. All stores open Thur. eves.

13 - RETAIL OUTLETS: **Department Stores**-Joslin's; JCPenney; Montgomery Ward; Big R; Fashion Bar; Sears.
Discount Stores-K mart; Target; Wal-Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Merit; Osco 2; Long's.
Chain Supermarkets-Safeway 3; King Soopers; Toddy's; Shopping Sav; Grocery Warehouse.
Other Chain Stores-Auto Supplies: Checker Auto, Firestone, Big A, Colorado Parts 2; Dairies: Meadow Gold, Sintons, Lowell-Paul; Finance Companies: Dial, General Associates, Avco, Aetna, Pacific, Security Credit, Household Finance, Beneficial, G.A.C.; Ice Cream: Bresler's, Baskin-Robbins 2, Dairy Queen; Jewelry: Weiss, Zale's, Gordon's; Men's Wear: Otis Bros., K.G. Men's; Paint: KWAL, Valspar, Pittsburgh, Sherwin-Williams, Komac; Sewing Centers: Viking, Bernina, Necchi-Elva, Pfaff, Singer; Shoes: Kinney, Brown's Shoe Fit, Red Wing, Famous Footwear, Pay Less, Fashion Bar; Women's Apparel: Fashion Bar, Carriage House, Miss B's.

14 - NEWSPAPERS: TRIBUNE & REPUBLICAN (e) 23,344; (S) 24,234; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Loren C. Abbott, Mktg. Dir., TRIBUNE, 714 8th St., Greeley, CO 80631; Tel. (303) 352-0211.
National Representative: None.

LA JUNTA

1 - LOCATION: Otero County, E&P Map C-3, County Seat.

2 - TRANSPORTATION: **Railroads**-Atchison; Topeka; Santa Fe.
Motor Freight Carriers-5.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 8,338; E&P 88 Est. 7,837
County 80 Cen. 22,509; E&P 88 Est. 22,379

4 - HOUSEHOLDS:
City 80 Cen. 3,007; E&P 88 Est. 2,866
County 80 Cen. 7,937; E&P 88 Est. 8,133

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$66,284,000
Savings & Loan	2	$150,000,000
Industrial	1	$9,663,000

6 - PASSENGER AUTOS: County 13,990

7 - ELECTRIC METERS: Residence 3,558

8 - GAS METERS: Residence 3,966

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-R.R. Shops 500; Food Prods. 375; USAF 150; Brass Fittings Mfg. 150; Livestock Sales Rings 120; Clothing Mfg. 170; Regional Hospital 150.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 60-105; Fall 20-75; Winter 0-50. First killing frost, Oct. 8, last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: **Principal Shopping Days**-Wed., Thur., Sun.
Stores Open Evenings-Dept.: Sat.; Food: Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Gambles; Sears; Coast-to-Coast.
Variety Stores-Woolworth.
Discount Stores-Gibson's.
Chain Supermarkets-Safeway.

14 - NEWSPAPERS: TRIBUNE-DEMOCRAT (e) 3,683; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Mack Burtis, Pub., TRIBUNE-DEMOCRAT, PO Box 480, La Junta, CO 81050; Tel. (303) 384-4475.
National Representative: Branham/Newspaper Sales.

LAMAR

1 - LOCATION: Prowers County, E&P Map D-3. 30 mi. W of Kansas State line; 120 mi. E of Pueblo; 200 mi. SE of Denver. On State Hwys. 119, 192, 196; U.S. Hwys. 50, 287 and 385.

2 - TRANSPORTATION: **Railroads**-Santa Fe.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 7,713; E&P 88 Est. 9,997
County 80 Cen. 13,070; E&P 88 Est. 16,645
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,842; E&P 88 Est. 3,680
County 80 Cen. 4,658; E&P 88 Est. 6,188

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$120,422,658

6 - PASSENGER AUTOS: County 8,657

7 - ELECTRIC METERS: Residence 4,937

8 - GAS METERS: Residence 3,915

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Bus Mfg. 700; Cattle Feed Yards 100.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-70; Summer 60-92; Fall 37-73; Winter 16-48. First killing frost, Oct. 18; last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-10 blocks on Main St.; 20 stores on adjacent streets; Vlg. Shopping Ctr., 10 outlets; K mart Shopping Ctr., 6 outlets.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Eisenhauer's; Sears (catalog); Big R; Farm and Ranch General Store.
Variety Stores-V&S.
Discount Stores-Gibson; K mart.
Chain Drug Stores-Geddy's; Coles; Gibson's; Corner; Jim's.
Chain Supermarkets-Safeway; IGA; 7-Eleven; Love's; Warehouse Foods.
Other Chain Stores-Conrad's; Mademoiselle; BMS-True Value Hardware; Guihen's Lumber & Landscape; Our Own Hardware.

14 - NEWSPAPERS: NEWS (e-mon to fri) 3,726; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Sharon Pendegraft, Sr. Adv. Dir., NEWS, 310 S. 5th; PO Box 1217, Lamar, CO 81052; Tel. (303) 336-2266.
National Representative: Colorado Press Service.

LONGMONT

1 - LOCATION: Boulder County, (In Boulder-Longmont PMSA), E&P Map C-1. Residential, Hi Tech, Electronic, Industrial & Agric. center. 37 mi. N of Denver. On State Hwys. 66, 119; U.S. Hwy. 287; 7 mi. W of I-25.

2 - TRANSPORTATION: **Railroads**-Burlington Route; Colo. & Southern; Great Western.
Motor Freight Carriers-4
Intercity Bus Lines-Colorado Motor Way; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 42,942; E&P 88 Est. 57,202
CZ-ABC: (80) 42,942
RTZ-ABC: (80) 72,450
County/PMSA 80 Cen. 190,295; E&P 88 Est. 237,508
City & RTZ-ABC: (80) 115,392
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,483; E&P 88 Est. 20,920
County/PMSA 80 Cen. 68,964; E&P 88 Est. 89,537
CZ-ABC: (80) 15,483
RTZ-ABC: (80) 25,065
City & RTZ-ABC: (80) 40,548

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$259,493,400
Savings & Loan	10	$2,899,596,232

6 - PASSENGER AUTOS: County 129,204

7 - ELECTRIC METERS: Residence 18,522

8 - GAS METERS: Residence 17,473

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil & Air Filters 500; Turkey Proc. 750; Foundries 125; Camp Trailers 130; FAA Unit 400; IBM 5,000; Cement 100; Heavy Duty Tractors; 4-WD Acces. 100; Hi Tech 530; Electronic 300.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-68; Summer 50-81; Fall 22-52; Winter 16-44. First killing frost, Sept. 8; last killing frost, May 7.

11 - TAP WATER: Fluoridated.

12 - RETAILING: **Principal Shopping Days**-Fri., Sat., Sun.
Stores Open Evenings-Week nights.

13 - RETAIL OUTLETS: **Department Stores**-Joslins; Fashion Bar; JCPenney; Sears; Starrs; K.G. Men's.
Variety Stores-Howell's.
Discount Stores-K mart; Wal-Mart.
Chain Drug Stores-Walgreens 3.
Chain Supermarkets-Safeway 3; Albertson's; King Sooper; Corner Pantry; Longmont Super Saver.

Other Chain Stores-Firestone; Jim Pans Tire City; Goodyear Service Store; Big O Tire; Dave Cook Sports; Miller Stockman; Orange Julius; Casual Corner; J. Riggings; Ups'N Downs; Circus World Toys; Zale's; Radio Shack; McDuff's; Fred Schmid; Wheelers.

14 - NEWSPAPERS: TIMES-CALL (e) 19,580; (S) 20,337; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Paul Stanton, Adv. Dir., TIMES-CALL, 350 Terry St., Longmont, CO 80501; Tel. (303) 776-2244.
National Representative: Branham/Newspaper Sales.

LOVELAND

1 - LOCATION: Larimer County. (In Fort Collins MSA). E&P Map C-1. 20 mi. W of Greeley. On U.S. Hwys. 34, 287. 50 mi. N of Denver; 7 mi. W of I-25.

2 - TRANSPORTATION: **Railroads**-Colorado & Southern Burlington; Great Western.
Intercity Bus Lines-Trailways.
Airlines-Fort Collins-Loveland Airport is 8 mi. NE of Loveland.

3 - POPULATION:
Corp. City 80 Cen. 30,244; E&P 88 Est. 40,266
CZ-ABC: (80) 30,215
RTZ-ABC: (80) 38,160
City & RTZ-ABC: (80) 68,979
County/MSA 80 Cen. 150,644; E&P 88 Est. 180,270

4 - HOUSEHOLDS:
City 80 Cen. 11,429; E&P 88 Est. 14,788
County/MSA 80 Cen. 54,086; E&P 88 Est. 66,675
CZ-ABC: (80) 11,429
RTZ-ABC: (80) 12,841
City & RTZ-ABC: (80) 24,740

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$152,971,000
Commercial	5	$181,805,339
Industrial	3	$9,481,392
Credit Unions	5	$10,927,000

6 - PASSENGER AUTOS: County 19,213

7 - ELECTRIC METERS: Residence 15,500

8 - GAS METERS: Residence 10,990

9 - PRINCIPAL INDUSTRIES: Industry, (No. of Workers)-Agric.; Livestock; Meat Packing; Furn.; Pre-Fab & Mobile Homes 125; Electronics 3,500; Jewelry; Photographic Papers 3,000; Offset Printing Plates; Oral Hygiene Prods.; Shower Massagers; Water Testing Equipment; Tourism.

10 - CLIMATE: Moderate.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: **(See Greeley & Fort Collins)**
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Orchard(23)	2	King Soopers, Eakers
Palmer Gardens	2	
Westlake	2	Ben Franklin
University Mall(25)	12	Wards, King Soopers
Foothills Sq.	11	Fashion Bar
Horizon Park	17	K mart, Skaggs, Eakers, King Soopers
Foothille Fashion Mall(50)	10	Sears, May D&F, JCPenney, The Denver

Principal Shopping Days-Sat., Mon., Thur., Sun. Supermarkets open Sundays.

13 - RETAIL OUTLETS: **Department Stores**-Westerman's.
Discount Stores-Alco; Loveland; K mart; Wheelers; Wal-Mart.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Draper; Walgreens.
Chain Supermarkets-Safeway; King Soopers; AG.
Other Chain Stores-Goodyear; Firestone; Eakers.

14 - NEWSPAPERS: REPORTER-HERALD (e-mon to fri) 16,175; (wknd) 16,972; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: David J. Storey, Adv. Dir., REPORTER-HERALD, 450 Cleveland; PO Box 59, Loveland, CO 80537; Tel. (303) 669-5050.
National Representative: Papert Companies.

MONTROSE

1 - LOCATION: Montrose County, E&P Map A-2, County Seat. Agric., trade & tourism ctr., 260 mi. W of Denver; 350 mi. from Salt Lake City. On U.S. Hwys. 50, 550; State Hwy. 90.

2 - TRANSPORTATION: **Railroads**-Denver & Rio Grande Western.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways.
Airlines-Aspen Airways; Trans Colorado.

3 - POPULATION:
Corp. City 80 Cen. 8,722; E&P 88 Est. 11,669
County 80 Cen. 24,552; E&P 88 Est. 25,526
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,254; E&P 88 Est. 4,388
County 80 Cen. 8,428; E&P 88 Est. 8,916

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	1	$1,152,222
Savings & Loan	3	$1,152,226,893
Commercial	3	$131,019,389

6 - PASSENGER AUTOS: County 14,486

7 - ELECTRIC METERS: Residence 3,693

8 - GAS METERS: Residence 3,546

9 - PRINCIPAL INDUSTRIES: Agric.; Livestock; Lumbering; Candies; Tourism; Gov't.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-62; Summer 52-86; Fall 36-65; Winter 16-40.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Days**-Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Allison's; Reeve's; Charmaine's; Conrad's.
Discount Stores-Gibson; K mart; Yellow Front; Wal-Mart.
Variety Stores-Ben Franklin; True-Value Hdwe.
Chain Supermarkets-City 3; Smiths'; City Market; Wyatt's Warehouse.

14 - NEWSPAPERS: PRESS (e-mon to fri) 6,506; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: H. James Crouse, Gen. Mgr., PRESS, 535 S. 1st St.; PO Box 81402, Montrose, CO 81402; Tel. (303) 249-3444.
National Representative: Branham/Newspaper Sales.

PUEBLO

1 - LOCATION: Pueblo County (MSA). E&P Map C-3. County Seat. Manufacturing; agriculture; wholesale and distributing center for S Colorado, N New Mexico, W Kansas; 112 mi. S of Denver; a major part of the Colo. Springs/Pueblo ADI.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Missouri Pacific; Denver & Rio Grande Western; Colorado & Southern Burlington.
Motor Freight Carriers-8.
Intercity Bus Lines-Continental Trailways; Greyhound; 24 Taxi Cabs.
Airlines-Continental Express; America West; TWA; Charter Service; Pan Ark Aviation; Pueblo Aircraft Service; Federal Express (freight).

3 - POPULATION:
Corp. City 80 Cen. 101,686; E&P 88 Est. 103,316
CZ-ABC: (80) 116,571
Bal. in NDM-ABC: (80) 142,987
Total NDM-ABC: (80) 259,558
County/MSA 80 Cen. 126,116; E&P 88 Est. 130,440

4 - HOUSEHOLDS:
City 80 Cen. 37,240; E&P 88 Est. 38,592
County/MSA 80 Cen. 45,095; E&P 88 Est. 49,178
CZ-ABC: (80) 41,958
Bal. in NDM-ABC: (80) 50,168
Total NDM-ABC: (80) 92,126

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	12	$563,189,000
Savings & Loan	7	$399,124,000

6 - PASSENGER AUTOS: County 89,415

7 - ELECTRIC METERS: Residence 50,976

8 - GAS METERS: Residence 42,816

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 4,790; Mining-Trade (Ret. & Whol.) 9,630; Gov't 10,210; Trans., Util. & Commun. 6,820; Fin., Ins., R.E. 1,720; Service 9,350; Contract Constr. 1,500; Military 750; Healthcare 3,374; Education 3,567; Trans. 607.
Principal Industrial Pay Days-Steel Mill-Mon., Tues., Wed.; Pueblo Army Depot-Every other Fri.; Railroads-1st and 15th; Gov't-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-75; Summer 55-91; Fall 25-81; Winter 14-49. First killing frost, Sept. 19; last killing frost, May 19.

11 - TAP WATER: Alkaline, hard; naturally fluoridated.

12 - RETAILING: **Principal Shopping Area**-9 blocks on Santa Fe; 11 on Main; 5 on Court; 6 on Union.
Neighborhood Shopping Areas-Abriendo, Broadway to Quincy, 3 blocks; Northern Ave., Elm to Spruce, 4 blocks.
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Belmont(27)	1	Alco, Chet's Market
Arapahoe(11)	2	Blende Super
Midtown(25)	NA	Sears, Ben Franklin
Sunset Plaza(33)	2	Alco, Safeway, Pay & Pak
King Soopers	2	King Soopers
Pueblo Mall(87)	1	Mont. Ward, Gart, JCPenney, Joslin's, Service Mdse., Mervyn's
Regency Sq.(32)	2	Osco

Principal Shopping Days-Mon.-Sun.
Stores Open Evenings-Food Mon. to Fri. to 8. One grocery to 11. Some grocery, drug open Sun.

13 - RETAIL OUTLETS: **Department Stores**-Joslin's; Service Merchandise; Montgomery Ward; Sears; JCPenney; Mervyn's.
Discount Stores-Wal-Mart 2; So-Lo Food; Alco 2; K mart 2; Yellow Front 2.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Osco; Grove (Merit) 5; Alamo; Associated Druggists 10.
Chain Supermarkets-Safeway 3; Blende Super; Chet's Food Center 2; King Soopers 2; Super Foods 6; 7-Eleven 21; Kwik Way 19; Loaf n' Jug 43; County Market.
Other Chain Stores-B.F. Goodrich; Goodyear; Lerner's; Fashion Bar; Kinney Shoes; Baker Shoes; Singer Co.; Zale's Jewelers; Sherwin-Williams Paints 2; Pittsburgh Paint & Glass; Douglas Optical; Gart Bros. Sporting Goods; Zale's Optical; Dunbar LPG; Remington Rand; Meadow Gold Dairy Prods.; Baskin-Robbins; Miller Tire; McCoy Co.; Mor-Valu Stamps; IBM; Mode O'Day; NAPA Auto Parts; AC Transmission Center; Kwal Paints; Sutherland Lumber Co.; Big Sur Waterbeds; Pay n' Pack 2; Checker Auto 2; Sieferts; Piece of Pie; KG Men's; Just Pants; So Fro Fabrics; Casual Corner; County Seat; Pearl Vision; Waldenbooks; Park Lane Hosiery; Motherhood Maternity; Track 'n Trail; Underworld; Foot Scene; Pants 'n Duds; T-Shirts Plus; Royal Optical; Athlete's Foot; Gallenkamp Shoes; Maling Shoes.

14 - NEWSPAPERS: PUEBLO CHIEFTAIN (m) 50,495; (S) 55,217; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jack Wyss, Adv. Dir., CHIEFTAIN, PO Box 4040, Pueblo, CO 81003; Tel. (719) 544-3520.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ROCKY FORD

1 - LOCATION: Otero County, E&P Map C-3. 11 mi. W of La Junta. On Fed. Hwy. 50; State Hwy. 71.

2 - TRANSPORTATION: **Railroads**-Santa Fe.
Bus Lines-Continental Trailways; Greyhound.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 4,804; E&P 88 Est. 4,357
County 80 Cen. 22,509; E&P 88 Est. 2,379

4 - HOUSEHOLDS:
City 80 Cen. 1,706; E&P 88 Est. 1,601
County 80 Cen. 7,937; E&P 88 Est. 8,133

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	1	$13,443,551
Commercial	3	$30,206,977

6 - PASSENGER AUTOS: County 13,990

7 - ELECTRIC METERS: Residence 1,714

8 - GAS METERS: Residence 2,257

9 - PRINCIPAL INDUSTRIES: Seed Cleaning; Equipment Mfg.; Seeds; Producers & Wholesalers; Frozen Foods (Onion & Vegetable Processing); Barbed Wire Mfg.; Recycling Equipment Mfg.; Computer Service Center; Western Clothing Mfg.

10 - CLIMATE: Min. & Max. Temp.-0-100.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Days**-Fri., Sat.
Stores Open Evenings-Sat. eves.; some on Sun.

13 - RETAIL OUTLETS: **Variety Stores**-Carousel.
Discount Stores-Gibson's; Payless.
Chain Drug Stores-Health Mart.
Chain Supermarkets-Safeway; 7-Eleven; Loaf'N Jug; Love's Country Store; Super Valu; Affiliated Grocers.

14 - NEWSPAPERS: GAZETTE (e-mon to fri) 3,352; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Laura Thompson, Adv. Dir., GAZETTE, 912 Elm Ave.; PO Box 430, Rocky Ford, CO 81067; Tel. (303) 254-3351.
National Representative: Branham/Newspaper Sales.

SALIDA

1 - LOCATION: Chaffee County. E&P Map B-2. Industrial, agric., residential ctr. & vacation resort. Monarch ski area and major subdivision development. 60 mi. W of Canon City; 100 mi. W of Pueblo. On U.S. Hwys. 50, 285, CO 291.

2 - TRANSPORTATION: **Railroads**-Division point for D&RGW.
Intercity Bus Lines-Continental.

3 - POPULATION:
Corp. City 80 Cen. 4,870; E&P 88 Est. 4,353
County 80 Cen. 13,306; E&P 88 Est. 13,864
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,975; E&P 88 Est. 1,636
County 80 Cen. 4,758; E&P 88 Est. 5,075

5 - BANKS	**NUMBER**	**EST. DEP.**
Bldg. & Loan	1	$32,000,000
Commercial	2	$70,000,000

6 - PASSENGER AUTOS: County 9,169

7 - ELECTRIC METERS: Residence 4,750

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Limestone Quarry & Screening Plant; Lumber; Soil Conditioning Agent; Tourism; Livestock Auctioning Ctr.; Poultry; Granite Grit Mfg.; Beryl; Terrazzo; Agric.; Cattle; Skiing.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-74; Summer 44-82; Fall 19-73; Winter 8-46.

11 - TAP WATER: Alkaline 112 PPM, medium hard (136 PPM).

12 - RETAILING: **Principal Shopping Days**-Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Crews-Beggs; Sharpes; Town & Country.
Discount Stores-Gibson; Wal-Mart.
Variety Store-Woolworth.
Chain Supermarkets-Safeway; AG 2.

14 - NEWSPAPERS: MOUNTAIN MAIL (m-mon to fri) 2,968; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Merle Baranczyk, Pub., MOUNTAIN MAIL, 125 E. 2nd St.; PO Box 189, Salida, CO 81201; Tel. (303) 539-6691.
National Representative: Branham/Newspaper Sales.

STERLING

1 - LOCATION: Logan County. E&P Map D-1, County Seat. Wholesale and shipping center for grain, cattle, sugar and oil in 5-county area of NE corner of CO. On South Platte River, 125 mi. NE of Denver; 430 mi. W of Omaha; 100 mi. SE of Cheyenne, WY. On I-76; U.S. Hwys. 6, 138 (main Denver-Chicago route), and State Hwys. 14 and 154.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Burlington-Northern.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Dash About Shuttle.

3 - POPULATION:
Corp. City 80 Cen. 11,385; E&P 88 Est. 11,261
CZ-ABC: (80) 11,385
RTZ-ABC: (80) 25,270
County 80 Cen. 19,835; E&P 88 Est. 19,724
City & RTZ-ABC: (80) 36,655
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,392; E&P 88 Est. 4,356
County 80 Cen. 7,146; E&P 88 Est. 7,420
CZ-ABC: (80) 4,392
RTZ-ABC: (80) 9,147
City & RTZ-ABC: (80) 13,539

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$232,112,893
Commercial	4	(incl. above)
Credit Union	1	(incl. above)

6 - PASSENGER AUTOS: County 13,466

7 - ELECTRIC METERS: Residence 4,928

8 - GAS METERS: Residence 4,677

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. Shops & Offices 215 ($400); Grain Elevators 30 ($240); Cattle Feeding 100 ($180); Oil Pipelines 65 ($300); Beef Slaughter Plant 173 ($290); Clothing 73 ($150).
Principal Industrial Pay Days-5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-56; Summer 55-85; Fall 33-61; Winter 16-48. First killing frost, Oct. 19; last killing frost, Apr. 21.

- **TAP WATER**: Alkaline, very hard, fluoridated

2 - **RETAILING**: **Principal Shopping Center**-30 ocks on 11 streets
eighborhood Shopping Centers-Broadway aza, U.S. Hwy. 138, N edge of city; High Plains enter; W Main Street
incipal Shopping Days-Wed., Thur., Fri.
ores Open Evenings-Food-Thur., Fri., 24 hr permarket

- **RETAIL OUTLETS**: **Department Stores**-Penney; C.R. Anthony; Sears; Bostwicks
riety Stores-Woolworth
scount Stores-Gibson's; K mart; Wheelers; Wal-art
ain Supermarkets-U-Save Supers 2; Bauer's; g T
her Chain Stores-Brown Shoe-Fit; Conrad's; erwin-Williams; Komac; Mead Lumber; Payless oes; Fashion Crossroads; Mr. D's (hardware)

- **NEWSPAPERS**: JOURNAL-ADVOCATE (e) 584; Mar. 31, 1988 ABC
cal Contact for Advertising and Merchandising ata: Myron D. House, Adv. Dir., JOURNAL-VOCATE, 504 N. 3rd St., PO Box 1272, Sterling, 80751; Tel. (303) 522-1990
tional Representative: Branham/Newspaper les.

TRINIDAD

- **LOCATION**: Las Animas County. E&P Map C-3. unty Seat. S central part of state

- **TRANSPORTATION**: **Railroads**-AT&SF; C&S eight); C&W (freight).
tor Freight Carriers-2.
tercity Bus Lines-Greyhound; Continental

- **POPULATION**:
rp. City 80 Cen. 9,663; E&P 88 Est. 8,950
Z-ABC: (80) 9,663
TZ-ABC: (80) 5,234
unty 80 Cen. 14,879; E&P 88 Est. 14,845
ty & RTZ-ABC: (80) 14,897

- **HOUSEHOLDS**:
ty 80 Cen. 3,516; E&P 88 Est. 3,052
unty 80 Cen. 5,367; E&P 88 Est. 5,468
-ABC: (80) 3,516
Z-ABC: (80) 1,851
ty & RTZ-ABC: (80) 5,367

- BANKS	NUMBER	DEPOSITS
mmercial	2	$76,200,000
vings & Loan	1	$55,160,000

- **PASSENGER AUTOS**: County 8,110

- **ELECTRIC METERS**: N.A.

- **GAS METERS**: N.A.

PRINCIPAL INDUSTRIES: Industry, No. of Wage rners (Av. Wkly. Wage-N.A.)-Railroads 275; ttle.
incipal Industrial Pay Days-5th & 20th.

- **CLIMATE**: Min. & Max. Temp.-Spring 8-85; mmer 33-100; Fall 8-88; Winter 24-76. First ling frost, Oct. 6; last killing frost, May 5.

- **TAP WATER**: Neutral, soft, chlorinated; fluori-ted.

- **RETAILING**: **Principal Shopping Center**-Six cks on Main and Commercial Sts.; IH-25 and ro Road.
ighborhood Shopping Centers-Arizona and lorado Aves.; University St.; Pine & State Sts.; vada & Animas; Trinidad Plz. 5 retail stores.
incipal Shopping Days-Mon., Wed., Sat.
ores Open Sundays-Grocery, drug and dis-unt.

- **RETAIL OUTLETS**: **Variety Stores**-Ahlschwede riety (Ben Franklin).
scount Stores-Pixie; Wal-Mart.
ain Drug Stores-Rexall 2; Revco.
ain Supermarkets-Safeway 2; Ringo Bros. 3; ssell's.
her Chain Stores-Mode O'Day.

- **NEWSPAPERS**: CHRONICLE-NEWS (e-mon to) 3,253; Mar. 31, 1988 ABC.
cal Contact for Advertising and Merchandising ta: Debra Marquardt, Adv. Dir., CHRONICLE-WS, PO Box 763, Trinidad, CO 81082; Tel. (303) 6-3311.
tional Representative: None.

VAIL

- **LOCATION**: Eagle County, E&P Map B-2. Cen-l Colorado mountain area. On I-70, 100 mi. W of nver.

- **TRANSPORTATION**: **Railroads**-Rio Grande.
tor Freight Carriers-Several.
ercity Bus Lines-Greyhound; Trailways.
Airlines-Continental Express.

3 - **POPULATION**:
Corp. City 80 Cen. 3,555; E&P 88 Est. 5,693
County 80 Cen. 13,305; E&P 88 Est. 17,596

4 - **HOUSEHOLDS**:
City 80 Cen. N.A.; E&P 88 Est. 2,493
County 80 Cen. N.A.; E&P 88 Est. 7,536

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.
Savings & Loan	2	N.A.

6 - **PASSENGER AUTOS**: County 16,572

7 - **ELECTRIC METERS**: N.A.

8 - **GAS METERS**: N.A.

9 - **PRINCIPAL INDUSTRIES**: Industry-Tourism; Skiing; Golfing; Fishing.

10 - **CLIMATE**: Av. Temp.-Summer 75; Winter 25. First killing frost, Sept.; last killing frost, June.

11 - **TAP WATER**: Hard, not fluoridated.

12 - **RETAILING**:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads	NA	Village Mkt.
West Vail Mall	NA	Safeway; Ace Hdwe.
Avon	NA	Wal-Mart; City Mkt.

13 - **RETAIL OUTLETS**: **Department Stores**-Bill Bullocks.
Variety Stores-Rucksacks.
Chain Supermarkets-Safeway; City market.

14 - **NEWSPAPERS**: VAIL DAILY (m-tues to S) 10,000; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: James Pavelich, Pub., VAIL DAILY, 143 E. Meadow Dr., PO Box 81, Vail, CO 81658; Tel. (303) 476-0555.
National Representative: None.

CONNECTICUT SURVEYS

METROPOLITAN STATISTICAL AREAS

New Haven-Meriden-Clinton and Killingworth towns in Middlesex County; Meriden, New Haven and West Haven cities; Bethany, Branford, East Haven, Guilford, Hamden, Madison, North Branford, North Haven, Orange, Wallingford and Woodbridge towns in New Haven County.
New London-Norwich, CT-RI-New London and Norwich cities; Bozrah, East Lyme, Franklin, Griswold, Groton, Ledyard, Lisbon, Montville, North Stonington, Old Lyme, Preston, Salem, Sprague, Stonington and Waterford towns in New London County, CT; Canterbury town in Windham County, CT; Hopkinton and Westerly towns in Washington County, RI.
Waterbury-Bethlehem, Thomaston, Watertown and Woodbury towns in Litchfield County; Waterbury city; Naugatuck borough; Middlebury, Prospect, Southbury and Wolcott towns in New Haven County.

PRIMARY METROPOLITAN STATISTICAL AREAS

Bridgeport-Milford-Bridgeport and Shelton cities; Easton, Fairfield, Monroe, Stratford and Trumbull towns in Fairfield County; Ansonia, Derby and Milford cities; Beacon Falls, Oxford and Seymour towns in New Haven County.
Bristol-Bristol city and Burlington town in Hartford County; Plymouth town in Litchfield County.
Danbury-Danbury city; Bethel, Brookfield, New Fairfield, Newtown, Redding, Ridgefield and Sherman towns in Fairfield County; Bridgewater and New Milford towns in Litchfield County.
Hartford-Hartford city; Avon, Bloomfield, Canton, East Granby, East Hartford, East Windsor, Enfield, Farmington, Glastonbury, Granby, Manchester, Marlborough, Newington, Rocky Hill, Simsbury, South Windsor, Suffield, West Hartford, Wethersfield, Windsor and Windsor Locks towns in Hartford County; Barkhamsted and New Hartford towns in Litchfield County; East Haddam town in Middlesex County; Colchester town in New London County; Andover, Bolton, Columbia, Coventry, Ellington, Hebron, Somers, Stafford, Tolland, Vernon and Willington towns in Tolland County.
Middletown-Middletown city; Cromwell, Durham, East Hampton, Haddam, Middlefield and Portland towns in Middlesex County.
New Britain-New Britain City; Berlin, Plainville and Southington towns in Hartford County.
Norwalk-Norwalk city; Weston, Westport and Wilton towns in Fairfield County.
Stamford-Stamford city; Darien, Greenwich and New Canaan towns in Fairfield County.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Hartford-New Britain-Middletown-Includes Bristol PMSA, Hartford PMSA, Middletown PMSA, and New Britain PMSA.
New York-Northern New Jersey-Long Island, NY-NJ-CT-Includes Bergen-Passaic, NJ PMSA; Bridgeport-Milford, CT PMSA; Danbury, CT PMSA; Jersey City, NJ PMSA; Middlesex-Somerset-Hunterdon, NJ PMSA; Monmouth-Ocean, NJ PMSA; Nassau-Suffolk, NY PMSA; New York, NY PMSA; Newark, NJ PMSA; Norwalk, CT PMSA; Orange County, NY PMSA; and Stamford, CT PMSA.

POPULATION ESTIMATES

(Thousands)

Age Group	1970	1980	1989
Under 5 Years	253	185	243
5-14 Years	601	465	470
15-24 Years	494	561	474
25-44 Years	731	861	1,074
45-64 Years	665	674	672
65 and Over	288	368	353
TOTAL	3,032	3,114	3,286

Based on U.S. Census

POPULATION ESTIMATES

(Thousands)

Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population according to the U.S. 1980 census.

Cities	Total Pop.	Spanish Origin	Percent
Bridgeport	142,546	26,656	18.7
Hartford	130,392	26,730	20.5

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1989 Est.
Bldg. Mat./Hdwr.	475	659	1,458
General Mdse.	1,262	1,554	2,747
Food	2,387	3,422	5,386
Automobiles	1,782	2,665	6,060
Gasoline Stations	806	1,448	1,692
Apparel	558	925	1,568
Furniture	451	641	1,381
Eat-Drink Places	889	1,428	2,545
Drugs	310	467	812
TOTAL SALES	10,428	15,829	27,585

ANSONIA

1 - **LOCATION**: New Haven County. (In New Haven-Waterbury-Meriden NECMA). E&P Map B-3. Residential and industrial center on Naugatuck River. 10 mi. NW of New Haven; 14 mi. NE of Bridgeport; 16 mi. S of Waterbury; 68 mi. NE of New York. On State Hwy. 8.

2 - **TRANSPORTATION**: **Railroads**-Conrail.
Motor Freight Carriers-7.
Intercity Bus Lines-CR&L; Intercity; Berkshire.

3 - **POPULATION**:
Corp. City 80 Cen. 19,039; E&P 88 Est. 19,278
CZ-ABC: (80) 44,819
RTZ-ABC: (80) 41,943
Co./NECMA 80 Cen. 762,977; E&P 88 Est. 790,214
City & RTZ-ABC: (80) 86,762

4 - **HOUSEHOLDS**:
City 80 Cen. 7,035; E&P 88 Est. 7,234
Co./NECMA 80 Cen. 271,542; E&P 88 Est. 291,507
CZ-ABC: (80) 16,519
RTZ-ABC: (80) 13,475
City & RTZ-ABC: (80) 29,994

5 - BANKS	NUMBER	DEPOSITS
Savings	7	$341,298,000
Savings & Loan	2	$31,144,000
Commercial	8	$102,700,000

6 - **PASSENGER AUTOS**: County 454,192

7 - **ELECTRIC METERS**: Residence 30,347

8 - **GAS METERS**: Residence 10,577

9 - **PRINCIPAL INDUSTRIES**: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-All Mfg. 6,060; Primary Metals; Research; Telecommunications; Fabricated Metals & Mach. 2,550; Other Mfg. 2,000; Total Emp. 10,610.

10 - **CLIMATE**: Min. & Max. Temp.-Spring 29-66; Summer 57-80; Fall 34-52; Winter 21-37. First killing frost, Oct. 27; last killing frost, Apr. 16.

11 - **TAP WATER**: Acid, very soft.

12 - **RETAILING**: **Principal Shopping Centers**-8 blocks on Ansonia; 2 on Shelton; 4 on Derby; 2 on Seymour; Route 8, Derby-Ansonia Line; Route 8, Ansonia Seymour; Route 34, Derby; Route 110, Shelton.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ansonia Mall(36)	NA	K mart
Ansonia Plaza(16)	NA	Jerry's Mkt.
Westside(13)	NA	Pilgrim Barbeque
Seymour Plaza(6)	NA	
Orange/Derby(20)	NA	Klarides, DM Reed
Valley(8)	NA	Bradlees, Stop & Shop
Plaza On The Green(8)	NA	
Tri-Town Plz (17)	NA	Greenfields, Ames
Caldor Ctr (4)	NA	Caldor, Shop-Rite
Southside(7)	NA	A&P
Klarides Vlg (6)	NA	Klarides Market
Shelton Sq	NA	Bradlees, Stop & Shop

Nearby Shopping Centers-East Derby (Derby); Huntington (Shelton); Oxford Center (Oxford); Seymour Center (Seymour).
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.; Mkts.-Mon. through Fri.

13 - **RETAIL OUTLETS**: **Department Stores**-Isaacson's; JCPenney.
Variety Stores-Woolworth.
Discount Stores-Bradlees; Caldor; Best Buy Appliances; K mart.
Chain Drug Stores-Rite Aid; Lear's 3; CVS.
Chain Supermarkets-A&P; Stop & Shop; Klarides.
Other Chain Stores-Firestone; Radio Shack; Fayva; Endicott-Johnson; Ames; Service Merchandise.

14 - **NEWSPAPERS**: SENTINEL (e) 15,533; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Gary Siegel, Adv. Dir., SENTINEL, 241 Main St., Ansonia, CT 06401; Tel. (203) 734-2546.
National Representative: Thomson Newspapers.

BRIDGEPORT

1 - **LOCATION**: Fairfield County (In Bridgeport-Stamford-Norwalk-Danbury NECMA). E&P Map B-4. County Seat. 56 mi. NE of NYC on main line of Northeast Rail Corridor and Connecticut Tpke.

2 - **TRANSPORTATION**: **Railroads**-Conrail; Amtrak; Tri-State Authority.
Steamships-Freight and passenger on Long Island Sound; Bridgeport-Port Jefferson (NY) Ferry.
Motor Freight Carriers-80.
Intercity Bus Lines-Trailways; Stratford; Greater Bridgeport Transit Authority.
Airlines-Atlantic Air; Pilgrim.

3 - **POPULATION**:
Corp. City 80 Cen. 142,546; E&P 88 Est. 144,644
CZ-ABC: (80) 280,925
RTZ-ABC: (80) 241,222
Co./NECMA 80 Cen. 809,061; E&P 88 Est. 828,709
City & RTZ-ABC: (80) 522,147

4 - **HOUSEHOLDS**:
City 80 Cen. 52,026; E&P 88 Est. 55,379
Co./NECMA 80 Cen. 280,597; E&P 88 Est. 297,521
CZ-ABC: (80) 98,755
RTZ-ABC: (80) 82,555
City & RTZ-ABC: (80) 181,310

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$3,238,837,000
Savings & Loan	4	(incl. above)
Commercial	8	(incl. above)

Danbury
NEW YORK STATE
Milford
BRIDGEPORT
Norwalk
Stamford
Greenwich
Long Island Sound
Mileage From Bridgeport To: New York City 56 Hartford 53
CONNECTICUT
BRIDGEPORT

Bridgeport Post-Telegram
Comb. (m&e) 78,505
The Sunday Post (S)
91,337 ABC 3/31/88
(Circle No. 29 on Market Request Card)

6 - PASSENGER AUTOS: County 535,048

7 - ELECTRIC METERS: Residence 109,551

8 - GAS METERS: 58,742

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. 9,100 ($267); Trans. Equip. 13,650 ($269); Elect. Equip. 8,450 ($182); Fabricated Metals 9,220 ($202); Primary Metals 3,850 ($278).

10 - CLIMATE: Min. & Max. Temp.-Spring 47-68; Summer 59-79; Fall 33-51; Winter 23-40. First killing frost, Oct. 18; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: **Downtown Shopping Centers**-5 blocks on Main St.; 1 on Fairfield Ave.; 4 on Broad St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bay View(7)	3	Howard Johnson, A&P, Bradlees
Brookside(16)	4	Liggett, McCrory, First Natl.
Connecticut Post(70)	10	Alexander's, Caldor
Hi Ho Center(60)	NA	Read's, Sears
Shop-Rite	4	Shop-Rite Mkt.
Hawley Lane	8	Waldbaum's, Caldor, Sage-Allen
Westfield Mall (Trumbull)(110)	8	G. Fox, Waldbaum's, Read's
The Dock	6	Bradlees, Stop & Shop
Univ. Square(10)	1	Warnaco

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Dept.-Mon., Thur., Food-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Read's 4; Howland's; Alexander's; Sears; G. Fox; Anderson Little.
Specialty-Howland's 2; Skydels.
Discount Stores-Stratford Town Fair; Bradlee's 5; Caldor 5; K mart; Burlington Mills.
Variety Stores-Woolworth; H.L. Green; McCrory.
Chain Drug Stores-Walgreens; SuperRx; Rite Aid 4; Medi-Mart 4; CVS; Rexall.
Chain Supermarkets-A&P 5; First National 4; Grand Union 5; Stop & Shop 6; Sunshine 2; Waldbaum's 5; Pathmark 3; Grand Central 3; Shop-Rite 2.
Other Chain Stores-Thom McAn; Fayva; Kinney Shoes; Goodyear; Firestone; Channel; Pearle; Grossman.

14 - NEWSPAPERS: TELEGRAM (m-mon to fri) 19,187; POST (e-mon to fri) 59,318; TELEGRAM/POST (m-sat) 70,239; POST (S) 91,337; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Paul J. Ward, Dir. Mktg. & Sales, TELEGRAM & POST, 410 State St., Bridgeport, CT 06604; Tel. (203) 333-0161.
National Representative: Landon Associates. Publishers' Representatives of Florida.

"We get you the business!"

with the largest daily and Sunday newspaper circulation in affluent Fairfield County...

#1 market in the United States in per capita Effective Buying Income: $18,092. (S&MM '86).

BRIDGEPORT CONNECTICUT POST TELEGRAM

Nationally Marketed By **LANDON ASSOCIATES**

(Circle No. 10 on Market Request Card)

BRISTOL

1 - LOCATION: Hartford County. (In Hartford-New Britain-Middletown-Bristol NECMA). E&P Map B-3. Manufacturing center in central CT. SW corner of county, on direct route between Hartford (18 mi. SW) and Waterbury (12 mi. NE).

2 - TRANSPORTATION: **Railroads**-Amtrak, Conrail.
Motor Freight Carriers-35.
Intercity Bus Lines-Corbin Coach Line.

3 - POPULATION:
Corp. City 80 Cen. 57,370; E&P 88 Est. 60,509
CZ-ABC: (80) 62,604
RTZ-ABC: (80) 28,175
County 80 Cen. 809,208; E&P 88 Est. 841,154
NECMA 80 Cen. 1,053,806; E&P 88 Est. 1,111,880
City & RTZ-ABC: (80) 90,779
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 20,510; E&P 88 Est. 22,206
County 80 Cen. 289,658; E&P 88 Est. 312,349
NECMA 80 Cen. E&P 88 Est. 405,727
CZ-ABC: (80) 22,437
RTZ-ABC: (80) 9,909
City & RTZ-ABC: (80) 32,346

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$304,456,670
Savings & Loan	1	$86,000,000
Commercial	5	$1,089,375,510

6 - PASSENGER AUTOS: County 507,363

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mach. & Elect. Equip. 5,700; Primary & Fab. Metals and Instruments 3,000; Mfg. 1,470; Servs. 3,000; Gov't 2,700; Whol./Ret. 4,200. All other 1,790. (Av. Wkly. Wage-$335).
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 55-95; Fall 28-70, Winter 10-50. First killing frost, Oct. 20; last killing frost, Apr. 20.

11 - TAP WATER: Slightly acid, very soft; fluoridated.

12 - RETAILING: **Neighborhood Shopping Centers**-North Side, Forestville-Pine St.; W. Side-4 along Farmington Ave., Route 6.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bristol Centre Mall(32)	NA	Sage-Allen, Sears Surplus, Finast
Pine Plz.(28)	3	Western Auto, A&P
Bristol Plz.(31)	2	Bradlees, Stop & Shop
Hub 6 Plz.(15)	2	Caldor
Foodmart Plz.(10)	3	Food Mart, Rickel
Shopper's Jctn.(10)	3	Shop-Rite

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Downtown Dept., Thur.; Bristol Centre Mall, Thur. & Fri.; Food, Mon. through Sat.; Shopping Plaza, Shoppers Junction and the Hub, Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Davidson & Leventhal's; Sage Allen.
Variety Stores-Woolworth.
Discount Stores-Bradlees; Zayre; Caldor.
Chain Drug Stores-L&L (Rexall-Forestville); Family Drug (Shop Rite-Bristol); Pine Plaza; Amity Drug; Arrow Drug; CVS; Brook's; Medi-Mart; Price-Rite.
Chain Supermarkets-A&P 2; First National; Stop & Shop; Food Mart 2; Ferraro's; Waz's; IGA; Shop-Rite.
Other Chain Stores-Singer; Western Auto; Shoe Towne; Uniroyal; Firestone; Grossman's; Inside Outlet; Bess Eaton; Michaels Jewelers; Fayva Shoes; So Fro Fabrics; Rickel Home Center; Motor-Mart.

14 - NEWSPAPERS: PRESS (e) 20,404, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Charles A. Poole, Sr., Adv. Dir., PRESS, 99 Main St., Bristol, CT 06010; Tel. (203) 584-0501.
National Representative: Landon Associates.

DANBURY

1 - LOCATION: Fairfield County (Bridgeport-Stamford-Norwalk-Danbury NECMA). E&P Map A-3. County Seat. Industrial center. On U.S. Hwys 6, 7, 202; State Hwys. 37, 39, 58; I-84.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-26.
Intercity Bus Lines-Bonanza; Trailways; Chieppo; Chartered Lines; Leprechaun; Short Line; Greyhound.
Airlines-Danbury Airways; Conn. Air Service Inc.; Air Northeast Charter; Bluebird Aviation Corp.; Beechcraft-East Inc.

3 - POPULATION:
Corp. City 80 Cen. 60,470; E&P 88 Est. 67,844
CZ-ABC: (80) 76,474
RTZ-ABC: (80) 175,379
Co./NECMA 80 Cen. 809,061; E&P 88 Est. 828,709
City & RTZ-ABC: (80) 251,853
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 21,079; E&P 88 Est. 25,007
Co./NECMA 80 Cen. 280,597; E&P 88 Est. 297,521
CZ-ABC: (80) 26,276
RTZ-ABC: (80) 55,584
City & RTZ-ABC: (80) 81,860

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$231,037,000
Savings & Loan	4	$115,300,000
Commercial	20	$238,881,000

6 - PASSENGER AUTOS: County 535,048

7 - ELECTRIC METERS: Residence 27,400

8 - GAS METERS: Residence 10,660

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. 2,210 ($420); Elect. Equip. 5,780 ($430); Metals 1,760 ($430); Precision Instruments 4,650 ($480); Furn. & Paper 1,970 ($487).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-58; Summer 62-84; Fall 41-64; Winter 18-35. First killing frost, Oct. 5; last killing frost, May 5.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Main St.; 6 on White St.; 2 on West, Elm & Liberty Sts.; North St.; Berkshire; Plumtrees Plaza; Nutmeg Plaza.
Neighborhood Shopping Centers-White St. & Locust Ave.; Wooster Village; Lake Ave. at Lawncrest; Danbury, North St. & Padanaram; Berkshire; Beaver Brook; Germantown Ctr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Danbury Fair Mall(220)	3	Macy's, G. Fox, Sears, JCPenney
Berkshire(30)	2	Bradlees, CVS, Marshall's, Service Mdse.
Bethel Plaza(10)	2	First Natl., Agway
Brookfield Ctr.	3	Anderson-Little, Radio Shack, Caldor
Copp's Hill Plaza(23)	5	Stop 'n Shop, Caldor, Genovese
New Milford Plaza(20)	10	Bradlees, Diamond Intl., Stop 'N Shop
Newtown	8	A&P, Grand Union
North St. Ctr.	2	Mont. Ward, Brooks Drug, A&P
Putnam Plaza	12	Radio Shack
Ridgefield(9)	8	Grand Union, A&P
Brook Plaza(8)	3	Waldbaum's, CVS, Channel Home Ctr.
Veteran's Plaza	17	Brooks Drugs, First Natl.
Plumtrees Plz.	2	Sterling Optical, Inside Outlet
Nutmeg Plaza (12)	2	Stop 'n Shop

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept. Stores, Main St. Fri.

13 - RETAIL OUTLETS: **Department Stores**-Howland's; Macy's; G. Fox, Jordan Marsh; Sears; Caldor; Bradlees; JCPenney.
Discount Stores-Marshall's; T.J. Maxx; Service Merchandise.
Variety Stores-Woolworth; Kresge.
Chain Drug Stores-Whelan; Liggett 2; Rite Aid 2; CVS; Brooks; Genovese; Medi-Mart.
Chain Supermarkets-A&P 4; First National 4; Grand Union 4; Pathmark; Stop 'n Shop 3; Waldbaum; Grand Central; Shop-Rite; IGA 5.
Other Chain Stores-Radio Shack; Anderson-Little; Grossman's; Wickes Lumber; Lloyd Lumber; Shoe Town; Fayva; Inside Outlet; Channel Home Center; Tano Shoes; Sterling Optical; Dress Barn.

14 - NEWSPAPERS: NEWS-TIMES (m) 37,752; (S) 44,501; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Daniel J. Stewart, Adv. Dir., NEWS-TIMES, 333 Main St., Danbury, CT 06810; Tel. (203) 744-5100.
National Representative: Landon Associates.

GREENWICH

1 - LOCATION: Fairfield County (In Bridgeport-Stamford-Norwalk-Danbury NECMA). E&P Map A-4. SW part of CT; 27 mi. from NYC.

2 - TRANSPORTATION: **Railroads**-New Haven Div. Conrail.
Intercity Bus Lines-Valley Trans. Co.; Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 59,578; E&P 88 Est. 60,590
NDM-ABC: (80) 59,565
Co./NECMA 80 Cen. 809,061; E&P 88 Est. 828,709
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 21,520; E&P 88 Est. 22,388
Co./NECMA 80 Cen. 280,597; E&P 88 Est. 297,521
NDM-ABC: (80) 21,520

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	N.A.
Savings	4	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 535,048

7 - ELECTRIC METERS: Residence 22,103

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Publishing; Electronic Controls; Research Engineering; Industrial & Nuclear Experimental Research; Hdqtrs. for numerous major corporations.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-74; Summer 35-91; Fall 51-89; Winter 3-74. First killing frost, Dec. 21; last killing frost, Apr. 5.

11 - TAP WATER: Highly filtered, moderately soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-8 blocks on Greenwich Ave. & Putnam Ave.
Neighborhood Shopping Areas-Sound Beach Ave., Old Greenwich; Post Rd., Cos Cob; Byram; Riverside, W Putnam Ave.; Putnam Plaza, E Putnam Ave.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Thru-Way	3	Woolworth, A&P

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon.-Sun.

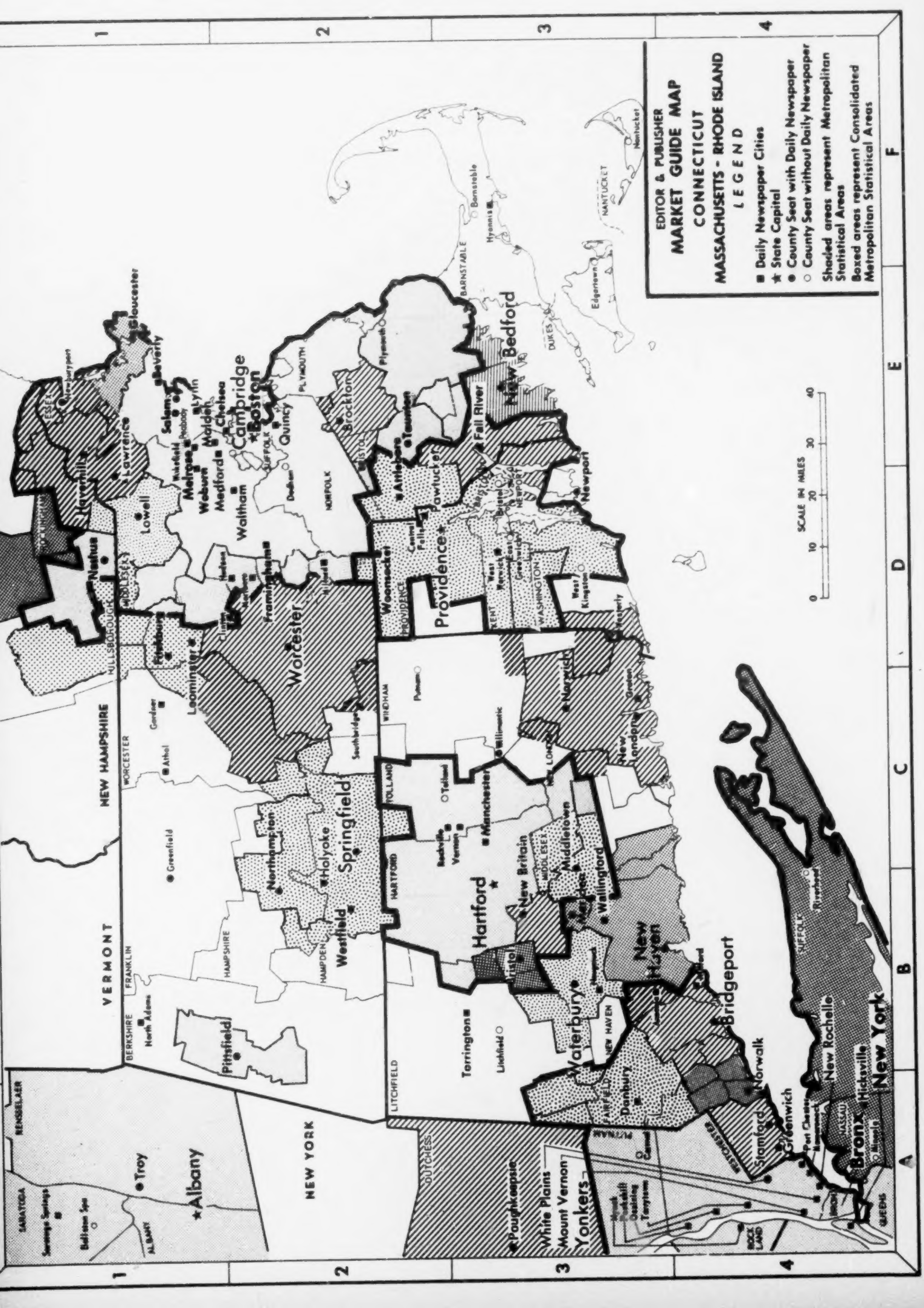
13 - RETAIL OUTLETS: **Discount Stores**-Caldor.
Variety Stores-Woolworth.
Chain Supermarkets-A&P 2; Grand Union 2; Finast; Food Mart [illegible]; Grand Central.
Other Chain Stores-Ann Taylor; Benetton; Laura Ashley; Banana Republic; Victoria's Secret; Dress Barn.

14 - NEWSPAPERS: TIME (all day-mon to fri) 13,458; (m-sat) 12,407; (S) 12,913; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Sandra Guss, Mktg. Services Mgr., TIME, 20 E. Elm St., Greenwich, CT 06830; Tel. (203) 625-4400 or (203) 964-2402.
National Representative: Landon Associates.

HARTFORD

1 - LOCATION: Hartford County (In Hartford-New Britain-Middletown-Bristol NECMA). E&P Map B-3, Capital. Midway between NY and Boston. At head of navigation on Connecticut River. Insurance and industrial center.

2 - TRANSPORTATION: **Railroads**-Conrail (freight); Amtrak (passengers).
Motor Freight Carriers-82.
Intercity Bus Lines-Short Line; Arrow; Bonanza; Connecticut Co.; Post Road Stage; Greyhound; Trailways of New England; Longueil.
Airlines-USAir; American; Delta; Eastern; United; Pan American; Trans World; Piedmont; Air Ontario;


EDITOR & PUBLISHER
MARKET GUIDE MAP
CONNECTICUT
MASSACHUSETTS - RHODE ISLAND
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas
SCALE IN MILES
0
10
20
30
40
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NEW YORK
VERMONT
NEW HAMPSHIRE
Albany
Troy
Saratoga Springs
Ballston Spa
Poughkeepsie
White Plains
Mount Vernon
Yonkers
New Rochelle
Bronx
New York
Hicksville
Mineola
Riverhead
Pittsfield
North Adams
Greenfield
Northampton
Holyoke
Springfield
Westfield
Athol
Gardner
Fitchburg
Leominster
Worcester
Framingham
Nashua
Lowell
Lawrence
Haverhill
Newburyport
Gloucester
Beverly
Salem
Peabody
Lynn
Melrose
Woburn
Malden
Medford
Chelsea
Cambridge
Boston
Quincy
Waltham
Dedham
Brockton
Plymouth
Taunton
Attleboro
Fall River
New Bedford
Barnstable
Hyannis
Edgartown
Nantucket
Woonsocket
Pawtucket
Central Falls
Providence
West Warwick
East Greenwich
Bristol
Newport
West Kingston
Westerly
Putnam
Willimantic
Norwich
New London
Groton
Tolland
Manchester
Rockville
Vernon
Hartford
New Britain
Bristol
Middletown
Meriden
Wallingford
Torrington
Litchfield
Waterbury
New Haven
Milford
Bridgeport
Norwalk
Danbury
Stamford
Greenwich
Port Chester
LITCHFIELD
HARTFORD
TOLLAND
WINDHAM
NEW LONDON
MIDDLESEX
NEW HAVEN
FAIRFIELD
BERKSHIRE
FRANKLIN
HAMPSHIRE
HAMPDEN
WORCESTER
MIDDLESEX
ESSEX
SUFFOLK
NORFOLK
BRISTOL
PLYMOUTH
BARNSTABLE
DUKES
NANTUCKET
PROVIDENCE
KENT
WASHINGTON
NEWPORT
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3 - POPULATION:
Corp. City 80 Cen. 136,392; E&P 88 Est. 136,509
CZ-ABC: (80) 301,473
RTZ-ABC: (80) 585,085
County 80 Cen. 809,208; E&P 88 Est. 841,154
NECMA 80 Cen. 1,053,806; E&P 88 Est. 1,111,880
City & RTZ-ABC: (80) 886,558

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 51,026; E&P 88 Est. 55,435
County 80 Cen. 289,658; E&P 88 Est. 312,349
NECMA 80 Cen. 372,122; E&P 88 Est. 405,727
CZ-ABC: (80) 112,177
RTZ-ABC: (80) 207,356
City & RTZ-ABC: (80) 319,533

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	14	$5,895,005,000
Savings & Loan	13	$3,540,452,000
Commercial	15	$12,970,452,000

6 - PASSENGER AUTOS: County 507,363

7 - ELECTRIC METERS: Residence 49,700

8 - GAS METERS: Residence 30,524

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Ins. 52,410 ($520); Trans. Equip. 41,778 ($623); Ret. 71,492 ($230); Mach. (exc. elect.) 14,534 ($601); Food 4,257 ($506).
Principal Pay Days-Mfg. Thur.; Ins. 15th & 30th; Trade Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring -6-97; Summer 36-102; Fall 12-96; Winter -26-70. First killing frost, Oct. 18; last killing frost, Apr. 19.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown Hartford; 5 blocks on Main St.; 1 on State St.; 1 on Pratt St.; 1 on Church St.; 3 on Asylum St.; 2 on Trumbull St.; 1 on Allyn St.; Richarson Mall; Civic Center Shopping Mall; Pavilion at State House Square.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bishop's Corner(22)	4	Caldor
Bloomfield Wintonbury Mall(19)	4	Florence Travis
Bristol Plaza(34)	11	Bradlees, Woolworth, Stop & Shop, D&L
Brookside Plz. (Enfield)(35)	NA NA	Edward's Food Whse., Marshall's, Crazy Eddie
Burr Corners (Manchester)(20)	10	A&P, Caldor, Inside Outlet
Charter Oak Mall	4	Stop & Shop, Bradlees, Radio Shack, Walgreens
Foodmart(35)	3	Zayre, Fay's Drug, Foodmart, Thom McAn
Corbin's Corner(34)	4	Sears, Filene's Basement Toys 'R Us, D&L, Alcott & Andrews
Crossroads Plz.(14)	4	Foodmart
Drake Hill Mall Simsbury(12)	15	Brooks Drug, Fitzgerald's,
East Brook Mall (Mansfield)(22)	22	Sage Allen, Caldor, A&P
East Hartford	2	Sage Allen
East Windsor	NA	Cohoe's, Dansk
Elmwood	4	First Natl., Channel, Caldor
Enfield Mall(29)	14	Bob's Stores
Enfield Sq.(57)	15	Steiger's, G. Fox, JCPenney, CVS
Farmington Valley Mall(30)	10	Sage Allen, D&L, Stop & Shop, Medi Mart, Bradlees
Fox Run Mall(26)	4	Frank's, Radio Shack
K mart Plaza(3)	5	K mart, Finast
Manchester Parkade(39)	7	Sears, Channel Anderson-Little, Bradlees, Stop & Shop
Mott's Center (Wethersfield)(2)	3	K mart, Mott's Mkt.
Newington(12)	10	Warehouse Foods, Bradlees
Old Avon Village	15	Arrowhead Specialty, Thrifty Yankee
Prospect Plaza(15)	3	Edward's Food, Motomart
Putnam Bridge(16)	3	Zayre, Fay's Drug, T.J. Maxx
Silver Lane(25)	3	Burlington Coat Factory
State Line (Enfield)(20)	15	Levitz, Shop-Rite, Fay's Drug, Zayre
Suffield Vlg.(28)	25	A&P
Caldor Plz.(14)	6	Caldor, Food Mart, Rite Aid
Tri City	11	Sage Allen, D&L, Regal's, Caldor, Finast
West Farms(151)	4	G. Fox, Sage Allen, JCPenney, Herman's, Lord & Taylor, Lane Bryant, CVS
West Hartford/ K mart Plaza	NA	K mart, Food Mart
West Hartford	4	Sage Allen, Finast
Wetherfield(37)	5	Sage Allen, A&P, D&L, CVS
Windsor(60)		Sage Allen, K mart, A&P, Radio Shack, CVS

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Marshall's; G. Fox; Sage Allen; Sears; Lord & Taylor; Herman's; Luettgen's; D&L.
Discount Stores-K mart 7; Paperama; Mars 2; Odd Lot; Caldor 12; Zayre 5; Bradlees 12.
Variety Stores-Fairway; Mars.
Chain Drug Stores-Walgreens 9; Maxwell 2; Fay's Drug 5; Modern 3; Liggett 2; CVS 20; Apothocary 3; Rite Aid 11; Brook's 11; Arthur's 6; Kazarian 3.
Chain Supermarkets-First Natl. 14; A&P 8; Stop & Shop 14; Mott's Shop-Rite 12; Food Mart 12; Frank's 2; Greenfields 6; Heartland Foods 3.
Other Chain Stores-Sherwin-Williams 10; Thom McAn 9; Anderson-Little 5; Singer Co. 9; Firestone 4; Western Auto 15; Grossman's 6; Brewster's; Lane Bryant; Namco 6; Thayer-McNeil 3; Hickory Farms 3; Radio Shack 16; Susan Terry; Casual Corner 4; Kay Jewelers; Lerner; Ormond's 3; Michael's; Baker Shoes 3; Child World 2; So-Fro Fabrics 5; Helen Gallagher 3; Kinney Shoes 10; Channel 4; Rickel 2; Lechmere.

14 - NEWSPAPERS: COURANT (m) 224,599; (S) 309,928; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: John Krikorian, Adv. Dir., COURANT, 285 Broad St., Hartford, CT 06115; Tel. (203) 241-6200.
National Representative: Million Market Times Mirror Marketing.

MANCHESTER

1 - LOCATION: Hartford County (Hartford-New Britain-Middletown-Bristol NECMA). E&P Map C-3. Residential center, 8 mi. from Hartford. On U.S. Hwys. 6, 15, 44, 84, 86.

2 - TRANSPORTATION: **Railroads**-Amtrak; Conrail.

Motor Freight Carriers-3.
Intercity Bus Lines-Arrow; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 49,761; E&P 88 Est. 50,945
NECMA 80 Cen. 1,053,806; E&P 88 Est. 1,111,880
County 80 Cen. 809,208; E&P 88 Est. 841,154
HERALD:
CZ-ABC: (80) 49,761
RTZ-ABC: (80) 142,505
City & RTZ-ABC: (80) 192,266
JOURNAL INQUIRER:
NDM-ABC: (80) 248,452

4 - HOUSEHOLDS:
City 80 Cen. 18,459; E&P 88 Est. 19,229
County 80 Cen. 289,658; E&P 88 Est. 312,349
NECMA 80 Cen. 372,122; E&P 88 Est. 405,727
HERALD:
CZ-ABC: (80) 18,459
RTZ-ABC:(80) 50,694
City & RTZ-ABC: (80) 69,153
JOURNAL INQUIRER:
NDM-ABC: (80) 86,280

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$166,297,000
Commercial	8	$3,235,398

6 - PASSENGER AUTOS: County 507,363

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Textiles; Parachutes; Reamers; Women's Garments; Elect. Instruments; Clutches; Paper Board; Insulating Paper; Paper Specialties; Toys; Tools.
Principal Industrial Pay Days-Wed.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-57; Summer 59-80; Fall 41-62; Winter 19-36.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Main St. and Depot Sq.; Manchester Shopping Parkade.
Nearby Shopping Centers-Corner McKee St. & Hartford Rd.; Center St. at Adams St.; W. Middle Tpke. & E. Center St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Broad St Parkade(32)	NA	Bradlees, Marshails, Stop & Shop
Burr Corners(20)	NA	A&P, Channel Lumber, Caldor, Inside Outlet
Charter Oak (E. Hartford)	NA	Bradlees, Medi Mart, Stop & Shop, Radio Shack
E. Hartford Plz.(7)	NA	Sage-Allen
Elm Plaza (Enfield)(10)	NA	Caldor
Enfield Mall(30)	NA	
Enfield Sq.(56)	NA	G. Fox, Steiger's, JCPenney
K mart Plaza (Vernon)(15)	NA	K mart, First Nat'l
Manchester (Parkade)(56)	NA	Sears, D&L
Putnam Bdge. Plz. (E. Hartford)(4)	NA	Zayre
Shop-Rite Plz.(10)	NA	Shop-Rite, Radio Shack
Stateline Plz. (Enfield)(18)	NA	Channel Lumber, Zayre, Levitz
Suffield Vlg.(20)	NA	A&P
Tri-City Plz.(31)	NA	Caldor, D&L, Finast, Sage-Allen

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept. Stores-Thur.; Food-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Marlow's; Sears.
Discount Stores-Caldor; Bradlees; Marshalls; K mart.
Variety Stores-Fairway.
Chain Drug Stores-Arthur's; Rite Aid; CVS.
Chain Supermarkets-A&P 2; Stop & Shop; Food Mart; Shop-Rite; Highland Park; Supreme Foods.
Other Chain Stores-Goodyear; S&H Green Stamps.

14 - NEWSPAPERS: MANCHESTER HERALD (e) 8,790; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Denise Roberts, Adv. Dir., HERALD, Herald Sq., Manchester, CT 06040; Tel. (203) 643-2711.
National Representative: Landon Associates.
JOURNAL INQUIRER (e) 44,026; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: William K. Sybert, JOURNAL INQUIRER, 306 Progress Dr., Manchester, CT 06040; Tel. (203) 646-0500.
National Representative: Landon Associates.

MERIDEN-WALLINGFORD

1 - LOCATION: New Haven County, Hartford & Middlesex Tri County Area (In New Haven-Waterbury-Meriden NECMA). E&P Map B-3. Industrial center. Interstate Hwys. 84, 91 & 691; CT Rts. 5, 10, 15 & 66.

2 - TRANSPORTATION: **Railroads**-Conrail; Amtrak.

Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Eastern; American; Pan Am; Delta; USAir; Pilgrim; Newair; Air Wisconsin; United.

3 - POPULATION:
Corp. Cities 80 Cen. 94,392; E&P 88 Est. 99,638
Meriden 80 Cen. 57,118; E&P 88 Est. 60,189
Wallingford 80 Cen. 37,274; E&P 88 Est. 39,449
CZ-ABC: (80) 94,392
RTZ-ABC: (80) 58,667
Co./NECMA 80 Cen. 762,977; E&P 88 Est. 790,214
City & RTZ-ABC: (80) 153,059

4 - HOUSEHOLDS:
Cities 80 Cen. 33,857; E&P 88 Est. 36,751
Meriden 80 Cen. 21,051; E&P 88 Est. 22,999
Wallingford 80 Cen. 12,806; E&P 88 Est. 13,752
Co./MECMA 80 Cen. 271,542; E&P 88 Est. 291,507
CZ-ABC: (80) 33,857
RTZ-ABC: (80) 18,999
City & RTZ-ABC: (80) 52,856

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Cml.	20	$612,219,825

6 - PASSENGER AUTOS: County 454,192

7 - ELECTRIC METERS: Residence 29,425

8 - GAS METERS: Residence 10,695

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Silverware 150; Intercom. System 300; Hardware, etc. 700; Plastics 1,300; Steel 700; Util. 1,100; Filters 800; Medical R&D 1,000; Automotive 800; Paper Boxes 350; Pharmaceutical & Biomedical 1,500; Jewelry Mfg. 400; Electronics 300; (Av. Wkly. Wage $460).
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 55-85; Fall 40-70; Winter 30-52. First killing frost, Oct. 31; last killing frost, Apr. 29.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-10 blocks on W Main; Colony, E Main & Pratt; Wallingford, 6 on Center St. from Fair to Cherry; 1 on Main St. at Simpson Court.
Neighborhood Shopping Centers-Broad & E Main; Village of South Meriden; Yalesville; Caldor Shpg. Plaza, Rt. 5 & Broad St; The Clock Factory; Parker Mills Shops; Tower Square; Rt. 5.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Wallingford Plz.(11)	NA	K mart, Rite Aid, Finast, Radio Shack
Tower Sq. Plz.(90)	NA	Ala Boutique, Family Sleep Ctr.
Caldor Plz.(8)	NA	Caldor, Food Mart, Vision World
Maple Croft Plz.(14)	NA	Stop & Shop, Raymonds, Marshalls, Rite Aid, Cheshier Video
North Haven Plz.(25)	NA	Lloyd's Home Ctr., JC Penny, Stop & Shop, Grafty Corner
Queen Plz.(16)	NA	Zayre, Shop Rite, Radio Shack, JoAn Fabrics, Thom McAn
Edward's Plz.(11)	NA	JR's Food Store
Queen "B" Plz.(7)	NA	Channel, Eblens
Ames Plz.(16)	NA	Ames, Finast, Fashion Bug
Meriden Sq.(56)	NA	Caren Charles, Casual Corner, Foxmoor Casuals, Lerner Shops, Kinney, JC Penny, G Foxx
Wallingford Ctr.(40)	NA	Milton's Men's Shop, Morgan's Drug, Sherwin Williams, The Smart Shop, Lesley's Ltd

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Downtown Thur.; Shopping Centers nightly.

13 - RETAIL OUTLETS: **Department Stores**-G. Fox & Co.; Worth's; JCPenney; D&L.
Discount Stores-Ames; Caldor 2; K mart 3; Nu-Stars; Zayre.
Chain Drug Stores-Courtesy; Stimpson 2; Rite Aid; CVS; Brooks 3; Fay 2.
Chain Supermarkets-Finest 2; Barker's; Caplan's; Food Mart 3; Shop-Rite 2; Everybody's 3; Stop & Shop; Towne & County; Edwards.
Other Chain Stores-Fayva Shoes; Arnolds Jewelers; Hit or Miss; Queen Cinema; Fotomat; Pizza Hut; Mr. Steak; Harvey's; Roy Rogers; Pearle Vision Ctr.; Auto World; D'Elegance; Chess King; The Gap; Parklane Hosiery; Littman's Jewelry; Waldenbooks; Firestone; Sherwin-Williams; Aubuchon; Sweater Company; Accessories Plus; Reliasle Paint & Hdwe; Fashion Shoppe; House of Gomes; The Signature; Foot Loose Shoes; Soundwaves; Maluzzo's.

14 - NEWSPAPERS: RECORD-JOURNAL (m) 31,573; (S) 30,728; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Michael F. Killian, Adv. Dir., RECORD-JOURNAL, 11 Crown St., Meriden, CT 06450; Tel. (203) 235-1661.
National Representative: Branham/Newspaper Sales.

MIDDLETOWN

1 - LOCATION: Middlesex County, (Hartford-New Britain-Middletown-Bristol NECMA). E&P Map B-3, County Seat. Industrial, agric. and educ. center. About halfway between New York and Boston on Connecticut River, 15 mi. from Hartford. On U.S. Hwy. 66; State Hwys. 9, 17, 72 and 157.

2 - TRANSPORTATION: **Railroads**-Central Conn.

Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Peter Pan; MAT.

3 - POPULATION:
Corp. City 80 Cen. 39,040; E&P 88 Est. 41,237
CZ-ABC: (80) 57,688
RTZ-ABC: (80) 105,670

County 80 Cen. 129,527; E&P 88 Est. 141,991
NECMA 80 Cen. 1,053,806; E&P 88 Est. 1,111,880

City & RTZ-ABC: (80) 163,358

4 - HOUSEHOLDS:
City 80 Cen. 14,130; E&P 88 Est. 14,518
County 80 Cen. 45,922; E&P 88 Est. 52,506
NECMA 80 Cen. 372,122; E&P 88 Est. 405,727
CZ-ABC: (80) 20,765
RTZ-ABC: (80) 37,024
City & RTZ-ABC: (80) 57,789

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$669,100,000
Commercial	5	$225,220,000

6 - PASSENGER AUTOS: County 86,680

7 - ELECTRIC METERS: Residence 18,400

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Total 46,010; Mfg. 9,570 (Durable Goods 7,810; Nondurable Goods 1,760); Non-Mfg. 36,440; Constr. 1,920; Trans. 660; Commun. & Util. 910; Trade 7,380 (Whol. 1,230 & Ret. 6,150); Fin., Ins. & R.E. 7,980; Service 11,190; Gov't 6,400 (Federal 220; State & Local 6,180).
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-90; Summer 60-95; Fall 50-80; Winter 10-60. First killing frost, Oct. 15; last killing frost, Apr. 15.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-9 blocks on Main St.; 2 on Washington St.; 2 on Court St.; 2 on William St.; 2 on College St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Metro Sq.(24)	NA	Waldbaum's, CVS, Hit or Miss
Riverview Ctr.(8)	NA	Sears
South Side(4)	3	Bradlees, Stop & Shop
Middletown Plz.(19)	3	Waldbaum's, CT Beverage Mart
Washington Plz.(10)	3	CVS, Shop Rite, Grossman's, Caldor
Cromwell Sq.(26)	4	K mart, Radio Shack, Lloyds Home Ctr.
Cromwell Commons (15)	6	Firestone, MBC Computer

Principal Shopping Days-Wed., Fri., Sat.
Stores Closed-About 10% on Mon.
Stores Open Evenings-All Fri., some Tues., Thur.; Sears-Every night.

13 - RETAIL OUTLETS: **Department Stores**-Kabachnick; Sears.
Discount Stores-Bradlees 2; K mart.
Variety Stores-Woolworth.
Chain Drug Stores-CVS Pharmacy 2.
Chain Supermarkets-Tri-Town Market; Stop & Shop 2; Mott's Shop Rite; Waldbaum's 2.
Other Chain Stores-Kabel's; Amato's; Prague Shoes; JoAnn Fabrics; True Value Home Ctr.

14 - NEWSPAPERS: PRESS (e) 19,754; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: F. Sam Tierney, Adv. Dir., PRESS, 2 Main St., Middletown, CT 06457; Tel. (203) 347-3331.
National Representative: Landon Associates.

MILFORD

1 - LOCATION: New Haven County, (In New Haven-Waterbury-Meriden NECMA). E&P Map B-4. Hwys. 1A, 122.

2 - TRANSPORTATION: **Railroads**-Conrail.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 50,898; E&P 88 Est. 52,285
NDM-ABC: (80) 49,101
Co./NECMA 80 Cen. 762,977; E&P 88 Est. 790,214

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,526; E&P 88 Est. 17,675
NDM-ABC: (80) 16,857
Co./NECMA 80 Cen. 271,542; E&P 88 Est. 291,507

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	8	$960,736,687
Commercial	8	$6,913,355,350

6 - PASSENGER AUTOS: County 454,192

7 - ELECTRIC METERS: Residence 20,440

8 - GAS METERS: Residence 10,217

9 - PRINCIPAL INDUSTRIES: Razors; Machine Tools and Parts; Hardware; Ball Point Pens; Electric Motors; Computer Software and Services; Jai Alai; Trucking.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-68; Summer 60-90; Fall 33-51; Winter 23-40. First killing frost, Oct. 18; last killing frost, Apr. 25.

11 - TAP WATER: Hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Conn. Post(63)	2	Caldors, Stop & Shop, Alexander's
Cherry St. Plaza(10)	NA	
Liberty Rock Plaza(10)	NA	K mart, Waldbaum, Rite Aid
Loehmann's Plaza	NA	Loehmann's
Turnpike Sq.(15)	NA	Channel, Waldbaum
Grand Central Plaza(6)	2	Grand Central

13 - RETAIL OUTLETS: **Discount Stores**-Alexander's; Caldor; K mart; CWT.
Chain Drug Stores-Rite Aid; Brooks.
Chain Supermarkets-Stop & Shop; Waldbaum.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 7,130, (S) 9,032; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: David B. Ruscetta, Gen. Mgr. or Amanda Schumaker, Ret. Adv. Mgr., CITIZEN, 349 New Haven Ave.; PO Box 585, Milford, CT 06460; Tel. (203) 874-1691.

National Representatives: Landon Associates; U.S. Suburban Press.

NAUGATUCK

1 - LOCATION: New Haven County, (In New Haven-Waterbury-Meriden NECMA). E&P Map B-3; about midway in the Naugatuck Valley. State Hwys. 8, 63, 68, I-84.

2 - TRANSPORTATION: **Railroads**-Amtrak; Conrail.

Motor Freight Carriers-3.
Intercity Bus Lines-New England Trans.; Connecticut Ry. Ltg. Co.; Interstate Coach; Northeast Trans.

3 - POPULATION:
Corp. City 80 Cen. 26,456; E&P 88 Est. 31,061
Co./NECMA 80 Cen. 762,977; E&P 88 Est. 790,214

4 - HOUSEHOLDS:
City 80 Cen. 9,345; E&P 88 Est. 11,229
Co./NECMA 80 Cen. 271,542; E&P 88 Est. 291,507

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$6,978,646
Savings & Loan	1	$74,599,159
Savings	1	$134,907,558

6 - PASSENGER AUTOS: County 454,192

7 - ELECTRIC METERS: Residence 11,825

8 - GAS METERS: Residence 4,162

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Chem. 1,180; Candy 400; Iron Works 350.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-90; Summer 60-95; Fall 50-80; Winter 10-60. First killing frost, Nov. 23; last killing frost, May 1.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Church St.; 1 on Main St.; 2 on Rubber Ave.; Mountview Plaza; 1 on New Haven Rd.
Neighborhood Shopping Centers-Union City; Glenridge; Rubber Ave.
Principal Shopping Days-Thur., Fri.
Stores Closed-Mondays during summer months.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Rubin's; Raphael's; Rosenblatt's; Breen's; Ames; Worth's.
Variety Stores-G.C. Murphy.
Chain Drug Stores-Brooks; CVS; Rite Aid.
Chain Supermarkets-First National; Stop & Shop.

14 - NEWSPAPERS: NEWS (e) 5,043; sworn Mar. 31, 1988.
Local Contact for Advertising and Merchandising Data: F.E. Hennick, Pub., NEWS, 195 Water St., Naugatuck, CT 06770; Tel. (203) 729-2228.

National Representative: Landon Associates.

NEW BRITAIN

1 - LOCATION: Hartford County, (In Hartford-New Britain-Middletown-Bristol NECMA). E&P Map B-3. Manufacturing center. Adjacent to U.S. Rtes. 5, 6, 15, I-84 & I-91. State Hwys. 10, 71, 72. 10 mi. SW of Hartford.

2 - TRANSPORTATION: **Railroads**-Amtrak; Conrail.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Bonanza; Dahco; N.B. Transportation.
Airlines-25 mi. from Bradley International Airport.

3 - POPULATION:
Corp. City 80 Cen. 73,840; E&P 88 Est. 73,004
NDM-ABC: (80) 142,241
County 80 Cen. 809,208; E&P 88 Est. 841,154
NECMA 80 Cen. 1,053,806; E&P 88 Est. 1,111,880

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 28,539; E&P 88 Est. 29,496
County 80 Cen. 289,658; E&P 88 Est. 312,349
NECMA 80 Cen. 372,122; E&P 88 Est. 405,727
NDM-ABC: (80) 51,916

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	6	N.A.
Savings & Loan	1	N.A.
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 507,363

7 - ELECTRIC METERS: Residence and Industry 52,000

8 - GAS METERS: Residence and Industry 28,854

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 20,854 ($486); Primary and Fabricated Metals 8,580 ($453); Hardware 4,040 ($486); Mach. 3,130 ($427); Elect. and Trans. Equip. 5,240 ($550); Other Mfg. 3,000 ($405). Total non-agriculture wage and salary workers 67,930.
Principal Pay Days-Tues., Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-57; Summer 60-80; Fall 43-62; Winter 21-36. First killing frost, Oct. 17; last killing frost, Apr. 19.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Main St.; 2 on W. Main; 1 on Arch St.; 4 on Broad St.; 2 on E. Main.
Neighborhood Shopping Centers-Farmingdale Shopping Plaza, 8 stores on Farmington Ave.; 4 Star Shopping Plaza, 9 stores on Allen St.; Stanley Shopping Plaza, 1 store on Slater Rd.; Newbrite Shopping Plaza, 16 stores on E. Main St.; Columbus Plaza, 7 stores on Columbus Blvd.; Plaza Shopping Center, 2 stores on W. Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Webster Sq.(11)	5	Woolworth, Food Mart, Mars
Corbins Corner(27)	5	Sears, D&L, Toys 'R Us
Twin City Plaza(8)	2	Finast, Twin City Drug
K mart Plaza	5	K mart, Food Mart, T.J. Maxx
Farmingdale	8	Sussman's, Giant Food, Caldor
Newbrite Plaza(25)	16	Radio Shack, Finast
Stanley Plaza	1	Stuartss
Ferndale Plaza	3	Gnazzo's Food, Ferndale Drug
Meriden Square Mall(58)	9	JCPenney, G. Fox & Co., Anderson Little
West Farms Mall(150)	5	JCPenney, G. Fox & Co., Sage Allen, Lord & Taylor
Red Oak Plz.	3	Radio Shack, Mars
Queen Plaza(12)	7	Zayre, Shop-Rite
Caldor Village	12	Caldor, Food Mart
Newington(3)	7	Bradlees, Greenfield's
Town Line(14)	10	Food Mart, Caldor
Northwood Plaza	5	Food Mart
Southington	8	Carpet Factory,
Shopade(9)	8	Edward's
Prospect Plaza(10)	10	Edward's

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Food-Daily.
Most malls & plazas open eves., and Sunday.

13 - RETAIL OUTLETS: **Department Stores**-Davidson and Leventhal; JCPenney; Sage-Allen; G. Fox & Co.; Sears; Lord & Taylor.
Discount Stores-Bradlees; Zayre; Caldor; K mart; Mars; Stuarts.
Variety Stores-Woolworth.
Chain Drug Stores-Rite Aid; Arrow 3; Shop-Rite; CVS 5.
Chain Supermarkets-Finast; Food Mart 5; Shop-Rite 2; Greenfields 3; Stop & Shop 2; A&P; Sussman's Giant; Heartland.
Other Chain Stores-Sherwin-Williams; Firestone; Thom McAn; Anderson-Little; Singer Co.; Marshalls; Hickory Farms; Radio Shack; Michael's Jewelers; Goodyear; Shoe Town; Grossman's.

14 - NEWSPAPERS: THE HERALD (e) 39,815; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Robert Netupski, V.P.-Mktg., THE HERALD, 1 Herald Square, New Britain, CT 06050; Tel. (203) 225-4601.
National Representative: Landon Associates.

NEW HAVEN

1 - LOCATION: New Haven County (In New Haven-Waterbury-Meriden NECMA). E&P Map B-4. In central part of state. Harbor on L.I. Sound. At the intersection of the New England Thruway (I-95), I-91 and Route 34. Providing access to markets in Boston, Montreal, Miami, NYC, Washington, DC and points west.

2 - TRANSPORTATION: **Railroads**-Conrail-Amtrak; 14th most active Amtrak station in the nation. A key stop on the Boston-to-Washington corridor.
Motor Freight Carriers-78.
Intercity Bus Lines-Arrow; New England Transit; Peter Pan; Trailways.
Freight Steamship Lines-20.
Airlines-Air Wisconsin; Business Express.
Limousine Service-Passenger service to Kennedy & LaGuardia Intl. Airports (NYC) & Bradley Intl. Airport (Hartford); Newark Airport (NJ).

3 - POPULATION:
Corp. City 80 Cen. 126,109; E&P 88 Est. 125,347
NDM-ABC: (80) 646,053
Co./NECMA 80 Cen. 762,977; E&P 88 Est. 790,214

4 - HOUSEHOLDS:
City 80 Cen. 50,634; E&P 88 Est. 49,481
Co./NECMA 80 Cen. 271,542; E&P 88 Est. 291,507
NDM-ABC: (80) 228,099

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	58	$20,155,162,000
Savings & Loan	14	$1,158,386,000
Commercial	44	$9,620,228,000
Credit Unions	122	N.A.
National	17	$12,270,699,000

6 - PASSENGER AUTOS: County 454,192

7 - ELECTRIC METERS: Residential and Commercial customers 55,910 (City)

8 - GAS METERS: New Haven area 77,641

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total Non-Agric. Employment 205,930; Mfg. 39,390 ($371); Apparel & Leather 1,510 ($198); Printing & Pub. 3,360 ($371); Chem. 1,950 ($452); Rubber & Misc. Plastics 1,590 ($342); Primary Metals 2,870 ($433); Fabricated Metals 5,970 ($368); Mach. 2,440 ($391); Elect. & Trans. Equip. 9,490 ($419); Instruments 1,340; Other Mfg. 8,930 ($319); Non-Mfg. 166,540; Constr. 8,300; Trans. (incl. R.R.) 5,720; Commun. & Util. 7,610; Trade 49,080 (Whol. 12,940, Ret. 36,140); Fin., Ins. & R.E. 12,310; Service (incl. Nonprofit) 55,970; Gov't 24,640.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Av. Temp.-Spring 47; Summer 69; Fall 53; Winter 30. First killing frost, Nov. 15; last killing frost, Mar. 25.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center**-In downtown area bounded by York, George, State and Grove Sts. Principal store-Macy's.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Acme Mall	3	Ames, Everybody's
Amity Center	7	McCrory, Stop & Shop
Ansonia Mall	10	K mart
Branford	5	Stop & Shop
Branhaven	4	Caldor, Waldbaum's
Connecticut Post	12	Alexanders, Caldor, Stop & Shop
Crystal Mall	45	Filene's, JCPenney, Jordan Marsh, Sears
Drazen	9	Lloyd Home & Bldg. Ctr.
Edward's/T.J. Maxx	10	Medi-Mart
Hamden Mart	6	Howlands, Arthur's, Bradlees, Stop & Shop
Hamden Plaza	6	Marshall's, Child World, Consumer Distrib.
Hawley Square	18	Caldor, Sage Allen
Exit 51/I-95 Plaza	8	K mart
Maple Croft	14	Marshall's, Stop & Shop
Meriden Square	20	JCPenney, G. Fox

ntowese	4	Finast, Mar's
ugatuck Valley	20	G Fox, Sears
v Haven Plaza	3	Ames
nge Derby	9	Read's, Klarides Supermarket
een Plaza	22	K mart
rs	8	Sears
mbull Park	20	G Fox, Read's
npike Square	12	Channel, Waldbaum's
lingford Plz	15	K mart, Finast

incipal Shopping Days-Thur., Fri., Sat.
res Open Evenings-Macy's-Mon. through Fri.,
rs-Mon. through Sat.

- RETAIL OUTLETS: **Department Stores**-
enney; Sears; Macy's; Alexanders; Howland's;
Fox; Read's; Sage-Allen; Ames.
count Stores-Amazings; Bradlees; Caldor;
nnel; Marshall's; K mart; Mar's; Railroad Sal-
e.
iety Stores-Kresge; American Discount.
in Drug Stores-Amity 2; CVS 2; Genovese;
gett; Mall Drugs; Maxwell; Medi Mart 2; Rite
3; Walgreens 3.
in Supermarkets-First National 4; Green-
d's Warehouse Foods; Stop & Shop 15; Wald-
m's/Food Mart 5; Pathmark 3; Klaride 2;
rybody's 5; Cheshire IGA 2; Grand Central 4.
er Chain Stores-Anderson-Little; Arthur's;
er Shoe; A.S. Beck; Bennetton; Bernie's; Brian
en; Brooks; Carol-Ann Dress Shops; Casual
ner; Cherry-Webb & Touraine; Childworld;
zy Eddie; Curtis Mathes; Donlevy's; Dress
n; Fayva; Firestone; Fotomat; Franklin Simon;
dyear; Grossmans; Hickory Farms; Kaufman
pet; Kinney Shoes; Lane Bryant; Lerner Shops;
tt's; Lloyd's; Michael's Jewelers; Odd Lot Tra-
g; Pearl Vision Center; J. Press; Radio Shack;
rwin-Williams; Shoe Town; Spencer Gifts;
yer McNeil; The Gap; Toys-R-Us; Thom McAn;
royal.

- NEWSPAPERS: REGISTER (m) 103,004; (S)
,853; Mar. 31, 1988 ABC.
al Contact for Advertising and Merchandising
: Michael R. Vanacore, Adv. Dir. or Henry S.
ak, Jr., Asst. Adv. Dir., REGISTER, Long Wharf,
Sargent Dr., New Haven, CT 06511; Tel. (203)
-1121.
onal Representative: Landon Associates.

NEW LONDON

OCATION: New London County. E&P Map C-3
New London-Norwich, NECMA). At mouth of
nes River on Long Island and Fishers Island
ds. Home of the U.S. Coast Guard Academy,
necticut College, Mitchell College, University
T Branch, U.S. Underwater Sound Laboratory.
Hwy. I-95. Shipping center; Wholesale center.
mi. from New York; 106 mi. from Boston; 46
from Hartford; 51 mi. from New Haven; 56 mi.
Providence; 74 mi. from Worcester.

RANSPORTATION: **Railroads**-Amtrak; Central
mont & Grant Trunk (freight).
or Freight Carriers-7.
rcity Bus Lines-Greyhound; Blue; New Haven
ore Line; Short Line; Southeastern Area Tran-
Bonanza.
nes-Pilgrim; USAir.

POPULATION:
. City 80 Cen. 28,842; E&P 88 Est. 27,723
/NECMA 80 Cen. 238,115; E&P 88 Est.
261
BC: (80) 87,747
-ABC: (80) 87,220
& RTZ-ABC: (80) 174,967

HOUSEHOLDS:
80 Cen. 10,461; E&P 88 Est. 10,348
/NECMA 80 Cen. 81,814; E&P 88 Est. 91,288
BC: (80) 29,453
-ABC: (80) 29,425
& RTZ-ABC: (80) 58,878

BANKS	**NUMBER**	**DEPOSITS**
ngs	8	N.A.
ngs & Loan	5	N.A.
nercial	8	N.A.

PASSENGER AUTOS: County 135,323

ELECTRIC METERS: Residence City 12,125

GAS METERS: City 7,963

PRINCIPAL INDUSTRIES: Industry, No. of Wage
ers (Av. Wkly. Wage-N.A.)-Submarine Bldg.;
biotics; Chemical; Collapsible Tubes; Re-
ch & Publication.
cipal Industrial Pay Day-Fri.

CLIMATE: Min. & Max. Temp.-Spring 43-71;
mer 66-88; Fall 48-73; Winter 31-50. First
ng frost, Oct. 26; last killing frost, Apr. 14.

- TAP WATER: Alkaline, very soft; not fluori-
d.

- RETAILING: **Principal Shopping Center**-3 blocks on Captains Walk; 3 blocks on State St.; 3 blocks on Bank St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
New London(13)	1	First Natl., Burlington Coat
Crystal Mall(150)	3	Jordan Marsh, Sears, JCPenney, Filene's
New London Mall(34)	1	Bradlee's, Marshall's
Waterford(20)	2	A&P, Steinbach's Benney's
Waterford Plz.(12)	3	Stop & Shop, Medi Mart
Groton Shprs. Mart(25)	3	Bradlees, T.J. Maxx, Stop & Shop
Caldor	3	Shop-Rite, Caldor
Olde Mistick Village(46)	8	Colonial Mkt.
Flanders Plaza(17)	7	IGA
Niantic Village	6	Mitchell's Market
Crossroads Shpg.	2	Caldor's Ctr.

Principal Shopping Days-Dept. Stores-Thur., Fri. and Sat.; Food-Thur., Fri., Sat.
Stores Open Evenings-Downtown on Fri.; Shopping Centers, most every evening.

13 - RETAIL OUTLETS: **Department Stores**-Steinbach's; Kresge's; Sears; Bradlees; Caldor's; T.J. Maxx; Marshall's; Burlington Coat; Jordan Marsh; Filene's; JCPenney.
Discount Stores-Bradlees; U.S. Submarine Base PX; Caldor's; T.J. Maxx; Marshall's; Burlington Coat.
Variety Stores-Kresge's.
Chain Drug Stores-Whelan Drug; Rite Aid; CVS; Brooks Discount; Medi Mart.
Chain Supermarkets First National 3; A&P 2; Beit Bros.; Stop & Shop 2; Shop-Rite; Waldbaum's.
Other Chain Stores-Thom McAn; Kinney; Singer Co.; Goodrich; Goodyear; Firestone; Western Auto Supply; Benny's; Ames Prague; Pittsburgh Plate Glass; Sherwin-Williams; Anderson-Little; Hickory Farms; D & L; Toys 'R Us; Kids 'R Us.

14 - NEWSPAPERS: THE DAY (m) 37,266; (S) 40,952; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Wendy C. Sharlow, Dir. of Sales and Mktg., THE DAY, 47 Eugene O'Neil Dr.; PO Box 1231, New London, CT 06320; Tel. (203) 442-2200.

National Representative: Branham/Newspaper Sales.

NORWALK

1 - LOCATION: Fairfield County (Bridgeport-Stamford-Norwalk-Danbury NECMA). E&P Map A-4. Industrial ctr. on the Norwalk River & Long Island Sound. 20 mi. SW of Bridgeport; 42 mi. NE of New York. On Rt. 1, on Merritt Pkwy.; Connecticut Tpke., & is terminus of Rt. 7, the Ethan Allen Hwy.

2 - TRANSPORTATION: **Railroads**-Amtrak; Metro-North.
Motor Freight Carriers-55.
Intercity Bus Lines-Trailways; Connecticut Transit; Wheels (City Service).

3 - POPULATION:
Corp. City 80 Cen. 77,767; E&P 88 Est. 80,798
CZ-ABC: (80) 77,767
Bal. in NDM-ABC: (80) 48,925
Total NDM-ABC: (80) 126,692
Co./NECMA 80 Cen. 809,061; E&P 88 Est. 828,709

4 - HOUSEHOLDS:
City 80 Cen. 28,309; E&P 88 Est. 30,200
Co./NECMA 80 Cen. 280,597; E&P 88 Est. 297,521
CZ-ABC: (80) 28,309
Bal. in NDM-ABC: (80) 16,205
Total NDM-ABC (80) 44,514

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	9	N.A.

6 - PASSENGER AUTOS: County 535,048

7 - ELECTRIC METERS: Residence 52,603

8 - GAS METERS: Residence 12,970

9 - PRINCIPAL INDUSTRIES: Aircraft Radar Equip.; Optical Devices; Electronic Components; Chem.; Plastics; Air Compressors; Mach.; Furn.; Wearing Apparel/Allied Prods.; Hardware; Packaged and Frozen Foods; Lithography; Printing.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 60-92; Fall 45-80; Winter 26-65.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Sto.**
Caldor(6)	NA	Caldor Discount
Gateway(14)	NA	Palmers
Norwalk Mall(14)	NA	Pathmark
Strawberry Hill(13)	NA	Grand Union
County Mall(8)	NA	Consumer's Dist.
Electra Plz.(4)	NA	Bradlees
Food Emporium Plz.(8)	NA	Food Emporium
Dannor(10)	NA	Caldor
Rickel's Plz.(6)	NA	Rickel's
Center 7(5)	NA	Burger King

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-Fullam's; Steinbach.
Variety Stores-H.L. Green/McCrory's.
Discount Stores-Bargain World; Caldor; Leon's Norwalk Sales; Bradlees; Rickel's; Amazing; Crazy Eddie.
Chain Supermarkets-C-Town; Grand Union; Pathmark; Stop & Shop; Waldbaum's; Food Emporium; Palmers.

14 - NEWSPAPERS: THE HOUR (e) 21,027; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: William S. Dillon, Admin. Adv. Dir. or B.J. Frazier, V.P., Sales & Mktg., THE HOUR, 346 Main Ave., Norwalk, CT 06851; Tel. (203) 846-3281.
National Representative: Landon Associates.

NORWICH

1 - LOCATION: New London County. (In New London-Norwich NECMA). E&P Map C-3. County Seat. On Conn. Tpke. Head of tide water, harbor with 26-foot channel. Manufacturing, wholesale and retail center. 100 mi. from Boston; 120 mi. from New York, and within 60 mi. of New Haven, Hartford, Springfield, Worcester and Providence.

2 - TRANSPORTATION: **Railroads**-Consolidated Rail, Central Vermont (freight); Providence & Worcester.
Motor Freight Carriers-25.
Intercity Bus Lines-Arrow; Eastern; Greyhound; Savin; Bonanza.
Airlines-USAir; Pilgrim; Coastal Air Service.

3 - POPULATION:
Corp. City 80 Cen. 38,074; E&P 88 Est. 37,516
NDM-ABC: (80) 144,193
Co./NECMA 80 Cen. 238,115; E&P 88 Est. 256,261

4 - HOUSEHOLDS:
City 80 Cen. 14,320; E&P 88 Est. 14,174
NDM-ABC: (80) 49,938
Co./NECMA 80 Cen. 81,814; E&P 88 Est. 91,288

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	1	$51,306,000
Savings	3	$346,468,000

6 - PASSENGER AUTOS: County 135,323

7 - ELECTRIC METERS: Residence 16,930

8 - GAS METERS: Residence 7,950

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 1,520 ($207); Apparel 850 ($166); Paper 700 ($213); Fab. Metals 1,090 ($272); Leather 370 ($190); Engraving 200 ($270); Insulated Wire 550 ($220); Other Mfg. 2,000 ($246); Electronics 420 (N.A.); Television & Stereo 700 (N.A.).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-55; Summer 59-78; Fall 41-60; Winter 20-35. First killing frost, Oct. 17; last killing frost Apr. 18.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-25 blocks on Main; N Main; Broadway; Franklin; Water; Thames.
Neighborhood Shopping Centers-City sections known as Occum; Taftville; Greenville; Yantic, Norwichtown; Thamesville.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Meadows(15)	1	Reid & Hughes
Westgate(5)	1	Basket People
Vality(8)	8	Noel's Mkt.
Norwichtown(39)	1	Stop & Shop, Caldor
Wawecus Hill(2)	1	Ames
Marcus Plz.	1	Zayre, Price-Rite,
Crystal Mall(130)	12	Jordan Marsh, Sears, JCPenney, Filene's
Waterfall Mall(12)	12	Steinbergs Carpet Factory

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Thur., some Fri., Food-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Reid & Hughes; Jordan Marsh; JCPenney; Filene's; Sears; Herman's.
Discount Stores-Mr. Big; Caldor; Zayre; Ames.
Chain Drug Stores-Vernon; Genovese; M-D; Brooks.
Chain Supermarkets-A&P; IGA 4; Beit Bros. 3; Stop & Shop 3; Price Rite; Better Val-U.
Other Chain Stores-Benney's; Sherwin-Williams; Railroad Salvage; Prague's; So-Fro Fabric; Beaconway; Radio Shack; Fayva; Toys R Us.

14 - NEWSPAPERS: BULLETIN (m) 33,922; (S) 38,728; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Dan O'Neil, Adv. Dir., BULLETIN, 66 Franklin St., Norwich, CT 06360; Tel. (203) 887-9211.
National Representative: Gannett National Newspaper Sales.

STAMFORD

1 - LOCATION: Fairfield County (In Bridgeport-Stamford-Norwalk-Danbury NECMA). E&P Map A-4. On Long Island Sound with navigable harbor. On Boston Post Road (U.S. 1); Merritt Pkwy. (Rte. 15); Connecticut Tpke. (I-95).

2 - TRANSPORTATION: **Railroads**-New Haven Div. Conrail Main Line & New Canaan Branch.
Motor Freight Carriers-5.
Intercity Bus Lines-Connecticut Transit Co.; Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 102,453; E&P 88 Est. 104,245
CZ-ABC: (80) 102,466
Bal. in NDM-ABC: (80) 36,823
Co./NECMA 80 Cen. 809,061; E&P 88 Est. 828,709
Total NDM-ABC: (80) 139,289
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 38,378; E&P 88 Est. 40,232
Co./NECMA 80 Cen. 280,597; E&P 88 Est. 297,521
CZ-ABC: (80) 38,378
Bal. in NDM-ABC: (80) 12,259
Total NDM-ABC: (80) 50,637

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	N.A.
Savings	4	N.A.
Fed. Sav. & Loan	3	N.A.

6 - PASSENGER AUTOS: County 535,048

7 - ELECTRIC METERS: Residence 37,849

8 - GAS METERS: Residence 16,077

9 - PRINCIPAL INDUSTRIES: Electronics; Food, Drug & Cosmetics; Elect.; Aircraft; Die Casting; Metals; Mach.; Apparel & Textile Prods.; Printing & Pub.; Chem., Electronic research laboratories. Headquarters for numerous major corporations.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-77; Summer 46-92; Fall 27-79; Winter 2-56. First killing frost, Nov. 15; last killing frost, May 15.

11 - TAP WATER: Slightly acid, moderately soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Main; Atlantic; Bedford and Broad Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Stamford Town Ctr.	NA	Macy's, JCPenney, Saks
Ridgeway(75)	2	Sears, Sage-Allen, Grand Central Mkt., Consumer's Distributing
Thru-way	4	Woolworth, A&P
Glenbrook	3	Woolworth, Finast
Newfield	2	Syl May, Grade A Mkt.
Grand Central	4	Grand Central Mkt.
Bull's Head	3	Radio Shack, Finast
Springdale	4	Palmer's Food

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Mon.-Sat.; Food: Mon.-Sun.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Bloomingdale's; Macy's; JCPenney; Sage-Allen; Lord & Taylor; Caldor; Saks Fifth Avenue.
Chain Drug Stores-Syl-May; Caldor; Walgreens; Genovese.
Chain Supermarkets-A&P 2; Bongiorno's; Grade A 2; Grand Central 3; Palmer's; Finast 2.
Variety Stores-Woolworth.
Other Chain Stores-Pier I Imports; Benetton; Ann Taylor; Talbot's; Aca Joe's; Banana Republic; Bombay Co.; The Gap; Herman's; Kinney; The Narragansett; Victoria's Secret; Wallach's; William's-Sonoma; Burberry; 9 West; Capezio;

Casual Corner, Crabtree & Evelyn, Galo Shoes, Gantos, The Limited, Firestone, Radio Shack, Brooks Brothers, Abercrombie & Fitch, Brookstone, Scandinavian Gallery, Jaeger, Wallach's, Sam Goody, Record World, Waldenbooks, FAO Schwartz, Doubleday Books, Murphy & Johnston, Laura Ashley, Shoe Town.

14 - NEWSPAPERS: ADVOCATE (all day) 30,471; (S) 37,765, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Sandra Guss, Mktg. Services Mgr., ADVOCATE, 75 Tresser Blvd., PO Box 9307, Stamford, CT 06904-9307; Tel. (203) 964-2402.
National Representatives: Landon Associates, Million Market Times Mirror Marketing.

TORRINGTON

1 - LOCATION: Litchfield County, E&P Map B-3. Industrial and residential center. NW part of state 20 mi. N of Waterbury, 28 mi. W of Hartford. On State Hwys. 4, 8, 202 & 272.

2 - TRANSPORTATION: **Railroad**-Conrail (freight only).
Motor Freight Carriers-4.
Intercity Bus Lines: Greyhound, Arrow, Bonanza, E. J. Kelley Co.

3 - POPULATION:
Corp. City 80 Cen. 30,987; E&P 88 Est. 32,771
CZ-ABC: (80) 30,987
RTZ-ABC: (80) 40,710
County 80 Cen. 157,419; E&P 88 Est. 165,937
City & RTZ-ABC: (80) 71,697

4 - HOUSEHOLDS:
City 80 Cen. 11,995; E&P 88 Est. 12,668
CZ-ABC: (80) 11,995
RTZ-ABC: (80) 14,078
County 80 Cen. 55,667; E&P 88 Est. 60,414
City & RTZ-ABC: (80) 26,073

5 - BANKS	**NUMBER**	**EST. DEP**
Savings & Loan	4	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 104,660.

7 - ELECTRIC METERS: Residence 9,519.

8 - GAS METERS: Residence 5,170.

9 - PRINCIPAL INDUSTRIES: Bearings, Spring and Mill Mach., Fans and Blower Wheels, Golf Shafts, Upholstery Nails, Castings, Lumber Prods., Gaskets, Textiles, Hardware Tools, Corrugated Containers.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 18-94; Summer 47-99; Fall 1-89; Winter 2-56. First killing frost, Sept. 30; last killing frost, May 11.

11 - TAP WATER: Acid, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main and S. Main Sts.; 2 on Water St.; 2 on E. Main; Torrington-Winsted Rd.; Rte. 8.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
K mart Plaza(9)	NA	K mart, Fayva, Shop-Rite
Torrington(31)	NA	Star's Dept., A&P
Parkade(27)	NA	Greenfields Foods, Caldor
Downtown(32)	NA	JCPenney, Bradlees

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Caldor, JCPenney.
Discount Stores-Star's, Bradlees, Caldor, K mart.
Chain Drug Stores-Rite Aid, Fay's.
Chain Supermarkets-First National, A&P, IGA, Allied Grocers 5, Shop-Rite, Greenfield's Foods.
Other Chain Stores-Singer Co., Radio Shack.

14 - NEWSPAPERS: REGISTER CITIZEN (m) 16,330, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Mark Meunier, Adv. Systems Mgr., REGISTER CITIZEN, 190 Water St.; PO Box 58, Torrington, CT 06790; Tel. (203) 489-3121.
National Representative: Landon Associates.

WALLINGFORD
See MERIDEN-WALLINGFORD

WATERBURY

1 - LOCATION: New Haven County (In New Haven-Waterbury-Meriden NECMA), E&P Map B-3. 89 mi. from NYC; 135 mi. from Boston; 29 mi. from Hartford; 21 mi. from New Haven.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-(Transportation Services)-Tose, Inc.; Northern Penn; Murphy; Roadway; New Penn; McLean; Barnard's Exp.; MFX, Consolidated Freightways.
Intercity Bus Lines-Arrow Lines Inc.; Valley Transportation Co.; Bonanza Bus Lines; Connecticut Co.; Travel Center Tours; Greyhound.
Airlines-Bradley International, Hartford-Springfield: American, USAir, Delta, Eastern, Mall, Best, Holiday, Piedmont, Pilgrim, Bar Harbor, Air Ontario, Republic, Ransome, Trans World, United, Empire.

3 - POPULATION:
Corp. City 80 Cen. 103,266; E&P 88 Est. 104,904
CZ-ABC: (80) 161,589
RTZ-ABC: (80) 125,274
Co./NECMA 80 Cen. 762,977; E&P 88 Est. 790,214
City & RTZ-ABC: (80) 286,863
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 38,035; E&P 88 Est. 40,804
Co./NECMA 80 Cen. 271,542; E&P 88 Est. 291,507
CZ-ABC: (80) 57,774
RTZ-ABC: (80) 43,524
City & RTZ-ABC: (80) 101,298

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	1	$974,303,000
Savings & Loan	2	$601,870,000
Commercial	5	$4,540,741,147

6 - PASSENGER AUTOS: County 454,192.

7 - ELECTRIC METERS: Residence 66,084.

8 - GAS METERS: Residence 27,289.

9 - PRINCIPAL INDUSTRIES: Medical Supplies & Equip., Electronic Components, Sewing Supplies, Commercial Industrial and Consumer Timing Devices, Copper & Brass, Plastics, Clocks, Watches, Sail Boats, Machine Shop Prods., Tools, Buttons, Buckles, Flexible Tubing, Toys, Auto Parts, Chem., Electromech. Devices, Undergarments. Total 106,010 Wage Earners (Av. Wkly. Wage $271).
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-70; Summer 60-87; Fall 30-76; Winter 24-44.

11 - TAP WATER: Neutral, moderately soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on E. Main; 3 on S. Main; 1 on N. Main; 2 on W. Main; 2 on Bank St.; 2 on Grand St.
Neighborhood Shopping Centers-2 at E. Main & Edson Ave.; East End, Store Ave.; Park Plaza, Cor. Lakewood Rd. and Route 69; W. Main St. Plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bradlee Plaza(2)	NA	Stop & Shop, Bradlees
Colonial(45)	NA	Kresge, Radio Shack
Mattatuck Mall	NA	Shop-Rite, Channel
Meriden Road(5)	NA	Mont. Ward
Naugatuck(52)	NA	G. Fox, Sears
Shoppers Corner	NA	K mart, Shopper's World
Waterbury Plz.(31)	NA	Stop & Shop, Bradlees

City Zone Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Watertown(6)	6	First Natl., Marshall's
Maple-Croft	8	Marshall's, Stop & Shop
Cheshire(15)	10	Richland Home & Auto, Grand Union
Pioneer	3	La Bonne's Epicure
Prospect(15)	5	Oliver's
Wolcott(9)	5	Pik-Kwik
Queen Plaza	10	
Meriden Square	14	JCPenney, G. Fox
Mt. View	7	Kings, Stop & Shop
10 Acre Mall	5	K mart, Pik-Kwik
Southbury Plz.(36)	10	Read's, Grand Union

Principal Shopping Days-Wed. through Sun.
Stores Open Evenings-Tues., Thur., Shopping centers: Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Howland-Hughes; Sears; Worth's 3; G. Fox; JCPenney; Jordan Marsh.
Discount Stores-Shopper's World; Bradlees 2; Caldor.
Variety Stores-Woolworth; Kresge; McCrory's; K mart 3; Marshalls 2; Zayre; T.J. Marx.
Chain Drug Stores-Brooks 4; Drug City; CVS 2; Rite Aid 2; Walgreens; Genovese.
Chain Supermarkets-A&P 4; First National 5; Pik-Kwik; Everbody's 5; Stop & Shop 3; Pathmark; Shop-Rite; Walsh's; Anthony; Grand Union; Warehouse Foods 2; Edwards.
Other Chain Stores-Thom McAn 2; Kinney; Shoetown; Lerner Dress Shop 2; Loft's (candy); Singer Co. 2; Anderson-Little; Montgomery Ward; Royal; Kay Jewelers; Michaels Jewelry; Foxmoor Casuals; Hallmark Cards 2; Florsheim Shoes; Thayer McNeil Shoes; Waldenbooks; Hanover Shoes; Fayva Shoes; Casual Corner; Toys 'R Us; Ethan Allen; Color Your World; Prague Shoes; Langley's; Stowell's Jewelers; Castro; Levitz Furniture; Puritan Furniture; Channel Home Center; Color Tile; Bob's Surplus; Gentlemen's Wear House; General Nutrition Centers; Motomart; Lloyd Lumber; Grossman's; Roberts.

14 - NEWSPAPERS: REPUBLICAN (m) 38,810; AMERICAN (e-mon to fri) 26,529; REPUBLICAN (S) 73,146; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Joseph E. Healey, Mgr. Gen. Adv., REPUBLICAN and AMERICAN, 389 Meadow St.; PO Box 2090, Waterbury, CT 06722; Tel. (203) 574-3636-Business; (203) 754-0644-Telecopier.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

WILLIMANTIC

1 - LOCATION: Windham County, E&P Map C-3. Manufacturing, agriculture and university center on U.S. Hwys. 6 and 66; State Hwys. 31, 32, 195 & 89, 28 mi. E of Hartford, 50 mi. W of Providence; 25 mi. N of New London.
2 - TRANSPORTATION: **Railroads**-Central Vermont; Providence & Worcester.
Motor Freight Carriers-2.
Intercity Bus Lines-Blue Line; Bonanza.

3 - POPULATION:
Corp. City 80 Cen. 14,652; E&P 88 Est. 15,138
NDM-ABC: (80) 57,002
County 80 Cen. 92,514; E&P 88 Est. 98,087
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,414; E&P 88 Est. 5,764
County 80 Cen. 32,209; E&P 88 Est. 34,983
NDM-ABC: (80) 17,314

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	5	$37,800,000
Savings & Loan	1	$36,000,000
Commercial	2	$130,338,000

6 - PASSENGER AUTOS: County 50,240.

7 - ELECTRIC METERS: Residence 7,285.

8 - GAS METERS: Residence 3,641.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Insulating Prods. (wire & cable) 1,100; Univ. of Connecticut 4,190; Eastern Conn. State Univ. 325; Windham Conn. Mem. Hosp. 625.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-57; Summer 59-80; Fall 41-62; Winter 19-36. First killing frost, Oct. 8; last killing frost, May 4.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Area**-6 blocks on Main St.; W Main St.; Rt. 195.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Willimantic Plaza(12)	2	JCPenney
Storrs Plaza	9	A&P
East Brook(45)	NA	Sage-Allen, Caldor, A&P

Principal Shopping Days-Thur., Fri., Sat. and Sun.
13 - RETAIL OUTLETS: **Department Stores**-Todds; Sage-Allen.
Discount Stores-Caldor; JCPenney.
Chain Drug Stores-CVS 2; Rexall; Medical Phcy. 2; Medi Mart; Rite Aid.
Chain Supermarkets-A&P; Stop & Shop; Shop-Rite; Universal 3; New England 2; Better Val-U 3; IGA.
Other Chain Stores-Sherwin-Williams.
14 - NEWSPAPERS: CHRONICLE (e) 11,561; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: William Flaucher, Adv. Dir., CHRONICLE, Chronicle Rd., Willimantic, CT 06226; Tel. (203) 423-8466.
National Representative: Landon Associates.

CONNECTICUT'S
Fastest Growing Market

WINDHAM
TOLLAND
DAILY & SUNDAY

INSERTS AVAILABLE DAILY & SUNDAY
TOTAL MARKET COVERAGE AVAILABLE
(Through Weekly Solo Package)
BREAKDOWN BY ZIPS AVAILABLE

WATERBURY REPUBLICAN
The American
THE SUNDAY REPUBLICAN

389 Meadow St., Waterbury, CT. 06702
For Additional Information
203-574-3636 — National Adv.

(Circle No. 11 on Market Request Card)

SUBSCRIBE TO
E&P

DELAWARE SURVEYS

PRIMARY METROPOLITAN STATISTICAL AREA

Wilmington, DL-NJ-MD-New Castle County DL, Cecil County, MD, Salem County, NJ

CONSOLIDATED METROPOLITAN

Philadelphia-Wilmington-Trenton, PA-NJ-DL-MD-Includes Philadelphia, PA-NJ PMSA, Trenton, NJ PMSA, Vineland-Millville-Bridgeton, NJ PMSA, Wilmington, DL-NJ-MD PMSA

POPULATION ESTIMATES

(Thousands)

Age Group	1970	1980	1989
Under 5 Years	49	42	56
5-14 Years	117	91	97
15-24 Years	95	118	102
25-44 Years	136	164	213
45-64 Years	107	122	123
65 and Over	44	59	60
TOTAL	548	596	650

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1989 Est.
Bldg. Mat. Hdwr	113	155	338
General Mdse	328	417	721
Food	474	667	1,026
Automobiles	362	519	1,154
Gasoline Stations	162	268	307
Apparel	101	167	277
Furniture	104	132	278
Eat-Drink Places	164	261	458
Drugs	74	107	182
TOTAL SALES	2,139	3,131	5,341

DOVER

1 - LOCATION: Kent County, E&P Map A-3. State Capital, County Seat. Dover Air Force Base. Military Aircraft.

2 - TRANSPORTATION: **Railroads**-Conrail
Motor Freight Carriers-4
Intercity Bus Lines-Greyhound, Trailways

3 - POPULATION:
Corp. City 80 Cen. 23,507; E&P 88 Est. 23,448
HDM-ABC: (80) 175,081
County 80 Cen. 98,407; E&P 88 Est. 104,788
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,684; E&P 88 Est. 7,805
County 80 Cen. 32,737; E&P 88 Est. 36,251
HDM-ABC: (80) 59,847

5 - BANKS	NUMBER	EST. DEP.
Commercial	23	$705,548,000
Savings & Loan	2	$1,415,000

6 - PASSENGER AUTOS: County 72,294

7 - ELECTRIC METERS: County Residence 34,900

8 - GAS METERS: City Residence 10,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric. 2,000; Constr. 1,778; Mfg. 6,298; Trans. & Util. 1,172; Fin. 1,004; Air Force Base 3,650 military and 1,350 civilian; Gov't 10,318; Trade 11,315; Servs. 5,080; Av. Wkly. Wage $290.

10 - CLIMATE: Min. & Max. Temp.-Spring 65-80; Summer 78-98; Fall 65-80; Winter 40-65. First killing frost, Nov. 10; last killing frost, Mar. 5.

11 - TAP WATER: Not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bay Ct.(25)	3	Dry Goods, Service Merchandise, Warehouse Food
Blue Hen(52)	3	JCPenney, Acme, Rose's, Thrift Drug
Capitol(6)	2	L&D Auto
Carroll's Corner(7)	2	Safeway, Drug Fair
Dover Mart(9)	3	Murrays Meats
Dover Mall(90)	3	Sears, Leggetts, Boscov's
Edgehill(2)	1	Radio Shack, Thrifty Drug
Rodney Vlg.(22)	1	McCrory's, Thrift Drug, IGA
Greentree	1	Super Fresh, Drug Fair

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Food every evening

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Hess; Boscov's; Leggett's; Rose's.
Discount Stores-Nichol's; Dry Goods; K mart; Ames; Service Merchandise.
Variety Stores-Woolworth; McCrory; Dollar General.
Chain Drug Stores-Pierce's 2; Thrift 3; Drug Fair; Happy Harry's; Edgehill 3.
Chain Supermarkets-IGA; Acme 2; Marstellers 4; 7-Eleven 11; Warehouse Foods; Thriftway 2; AM/PM Mini-Market 2; Big K; Super Fresh; Meatland.
Otner Chain Stores-Firestone 2; Agway; Southern States; Goodyear; Goodrich; Penn Jersey; Pic N' Pay; Lowe's; Wicke's; Pep Boys; I. Goldberg; 84 Lumber.

14 - NEWSPAPERS: DELAWARE STATE NEWS (m) 22,690; (S) 31,328; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: George J. Terwilliger, Group Mktg. Dir., DELAWARE STATE NEWS, PO Box 737, New Burton Rd., Dover, DE 19903; Tel. (302) 674-3600.
National Representative: Landon Associates.

WILMINGTON

1 - LOCATION: New Castle County (In Wilmington, DE-NJ-MD PMSA). E&P Map A-6. At junction of Christina River and Delaware River, 26 mi. SW of Philadelphia.

2 - TRANSPORTATION: **Railroads**-Conrail; Chessie Systems; Amtrak; Octoraro; Wilmington & Western; Delaware Coastline.
Motor Freight Carriers-1,274 (Delaware Based).
Intercity Bus Lines-Delaware Authority for Regional Transit; Greyhound; Trailways; Safeway Trails; Carolina Coach Co.

3 - POPULATION:
Corp. City 80 Cen. 70,195; E&P 88 Est. 70,631
CZ-ABC: (80) 361,424
RTZ-ABC: (80) 236,668
PMSA 80 Cen. 524,585; E&P 88 Est. 558,391
County 80 Cen. 399,034; E&P 88 Est. 417,520
City & RTZ-ABC: (80) 598,092
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 26,901; E&P 88 Est. 29,876
County 80 Cen. 139,292; E&P 88 Est. 151,611
PMSA 80 Cen. 180,986; E&P 88 Est. 200,245
CZ-ABC: (80) 127,165
RTZ-ABC: (80) 78,693
City & RTZ-ABC: (80) 205,858

5 - BANKS	NUMBER	DEPOSITS
Savings & Loans	50	$26,000,000,000

6 - PASSENGER AUTOS: County 253,427

7 - ELECTRIC METERS: County 165,000

8 - GAS METERS: County & City 110,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Durable Goods 19,300 ($429); Non-Durable Goods 51,200 ($362); Primary Metals 1,800 ($381); Fabricated Metals 1,800 ($323); Mach. and Trans. 12,600 ($481); Other Durable Goods 3,200 ($276); Food 8,700 ($259); Textiles 500 ($327); Printing and Pub. 2,100 ($318); Chemical Prods. 31,700 ($498); Rubber and Plastics 3,200 ($417); Other Non-Durables 3,600 ($440).

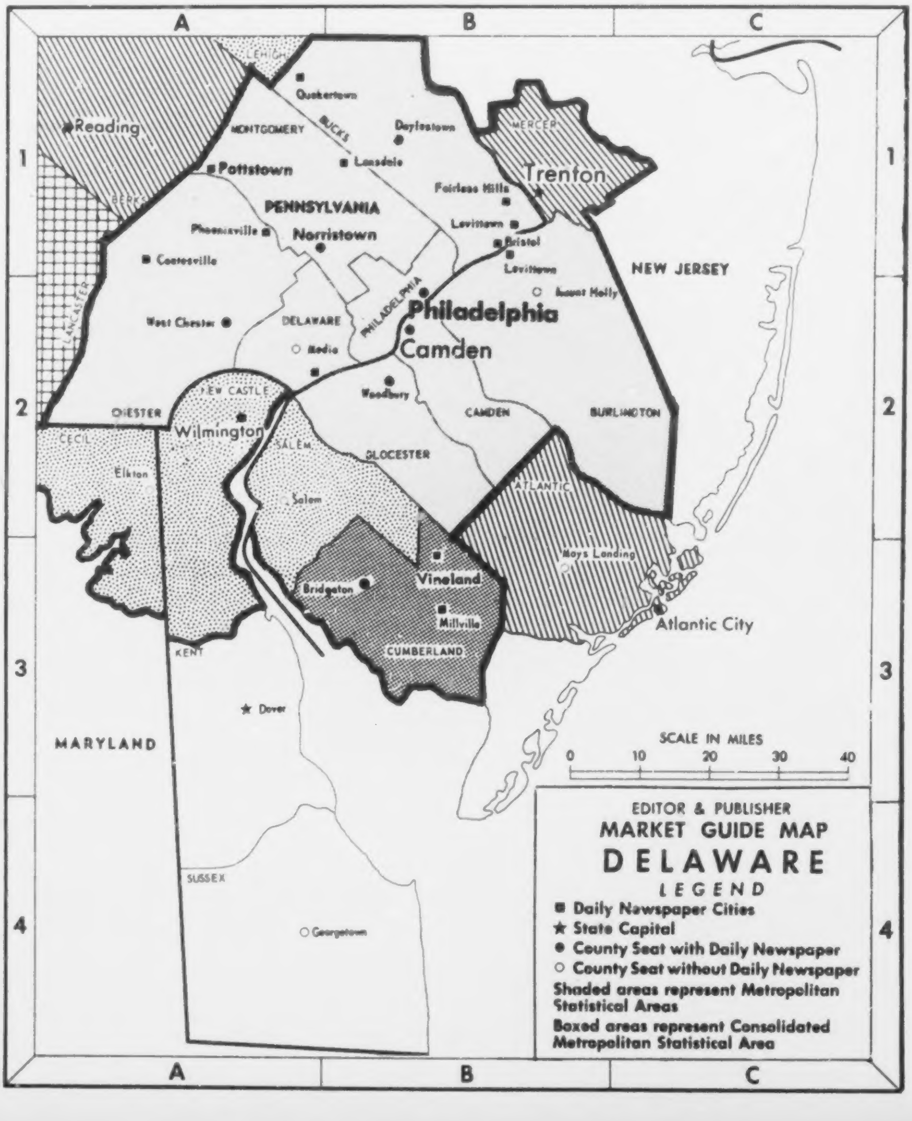
10 - CLIMATE: Min. & Max. Temp.-Spring 28-90; Summer 43-95; Fall 9-83; Winter 10-64. First killing frost, Oct. 29; last killing frost, Apr. 10.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Market St. & King St. from Front to 10 St.
Neighborhood Shopping Centers-Union St. from Front to 8th St.; Adams Four Plz.; Suburban Centers at Fairfax & Wilmington Manor.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northtowne Plz.	10	Jamesway, Acme
Tri-State Mall(52)	10	Thriftway, Silo, Levitz, K mart, Dry Goods
University Plz	10	Acme, Jamesway, Miller's Furniture
Chestnut Hill(20)	15	Zayre, Shop-Rite
Christiana(95)	9	Strawbridge & Clothier, JCPenney, Bamberger's
Dover Mall	40	Boscov, Sears, Leggett's
Blue Hen Mall	56	JCPenney, Roses, Woolworth
College Sq.	12	Pathmark, Rickel, Bradlees, Happy Harry's
Pike Creek	12	Bradlees, Acme
Penn Mart	8	Thriftway, Ames
Fairfax(21)	4	Acme
Newark(22)	12	Newark Dept., IGA
Graylyn	4	Thriftway
Midway(21)	8	Service Merchandise.


A
B
C
1
2
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4
LEHIGH
Quakertown
MONTGOMERY
BUCKS
Doylestown
Reading
Pottstown
Lansdale
MERCER
Trenton
Fairless Hills
BERKS
PENNSYLVANIA
Phoenixville
Norristown
Levittown
Bristol
Levittown
Coatesville
NEW JERSEY
Mount Holly
LANCASTER
West Chester
DELAWARE
PHILADELPHIA
Philadelphia
Camden
Media
Woodbury
NEW CASTLE
CHESTER
Wilmington
CAMDEN
BURLINGTON
CECIL
SALEM
GLOCESTER
Elkton
Salem
ATLANTIC
Mays Landing
Bridgeton
Vineland
Millville
Atlantic City
KENT
CUMBERLAND
Dover
MARYLAND
SCALE IN MILES
0
10
20
30
40
SUSSEX
Georgetown
EDITOR & PUBLISHER
MARKET GUIDE MAP
DELAWARE
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Area

Prices Corner(25)	6	Marshalls, Eckerd Sears, JCPenney Woolworth
Concord Mall(64)	8	Bradlees, Boscov Strawbridge & Clothier
Castle Mall(34)	15	K mart, Super Fresh Thrift Drug
New Castle Sq	10	Jamesway Thrift Drug

Principal Shopping Days-Wed, Fri, Sat & Sun
Stores Open Evenings-Discount Sun. Downtown Fri. Dept. & Shopping centers every night. Food every evening except Sun.

13 - RETAIL OUTLETS: **Department Stores**-The Dry Goods 3, Wanamaker\Strawbridge & Clothier 2, Sears 3, JCPenney, Macy's, Marshalls, Boscov, Leggets 3, Bradlees 4.
Discount Stores-Zayre 4, Silo 3, Ames, Nichols, Mason's, Jamesway 4, Rose's, Service Merchandise, Bradlees 4, K mart 3, Best.
Variety Stores-Woolworth 4, B.J. Mitchell's 2.
Chain Drug Stores-Eckerd 12, Happy Harry 15, Rite Aid 16, Thrift 3, HH Merchandiser 3, Park 2, Stanton 3, Tique 3, Toulson-Rexall 2, Parklynn-Limestone 4, Medicine Shoppe, CVS 2.
Chain Supermarkets-Super Fresh 9, Acme 28, Pathmark 3, 7-Eleven 43, Wawa 10, IGA 4, Cumberland Farms 14, Shop N Bag, Shop-Rite 2, Thriftway 11, Shop 'N Save 2.
Other Chain Stores-Storm's Shoes, Gordon's Jewelers, Baker Shoes, Hanover Shoes, Lowe's (bldg.), 84 Lumber, LeRoy's Style Shop, Lou's Shoe Bazaar, Glah Bros. (formal wear), Goodyear, Firestone, General Tire, B.F. Goodrich Tires, Channel Home Ctrs., Rickels.

14 - NEWSPAPERS: NEWS (m-mon to fri) 70,211; JOURNAL (e-mon to fri) 48,234; (sat) 113,546; (S) 133,269; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Pat Fahey, Natl. Adv. Mgr. or Murray Wicker, Adv. Dir., NEWS-JOURNAL PAPERS, 831 Orange St., Box 1111, Wilmington, DE 19899; Tel. (302) 573-2000.
National Representative: Gannett National Newspaper Sales.

DISTRICT OF COLUMBIA SURVEYS

METROPOLITAN STATISTICAL AREA

Washington, DC-MD-VA-District of Columbia; Alexandria, Fairfax, Falls Church, Manassas, and Manassas Park cities, VA; Arlington, Fairfax, Loudon, Prince William Counties, and Stafford County, VA, Calvert, Charles, Frederick, Montgomery and Prince George's Counties, MD.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1989
Under 5 Years	60	34	40
5-14 Years	129	79	68
15-24 Years	145	127	97
25-44 Years	198	196	218
45-64 Years	155	127	110
65 and Over	70	74	69
TOTAL	757	637	596

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1989 Est.
Bldg. Mat./Hdwr	38	38	71
General Mdse	234	224	331
Food	335	486	638
Automobiles	202	122	233
Gasoline Stations	138	180	176
Apparel	168	240	341
Furniture	115	129	234
Eat-Drink Places	379	560	836
Drugs	97	128	186
TOTAL SALES	2,085	2,654	3,867

WASHINGTON

1 - LOCATION: Capital of the United States and the District of Columbia. This is the hub of Washington, D.C. MSA which includes: District of Columbia, Montgomery, Prince George's and Charles counties in Maryland; Arlington, Fairfax, Loudoun, Prince William counties and the independent cities of Alexandria, Fairfax City, Falls Church, Manassas & Manassas Park in Virginia. E&P Maps C-2 (MD) & F-1 (VA).

2 - TRANSPORTATION: **Railroads**-Passenger: Amtrak, Marc, Metro. Freight: Chessie System (B&O), C&C, RF&P, Conrail, Norfolk/Southern.
Intercity Bus Lines-Eyre, Gold Line, Greyhound, J&J Bus Service, Metro Bus System, Ride-On Cue, Dash, Fairfax Connector.
Airlines-(Commercial): Aeroflot, Air Atlanta, Air France, Air Jamaica, Air Nippon, American, American West, Braniff, British Airways, BWIA, Continental, Delta, Eastern, Iceland Air, Jet America, Lufthansa, Mexicana, Midway, Midwest Express, Northwest, Northwest Orient, Pan Am, Piedmont, Presidential, Republic, Trans World, United, USAir, Western (Commuter): Allegany, American Eagle, Continental Express, Cumberland, Delta, Henson, Henson/Piedmont Regional, Ransom/Pan Am Express, United Express, Wings.

3 - POPULATION:
Corp. City 80 Cen. 638,432; E&P 88 Est. 588,197
POST:
NDM-ABC (80) 3,061,021
TIMES:
NDM-ABC (80) 2,764,178
MSA 80 Cen. 3,258,724; E&P 88 Est. 3,584,457
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 252,952; E&P 88 Est. 239,145
MSA 80 Cen. 1,175,901; E&P 88 Est. 1,346,531
POST:
NDM-ABC (80) 1,112,770
TIMES:
NDM-ABC (80) 1,022,043

5 - BANKS	NUMBER	DEPOSITS
Commercial	142	$25,495,000,000
Savings & Loan	NA	N.A.

6 - PASSENGER AUTOS: D.C. 252,452

7 - ELECTRIC METERS: Residence 1,803,200

8 - GAS METERS: Residence 604,897

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fed. Gov't 347,200; State & Local Gov't 212,200; Service 683,700; Ret. Trade 345,400; Whol. Trade 76,300; Fin., Ins. & R.E. 127,500; Trans., Commun. & Pub. Util. 102,600; Constr. 131,500; Mfg. & Mining 88,700; Total employed 2,115,100.
Source: D.C. Dept. of Employment Services, June 1988. (Mar. 1988 data for the Metropolitan Washington, D.C. Area Labor Summary).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 66-85; Fall 50-71; Winter 28-45. First killing frost, Nov. 27; last killing frost, Mar. 10.

11 - TAP WATER: Slightly alkaline, med. soft.

12 - RETAILING: **Principal Shopping Centers & Areas**-(Northwest): Downtown Area (R) 7th-14th, D-G Sts.; Connecticut Ave./Midtown Area-Connecticut Ave. from Pennsylvania Ave. to Florida Ave., W to 22nd St., NW; Friendship Heights Area-Wisconsin Ave.; Albemarle-Western; Georgetown Area-M St., Wisconsin Ave.; Spring Valley Area-Massachusetts Ave.; Van Ness-Yuma Sts. Enclosed: Mazza Gallerie; Georgetown Park; Van Ness Centre. (Northeast): Rhode Island Shopping Mall, 4th & Rhode Island, NE; Benning Area-Minnesota Ave. & Benning Rd.; Hechinger Mall-Bladensburg & Benning Rds. (Southeast): Anacostia Area-Alabama Ave.; Good Hope & Naylor Rds.; Fairlawn Area-Pennsylvania Ave., 19th-25th Sts. (Southwest): Enclosed: L'Enfant Plaza.
Charles County (MD)-Shopping centers: La Plata; Waldorf.
Montgomery County (MD)-Major shopping areas: Bethesda; Chevy Chase/Friendship Heights; Gaithersburg; Kensington; Rockville City; Rockville Pike; Silver Spring; Wheaton; Flower Ave.; Aspen Hill; Glenmont; Viers Mill; Four Corners; Takoma Park.
Shopping Centers-Congressional Plaza; Hillandale; Montgomery Mall; Potomac Village; Rockville Mall; Twinbrook; Westwood; Wheaton Plaza; White Oak; Wildwood Manor; Huntley Square; White Flint Fashion Mall; Village Mall; Lake Forest; Loehman Plaza; Hechinger Plaza.
Enclosed: Lakeforest Mall; Montgomery Mall; Wheaton Plaza; White Flint.

Prince George's County (MD)-Major shopping areas: Andrews Manor; Bladenburg; Bowie; Camp Springs; College Park; Greenbelt; Hyattsville; Lanham; Landover; Mt. Rainer; New Carrollton; Queens Chapel-Chilium; Suitland; Oxon Hill; Adelphi; Langley Park; Kettering; Palmer Park/Dodge Park; District Heights; Capitol Heights; Silver Hill; Marlow Heights; Penn-Mar; Laurel; Eastover; Forestville Mall.
Shopping Centers-Carrollton Mall; Bel Air; Beltway Plaza; Capital Plaza; Dodge Park; Greenway; Iverson Mall; Landover Mall; Free State Mall; Langley Park; Laurel Plaza; Laurel Lakes Centre; Forest Village Park; Prince George's Plaza; Allentown Mall; Hampton Mall; Great Eastern Plaza; Penn Mar.
Enclosed: Forest Village Park Mall; Greenway Plaza; Laurel Centre; Carrollton Mall; Prince George's Plaza; Beltway Plaza.
Arlington County (VA)-Major shopping areas: Clarendon, Rosslyn, Shirlington.
Shopping Centers-Parkington, Culmore, Cherrydale, Virginia Square, Westover, Crystal Plaza, Lee Harrison, Columbia Village.
Alexandria City (VA)-Major shopping areas: Central Business District, Duke to Cameron Sts. between Lee St. & RF&P railroad tracks. Arlandria, Cameron, Beverly Plaza, Tavern Square, Belle View, Delray, Columbia Pike, Duke & Pickett Sts., Shirley Duke.
Shopping Center-Landmark.
Fairfax County (VA)-Major shopping areas: Springfield, Annandale, Bailey's Cross Roads, Oakton, Penn-Daw, Vienna, Hybia Valley, McLean, Tyson's Corner, Seven Corners, West Springfield, Leesburg Pike, Groveton, Marrifield, West Springfield.
Shopping Centers-Loehman's Plaza, Pike 7 Plaza, Tyson's Corner Center, Seven Corners, Beacon Mall, Bradlick, Shirley Plaza, Wilston, Yorktown, Springfield Plaza, Mt. Vernon Plaza, Fairfax City, Fairfax Circle, West Fairfax, Virginia Plaza, Fair Oaks, PanAm, Rolling Valley Mall.
Enclosed: Beacon Mall, Fair Oaks Shopping Center, Seven Corners Shopping Center, Tyson's Corner Center.
Loudoun County (VA)-Major shopping areas: Herndon Junction, Leesburg.
Prince William County (VA)-Major shopping areas: Manassas, Woodbridge, Westgate, Dale City.
Shopping Centers-Marumsco Plaza, Manassas Mall.
Enclosed: Manassas Mall, Potomac Mall.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Dept. Stores (downtown) Mon. & Thur. Suburban stores and most large food stores, every evening. Some food chains open until 10:00 p.m. and on Sun. Most shopping centers and dept. stores open Sun. Most food chains open 24 hrs. Mon. through Sat. & Sun.

13 - RETAIL OUTLETS: **Department Stores**-Bloomingdale's 2; Hecht's 14; Montgomery Ward 8; JCPenney 9; Sears 9; Woodward & Lothrop 12.
Variety Stores-McCrory 6; G.C. Murphy 7; Woolworth 12.
Discount Stores-Bradlees 14; Caldor 2; K mart 14; Marshalls 6; Zayre 14.

Appliances & Hi-Fi-Bray & Scarf 9; Circuit City 13; Erol's 8; Luskins 14; Microwave Cooking etc. 3; Myer-Emco 3; Radio Shack 70; Reliable Home Appliances 8; The Wiz 6.

Video Clubs-Video Concept 5; Video Village 9; Saxitone Audio Video 4.
Building Supplies-Channel 5; Hechinger 21; Lowe's 3; McIntire 16; Scott's 13; 84 Lumber 9.
Chain Drug Stores-Dart 77; Rite Aid 90; People's 160; Rodman's 2; Standard 14.

Chain Supermarkets-Basics 12; Fresh Value 4; Giant Food 101; Jumbo 13; Larimer's; Margruder's 15; Pershing's 4; Safeway 108; Shoppers' Food Warehouse 17; Snider's; Super Fresh 19; Thrift Way 10.
Convenience Stores-7-Eleven; High's.
Consumer Stores-Murray Steaks 28.
Jewelry Stores-Bailey, Banks & Biddle 5; Best 5; Black, Starr & Frost 6; Boone & Sons 3; J.E. Caldwell 4; Castelberg 6; Chas Schwartz & Son 3; Gordon's 3; R. Harris & Co.; Kay 14; Melart 11; Theodore Nye 4; Pampillonia 2; J.B. Robinson 7; Royal Diamond 4.

Health Clubs/Reducing Salons-Diet Center 35; Holiday Spas 11; Nautilus Fitness Center 12; Nutri-System Weight Loss Center 7; Professional Weight Loss System 3; Spa Lady 21.
Furniture Stores-C.L. Barnes 4; The Bed Store 2; The Bombay Company 3; Coles 4; Colony House; Danker 2; Decor Furniture 2; Door Store 11; The Hub 9; Ikea; Kimel's 3; La-Z-Boy Showcase Shoppes 4; The Loft Bed Store 3; Mahler's; Manor House; Marlo 3; Mattress Discounters 43; Mattress Land 12; Miller & Wren; Salem 5; Scan 7; Scandinavian Gallery 5; Sofa Beds & Such 4.

Office Furniture-D&F 9; Metropolitan Office Furniture 2.
Carpet Stores-Dieners 5; Furniture & Carpetland 16; International Carpet & Rugs 6; Parvizan 4; Bill's Carpet 9; Carpet 'n Things 2; Color Tile 14.
Shoe Stores-Athletic Shoe Box 5; Bally of Switzerland; Boyce & Lewis 4; Chandler 5; DeYoung 6; Famous Footwear 3; Foot Locker 15; Gucci 2; Hahn 17; Hanover 7; Hess 3; Kinney 28; Pappagallo 6; Pic 'N Pay 14; Red Cross Shoe Shop 7; Revelations 6; Thom McAn 16; Stride Rite 7.

Auto Supplies-B.F. Goodrich 7; Cottam Transmission 8; Goodyear 34; Hi-Gear 31; Leeth Bros. 2; Market Tire 20; Merchant Tire 38; Midas Muffler 24; National Tire Wholesale 14; Penn Jersey 14; Pep Boy 6; Performance Discount Tire 9; Speedy Muffler 10; Stidham Tire 10; Sure Fit Seat Cover 2; Trak Auto 64.

Cosmetics-Elizabeth Arden 2; Merle Norman 13; The Cosmetic Center 10.
Candy-Fannie May 9; Russell Stover; Godiva Chocolates 3.

Mens Clothing-Arthur A. Adler 2; Big & Tall 5; Britches 10; Cavalier 5; Dash's Designers 5; Esquire Clothiers 2; George Big & Tall 3; Kuppenheimer 5; Marc Jeffries 2; Richman Bros. 7; J. Riggins 4; Saville of London; Steven Windsor 7; Wall Street Clothes 3; Webster's Men's Wear 4.

Women's Clothing-Alcott & Andrews 2; Ann Taylor 4; Britches of Georgetown 7; Casual Corner 20; Clare Dratch 2; David's Village Shops 4; Dress Barn 25; Gantos 4; Hit or Miss 14; Jay's Village Fashions 6; Karin Morgan 3; Lane Bryant 7; Lerner Shops 10; Loehmann's 2; Lord & Taylor 4; Mademoiselle Fashions 10; Marianne 10; Ormond 7; PS 4; Plymouth 5; Rizik's; Saks 5th Avenue; Sassafras 10; Show-Off 6; The Great Fashion Store 9; T.H. Mandy 6; The Limited 13; The Narragansett 4; Up Against the Wall 6; Valentino Boutique; Apres Peau Lingerie 5; The Complement (accessories) 5.

Furs-Fred the Furrier; Gartenhaus 2; Rosendorf/Evans 3; Saks-Jandel 2.

Men's & Women's Clothing-Abercrombie & Fitch 2; A. Jos Bank Clothiers 3; Brooks Bros. 3; Burberry's; Garfinckel's 9; I. Magnin; James 3; Johnson & Murphy Shop 5; Latt's; Morton's 6; Neiman & Marcus; Nordstrom; Raleigh's 12; Royal Formal & Bridal 9.

Children's Furnishings-Beyda; BoPeep Shop 3; Crib N' Cradle 5; Kids on Up 4; Kids "R" Us 5; Kids Wear Outlet 3; 7th Heaven 2; Young Fair 4; Baby Products 2.

Toys-Juvenile Sales 3; Toys R Us 9.
Fabric Stores-Danneman 8; House of Fine Fabrics 16; Mill End Shops 11; Minnesota Fabrics 10.
White Goods-Linen 'n Spreads 2; Spread-N-Things 2; Linens 'n Things 8.

Sporting Goods-Eddie Bauer, Inc. 3; Herman's 11; Hudson Trail Outfitters Ltd. 7; Irving's Sport Shops 12.
Catalog Stores-Best Products Co. 9; Evans 6; W. Bell & Co. 10.
Computers-Radio Shack 14; MBI 16.
Book Stores-Crown Books 48; B. Dalton 12; Waldenbooks 18.
Record Stores-Kemp Mills Records 12; Olsson's 5; Penguin Feather Records & Tapes 7; Sam Goody 9; Serenade 4/The Wiz 6; Tower Records; Wall to Wall Sound Video 3; Waxi-Maxi 22.

Other-LPI Photo Finish 16; Metro Camera 4; Ritz Camera 22; Becker Leather Goods 8; Camalier & Buckley 6; China Closet 3; Coach Store 2; Hoffritz for Cutlery 4; Kitchen Bazaar 3; Pier 1 (10); Frank's Nursery & Crafts 11.

14 - NEWSPAPERS: POST (m-mon to fri) 810,011; (m-sat) 768,488; (S) 1,132,809; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Lee Horton, Group Sales Mgr., POST, 1150 15th St. N.W., Washington, DC 20071; Tel. (202) 334-7911.
National Representatives: Sawyer-Ferguson-Walker; Metropolitan Publishers Representatives.
TIMES (m-mon to fri) 95,609; Mar. 31, 1968 ABC.
Local Contact for Advertising and Marketing Data: John Ward, Natl. Adv. Mgr., TIMES, 3600 New York Ave. N.E., Washington, DC 20002; Tel. (202) 636-3030.
National Representative: None.

FLORIDA SURVEYS

METROPOLITAN STATISTICAL AREAS

Bradenton-Manatee County.
Daytona Beach-Volusia County.
Fort Meyers-Cape Coral-Lee County.
Fort Pierce-Martin and St. Lucie Counties.
Fort Walton Beach-Okaloosa County.
Gainesville-Alachua and Bradford Counties.

Jacksonville-Clay, Duval, Nassau and St. Johns Counties.
Lakeland-Winter Haven-Polk County.
Melbourne-Titusville-Palm Bay-Brevard County.
Naples-Collier County.
Ocala-Marion County.
Orlando-Orange, Osceola and Seminole Counties.
Panama City-Bay County.
Pensacola-Escambia and Santa Rosa Counties.
Sarasota-Sarasota County.
Tallahassee-Gadsden and Leon Counties.
Tampa-St. Petersburg-Clearwater-Hernando, Hillsborough, Pasco and Pinellas Counties.
West Palm Beach-Boca Raton-Delray Beach-Palm Beach County.

PRIMARY METROPOLITAN STATISTICAL AREAS

Fort Lauderdale-Hollywood-Pompano Beach-Broward County.
Miami-Hialeah-Dade County.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Miami-Fort Lauderdale-Includes Fort Lauderdale-Hollywood-Pompano Beach PMSA and Miami-Hialeah PMSA.

POPULATION ESTIMATES

(Thousands)

ge Group	1970	1980	1989
Under 5 Years	502	602	908
-14 Years	1.250	1.340	1.624
15-24 Years	1.074	1.642	1.741
25-44 Years	1.510	2.463	3.812
45-64 Years	1.470	2.128	2.423
65 and Over	985	1.699	2.152
TOTAL	6.791	9.874	12.660

Based on U.S. Census

POPULATION ESTIMATES

(Thousands)

Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 census

Cities	Total Pop.	Spanish Origin	Percent
Miami	347	194	55.9
Tampa	272	36	13.3

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1989 Est.
Bldg. Mat./Hdwr	1.554	2.619	6.346
General Mdse	4.114	5.997	11.500
Food	7.016	12.426	21.199
Automobiles	6.645	11.240	27.512
Gasoline Stations	2.386	4.776	6.070
Apparel	1.406	2.732	4.953
Furniture	1.555	2.704	6.298
Eat-Drink Places	2.925	5.540	10.664
Drugs	1.119	2.010	3.777
TOTAL SALES	31.413	55.469	104.464

BOCA RATON

1 - **LOCATION**: Palm Beach County (In West Palm Beach-Boca Raton-Delray Beach MSA). E&P Map C-3. On E Coast of Florida; N of Fort Lauderdale and Pompano Beach. Florida Atlantic University, College of Boca Raton.

2 - **TRANSPORTATION**: **Railroads**-FEC; SAL.
Bus Lines-Greyhound; Trailways.
Airlines-At W. Palm Beach Intl.; Ft. Lauderdale/Hollywood Intl.

3 - **POPULATION**:
Corp. City 80 Cen. 49,505; E&P 88 Est. 67,991
County/MSA 80 Cen.. 580,742; E&P 88 Est. 17,902

4 - **HOUSEHOLDS**:
City 80 Cen. 20,247; E&P 88 Est. 29,043
County/MSA 80 Cen. 232,937; E&P 88 Est. 42,862

5 - BANKS	NUMBER	DEPOSITS
Commercial	NA	$833,542,000
Savings & Loan	42	$1,322,955,000
Credit Unions	3	$64,399,000

6 - **PASSENGER AUTOS**: County 526,780

7 - **ELECTRIC METERS**: 32,908 (City); 35,151 (Outside city)

8 - **GAS METERS**: N.A.

9 - **PRINCIPAL INDUSTRIES**: Truck; Light Mfg.; Tourism; Electronics; IBM plant employing 9,500; Mitel; Siemens; Megasystems; Burroughs; Motorola; Sensormatic; Film Production.

10 - **CLIMATE**: Av. Temp.-Summer-85; Winter-76.

11 - **TAP WATER**: N.A.

12 - **RETAILING**:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Boca Lyons	10	Winn-Dixie
Boca Raton Mall(60)	NA	Levitz, Walgreens
Camino Sq.(14)	1	SupeRx, Winn-Dixie
Del Mar Vlg	3	Winn-Dixie, Eckerd
Fifth Ave Shops(50)	1	Eckerd, Publix Mkt., Star Value
Oaks Plaza	2	Winn-Dixie, Eckerd
Royal Palm Plz.(82)	NA	Woolley's
Town Center Mall	3	Sears, Burdines, Jordan Marsh, Saks, Lord & Taylor, Bloomingdales
Village Square	3	Shoppers Drug, Publix Mkt.
Glades Plaza(85)	3	

13 - **RETAIL OUTLETS**: **Department Stores**-Burdines, Jordan Marsh, Sears, Lord & Taylor, Bloomingdales, Saks.
Discount Stores-K mart.
Chain Drug Stores-Eckerd, SupeRx, Walgreens, Cunningham, Gray Drug, Fedco, Shoppers Drug Mart.
Chain Supermarkets-Winn-Dixie, Publix, Sun, Woolley's Emporium, Albertson's.

14 - **NEWSPAPERS**: NEWS (m) 16,980; (S) 17,969, June 30, 1988 VAC.
Local Contact for Advertising and Merchandising Data: Robert Hilton, V.P./Mktg. Dir., NEWS, PO Box 580, Boca Raton, FL 33432; Tel. (407) 395-8300.
National Representatives: Knight-Ridder Newspaper Sales; U.S. Suburban Press.

BRADENTON

1 - **LOCATION**: Manatee County. County Seat. (In Bradenton MSA). E&P Map C-3. On Manatee River & US Hwys. 41 & 301; 40 mi. S of Tampa, 19 mi. S of St. Petersburg.

2 - **TRANSPORTATION**: **Railroads**-Seaboard Coast Line.
Airlines-Continental; Continental Express; Delta; Eastern; Northwest; TWA; United; American; Air Sunshine; Eastern Express; Presidential Airways; Pro Air; PBA.
Intercity Bus Lines-Trailways; Greyhound.
Motor Freight Carriers-15.

3 - **POPULATION**:
Corp. City 80 Cen. 30,170; E&P 88 Est. 42,241
CZ-ABC: (80) 135,978
RTZ-ABC: (80) 12,467
County/MSA 80 Cen. 149,600; E&P 88 Est. 189,743
City & RTZ-ABC: (80) 148,445
Demographic Information available from Newspaper. See paragraph 14.

4 - **HOUSEHOLDS**:
City 80 Cen. 12,370; E&P 88 Est. 16,333
County/MSA 80 Cen. 61,998; E&P 88 Est. 79,224
CZ-ABC: (80) 57,260
RTZ-ABC: (80) 4,738
City & RTZ-ABC: (80) 61,998

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$1,526,828,000
Savings & Loan	18	$1,374,884,000

6 - **PASSENGER AUTOS**: County 136,700

7 - **ELECTRIC METERS**: County Residence 109,000

8 - **GAS METERS**: City Residence 3,000

9 - **PRINCIPAL INDUSTRIES**: Industry-Chilled Citrus Juice; Truck Trailer Mfg.; Fertilizer and Phosphate Prods.; Electronic Equip.; Lawn Mower Mfg.; Window & Door Mfg.; Fishing; Boat Bldg.; Agric. (winter veg. prods.); Tourism; Cut Flower supplier; Optics; Lens Mfg.; Furniture; Machine Tool Mfg.; Housing.

10 - **CLIMATE**: Min. & Max. Temp.-Spring 65-83; Summer 75-90; Fall 70-88; Winter 48-85.

11 - **TAP WATER**: Neutral, soft; not fluoridated.

12 - **RETAILING**: **Principal Shopping Centers**-Branden River Plz., Sr. 64 & 43rd St. E.; College Plz., 59th St. W. & Cortez; Cortez Plz., U.S. 41 & Cortez Rd.; De Soto Sq. Mall, U.S. 301 & U.S. 41; Manatee Plz., Manatee Ave. & 41st St. W.; Mount Vernon Plz., Cortez & Independence; Oneco Sq., 5108 E. 15th St., Palmetto Plz., 12th St. & 8th Ave.; Ridgewood Shpg. Ctr., 7004 U.S. 301 N., Southwood Mall, U.S. 41 & 57th Ave. W.
Neighborhood Shopping Centers-9th St. & 9th Ave. W.; Manatee Ave. at 34th St.; Manatee Ave. at 9th St.; Lakeside, Cortez Rd. W; Manatee Ave. at 68th St.; Beachway Plaza, Manatee Ave. at 75th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Branden River Plz.	NA	Eckerd, Winn-Dixie
College Plz.	3	SupeRx, Winn-Dixie
Cortez Commons	4	Walgreens, Publix
Cortez Plz.	3	Publix, Walgreens
DeSoto Center	NA	Best Prods., Duffs
DeSoto Junction	3	Marshall's, Luria's
DeSoto Sq. Mall	3	Maas Bros., Sears
El Conquistador Plz.	NA	7-Eleven
Fountain Court	2	Scotty's, Wal-Mart
Manatee Plz.	2	Eckerd, Dollar General
Mount Vernon Plz.	NA	Foodway
Oneco Square	4	Winn-Dixie, Eckerd
Palma Sola/Tower Sq.	5	Kash 'n Karry, Radio Shack
Palmetto Plz.	NA	McCrory's, Goodwill
Pinebrook Commons	NA	McDuff's
Ridgewood	NA	Foodway
Southwood Mall	5	Beall's, SupeRx

Principal Shopping Days-Mon., Wed., Thur., Fri., Sun. Stores are open evenings.

13 - **RETAIL OUTLETS**: **Department Stores**-Maas Bros., Sears, JCPenney, Beall's 4, Belk-Lindsey, Neisner's, Kress.
Discount Stores-K mart, Wal-Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Walgreens 5, Eckerd 6, Foster, Sharps, SupeRx 2, Treasury 2.
Chain Supermarkets-Winn-Dixie (Kwik-Check) 7; Publix 4; Kash 'N Karry 2; Albertson's 2; Foodway 4; Florida Choice.

14 - **NEWSPAPERS**: HERALD (m) 45,281; (S) 54,438, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Robert Turner, Adv./Mktg. Dir., HERALD, 102 Manatee W., Bradenton, FL 34206; Tel. (813) 748-0411.
National Representatives: Knight-Ridder Newspaper Sales; Publishers' Representatives of Florida.

BROOKSVILLE

1 - **LOCATION**: Hernando County. (In Tampa-St. Petersburg-Clearwater MSA). E&P Map C-2. County Seat. W coast of Florida, 50 mi. N of Tampa, on U.S. Hwys. 41 & 98; State Hwy. 50.

2 - **TRANSPORTATION**: **Railroads**-Seaboard Coastline.
Intercity Bus Lines-Trailways; Gulf Coast; Greyhound. (Air) Hernando County Airport.

3 - **POPULATION**:
Corp. City 80 Cen. 5,582; E&P 88 Est. 8,940
County 80 Cen. 45,402 E&P 88 Est. 83,796
MSA 80 Cen. 1,623,781; E&P 88 Est. 2,014,319

4 - **HOUSEHOLDS**:
City 80 Cen. 2,205; E&P 88 Est. 3,162
County 80 Cen. 17,735; E&P 88 Est. 33,974
MSA 80 Cen. 656,551; E&P 88 Est. 837,308

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$506,178,000
Commercial	13	$447,336,000

6 - **PASSENGER AUTOS**: County 51,254

7 - **ELECTRIC METERS**: 46,899

8 - **GAS METERS**: N.A.

9 - **PRINCIPAL INDUSTRIES**: Industry-Fruit (Citrus) & Veg.; Rock Prods.; Elect. Components; Poultry Farms; Cattle Ranches; Horse Breeding; Clothing Mfg.

10 - **CLIMATE**: Min. & Max. Temp.-Spring 59-86; Summer 65-95; Fall 60-90; Winter 40-70. First killing frost, Dec.; last killing frost, Feb.

11 - **TAP WATER**: Alkaline, hard.

12 - **RETAILING**: **Principal Shopping Centers**-U.S. Hwys. 41 & 98; Lamar St.; Hwys. 50 & 19.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brook Plaza(12)	NA	Thriftway Mkt., Sears, White Auto
Hernando Plz.(10)	NA	McCroy's, Publix, Hogan-Rexall
South Plaza(18)	NA	Zayre, Winn-Dixie, Eckerd, Mont. Ward
South Sq.(17)	NA	K mart, SupeRx, Kash N' Karry
Western Way(15)	NA	Eckerd, Bealls, Winn-Dixie, Radio Shack

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Shopping Centers every evening to 9.

13 - **RETAIL OUTLETS**: **Department Stores**-McCroy's; Sears; Beall's; Montgomery Ward.
Discount Stores-Zayre; McCroy's; K mart; Wal-Mart.
Chain Drug Stores-Eckerd; Rexall; Rite Aid; Walgreen.
Chain Supermarkets-Publix; Winn-Dixie; Kash N' Karry; Shopping Basket.
Other Chain Stores-White Auto; Radio Shack; Western Auto; Ace Auto Parts.

14 - **NEWSPAPERS**: SUN JOURNAL (e-tues to sat) 2,296; sworn Dec. 21, 1987.
Local Contact for Advertising and Merchandising Data: Arnold C. Summers, Gen. Mgr., SUN JOURNAL, PO Box 218, Brooksville, FL 33512; Tel. (904) 796-4925.
National Representative: Landon Associates.

CAPE CORAL

1 - **LOCATION**: Lee County. E&P Map C-3 (In Fort Myers-Cape Coral MSA). 120 mi. SE of Tampa; on U.S. Hwy. 41; I-75.

2 - **TRANSPORTATION**: **Railroads**-Seaboard Coast Line.
Bus Lines-Greyhound; Trailways (at Fort Myers).
Motor Freight Carriers-1.
Airlines-Eastern; Pan Am; Republic; United; Florida (at Fort Myers); Ozark; American; Delta; Northwest Orient; USAir.

3 - **POPULATION**:
Corp. City 80 Cen. 32,103; E&P 88 Est. 57,139
County/MSA 80 Cen. 207,787; E&P 88 Est. 284,627

4 - **HOUSEHOLDS**:
City 80 Cen. 12,959; E&P 88 Est. 20,020
County/MSA 80 Cen. 82,509; E&P 88 Est. 118,061

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	N.A.
Savings & Loan	8	N.A.

6 - **PASSENGER AUTOS**: County 204,048

7 - **ELECTRIC METERS**: Residence 29,305

8 - **GAS METERS**: N.A.

9 - **PRINCIPAL INDUSTRIES**: Industry-Fruit & Vegetable Canning & Shipping; Electronic Parts; Concrete Prods.; Boats; Lumber; Fisheries; Citrus Fruit; Sugar Cane.

10 - **CLIMATE**: Min. & Max. Temp.-Spring 62-82; Summer 70-90; Fall 70-84; Winter 63-82.

11 - **TAP WATER**: Alkaline, soft.

12 - **RETAILING**: **Principal Shopping Center**-6 Blocks-Cape Coral Pkwy. (58 stores); Coralwood Mall (19 stores); Del Prado Mall (20 stores); Coral Pointe Mall (20 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gulf Plaza(3)	NA	Eckerd, Publix
Corawood Mall(44)	NA	Winn-Dixie, Beall's, Gray Drug

Principal Shopping Days-Fri., Sat.

13 - **RETAIL OUTLETS**: **Department Stores**-Sears; Beall's; JCPenney, American.
Discount Stores-K mart; Zayre; Wal-Mart; Dollar General.
Chain Drug Stores-Eckerd; Gray Drug; Florida Choice.
Chain Supermarkets-Publix; Winn-Dixie; Kash 'N Karry; Florida Choice; U-Save.
Other Chain Stores-Goodrich; Firestone; Goodyear; Walgreens.

14 - **NEWSPAPERS**: BREEZE (e-mon to fri) 6,230; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Joel S. Jenkins, Sales Mgr., BREEZE, PO Box 846, Cape Coral, FL 33904; Tel. (813) 574-1110.
National Representative: Landon Associates.

CHARLOTTE HARBOR

1 - **LOCATION**: Charlotte County, E&P Map C-3. Southwestern part of state. Midway between Sarasota and Fort Myers. On U.S. Hwy. 41 & I-77.

2 - **TRANSPORTATION**:
Airlines-Commuters.

3 - **POPULATION**:
Corp. City 80 Cen. 25,770; E&P 88 Est. N.A.
County 80 Cen. 60,088; E&P 88 Est. 85,039

4 - **HOUSEHOLDS**:
City 80 Cen. N.A.; E&P 88 Est. N.A.
County 80 Cen. N.A.; E&P 88 Est. 36,937

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	N.A.
Savings & Loan	5	N.A.

6 - **PASSENGER AUTOS**: County 70,362

7 - ELECTRIC METERS: Residential 30,000 (estimated)

8 - GAS METERS: Residential 12,000 (estimated)

9 - PRINCIPAL INDUSTRIES: Tourist, Citrus

10 - CLIMATE: Mean av. temp. 75-78

11 - TAP WATER: pH 7

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fisherman's Vlg	NA	Beall's, J Byron's, Sears
Promenade's Mall	NA	Eckerd's, JC Penney

Principal Shopping Days Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores** JC Penney, Sears, J Byron's, Beall's
Discount Stores Beall's Outlet
Variety Stores McCrory, K mart, Wal-Mart
Chain Drug Stores Eckerd, Revco, Walgreens, Treasury
Chain Food Supermarkets Publix, Kash-n-Karry, Winn-Dixie, U-Save

14 - NEWSPAPERS: CHARLOTTE SUN (mS) 13,600, sworn Oct. 1, 1987
Local Contact for Advertising and Merchandising Data: Mary Skagg, Office Mgr., CHARLOTTE SUN, 23170 Harborview Rd., PO Box 2390, Charlotte Harbor, FL 33980; Tel. (813) 629-2855
National Representative None

CLEARWATER

1 - LOCATION: Pinellas County (In Tampa-St. Petersburg-Clearwater MSA). E&P Map C-2. County Seat. All-year vacation resort. 22 mi. from Tampa, 22 mi. from St. Petersburg.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line; Amtrak; Auto Tran Corp.
Motor Freight Carriers-4
Intercity Bus Lines-Tamiami, Trailways, Florida Greyhound, Gulf Coast Motor, Central Pinellas Transit Authority
Airlines-Delta, Eastern, National, Northwest, TWA, Midway, Sun, United, Pan American, Naples, Republic, Air Canada, Piedmont, Ozark, USAir, American

3 - POPULATION:
Corp. City 80 Cen. 85,450; E&P 88 Est. 113,091
MSA 80 Cen. 1,613,961; E&P 88 Est. 2,014,319
County 80 Cen. 728,409; E&P 88 Est. 879,834
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 37,323; E&P 88 Est. 51,432
County 80 Cen. 319,469; E&P 88 Est. 393,514
MSA 80 Cen. 656,551; E&P 88 Est. 837,308

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	25	$6,000,000
Commercial	35	$4,500,000

6 - PASSENGER AUTOS: County 615,204

7 - ELECTRIC METERS: 36,676

8 - GAS METERS: Residence 8,300

9 - PRINCIPAL INDUSTRIES: Electronics; Engineering Design Research; Tourism, Light Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 64-79; Summer 75-89; Fall 67-82; Winter 55-72.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-7 blocks on 2 Sts., also 18 shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Clearwater(126)	NA	Mont. Ward, Ivey's, Gayfers, Burndines
Cleveland Plz.(17)	NA	Publix
Countryside Mall(150)	NA	Maas, Sears, Robinson, JCPenney
Food Fair(7)	NA	Food Fair, Eagle, Army & Navy
Gulf to Bay Plaza(11)	NA	Publix Mkt., Eckerd
Harbor Sq.(12)	NA	Winn-Dixie
Imperial Sq.(21)	NA	SupeRx, Winn-Dixie
Searstown(31)	NA	Sears, Winn-Dixie
Sunset 19(22)	NA	Beall's
Sunshine Mall(90)	NA	JCPenney, McCrory, Byron, SupeRx
Tri-City Plz.(21)	NA	Publix, TG&Y
Douglas(7)	NA	Publix, Eckerd
Dunedin(6)	NA	Kwik-Chek
Mid-Way(23)	NA	Publix, Eckerd
Northwood Plaza(50)	NA	Jacobson's, Winn-Dixie
Seminole Mall(67)	NA	J. Byron
Pinellas Sq Mall(110)	NA	Ivey's, JCPenney, Mont. Ward
Tyrone Sq (136)	NA	Sears, JCPenney, Robinson's, Maas

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores Open Evenings-Shopping ctrs. to 9, 6 nights (ex. Sun.)

13 - RETAIL OUTLETS: **Department Stores** JCPenney, Burdine's, Robinson's, J. Byron, Maas, Montgomery Ward, Sears, Ivey's, Gayfer's
Discount Stores-Eagle Family Discount, Zayre, K mart
Variety Stores-Woolworth 2, McCrory 4, Ben Franklin, TG&Y 2
Chain Drug Stores-Eckerd 8, SupeRx 3, Adams, Michel's 3, Kare
Chain Supermarkets-A&P, Kwik-Chek 5, Publix 6, Pick-Kwik 42, 7-Eleven 7, Kash n Karry, Grand Union 2, Albertson's 3, Sureway 3, Mr. C's Warehouse 2
Other Chain Stores-Goodrich, Firestone 2, Goodyear 4, Lerner's, Bell Shoes, Thom McAn 2, Mather Furn., Rhodes Furn., Kelly Springfield Tires, Leeds Shoes, Baker Shoes, Eagle Army & Navy, Lawton Jewelers, Badock Furn., Ace Hdwe., Levitz Furn., Scottie's Lumber

14 - NEWSPAPERS: SUN (mS) 23,000, sworn Sept. 30, 1988
Local Contact for Advertising and Merchandising Data: Judy DeFay, Adv. Dir., SUN, 301 S. Myrtle Ave., Clearwater, FL 33516; Tel. (813) 462-2000
National Representatives Branham/Newspaper Sales, Publishers' Representatives of Florida

DAYTONA BEACH

1 - LOCATION: Volusia County (MSA). E&P Map D-2. Tourist center 91 mi. S of Jacksonville, 179 mi. N of West Palm Beach, 54 mi. NE of Orlando

2 - TRANSPORTATION: **Railroads**-Amtrak, Florida East Coast (freight); Votran
Motor Freight Carriers-15
Intercity Bus Lines-Greyhound, Trailways
Airlines-American, Eastern, Delta, Piedmont, Presidential, Continental Express

3 - POPULATION:
Corp. City 80 Cen. 54,176; E&P 88 Est. 66,608
CZ-ABC: (80) 166,504
RTZ-ABC: (80) 103,171
County/MSA 80 Cen. 260,971; E&P 88 Est. 323,416
City & RTZ-ABC: (80) 269,675

4 - HOUSEHOLDS:
City 80 Cen. 22,952; E&P 88 Est. 28,241
County/MSA 80 Cen. 105,773; E&P 88 Est. 134,489
CZ-ABC: (80) 69,596
RTZ-ABC: (80) 40,536
City & RTZ-ABC: (80) 110,132

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	80	$2,074,968,000
Thrifts	63	$2,267,464,000

6 - PASSENGER AUTOS: County 223,706

7 - ELECTRIC METERS: Residence 106,942

8 - GAS METERS: Residence 7,000
(E. Volusia & Flagler Counties)
9 - PRINCIPAL INDUSTRIES: Industry-Whol. & Ret. Trade; Services; Gov't; Mfg.; Construction; Fin., Ins. & Real Estate; Trans.; Agriculture

10 - CLIMATE: Min. & Max. Temp.-Spring 38-87; Summer 74-99; Fall 47-96; Winter 28-87.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Volusia Mall, 5 blocks on Beach St.; 5 on Main St.; 3 on Broadway; 4 on Seabreeze Blvd.; 1 on Magnolia; 1 on S. Ridgewood.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ormond Beach Plz.	NA	Belk Lindsey, Publix, Eckerd
W. Granada	NA	Wal-Mart, Scotty's
Trails	NA	Eckerd, Publix
Rivergate Plz.	NA	Winn Dixie, Rite Aid, Ben Franklin
Granada Blvd.	NA	Walgreens, McCrory, Food Lion
Bellair Plaza	NA	Belk Lindsey, Woolworth, GC Murphy, Walgreens
Halifax	NA	G.C. Murphy, Publix, Eckerd Drugs
Downtown	NA	Woolworth
Masonova	NA	Goodings, Rite Aid
Holly Hill Plz.	NA	Eckerd Drugs, Albertson's, Dollar General
Daytona Mall	NA	Rose Auto Store, Zayre
K mart	NA	K mart, Old America Store
Volusia Point	NA	Marshall's
Volusia Sq	NA	Ross Dress For Less, Toys R Us, Home Depot
Volusia Plaza	NA	Service Mdse.
Bel-Nova	NA	Winn-Dixie, Scotty's
Big Tree Plz	NA	Publix, Eckerd Drugs, Dollar General
Daytona Outlet Mall	NA	Walgreens, Zayre
Port Orange Plz	NA	Winn-Dixie, Dollar General
Park Place Plz	NA	Albertson's, Beall's
Dunlawton Sq	NA	K mart, Eckerd Drugs, Dollar General
Village Mall	NA	Wal-Mart

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Major department store open until 9 p.m. daily. Sunday 12 noon to 6 p.m. Some supermarkets open until 10 p.m.

13 - RETAIL OUTLETS: **Department Stores**-Ivey's, Sears, Maison Blanche, Burdines, Service Merchandise, JC Penney, Belk-Lindsey, Beall's
Discount Stores-Wal-Mart, K mart, Zayre, Ross Dress for Less, Marshall's
Variety Stores-G.C. Murphy, Woolworth
Chain Drug Stores-Eckerd Drugs, Walgreens, Rite Aid, Phar Mor, Pic 'N Save
Chain Supermarkets-Publix, Winn-Dixie, Food Lion, Albertson's, Goodings
Other Chain Stores-Scotty's, Builder's Square, Lowes; Home Depot; Toys R Us

14 - NEWSPAPERS: NEWS-JOURNAL (m) 87,565; (S) 104,713, Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: Kathy Coughlin, Natl. Adv. Dir., NEWS-JOURNAL, 901 Sixth St., Daytona Beach, FL 32105; Tel. (904) 252-1511
National Representatives Sawyer-Ferguson-Walker, Publishers' Representatives of Florida

DE LAND

1 - LOCATION: Volusia County (In Daytona Beach MSA). E&P Map D-2. County Seat. Fern & timber growing; lumber. Misc. mfg. area. College town. N central part of state; 108 mi. from Jacksonville; 140 mi. from Tampa; 250 mi. from Miami.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Motor Freight Carriers-12
Bus Lines-Greyhound; Trailways

3 - POPULATION:
Corp. City 80 Cen. 15,354; E&P 88 Est. 22,450
CZ-ABC: (80) 38,205
RTZ-ABC: (80) 36,269
County/MSA 80 Cen. 260,971; E&P 88 Est. 323,416
City & RTZ-ABC: (80) 56,140

4 - HOUSEHOLDS:
City 80 Cen. 6,150; E&P 88 Est. 8,662
County/MSA 80 Cen. 105,773; E&P 88 Est. 134,489
CZ-ABC: (80) 14,562
RTZ-ABC: (80) 15,176
City & RTZ-ABC: (80) 22,102

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$1,608,080,000
Commercial	6	$424,500,000

6 - PASSENGER AUTOS: County 223,706

7 - ELECTRIC METERS: Residence-West Volusia 40,100

8 - GAS METERS: Residence-City & Suburbs 3,903

9 - PRINCIPAL INDUSTRIES: Ferneries; Forestry; Hypodermic Needle Mfg.; Concrete Prods.; Woodworking; Cabinet Mfg.; Naval Sonabouy Mfg.; Camouflage Netting Mfg.; Plastic Housewares; Electric Transformers; Food Proc.; Medical Supplies.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 68-85; Fall 71-90; Winter 51-77. First killing frost, Dec. 13; last killing frost, Jan. 25.

11 - TAP WATER: Neutral; soft.

12 - RETAILING: **Principal Shopping Center**-6 blocks Blvd.; center downtown & 5 on either side.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
W. Volusia(36)	NA	Zayre, Beall's, Kinney
College Plz.(11)	NA	Publix, Eckerd, J. Byron
De Land Plaza(2)	NA	Winn-Dixie, Revco
Gateway Vlg.(15)	NA	Wal-Mart, Walgreens
Woodland Plaza(22)	NA	Belk-Lindsey, Family Dollar, Rose's
K mart Plaza	NA	K mart
Brandy Wine Plz		Winn-Dixie, Eckerd
Miller's Plz.		Miller's Five Store

Other Shopping Centers-Orange City, 6 mi.; DeBary, 9 mi.; DeLeon Springs, 6 mi.; Deltona, 11 mi.
Principal Shopping Days-Thur., Fri., Sat., & Sun.
Stores Open Evenings-Shopping Ctr. until 9pm.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney (catalog); Sears (catalog); Belk-Lindsey; J. Byron; Bealls
Discount Stores-Family Dollar; K mart; Zayre; Super Discount; Wal-Mart; Rose's
Variety Stores-Woolworth; Rose's.
Chain Drug Stores-Orange Belt (Rexall); Eckerd 3; Medicine Shoppe; SupeRx; Walgreens; Revco.
Chain Supermarkets-Winn-Dixie 4; Publix 2; SupeRx; Miller's; Save-A-Lot; Goodings.
Other Chain Stores-Firestone; Goodyear Service; Badcock Furn.; Little Giant; Handyway; Cumberland Farms.

14 - NEWSPAPERS: SUN NEWS (e-mon to fri) 8,229 (wknd) 8,644, Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: Brad Mason, Adv. Dir., SUN NEWS, 111 S. Alabama Ave., PO Box 1119, De Land, FL 32720; Tel. (904) 734-3661
National Representatives: Landon Associates.

FORT LAUDERDALE

1 - LOCATION: Broward County/South Plam Beach (In Fort LauderdaleHollywood-Pompano Beach PMSA). E&P Map D-4. Bounded on the North by Southern Blvd. in PB County; on the south by Dade County; on the East by the Atlantic Ocean, on the West by Collier and Hendry Counties. On the Inter-coastal Waterway and 165 mi. of canals & waterways. Major hwys. include U.S. 1, I-95 and Florida Tpke. Major terminal for railroad, bus, shipping & airlines. Foreign Trade Zone (Port Everglades).

2 - TRANSPORTATION: **Railroads**-Florida East Coast, Seaboard System; Amtrak.
Motor Freight Carriers-20.
Freight Steamship Lines-36.
Intercity Bus Lines-Greyhound; Trailways; Grayline; A-1 Bus Lines; Turfway Lines.
Airlines-Aero Coach; Midway; Air Sunshine; American; American International; Atlantic Gulf; Bahamasair; Caribbean Express; Chalk's International; Continental; Delta; Eastern; Florida Express; Gull Air; Northeastern International; Northwest; Ozark; PBA; Pompano Airways; Proair; Republic; Southern Express; Trans Air; Trans World; United; USAir; Walker's International; Federal Express.

3 - POPULATION:
Corp. City 80 Cen. 153,256; E&P 88 Est. 160,694
CZ-ABC: (80) 754,763
Bal. in NDM-ABC: (80) 110,370
Total CZ & NDM-ABC: (80) 865,133
County/PMSA 80 Cen. 1,022,365; E&P 88 Est. 1,230,188
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 63,338; E&P 88 Est. 74,672
County/PMSA 80 Cen. 420,767; E&P 88 Est. 524,191
CZ-ABC: (80) 308,729
Bal. in NDM-ABC: (80) 46,960
Total CZ & NDM-ABC: (80) 355,689

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	13	$13,223,463,000
Commercial	21	$7,404,872,000

6 - PASSENGER AUTOS: County 892,409

7 - ELECTRIC METERS: County (Res.) 775,028

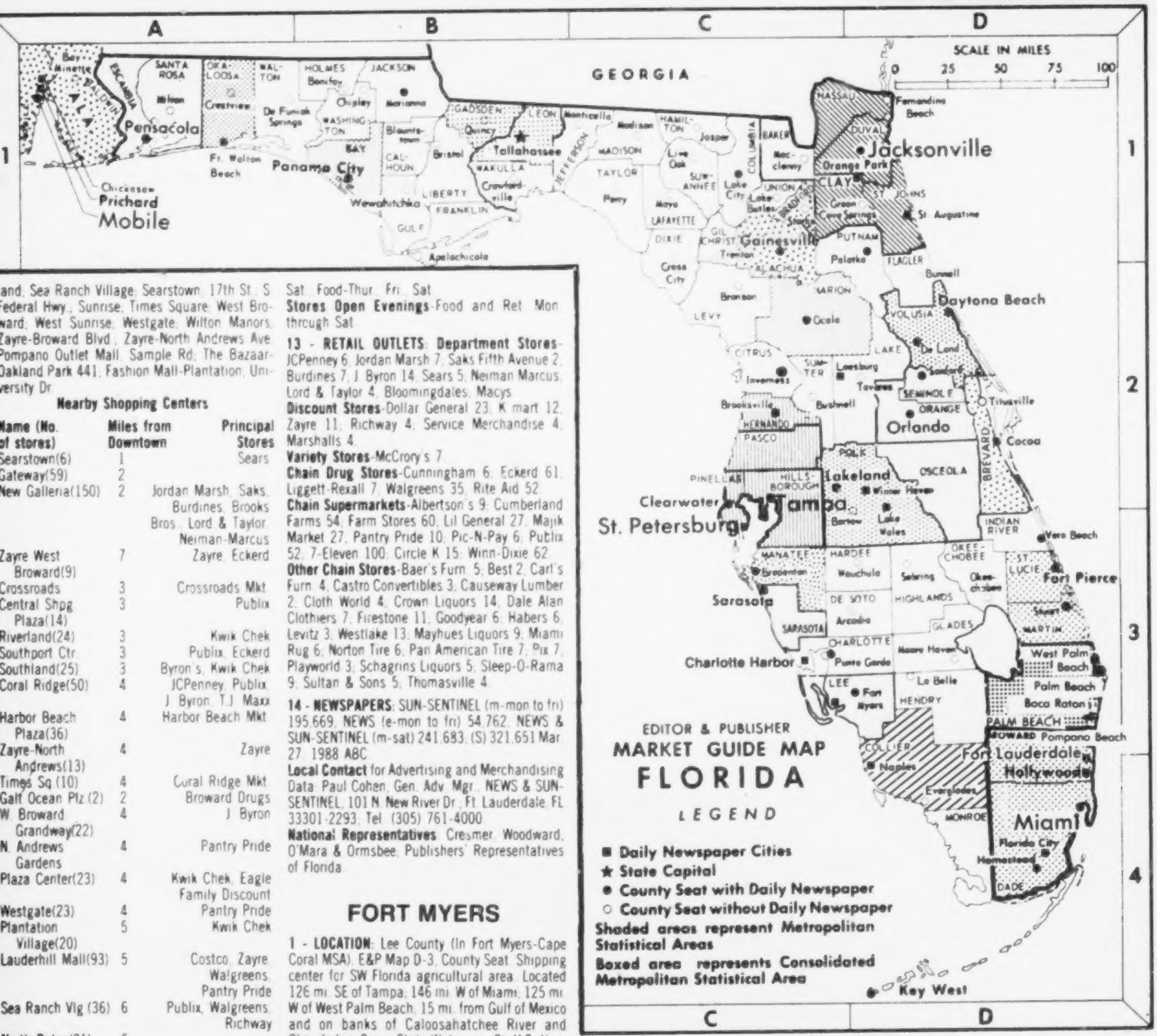
8 - GAS METERS: County 44,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 19,800; Apparel & Accessory Stores 7,800; Furn. & Home Furnishing 6,100; Printing & Pub. 5,000; Contract Constr. 34,700; Trans., Commun., Util. 23,100; Ret. Trade 118,800; Fin., Ins., R.E. 41,100; Servs. 134,100; Gov't 61,000.
Principal Industrial Pay Days-Building Trades, Fri.; Other Industries, Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 68-80; Summer 75-90; Fall 72-85; Winter 62-80.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-21; over 25 additional major shpg. ctrs. plus dozens of neighborhood shopping strips.
Neighborhood Shopping Centers-Central Shopping Plaza; Coral Ridge; Crossroads; Galt Plaza; Gateway; Grandway; Harbor Beach Plaza; Lauderdale; Lauderdale Beach; Lauderdale-By-The-Sea; Lauderhill Mall; North Andrews Gardens; Oakland Park Blvd.; Plantation Village; Plaza Ctr.; River-


A
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1
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SCALE IN MILES
0 25 50 75 100
GEORGIA
ALA
Bay Minette
BALDWIN
ESCAMBIA
SANTA ROSA
Milton
OKALOOSA
Crestview
WALTON
De Funiak Springs
HOLMES
Bonifay
WASHINGTON
Chipley
JACKSON
Marianna
BAY
Panama City
Pensacola
Ft. Walton Beach
Chickasaw
Prichard
Mobile
GADSDEN
Quincy
LEON
Tallahassee
Blountstown
CALHOUN
Bristol
LIBERTY
Wewahitchka
GULF
FRANKLIN
Apalachicola
WAKULLA
Crawfordville
JEFFERSON
Monticello
MADISON
Madison
HAMILTON
Jasper
TAYLOR
Perry
Live Oak
SUWANNEE
LAFAYETTE
Mayo
DIXIE
Cross City
COLUMBIA
Lake City
BAKER
Macclenny
UNION
Lake Butler
BRADFORD
Starke
NASSAU
Fernandina Beach
DUVAL
Jacksonville
Orange Park
CLAY
Green Cove Springs
ST JOHNS
St Augustine
PUTNAM
Palatka
FLAGLER
Bunnell
GILCHRIST
Trenton
ALACHUA
Gainesville
LEVY
Bronson
MARION
Ocala
VOLUSIA
Daytona Beach
DeLand
CITRUS
Inverness
SUMTER
Bushnell
LAKE
Leesburg
Tavares
SEMINOLE
Sanford
ORANGE
Orlando
Titusville
BREVARD
Cocoa
HERNANDO
Brooksville
PASCO
PINELLAS
Clearwater
St. Petersburg
HILLSBOROUGH
Tampa
POLK
Lakeland
Winter Haven
Bartow
Lake Wales
OSCEOLA
INDIAN RIVER
Vero Beach
MANATEE
Bradenton
HARDEE
Wauchula
OKEECHOBEE
Okeechobee
ST. LUCIE
Fort Pierce
Sarasota
SARASOTA
DE SOTO
Arcadia
HIGHLANDS
Sebring
Stuart
MARTIN
CHARLOTTE
Punta Gorda
Charlotte Harbor
GLADES
Moore Haven
West Palm Beach
Palm Beach
Boca Raton
PALM BEACH
LEE
Fort Myers
Le Belle
HENDRY
COLLIER
Naples
Everglades
MONROE
BROWARD
Pompano Beach
Fort Lauderdale
Hollywood
Miami
Florida City
Homestead
DADE
Key West
EDITOR & PUBLISHER
MARKET GUIDE MAP
FLORIDA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area

and: Sea Ranch Village; Searstown; 17th St. S Federal Hwy.; Sunrise; Times Square; West Broward; West Sunrise; Westgate; Wilton Manors; Zayre-Broward Blvd.; Zayre-North Andrews Ave.; Pompano Outlet Mall; Sample Rd.; The Bazaar-Oakland Park 441; Fashion Mall-Plantation; University Dr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Searstown(6)	1	Sears
Gateway(59)	2	
New Galleria(150)	2	Jordan Marsh, Saks, Burdines, Brooks Bros., Lord & Taylor, Neiman-Marcus
Zayre West Broward(9)	7	Zayre, Eckerd
Crossroads	3	Crossroads Mkt.
Central Shpg Plaza(14)	3	Publix
Riverland(24)	3	Kwik Chek
Southport Ctr	3	Publix, Eckerd
Southland(25)	3	Byron's, Kwik Chek
Coral Ridge(50)	4	JCPenney, Publix, J. Byron, T.J. Maxx
Harbor Beach Plaza(36)	4	Harbor Beach Mkt.
Zayre-North Andrews(13)	4	Zayre
Times Sq.(10)	4	Coral Ridge Mkt.
Galt Ocean Plz.(2)	2	Broward Drugs
W. Broward Grandway(22)	4	J. Byron
N. Andrews Gardens	4	Pantry Pride
Plaza Center(23)	4	Kwik Chek, Eagle Family Discount
Westgate(23)	4	Pantry Pride
Plantation Village(20)	5	Kwik Chek
Lauderhill Mall(93)	5	Costco, Zayre, Walgreens, Pantry Pride
Sea Ranch Vlg (36)	6	Publix, Walgreens, Richway
North Ridge(21)	6	
Lakes Mall(76)	6	Builder's Square, Office Depot
Broward Mall(138)	7	Jordan Marsh, Sears, Burdines, JCPenney
Venetian Isles Center(48)	33	Eckerd, Publix, Zayre
Shoppers Haven(36)	NA	J. Byron, Walgreen's, Kwik Chek
Pompano Sq.(120)	NA	JCPenney, Burdines, Jordan Marsh, Sears
Sunshine Plz.(32)	NA	Publix, J. Byron
Town Center-Boca Raton(124)	17	Burdines, Sears, Bloomingdales, Jordan Marsh, Lord & Taylor, Saks
Coral Square(140)	13	Burdines, JCPenney, Jordan Marsh, Sears, Lord & Taylor
Delray Sq.(22)	NA	Publix, Radio Shack
Hollywood Fashion Square(92)	9	Burdine, JCPenney, Jordan Marsh, Zayre
Diplomat Mall(48)	10	K mart, Pantry Pride
Royal Palm Plaza(80)	15	Woolly's Food Emporium
Palm Aire, Deerfield(22)	14	Gray, Publix
Hollywood Mall(70)	8	Sears, Woolworth
Loehmann's Plz.(60)	8	Loehmann, Drug Mart, Kwik Chek
Pandamus(23)	8	Best Products
Promenade at Bay Colony(18)	6	Winn-Dixie
Boca Raton Mall(73)	NA	Discount Outlet
Coral Springs Mall(42)	NA	J. Byron

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat. Food-Thur., Fri., Sat.

Stores Open Evenings-Food and Ret. Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney 6; Jordan Marsh 7; Saks Fifth Avenue 2; Burdines 7; J. Byron 14; Sears 5; Neiman Marcus; Lord & Taylor 4; Bloomingdales; Macys.

Discount Stores-Dollar General 23; K mart 12; Zayre 11; Richway 4; Service Merchandise 4; Marshalls 4.

Variety Stores-McCrory's 7.

Chain Drug Stores-Cunningham 6; Eckerd 61; Liggett-Rexall 7; Walgreens 35; Rite Aid 52.

Chain Supermarkets-Albertson's 9; Cumberland Farms 54; Farm Stores 60; Lil General 27; Majik Market 27; Pantry Pride 10; Pic-N-Pay 6; Publix 52; 7-Eleven 100; Circle K 15; Winn-Dixie 62.

Other Chain Stores-Baer's Furn. 5; Best 2; Carl's Furn. 4; Castro Convertibles 3; Causeway Lumber 2; Cloth World 4; Crown Liquors 14; Dale Alan Clothiers 7; Firestone 11; Goodyear 6; Habers 6; Levitz 3; Westlake 13; Mayhues Liquors 9; Miami Rug 6; Norton Tire 6; Pan American Tire 7; Pix 7; Playworld 3; Schagrins Liquors 5; Sleep-O-Rama 9; Sultan & Sons 5; Thomasville 4.

14 - NEWSPAPERS: SUN-SENTINEL (m-mon to fri) 195,669; NEWS (e-mon to fri) 54,762; NEWS & SUN-SENTINEL (m-sat) 241,683; (S) 321,651 Mar. 27, 1988 ABC.

Local Contact for Advertising and Merchandising Data: Paul Cohen, Gen. Adv. Mgr., NEWS & SUN-SENTINEL, 101 N. New River Dr., Ft. Lauderdale, FL 33301-2293; Tel. (305) 761-4000.

National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Publishers' Representatives of Florida.

FORT MYERS

1 - LOCATION: Lee County (In Fort Myers-Cape Coral MSA). E&P Map D-3. County Seat. Shipping center for SW Florida agricultural area. Located 126 mi. SE of Tampa; 146 mi. W of Miami; 125 mi. W of West Palm Beach; 15 mi. from Gulf of Mexico and on banks of Caloosahatchee River and Okeechobee Cross-State Waterway. On U.S. Hwy. 41; Tamiami Trail; Florida 80; I-75.

2 - TRANSPORTATION: **Railroads**-Seaboard Coastline.

Motor Freight Carriers-6.

Intercity Bus Lines-Fort Myers Transit; Tamiami Trailways; Greyhound.

Airlines-Eastern; Delta; United; Northwest; Ozark; PBA; American; Midway; USAir; Florida Express; American Trans Air; NordAir; Sun Country; Ward Air; Key Air.

3 - POPULATION:

Corp. City 80 Cen. 36,638; E&P 88 Est. 44,767

NDM-ABC: (80) 205,266

County/MSA 80 Cen. 207,787; E&P 88 Est. 284,627

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 80 Cen. 14,413; E&P 88 Est. 15,352

County/MSA 80 Cen. 82,509; E&P 88 Est. 118,061

NDM-ABC: (80) 82,509

5 - BANKS	NUMBER	DEPOSITS
Commercial/S&L	134	$2,949,012,000

6 - PASSENGER AUTOS: County 204,048

7 - ELECTRIC METERS: 163,357

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry-Tourism; Constr.; Raising, Canning & Packing of Fruits and Vegetables; Cattle; Awnings; Fishing and Shipping Fish; Boat Bldg.; Lumbering; Phosphate; Shrimp Fleet; Shrimp Packing & Proc.; Winter Gladiolus & Pompom Growing & Shipping (Cut Flowers); Shell Novelties; Power Motors; Surgical Supplies; Plastics; Radio Crystals; Burial Vaults; Electronics; Concrete Products; Electrical Products; Transistors; Relays; Lawn Mowers; Fertilizer; Women's & Children's Wear; Boat Trailers; Fabricated Steel Buildings.

10 - CLIMATE: Min. & Max. Temp.-Spring 68-77; Summer 70-91; Fall 71-84; Winter 63-83.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-Edison Mall and downtown 6 blocks on First St.; 5 on Hendry St., 3 on Jackson; 1 on Broadway; Rafters Mall, College Parkway at Winkler Rd.; Bell Tower, U.S. Hwy. 41 & Daniels Rd.; Royal Palm Square, Colonial Boulevard at Summerlin Rd.

Neighborhood Shopping Centers-5 in downtown area; 11 in South Fort Myers; 14 in North Fort Myers; 7 in East Fort Myers; 3 at Fort Myers Beach and Sanibel; 4 in Lehigh Acres; 1 in Bonita Springs.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Weaver's Corner(22)	4	Winn-Dixie
Santini Plaza	15	Winn-Dixie
East Gate(7)	4	Eckerd
Edison Mall(150)	2	Maas, Sears, JCPenney, Burdine's, Maison Blanche
Miners Plaza	9	Winn-Dixie
Gulfpointe Square	9	Publix
Southpointe Square	7	J. Byrons, U-Save
Parkway Sq.(55)	7	
Bridge Plaza(22)	8	Kash 'N Karry
College Pkwy.(14)	8	Winn-Dixie
Coralwood Mall(44)	10	Beall's, Winn-Dixie
Coral Gate(18)	4	Winn-Dixie
North Shore	3	U-Save
McGregor Pointe	9	K mart
Royal Palm Sq.	3	Publix
Island Park	9	Publix
Lochmoor Plz.	4	Winn-Dixie, Eckerd
Coral Pointe	11	Publix
Hancock Bridge Sq.(20)	1	Family Mart, Wal-Mart
Bell Tower(64)	9	Jacobsen's

Principal Shopping Days-Thur., Fri., Sat., Mon.

13 - RETAIL OUTLETS: **Department Stores**-Burdine's; Jefferson's; J. Byron's; Sears; JCPenney; K mart 2; Lerner's; Luria's; Maas Bros.; Marshalls; Maison Blanche; American.

Variety Stores-Zayre; McCrory's; Woolworth; Eagle Army-Navy; Wal-Mart.

Chain Drug Stores-Eckerd 8; Walgreens 7; Liggett Rexall; Royal Palm; Gray 3; Cost Less; Treasury 2; Phar-Mor.

Discount Stores-TG&Y 3.

Chain Supermarkets-Albertson's; Kash 'N Karry; Publix 14; U-Save 4; Winn-Dixie 18; Affiliated 4; 7-Eleven 15; Minit Shop 5; Lil General 2; Big John; Family Mart; Circle K 19; Convenient Food Mart 3.

Other Chain Stores-Firestone; Goodyear; Goodrich; Western Auto; S&H Green Stamps; Shoes: Self Service Shoe, Shoe Fair, Kinney, Thom McAn, Leeds, Florsheim, Buster Brown, Naturalizer; National Shirt; O.K. Tire; Badcock Furn.; Pan American Tire; Scotty's Lumber; Wickes Lumber; Pinellas-Lindsley Lumber; Ace Hardware; Handy City; Kane's Furn.; Giant Warehouse; Rhodes Furn.; Radio Shack; Girads Jewelers; Lerners; Gordons Jewelers; Toys R Us.

14 - NEWSPAPERS: NEWS-PRESS (m) 87,398; (S) 112,247; Mar. 30, 1988 ABC.

Local Contact for Advertising and Merchandising Data: Dan O'Connell, Adv. Dir., NEWS-PRESS, 2442 Anderson Ave., Ft. Myers, FL 33902; Tel.

(813) 335-0200
National Representatives: Gannett National Newspaper Sales; Publishers' Representatives of Florida.

FORT PIERCE-PORT ST. LUCIE

1 - LOCATION: St. Lucie County. (In Fort Pierce MSA). E&P Map D-3. Fort Pierce is County Seat. Shipping center for citrus fruit, cattle and vegetables. Railroad terminal point. Port of Fort Pierce connects with Atlantic Ocean (27 ft. deep channel). Site of State Farmers' Market (wholesale vegetable auction market). Tourism & retirement area. 58 mi. N of West Palm Beach, 126 mi. N of Miami, 234 mi. S of Jacksonville, 150 mi. E of Tampa.

2 - TRANSPORTATION: **Railroads**-Florida East Coast.
Motor Freight Carriers-Southern, Central, Ryder, Greyhound, UPS, Trailways.
Intercity Bus Lines-Florida Greyhound, Trailways.

3 - POPULATION:
Corp. Cities 80 Cen. 48,492; E&P 88 Est. 90,572
Fort Pierce 80 Cen. 33,802; E&P 88 Est. 40,096
Port St. Lucie 80 Cen. 14,690; E&P 88 Est. 50,476
NDM-ABC: (80) 87,182
County 80 Cen. 88,313; E&P 88 Est. 128,513
MSA 80 Cen. 153,166; E&P 88 Est. 226,308
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Cities 80 Cen. 21,610; E&P 88 Est. 33,469
Fort Pierce 80 Cen. 15,163; E&P 88 Est. 15,048
Port St. Lucie 80 Cen. 6,447; E&P 88 Est. 18,421
County 80 Cen. 32,506; E&P 88 Est. 48,736
MSA 80 Cen. 58,369; E&P 88 Est. 88,529
NDM-ABC: (80) 32,506

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	9	$788,100,000
Commercial	7	$470,352,000

6 - PASSENGER AUTOS: County 81,901

7 - ELECTRIC METERS: Residence County 61,394

8 - GAS METERS: 4,574

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Constr. 4,600; Mfg.: Food 4,106; Trans., Commun. 510; Land Development 600; Fertilizer Mfg. 500; Paper Bags; Tourism 2,100; Comm. Fishing 450; PVC Pipe 150; Boat Mfg. 175.
Principal Industrial Pay Days-Mon., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-84; Summer 72-89; Fall 62-87; Winter 56-74.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Second St.; 9 on Orange Ave.; 3 on Fourth St.; 3 on Avenue A; Georgia Ave. and U.S. 1; Virginia Ave. and U.S. 1; Okeechobee at Hartman Rd.
Neighborhood Shopping Centers-K mart Plz. corner of U.S. 1 & Virginia Ave.; Town South Plz. on U.S. 1 & Midway Rd.; St. Lucie Sq. on U.S. 1 & Kitterman Rd.; St. Lucie Plz. on U.S. 1; Town Center on U.S. 1 & Port St. Lucie Blvd.; Orange Blossom Mall on Okeechobee Rd. & Hartman Ave.; Sabal Palm Plaza on U.S. 1 & Virginia Ave.; Great Eccno U.S. 1 & Va. Ave.; Jefferson Plaza, U.S. 1 & Emil; Village Green, U.S. 1 & Walton Rd.; Rivergate Plaza, Port St. Lucie Blvd. & Midport Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fort Pierce	1	Walgreens
Sunrise B[illegible](15)	1	A&P
Sabal Palm Plz.(25)	2	Rite Aid, Publix, J. Byron
K mart Plz.(22)	2	K mart, L. Luria, Winn-Dixie
Orange Blossom Mall(100)	3	Belk Lindsey, Sears
Jefferson Plz.(21)	3	Eckerd, Service Merchandise, Zayre
Village Green(30)	11	Beall's, K mart, Winn-Dixie, Eckerd
Rivergate Plaza(13)	15	Walgreens, Publix
Town South(15)	5	Winn-Dixie, Eckerd
St. Lucie Sq.(12)	6	Publix, Walgreens
Town Ctr.(24)	13	Scotty's, Wal-Mart
St. Lucie Plz.(11)	7	Winn-Dixie, Sunrise True Value
Treasure Coast Sq.(85)	15	Jordan Marsh, Lord & Taylor, JCPenney

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon. & Fri.; Food-every night ex. Sun.

13 - RETAIL OUTLETS: **Department Stores**-Lord & Taylor; Jordan Marsh; JCPenney; Rosslow's; Sears; Service Merchandise; Beall's; Belk-Lindsey; K mart; Zayre; J. Byron.
Discount Stores-ADC; K mart 2; Wal-Mart 2.
Variety Stores-McCrory; Woolworth 2.
Chain Drug Stores-Walgreens 3; Shop-Rite 3; Eckerd 5.
Chain Supermarkets-A&P; Winn-Dixie 7; Publix 4; Great Valu; Associated Grocers 4; Albertson's; Bob & Ed's.
Other Chain Stores-Goodyear 2; Firestone; Mather Furn.; Haverty's (furn.); Gordon's (jewelry); Lory's; Thom McAn; Singer Co.; S&H Green Stamps; Norton Tire; Pan American; National Fabrics; Radio Shack 3; Zale's (jewelry); L. Luria & Sons (luggage & jewelry); Lowe's; Scotty's 3; Tire Kingdom 3; Waterbed City.

14 - NEWSPAPERS: NEWS-TRIBUNE (m) 24,131; (S) 26,831; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Dwight A. DeBolt, Dir. of Mktg. & Sales, NEWS-TRIBUNE, PO Box 69, Fort Pierce, FL 34954; Tel. (305) 461-2050.
National Representative: Landon Associates.

FORT WALTON BEACH

1 - LOCATION: Okaloosa County (MSA). E&P Map A-1. Home of Elgin Air Force Base occupying 800 square miles, 20,000 personnel. Okaloosa Walton Jr. College; Bay Area Vo-Tech.

2 - TRANSPORTATION: **Intercity Bus Lines**-Trailways, Greyhound.
Motor Freight Lines-8.
Airlines-Northwest; Air New Orleans; Atlantic Southeast; Eastern Metro Express.

3 - POPULATION:
Corp. City 80 Cen. 20,829; E&P 88 Est. 23,659
CZ-ABC: (80) 89,122
RTZ-ABC: (80) 20,798
County/MSA 80 Cen. 109,834; E&P 88 Est. 144,236
City & RTZ-ABC: (80) 109,920
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 7,140; E&P 88 Est. 7,784
County/MSA 80 Cen. 37,538; E&P 88 Est. 52,269
CZ-ABC: (80) 30,352
RTZ-ABC: (80) 7,186
City & RTZ-ABC: (80) 37,538

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	$838,543,207
Savings & Loan	3	$134,767,275
Credit Unions	2	$159,371,516

6 - PASSENGER AUTOS: County 96,033

7 - ELECTRIC METERS: Residence 52,820

8 - GAS METERS: Residence 17,818

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Elgin AFB 13,529 (N.A.); Military Contractors 1,822 (N.A.); Motels 3,000 (N.A.); Electronics 1,316 ($385); Lumber & Wood Prods. 247 ($254); Fishing 650 ($225); Concrete & Brick 120 ($317); Boat Mfg. 200 ($298).
Principal Industrial & Military Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-60; Summer 65-95; Fall 40-70; Winter 16-45.

11 - TAP WATER: Limestone, soft.

12 - RETAILING: **Principal Shopping Centers** (No. of stores)-Parkway Plz. (11); Bay Plz. 6; K mart.
Neighborhood Centers (No. of stores)-Moreno Plz. (7); Beiair (8); Chelsea Plz. (5); Wright (7).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bel-Air(12)	1	Jiffy Mart
Beltway(9)	2	Eckerd, Delchamps
Brooks Plaza(10)	2	Florida Pottery
Ft. Walton Square(31)	2	Zayre, Winn-Dixie
Sun Plaza(15)	NA	Wilbro, Lowe's Lumber
Santa Rosa Mall(114)	NA	Sears, JCPenney, McRae's, Gayfer's
Town Crest Annex(6)	2	Piggly Wiggly
Town Crest(8)	NA	Piggly Wiggly, Robert's Drug

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-All chain groceries; all major shopping centers; SupeRx Drug; Robert's Drug; Eckerd Drug; K mart.
Stores Open Sundays-All chain groceries; SupeRx Drug; TG&Y Variety; Eckerd Drug; all bars and package goods. (One Jitney Jungle Super Market open 24 hours per day).

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Gayfer's; McRae's.
Discount Stores-5 PX Exchanges Elgin AFB; K mart; Zayre.
Variety Stores-Bill's Dollar Store; Family Dollar; Florida Pottery.
Chain Drug Stores-Destin 2; Eckerd; Robert's; Revco; Big B; Rexall; K&B; Stop & Save.
Chain Supermarkets-A&P; Kwik Check 2; Jitney Jungle; Delchamps 3; Piggly Wiggly 3; Riteway 4; Pantry Pride; Jiffy Mart 6; Winn-Dixie 2; Southern Convenience 7; IGA 5; Food World.
Other Chain Stores-Goodyear; Firestone; Leo's Clothing; Leon's Fashions; Singer Co.; Jewel Box; Auto Sav Tires; Radio Shack; Grice Electronics; Art's TV; T&T TV; Wilbro. Furn.; All American; Rhodes; Chan's; Danley; Scotty's; Lowe's Lumber; Pic 'N Pay Shoes; Ordons (men's); Color Tile; Fan Fair; Warren Hdwe.; Convenience Stores: Quickway 2; Ritz Food 8; 7-Eleven 11; Tom Thumb 23. About 750 other retail outlets.

14 - NEWSPAPERS: PLAYGROUND DAILY NEWS (m) 33,311; (S) 39,767; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Sam Childs, Adv. Dir., PLAYGROUND NEWS, PO Box 2949, Ft. Walton Beach, FL 32549; Tel. (904) 863-1111.
National Representative: Landon Associates.

GAINESVILLE

1 - LOCATION: Alachua County. E&P Map C-1 (In Gainesville MSA). Located 70 mi. SW of Jacksonville.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line.
Motor Freight Carriers-13 (7 with terminals).
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Eastern; Piedmont; Atlantic Southeast.

3 - POPULATION:
Corp. City 80 Cen. 81,373; E&P 88 Est. 90,337
CZ-ABC: (80) 79,143
RTZ-ABC: (80) 130,239
County 80 Cen. 152,088; E&P 88 Est. 184,466
MSA 80 Cen. 172,214; E&P 88 Est. 209,497
City & RTZ-ABC: (80) 209,382
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 28,307; E&P 88 Est. 31,395
County 80 Cen. 60,904; E&P 88 Est. 69,166
MSA 80 Cen N.A.; E&P 88 Est. 76,972
CZ-ABC: (80) 27,509
RTZ-ABC: (80) 47,152
City & RTZ-ABC: (80) 74,661

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$389,442,000
Commercial	11	$699,187,000

6 - PASSENGER AUTOS: County 107,287

7 - ELECTRIC METERS: Residence 52,058

8 - GAS METERS: Residence 18,239

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Contract Constr. 4,497; Mfg. 4,676; Trans., Commun. & Public Util. 2,686; Trade 17,889; Fin., Ins. & R.E. 3,097; Services, Misc. 41,981; Gov't 3,878; (79,434 non-agric. work force, Gainesville MSA).

10 - CLIMATE: Min. & Max. Temp.-Spring 55-83; Summer 72-93; Fall 59-83; Winter 41-69.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-Newberry Rd. Regional Center, 3 mi. from downtown.
Neighborhood Shopping Centers-NW 13th St. (4 blocks); W. University Ave. (4 blocks); N. Main St. (4 blocks); Pic 'N Save Plz. 2; K mart Ctr., N. Main & 23rd Ave.; Eastgate Center 8.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Oaks Mall	3	Sears, JCPenney, Iveys, Burdines, Belk Lindseys
Gainesville Mall	1	Maas Brothers, Food 4 Less
Wal-Mart Plz.	1	Wal-Mart
Gainesville Shpg. Center	1	Belk Lindseys
Butler Plz.	2	Publix
34th St. Plz.	1	Publix
Oaks Mall Plz.	3	
Kash 'n Karry Marketplace	3	Kash 'n Karry
Millhopper Shpg. Center	3	Publix, Ben Franklin's

13 - RETAIL OUTLETS: **Department Stores**-Sears; Belk-Lindsey 2; JCPenney; Maas Brothers; Burdines; Ivey's.
Discount Stores-Pic 'N Save 4; Albertson; K mart 2; Wal-Mart 2; Family Dollar.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Eckerd 6; Greshams 4; Wise's 4; Albertsons; Treasury; Revco 2; SupeRx 2.
Chain Supermarkets-Winn-Dixie 4; Thriftway; Publix 6; Albertsons; Pic 'N Save 4; Food 4 Less; Kash 'N Karry 2; Foodline.

14 - NEWSPAPERS: SUN (m) 56,146; (S) 57,549; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Sally Wadlund, Ret. Adv. Mgr., SUN, 2700 S.W. 13th St., Gainesville, FL 32608; Tel. (904) 374-5058.
National Representatives: Branham/Newspaper Sales; Publishers' Representatives of Florida.

HOLLYWOOD

1 - LOCATION: Broward County (In Fort Lauderdale-Hollywood-Pompano Beach PMSA). E&P Map D-4. On the Atlantic Seaboard; 17 mi. N of Miami; 7 mi. S of Ft. Lauderdale; in the heart of Florida's Gold Coast.

2 - TRANSPORTATION: **Railroads**-Florida East Coast (freight); Amtrak; Seaboard Coast Line.
Motor Freight Carriers-16.
Freight & Passenger Steamship Lines-Port Everglades Terminal-Processed 1984-1,713 Cruise Cargo Vessels. P.T. Dennison Ocean Terminal. Freight Lines-5.
Foreign Trade Zone (Port Everglades).
Intercity Bus Lines-Greyhound; Trailways; Broward Transit.
Airlines-American; Bahamas Air; Continental; Delta; Eastern; Midway; Northwest; Ozark; United; Pan Am; TWA; Federal Express; Republic; Texas Intl.; USAir.

3 - POPULATION:
Corp. City 80 Cen. 117,188; E&P 88 Est. 132,303
CZ-ABC: (80) 174,597
RTZ-ABC: (80) 156,165
County/PMSA 80 Cen. 1,022,365; E&P 88 Est. 1,230,188
City & RTZ-ABC: (80) 330,762

4 - HOUSEHOLDS:
City 80 Cen. 48,595; E&P 88 Est. 55,020
County/PMSA 80 Cen. 415,339; E&P 88 Est. 524,191
CZ-ABC: (80) 70,758
RTZ-ABC: (80) 63,172
City & RTZ-ABC: (80) 133,930

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	N.A.	N.A.
Commercial	N.A.	N.A.

6 - PASSENGER AUTOS: County 892,409

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Av. Temp.-Summer 80; Winter 70.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Young Circle, U.S. 1, plus 3 blocks on Hollywood Blvd., 47 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Davie Shop(20)	NA	Publix, Eckerd
Carriage Hills(15)	NA	Winn-Dixie, Family Discount
Emerald Woods(8)	NA	Eckerd, Winn-Dixie
Sage Plaza(30)	NA	
Sheridan Oaks(15)	NA	Wendy's, Seymour's
Sterling(22)	NA	
Zayre Plaza(10)	NA	Zayre, SupeRx
Pines Lake(14)	NA	
Village(18)	NA	Eckerd, Publix
Dania(11)	NA	Pic 'N Pay, Pier I
Diplomat(35)	NA	Pantry Pride, Jefferson
Zayre(8)	NA	Zayre
Hollywood Mall(68)	NA	Sears, Publix
Hollywood Fashion(70)	NA	Burdines, JCPenney, Zayre, Jordan Marsh
West Hollywood(15)	NA	Cloth World, Family Discount
K mart(8)	NA	K mart
Taft St.(12)	NA	Zayre, Goodyear, Radio Shack, Eckerd
Post Haste(12)	NA	7-Eleven
Park Sheridan West(31)	NA	Radio Shack
Taft-Hollywood(20)	NA	Publix, Winn-Dixie, J. Bryon
Miramar(10)	NA	Winn-Dixie, Neisner's 5 & 10
Pembroke Plz.(10)	NA	

ublix(12)	NA	Lindsley, Publix
noll Plaza(7)	NA	
riffin Rd Plaza(10)	NA	Eckerd, Winn-Dixie
niversity(15)	NA	Publix, Eckerd, J. Byrons
ines Plaza(25)	NA	Winn-Dixie, SupeRx
asadena(11)	NA	Eckerd
ooper City(30)	NA	SupeRx, Winn-Dixie
iramar Pkwy	NA	Publix
ake Forest(8)	NA	

Principal Shopping Days-Fri., Sat., Sun.; Food hur., Fri., Sat.

tores Open Evenings-Dept., apparel & food-ightly; Sun. until 6.

3 - RETAIL OUTLETS: Department Stores-urdines; Jordan Marsh; JCPenney; Sears; J yron.
iscount Stores-K mart; Zayre.
ariety Stores-Woolworth; Neisner's; Surf 5 & 0; Sun Shops.
hain Drug Stores-Eckerd; SupeRx; Gray; Rexall; algreens; U.S. Drug; Drug World; Albertson's.
hain Supermarkets-Cumberland Farms 14; arm Stores 22; Foodspot 3; Great Valu 3; Jackon's Minit Markets 3; Lil General 7; Pic'N Pay 2; ublix 8; 7-Eleven Stores 14; Top Banana 4; -Tote-M 10; Winn-Dixie/Kwik Check 7; Pantry ride 5; Majik Markets 7.
ther Chain Stores-Goodyear; Firestone; Lindsley umber; Marshall's; Home Depot; Bunning Florist; hoes: Florsheim; Naturalizer; Buster Brown; anover; Kinney; A.S. Beck; Baker; Thom McAn; ationwide Auto Parts; Radio Shack; Olson Electronics; Tell's Originals; Lane Bryant; Lani Kays; erner Shops; Young Sophisticates; Three Sisters; aron's; Irving Berlin Men's Shops; Oxford Shops; amco; Norton; Fanny Farmer; Lansons; Lillie ubin; Lory Fashions; National Shirt Shops; Parkane Hosiery; Surrey's Ltd.; Suzy Casuals; Singer ompany; Jewelry: Gordon; Mayor; Lawton; Seibering; Pan American; Norton; Sherwin-Williams; hayer McNeil; Rose Auto; Baer Furniture; Liquor tate; Shell; Foremost.

4 - NEWSPAPERS: SUN-TATTLER (m) 31,895; ar. 31, 1988 ABC.
ocal Contact for Advertising and Merchandising ata: Gary Lawrence, Adv. Dir., SUN-TATTLER, 600 N. 29th Ave., Hollywood, FL 33020; Tel. (305) 29-8101.
ational Representative: Sawyer-Ferguson-alker.

HOMESTEAD

- LOCATION: Dade County (In Miami-Hialeah MSA). E&P Map D-4, on U.S. Hwy. 1, State Hwy 7.

- TRANSPORTATION: Railroads-Florida East oast; Seaboard.
ntercity Bus Lines-Greyhound.

- POPULATION:
orp. City 80 Cen. 20,668; E&P 88 Est. 25,034
Z-ABC: (80) 73,933
al. in NDM-ABC: (80) 106,214
otal NDM-ABC: (80) 180,147
ounty/PMSA 80 Cen. 1,706,198; E&P 88 Est. ,827,891

- HOUSEHOLDS:
ity 80 Cen. 7,635; E&P 88 Est. 10,223
ounty/PMSA 80 Cen. 609,883; E&P 88 Est. 58,996
Z-ABC: (80) 24,558
al. in NDM-ABC: (80) 33,321
otal NDM-ABC: (80) 57,879

- BANKS	NUMBER	EST. DEP.
ommercial	10	$175,000,000
avings & Loan	5	N.A.

- PASSENGER AUTOS: County 1,306,743

- ELECTRIC METERS: N.A.

- GAS METERS: N.A.

- PRINCIPAL INDUSTRIES: Homestead Air Force ase; Agric.; Aircraft Maintenance & Supply; lect.

0 - CLIMATE: Min. & Max. Temp.-Spring 64-82; ummer 75-87; Fall 66-86; Winter 62-75.

1 - TAP WATER: N.A.

2 - RETAILING: Principal Shopping Center-omestead Plz., N.E. 8th St.

Nearby Shopping Centers

ame (No. f stores)	Miles from Downtown	Principal Stores
ountain Plz.	NA	Fayva, Radio Shack
omestead Plz.(34)	NA	Winn-Dixie, J. Byron, SupeRx
alm Drive(3)	NA	
ayre(11)	NA	Zayre, Eckerd, Publix

3 - RETAIL OUTLETS: Department Stores-Sears 2; Burdines; Jordan Marsh; Lord & Taylor; Jackson's; Byrons 3.
Discount Stores-Zayre; K mart; Jeffersons.
Variety Stores-Neisner's 2; Woolworth 2; McCrory's.
Chain Supermarkets-Publix 4; Food Fair 3; Great Valu 2; Winn-Dixie.
Chain Drug Stores-Eckerd 2; SupeRx 2; Medicine Shoppe; Gray Drugs.
Other Chain Stores-Goodyear; Firestone 2; Norton Tire 2; Pan American Tire; Singer Sewing; Western Auto 2.

14 - NEWSPAPERS: SOUTH DADE NEWS LEADER (e-mon to fri) 13,345; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Connie DiNicola, Adv. Dir. or Chet Valiante, Circ. Dir., SOUTH DADE NEWS LEADER, 15-17 N.E. 1st Rd., Homestead, FL 33030; Tel. (305) 245-2311.
National Representative: Landon Associates.

INVERNESS

1 - LOCATION: Citrus County. E&P Map C-2. County Seat. On U.S. Hwys. 41 & 44. North central part of state.

2 - TRANSPORTATION: Railroads-Seaboard Coastline.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 4,095; E&P 88 Est. N.A.
City of Pub.-ABC: (80) 4,095
County 80 Cen. 55,430; E&P 88 Est. 91,384

4 - HOUSEHOLDS:
City 80 Cen. 1,755; E&P 88 Est. N.A.
County 80 Cen. 22,983; E&P 88 Est. 39,250
City of Pub.-ABC: (80) 1,755

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	N.A.
Savings & Loan	7	N.A.

6 - PASSENGER AUTOS: 51,630

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Utility 1,000; Services 4,000. Per capita income $9,886.
Principal Industrial Pay Days-N.A.

10 - CLIMATE: Av. Yearly Temp. 70.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-Regional Shpg. Ctr., Citrus Plz.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Citrus Plz.(14)	NA	Rexall Drugs, Piggly Wiggly, Sears
Highland Square(17)	NA	TG&Y, Winn-Dixie, Radio Shack

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Beall's.
Discount Stores-Wal-Mart; K mart.
Chain Drug Stores-Eckerd; Walgreens.
Chain Supermarkets-Publix; Winn-Dixie.

14 - NEWSPAPERS: CITRUS COUNTY CHRONICLE (m-mon to fri) 15,838; (S) 16,805; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: David L. Ernest, Adv. Dir., CITRUS COUNTY CHRONICLE, 130 Heights Ave.; PO Box 1899, Inverness, FL 32650; Tel. (904) 726-1441.
National Representative: None.

JACKSONVILLE

1 - LOCATION: Duval County (In Jacksonville MSA). E&P Map D-1. Major Atlantic coast deepwater port located at the mouth of the St. John's River. Principal market place of North Florida and South Georgia. Air, sea, and land distribution ctr., important medical, insurance, financial, mfg. and naval community.

2 - TRANSPORTATION: Railroads-CSX; Florida East Coast; Amtrak; Norfolk Southern.
Freight Steamship Lines-30.
Air Freight Carriers-18.
Motor Freight Carriers-118.
Intercity Bus Lines-Greyhound; Grayline Tours.
Airlines-American; Continental; Delta; Eastern; Eastern Express; Henson; Piedmont; TWA; United; USAir.

3 - POPULATION:
Corp. City 80 Cen. 540,898; E&P 88 Est. 606,391
CZ-ABC: (80) 620,288
RTZ-ABC: (80) 157,990
County 80 Cen. 570,464; E&P 88 Est. 647,784
MSA 80 Cen. 722,972; E&P 88 Est. 861,902
City & RTZ-ABC: (80) 778,278
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 194,252; E&P 88 Est. 227,918
County 80 Cen. 208,351; E&P 88 Est. 250,515
MSA 80 Cen. 259,596; E&P 88 Est. 324,717
CZ-ABC: (80) 223,911
RTZ-ABC: (80) 52,839
City & RTZ-ABC: (80) 276,750

5 - BANKS	NUMBER	DEPOSITS
Commercial	14	$6,132,750,000
Savings & Loan	9	$1,629,679,000

6 - PASSENGER AUTOS: County 449,216

7 - ELECTRIC METERS: Residence County 250,502

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: (Estimated Percentage of 408,500 Labor Force in each)-Mfg. (9.6); Contract Constr. (6.6); Trans., Commun., Util. (6.9); Whol. Trade (7.0); Ret. Trade (19.7); Fin., Ins., R.E. (9.6); Service (26.1); Gov't (14.5); 1988 unemployment rate (5.4).

10 - CLIMATE: Short, mild winters, warm summers, av. 68.0 degrees, av. seasonal range is from 54.7 degrees in Dec. to 80.2 degrees in July. Rainfall amounts to 52.0 inches in a normal year.

11 - TAP WATER: Alkaline, very hard, natural fluoride.

12 - RETAILING: Principal Stores-Ivey's; May Florida; JCPenney; Sears; Pic 'N Save; K mart; Zayre; Service Mdse.; Wal-Mart.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Anchor Plaza(25)	9	Service Mdse., Eckerd
Argyle Village(34)	12	Service Mdse., J. Byrons, Marshall's
Arlington Plaza(30)	5	
Beach Blvd. Center(18)	5	Emporium
Beach Plaza(14)	16	Woolworth
Brierwood Village(20)	9	Pic'N Save, Winn-Dixie
Cedar Hills(34)	7	JCPenney, Winn-Dixie, Cloth World
Deerwood Vlg.(38)	9	Eckerd, Publix
Expwy. Mall(32)	7	Publix, Cloth World, Burlington Coat Factory
Gateway Mall(105)	4	JCPenney, May Florida, Zayre, Service Mdse.
The Gazebo(27)	6	Revco, Publix
Grande Blvd.(71)	9	Jacobson's, John Baldwin
Highland Sq.(55)	10	Publix
Jacksonville Landing(65)	NA	Banana Republic, Body Shop, Jarrod's
K mart Plaza Neptune Beach(15)	14	K mart
K mart Plaza Northside(3)	7	K mart
K mart Plaza Southside(20)	4	K mart, Radio Shack
Kingsley Sq.(32)	14	Eckerd, Publix
Lakewood(59)	6	Cloth World, Winn-Dixie
Mandarin Landing(52)	12	Eckerd, Publix
Normandy Mall(75)	5	Sam's Wholesale Club, Eckerd
Normandy-Lane(23)	6	Zayre, Winn-Dixie
Norwood Plaza(22)	4	Eckerd
Orange Pk.(135)	12	Sears, May Florida, Ivey's, JCPenney
Outlets Ltd. Mall(20)	6	Consumers Warehouse
Paxon(28)	6	Western Auto, Kelly IGA
Promenade(23)	5	National Health Spa, Albertson's
Regency Sq.(172)	10	JCPenney, Sears, May Florida, Ivey's
Regency Court(24)	10	Lionel Playworld, Marshall's
Regency Park(15)	10	Eckerd, Welcome, Branden's
Roosevelt Mall(55)	4	May Florida, Stein Mart, Radio Shack
Southgate Plz.(23)	3	Winn-Dixie
Standard Plz.(27)	5	Service Mdse., Aaron Furn.
Town 'N' Country(40)	4	Pic'N Save,
University Blvd. Santa Monica(24)	5	Pic'N Save, Winn-Dixie
University Mall(10)	6	Stein Mart, Publix
Regency Plaza(19)	10	T.J. Maxx, Winn-Dixie

Principal Shopping Days-All week.

13 - RETAIL OUTLETS: Department Stores-May Florida 4; 5; Sears 6; JCPenney 5; Ivey's 2; Marshalls 2; Stein Mart 3; Jacobsons; J Byrons 2; Wal-Mart 6.
Discount Stores-K mart 11; Zayre 4; Family Dollar 4; Service Mdse. 4; Finkelstein; Pic'N Save 20; Dollar General 4.
Variety Stores-Woolworth; G.C. Murphy; McCrory's/TG&Y; World Bazaar; Pier 1.
Chain Supermarkets-Welcome; Food Lion; Publix; Winn-Dixie; 7-Eleven; Majik Markets; Albertson's; Lil' Champ; Day-N-Nite; Convenient; Jiffy; Gate; Flash Foods; Starvin Marvin.
Chain Drug Stores-Walgreens; Pic'N Save; Eckerd; Atkinson's; Attwood & Rogers; Preston; O'Steens; Scottie; Revco; Albertson; K mart.
Other Chain Stores-Goodrich; Firestone; General Tire; Western Auto; Goodyear; Haverty Furn.; Rhodes Furn.; Matador; Lerner Shops; Levy Wolf; Vogue Shops; Singer; Sherwin-Williams; PPG Ind.; Home Depot; West Building Materials; Scotty's Building Supply; Cloth World; Circuit City; McDuff; Baker Shoes; Ace Hdwe.; Florsheim; National Shirt; Kinney Shoes; Hickory Farms; Zale's Jewelers; Pix Shoes; Thom McAn; Halpern's; Radio Shack; Ethan Allen; Jacobson's; Levitz Furn.; Burlington Coat Factory; R.G. Branden's; Sports-A-Foot; T.J. Maxx; Turtle's; Luria's; Auto Shack.

14 - NEWSPAPERS: FLORIDA TIMES-UNION (m-mon to fri) 158,563; JOURNAL (e-mon to fri) 39,625; FLORIDA TIMES-UNION/JOURNAL (sat) 182,589; (S) 226,098; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Bryce Cockerham, Adv. Dir., FLORIDA TIMES-UNION & JACKSONVILLE JOURNAL, One Riverside Ave., Jacksonville, FL 32202; Tel. (904) 359-4111.
National Representative: Branham/Newspaper Sales.

KEY WEST

1 - LOCATION: Monroe County. E&P Map D-4. County Seat. On Key West Island in the Gulf of Mexico 55 mi. SW of Cape Sable, FL, 90 mi. from Havana, Cuba; 154 mi. S of Miami, FL. On U.S. Hwy. No. 1.

2 - TRANSPORTATION: Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.
Airlines-Piedmont; Eastern.

3 - POPULATION:
Corp. City 80 Cen. 24,292; E&P 88 Est. 24,251
CZ-ABC: (80) 24,382
RTZ-ABC: (80) 38,806
County 80 Cen. 63,353; E&P 88 Est. 75,770
City & RTZ-ABC: (80) 63,188

4 - HOUSEHOLDS:
City 80 Cen. 9,833; E&P 88 Est. 8,134
CZ-ABC: (80) 9,833
RTZ-ABC: (80) 16,507
County 80 Cen. 26,340; E&P 88 Est. 33,946
City & RTZ-ABC: (80) 26,340

5 - BANKS	NUMBER	EST. DEP.
Savings & Comm.	3	$30,000,000

6 - PASSENGER AUTOS: County 40,869

7 - ELECTRIC METERS: Residence 15,012

8 - GAS METERS: Residence 4,200

9 - PRINCIPAL INDUSTRIES: Cigar Mfg.; Canning; Sponging; Shrimping; Fishing; Shipping; Tourist Trade; Navy.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft, not fluoridated; Desalination Plant.

12 - RETAILING: Downtown Shopping Center-10 blocks on Duval St.
Neighborhood Shopping Centers (No. of Stores)-Flagler Vlg. (3); Kennedy Drive (11); Poinciana (6); Mallory Square (13); Greene St. (9).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Searstown(30)	4	Sears, Winn-Dixie, Woolworth, Zayre
Key Plaza(24)	4	Jackson/Byron's, Pantry Pride

Stores Open Evenings-Searstown Shpg. Ctr. and Key Plz., every night.

13 - RETAIL OUTLETS: Department Stores-Sears; Rubin Appel; Herman's; Discount PX Military Store; Jackson/Byron's.
Discount Stores-Dollar General; Radio Shack.
Variety Stores-Woolworth.
Chain Drug Stores-Cobo Rexall; Gray's; Eckerd; Medical Aids.
Chain Supermarkets-Gulfstream; Winn-Dixie 2; Pantry Pride; Fausto.
Other Chain Stores-Shoes: Thom McAn, Butler's; Tires and Appliances: Firestone, Goodyear; Paint: Harris, Mary Carter, Sherwin-Williams; Clothing:

Diana, Three Sisters, Natl. Shirt, Singer Co., Zale's Jewelers

14 - NEWSPAPERS: CITIZEN (e) 7,164; (S) 9,553; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Ronald E. Harrison, Adv. Mgr., CITIZEN, 515 Green St., Key West, FL 33040; Tel. (305) 294-6641.
National Representative: Thomson Newspapers.

LAKE CITY

1 - LOCATION: Columbia County. E&P Map C-1. County Seat. 60 mi. W of Jacksonville on U.S. Hwys. 90, 41 & 441; State Hwys. 25, 47, 100 & 247; I-10 & I-75.

2 - TRANSPORTATION: **Railroads**-Norfolk-Southern; Seaboard Coast Lines.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Local Charter.

3 - POPULATION:
Corp. City 80 Cen. 9,257; E&P 88 Est. 9,175
CZ-ABC: (80) 9,257
RTZ-ABC: (80) 26,142
County 80 Cen. 35,613; E&P 88 Est. 41,921
City & RTZ-ABC: (80) 35,399

4 - HOUSEHOLDS:
City 80 Cen. 3,401; E&P 88 Est. 3,488
County 80 Cen. 12,183; E&P 88 Est. 14,924
CZ-ABC: (80) 3,401
RTZ-ABC: (80) 8,782
City & RTZ-ABC: (80) 12,183

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$98,000,000
Commercial	3	$148,000,000

6 - PASSENGER AUTOS: County 22,018.

7 - ELECTRIC METERS: Residence 21,969 (commercial).

8 - GAS METERS: Residence 3,941 (commercial).

9 - PRINCIPAL INDUSTRIES: Industry; No. of Wage Earners (Av. Wkly. Wage N.A.)-Aircraft Modification 950; Mobile Home Mfg. 363; Mining 2,100; Wood Prods. 117; Metal Fab 317; Sportswear 140; Chicken Farming; Forestry; Furn. Mfg. 156.

10 - CLIMATE: Av. Annual Temp.-69; Summer 91; Winter 40. Av. Annual Rainfall 57 in.; Av. Humidity 75%.

11 - TAP WATER: Soft.

12 - RETAILING: **Principal Shopping Center**-5 blocks on N. Marion St.; in Lake City Plaza 13 stores; in K mart Plaza 8; in Winn-Dixie Plaza 8; Gleason's Corner Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Colonial Plz.	NA	Majik Mkt.
Gateway	NA	Sherwin-Williams
Gleason's Corner(35)	NA	Zale's, Kinney's, Belk's, JCPenney
K mart Plaza(8)	2	K mart, Eckerd, Payless Shoes
Lake City Plz.(13)	1	Foodway, Radio Shack, Dollar General
Southtown Sq.(8)	2	Winn-Dixie, TG&Y, Revco

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Food: Fri.; Eckerd, K mart, Foodway, Winn-Dixie, TG&Y.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Belk-Hudson; Sears (catalog); K mart; Wal-Mart; Fieldcrest.
Discount Stores-TG&Y; Eagle Army-Navy.
Variety Stores-McCrory.
Chain Drug Stores-Eckerd; Revco; SuperRx.
Chain Supermarkets-Winn-Dixie; G&H; S&S 5; Foodway; Publix.
Other Chain Stores-Goodyear; Scotty Home Builders; Western Auto; 84 Lumber.

14 - NEWSPAPERS: REPORTER (e-mon to fri) 9,195; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Andrew Caldwell, Adv. Dir., REPORTER, 126 E. Duval St.; PO Box 1709, Lake City, FL 32055; Tel. (904) 752-1293.
National Representatives: Branham/Newspaper Sales; Publishers' Representatives of Florida.

LAKE WALES

1 - LOCATION: Polk County, E&P Map D-3 (In Lakeland-Winter Haven MSA). At intersection of North-South State Hwy. 27 and East-West State Hwy. 60. Citrus, cattle, tourist center. 60 mi. from Tampa.

2 - TRANSPORTATION: **Railroads**-Seaboard Coastline.
Bus Lines-Greyhound.
Motor Freight Carriers-5.
Airlines-Charter only.

3 - POPULATION:
Corp. City 80 Cen. 8,466; E&P 88 Est. 9,109
County/MSA 80 Cen. 323,569; E&P 88 Est. 362,426

4 - HOUSEHOLDS:
City 80 Cen. 3,237; E&P 88 Est. 3,556
County/MSA 80 Cen. 114,394; E&P 88 Est. 129,296

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	3	$112,000,000
Commercial	4	$168,000,000

6 - PASSENGER AUTOS: County 237,398.

7 - ELECTRIC METERS: Residence 15,931.

8 - GAS METERS: Residence 825.

9 - PRINCIPAL INDUSTRIES: Citrus Growing & Packing; Lumber & Millwork; Fertilizer; Mach.; Concrete Prods. & Tile; Plastic Boat & Auto Interiors; Citrus Prods. & Juice; Mobile Home Mfg.; Silica Mining; Mattress Mfg.; Soup; Electronics Mfg.; Paper Mfg.; Honey Production; Plastic-Container Mfg.; Fertilizer; PVC Pipe Mfg.; Sheet Metal Fabrication; Printing; Auto Parts Assembly; Fiberglass Boat Hulls; Aluminum Storage-Building Mfg.
Principal Pay Days-Fri., Sat., 1st & 15th.

10 - CLIMATE: Av. Temp.-73.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Areas**-Two blocks on Park and Stuart; three shopping centers.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Southgate(13)	NA	Publix, Belk's, Eckerd
Marketplace(60)	NA	Friedlander's, Wales Furniture
Lake Wales(22)	NA	Winn-Dixie, Drug Mart
K mart Plaza	NA	K mart
Orange Grove	NA	Beall's, Walgreens, Kash 'N Karry, DeSears

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Friedlanders; Belk-Lindsey; Beall's.
Variety Stores-Edwin's; McCrory's; K mart; Wal-Mart; Dollar General; Family Dollar.
Chain Drug Stores-Eckerd; Drug Mart; Apothecary Shop (Liggett's); Walgreens; Wal-Mart.
Chain Supermarkets-Publix; Winn-Dixie; McCallister's; Shopping Basket; Kash 'N Karry.

14 - NEWSPAPERS: HIGHLANDER (e-mon to fri; S) 5,187; sworn Sept. 1, 1987.
Local Contact for Advertising and Merchandising Data: Jack Sullivan, Adv. Dir., HIGHLANDER, 33 W. Orange Ave.; PO Box 872, Lake Wales, FL 33853; Tel. (813) 676-2571.
National Representative: Landon Associates.

LAKELAND

1 - LOCATION: Polk County (In Lakeland-Winter Haven MSA). E&P Map C-2. 38 mi. from Tampa and 50 mi. from Orlando. On State Hwys. 33, 35, 37, 600; U.S. Hwys. 92, 98, 1-4.

2 - TRANSPORTATION: **Railroads**-Seaboard Coastline.
Motor Freight Carriers-14.
Intercity Bus Lines-Florida Greyhound; Tamiami Trailways.

3 - POPULATION:
City 80 Cen. 50,455; E&P 88 Est. 60,482
CZ-ABC: (80) 116,834
RTZ-ABC: (80) 204,818
County/MSA 80 Cen. 323,569; E&P 88 Est. 362,426
City & RTZ-ABC: (80) 321,652
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 19,240; E&P 88 Est. 24,621
County/MSA 80 Cen. 114,394; E&P 88 Est. 129,296
CZ-ABC: (80) 43,058
RTZ-ABC: (80) 71,336
City & RTZ-ABC: (80) 114,394

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$502,407,424
Commercial	10	$5,398,537,000

6 - PASSENGER AUTOS: County 237,398.

7 - ELECTRIC METERS: Residence 67,098.

8 - GAS METERS: Residence 15,990.

9 - PRINCIPAL INDUSTRIES: Industry, (Av. Wkly. Wage)-All Mfg. Av. Wage ($319); Food Prods. ($318); Chem. ($418); Non-Metallic Minerals ex Fuels ($415).

10 - CLIMATE: Min. Temp. 64; Max. Temp. 83.

11 - TAP WATER: Alkaline, very hard, not fluoridated outside of cities.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Kentucky Ave., 3 blocks on Tennessee Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Downtown(26)	NA	JCPenney, Maas Bros.
Grove Park(27)	3	Luria's, Publix, Eckerd
Southgate	2	Belk-Lindsey, Walgreens
Searstown(34)	3	Eckerd
Wabash(16)	1	Publix, Eckerd
Lakeland Mall(50)	2	Mont. Ward, Sam's
Imperial Mall(14)	3	Zayre, Rite Aid
Lake Miriam(12)	4	Food World, Wilkor
Market Sq.(10)	4	Winn-Dixie, Eckerd
Shoppes of Lakeland(12)	8	Zayre, Service Mdse., Builder's Square
Palm Center(40)	4	Wal-Mart, Bealls, Kash 'n Karry
Lakeland Square Mall	5	Belk Lindsey, Mervyn's, Sears

Stores Open Evenings-Until 9 p.m. daily (with the exception of small retailers). Discount, food, Maas Bros., JCPenney, Mervyn's, Ross, Marshall's, Bealls, J. Byrons.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward, JCPenney, Maas Bros., Belk-Lindsey, Sears, Babcock, Mervyn's, Ross, Marshall's, Bealls, J. Byrons.
Discount Stores-K mart; Zayre; TG&Y; Albertson's; Wal-Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Walgreens; Eckerd; Donatelli's; Rite Aid; PharMor.
Chain Supermarkets-Albertson's; Publix 4; Winn-Dixie; Food World; Kash & Karry.
Other Chain Stores-Thom McAn; Fremacs; Sherwin-Williams; Porter Paint; Singer Co.; Goodrich; Goodyear; Firestone; S&H Green Stamps; Zale's; George Stuart; Color Tile; Western Auto; Radio Shack.

14 - NEWSPAPERS: LEDGER (m) 82,128; (S) 100,840; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Roger N. Hawkins, Adv. Dir., LEDGER, PO Box 408, Lakeland, FL 33802; Tel (813) 687-7000.

National Representatives: Sawyer-Ferguson-Walker; & Ormsbee; Publishers' Representatives of Florida.

LEESBURG

1 - LOCATION: Lake County. E&P Map C-2. 35 mi. NW of Orlando; 78 mi. NE of Tampa.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line.
Intercity Bus Lines-Florida Greyhound.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 13,191; E&P 88 Est. 14,766
CZ-ABC: (80) 13,191-
RTZ-ABC: (80) 115,951
County 80 Cen. 105,505; E&P 88 Est. 126,929
City & RTZ-ABC: (80) 129,142

4 - HOUSEHOLDS:
City 80 Cen. 5,349; E&P 88 Est. 5,815
County 80 Cen. 41,650; E&P 88 Est. 51,922
CZ-ABC: (80) 5,349
RTZ-ABC: (80) 44,883
City & RTZ-ABC: (80) 50,232

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	6	$361,622,000
Commercial	9	$508,536,000

6 - PASSENGER AUTOS: County 91,183.

7 - ELECTRIC METERS: 13,000.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, (Av. Wkly. Wage)-Citrus Packing ($140); Mfg. ($180).

10 - CLIMATE: Min. & Max. Temp.-Spring 71-86; Summer 82-92; Fall 68-73; Winter 54-69.

11 - TAP WATER: Neutral.

12 - RETAILING: **Principal Shopping Centers**-Palm Plz., Zayre Plz., K mart Plz.; Lake Sq. Mall; Southside.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Zayre Plz.(13)	2	Zayre
Lake Sq. Mall(50)	6	Belk's, Sears, JCPenney
Southside(17)	2	Winn-Dixie, Rite Aid
Palm Plz.	1	Publix, Belk's, Walgreens
K mart	3	K mart

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Belk-Lindsey; Zayre; K mart; Wal-Mart.
Chain Drug Stores-B&W (Rexall); Eckerd 4; Rite Aid 4; Walgreens 3; Revco 3.
Chain Supermarkets-Publix 6; Winn-Dixie 6; Kash 'N Karry; Albertson's.
Other Chain Stores-Lowe's; Goodyear; Sherwin-Williams; Mary Carter Paints; ABC Liquors; Scotty's; 84 Lumber; Country Furn.; Noll's Furn.; Connie Shoes; Friedman Jewelers; Zale's Jewelers; Kay Jewelers; General Nutrition Ctr.; Radio Shack; Kinney Shoes; Playland; McCrory's; Heilig-Meyer; Ben Franklin; Service Merchandise; White Rose; TV & Stereo Town; McDuff's.

14 - NEWSPAPERS: COMMERCIAL (e-mon to fri) 31,780; (S) 33,414; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jim Blankenship, Adv. Dir., COMMERCIAL, 212 E. Main St., Leesburg, FL 32749; Tel. (904) 787-4515.
National Representatives: Branham/Newspaper Sales; Publishers' Representatives of Florida.

MARIANNA

1 - LOCATION: Jackson County. E&P Map B-1, on Chipola River. 51 mi. NE of Panama City; 60 mi. W of Tallahassee; 35 mi. S of Dothan, AL.

2 - TRANSPORTATION: **Railroads**-East/West: Seaboard/Chessie Systems; North/South: Bayline.
Motor Freight Carriers-12.
Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,074; E&P 88 Est. 7,464
CZ-ABC: (80) 7,066
RTZ-ABC (80) 32,148
County 80 Cen. 38,997; E&P 88 Est. 42,456
City & RTZ-ABC: (80) 39,154

4 - HOUSEHOLDS:
City 80 Cen. 2,605; E&P 88 Est. 2,752
CZ-ABC: (80) 2,579
RTZ-ABC: (80) 10,753
County 80 Cen. 13,332; E&P 88 Est. 14,780
City & RTZ-ABC: (80) 13,332

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	1	$64,595,933
Commercial	5	$183,889,997

6 - PASSENGER AUTOS: County 21,287.

7 - ELECTRIC METERS: County Residence 3,200; 800 Commercial (City).

8 - GAS METERS: 2,195 (City).

9 - PRINCIPAL INDUSTRIES: Limestone Quarries; Pine & Hardwood Timber; Peanut Shelling; Farming (Peanuts, Soybeans & Corn); Apparel; Furn.; Commercial Laundry; Metal Fab.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-81; Summer 70-91; Fall 61-82; Winter 36-62.

11 - TAP WATER: Fluoridated; very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Jackson Sq.(19)	1	Wilbro, Waco Drugs, Wilson's Mens Wear
Lafayette Plaza(2)	NA	TG&Y, Piggly Wiggly
Marianna Sq.	NA	Revco, Winn-Dixie, Capitol TV
Rivergate Plz.	1	Woolworth, Eckerd

Principal Shopping Days-Wed., Thur., Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Thrift; Daffin's; Sherwin-Williams; JCPenney.
Variety Stores-Family Dollar; Bill's Dollar; McCrory's; Top Dollar; Woolworth.
Chain Drug Stores-Eckerd; Revco.
Chain Supermarkets-IGA Foodliner; Piggly Wiggly; Winn-Dixie.
Other Chain Stores-Radio Shack; Firestone; Merle Norman Cosmetics; Western Auto; Badcock Furn.; Payless Shoes.

14 - NEWSPAPERS: JACKSON COUNTY FLORIDAN (e-tues to fri) 4,634; (S) 5,267; Mar. 31, 1988 ABC.

Local Contact for Advertising and Merchandising Data John Sweatman, Adv. Mgr., JACKSON COUNTY FLORIDAN, 104 Constitution Lane, PO Box 520, Marianna, FL 32446; Tel (904) 526-3614
National Representative Thomson Newspapers

MELBOURNE

1 - LOCATION: Brevard County (In Melbourne-Titusville-Palm Bay MSA) E&P Map D-2. Midway between Jacksonville and Miami. 40 min. E of Orlando International Airport. Kennedy Space Center aerospace industries; Cape Canaveral Air Force Station & Patrick Air Force Base

2 - TRANSPORTATION: **Railroads**-Florida East Coast
Intercity Bus Lines-Greyhound, Central Florida Coach Lines, Auto Bus, Executive Tour & Charter Intl.; Sun Coast Shuttle, Inc
Airlines-Eastern, Delta, Continental Express, Eastern Express, Henson

3 - POPULATION:
Corp. City 80 Cen. N A.; E&P 88 Est. N A
NDM-ABC (80) 272,959
County/MSA 80 Cen. 272,959; E&P 88 Est 359,588
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. N A.; E&P 88 Est. N A
County/MSA 80 Cen. 101,783; E&P 88 Est 143,661
NDM-ABC (80) 101,783

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Cml	100	$1,717,306,000

6 - PASSENGER AUTOS: County 264,976

7 - ELECTRIC METERS: Residence County 153,237

8 - GAS METERS: County 25,295

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 26,900; Constr. 9,400; Trans., Commun. & Public Util. 5,400; Trade 30,600; Fin., Ins. & Real Estate 5,000; Service & Misc. 39,600; Gov't 19,000; Other 8,100

10 - CLIMATE: Mean Temp.-71

11 - TAP WATER: N A

12 - RETAILING: **Nearby Shopping Centers**

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Lake Washington Sq.(8)	NA	SupeRx
Northgate(18)	NA	Winn-Dixie, Eckerd
Sarno Plz.(30)	NA	Publix, SupeRx
K mart Plz.(7)	NA	Eckerd, K mart
Zayre Plz.(17)	NA	Zayre
Melbourne(26)	NA	Publix
Brevard Mall(14)	NA	Winn Dixie, Eckerd
Melbourne Square Mall(133)	NA	Belk-Lindsey, Ivey's, Burdine's
Shoppes of West Melbourne(15)	NA	Marshalls, Service Mdse
Windover Sq.(7)	NA	Publix, Eckerd
Plaza West(16)	NA	Winn-Dixie, Eckerd
Minton Center(6)	NA	Ben Franklin

13 - RETAIL OUTLETS: **Department Stores** (County)-Ivey's 2; Jordan Marsh 2; JCPenney 3; Belk-Lindsey 4; Burdines
Variety Stores-Woolworth 3; McCrory's 6; TG&Y 3; Ben Franklin 2
Discount Stores-Zayre 2; K mart 5; Wal-Mart 5
Chain Drug Stores-Liggett; Eckerd 19; SupeRx 2; Walgreens 7
Chain Supermarkets-Publix 13; Florida Choice 7; Winn-Dixie 16; Albertson's; Mr. Grocer 14; Lil General 3; Majik Market 29; 7-Eleven 27; Zippy Marts 16; SupeRx 6; Jiffy 34; Shop & Go 7; Tenneco 7; Cumberland Farms 8; Step Saver 5
Other Chain Stores-Goodrich, Firestone, Goodyear, Western Auto, Singer Co., Kane Furniture, Haverty's Furniture, Badcock Furniture, ABC Liquor, Mary Carter Paints, Sherwin-Williams, Vogue Shops, Luria's, Babcock Building, Scotty's, Builder's Square

14 - NEWSPAPERS: FLORIDA TODAY (m) 73,643; (S) 98,788; Mar. 27, 1988 ABC
Local Contact for Advertising and Merchandising Data Bill Hill, Natl. Adv. Mgr., FLORIDA TODAY, PO Box 363000, Melbourne, FL 32936; Tel (305) 242-3803
National Representative Gannett National Newspaper Sales

MIAMI

1 - LOCATION: Dade County (In Miami-Hialeah PMSA) E&P Map D-4. County Seat. 260 mi. SE of Tampa. 350 mi. S of Jacksonville

2 - TRANSPORTATION: **Railroads**-Florida East Coast; Seaboard Coast Line; Metro Rail
Waterways-Atlantic Intracoastal Waterway with barge service
Intercity Bus Lines-Greyhound, Trailways
Motor Freight Carriers-57
Steamship-22 passenger, 46 freight
Airlines-79 scheduled airlines; 29 non-scheduled

3 - POPULATION:
Corp. City 80 Cen. 346,931; E&P 88 Est. 429,828
CZ-ABC (80) 1,625,611
RTZ-ABC (80) 1,081,445
County/PMSA 80 Cen. 1,706,198; E&P 88 Est 1,827,891
City & RTZ-ABC (80) 2,707,056
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. City 134,067; E&P 88 Est. 172,990
County/PMSA 80 Cen. 609,883; E&P 88 Est 658,996
CZ-ABC (80) 609,830
RTZ-ABC (80) 443,857
City & RTZ-ABC (80) 1,053,687

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	29	$13,300,72[illegible],000
Commercial	77	$16,721,801,000

6 - PASSENGER AUTOS: County 1,306,743

7 - ELECTRIC METERS: Residence 626,100

8 - GAS METERS: N A

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 95,500; Constr. 39,300; Trans. 67,900; Fin., Ins. & R.E. 67,100; Ret. Trade 150,600; Serv. 214,900; Gov't 104,300. (Av. Wkly. Wage) Food ($281); Apparel ($192); Furn. & Fixt. ($235); Mach. ($293); Trans. Equip. ($350)

10 - CLIMATE: Min. & Max. Temp.-Spring 64-82; Summer 75-87; Fall 66-86; Winter 62-75. No killing frost.

11 - TAP WATER: Alkaline, soft; fluoridated

12 - RETAILING: **Shopping Areas** (With Principal Store and/or Supermarket)
Central Business Districts
Downtown Miami-Burdines, J. Byrons, Woolworth's, McCrory's
Lincoln Rd. Mall-Florsheim Shoes, I Miller, Adrian Thal Furs, Burdines, Lane Bryant, Peak Imports
Miracle Mile-Don Mullen, Singer Center, Thayer McNeil, Balogh's, Elizabeth Arden, Sandra Post, J. Byrons

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
163rd St.(155)	8	Burdines, Jordan Marsh, Service Mdse
Lincoln Road(180)	4	Burdines, Pantry Pride, Lerner's, Woolworth
Miracle Mile(160)	8	Sears, J. Byrons, McCrory's, Woolworth
Key Biscayne(17)	6	Winn-Dixie, Pantry Pride, Krest Five & Ten
Dadeland(180)	13	Burdines, JCPenney, Pantry Pride, Jordan Marsh, Saks
Carol City(27)	10	
Palm Springs Mile(139)	NA	Zayre, Publix, Winn-Dixie, J Byrons, Lionel Playworld
Northside(73)	8	J. Byrons, Woolworth, Lerner's, Walgreens
Biscayne(35)	6	Lerner's, Walgreens
Central(26)	5	Zayre
Westchester(45)	6	Pantry Pride, Zayre, K mart, J. Byrons, Lionel Playworld
Red Bird(13)	8	Belk, Walgreens, Piggly Wiggly
Cutler Ridge(250)	17	Sears, Burdines, JCPenney, Lord & Taylor, Jordan Marsh
Miami Gardens(30)	13	Publix
127th Street	10	Woolworth, Publix
Concord(46)	20	Xtra Super Food Center, Tamiami
University(12)	15	Woolworth, Pantry Pride, Gray Drugs
Suniland(52)	20	Publix, J. Byrons
Perrine(39)	35	Woolworth, Winn-Dixie
Bal Harbour(81)	12	Abercrombie & Fitch, Neiman Marcus, Saks, Bonwit Teller
Midway(110)	11	Winn-Dixie, Woolworth, Home Depot, Walgreens
Westland(90)	13	Sears, Burdines, JCPenney
Omni(165)	1	JCPenney, Jordan Marsh
Skylake(70)	10	J. Byrons, Home Depot, Eckerd, SupeRx
Aventura Mall(200)	10	Lord & Taylor, JCPenney, Sears, Macy's
International Mall(153)	12	Burdines, Jordan Marsh, Sears, Lord & Taylor
The Falls(65)	15	Bloomingdale's

Other Shopping Centers (Regional)-Kendall Mall; Homestead Plz.; Loehmann's Plz.; Mayfair; Kendale Lakes Mall; California Club Mall; Bakery Center; Kendalltown & Country.
Stores Open Evenings-Downtown-Mon. through Fri.; Food & suburban-every night.

13 - RETAIL OUTLETS: **Department Stores**-Burdines 8; Sears 5; J. Byrons 12; JCPenney 5; Jordan Marsh 5; Saks 5th Ave. 2; Neiman Marcus; Lord & Taylor 4; Bonwit Teller; Bloomingdale's; Macy's
Discount Stores-Zayre 11; K mart 11; Dollar General 30
Variety Stores-Kress 3; Woolworth 10; McCrory's 5
Chain Drug Stores-Eckerd 38; Florida; Lee's 5; Sheldon's 2; Walgreens 18; SupeRx 10; Gray 18; Sentry 4
Chain Supermarkets-Publix 35; Pantry Pride 18; Winn-Dixie 54; Sun 3; Table Supply 2; Xtra 2; Food Value 6; Sedano's 16; Convenient; 7-Eleven 70; Circle K 53; Food Spot 27; Lil General 3; Tom Thumb 5; Farm 6; Associated; Great Valu 2
Other Chain Stores-Lerner's; Becks; Thom McAn; Lane Bryant; National Shirt; Western Auto; Mangel's; Mary Jane Shoes; Baker Shoes; Three Sisters; Blackton; Pix Shoes; Nunn-Bush; Firestone; Goodyear; Judi Leslie; Sandra Post; Hartley's; Baron's; Dick Richmond; L. Luria; Best; Service Mdse

14 - NEWSPAPERS: HERALD (m) 430,970; NEWS (e) 54,423; HERALD (S) 538,517; Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data Judi Janofsky, Gen. Adv. Mgr., HERALD-NEWS, 1 Herald Plaza, Miami, FL 33132-1693; Tel (305) 376-2858
National Representative Knight-Ridder Newspaper Sales
DIARIO LAS AMERICAS (m-tues to sat) 63,989; (S) 67,982; sworn Sept. 30, 1987
Local Contact for Advertising and Merchandising Data Enrique J. Perez, Adv. Dir., DIARIO LAS AMERICAS, 2900 N.W. 39th St., Miami, FL 33142; Tel (305) 633-3341
National Representative Cresmer, Woodward, O'Mara & Ormsbee

NAPLES

1 - LOCATION: Collier County (In Naples MSA) E&P Map D-4. County Seat. Summer & winter resort, directly on Gulf of Mexico. Agricultural, shipping & fishing center. Oil production. 112 mi. NW of Miami, on Tamiami Trail U.S. 41. 163 mi. S of Tampa. Western terminal of Florida 84 Everglades Expressway to Ft. Lauderdale, 89 mi. to the East. On the Inland Waterway, gateway to the 10,000 Islands.

2 - TRANSPORTATION: **Airlines**-Piedmont; Eastern Express; Henson Air
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-6

3 - POPULATION:
Corp. City 80 Cen. 17,581; E&P 88 Est. 22,189
CZ-ABC (80) 47,633
RTZ-ABC (80) 31,846
County/MSA 80 Cen. 87,225; E&P 88 Est. 122,197
City & RTZ-ABC (80) 79,479
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,075; E&P 88 Est. 10,786
County/MSA 80 Cen. 36,231; E&P 88 Est. 49,851
CZ-ABC (80) 19,987
RTZ-ABC (80) 12,315
City & RTZ-ABC (80) 32,302

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Founded July 4, 1953

Diario Las Américas
2900 N.W. 39th Street
Miami, Florida 33142-5193

Represented nationally by: CWO&O
CRESMER WOODWARD O'MARA & ORMSBEE INC

(Circle No. 12 on Market Request Card)

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	29	$709 900 000
Commercial	26	$923 281 000

6 - PASSENGER AUTOS County 104 308

7 - ELECTRIC METERS 64 662

8 - GAS METERS Bottle gas only

9 - PRINCIPAL INDUSTRIES Industry No of Wage Earners (Av Wkly Wage)-Agric Forestry & Fisheries 10 606 ($80) Constr 3 406 ($328) Mfg 1.286 ($319) Trans Commun and Pub Util 1.480 ($396) Whol Trade 828 ($373) Ret Trade 9 432 ($200) Fin Ins & R E 3 162 ($356) Servs 11 361 ($279)
Principal Pay Day-Fri

10 - CLIMATE: Min & Max Temp -Spring 63-83 Summer 70-90 Fall 70-85 Winter 62-84

11 - TAP WATER Soft

12 - RETAILING **Principal Shopping Centers**-7 blocks on 5th Ave 6 on Tamiami Trail 3 on 3rd St South (exclusive shops)
Neighborhood Shopping Centers-4 blocks on North Tamiami Trail 3 on East Tamiami Trail Habourtowne Shpg Mall Gulf Shore Square Shpg Ctr

Nearby Shopping Centers

Name (No of stores)	Miles from Downtown	Principal Stores
Harbourtown(10)	1	
Grand Central Station(40)	1	Winn-Dixie Eckerd
Green Tree Ctr (40)	11	Winn-Dixie Eckerd
Park Shore(25)	4	K mart Eckerd J Byron Florida Choice
Naples(35)	2	Publix Zayre Marshall's
Gulf Gate(18)	2	Rite Aid Publix
Coastland(86)	1	Maas Bros Sears JCPenney Maison Blanche
Naples South(9)	2	Winn-Dixie Eckerd Tempo Fashions
The Pavilion(39)	8	Publix Walgreens
Springs Plaza(45)	13	Kash 'N Karry Treasury Drug
Shops of Marco(12)	19	Publix Walgreens
Marco island(12)	14	Winn-Dixie Eckerd
Tanglewood Mkt Pl (12)	4	AAA Kiscos
West Beach Rd Plz (14)	13	Flex Bon Paints
King's Lake Sq (8)	2	Publix Walgreens
Neapolitan Way(26)	3	Publix Walgreens

Principal Shopping Days-Wed through Sat
Stores Open Evenings-Publix Winn-Dixie K mart Beall's Maas Sears Eckerd J Byron Florida Choice Luria's-6 nights

13 - RETAIL OUTLETS: **Department Stores**-J Byron Beall's Sears Maas JCPenney Robinson's
Discount Stores-K mart Zayre Marshalls
Variety Stores-Dollar Stores
Chain Drug Stores-Eckerd Treasury Drug Walgreens Rite Aid
Chain Supermarkets-Winn-Dixie Publix Kash 'N Karry Florida Choice
Other Chain Stores-Western Auto Robb-Stuckey Mark Fore & Strike Gattles Baxter Shoes Badcock Furniture Standard Brands Appliance Lerners Baker's Kay Jewelers Sherwin-Williams Radio Shack Playland Toys General Nutrition Hanover Shoes Thom McAn Colony Shops Zale's Jewelers Casual Corner The Gap Wrangler Ranch Baskin-Robbins Naturalizer Shoes Girard Jewelers Bill Smith Appliances Kinney Shoes Harmon Photo Robby's Sports Kepps Men's Wear Record Bar B. Dalton Hallmark Athlete's Foot Foot Locker Bass Shoes Morrow's Nut House Waldenbooks Steego

14 - NEWSPAPERS: NEWS (e-mon to fri) 36.006 (S) 47,836; Mar. 31. 1988 ABC.
Local Contact for Advertising and Merchandising Data: J. Patrick Berling, Adv Dir., NEWS 1075 Central Ave., Naples, FL 33940; Tel. (813) 262-3161.
Direct Contact: Jim Murray (813) 263-4746, Natl. Adv. Mgr.
National Representatives: Direct Contact Jim Murray (813) 263-4746. Natl Adv. Mgr. Publisher's Representatives of Florida. Sawyer-Ferguson-Walker.

OCALA

1 - LOCATION: Marion County (MSA). E&P Map C-2. County Seat. In center of inland Florida. Light manufacturing center 96 mi SW of Jacksonville 80 mi NW of Orlando

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line Amtrak
Motor Freight Carriers-3

3 - POPULATION:
Corp City 80 Cen 37 170 E&P 88 Est 51 283
CZ-ABC (80) 37 170
RTZ-ABC (80) 85 318
County/MSA 80 Cen 123 497 E&P 88 Est 177 706
City & RTZ-ABC (80) 122 488

4 - HOUSEHOLDS:
City 80 Cen 17 242 E&P 88 Est 17 242
County/MSA 80 Cen 68 541 E&P 88 Est 68 541
CZ-ABC (80) 13 492
RTZ-ABC (80) 31 966
City & RTZ-ABC (80) 45 458

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	8	$745 722 000
Commercial	8	$500 000 000

6 - PASSENGER AUTOS: County 112 466

7 - ELECTRIC METERS: 25 445

8 - GAS METERS: N A

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners (Av Wkly Wage)-Gov't 9,182 ($147) Ret Trade 7,549 ($141) Mfg 5,758 ($207) Servs 4,420 ($177) Agric 2 911 ($100) Constr 2 478 ($192) Whol Trade 2 449 ($211) Fin Ins R E 1 699 ($196) Trans & Util 1 038 ($274) Mining 127 ($201)
Principal Industrial Pay Days-Wed Fri

10 - CLIMATE: Min & Max Temp -Spring 60-88 Summer 70-92 Fall 60-83 Winter 43-69

11 - TAP WATER: Alkaline soft fluoridated

12 - RETAILING: **Principal Shopping Centers**-4 blocks around Downtown Sq. Pine Plz & West on Pine St. Ocala Searstown 40 East Ocala West on SR 200 K mart Plaza Florida Choice Mart on Silver Springs Blvd Paddock Mall on State Rd 200 Cedar Shores Shopping Plaza on Maricamp Road Shady Oaks Mall SR 200 Oakbrook on N E 14th Skylark Plaza on 14th St Pic 'N Save Plaza on Hwy 441 N Maricamp Plaza on Maricamp Rd Wal-Mart Plaza on Hwy 200
Principal Shopping Days-Thur Fri Sat Sun
Stores Open Evenings-Shpg ctrs every night exc Sun

13 - RETAIL OUTLETS: **Department Stores**-Rheinauers Belk-Lindsey Sears JCPenney Maas Bros
Variety Stores-Woolworth Wal-Mart
Discount Stores-K mart Zayre Pic'N Sav Wal-Mart
Chain Drug Stores-Walgreens 3 Bitting's (Rexall) 2 Rite Aid Eckerd Florida Choice Revco
Chain Supermarkets-Winn-Dixie 8 Publix 3 Kash 'N Karry 2 Florida Choice 2 Alaco 2 Goodings Russells
Other Chain Stores-Diana Shop (women's wear) Denim Den Zale's Jewelry Firestone Vogue Shop Sherwin-Williams Gordon's Jewelers Pittsburgh Plate Glass S&H Green Stamps Cloth World Fabric King Wilkor Luria's Pinch-a-Penney Service Merchandise

14 - NEWSPAPERS: STAR-BANNER (m-mon. to fri.) 45,245 (sat) 54,617 (S) 54,095 Mar. 31 1988 ABC.
Local Contact for Advertising and Merchandising Data: Foy Maloy, Adv. Dir., STAR-BANNER, 819 S.E. 1st Terrace, Ocala, FL 32670; Tel. (904) 629-0011.
National Representatives Branham/Newspaper Sales; Publishers' Representatives of Florida

ORANGE PARK

1 - LOCATION: Clay County. E&P Map D-1 (In Jacksonville MSA). Residential area in NE portion of state adjacent to Jacksonville south boundary; on U.S. Hwys. 17, I-95; State Hwys 220 & 224.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.
Airlines-Delta; Eastern; National; Southern; Midway (at Jacksonville); Republic.

3 - POPULATION:
Corp. City 80 Cen. 8,766; E&P 88 Est. 11,579
County 80 Cen. 67,725 E&P 88 Est. 101,969
MSA 80 Cen. 722,230; E&P 88 Est. 861,902
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,824; E&P 88 Est. 3,824
County 80 Cen. 33,615; E&P 88 Est. 33,615
MSA 80 Cen. 259,596; E&P 88 Est. 324,717

5 - BANKS	NUMBER	DEPOSITS
All banks	6	$107.863.000

6 - PASSENGER AUTOS: County 58.035

7 - ELECTRIC METERS: N A

8 - GAS METERS: N A

9 - PRINCIPAL INDUSTRIES: N A

10 - CLIMATE: Min & Max Temp -Spring 50-70 Summer 70-90 Fall 50-70 Winter 40-60 First killing frost Dec 15 last killing frost Feb 1

11 - TAP WATER: N A

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bellair(10)	1	TG&Y
Kingsley Sq (32)	1	Publix Eckerd
Orange Pk So (144)	2	Ivey's Sears May Cohen JCPenney
Pinetree Plaza(14)	1	Winn-Dixie
Live Oak Plaza(8)	1	Winn-Dixie Eckerd

13 - RETAIL OUTLETS: **Department Stores**-May Cohen Sears Ivey's
Chain Drug Stores-Atkinson's Townsend's Bel Air Pic-N-Save Eckerd
Chain Supermarkets-Publix Winn-Dixie

14 - NEWSPAPERS: CLAY TODAY (e-mon to fri) 4,402 sworn Sept 30 1987
Local Contact for Advertising and Merchandising Data Robert Hoff Gen Mgr CLAY TODAY 1564 Kingsley Ave PO Box 1290 Orange Park FL 32073 Tel (904) 264-3200
National Representative Thomson Newspapers

ORLANDO

1 - LOCATION: Orange County (In Orlando MSA). E&P Map D-2 County Seat Florida's largest inland city 134 mi S of Jacksonville 50 mi W of Cape Canaveral 232 mi N of Miami Major tourist & convention city Regional transportation communications distribution retail financial education & agriculture center for central FL Orlando Foreign Trade Zone Orlando Naval Training Center U.S. Hwys 17 27 92 192 & 441 I-4 Florida Tpke Beeline Expwy East-West Expwy Florida Hwys 46 50 436 438 & 520

2 - TRANSPORTATION: **Railroads**-Seaboard System Railroad Amtrak
Motor Freight Carriers-34
Intercity Bus Lines-Greyhound Trailways OSO Trans Authority Central Florida Bus Grayline Orlando Tour Lines
Airlines-Air New Orleans Air South Allegheny Commuter American Bahamasair Braniff British Airways Continental Delta Eastern Eastern Express Ecuatoriana Icelandair Midway Northwest Pan Am Piedmont TWA United USAir

3 - POPULATION:
Corp. City 80 Cen. 128,394; E&P 88 Est. 155,850
CZ-ABC: (80) 566,877
Bal. in NDM-ABC: (80) 203,614
County 80 Cen. 473,890; E&P 88 Est. 591,008
MSA 80 Cen. 705,861; E&P 88 Est. 957,776
Total NDM-ABC: (80) 770,491
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 47,671; E&P 88 Est. 60,513
County 80 Cen. 170,754; E&P 88 Est. 221,093
MSA 80 Cen. 252,616; E&P 88 Est. 356,256
CZ-ABC: (80) 204,942
Bal. in NDM-ABC: (80) 76,037
Total NDM-ABC: (80) 280,979

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	121	$3,631,562
Commercial	183	$5,716,862

6 - PASSENGER AUTOS: County 490,652; MSA 730,269

7 - ELECTRIC METERS: City Res. 64,045; Co. 241,752; MSA 383,666

8 - GAS METERS: City Res. 4,030; MSA 19,826

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 54,000; Constr. 33,600; Trans., Commun., Util. 24,600; Trade 124,600; Fin. 33,200; Services 151,000; Gov't 53,700. (Av. Wkly. Wage-$349.21)

10 - CLIMATE: Min. & Max. Temp.-Spring 63-84; Summer 73-92; Fall 60-82; Winter 51-75.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Major Retail Areas**-Downtown Orlando-10 blocks on Orange and Magnolia Avenues bounded by Colonial Dr., South St., Garland Ave. and Rosalind; Church St. Exchange.
East Orlando-26 blocks on East Colonial; Colonial Plaza; Orlando Fashion Sq.; Colonial Promenade; Herndon Plaza; University Park Plaza.
North Orlando-Downtown Winter Park 100 shops and boutiques. Winter Park Mall; Altamonte Mall; Seminole Plaza; Interstate Mall; Lake Howell Square; Butler Plaza; Lee Road Shopping Center; Oxford Square; K mart Plaza.
West Orlando-20 blocks on West Colonial. Wards Plaza; Parkwood Plaza; Pine Hills Center; West Colonial Square Shopping Center; Bel 2 Factory Outlet Mall; Winter Garden Regional S.C.; Piedmont Plaza at Wekiva.
South Orlando-Orange Blossom Trail; Orange Ave.; Sand Lake Plaza; Sam's Trail Plaza; Orange Blossom Center; Florida Mall; Hoffner Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Orange County		
Bay Hill Plz (18)	10	K mart, Publix
Century Plaza(20)	5	Ross, Albertson's
Colonial Plaza(100)	2	Jordan Marsh, Ivey's, Belk-Lindsey, Publix
Colonial Promenade (40)	5	T.J. Maxx, Ashby's
Eastland(15)	4	Home Depot
Bel 2 Factory Outlet Mall(65)	7	
Florida Mall(177)	9	JCPenney, Sears, Belk Lindsey, Robinsons
Herndon Plaza(29)	3	K mart, Publix, Marshalls
Hoffner Ctr	9	Wal-Mart
K mart Plaza-Sky Lake	7	K mart, Publix
Lee Road Center(30)	5	Ross, Eckerd, Piggly Wiggly
Marketplace(55)	9	Goodings, Loomis
Orange Blossom Ctr (35)	4	Walgreens, McCrory, Florida Choice
Orlando Fashion Sq (95)	3	Burdines, Sears, Robinson's, McCrory
Park Promenade(32)	7	K mart, Publix
Piedmont Plz (18)	12	Albertson's, Zayre
Sam's Trail Plz (19)	9	Drug Emporium, Sam's Wholesale Club
Sand Lake Plz (80)	7	Costco
University Park Plz (50)	6	Freddy's Drug
West Colonial Sq	7	Winn-Dixie
Winter Garden Regional(35)	13	Publix, Zayre
Parkwood Plaza(30)	3	Table Supply
Pine Hills(43)	5	Belk-Lindsey, Walgreens, Publix
Wards Plaza	4	Montgomery Ward
Winter Park Mall(75)	5	Ivey's, JCPenney
Osceola County		
Maingate Outlet Mall(120)	20	Loomis Drugs
Osceola Sq. Mall (84)	17	Wal-Mart, Eckerd
Mill Creek Mall(35)	18	Publix, Eckerd, Beall's
Town Corral(20)	18	Zayre, Eckerd, Publix
Seminole County		
Alafaya Sq (20)	12	Publix
Altamonte Mall(168)	9	Sears, Robinson's, Jordan Marsh, Burdines
Butler Plaza(40)	9	Publix, Eckerd, Ross
Interstate Mall(35)	9	Mont. Ward
K mart Plaza-Fern Pk.(8)	9	K mart
Lake Howell Sq.(34)	8	Wal-Mart, Frank's Nursery
Altamonte Park Plaza(65)	10	
Longwood Lake(48)	12	Albertson's,
Longwood Village(35)	11	Jacobson's
Sanford Plaza(27)	18	JCPenney, Publix, McCrory, Sears
Seminole Ctr.(52)	18	Wal-Mart, Publix, Eckerd
Seminole Plaza(35)	9	Publix, Service Merchandise, Eckerd
Wekiva Square(15)	9	K mart, Cloth World
Zayre Plaza-Sanford(13)	13	Zayre, Walgreens
Zayre Plaza-Fern Pk.(23)	9	Zayre,

Principal Shopping Days-All week.
Stores Open Evenings-Shpg. Ctrs., Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Ivey's 2; Montgomery Ward 2; Belk-Lindsey 5; Sears 3; JCPenney 3; Jordan Marsh 2; Burdines 2; Robinson's 3; J Byrons; Jacobson's 2; Catalog Sales, Service Merchandise 3; Lunas 4.

Discount Stores-Zayre 8; K mart 13; Wal-Mart 8.

Variety Stores-Woolworth 5; McCrory 16; Family Dollar 9; Bealls 2; Dollar General 11.

Chain Drug Stores-Walgreens 13; Liggett Rexall 6; Eckerd 37; Revco 12; Phar Mor 2; Rite Aid 10; Drug Emporium 4; Loomis 3.

Chain Supermarkets-Winn-Dixie 40; Publix 32; Florida Choice 4; Albertson's 9; Gooding's 7; Piggly Wiggly 7; Sav-A-Lot 3; Table Supply; Xtra; Kash N' Karry; Jimmy's Thriftway.

Convenience Chain Stores-Cumberland Farms 75; Lil Champ 37; 7-Eleven 119; Circle K 71; Tenneco 44; Wareco Mini-Mart 2; Mr. Grocer 8; Jiffy 25; Ideal 27; Majik Market 10; Handy Way 38.

Other Chain Stores-Allied Discount Tire, Goodyear, Rose Auto, Action Discount Tires, Muffler Man, AAL Transmission World, Big Orange Tire & Wheel, Big 10 Tire, Discount Auto Parts, Firestone, General Automotive 1 Parts, Big A Auto Parts, Parts City, Uniroyal, Midas, Aamco, Tuffy, Building Materials, Ace Hardware, Home Depot, Scotty's, Lowes, 84 Lumber, Servistar Hardware, Rinker Materials, True Value Hardware, Sentry Hardware, Apparel-Men, His Stores, Rutland's, Richmond Brothers, The Gap, Hudsan-Marcus Gray European, Denim World, Tall & Big, Chess King, Apparel-Women, Colony Shops, Gibbs-Louis, Sportswear USA, Brenners, Lane Bryant, Today's Woman, Clothes Time, Hit or Miss, Lerner, Maternalane, Rheinauers, 5-7-9, T.J. Maxx, The Gap, Body Shop, The Limited, Brooks, Casual Corner, Foxmoor Casuals, Home Appliances, All Discounts, Audio Garage, Curtis Mathes, Audio Spectrum, Absolute Sound, TV & Stereo Town, Kaufman and Roberts, Bellows, Radio Shack, Jewelers, Gordon's, Kay, Orlando Jewelers, Gold & Diamond Source, Lawtons, Mayors, Zale's, Swalstead, Jacobs, Furniture, Badcock, Castro Convertibles, Furniture Plaza, Hallmark, Kane, Levitz, Oak St., Rhodes, Helig-Meyer, Aaron, Scan Design, Robb & Stucky, Fabrics, Mae's, JoAnn Fabrics, Cloth World, Shoes, Banister, Fayva, Fry Boot Outlet, Connie, Athlete's Foot, Barett Shoes, Bass, Gussini, Payless, Baker's, Behr's, Hanover, Steffi, Stride Rite, Bari, Thom McAn, Kinney, Jarman, Florsheim.

14 - NEWSPAPERS: THE ORLANDO SENTINEL (all day) 255,497; (m-sat) 241,519; (S) 354,245, Mar. 31, 1988 ABC.

Local Contact for Advertising and Merchandising Data: Ray Dallman, Adv. Dir., THE ORLANDO SENTINEL, 633 N. Orange Ave.; PO Box 2833, Orlando, FL 32801; Tel. (407) 420-5101.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

PALATKA

1 - LOCATION: Putnam County. E&P Map D-1. County Seat. On St. Johns River, 55 mi. S of Jacksonville. On U.S. Hwy. 17.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Southern; Fla. East Coast at East Palatka.

Motor Freight Carriers-3.

Intercity Bus Lines-Greyhound.

3 - POPULATION:

Corp. City 80 Cen. 10,175; E&P 88 Est. 11,646
CZ-ABC: (80) 10,175
RTZ-ABC: (80) 40,374
County 80 Cen. 50,549; E&P 88 Est. 62,820
City & RTZ-ABC: (80) 50,549

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 80 Cen. 3,930; E&P 88 Est. 3,618
County 80 Cen. 18,397; E&P 88 Est. 23,944
CZ-ABC: (80) 3,659
RTZ-ABC: (80) 14,738
City & RTZ-ABC: (80) 18,397

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	2	$135,597,307
Commercial	4	$179,577,856

6 - PASSENGER AUTOS: County 31,264

7 - ELECTRIC METERS: Residence County 26,866

8 - GAS METERS: Residence City 4,330

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Mills 1,700 ($400); Boxes and Crates 150 ($200); Glass Sand 100 ($200); Elect. Plants 200 ($400); Furn. 225 ($225); Specialty Bag Plant 330 ($250); Steel Fab. 100 ($400).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 70-90; Fall 50-70; Winter 40-60. First killing frost, Dec. 16; last killing frost, Feb. 2.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on St. John's Avenue.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town & Country(10)	2	K mart, Publix
Azalea Plaza(16)	2	Eckerd
Westgate(10)	NA	Miller's
Palatka Mall(40)	2	Belk, JCPenney, Walgreens

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Belk-Hudson.

Variety Stores-McCrory's; Dollar General; K mart; Pic 'N Save; Wal-Mart.

Chain Drug Stores-Walgreens; Rexall 2; Eckerd 2; Pic 'N Save; Revco; Wal-Mart; K mart.

Chain Supermarkets-Winn-Dixie; Miller's; Publix.

Other Chain Stores-Diana; Sears (catalog); Vogue; Goodyear; Scotty's; Radio Shack; Strawberry Fields; Cato; Kinney Shoes; Zale's Jewelers; Waldenbooks; General Nutrition Center; Denim Men; French Novelty; Fayva Shoes; Freidman's; Kard Korner; Merle Norman Cosmetics; Fabric King; Twistee Treat; Optical Shop; Peanut Shack; Connie Shoes; Payless Shoes; Adventureland Video.

14 - NEWSPAPERS: NEWS (e-mon to fri) 14,006, Mar. 31, 1988 ABC.

Local Contact for Advertising and Merchandising Data: Robert Beacham, Adv. Dir., NEWS, PO Box 777, Palatka, FL 32077; Tel. (904) 328-2721.

National Representatives: Branham/Newspaper Sales; Publishers' Representatives of Florida.

PALM BEACH

1 - LOCATION: Palm Beach County (In West Palm Beach-Boca Raton-Delray Beach MSA). E&P Map D-3. Hwy. 1A; U.S. Hwys. 1, 98 & 441; State Hwy. 710; I-95; FL Turnpike.

2 - TRANSPORTATION: Railroads-Florida East Coast; Seaboard Coast Line.

Airlines-Pan Am; Eastern; Delta; American; TWA; United; Midway; Republic; USAir; Dolphin.

3 - POPULATION:

Corp. City 80 Cen. 9,729; E&P 88 Est. 12,263
County/MSA 80 Cen. 580,742; E&P 88 Est. 817,902

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 80 Cen. 5,141; E&P 88 Est. 8,939
County/MSA 80 Cen. 232,937; E&P 88 Est. 342,862

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	5	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 562,780

7 - ELECTRIC METERS: County 78,220

8 - GAS METERS: County 46,362

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Computers & Air Research 54,000.

10 - CLIMATE: Av. Annual Temp.-74.6; Summer 80.4; Winter 71.6; Rainfall 51-54 in. per yr.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Esplanade Worth Avenue(45)	NA	Saks, B. Dalton, Charles Jourdan
Gardens East(9)	NA	SupeRx
Gardens Park(15)	NA	Eckerd, Winn-Dixie
Oakbrook Sq.(49)	NA	Jacobson's, Publix
P.B. Mall	NA	Lord & Taylor, J. Marsh, Sears
P.G.A. Blvd.(20)	NA	Winn-Dixie
Royal Poinciana(28)	NA	Sara Fredericks, Gucci, Valentino

13 - RETAIL OUTLETS: Chain Drug Store-SupeRx.

Chain Supermarkets-Publix; Winn-Dixie; Pantry Pride.

Other Chain Stores-Saks; B. Dalton; Eckerd; FAO Schwarz.

14 - NEWSPAPERS: NEWS (mS) 6,430; sworn Sept. 30, 1987.

Local Contact for Advertising and Merchandising Data: Carolyn Harmon, Adv. Dir., NEWS, 265 Royal Poinciana Way, Palm Beach, FL 33480; Tel. (407) 837-4770.

National Representative: Sawyer-Ferguson-Walker.

PANAMA CITY

1 - LOCATION: Bay County (MSA). E&P Map B-1. County Seat. 96 mi. SE of Pensacola.

2 - TRANSPORTATION: Railroads-Atlanta & St. Andrews Bay (Freight Only).

Motor Freight Carriers-23, incl. 8 with terminal facilities.

Intercity Bus Lines-Greyhound; Trailways.

Airlines-Republic; Air New Orleans; Atlantic SE; Eastern Metro.

3 - POPULATION:

Corp. City 80 Cen. 33,346; E&P 88 Est. 37,776
CZ-ABC: (80) 74,440
RTZ-ABC: (80) 76,506
County/MSA 80 Cen. 97,849; E&P 88 Est. 119,725
City & RTZ-ABC: (80) 150,946

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 80 Cen. 12,877; E&P 88 Est. 14,500
County/MSA 80 Cen. 34,754; E&P 88 Est. 44,191
CZ-ABC: (80) 26,441
RTZ-ABC: (80) 27,376
City & RTZ-ABC: (80) 53,817

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	5	N.A.
Commercial	8	N.A.

6 - PASSENGER AUTOS: County 80,307

7 - ELECTRIC METERS: Residence 49,239

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Oil Prods.; Asphalt; Concrete Slabs; Steel; Forgings; Paper Prods.; Tourism; Plastics; Airplane Engines; Chem.; Air Force Base; U.S. Naval Systems Center; Hair Accessories; Household Brushes; Pine Lumber; Steel Hull Vessels; Line Pipe.

Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-77; Summer 73-90; Fall 60-81; Winter 44-64. First killing frost, Nov. 30; last killing frost, Mar. 3. Average rainfall 58 in. per year. Av. temp. 69.

11 - TAP WATER: Alkaline, normal soft, not fluoridated.

12 - RETAILING: Principal Shopping Centers (No. of Stores)-Panama City Mall (120), 8 blocks on Harrison Ave. and Cross Sts., 5 blocks on Beck Ave., on East Business Hwy. 98; Springfield Plz. (7); Cove Shopping Ctr. (13); Holiday Plaza (7); Hickory St. Shopping Ctr. (5); Parker Shopping Ctr. (6); Callaway Plz. (8); Panama Plz. (8); 11th St. Shopping Ctr. (13); 23rd St. Plz. (20); Panama Sq. (3); Southwood Mall (4); Lynn Haven Shopping Ctr. (5), 7 blocks on Ohio Ave. and Cross St.; Wayside Shopping Ctr. (10); Long Beach Plz. (4); Beachwalk Ctr. (24); Promonade Mall (15); Edgewater Shoppes (20); Baldwin Plz. (20); West's Plz. (5); K mart Shopping Ctr. (3); Callaway Village Sq. (10).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Panama City Mall(120)	2	Sears, Gayfers, JCPenney
23rd St. Plz.(20)	2	Wilbro
Panama Sq.(3)	3	Wal-Mart
Springfield Plz.(7)	3	Jr. Food Store
Holiday Plz.(7)	7	City Drug
Callaway Plz.(8)	5	K mart, Revco, Food World
Hickory St.(5)	5	Winn-Dixie, Eckerd
Parker(6)	5	Scotty's
Long Beach Plz.(4)	9	Specialty Shops
Panama Plz.(8)	3	Zayre
Callaway Vlg. Sq.(10)	5	Western Auto
Wayside(10)	13	Christo's
Cove(13)	1	Sunshine Foods
11th St.(13)	1	Piggly Wiggly
Lynn Haven(10)	5	Winn-Dixie, Eckerd
K mart(3)	2	K mart, Winn-Dixie
Baldwin Plz.(20)	3	Winn-Dixie
Beachwalk Ctr.(24)	7	Wal-Mart
West's Plz.(5)	1	West's Super Store
Promonade Mall(15)	8	Specialty Shops
Southwood Mall(4)	7	West Bldg. Matls.
Edgewater(20)	10	Food World, Eckerd
Beck Ave.	3	Specialty Shops
Ohio Ave.	6	Winn-Dixie, Piggly Wiggly

Principal Shopping Days-Mon., Wed., Thur., Sat.

Stores Open Evenings-Shopping Ctrs. and Mall Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Gayfer's; Belk-Hudson.

Variety Stores-Woolworth; TG&Y.

Discount Stores-K mart; Zayre; Wal-Mart; Wilbro; Surplus Sales.

Chain Drug Stores-SupeRx; Eckerd; Big B; Revco; Cooper's; City Drug.

Chain Supermarkets-Sunshine; Piggly Wiggly; Winn-Dixie; IGA; Quickway; Food World; Majik Mkt.; Eagle; Delchamps; Suwanee.

Other Chain Stores-Lerner's; Mangel's; Thom McAn; Butler; Dollar General; Top Dollar; Leon's; Radio Shack; West Building Matls.; Gilbergs Fabrics; Western Auto; Firestone; Goodyear; Goodrich; Aut-O-Sav; Bio-10 Tires; Tires, Inc.; Gordon Jewelry; Swiss Colony; Leon's Casuals; Morrison's; Kinney Shoes; Casual Corner; Carlyle & Co.; Camelot Music; County Seat; Father & Son; Foxmoor; General Nutrition; United Jewelers; Vogue; World Bazaar; Zale's Jewelers; Frayne's Fashions; Lowe's; B. Dalton Books; Waldenbooks.

14 - NEWSPAPERS: NEWS-HERALD (m) 35,678; (S) 40,256, Mar. 31, 1988 ABC.

Local Contact for Advertising and Merchandising Data: Kaye Nichols, Adv. Dir., NEWS-HERALD, 501 W. 11th St., Panama City, FL 32402; Tel. (904) 763-7621.

National Representative: Landon Associates.

PENSACOLA

1 - LOCATION: Escambia County (In Pensacola MSA). E&P Map A-1. On Gulf of Mexico, 212 mi. from New Orleans; 369 mi. from Jacksonville; 297 mi. from Birmingham, AL. Site of U.S. Naval Facilities.

2 - TRANSPORTATION: Railroads-Burlington Northern; Seaboard Coast Line.

Motor Freight Carriers-15.

Intercity Bus Lines-Teche Greyhound; Trailways; Escambia Co. Transit System.

Airlines-Eastern; Continental; Delta; Piedmont.

Steamship Lines-3.

3 - POPULATION:

Corp. City 80 Cen. 57,619; E&P 88 Est. 64,329
CZ-ABC: (80) 199,087
RTZ-ABC: (80) 301,964
County 80 Cen. 233,219; E&P 88 Est. 270,328
MSA 80 Cen. 289,371; E&P 88 Est. 341,622
City & RTZ-ABC: (80) 501,051

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 80 Cen. 21,641; E&P 88 Est. 24,836
County 80 Cen. 81,067; E&P 88 Est. 98,580
MSA 80 Census 99,662; E&P 88 Est. 123,239
CZ-ABC: (80) 69,918
RTZ-ABC: (80) 102,720
City & RTZ-ABC: (80) 172,638

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	24	N.A.
Savings & Loan	7	N.A.

6 - PASSENGER AUTOS: County 171,102

7 - ELECTRIC METERS: Residence 118,084

8 - GAS METERS: Residence 48,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Chem. 6,600; Acrylic Fiber 900; Turpentine Based Chemicals 530; Nylon Fiber 3,200; Paper 1,800.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-95; Summer 65-103; Fall 19-90; Winter 16-70. First killing frost, Dec. 9; last killing frost, Feb. 20.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Downtown Shopping Center-8 blocks on Palafox St.

Neighborhood Shopping Centers & Regional Malls-W. Cervantes at Brownsville; Barrancas Ave. at Warrington; Pace Blvd. at Fairfield Dr.; Gulf Breeze; Davis at Maura; Mobile Hwy. & Fairfield Dr.; 9th Ave. at Creighton Rd.; Ensley, Corry & Warrington Rds. at Navy Blvd.; 9th Ave. at Fairfield Dr.; 9th Ave. at Bayou Blvd.; Navy Blvd. at US 98; Davis at 1-10; Palafox at 9 mile Rd.; Olive Rd. at Davis Hwy; East 9 Mile Rd.; Mobile Hwy. at Saufley Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Warrington	6	Delchamps, Kwik-Chek
Town & Country(57)	3	Gayfers, Delchamps, Eckerd
Gulf Breeze(21)	4	Delchamps, Barnes, Piggly Wiggly, TG&Y
Mariner Mall(36)	4	Florida Pottery, Rhodes
Warrington Vlg.(16)	5	Zayre
Belvidere Park(8)	7	Eckerd, Delchamps
Brentwood(8)	4	McCrory, Sak-N-Sav
Delmar(8)	9	Eckerd, Delchamps
Ensley	8	Barnes, Ben Franklin
Fairfield Plz.(20)	4	A&P, SupeRx

McDonalds(21)	3	Family Dollar, Goodyear
Palafox(3)	1	Kwik-Chek
Saufley Square	7	Winn-Dixie, TG&Y
K mart Center	4	K mart, Gillette Drugs
University Mall(77)	7	Sears, McRaes, JCPenney
Northview	9	Delchamps, K mart, Kwik-Chek
Cordova(144)	5	Gayfers, Mont. Ward, D.H. Holmes, Parisian
Southgate Plaza	5	Winn-Dixie, TG&Y
Beach Rd. Plz	NA	TG&Y, Piggly Wiggly, Revco
Brent Oaks Mall	NA	Sak-N-Sav, Family Dollar
Cantonment Sq Mall	NA	Winn-Dixie, Sav-On Drugs
Eastgate	NA	Winn-Dixie, TG&Y
Trade Winds Plz	NA	Homeowner's Whse., T.J. Maxx

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open-Evenings

13 - RETAIL OUTLETS: **Department Stores**-Sears, JCPenney, Gayfers 2, Montgomery Ward, McRae, D.H. Holmes, Parisian.
Discount Stores-K mart 3, Zayre 2, T.J. Maxx.
Variety Stores-Newberry, McCrory, Great Day, Family Dollar.
Chain Drug Stores-SupeRx 3, Scotty's, Big B, Lemox 2, Eckerd 4, Rexall 3, Moulton's 6, Revco 9.
Chain Supermarkets-Delchamps 9, A&P 3, Piggly Wiggly 4, IGA 2, Barnes 13, Albertson's 2, Sak-N-Sav, Winn-Dixie 9.
Other Chain Stores-Thom McAn, Butler's, Western Auto, Richmond Bros., Wilson's Jewelers, Ben Franklin, Jewlcor, Builders Square, Circuit City, Rex TV, Ross Dress for Less, Super Saver.

14 - NEWSPAPERS: NEWS-JOURNAL (m) 57,641; (S) 73,121, Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Diann Cicchine, Co-op/Natl. Adv. Mgr., NEWS-JOURNAL, One News-Journal Plaza, Pensacola, FL 32501; Tel. (904) 435-8500.
National Representative: Gannett National Newspaper Sales.

PORT ST. LUCIE
See FORT PIERCE

PUNTA GORDA

1 - LOCATION: Charlotte County, E&P Map C-3, County Seat, West Coast, 24 mi. N of Fort Myers on US Hwy. 41; 3 mi. S of Port Charlotte, residential and retirement community.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Eastern Express.

3 - POPULATION:
Corp. City 80 Cen. 6,797; E&P 88 Est. 11,282
CZ-ABC: (80) 37,694
RTZ-ABC: (80) 34,032
County 80 Cen. 60,088; E&P 88 Est. 85,039
City & RTZ-ABC: (80) 71,726
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,190; E&P 88 Est. 5,489
County 80 Cen. 26,207; E&P 88 Est. 36,937
CZ-ABC: (80) 16,669
RTZ-ABC: (80) 15,222
City & RTZ-ABC: (80) 31,891

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	11	$65,000,000
Commercial	7	$224,000,000

6 - PASSENGER AUTOS: County 70,362

7 - ELECTRIC METERS: Residence County 35,100

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry-Constr.; Real Estate; Servs.; Commercial Fishing; Tourism; Farming; Hospitals.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-80; Summer 72-89; Fall 66-82; Winter 70-72.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Centers**-Charlotte Shopping Center, E. Olympia, Punta Gorda; Punta Gorda Mall, Rte. 41; Town & Country, Rte. 41; Promenades, Rte. 41; Harbor Square, Rte. 41; Aqui Esta, S. Rte. 41; South Trails, Rte. 41; Charlotte Square, Rte. 41.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cross Trail(9)	3	Winn-Dixie, Gray Drug
Aqui Esta(7)	5	
Town & Country(14)	4	K mart, Walgreens, Publix
Harbour Square(12)	4	Kash 'N Karry, Treasury Drug
Promenades(52)	6	Beall's, J. Byron, Eckerd
Charlotte(11)	NA	U-Save
Punta Gorda Mall(20)	NA	Publix, Beall's
Charlotte Sq.(7)	NA	Publix, Shoppers Drugs
Fisherman's Village(44)	NA	

13 - RETAIL OUTLETS: **Department Stores**-Beall's, J. Byron.
Discount Stores-Dollar General 2.
Variety Stores-K mart, McCrory's, Wal-Mart 2.
Chain Drug Stores-Eckerd, Walgreens, Treasury, Gray, SupeRx.
Chain Supermarkets-Winn-Dixie 2, U-Save, Publix 3, Kash N' Karry.
Other Chain Stores-Western Auto 2, Firestone, Goodyear, Sears (catalog), Badcock Furniture, Bill Smith Appliances, Radio Shack 2.

14 - NEWSPAPERS: HERALD-NEWS (e) 6,650, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Ed Warren, Adv. Mgr., HERALD-NEWS, 114 W. Olympia Ave., PO Box 1808, Punta Gorda, FL 33950; Tel. (813) 639-2131.
National Representative: Gannett National Newspaper Sales.

ST. AUGUSTINE

1 - LOCATION: St. Johns County (In Jacksonville MSA), E&P Map D-1, County Seat. On Mantanzas Bay near Atlantic Ocean, 38 mi. S of Jacksonville.

2 - TRANSPORTATION: **Motor Freight Carriers**-3.
Intercity Bus Lines-Greyhound.
Airlines-Charter Flight Service, St. Augustine Airport; Major Airlines at Jacksonville, 40 mi.

3 - POPULATION:
Corp. City 80 Cen. 11,985; E&P 88 Est. 14,001
NDM-ABC: (80) 41,663
MSA 80 Cen. 722,972; E&P 88 Est. 861,902
County 80 Cen. 51,870; E&P 88 Est. 70,278

4 - HOUSEHOLDS:
City 80 Cen. 4,547; E&P 88 Est. 4,975
County 80 Cen. 18,623; E&P 88 Est. 25,859
MSA 80 Cen. 259,596; E&P 88 Est. 324,717
NDM-ABC: (80) 15,250

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	N.A.
Commercial	5	$260,828,000

6 - PASSENGER AUTOS: County 43,060

7 - ELECTRIC METERS: Residence 28,500

8 - GAS METERS: Residence 2,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aircraft Overhaul 1,000; Aluminum Extrusion 300; Automotive Parts 400; Health Foods Distrib. 185; Potato Chips 100; Tourism Major Industry.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-85; Summer 70-90; Fall 70-87; Winter 45-69.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Plaza Area: St. George, Cathedral & King Sts.; US 1 South & Beach Area: K mart Shopping Ctr.; Ponce DeLeon Mall; Anastasia Sq.; St. John's Plz.; Wal-Mart Plz; Riverside Plz.; Anastasia Plz.
Neighborhood Shopping Centers-San Marco Ave.; Anastasia Blvd.; West King St. U.S. 1 South.
Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Close-5:00 pm, some 9:00 pm.
Open Evenings-Dept.-Sat. Food-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Belk-Hudson.
Discount Stores-Wal-Mart; Dollar General; K mart; Zayre.
Variety Stores-McCrory's; Woolworth.
Chain Drug Stores-Walgreens; Rexall; Eckerd 2; Revco 2.
Chain Supermarkets-IGA; Winn-Dixie 3; Publix 2; Food Way; Albertson's.
Other Chain Stores-Firestone; Marine Supply & Oil; Goodyear; Goodrich; Vogue Shops; Kinney Shoes; 7-Eleven 4; Jackson's Minute Mkt. 3; Mary Carter Paints; Sherwin-Williams; Jiffy Foods; Scotty's; Pic 'N Save; Ace Hardware; Kay Jewellers; Friedman's Jewellers.

14 - NEWSPAPERS: RECORD (e) 13,815, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jay Weimar, Adv. Dir., RECORD, 158 Cordova St.; Box 1630, St. Augustine, FL 32085; Tel. (904) 829-6562.
National Representative: Branham/Newspaper Sales.

ST. PETERSBURG

1 - LOCATION: Pinellas County (In Tampa-St. Petersburg-Clearwater MSA), E&P Map C-3, on Florida's W Coast, at southern end of Pinellas Peninsula. Surrounded three sides by Tampa Bay, Boca Ciega Bay, and Gulf of Mexico, access thereto provided by four bridges. The Sunshine Skyway connects with Bradenton and Sarasota, the Bayway connects with Tierra Verde and Ft. DeSoto Park and Gulf Beaches. Three bridges, Howard Frankland, Gandy and Courtney Campbell Causeway connect with Tampa and Hillsborough County.

2 - TRANSPORTATION: **Railroads**-Seaboard System, Amtrak.
Motor Freight Carriers-City 16; County 27.
Intercity Bus Lines-Greyhound; National Trailways; Gulf Coast Motor Lines; Gray Lines; Pinellas Suncoast Transit Authority.
Airlines-Air Canada; Air Jamaica; Air New Orleans; American; American Trans Air; Bahamas Air; British Airways; Cayman Airways; Condor; Continental; Delta; Eastern; Midway; Northwest; Pan Am; Piedmont; TranStar; TransWorld; United; USAir; Wardair; Florida Express.
Cruise Lines-Holland America; Bahama; Commodore; Sea Escape Cruises.

3 - POPULATION:
Corp. City 80 Cen. 236,893; E&P 88 Est. 267,566
NDM-ABC: (80) 882,663
MSA 80 Cen. 1,623,781; E&P 88 Est. 2,014,319
County 80 Cen. 731,405; E&P 88 Est. 879,834
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 104,094; E&P 88 Est. 118,126
County 80 Cen. 319,527; E&P 88 Est. 393,514
MSA 80 Cen. 656,551; E&P 88 Est. 837,308
NDM-ABC: (80) 387,337

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	25	$6,028,860,000
Savings & Loan	28	$7,656,980,000

6 - PASSENGER AUTOS: County 615,304

7 - ELECTRIC METERS: City 138,689; County 491,918

8 - GAS METERS: City 20,000; County 34,321

9 - PRINCIPAL INDUSTRIES: Electronics, Engineering Design & Research; Constr.; Health Care; Tourism.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 74-94; Fall 65-84; Winter 40-80. Frost rare. Av. temp. 74.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center-Entire Pinellas County.**
(See Clearwater and Tampa).
Shopping Centers-Downtown (Central Ave. & 34th St.); Tyrone Gardens (Tyrone Blvd. & 9th Ave. N.); Crossroads (2054 Tyrone Blvd.); Tyrone Square Mall (6901 22nd Ave. N.); Florida Federal (49th St. & 9th Ave. N.); South Side (6th St. & 45th Ave. S.); Disston Plz. (49th St. & 38th Ave. N.); Pasadena (6800 Gulfport Blvd.); Lakeview Plz. (2225 9th St. S.); Bay Vlg. (Roy Hanna Jr.); Harbor Bluffs (Indian Rocks Rd. & W Bay Dr.); Snell Isle Piaza (1337 Snell Isle Blvd.); North East (200 36th Ave. N.); West Central (6620 Central Ave.); Skyway (1101 42nd Ave. & 9th St. S.); Gateway Mall (77th Ave. & 9th St. N.); Town Plz. (1800 62nd Ave. N.); Dolphin Vlg. (4800 Gulf Blvd., St. Petersburg Beach); Gulfport Plz. (2190-49 St. S.); Colony (58th St. & 38th Ave. N.); Crosswinds (2020 66th St.); Azalea Ctr. (72nd St. & 9th Ave. N.); Frank's Nursery & Crafts (5501 49th St. N.); Gulfport Plz. (49 St. & 22 Ave. S.); Madeira (2201 34th St., S.); Rutland Plz. (62 Ave. & 9th St., N.); St Pete Plz. (2800 34th St., N.); Loehmann's Plaza at Coachman (1730 U.S. 19 N.); Market Placo (6900 22nd Ave. N.); Master Key of Countryside (2340 SR 580); Pinellas Place (66th St. & 102nd Ave. N.); Pioneer Village (12580 Seminole); Serendipity Plaza (3135 U.S. 19 N.); Sponge Exchange (Dodecanese Blvd. & U.S. 19); Pinellas Pk.-Halprin Plz. (4th St. & 86th Ave. N.); Mainlands Vlg. (Hwy. 19 & Mainlands Blvd.); Park "66" (NW Cor. 66th St. & 74th Ave. N.); Park Plz. (Park Blvd. & 49th St. N.); Pinella Sq. (US Hwy. 19 & Park Blvd.); Zayre (S/E/C Park Blvd. & 43 St. N.); Seminole Mall (Park & 113th St.); Home Depot Plz. (1701 34th St.); Isla Del Sol Shopping Vlg. (5901 Sun Blvd.); Keene Plz. (East Bay Dr. & Keene Rd.); Largo Village (11900 Seminole Blvd.); Bay Area Outlet Mall (15525 US 19); Countryside Mall (2601 US 19 N.).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Tyrone Sq.(138)	5	Sears, Maas Bros., JCPenney, Robinson's
Gateway(56)	5	Publix, J. Byron
Tyrone Gardens(42)	5	G.C. Murphy, Winn-Dixie
St. Pete Plz.(14)	3	
Crossroads(37)	5	Burdines, Radio Shack
Pasadena(33)	6	Publix, K mart
North East(33)	2	Publix, Eckerd
South Side(23)	3	Publix
Skyway(20)	4	Kash N' Karry, True Value
Lakeview Plz.(15)	3	Eckerd, Eagle
Central Plz.(60)	3	Walgreens, McCrory, Belk's
Florida Federal(9)		Publix, Florida Federal
Tarpon Mall(21)	NA	Eckerd, Goodyear, Gordon's TV Store
Tarpon Sq.(20)	NA	J. Byrons, K mart
Rutland Plz.(20)	NA	Eckerd, Luria & Son
Azalea Ctr.(11)		7-Eleven
Bay Vlg.(18)	NA	Eckerd, Winn-Dixie, 7-Eleven
Colony Shpg. Ctr.(8)		Kash 'N Karry
Disston Plz.(30)		Woolworth, Liggett, Eckerd, Grant's
Dolphin Vlg.(18)		Eckerd, TG&Y, Publix Super Mkt.
Five Points(13)		Kash 'N Karry
Gulfport Plz.(10)		Winn-Dixie
Madeira(17)		McDonalds, Becks
Town Plz.(28)		Publix, Carvel's, Walgreens
Zayre(20)		Zayre

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept. Mon. through Sat.; Food & drug Mon. through Sun.

13 - RETAIL OUTLETS: **Department Stores**-Maas Bros. 4; Montgomery Ward 3; Sears 3; Belk Lindsey 3; JCPenney 4; J. Byron 5; Robinson's 2; Ivey's 2; Gayfers; Beall's; Burdines 2.
Discount Stores-Dollar General 11; Zayre 5; K mart 11; Marshall's; T.J. Maxx; Ross Stores.
Variety Stores-McCrory 10; Woolworth 3; Ben Franklin 3; G.C. Murphy; TG&Y 5.
Chain Drug Stores-Walgreens 13; Eckerd 38; SupeRx 11; Kash 'N Karry 6; Florida Choice 4; Galen 3; Michels 4; Shoppers Drug Mart 3.
Chain Supermarkets-Publix 30; Winn-Dixie 28; Kash N' Karry 22; Albertson's 9; Florida Choice 4; Jewel T 8.
Other Chain Stores-S&H Green Stamps; Thom McAn; Ace Hardware; Gordon Jewelers; Radio Shack; Leed's Jewelers-Distributors; National Shirt; Wolf Bros.; Shoe Villa; Baker Shoes; John Baldwin; Colony Shop; The Empire; Lillie Rubin; Luria's; Home Depot; Scotty's; True Value; Service Merchandise; TV & Stereo Town.

14 - NEWSPAPERS: TIMES (m) 361,379; (S) 452,282; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: James E. Doughton, Adv. Mgr., TIMES, PO Box 1121, St. Petersburg, FL 33731; Tel. (813) 893-8504.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SANFORD

1 - LOCATION: Seminole County (In Orlando MSA). E&P Map D-2, County Seat. 39 mi. from Walt Disney World I-4. Light industry, tourist, citrus, truck ctr. 19 mi. N of Orlando on 17, 92, I-4; U.S. Hwys. 17, 92, State Hwys. 46, 415, I-4.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line.
Motor Freight Carriers-8.
Barges-From Jacksonville to Port of Sanford on inland waterway.
Intercity Bus Lines-City; Greyhound; Tamiami Trail Tours.

3 - POPULATION:
Corp. City 80 Cen. 23,176; E&P 88 Est. 33,935
MSA 80 Cen. 705,861; E&P 88 Est. 957,776
County 80 Cen. 181,965; E&P 88 Est. 278,351
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,355; E&P 88 Est. 12,781
County 80 Cen. 63,247; E&P 88 Est. 101,816
MSA 80 Cen. 252,847; E&P 88 Est. 356,256

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$194,066,390
Savings & Loan	2	(incl. above)

6 - PASSENGER AUTOS: County 183,901

7 - ELECTRIC METERS: County 76,323

8 - GAS METERS: Residence 4,100

9 - PRINCIPAL INDUSTRIES: Knit Goods; Boats; Electronics; Aluminum Prods.; Mobile Homes; (120 industries).

10 - CLIMATE: Min. & Max. Temp.-Spring 59-82; Summer 73-94; Fall 60-89; Winter 51-78. First killing frost, Dec. 23; last killing frost, Jan. 28.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Downtown Shopping**-6 blocks 1st St., including 4 unit Winn-Dixie shpg. ctr. Sanford Plz. 3 mi. S. 26 units, including JCPenney, McCrory, 2 mi. S; Pinecrest Ctr., 3 units, 2 1/2 mi. S; Fairway Ctr., 4 units, 2 1/2 mi. S; Zayre Plz., 3 mi. S.; K mart 3 mi. S., 20 units, Revco Drug, Winn-Dixie, 6 mi; Seminole Ctr., 45 units, including Wal-mart, Eckerd & Publix.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Deltona(18)	9	Winn-Dixie
Longwood(10)	9	Winn-Dixie
Seminole(28)	11	Publix, Natl. Fab.
K mart(7)	2	K mart
Seminole Ctr.(44)	2	Wal-Mart, Eckerd, Publix, Lurias, McDuffs
Lake Mary Ctr.(20)	7	Albertson's, K Mart
Lake Mary Village(15)	6	Publix
Winter Pk.(60)	18	JCPenney, Ivey's
Interstate(35)	13	Mont. Ward
Altamone Mall(165)	13	Burdines, Jordan Marsh, Sears, Robinson's
Zayre(7)	3	Zayre, Walgreens

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.

Stores open evenings and Sunday-JCPenney; Zayre; Wal-Mart; Luria's; McDuff's; K mart. Most groceries & drugs.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Garett's; Jacobson's.

Discount Stores-Zayre; K mart; Wal-Mart.

Variety Stores-McCrory's; Family Dollar; Dollar General.

Chain Drug Stores-Eckerd; Rite Aid; Medco; Rexall; Walgreens; Wal-Mart; K mart.

Chain Supermarkets-Winn-Dixie 3; Publix 2; Albertson's.

14 - NEWSPAPERS: HERALD (e-mon to fri; S) 8,915; sworn Oct. 1, 1987.

Local Contact for Advertising and Merchandising Data: Mel Adkins, Adv. Dir., HERALD, 300 N French Ave., Sanford, FL 32771, Tel. (305) 322-2611.

National Representative: Landon Associates.

SARASOTA

1 - LOCATION: Sarasota County (MSA). E&P Map C-3. On the West Coast of Florida on the Gulf of Mexico. On U.S. Hwys. 41, 301 & I-75.

2 - TRANSPORTATION: **Motor Freight Carriers**-4.

Intercity Bus Lines-Trailways; Greyhound; Coastal Coaches.

Airlines-National; Eastern; Ozark; Pan Am; Delta; Republic; United; American.

3 - POPULATION:
Corp. City 80 Cen. 48,868; E&P 88 Est. 60,743
NDM-ABC: (80) 202,251
County/MSA 80 Cen. 204,092 E&P 88 Est. 263,567

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 21,548; E&P 88 Est. 25,951
NDM-ABC: (80) 88,739
County/MSA 80 Cen. 88,739; E&P 88 Est. 117,593

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	68	$2,062,548,000
Commercial	74	$1,627,974,000

6 - PASSENGER AUTOS: County 206,094

7 - ELECTRIC METERS: County 128,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Tourism; Constr.; Electronics Research; Mobile Home Mfg.; Citrus Fruit; Celery; Aviation; Boat Bldg.; Tomatoes; Health Care.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-72; Summer 73-88; Fall 72-87; Winter 55-71.

11 - TAP WATER: Hard.

12 - RETAILING: **Principal Shopping Centers**-12 blocks on Main St.; DeSoto Sq. Mall (84); Sarasota Sq. Mall (75).

Neighborhood Shopping Centers No. of Stores-Kwik Chek 3; Colonial Vlg. 9; Sears 6; Unus Plz. 8; Bee Ridge Plz. 9; Siesta Key Vlg. 9; Pantry Pride Plz. 6; Oakes Plz. 10; Crescent Beach 6; Cortez Plz. 36; Bayshore Gardens 21; Midway Shpg. Ctr. 7; St. Armands Circle 91.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Gulf Gate Mall(44)	NA	Belk-Lindsey, Publix, Marshalls
K mart(3)	NA	K mart, Grand Union
Midtown Plz.(23)	NA	
Pelican Plz.(28)	NA	
Rialto Ctr.(17)	NA	
Ringling(11)	NA	Belk-Lindsey, Woolworth
Sarasota Sq.(81)	NA	JCPenney, Sears, Maas Bros.
St. Armands Cir. (135)	NA	Jacobsen's
Southgate Plz.(42)	NA	Burdines, Woolworth, Robinson's
Southbay Plz.(15)	NA	Jacobsen's
Venice Ctr.	NA	Bealls, Woolworth
Town & Country(20)	NA	K mart, J. Byrons
Venetian Plz.(43)		
Zayre Plz.	NA	Zayre

Principal Shopping Days-Mon., Thur., Fri., Sat.

Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney 2; Belk-Lindsey 2; Maas Bros. (Allied Stores) 3; Sears 2; Burdines (Federated Stores); Robinson's; J. Byrons 3.

Variety Stores-Kress; Woolworth 4; Bealls 5.

Discount Stores-K mart 8; Zayre 3; Wal-Mart 7; TG&Y.

Chain Drug Stores-Eckerd 15; Walgreens 10; SupeRx 5; Phar Mor.

Chain Supermarkets-Winn-Dixie 21; Publix 18; Kash N' Karry 4; Albertson's 3; Florida Choice 4.

14 - NEWSPAPERS: HERALD-TRIBUNE (m) 128,082; (S) 155,265; Mar. 31, 1988 ABC.

Local Contact for Advertising and Merchandising Data: James E. Doughton, Adv. Dir. or Stuart Smith, Mktg. Mgr., HERALD-TRIBUNE, 801 S. Tamiami Trail; PO Box 1719, Sarasota, FL 34230, Tel. (813) 953-7755.

National Representative: Publishers' Representatives of Florida; Sawyer-Ferguson-Walker.

STUART

1 - LOCATION: Martin County. (In Fort Pierce MSA). E&P Map D-3. County Seat. Manufacturing, agriculture, commercial fishing and resort area. On St. Lucie River, 38 mi. N of West Palm Beach; On U.S. Hwy. 1; State Hwy. 76; I-95.

2 - TRANSPORTATION: **Railroads**-Florida East Coast.

Motor Freight Carriers-2.

Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,467; E&P 88 Est. 12,605
NDM-ABC: (80) 64,014
County 80 Cen. 64,853; E&P 88 Est. 97,795
MSA 80 Cen. 151,196; E&P 88 Est. 226,308

4 - HOUSEHOLDS:
City 80 Cen. 4,193; E&P 88 Est. 5,628
County 80 Cen. 25,863; E&P 88 Est. 39,793
NDM-ABC: (80) 25,863
MSA 80 Cen. 58,369; E&P 88 Est. 88,529

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$756,374,849
Savings & Loan	14	(incl. above)

6 - PASSENGER AUTOS: County 72,858

7 - ELECTRIC METERS: County 744,750

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Resort Area; Commercial Fishing; Agric. (Citrus Fruit); Mfg. Small Electronic Parts.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-85; Summer 72-89; Fall 62-86; Winter 56-72.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

TAMPA BAY
MOVES WITH THE TIMES.

St. Petersburg. Tampa. Clearwater.

Many cities comprise Tampa Bay, Florida's largest and wealthiest market. But only one newspaper unites these communities, moving more products and services — the St. Petersburg Times.

Read by 693,100 adults every day and 775,800 adults on Sunday, the Times delivers Tampa Bay's largest audience.

And it's an upscale audience — a single advertising insertion in the Times reaches:

- More college educated adults.
- More chief wage earners.
- More top income households.
- More buying prospects in nearly every product category than any medium serving the Bay Area.

If you're looking to move merchandise in America's 20th largest metro area, run with the newspaper that delivers more for your ad dollar — the St. Petersburg Times.

[illegible] 1987 [illegible] Report

To move more merchandise in Tampa Bay, call General Advertising at (813) 893-8249 and ask for your copy of our 1989 Tampa Bay Market Profile.

Represented nationally by CWO&O.

St. Petersburg Times

Tampa Bay's Largest Newspaper

(Circle No. 13 on Market Request Card)

Nearby Shopping Centers

Name (No of stores)	Miles from Downtown	Principal Stores
Cove Plaza	6	Publix K mart Walgreens
East Ocean(34)	3	McCrory's Walgreens
Martin Sq (50)	4	J Byron Beall's JCPenney Rite Aid
K mart(13)	3	Eckerd K mart
Mayfair Plaza(7)	1	
Monterey(40)	2	Eckerd Winn Dixie
Harbour Bay Plaza(34)	4	
Smithfield(45)	3	Eckerd Winn-Dixie
Stuart Ctr	3	Albertson's Zayre Lauria's
Market Place	12	Winn-Dixie Eckerd
Port Salerno	5	Winn-Dixie Eckerd
Ocean Breeze Plz	6	Publix Walgreens
Martin Downs Plz	5	Publix Walgreens
Treasure Coast Sq (100)	4	Jordan Marsh Lord & Taylor JCPenney
Regency Sq	3	Florida Choice
Wedgewood Commons	4	Wal-Mart Publix

Principal Shopping Days-Fri Sat

13 - RETAIL OUTLETS Department Stores J Byron's JCPenney Beall's Jordan Marsh Lord & Taylor
Discount Stores-K mart Zayre Wal-Mart
Variety Stores TG&Y McCrory's Dollar General Ben Franklin
Chain Supermarkets Publix Winn-Dixie Albertson's Florida Choice

14 - NEWSPAPERS NEWS (m) 26 230 (S) 29 847 Mar 31 1988 ABC
Local Contact for Advertising and Merchandising Data Donald W Berwald Adv Dir NEWS 111 E Ocean Blvd PO Box 2870 Stuart FL 33495 Tel (305) 287-1550
National Representative Landon Associates

TALLAHASSEE

1 - LOCATION Leon and Gadsden Counties (in Tallahassee MSA) E&P Map B-1 State Capital and County Seat Education center Retail and wholesale center for N Florida 178 mi W of Jacksonville 200 mi E of Pensacola 20 mi N of Gulf of Mexico On U.S Hwys 90 27 319 I-10 State Hwys 20 61 63 363 369

2 - TRANSPORTATION Railroads-Seaboard Coastline
Motor Freight Carriers-13 (Truck rental-6)
Intercity Bus Lines-Greyhound Trailways Taltran
Airlines-Eastern Delta Atlantic Gulf PBA Air New Orleans ASA Piedmont

3 - POPULATION:
Corp City 80 Cen 105 324 E&P 88 Est 122 128
NDM-ABC (80) 148 655
Bal in RTZ-ABC (80) 98 182
Counties 80 Cen 159 542 E&P 88 Est 228 698
Leon 80 Cen 148 655 E&P 88 Est 182 847
Gadsden 80 Cen 41 565 E&P 88 Est 45 851
Total NDM & RTZ-ABC (80) 246 837
MSA 80 Cen 190 220 E&P 88 Est 228 698
Demographic Information available from Newspaper See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen 30 822 E&P 88 Est 47 704
Counties 80 Cen 57 833 E&P 88 Est 82 864
Leon 80 Cen 54 103 E&P 88 Est 68 905
Gadsden 80 Cen N.A. E&P 88 Est 13 959
NDM-ABC (80) 54 103
Bal in RTZ-ABC (80) 31 357
Total NDM & RTZ-ABC (80) 85 460
MSA 80 Cen 66 195 E&P 88 Est 82 864

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$549 114 496
Commercial	13	$559 333 563

6 - PASSENGER AUTOS: Counties Leon 120 020 Gadsden 14 598

7 - ELECTRIC METERS: Residence 54 613

8 - GAS METERS: Residence 6 568

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners-Mfg 3 800; Constr 5 000; Trans Commun & Util 2 900; Whol & Ret 19 100; Fin Ins & R.E 4 400; Services 18 400; Gov't 39 500; Agric., Forestry Fishery 422
Principal Industrial Pay Days-1st & 15th

10 - CLIMATE: Min & Max Temp -Spring 56-76; Summer 70-90; Fall 57-77 Winter 42-65 First killing frost Dec 9; last killing frost Feb 25

11 - TAP WATER: Alkaline soft not fluoridated

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Blairstone Plaza(11)	NA	Suwanee
Capital Plz (14)	NA	Warehouse Foods Sherwin-Williams
Carriage Gate(24)	NA	Eckerd Winn-Dixie
College Sq (16)	NA	Winn-Dixie Radio Shack Revco
Governors Sq (120)	NA	Maas Bros Sears JCPenney Lerner's Waldenbooks Zale's HQ
Gulf Wind(6)	NA	
Jackson Bluff(6)	NA	
K mart Plz No (6)	NA	K mart
K mart Plz So (11)	NA	Eckerd K mart Radio Shack
Killearn(22)	NA	Publix Eckerd
Killearn Vlg (11)	NA	Brown's Drug
Parkway Ctr	NA	Saber Ross Hancock Fabrics Studebakers
Miracle Plz (11)	NA	Home Furniture McCrory
Northside Plz (9)	NA	Citicorp State Farm
Northwood Mall(70)	NA	Rheinaurs Eckerd Publix
Plaza Ten(8)	NA	Unfinished Furniture Superior Cleaners
K mart Plaza(3)	NA	K mart
Southside(17)	NA	Eckerd Radio Shack
Tallahassee Mall(90)	NA	Gayfer's Mont Ward McCrory's Zale's Zayre
Market Sq (60)	NA	Sullivan Drugs
Towne Sq (18)	NA	TG&Y Radio Shack Revco Drugs
University Plaza(12)	NA	University Rexall
Varsity(5)	NA	
Westwood(16)	NA	TG&Y Eckerd Publix

Neighborhood Shopping Centers-2 on N Monroe 1 on S Monroe 1 on W Tennessee 1 on Thomasville Rd 1 on Gaines St 1 on South City 1 on Brevard St 1 on E Lafayette 1 on Jackson Bluff Rd
Principal Shopping Days-Fri Sat Mon Thur Some open Mon Thur Fri Eve Sun

13 - RETAIL OUTLETS Department Stores-Sears Lerner's JCPenney Gayfer's Montgomery Ward Maas Bros
Discount Stores-Army-Navy Surplus K mart Wilson's Zayre Service Merchandise Ross
Variety Stores-McCrory's
Chain Drug Stores-Walgreens Eckerd Revco
Chain Supermarkets-Winn-Dixie 8 Majik Mkts 24 Sing Stop N Shop 6 Jr Food Publix 5 Albertson's 2
Other Chain Stores-Danley Furn Singer Co Firestone Keenan Auto Parts Tallahassee Furn Thom McAn Sherwin-Williams Pittsburgh Paints Rhodes Furn Homecrafters Lowes Scotty's Lumber Jax Liquors 84 Lumber HQ

14 - NEWSPAPERS DEMOCRAT (m) 56 056 (S) 67 701 Mar 31 1988 ABC
Local Contact for Advertising and Merchandising Data Thomas Tomasi Adv Mktg Dir DEMOCRAT 277 N Magnolia Dr PO Box 990 Tallahassee FL 32302 Tel (904) 599-2246
National Representatives Knight-Ridder Newspaper Sales Publishers Representatives of Florida

TAMPA

1 - LOCATION: Hillsborough County (in Tampa-St Petersburg-Clearwater MSA) E&P Map C-2 County Seat On Hillsboro Bay 23 mi from the Gulf of Mexico; 197 mi SW of Jacksonville; 266 mi NW of Miami Shipping, manufacturing, wholesale, retail & college center MacDill Air Force Base

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line
Motor Freight Carriers-46
Intercity Bus Lines-Greyhound; Gulf Coast; Tampa Bus Lines; Trailways; Grayline
Steamship Lines-Commercial-140; Passenger-3
Airlines-Eastern; Air Canada; United; Delta; Northwest; TWA; Pan Am; American; Piedmont, Ozark, USAir; Wardair; British Airways; Condor; New York Air; Continental; Bahamas Air; Air Jamaica; Midway; TransStar; Air Atlanta; American TransAir; Continental Express; Eastern Express; New York Air Conn

3 - POPULATION:
Corp City 80 Cen 271,523; E&P 88 Est 290,000
CZ-ABC (80) 428,179
RTZ-ABC (80) 1,756,993
County 80 Cen 649,965; E&P 88 Est 801,392
MSA 80 Cen 1,623,781; E&P 88 Est 1,964,506
City & RTZ-ABC (80) 2,185,172
Demographic Information available from Newspaper See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen 105,603; E&P 88 Est 118,800
County 80 Cen 237,943; E&P 88 Est 309,253
MSA 80 Cen 656,551; E&P 88 Est 828,549
CZ-ABC (80) 162,451
RTZ-ABC (80) 707,961
City & RTZ-ABC (80) 870,412

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	6	$1,543,389,000
Commercial	18	$5,667,578,000

6 - PASSENGER AUTOS: County 577,976

7 - ELECTRIC METERS: Residence 328,169

8 - GAS METERS: Residence 14,489

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners (Av Wkly Wage)-Food Prods 11,100 ($255); Tobacco 1,100 ($212); Printing & Publishing 10,400 ($240); Chem 3,900 ($401); Stone Clay & Glass Prods 4,600 (N.A.); Trans Commun, Electric Gas & Sanitary Services 81,500 (N.A.) Whol Trade 29,900 (N.A.); Ret Trade 69,000 (N.A.)
Principal Industrial Pay Days-Thur & Fri; 1st & 15th

10 - CLIMATE: Min & Max Temp -Spring 61-82; Summer 74-90; Fall 65-83; Winter 50-71

11 - TAP WATER: Alkaline moderately hard not fluoridated

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Temple Terrace(21)	18	Winn-Dixie
East Lake Sq Mall(131)	10	Mont Ward JCPenney Belk-Lindsey
Northgate(40)	7	Lionel Publix
Hillsboro Plz (20)	5	
East Gate(21)	6	Publix Woolworth Walgreens
Britton Plz (50)	7	Belk-Lindsey Walgreens
Dale Mabry(23)	5	Publix Shoppers Drug Mart
Armenia(12)	5	U-Save Eckerd
Buccaneer Sq (26)	1	Belk-Lindsey
Henderson Blvd (5)	4	U-Save Eckerd
West Gate(19)	10	U-Save Eckerd
Harbour Island(60)	1	Specialty Stores & Restaurants
Bears(15)	15	U-Save
West Shore Plz (93)	5	Maas Bros JCPenney Walgreens
Brandon Mall(12)	12	Zayre Rite Aid Kash 'N Karry
Tampa Bay(152)	5	Sears Burdines Mont Ward
Floriland Mall(45)	15	Mont Ward Zayre Walgreens
Town'n Country(18)	15	Winn-Dixie Zayre Eckerd
Fiesta Plaza(11)	4	Kash 'N Karry
Terrace Plaza(19)	18	Publix, Eckerd
University Plz (9)	22	U-Save Eckerd
University Square(126)	10	Maas Bros JCPenney Maison Blanche Sears Burdines
Fletcher Plaza(14)	28	Winn-Dixie Walgreens
Columbus(7)	6	Kash'n Karry Eckerd
Horizon Park(23)	7	Winn-Dixie
Twin Bays(14)	5	Winn-Dixie
Busch Plaza(22)	11	Rite Aid J Byron's
Clayton Plz (17)	11	Publix Eckerd J Byron
Hillsborough Sq (125)	5	K mart Rite Aid Kash 'N Karry
Mission Bell(35)	10	Joel & Jerry's United Artists
Village Ctr (42)	10	Publix, Walgreens
West Hills(22)	10	Publix, Walgreens
Belz Outlet Mall(80)	6	Specialty Stores
Brandon(12)	12	Eckerd, U-Save
Market Place North(26)	14	Eckerd Luria's
Plant City(20)	15	K mart, Publix
Carolyn Lane(7)	12	Winn-Dixie, Eckerd
Nebraska Ave(3)	6	Eckerd, U-Save
Town Square(11)	6	Kash 'N Karry, Rite Aid
University Collections(55)	24	Kash 'N Karry, Eckerd
Regency Sq (70)	10	Marshalls, Wilcor
Northdale Court (35)	15	T.J. Maxx, Family Mart, Beall's
Sun Point(32)	20	Beall's, Publix
Valrico Sq.(33)	12	Wilcor, Eckerd
Shoppes of Carrollwood(33)	24	Clothworld,
Westwood Plz (37)	10	Kash 'n Karry, Eckerd

Principal Shopping Days-Thur., Fri., Sat
Stores Open Evenings-Shopping centers every evening

13 - RETAIL OUTLETS: Department Stores Maas Bros 4, JCPenney 5; Montgomery Ward 4; Sears 3; Belk Lindsey 3; Maison Blanche 2; Burdines 2; J Byron's 3
Discount Stores-Zayre 6, K mart 9, Beall's 3, Jacobson's; Marshall's 2; Luria's 2; T.J. Maxx 2
Chain Drug Stores-Walgreens 16; Eckerd 30, Albertson's 4, Florida Choice 4, Shopper's Drug Mart 5; Phar Mor; Super X 4
Chain Supermarkets-Affiliated of Florida 43; Publix 19, Winn-Dixie 17, Kash'n Karry 23, U-Save 2, Albertson's 4, Florida Choice 4, Save 'N Pack 2
Convenience Chain Grocers-7 Eleven 56; Circle K 53; Majik Markets 29, Shop & Go 56; Sparky's 19, Handy 12, Presto 27, Pick Kwik 4, Convenience Food Mart 7, Farm Store 24
Other Chain Stores-Men's Clothing H.I.S 3, National Shirt 5 Kirby's 2 Wolf Bros 4, Richman Bros., Phil George Ltd 2, Women's Clothing Hit or Miss 3 Brooks 3 Lerners 4 John Baldwin, Casual Corner 3 Colony Shops 7 Wolf Bros 4, Lillie Rubin, Two Sisters Lane Bryant, Stuart's 6, Foxmoor 4 Excess Baggage 2, Fredricks 2, Josie's 4, Sherry's; Shoes Butlers 4, Self Service 4, Thom McAn 4, Baker's 3, Pix 3, Red Cross 4, Knapp 2, Naturalizer 5, Florsheim 3, Hanover 3, Kinney 5, Furniture Roberds Carriage House 2, Badcock 7, Levitz Kane Robb & Stucky Haverty 2, Door Store 2, Furniture Fair Galloways Others Western Auto 8 Singer 2 Ace Auto 3, Discount Auto 12, Genuine Auto Parts 10, Rose Auto Parts 4; Major Appliance Stores Bi-Rite 5, DeSears 5, Economy TV Centers 2, Tate Electric 2, TV & Stereo Town 5

14 - NEWSPAPERS: TRIBUNE (m) 271,288, (S) 362,459, Mar 31 1988 ABC
Local Contact for Advertising and Merchandising Data Joe Gess, Adv Mgr TRIBUNE 202 S Parker, Tampa FL 33606 Tel (813) 272-7447
National Representative Sawyer-Ferguson-Walker

VERO BEACH

1 - LOCATION: Indian River County E&P Map D-3 County Seat Winter resort Fisheries fruit truck farms 72 mi N of West Palm Beach On U.S Federal Hwy 1

2 - TRANSPORTATION: **Intercity Bus Lines**-Greyhound
Airlines-USAir

3 - POPULATION:
Corp City 80 Cen 16,176; E&P 88 Est 19,872
NDM-ABC (80) 59,896
County 80 Cen 60,641, E&P 88 Est 87,871

4 - HOUSEHOLDS:
City 80 Cen 7,281, E&P 88 Est 9,228
NDM-ABC (80) 23,331
County 80 Cen 23,331; E&P 88 Est 35,294

5 - BANKS		
Savings & Loan	10	$7,432,563,874
Commercial	9	$5,715,758,170

6 - PASSENGER AUTOS: County 59,631

7 - ELECTRIC METERS: Residence 38,325

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aircraft 1,000; Citrus
Principal Industrial Pay Days-Thur., Fri

10 - CLIMATE: Min. & Max. Temp -Spring 60-85; Summer 72-90; Fall 62-85; Winter 55-75

11 - TAP WATER: Alkaline, soft, fluoridated

12 - RETAILING: **Principal Shopping Centers**-8th Ave & 12 St (33 Stores); Miracle Mile (17 stores); U.S. 1 & Oslo Rd (40 Stores); State Rd N 60 & 6th Ave (16 stores); 43rd Ave & Rte 60; Osceola Blvd

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Mall	7	K mart, Publix
Vero Mall(33)	8	JCPenney, J. Byron
Treasure Coast Plaza(16)	NA	Woolworth
Miracle Mile(17)	NA	Publix, Winn-Dixie, Sears, True Value
Vero Plaza	NA	Luria's Fla Choice

Principal Shopping Days-Daily & Sun., 9 am to 9 pm.
Stores Open Evenings-Shopping Centers every night to 9

13 - RETAIL OUTLETS: Department Stores-Wodtkes; JCPenney; J. Byron
Discount Stores-K mart; Wal-Mart
Variety Stores-Ben Franklin; Woolworth
Chain Drug Stores-Eckerd, Rite Aid, Walgreens

Chain Supermarkets-Publix, Winn-Dixie, Albertson's, Florida Choice
Other Chain Stores-Carvel, Baskin Robbins, Kinney, World Bazaar

14 - NEWSPAPERS: PRESS-JOURNAL (m) 27,507, (S) 28,737, Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: Darryl Hicks, Adv. Mgr., PRESS-JOURNAL, 1801 U.S. 1, PO Box 1268, Vero Beach, FL 32961, Tel. (407) 562-2315
National Representative: Landon Associates; Publishers' Representatives of Florida

WEST PALM BEACH

1 - LOCATION: Palm Beach County (In West Palm Beach-Boca Raton-Delray Beach MSA). E&P Map D-3. County Seat. 2 mi. from the Gulf Stream. 68 mi. N of Miami. On U.S. Highway 1, Florida Tpke., I-95.

2 - TRANSPORTATION: **Railroads**-Amtrak (passenger); Seaboard Coast Line, Florida East Coast (freight)
Shipping-Port of Palm Beach
Motor Freight Carriers-22
Intercity Bus Lines-Greyhound, Trailways, Co Tran
Airlines-American, Chalks, Continental, Delta, Eastern, Gulf Air, Islander Air, Midway, Northwest, Piedmont, TWA, United, USAir, Wardair, Braniff, Air Canada, Aero Coach, Eastern Express, Air South, Caribbean Express, America Trans

- POPULATION:
orp. City 80 Cen. 62,530; E&P 88 Est. 78,286
Z-ABC: (80) 360,957
TZ-ABC: (80) 279,811
ounty/MSA 80 Cen. 573,125; E&P 88 Est. 17,902
ity & RTZ-ABC: (80) 640,768
emographic Information available from Newsaper. See paragraph 14.

- HOUSEHOLDS:
ity 80 Cen. 26,165; E&P 88 Est. 30,204
Z-ABC: (80) 151,542
TZ-ABC: (80) 108,660
ounty/MSA 80 Cen. 232,937; E&P 88 Est. 42,862
ity & RTZ-ABC: (80) 260,202

- BANKS	NUMBER	EST. DEP.
om.nercial	44	$6,423,730,000
avings & Loan	45	$7,356,768,000

- PASSENGER AUTOS: County 562,780

- ELECTRIC METERS: County 401,040

- GAS METERS: County 39,688

- PRINCIPAL INDUSTRIES: Data Processing ystems, Aircraft Engines & Parts, Electronic omponents, Semi-conductors, Capacitors, Reearch & Development, Oceanographic Sciences Engineering, Raw Sugar, Vegetables, Beef, Cits Fruits, Boats, Industrial Controls, Tools & yes, Paints & Varnishes, Furn., Mattresses, Aluinum Doors, Windows, Shutters, Awnings, House Camping Trailers, Precast Prods., Printing & ub., Dairies, Fishing Tackle, Constr.

0 - CLIMATE: Av. Annual Temp. 75; Summer 81; inter 67; Rainfall 70 in. per year

- TAP WATER: Neutral, soft

2 - RETAILING: **Principal Shopping Centers**-10 ocks on 4 streets; Palm Beach Mall
eighborhood Shopping Centers-Southdale; oynton; Beach Mall; PGA Regional Mall; Town enter; Palm Coast Plaza; Westward; Farmer's kt.; Royal Poinciana Plaza; Polo Grounds Center; ayre; Belmart; Century Corners; Cross County all; Drexel Plaza; Esplanade; Gun Club; K mart aza; Luria Plaza; Pine Trail; Village Market; ellington Country Plaza; Worth Avenue; Oakook Sq.; Garden Sq.; Twin City Mall; Loehmann's aza; Palm Springs; Crystal Tree; Waterside Pla-

Nearby Shopping Centers

ame (No. stores)	Miles from Downtown	Principal Stores
elray Mall(65)	20	J. Byron
oss County(52)	4	Builder's Square, K mart
alm Coast(52)	7	Publix, J. Byron
alm Beach(110)	3	Jordan Marsh, Sears, Burdine's, JCPenney, Lord & Taylor
rmer's Mkt.	3	(variety)
arden Square(30)	14	Shoppers Drug Mart, Publix
wn Center(127)	25	Jordan Marsh, Sears, Lord & Taylor, Bloomingdale's, Burdine's
in City(39)		Sears, Jefferson Ward
lo Grounds(12)	11	Publix, Eckerd
orth Avenue	3	Martha's, Saks

rincipal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. through Fri. until 9:30.

13 - RETAIL OUTLETS: **Department Stores**-(In West Palm Beach)-Anthony's, Burdines, JC Penney, Sears, J. Byron, Jordan Marsh, Pioneer, Lord & Taylor, Lillie Rubin, Casual Corner. (In Palm Beach)-Saks Fifth Avenue, Bonwit Teller, Razooks, Gucci
Variety Stores-McCrory, Woolworth 4, Dollar Stores
Discount Stores-Zayre, Lurias, K mart, Loehmann's, Marshall's, Best, T.J. Maxx
Chain Drug Stores-Walgreens, SuperRx, Gray, Best Buy, Discount Drugs, Eckerd's, Shoppers Drug Mart, Freddy's
Chain Supermarkets-Winn-Dixie 34, Pantry Pride 2, Miller's 2, Publix 26, Albertson's 2, Sun
Other Chain Stores-A.S. Beck, Butler's, Singer Co., Goodyear, Baker's, Western Auto, Zale's, Badcock Furn., Firestone, Gordon's Jewelers, Jacob Jewelers, Cartiers, Peck & Peck, The Gap, County Seat, Foxmoor, Waldenbooks, B. Dalton, Joan Bari, Florsheim. (In Palm Beach) Brooks Brothers, Polo, FAO Schwarz

14 - NEWSPAPERS: Post (m-mon to fri) 163,695; (m-sat) 171,918; (S) 209,125, Mar. 31, 1988 ABC

Local Contact for Advertising and Merchandising Data: Alan Ferguson, Gen. Adv. Mgr., POST-TIMES, 2751 S. Dixie Hwy., PO Drawer T, West Palm Beach, FL 33405, Tel. (305) 837-4277
National Representative: Sawyer-Ferguson-Walker

WINTER HAVEN

1 - LOCATION: Polk County (In Lakeland-Winter Haven MSA). E&P Map D-2. 50 mi. SW of Orlando, 50 mi. E of Tampa

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line
Intercity Bus Lines-Greyhound
Motor Freight Carriers-4

3 - POPULATION:
Corp. City 80 Cen. 21,119; E&P 88 Est. 24,657
NDM-ABC: (80) 71,471
County/MSA 80 Cen. 323,569; E&P 88 Est. 362,426

4 - HOUSEHOLDS:
City 80 Cen. 8,812; E&P 88 Est. 10,579
County/MSA 80 Cen. 114,394; E&P 88 Est. 129,296
NDM-ABC: (80) 26,133

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$256,314,107
Savings & Loan	7	$281,096,490

6 - PASSENGER AUTOS: County 237,398

7 - ELECTRIC METERS: Residence 41,544

8 - GAS METERS: Residence 2,634

9 - PRINCIPAL INDUSTRIES: Fruit & Food Packing & Proc., Light Mfg., Tourism
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 70-96; Fall 50-80; Winter 35-70. First killing frost, Dec. 20; last killing frost, Feb. 15

11 - TAP WATER: Neutral, hard, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-10 blocks on West Central & Third Sts., NW & SW; Field Plz. 2 units

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Imperial Plz	4	TG&Y, Winn-Dixie
Havendale	4	Food World, Eckerd
Northgate(13)	NA	Publix, Belk-Lindsey
Southeast Plz(18)	NA	Eckerd, Beall's
Village Sq.(12)	NA	Eagle, Winn-Dixie
Winter Haven Mall(60)	NA	Maas Bros., Sears
Zayre(10)	NA	Zayre, Kash 'N Karry

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Fri.; Shpg. Ctrs. nightly.

13 - RETAIL OUTLETS: Department Stores-Sears; Belk-Lindsey; Rheinauers; Maas Bros.; Eagle Family Discount; Beall's; TG&Y.
Discount Stores-Zayre; K mart; Goodie Barn.
Chain Drug Stores-Anderson Rexall; Eckerd 4; Walgreens 2.
Chain Supermarkets-Publix 3; Winn-Dixie 3; Minit Shop 10; Kash 'N Karry; Pantry Pride; Food World; Jewel T.
Other Chain Stores-Goodrich; Goodyear; Firestone; Hallmark; Thom McAn; Woolworth; Mae's Fabrics; ABC Liquors 5; S&H Green Stamps; Babcock Furn. 3; True Value Hdwe.; Zale's; Jacob's Jewelers; Scotty's Lumber; Lerner Shops; Crowder Hdwe. 2; McCrory's; Radio Shack 2; Desears Appliance.

14 - NEWSPAPERS: NEWS-CHIEF (e) 14,854; (S) 16,057, Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: Doyle DePriest, Adv. Dir., NEWS-CHIEF, PO Box 1440, Winter Haven, FL 33882, Tel. (813) 294-7731
National Representative: Landon Associates

GEORGIA SURVEYS

METROPOLITAN STATISTICAL AREAS

Albany-Dougherty and Lee Counties
Athens-Clarke, Jackson, Madison and Oconee Counties
Atlanta-Barrow, Butts, Cherokee, Clayton, Cobb, Coweta, De Kalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Newton, Paulding, Rockdale, Spalding and Walton Counties
Augusta, GA-SC-Columbia, McDuffie and Richmond Counties, GA; Aiken County, SC
Chattanooga, TN-GA-Hamilton, Marion and Sequatchie Counties, TN; Catoosa, Dade and Walker Counties, GA
Columbus, GA-AL-Chattahoochee and Muscogee Counties, GA; Russell County, AL
Macon-Warner Robins-Bibb, Houston, Jones and Peach Counties
Savannah-Chatham and Effingham Counties

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1989
Under 5 Years	422	415	596
5-14 Years	953	927	1,017
15-24 Years	861	1,047	1,014
25-44 Years	1,121	1,578	2,214
45-64 Years	868	998	1,079
65 and Over	365	517	527
TOTAL	4,590	5,482	6,449

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1989 Est.
Bldg. Mat. Hdwr.	859	1,288	3,123
General Mdse.	2,132	2,750	5,285
Food	3,455	5,438	9,284
Automobiles	3,481	4,552	11,225
Gasoline Stations	1,351	2,382	3,036
Apparel	740	1,238	2,278
Furniture	675	1,005	2,358
Eat. Drink. Places	1,251	2,239	4,362
Drugs	510	799	1,514
TOTAL SALES	15,916	24,408	46,357

ALBANY

1 - LOCATION: Dougherty County (MSA). E&P Map B-4. 167 mi. S of Atlanta; 107 mi. S of Macon; 89 mi. SE of Columbus.

2 - TRANSPORTATION: **Railroads**-Norfolk Southern; Seaboard Coastline
Motor Freight Carriers-30
Intercity Bus Lines-Trailways.
Airlines-A.S.A.; Eastern Metro Express.

3 - POPULATION:
Corp. City 80 Cen. 82,861; E&P 88 Est. 83,926
CZ-ABC: (80) 90,509
RTZ-ABC: (80) 205,353
County 80 Cen. 101,293; E&P 88 Est. 106,501
MSA 80 Cen. 113,080; E&P 88 Est. 120,987
City & RTZ-ABC: (80) 295,862

4 - HOUSEHOLDS:
City 80 Cen. 24,831; E&P 88 Est. 28,816
County 80 Cen. 33,138; E&P 88 Est. 36,291
MSA 80 Cen. 36,780; E&P 88 Est. 40,974
CZ-ABC: (80) 29,937
RTZ-ABC: (80) 66,293
City & RTZ-ABC: (80) 96,230

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$627,000,000
Savings & Loan	2	$278,000,000

6 - PASSENGER AUTOS: County 48,261

7 - ELECTRIC METERS: Residence 32,040

8 - GAS METERS: Residence 23,101

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 2,205 ($344); Paper Mfg. 1,961 ($575); Food 2,773 ($523); Brewery 1,200 ($610); Candy Mfg. 835 ($400); Farm Imp. 100 ($265); Non Elect. Mach. 773 ($329); Auto Parts Mfg. 600 ($706); Medicinal Chem. 375 ($600); Golf Club Mfg. 390 ($300); Trans. Equip. 278 ($340); Agric. Chem. 270 ($355); Military Supply Ctr. 1,124 Marines, 2,945 Civilians (payroll $93,500,000 annually).

10 - CLIMATE: Min. & Max. Temp.-Spring 61-85; Summer 71-93; Fall 48-71; Winter 42-67. First killing frost, Nov. 15; last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-1 block on Pine St., 2 on Broad; 2 on Jackson; Slappey Blvd. at W. Broad; Slappey Drive betw. Broad & Pine; Slappey Drive & 3rd Ave. & E. Albany; Dawson Rd. at Stuart Ave.; Dawson Rd. at Old Dawson Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Albany Mall(84)	5	Sears, Belk's, Gayfer's
Cross Station(25)	5	Wal-Mart, Winn-Dixie
Largo Plz (20)	4	Haverty's Dimensions
Midtown(8)	2	Winn-Dixie, JCPenney
The Junction(10)	4	Rite-Aid, Piggly Wiggly
Oglethorpe(12)	3	Rose's, Eckerd
Southgate(6)	2	Eckerd, Bargain Town
Green (19)	4	Eckerd
Hunter's Mill(4)	5	Fantasy Records

Principal Shopping Days-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Gayfer's, Rosenberg's, Sears, Belks, JCPenney, Rose's
Variety Stores-Woolworth
Discount Stores-Lowe's, Keys, K mart, Family Dollar, Wal-Mart
Chain Drug Stores-Revco, Lee, Drugs For Less, Rite-Aid, Eckerd
Chain Supermarkets-Winn-Dixie 2, Harvey's 5, Piggly Wiggly 5, Family Mart, Food 4 Less
Other Chain Stores-Goodrich, Goodyear, Western Auto, Firestone, 84 Lumber, Friedman Jewelers, General Nutrition, Musicland, Pic'N Pay Shoes, Rhodes Furniture, West Building Materials, Wickes Lumber, Zale's Jewelers, Haverty's Furn., Radio Shack, Music Land, Waldenbooks, Hanover Shoes, Kinney Shoes, Body Shop, Shoe City, Auto Shack, Nationwise Automotive, Brooks Fashion, Butlers Shoes, Casual Corner, Fashion Bug Plus, Foxmore, G and G, Hallmark, It's, Leon's, Lerner Shops, Playland Toys, Showcase Cards, Spencer's Gifts, Stuart's, Turtles, Rex TV

14 - NEWSPAPERS: HERALD (e) 36,948; (S) 44,456, Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: Raymond H. Starling, Jr., Adv. Dir., HERALD, PO Box 48, Albany, GA 31703, Tel. (912) 888-9300
National Representative: Branham/Newspaper Sales

AMERICUS

1 - LOCATION: Sumter County. E&P Map B-4. County Seat. 70 mi. SW of Macon; 65 mi. SE of Columbus; 135 mi. S of Atlanta. U.S. Hwys. 19, 280; State Hwys. 3, 27, 30, 49.

2 - TRANSPORTATION: **Railroads**-Southern; Seaboard Coast Line.
Motor Freight Carriers-4
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 16,120; E&P 88 Est. 17,303
CZ-ABC: (80) 16,120
RTZ-ABC: (80) 16,673
County 80 Cen. 29,444; E&P 88 Est. 31,289
City & RTZ-ABC: (80) 32,793

4 - HOUSEHOLDS:
City 80 Cen. 5,500; E&P 88 Est. 5,699
CZ-ABC: (80) 5,332
RTZ-ABC: (80) 5,258
County 80 Cen. 9,465; E&P 88 Est. 10,321
City & RTZ-ABC: (80) 10,590

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$90,400,000
Savings & Loan	2	$34,000,000

6 - PASSENGER AUTOS: County 14,119

7 - ELECTRIC METERS: Residence 10,620

8 - GAS METERS: Residence 2,905

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles 1,500; Mach. Shops 300; Mobile Homes 500; Metal Prods. 750; Rubber 500; Furn. 200; Lighting Fixtures 500.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No of stores)	Miles from Downtown	Principal Stores
Belair Plaza(7)	NA	Harvey s
Perlis Plaza(11)	NA	Piggly Wiggly SupeRx
Americus Vlg (7)	NA	Belk Hagins
Eastgate(4)	NA	Family Dollar Eckerd
Wheatley Plaza(4)	NA	Lee Drugs

13 - RETAIL OUTLETS: **Department Stores**-Belk s Family Dollar Wal-Mart

Chain Drug Stores-Walgreens 2 Lee s SupeRx Eckerd

Chain Supermarkets-Piggly Wiggly 2 Harveys Winn-Dixie

14 - NEWSPAPERS: TIMES-RECORDER (e) 7,670, Mar 31, 1988 ABC

Local Contact for Advertising and Merchandising Data: Fred Ellison Adv Mgr, TIMES-RECORDER Vienna Rd, PO Box 1247 Americus GA 31709, Tel (912) 924-2751

National Representative Thomson Newspapers

ATHENS

1 - LOCATION: Clarke County (MSA) E&P Map C-2 County Seat. Educational and industrial center Located in NE Georgia 67 mi E of Atlanta, 98 mi NW of Augusta 90 mi N of Macon & 227 mi NW of Savannah.

2 - TRANSPORTATION: **Railroads**-Seaboard, Southern Georgia, Central of Georgia, Gainesville Midland

Motor Freight Carriers-16 with Terminals

Intercity Bus Lines-Greyhound, Southeastern Stages Trailways

Airlines-Piedmont

3 - POPULATION:

Corp City 80 Cen 42,549, E&P 88 Est 45,659
CZ-ABC (80) 42,549
RTZ-ABC (80) 96,395
County 80 Cen 74,796 E&P 88 Est 78,399
MSA 80 Cen 130,626 E&P 88 Est 141,183
City & RTZ-ABC (80) 138,944

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:

City 80 Cen 15,055 E&P 88 Est 16,069
County 80 Cen 26,587 E&P 88 Est 27,944
MSA 80 Cen 45,568: E&P 88 Est 50,100
CZ-ABC (80) 15,055
RTZ-ABC (80) 33,460
City & RTZ-ABC (80) 48,515

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$715,905,675
Savings & Loan	2	$184,212,404

6 - PASSENGER AUTOS: County 41,082

7 - ELECTRIC METERS: Residence 37,757

8 - GAS METERS: Residence 27,526

9 - PRINCIPAL INDUSTRIES: Clocks, Elect Transformers, Milk Cartons, Fertilizer, Tire Fabric, Overalls, Shirts, Fiberglass Moulatron, Cottonseed Prods, Furn, Braided Cord, Tapestry, Beverages, Garments, Veneer, Coperage, Canned Meats, Canned Vegetables, Dairy Prods, Candy, Foundry and Machine Works, Corn and Flour Milling, Mattresses, Poultry, Textiles, Elect Motors, Non-Woven Products, Bearings, Pharmaceutical

Principal Pay Days-Fri, 1st & 15th.

10 - CLIMATE: First killing frost, Nov 5, last killing frost, Apr 2

11 - TAP WATER: Alkaline, very soft, fluoridated

12 - RETAILING:

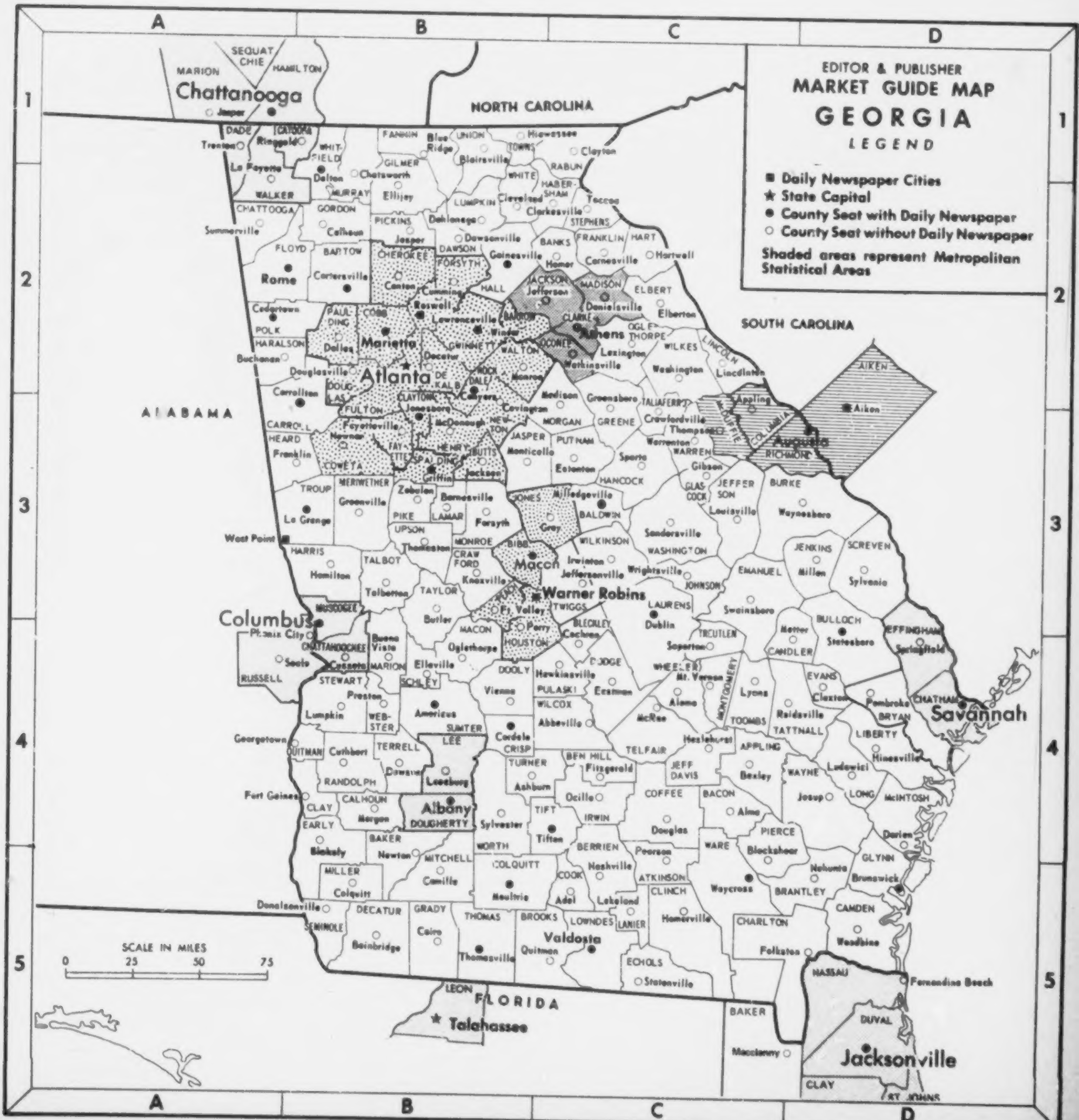
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart	3	K mart
Beechwood(40)	2	Key, Woolworth, Marci Imports, Winn-Dixie
Homewood(12)	3	Zayre, Winn-Dixie
Willowood(17)	5	Rose's, Winn-Dixie
Alps(29)	2	Gibsons
Sky City(7)	2	Sky City, Otasco, Bi-lo
East Plaza(10)	5	Bells Food
Georgetown(15)	4	Food Giant
Georgia Sq (100)	5	Belk, JCPenney, Sears, Davison, Macy's
Clarke Crossing(10)	4	Richway, Piggly Wiggly
Athena Square	5	Family Food
East Athens(8)	3	Bi-lo
Athens West	4	Roses, Ingles, Goody's

Principal Shopping Days-Sat., Sun., Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Macy's, Belk's, JCPenney, Sears

Discount Stores-Gibson's, Sky City, Zayre, Family Dollar, Rose's, K mart, Richway


EDITOR & PUBLISHER
MARKET GUIDE MAP
GEORGIA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
A
B
C
D
1
2
3
4
5
NORTH CAROLINA
SOUTH CAROLINA
ALABAMA
FLORIDA
Chattanooga
Atlanta
Athens
Augusta
Aiken
Macon
Warner Robins
Columbus
Albany
Savannah
Valdosta
Tallahassee
Jacksonville
Rome
Marietta
Gainesville
Brunswick
Waycross
Dublin
Statesboro
SCALE IN MILES
0
25
50
75

ariety Stores-Woolworth; McLeilan's, McCrory, oody's

hain Drug Stores-Eckerd 4, Village Drug 2; evco 5, Shoppers Drug Mart

hain Supermarkets-Kroger 2, Winn-Dixie 3, ells 5; Bi-Lo 2, Piggly Wiggly, Family Food, Ing-s, Food Lion

ther Chain Stores-Diana Shop, Helig-Meyers, oodyear, Otasco, Sherwin-Williams, Pearle Op-cal, Lowes, Wickes, Kay's, Parts City, Key holesale, Friedman's 2, Radio Shack 4, General utrition, Camelot Music, Zachry's, Merle orman, Zale's, Gordon Jewelry, Citizens Jewelry, merican Vision, Kinney Shoes, Butler Shoes, hom McAn, Southern Linen Outlet, Payless hoes, West Bldg., Hi Fi Buys, Wolf Camera, hodes Furn., Haverty's Furn., Rex TV & Ap-iance

- NEWSPAPERS: NEWS (m-mon to fri) 11,585; ANNER-HERALD (e-mon to fri) 13,871; BANNER-ERALD/NEWS (m-sat) 23,593; (S) 31,131, Mar 1, 1988 ABC

cal Contact for Advertising and Merchandising ata: Carey M. Almond, Adv. Dir., BANNER-ERALD NEWS, One Press Pl., Athens, GA 30613, el. (404) 549-0123

tional Representative: Branham/Newspaper ales

ATLANTA

- **LOCATION**: Fulton & De Kalb Counties (Atlanta SA) (18 counties total). E&P Map B-2. State apital, Fulton County Seat. Industrial, trans., stribution, merchandise, financial, manufac-ring, commun., educ. & high tech center of SE S.

- **TRANSPORTATION**: **Railroads**-Seaboard ystem; Southern Railway

otor Freight Carriers-73

tercity Bus Lines-Greyhound, Southeastern ages, Trailways

rlines-American, Bahamas Air, British Caledo-an, Continental, Delta, Eastern, KLM Royal utch, Lufthansa, Northwest, Ozark, Piedmont, epublic, Sabena, TWA, United, USAir, Japan Air nes

ss Transit-MARTA Rapid Rail System

- POPULATION:

orp. City 80 Cen. 425,022; E&P 88 Est. 423,870

Z-ABC: (80) 1,521,003

TZ-ABC: (80) 1,515,876

ounties 80 Cen. 1,073,653; E&P 88 Est 127,834

Fulton 80 Cen. 592,039; E&P 88 Est. 599,359

De Kalb 80 Cen. 481,614; E&P 88 Est. 528,475

SA 80 Cen. 2,149,193; E&P 88 Est. 2,630,015

& RTZ-ABC: (80) 3,036,879

emographic Information available from News-aper. See paragraph 14

- HOUSEHOLDS:

ty 80 Cen. 162,553; E&P 88 Est. 169,243

ounties 80 Cen. 398,230; E&P 88 Est. 441,065

Fulton 80 Cen. 225,308; E&P 88 Est. 238,098

De Kalb 80 Cen. 172,922; E&P 88 Est. 202,967

SA 80 Cen. 756,597; E&P 88 Est. 967,509

Z-ABC: (80) 555,274

TZ-ABC: (80) 511,077

ty & RTZ-ABC: (80) 1,066,351

- BANKS	**NUMBER**	**DEPOSITS**
ommercial	64	$14,000,000,000
avings & Loan	20	$8,760,000,000

- PASSENGER AUTOS: Fulton County 335,186 e Kalb County 327,213

- ELECTRIC METERS: Residence N.A.

- GAS METERS: N.A. (commercial & residential)

- PRINCIPAL INDUSTRIES: Mfg.-aircraft; autos; hem.; comm. equip.; furn.; iron & steel prods.; oft drinks; textiles; food; printing and pub-shing

rincipal Pay Days-Fri., 1st, 15th.

- CLIMATE: Min. & Max. Temp.-Spring 24-87; ummer 53-97; Fall 29-90; Winter 15-74. First lling frost, Nov. 15; last killing frost, Mar. 30.

- TAP WATER: Neutral, soft.

- RETAILING: (18-county MSA) Over 700 shpg. rs., including 16 Regional Malls. Regional alls: Belvedere Plz.; Cobb Ctr.; Avondale Mall; umberland; Greenbriar; Gwinnett Place; Lenox q.; Marketsquare Mall; Northlake; Perimeter all; Phipps Plz.; Shannon Mall; South De Kalb all; Southlake; West End; Town Center at Cobb all.

rincipal Shopping Days-Fri., Sat., Mon., Tues., ed.

tores Open Evenings-Regional shpg. ctrs. open ntil 9:30 six nights a week; open Sundays 12:30 5:30. Many supermarkets now open until mid-ght or open 24 hours. Most other ret. stores open Mon., Thur., Fri. evenings.

13 - RETAIL OUTLETS: Department and Apparel Stores-Macy's/Atlanta; JCPenney; Rich's, Sears; Mervyn's

Specialty Department Stores-Saks Fifth Avenue; Lord & Taylor, Neiman-Marcus

Discount Stores-K mart, Gold Circle, Wal-Mart, Zayre

Variety Stores-Woolworth

Chain Drug Stores-Dunaway, Eckerd, K mart Pharmacy, Kroger, Reed's, Revco, SupeRx, Treasury, Wender & Roberts, Drug Emporium

Chain Supermarkets-A&P, Big Star (div. Grand Union), Big Apple Warehouse/Food Giant/Super Valu (Alterman Foods), Kroger, Thriftown/Big Buy (Associated Grocers), Winn-Dixie, Ogletree's, Cub Foods; Ingles

Convenience Food Stores-Tenneco, Food Mart, 7-Eleven, Minit Chek, Majik Markets, Li'l General, Stop 'N Go, Starvin' Marvin, Otter

Other Chain Stores-(selected) Belk, Family Dollar, Kessler's, Sunshine, Marshall's, Burlington Coats, American Home Video, Handy City, Home Depot, Nationwise Auto Parts, Roberd's, Levitz, Havertys, Ethan Allen, Casual Corner, Lerner Shops, Lane Bryant, The Limited, Brooks Brothers, County Seat, Britches of Georgetowne, Thom McAn, Kinney, Thompson Boland & Lee, Fayva, Butler's, Ace Hardware, Western Auto, Firestone, Goodyear, Tiffany & Co., Zale's, B. Dalton Bookseller, Waldenbooks, Service Merchandise, Lionel Playworld, Lechmere, Circuit City, TG&Y, R.G. Branden, Upton's

14 - NEWSPAPERS: CONSTITUTION (m-mon to fri) 272,499; JOURNAL (e-mon to fri) 185,206; JOURNAL & CONSTITUTION (m-sat) 510,626; (S) 659,757, Mar. 31, 1988 ABC

Local Contact for Advertising & Merchandising Data: Tony Web, Adv. Dir., JOURNAL-CONSTITUTION, 72 Marietta St. N.W., Atlanta, GA 30303; Tel. (404) 526-5191

National Representatives: Leonard Co.; Sawyer-Ferguson-Walker; Metropolitan Publishers Rep.; Towmar

DAILY WORLD (m-tues., thur., fri) 18,000; (S) 21,000, sworn Sept. 30, 1987

Local Contact for Marketing and Advertising Data: C.A. Scott, Pub., DAILY WORLD, 145 Auburn Ave., Atlanta, GA 30335; Tel. (404) 659-1110

National Representative: None

AUGUSTA

1 - LOCATION: Richmond County, (In Augusta, GA-SC MSA). E&P Map D-3. In extreme eastern end and central portion of state at head of navigation of Savannah River, the boundary between Georgia and South Carolina; 171 mi. SE of Atlanta; 153 mi. NW of Charleston; 80 mi. SW of Columbia. On U.S. Hwys. 1, 25, 78, 319, I-20. Fort Gordon (Army).

2 - TRANSPORTATION: **Railroads**-Southern; Georgia and Florida; ACL; Central of Georgia; Georgia R.R.

Motor Freight Carriers-16

Intercity Passenger Bus Lines-Atlantic Greyhound; Southeastern Stages; Service Coach Trailways; Smoky Mountain Trailways; Carolina Scenic Coach; Georgia-Florida Coach; Queen City Trailways; Southern Stages.

Airlines Serving City-Delta; Eastern; Piedmont.

3 - POPULATION:

Corp. City 80 Cen. 47,532; E&P 88 Est. 46,519

CZ-ABC: (80) 209,658

RTZ-ABC: (80) 333,876

County 80 Cen. 182,309; E&P 88 Est. 199,323

MSA 80 Cen. 347,556; E&P 88 Est. 392,631

City & RTZ-ABC: (80) 543,534

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:

City 80 Cen. 19,108; E&P 88 Est. 19,560

County 80 Cen. 59,501; E&P 88 Est. 66,447

MSA 80 Cen. 115,061; E&P 88 Est. 134,410

CZ-ABC: (80) 72,957

RTZ-ABC: (80) 106,403

City & RTZ-ABC: (80) 179,360

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$5,394,751,000
Commercial	10	$11,364,415,000

6 - PASSENGER AUTOS: County 104,758

7 - ELECTRIC METERS: Residence 89,083

8 - GAS METERS: Residence 61,143

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total mfg. 14,110 ($452); AEC Operations 6,500 ($355); Military 37,884 (N.A.); U.S. Gov't 6,212 ($355); Textiles 16,508 ($287); Brick & Clay 2,730 ($382); Pulp & Paper Board 2,063 ($328).

Principal Pay Days-Thur., Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-75; Summer 71-90; Fall 55-76; Winter 39-60. First killing frost, Nov. 15; last killing frost, Mar. 14.

11 - TAP WATER: Neutral, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Broad St.; 3 on 8th and on 9th Sts.

Neighborhood Shopping Centers-Broad & Milledge Rd.; Walton Way at 15th St.; Central Ave. at Monte Sano Ave.; Central Ave. & Hickman Rd.; Fleming; North Augusta Plz.; Holly Hill Plz.; Town & Country; Sky City; Bilo Ctr.; Midland Valley Ctr.; Mitchell Shpg. Ctr.; K mart, Washington Sq.; Columbia Sq.; West Town; Big Tree; Azalea Plz.; Central Sq.; Regency Park; Surrey Ctr.; Village West; Windsor Sq.; Walton's Corner

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Augusta Mall(100)	NA	Davison's, Rich's, Penney's
Daniel Vlg (44)	NA	Bi-Lo, J.B. White, Woolworth
National Hills(26)	NA	J.B. White's, Woolworth
Peach Orchard(21)	NA	Revco
Regency Mall(95)	NA	Mont. Ward, White's, Belk's, Upton's
Richmond Plz	NA	Krogers
Southgate(43)	NA	Key Wholesalers
Windsor Sq (16)	NA	Treasury, Piggly Wiggly

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Dept. Stores-Mon. through Sun.; Grocery-everyday.

13 - RETAIL OUTLETS: **Department Stores**-Sears, Montgomery Ward, Macy's, JCPenney, Rich's, Belk's 2, Gallant-Belk, Upton's, Reuben's 2, J.B. White 5

Discount Stores-K mart 5; Sky City 2; Wal-Mart 5; Key Wholesalers 3; Service Mdse.; Sam's

Variety Stores-Woolworth 3; Green; Rose's 6; Family Dollar 3; Dollar General 2

Chain Drug Stores-Revco 4, Eckerd 6, Liggett 2, Hill's, Murphy's 2, Mill Discount, Treasury 2, SupeRx 2

Chain Supermarkets-Winn-Dixie 13; Kroger's 6; Bi-lo 4; Piggly Wiggly 8; Hill's 2; Korner Curb 2; Variety Curb 3; Food Lion 3; Gurleys 19

Other Chain Stores-Lumber/Hdwe.: Builder's Square, Lowe's, Wicke's, Builderama, Home Quarters; Shoes: Hardy's, Butler's, Bell Bros., Marilyn Slipper Shop, Thom McAn, Kinney, Hanover, Endicott Johnson; Women's Apparel: T.J. Maxx, Ashby's, Ross, Lerner's 2, Diane Shops, Daniel's Den, Eleanor Shop, Mangel's, Lynda Shop, My Shop, Casual Corner, Singer Co.; Tires: Firestone, Uni-Royal/Goodyear 4, Goodrich, White's 2, Kelly Springfield 4; Jewelers: Friedman's 6, Busch's, Zale's, Kay, Gordon, Jewel Box, Bejeweled, Tammy Jewels, Citizens; Men's Apparel: Kaybee Stores; Auto Accessories: Western Auto 4, Otasco 4, Firestone 4; Furniture: Ethan Allen, Rhodes, Inc., Maxwell Bros., Haverty; Paints: Sherwin-Williams, Pittsburg Paint & Glass Co.

14 - NEWSPAPERS: CHRONICLE (m-mon to fri) 64,774; HERALD (e-mon to fri) 15,880; CHRONICLE-HERALD (m-sat) 91,165; (S) 87,958; Mar. 31, 1988 ABC.

Local Contact for Advertising and Merchandising Data: Ron Tennant, Adv. Dir., CHRONICLE & HERALD, Box 1928, News Bldg.; 725 Broad St., Augusta, GA 30913; Tel. (404) 724-0851

National Representative: Branham/Newspaper Sales.

BRUNSWICK

1 - LOCATION: Glynn County, E&P Map D-5. On Oglethorpe Bay 4 mi. from Atlantic Ocean. County Seat. Naval stores, seafood and pulp, shipping center. Gateway city to the resort islands of St. Simons, Sea Island Beach and Jekyll Island. On U.S. Hwys. 17, 84, 341; I-95; State Hwys. 25, 27, 32, 50.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line; Southern.

Motor Freight Carriers-7.

Intercity Bus Lines-Greyhound; Lines East.

Airlines-Atlantic Southeast; Delta; Henson-Piedmont.

3 - POPULATION:

Corp. City 80 Cen. 17,605; E&P 88 Est. 19,638

County 80 Cen. 55,154; E&P 88 Est. 63,755

4 - HOUSEHOLDS:

City 80 Cen. 6,385; E&P 88 Est. 7,087

County 80 Cen. 19,826; E&P 88 Est. 24,450

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	6	$839,000,000

6 - PASSENGER AUTOS: County 34,882

7 - ELECTRIC METERS: Residence Co. 21,800

8 - GAS METERS: Residence City 10,614

9 - PRINCIPAL INDUSTRIES: Naval Stores and Chem.; Pulp; Creosoted Timbers; Pulp Saws and Mach.; Paint and Varnish; Lumber Prods.; Fresh, Frozen and Breaded Shrimp; Crab and other seafoods; Garments; Tools; Dies; Special Mach.; Wall Board; Car Imports; Car Carriers.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-69; Summer 81-96; Fall 65-81, Winter 42-64.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Principal Shopping Center**-80 blocks on Newcastle, Gloucester and Norwich Sts.; Brunswick Mall, Altama Ave.; Glynn Place Mall-Regional Shpg. Ctr., Golden Isles Pkwy.; 28 at Golden Isles Vlg.

Neighborhood Shopping Centers-Norwich St., St. Simons Island; Jekyll Island; Altama Ave.; Redfern Village; St. Simons.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Outlet Limited Mall(21)	9	Old Mill, Famous Footwear
Altama Village	9	Piggly Wiggly
Glynn Place Mall (74)	6	Belk-Hudson, Sears, JCPenney
Brunswick Mall(23)	3	K mart, Goody's
Brunswick West(11)	3	Revco, Winn-Dixie, Dollar General
Lanier Plaza(25)		Woolworth, Winn-Dixie
Retreat Vlg Simons(23)	9	Revco, Winn-Dixie, Ben Franklin, Dollar General
Longview (St Simons Isl.)	10	IGA Foodliner, Ace Hdwe.
Glynn Plaza(10)	3	Wal-Mart, Eckerd

Other Shopping Centers-Frederica Plaza; Redfern Village (SSI); The Village (SSI); The Village (Jekyll Isl.)

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Belk-Hudson; K mart; Goody's

Variety Stores-Kress, Woolworth; Maxwell's; Ben Franklin; Dollar General

Discount Stores-Wal-Mart; K mart

Chain Drug Stores-Eckerd; Revco

Chain Supermarkets-Winn-Dixie 4; Piggly Wiggly; IGA 2; Kroger; Harvey's; Food Lion 2

Other Chain Stores-Rhodes Furn.; Firestone; Vogue Shop; Western Auto; Pic 'N Pay Shoes; Pay Less Shoes; Radio Shack; Strawberry Fields; Cato; Friedmans Jewelers; Kinney Shoes; Body Shop; French Novelty; Waldenbooks; Zale's Jewelers; World Bazaar; Lane Bryant; West Bldg. Supply; Family Dollar; Lowe's; Piece Goods Shop

14 - NEWSPAPERS: NEWS (e) 14,380; sworn Sept. 30, 1987.

Local Contact for Advertising and Merchandising Data: W.R. Maulden, Adv. Dir./Gen. Mgr., NEWS, 3011 Altama Ave.; PO Box 1557, Brunswick, GA 31521; Tel. (912) 265-8320.

National Representative: None.

CARROLLTON

1 - LOCATION: Carroll County. 50 mi. W of Atlanta, GA; 80 mi. E of Birmingham, AL. via I-20. Educ., medical service ctr. for parts of E. AL & W. GA. Served by I-20, U.S. Hwy. 27, S.R. 166, 61, 113.

2 - TRANSPORTATION: **Railroads**-Southern Railway Main Line; Piggy Back Serv. available.

Motor Freight Carriers-11; 3 have terminal locations in Carrollton.

Intercity Bus Lines-West GA.

Airlines-W GA Regional Jet Port provides charter & freight serv. with 5,000 lighted runway, navigation aids, repair oper. fuel. Hartsfield Intl. Airport (Atlanta) 45 mi. from Carrollton.

3 - POPULATION:

Corp. City 80 Cen. 14,078; E&P 88 Est. 19,445

County 80 Cen. 56,436; E&P 88 Est. 65,928

4 - HOUSEHOLDS:

City 80 Cen. 4,819; E&P 88 Est. 7,030

County 80 Cen. 18,969; E&P 88 Est. 22,742

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$268,903,308
Savings & Loan	2	$601,791,181

6 - PASSENGER AUTOS: County 34,461

7 - ELECTRIC METERS: Residence 5,973

8 - GAS METERS: Residence 4,410

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage $263)-Serv. 12,769; Whol. & Ret. Trade 11,345; Mfg. 23,899; Trans. &

Public Util. 2,887; Constr. 2,766; Agric. & Forrestry 2,467; Gov't 1,933.
Principal Industrial Pay Days-Thur., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-88; Summer 64-90; Fall 50-64; Winter 33-56. First killing frost, Dec. 10; last killing frost, Mar. 20.

11 - TAP WATER: Moderately soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-Central Business District.
Neighborhood Shopping Centers-Bankhead Ave., Maple St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
First Tues Mall(18)	2	Belks, TG&Y, Winn-Dixie
Lake Carroll Mall(8)	2	Kroger
W. Georgia(10)	1	Food Giant
Crossroads	2	Wal-Mart, JCPenney, Goody's
Tower Place	1	Foodmax

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Belk's, Wal-Mart, TG&Y, K mart.
Discount Stores-Family Dollar, Super D, McCrory.
Chain Drug Stores-Revco, Eckerd, Big B.
Chain Food Supermarkets-A&P, Kroger, Winn-Dixie, Big Star, Warehouse Grocery.
Other Chain Stores-Goodyear, Pic & Pay, Sherwin-Williams, Kelly Springfield, Sears (catalog), Radio Shack.

14 - NEWSPAPERS: THE DAILY TIMES-GEORGIAN (m-tues to sat) 10,625; (S) 10,154; sworn Mar. 31, 1988.
Local Contact for Advertising and Merchandising Data: Greg Runyan, Adv. Dir., TIMES-GEORGIAN, PO Box 460, Carrollton GA 30117; Tel. (404) 834-6631.
National Representative: Landon Associates.

CARTERSVILLE

1 - LOCATION: Bartow County. E&P Map B-2. County Seat. 40 mi. NW of Atlanta. Shopping center for mining, mfg. & agric. Industrial center.

2 - TRANSPORTATION: **Railroads**-L&N, Seaboard.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,247; E&P 88 Est. 10,211
County 80 Cen. 40,909; E&P 88 Est. 44,838

4 - HOUSEHOLDS:
City 80 Cen. 3,559; E&P 88 Est. 3,986
County 80 Cen. 13,804; E&P 88 Est. 15,813

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$81,833,000
Commercial	4	$135,380,000

6 - PASSENGER AUTOS: County 30,576.

7 - ELECTRIC METERS: Residence 6,000.

8 - GAS METERS: Residence 5,118.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 8,155 ($200); Ret. Trade 2,155 ($160); Professional and related services 1,865 ($245); Limestone, Barium and Ochre Mines; Pine Timber; Farming (soybeans, corn, wheat).

10 - CLIMATE: Min. & Max. Temp.-Spring 62-80; Summer 65-96; Fall 62-80; Winter 8-80. First killing frost, Oct. 30; last killing frost, Apr. 7.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center**-8 blocks on 6 sts.; some outlying areas.
Shopping Centers-Six new centers within 2 mi. radius of downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cartersville Plz.(26)	1	Woolworth, Belk, Nationwise
Market Sq.(21)	1	Eckerd
Cartersville Vlg.(6)	1	Sears, Battles, Homeway USA
Collins Point	5	Winn-Dixie, Treasury Drug
North Corners(5)	4	Food Giant, Revco
Felton Crossing	4	Wal-Mart, Ingles, Eckerd K mart, Bilo, Firestone, Dunaways, Cartersville Crossing

Principal Shopping Days-Mon., Fri., Sat.; Centers open evenings: Market Square, Plaza, Collins Point, Felton Crossing, Cartersville Crossing, Cartersville Village. Mon. & Fri. to 9.
Stores Close-Wed. afternoon downtown.

13 - RETAIL OUTLETS: **Department Stores**-Belk.
Variety Stores-Woolworth.
Discount Stores-Discount City, K mart, Wal-Mart, Family Dollar, Pick'N Pay Shoes, Dollar General.
Chain Drug Stores-Champion 2, Kroger, Dunaway's, Eckerd 2, Ben's Drugs, Revco, Treasury, K mart.
Chain Supermarkets-Kroger, Food Giant, Battle's, Winn-Dixie, Ingles, Giant Food, Bilo.
Other Chain Stores-Men's Den, Curtis Mathes, Goodyear, Radio Shack, Cato, Nationwise, Firestone.

14 - NEWSPAPERS: TRIBUNE-NEWS (e-mon to fri) 8,081; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Stephen Crass, Adv. Mgr., TRIBUNE-NEWS, 251 S. Tennessee St., Cartersville, GA 30120; Tel. (404) 382-4545.
National Representative: Landon Associates.

COLUMBUS

1 - LOCATION: Muscogee County (In Columbus GA-AL MSA). E&P Map B-3. County Seat. On Chattahoochee River at head of navigation. 104 mi. SW of Atlanta on U.S. Hwys. 27, 80, 431, 280, I-185, GA Hwys. 1, 22, 85, 103. Home of Fort Benning (Army-World's Largest Infantry School and School of the Americas.)

2 - TRANSPORTATION: **Railroads**-Seaboard, Southern.
Motor Freight Carriers-40.
Intercity Bus Lines-Trailways, Greyhound.
Airlines-Delta, Eastern Metro Express, Atlantic Southeast.
Waterways-River Transit Co.

3 - POPULATION:
Corp. City 80 Cen. 169,441; E&P 88 Est. 181,448
County 80 Cen. 169,987; E&P 88 Est. 181,038
CZ-ABC: (80) 211,565
RTZ-ABC: (80) 288,556
MSA 80 Cen. 238,854; E&P 88 Est. 251,481
City & RTZ-ABC: (80) 500,121
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 58,869; E&P 88 Est. 65,292
County 80 Cen. 59,112; E&P 88 Est. 62,641
CZ-ABC: (80) 70,897
RTZ-ABC: (80) 96,728
MSA 80 Cen. 78,133; E&P 88 Est. 83,509
City & RTZ-ABC: (80) 167,625

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$1,300,000,000
Savings & Loan	5	$600,000,000

6 - PASSENGER AUTOS: County 94,552.

7 - ELECTRIC METERS: Residence 64,891.

8 - GAS METERS: Residence 51,577.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 19,800; Trans., Commun., Util. 3,400; Whol., Ret. 20,300; Fin., Ins., R.E. 15,600; Constr. 5,200; Misc. Servs. 13,400; Gov't 20,200. Av. Wkly. Wage-$312.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-97; Summer 52-104; Fall 10-98; Winter 10-83. First killing frost, Nov. 15; last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Broadway; several on First Ave.; Shopping Center Complex on Macon Rd. (100 stores), Main St. Village; Peachtree Mall; 280 Bypass Complex in Phenix City; Broadway Area; Airport Thru Way; Harmony Place.
Neighborhood Shopping Centers-Wynnton; Rose Hill; Baker Village; 13th St. at 13th Ave.; Beallwood; Benning Park; Brown Ave.; Andrews & Cusseta Rds.; St. Mary's & Buena Vista Rds.; Jordan City, Phenix City; Warm Springs & Woodruff Rds.; Rosemont; Oakland Park; Cliatt; St. Elmo; Hamilton Sq.; Victory Dr. at Lumpkin Rd.; Edgewood; Dinglewood; Mid-town; Starmount; Floyd & Forest Rds.; Allendale; Holly Hills; Hamilton Rd.; Gentian Corners; Buena Vista Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Columbus Sq.(83)	3	JCPenney, Woolworth, Sears, Kirven's
Peachtree(80)	4	Gayfer's, Mont. Ward, Parisian's
Cross-Country Plaza(75)	3	Warehouse Foods, Service Mdse.
Traffic Circle(18)	4	Woolworth, Piggly Wiggly, Western Auto
Holly Hills(13)	NA	Eckerd
Edgewood(20)	NA	Goolsby Foods
Starmount(12)	NA	Goolsby Foods, TG&Y
Main St. Vlg.(25)	NA	White's, Kiralfy's
Harmony Place(10)	5	Mansour's
Phenix City(23)	NA	Winn-Dixie
Eastgate(12)	4	Goolsby Foods, Spiegel
Village Green	3	Piggly Wiggly, Shoe City
Fort Benning	7	Post Exchange
Airport Thru Way	4	Family Mart, K mart
Midtown(23)	3	K mart, Toys 'R Us, Rhodes Furn.
Oakland Park(23)	4	Piggly Wiggly
13th St.	NA	A&P, Eckerd
Windsor Vlg.(12)	4	Piggly Wiggly

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Dept., Mon., Fri., Columbus Sq. Mall, Peachtree Mall, Cross Country Plaza, Traffic Circle Shopping Centers, Zayre's, JCPenney, Sears, K mart, Montgomery Ward, Parisian's, open 6 nights and Sun.

13 - RETAIL OUTLETS: **Department Stores**-Kirven's, JCPenney, Sears, Green's, Montgomery Ward, Gayfer's, Parisian's, Mansour's.
Discount Stores-Zayre's 2, Hill Bros., Payless, K mart, Service Merchandise, Family Dollar, Bargain Town.
Variety Stores-Woolworth, H.L. Green, Chapman's, Oakland Park, St. Mary's, Starmount, Windsor Village, TG&Y.
Chain Drug Stores-Lee 9, Eckerd 5, Page Drugs 2, Revco 4.
Chain Supermarkets-Kwik-Chek 3, A&P 3, South Star 5, Piggly Wiggly 10, Big Buy 2, Super Foods 3, Birdsey, Kwik-Shop, Jones 3, IGA Foodliner 2, Sav-U 4, Warehouse Foods, Goolsby Foods 14, Family Mart, Dixie Dandy.
Other Chain Stores-Burroughs, IBM, Monroe, Friden, Marchant, National Cash Register, Remington Rand, Firestone, Goodrich, Economy Auto, Pure Oil, Western Auto 2, Day's Clothing, Zale's Jewelry, Busch Jewelry, Thom McAn, Cannon Marilyn Slipper Shop (shoes), Lerner Shops, Sherwin-Williams 3, Casual Corner 2, Goodyear 2, Diana Stores 2, Lowe's, Waldenbooks, Shirt Shack, Hancock Fabric, Goodyear, Otasco, Kiralfy's, Gingess Formal Wear, Matthews, Radio Shack, Feet First, The Gap, Kinney, Mary Carter Paints, The Toy House, Color Tile, Aamco, Maaco Auto Painting, Singer Sewing, G & G (clothing), The Body Shop, Command Performance, Advanced Appearance, Tabers, Helzberg's Jewelers, Fan Fair, Camelot Records, Pearle Optical, Turtle's Records & Tapes, Circuit City, Foot Locker, Worth's, Athlete's Foot, Lorch's Jewelers, Friedman Jewelers, Shoe Emporium, Auto Shack, Barrett Shoes, Ormand, Meineke, Playland Toys, Friedman, Pic 'n Pay, Wolf Cameras, Midas, New Baby, Marci Imports, Berry and Son Furn., Paul Pope Shoes, Naturalizer Shoes, Dan's Fan City, Helig Myers Furn., Tune-Up Clinic, Brake America, King Lube.

14 - NEWSPAPERS: LEDGER-ENQUIRER (m) 55,722; (S) 67,464; Mar. 31, 1988 ABC.
NOTE: Effective Jan. 17, 1988, the publishing plan of this newspaper changed from (m-mon to fri), (e-mon to fri), (m-sat) & (S) to (mS).
Local Contact for Advertising and Merchandising Data: Cody Smith, Mktg./Gen. Mgr., LEDGER and ENQUIRER, 17 W. 12th St., Columbus, GA 31901; (PO Box 711; 31994); Tel. (404) 324-5526.
National Representative: Knight-Ridder Newspaper Sales.

CONYERS

1 - LOCATION: Rockdale County, E&P Map B-2, (In Atlanta MSA), County Seat. Manufacturing & ret./service area. 24 mi. SE of Atlanta. On I-20, State Hwy. 20.

2 - TRANSPORTATION: **Railroads**-Georgia; Seaboard System.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,567; E&P 88 Est. 8,061
NDM-ABC: (80) 36,747
County 80 Cen. 37,173; E&P 88 Est. 50,754
MSA 80 Cen. 2,149,193; E&P 88 Est. 2,630,015

4 - HOUSEHOLDS:
City 80 Cen. 2,349; E&P 88 Est. 2,990
County 80 Cen. 11,592; E&P 88 Est. 16,382
MSA 80 Cen. 756,597; E&P 88 Est. 967,509
NDM-ABC: (80) 11,592

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 32,395.

7 - ELECTRIC METERS: Residence 21,211.

8 - GAS METERS: Residence 13,981.

9 - PRINCIPAL INDUSTRIES: Manufacturing (battery trays; scooters; tires; mattresses; fluorescent fixtures; food prods.; fabricated steel; aluminum screens; awnings; clothing; plastics); Meat packing; Pine timber; Agric.; Audio tapes, business forms, insulation, refrigeration, crushed stone, concrete products, liquid oxygen, truck covers.

10 - CLIMATE: Mean Temp.-Spring 80; Summer 85; Fall 70; Winter 40. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-11 Shopping Centers on Hwys. 20 & 138, I-20E, West Ave. and Salem Rd., GA 20 and Sigman Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Conyers Crossing(14)	NA	Big Star Foods, Eckerd, K mart
Conyers Vlg.(19)	NA	Revco Drugs, Rhodes Furn.
Fieldstone(22)	NA	Super Valu, Buy Wise
North Rockdale	NA	Reed Drugs, Winn-Dixie
Rockdale Plz.(25)	NA	Sears, Western Auto, Kerwin, Thriftown
Salem Gate(27)	NA	Quality Foods, Treasury Drug, McCrory

Stores Open Evenings-Shopping Centers.

13 - RETAIL OUTLETS: **Department Stores**-Richway.
Discount Stores-K mart; Liquidation Mart; McCrory.
Chain Drug Stores-Eckerd; Treasury; Buy-Wise; Revco; Reed; Drug Emporium.
Chain Supermarkets-A&P; Big Star; Kroger's; Winn-Dixie; Super Value; Thriftown.
Other Chain Stores-Singer Sewing Ctr.; Hallmark Card Shop; World Bazaar; Payless Shoes.

14 - NEWSPAPERS: ROCKDALE CITIZEN (e-mon to fri) 8,948; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jane Patterson, Adv. Mgr., ROCKDALE CITIZEN, 969 S. Main St.; PO Box 136, Conyers, GA 30207; Tel. (404) 483-7108.
National Representative: None.

CORDELE

1 - LOCATION: Crisp County, E&P Map B-4, County Seat. Agricultural, industrial center. 240 mi. NW of Jacksonville; 65 mi. S of Macon; 40 mi. NE of Albany; 130 mi. SE by S of Atlanta; Flint River 8 mi. W; on U.S. Hwys. 280 & 41; GA-FL Pkwy. 300; I-75 into FL.

2 - TRANSPORTATION: **Railroads**-Southern; SCL/L&N Family Lines, piggyback ramp at Cordele serves entire South Georgia area.
Motor Freight Carriers-13 interstate, overnight service to Atlanta, Birmingham, Charlotte, Chattanooga, Columbia (SC), Jacksonville (FL), Knoxville.
Intercity Bus Lines-Southern; Greyhound; Continental Trailways; Tamiami Trailways.

3 - POPULATION:
Corp. City 80 Cen. 11,184; E&P 88 Est. 11,397
County 80 Cen. 19,470; E&P 88 Est. 20,538

4 - HOUSEHOLDS:
City 80 Cen. 3,656; E&P 88 Est. 3,579
County 80 Cen. 6,559; E&P 88 Est. 7,178

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$113,051,000
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 9,295.

7 - ELECTRIC METERS: Residence 7,753; Comm. 1,650.

8 - GAS METERS: Residence 2,676; Overall 3,616.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Apparel 5,478 ($114); Lumber 1,255 ($174); Textiles 1,128 ($169); Elect. Mach. 890 ($257); Food 831 ($155); Non Elect. Mach. 811 ($223); Trans. Equip. 431 ($211); Rubber Plastics 324 ($178); Chem. 282 ($182); Furn. 242 ($143); Stone, Clay, Glass 149 ($145); Primary Metals 122 ($178); Printing 105 ($149); Fabricated Metals 98 ($185); Petroleum Refining 53 (N.A.); Paper 14 (N.A.); Misc. 45 ($124).

10 - CLIMATE: Min. & Max. Temp.-Spring 65-87; Summer 71-90, Fall 64-85; Winter 41-63.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: **Shopping Centers**-Turton's; Cordele Sq.; Southgate Ctr.; Crisp Plz.; Cordele Corners.
Principal Shopping Days-Thur., Fri., Sat., Mon.

13 - RETAIL OUTLETS: **Department Stores**-Sears;

Robbin's, Belk's, JCPenney, B.C. Moore & Sons, Wal-Mart
Variety Stores-Family Dollar, Allied, Super 10
Discount Stores-Pic-N-Pay Shoes, Payless Shoes, Manhattan Factory Outlet, Sav-on-Shoes, Shoe City, Walls Factory Outlet
Chain Supermarkets-Piggly Wiggly 2, Harvey's, Winn-Dixie, Rachel's, Rubo's, Bi-Lo Super
Chain Drug Stores-Revco, Eckerd, Big "B", Gibson's, Value Rite
Other Chain Stores-Western Auto, Friedman Jewelers, Firestone, Goodyear, Babcock Furn., Wheeler's, Cato's, Kenwin, Behr's, Turton Casuals, Hartin's Fashion Wise Clothing, Radio Shack, Sherwin-Williams, Value Mart, Matthews Furn., Farmer Furn., True Value Hdwe., Ace Hdwe., ServiStar Hdwe., Sears

14 - NEWSPAPERS: DISPATCH (e-mon to fri) 5,958, sworn Mar. 31, 1988
Local Contact for Advertising and Merchandising Data: Jack C. Mathews, Pub./Gen. Mgr., DISPATCH, 306 13th Ave. W., PO Box 1058, Cordele, GA 31015-1058; Tel. (912) 273-2277
National Representative: Thomson Newspapers

DALTON

1 - LOCATION: Whitfield County, E&P Map B-2, County Seat

2 - TRANSPORTATION: **Railroads**-L&N, Southern
Motor Freight Carriers-22
Intercity Bus Lines-Greyhound, Trailways

3 - POPULATION:
Corp. City 80 Cen. 20,743; E&P 88 Est. 21,674
CZ-ABC: (80) 20,581
RTZ-ABC: (80) 62,595
County 80 Cen. 65,812; E&P 88 Est. 70,939
City & RTZ-ABC: (80) 83,176

4 - HOUSEHOLDS:
City 80 Cen. 7,712; E&P 88 Est. 8,300
County 80 Cen. 22,463; E&P 88 Est. 25,331
CZ-ABC: (80) 7,778
RTZ-ABC: (80) 20,470
City & RTZ-ABC: (80) 28,248

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$194,960,000
Savings & Loan	3	$96,585,287

6 - PASSENGER AUTOS: County 40,843

7 - ELECTRIC METERS: City 9,142

8 - GAS METERS: City 6,355

9 - PRINCIPAL INDUSTRIES: Bedspreads, Lumber Mills, Carpeting, Poultry

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 75-95; Winter 30-52

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Area**-10 blocks on Hamilton, King, Gordon, Cuyler & Crawford Sts.; Whitefield Sq., Cleveland Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bry-Man(30)	NA	Winn-Dixie, McCrory, JCPenney
Dalton(20)	NA	Sky-City, Eckerd, Kroger
Glenwood(5)	NA	Giggs Mkt., White Auto
Walnut Sq.(74)	NA	Belk's, Sears

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Belk; Cannon's; Sky-City; Loveman's; Sears (catalog)
Variety Stores-McCrory-McClellan; Lay's
Discount Stores-Dalton; Discount Outlet; Gibson's; Family Dollar; Big 5; Dollar General; K mart 2.
Chain Drug Stores-Rexall's; Dunaway's; Eckerd; Revco
Chain Food Stores-Winn-Dixie; Kroger; Green Spot 3; Stafford's 2
Other Chain Stores-Bon-Ton Dresses; Linda Fay Kiddie; Int'l. Shoes; Sherwin-Williams; Butler Shoes; Eleanor Glamor Shop; Pic 'N Pay Shoes

14 - NEWSPAPERS: CITIZEN-NEWS (e-mon to fri) 11,866; (m-sat) 10,933; (S) 9,578; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Mike Boss, Adv. Mgr., CITIZEN-NEWS, 308 S. Thornton Ave.; PO Box 1167, Dalton, GA 30720; Tel. (404) 278-1011.
National Representative: Thomson Newspapers.

DUBLIN

1 - LOCATION: Laurens County, E&P Map C-3, County Seat and residential center. 55 mi. SE of Macon; 150 mi. SE of Atlanta; 135 mi. NW of Savannah; on U.S. Hwy. 80, 319, 441; State Hwys. 15, 19, 26, 29, 31, 117 and I-16.

2 - TRANSPORTATION: **Railroads**-Seaboard, Southern
Intercity Bus Lines-Greyhound, Service Coach, Trailways, Queen City Coach

3 - POPULATION:
Corp. City 80 Cen. 16,083; E&P 88 Est. 17,497
NDM-ABC: (80) 59,134
County 80 Cen. 36,981; E&P 88 Est. 38,713
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 5,454; E&P 88 Est. 6,091
County 80 Cen. 12,447; E&P 88 Est. 13,442
NDM-ABC: (80) 19,967

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	8	$138,000,000
Savings & Loan	1	$57,000,000
Commercial	8	$57,000,000

6 - PASSENGER AUTOS: County 20,216

7 - ELECTRIC METERS: Residence 10,590

8 - GAS METERS: Residence 3,200

9 - PRINCIPAL INDUSTRIES: Plywood, Handles, Sash & Doors, Meat Pkg., Cotton Seeds & Peanut Crushing, Woolens, Furn., Toys, Concrete Blocks, Kitchen Cabinets, Wall Coverings, Pants, Carpets, Newsprint, Aluminum Gates, Computer Components, Pet Toys, Missile Guidance Components

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown(80)	NA	Piggly Wiggly, Family Dollar, Diana Shop
Dublin Mall(31)	NA	Wal-Mart, Belk, JCPenney
Westgate Ctr.(22)	NA	K mart, Sears, Revco Drugs
Williamsburg Village(8)	NA	Walgreen Drugs
Northside Ctr.(10)	NA	Hanks IGA
Bellevue Ctr.(6)	NA	Mercer's Supermarket

Principal Shopping Days-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Belk, K mart, JCPenney, Sears, Wal-Mart, Allied
Discount Stores-Family Dollar, Un-Oh Outlet, Oxford Shop, Tog Shop, Penny Pinchers
Variety Stores-McLellan's, General Dollar
Chain Drug Stores-Revco, Walgreens, Rite Aid
Chain Supermarkets-Piggly Wiggly 3; Bi-Lo; Harvey's, IGA Foodliner, Red & White
Other Chain Stores-Firestone, Goodyear, Babcock Furniture, Farmers Furniture, Wise Fashions, Women's Vogue, Friedman's Jewelers, Playland, Curtis Mathes, Radio Shack, Pic 'N Pay Shoes, Payless Shoesource; Friedlander's; Choo-Choo Supply; Behrs; Homeway Rentals; Kenwin Shop; Towns Auto; Wheelers; Otasco; Cato; Shoe City; Sherri's Hallmark

14 - NEWSPAPERS: COURIER HERALD (e) 10,193, Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: Lisa McMichael, Adv. Dir., COURIER HERALD, 115 S. Jefferson St., Dublin, GA 31040; Tel. (912) 272-5522
National Representative: Landor Associates

GAINESVILLE

1 - LOCATION: Hall County, E&P Map B-2, County Seat. Commercial, industrial & recreational ctr. of the Lake Sidney Lanier & Georgia mountain area. Poultry products, other agric., textiles, mfg. Adjacent 38,500 acre Lake Lanier. 50 mi. NE of Atlanta; on U.S. Hwys. 23, 129, Interstate Connector, 136, 249, 53, 141, 215, 985.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Intercity Bus Lines-Greyhound; American Trailway.
Motor Freight Carriers-23.

3 - POPULATION:
Corp. City 80 Cen. 15,280; E&P 88 Est. 16,049
NDM-ABC: (80) 43,646
RTZ-ABC: (80) 117,580
County 80 Cen. 75,983; E&P 88 Est. 85,882
Total NDM & RTZ-ABC: (80) 161,226

4 - HOUSEHOLDS:
City 80 Cen. 5,638; E&P 88 Est. 6,096
NDM-ABC: (80) 15,345
RTZ-ABC: (80) 39,407
County 80 Cen. 27,956; E&P 88 Est. 30,757
Total NDM & RTZ-ABC: (80) 54,752

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	N.A.

6 - PASSENGER AUTOS: County 53,204

7 - ELECTRIC METERS: City & County 47,601

8 - GAS METERS: City & County 17,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 538; Textile 1,677; Apparel 1,111; Lumber Furn. & Fixtures 1,265; Print. & Pub. 971; Stone 321; Metal & Machinery 2,187; Leather 232; Animal Feeds 171; Poultry 4,509; Other Mfg. 2,188
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-69; Summer 57-96; Fall 46-91; Winter -3-67. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: Neutral, very soft, fluoridated

12 - RETAILING: **Downtown Shopping Centers**-3 blocks on City Sq., 5 on Bradford St., 4 on Main St., 7 on Washington St., 4 on Spring, 2 on Broad, 1 on Green
Neighborhood Shopping Centers-Triangle 3 units; Lakewood 4 units; Westside 6 units; Lakeshore Vlg. 20 units, College Sq. 15 units, Lancaster Center 6 units; Washington Square 15 units, Washington Plaza 4 units, Village Shopping Center 6 units

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broad St.(17)	2	J&J Foods, Otasco
Blueridge(10)	2	Hancock Fabrics, Dollar General
Sherwood Plz.(10)	1	A&P, Rose's, Eckerd
Westside Plz.	1	Family Dollar, Bells
Lakeshore Mall(90)	2	Belk's, JCPenney, Cato, Revco, Roses, Sears
K mart(10)	1	K mart, Bilo
Lanier Plz.	1	Bi-Lo Foods
Wal-Mart(10)	1	Ingle's, Revco, Wal-Mart
Washington Sq.		Winn-Dixie
Big G Plz.(19)	1	Big G, Big Star, Eckerd

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Belk, Estes, Millner's, Sears, Burton's
Discount Stores-Liquidation Mart, Big G, Family Dollar, Rose's, K mart, Wal-Mart, Goodys
Variety Stores-Woolworth
Chain Drug Stores-Revco, Eckerd, Dunaway
Chain Supermarkets-A&P, Winn-Dixie, Big Star 4, Bells; Bi-Lo 2; Ingle's
Other Chain Stores-Goodyear, Singer, Pic 'N Pay; Parks Lumber, Lowe's, Hancock Fabrics, Pearl Vision Ctr., Bell Bros. Shoes, Moore-Handley, Radio Shack, Bottom Half, Sound Shop, West Bldg. Supply, B. Dalton; Lerner; Limited, Brooks, Hecht Shoes, Zales.

14 - NEWSPAPERS: TIMES (e-mon to fri) 21,060; (S) 23,685, Mar. 27, 1988 ABC
Local Contact for Advertising and Merchandising Data: Rebecca Johnson, TIMES, 345 Green St.; PO Box 838, Gainesville, GA 30503; Tel. (404) 532-1234
National Representative: Gannett National Newspaper Sales.

GRIFFIN

1 - LOCATION: Spalding County, (In Atlanta MSA), E&P Map B-3, County Seat. 40 mi. S of Atlanta; 60 mi. NW of Macon. On U.S. Hwys. 16, 19, 41.

2 - TRANSPORTATION: **Railroads**-Southern
Intercity Bus Lines-Greyhound; Trailways

3 - POPULATION:
Corp. City 80 Cen. 20,728; E&P 88 Est. 22,458
CZ-ABC: (80) 20,728
County 80 Cen. 48,032; E&P 88 Est. 51,330
RTZ-ABC: (80) 27,171
City & RTZ-ABC: (80) 47,899
MSA 80 Cen. 2,149,193; E&P 88 Est. 2,630,015

4 - HOUSEHOLDS:
City 80 Cen. 7,512; E&P 88 Est. 8,444
CZ-ABC: (80) 7,512
County 80 Cen. 16,177; E&P 88 Est. 17,819
RTZ-ABC: (80) 8,665
City & RTZ-ABC: (80) 16,177
MSA 80 Cen. 756,597; E&P 88 Est. 967,509

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	2	$114,000,000
Commercial	4	$365,000,000

6 - PASSENGER AUTOS: County 29,231

7 - ELECTRIC METERS: Residence 10,915

8 - GAS METERS: Residence 13,789

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textile 3,956; Brassieres 105; Hosiery 175; Metal Works 343.

10 - CLIMATE: Min. & Max. Temps.-N.A.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
East Solomon	NA	Music Store
College Hill	NA	Ben Franklin
Experiment(5)	NA	Golden's Food
Market Sq.(11)	NA	
K mart Ctr.(1)	NA	K mart
Northgate(13)	NA	Food Giant, Eckerd, Bakery, Champions 7
N. Griffin Sq.	NA	Belk, Sears, Piggly Wiggly
Ellis Crossing	NA	Wal-Mart, Winn-Dixie

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Food, Drug, K mart, Rose's, Belk, Wal-Mart

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Crouch; Smith-Roberts; Belk; Sears Surplus
Variety Stores-McLellan; Rose's
Discount Stores-K mart; Signal Mills, Dollar General
Chain Drug Stores-Reeds, Eckerd; K mart, Hospital Discount
Chain Supermarkets-Piggly Wiggly, Kroger, Food Giant; Winn-Dixie
Other Chain Stores-Economy Auto, Diana Shops; Family Dollar; Singer Co.; Western Auto, Friedman Jewelers, Rhodes Furniture

14 - NEWSPAPERS: NEWS (e) 12,471, Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: Lyell Scott, Adv. Mgr., NEWS, 323 E. Solomon; PO Drawer M, Griffin, GA 30224; Tel. (404) 277-3276
National Representative: Thomson Newspapers

JONESBORO

1 - LOCATION: Clayton County, E&P Map B-3 (In Atlanta MSA). County Seat. Manufacturing & agriculture; 15 mi. S of Atlanta on U.S. Hwys. 19, 41, I-75; State Hwys. 54, 95, 138

2 - TRANSPORTATION: **Railroads**-Southern; Louisville & Nashville
Motor Freight Carriers-8
Airlines-All major carriers, Atlanta airport

3 - POPULATION:
Corp. City 80 Cen. 4,132; E&P 88 Est. 5,451
County 80 Cen. 151,111; E&P 88 Est. 185,240
MSA 80 Cen. 2,149,193; E&P 88 Est. 2,630,015

4 - HOUSEHOLDS:
City 80 Cen. 1,392; E&P 88 Est. 1,872
County 80 Cen. 50,449; E&P 88 Est. 66,168
MSA 80 Cen. 756,537; E&P 88 Est. 967,509

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	10	N.A.

6 - PASSENGER AUTOS: County 124,663

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. of Machinery, Hardware, Dies, Sheet Metal, Furn.; Wood Prods.; Trans.; Farming.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-89; Summer 51-90; Fall 27-85; Winter 9-72. First killing frost, Oct. 3; last killing frost, Mar. 20

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southlake(110)	5	Sears, JCPenney, Macy's, Rich's
Arrowhead(25)	6	Food Giant, Reed, Richway
Tara(8)	NA	Food Giant
Village Sq.	NA	A&P

Other Nearby Shopping Centers-Forest Park 10 mi. N. of Jonesboro has five major shpg. ctrs. plus downtown shpg. district. Others in Morrow (5 mi.) & Riverdale (5 mi.).

13 - RETAIL OUTLETS: **Department Stores**-Belk; Zayre; JCPenney; Macy's; Davidson's; Rich's; K mart; Richway.
Chain Supermarkets-Food Giant; A&P; Big Star; Winn-Dixie.
Chain Drug Stores-Eckerd; SupeRx; Revco; Treasury.

14 - NEWSPAPERS: NEWS/DAILY (e-mon to fri) 9,700; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: John Hewitt, Adv. Dir., NEWS/DAILY, PO Box 368, Jonesboro, GA 30286; Tel. (404) 478-5753.

National Representative American Newspaper Representatives.

LA GRANGE

1 - LOCATION: Troup County, E&P Map B-7, County Seat, 70 mi. SW of Atlanta, 105 mi. NE of Montgomery, AL, on U.S. Hwys. I-85, I-185, Georgia Hwys. 14, 19, 109, 219, 244, U.S. Hwys. 27 & 29.

2 - TRANSPORTATION: **Railroads**-Seaboard System.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 24,204; E&P 88 Est. 27,568
County 80 Cen. 50,174; E&P 88 Est. 57,300

4 - HOUSEHOLDS:
City 80 Cen. 8,689; E&P 88 Est. 10,122
County 80 Cen. 17,445; E&P 88 Est. 20,411

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$107,137,000
Savings & Loan	3	$17,004,000

6 - PASSENGER AUTOS: County 28,131.

7 - ELECTRIC METERS: Residence, City 7,697.

8 - GAS METERS: Residence, City 5,835.

9 - PRINCIPAL INDUSTRIES: Textile Mills, Bottling Plants, Roller Covering, Lumber & Boxes, Undergarments, Boats, Business Forms, Printing, Polyethylene Film, Plastics, Hospital Care Apparel, Automobile Chrome, Gaskets, Carpet, Defense Missiles.

10 - CLIMATE: Min. & Max. Temps.-N.A.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Commerce Sq.	NA	Kroger, Wal-Mart
La Grange Plz (14)	NA	Winn-Dixie, Eckerd
Commerce Vlg (12)	NA	Treasury Drug
K mart	2	K mart, Big Star
Lee's Crossing	NA	Winn-Dixie, Revco
Commons	NA	JCPenney, Belk's

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Belk's, JCPenney, Mansour's, Soloman's.
Discount Stores-Top Dollar, K mart, Wal-Mart, Family Dollar.
Chain Drug Stores-Eckerd, Revco, Treasury.
Chain Supermarkets-Kroger, Food Giant, Winn-Dixie, Big Star, Goolsby.
Other Chain Stores-Charm Shop, Rhodes, Goodyear, Economy Auto, Busch's, Singer Co., Kenwin, Learner, Casual Corner, Firestone, Lowe's, West.

14 - NEWSPAPERS: NEWS (e) 15,063, sworn Sept. 26, 1987.
Local Contact for Advertising and Merchandising Data: Sue Long, Adv. Dir., NEWS, 105 Ashton St., La Grange, GA 30240; Tel. (404) 884-7311.
National Representative: General Advertising Service.

LAWRENCEVILLE

1 - LOCATION: Gwinnett County (In Atlanta MSA), E&P Map B-2, County Seat. In NE Georgia, 30 mi. NE of Atlanta. Lake Lanier on northern border of county; Stone Mountain Park on southern boundry.

2 - TRANSPORTATION: **Railroads**-Seaboard Coastline; Norfolk-Southern.
Motor Freight Carriers-54.
Intercity Bus Lines-American, Trailways, Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,928; E&P 88 Est. 15,432
NDM-ABC: (80) 166,815
MSA 80 Cen. 2,149,193; E&P 88 Est. 2,630,015
County 80 Cen. 169,762; E&P 88 Est. 320,739
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,131; E&P 88 Est. 5,584
NDM-ABC: (80) 55,227
MSA 80 Cen. 756,597; E&P 88 Est. 967,509
County 80 Cen. 55,227; E&P 88 Est. 108,837

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	$828,077,000
Savings & Loan	9	N.A.

6 - PASSENGER AUTOS: County 191,446.

7 - ELECTRIC METERS: Residence 93,202.

8 - GAS METERS: Residence 98,949.

9 - PRINCIPAL INDUSTRIES: High Tech 300: Modems, Computers, Computer Cables, Software, Avionics, Missile Parts, Office Parts and Warehousing, Concrete Culverts, Steel Fabrication & Distribution, Textiles, Trans. Equip., Foam Cartons, Electric Cable.
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-91; Summer 49-92; Fall 19-82; Winter 17-85. Growing season 233 days. Av. rainfall 47 in. per annum. First killing frost, Nov. 13; last killing frost, Mar. 24.

11 - TAP WATER: Soft, fluoridated.

12 - RETAILING
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beaver Ruin Vlg (18)	N	K mart, Kroger
Buford Mall(32)	N	Reed Drugs
Carter Crossing(9)	NA	Big Star, Reed Drugs
Carter Oaks Crossing(42)	NA	Cub Foods, Circuit City
Cedar Vlg (30)	NA	Hancock Fabrics, Drug Emporium
Crossroads(14)	NA	Winn-Dixie, Eckerd
Esplanade	NA	Longhorn Steaks, Malone's
Five Forks Ctr	NA	Super Valu, Revco
Fountain Sq	NA	Richway, Sears Surplus
Greens Corner	41	K mart, Radio Shack
Gwinnett Crossing(8)	NA	Richway, Kroger
Gwinnett Place (103)	NA	Macy's, Rich's, Sears
Gwinnett Station(26)	NA	Bell's, Kroger
Gwinnett Walk	NA	T.J. Appleby's, Baskin Robbins
Harmony Grove Center	NA	Revco, Super Valu
Heritage Vlg (16)	NA	Carter Shoes, Garrett's
Hilltop Vlg (13)	NA	Revco, Radio Shack
Holcomb Ctr	NA	A&P, Treasury Drug
Holcomb Woods Vlg	NA	McDonalds
Indian Trail Center(16)	NA	Cloth World, Party Outlet
Indian Vlg	NA	Reed Drugs, Winn-Dixie
Killian Hill Crossing(8)	NA	Winn-Dixie, Eckerd
Killian Hill Mkt & Merchants Ctr	NA	Dunaway Drugs, Futurestore
Lawrenceville Corners(12)	NA	K mart, Ingles
Lawrenceville Sq (20)	NA	Belk
Lawrenceville West(14)	NA	Winn-Dixie, Roses
Lilburn Crossing(15)	NA	Big Star, Treasury Drugs
Lilburn Sq (34)	NA	Wms. Bros. Lumber, Marci Imports
Mall Corners(30)	NA	Upton's, R.G. Branden's
Marketplace(17)	NA	Kroger, Radio Shack
The Meadows(10)	NA	Kroger, Eckerd
Mountain East(16)	NA	Radio Shack, Kroger
New London Plaza(23)	NA	Marci Imports, Rhodes Furn.
Norcross-Tucker(9)	NA	Big Star, Revco
N. Rockbridge Plaza(24)	NA	Sheraton Furn., Dairy Queen
Oakland Vlg (20)	NA	Kroger, Sport Shoe
Outlets Ltd. Mall	NA	Dress Barn, Georgia Girl
Peachtree Sq	NA	Front Row, McDonalds
Pleasant Hill Mkt./ Merchants Ctr (25)	NA	Dunaway Drugs, Futurestore
Proctor Sq (11)	NA	Winn-Dixie, Reed Drugs
Rivercliff Vlg	NA	McKenzie Drugs
Rivermont Sq	NA	Winn-Dixie, Eckerd
River Oak Vlg (13)	NA	Winn-Dixie, Reed Drugs
Scenic Plz (12)	NA	Quality Foods, Treasury Drugs
Scenic Sq (8)	NA	Bi-Lo, Revco
Shannon Oaks(18)	NA	Winn-Dixie, Eckerd
Smokense Plantation	NA	Malone's
Snellville Plz (29)	NA	Turtle's, Reed Drugs
Stonebridge Crossing	NA	Super Valu, Treasury Drug
Sunset Sq (16)	NA	Revco
Village 2	NA	Turtle's
Wisteria Village	NA	Winn-Dixie, K mart

Principal Shopping Days-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Belk; Pool's; K mart 4; Roses; Richway 2; Wal-Mart 2; Sears 4; Rich's; Macy's; Mervyn's.
Variety Stores-Family Dollar 2.
Chain Supermarkets-Winn-Dixie 10; Big Star 3; Kroger 8; Super Valu 3; Futurestore 2; Cub Foods; Ingles 3; Bruno's; Bi-lo.
Chain Drug Stores-Revco 9; Treasury 4; Reed's 7; Eckerd 8; Dunaway 2; Drug Emporium.
Other Chain Stores-Goodyear 3; Sherwin-Williams 2; Cato; Western Auto 2; Otasco; Firestone 2; Lowe's; Radio Shack 7; Williams Bros. Lumber 2; Toys 'R Us; Branden's; Upton's; Bell's; Marci Imports; Pier I; World Bazaar; Turtle's 5; Baskin-Robbins 6; Georgia Girl 2; Downey Auto Parts 8; Nationwise Auto Parts 2; Service Mdse.; Bailey, Banks & Biddle; Zale's; Baker Shoes; Butler Shoes; Marshall's; Lionel Play World; Home Depot; Levitz; Haverty's 2; Walther Furniture; Lechmere; Green Bros. 2; Pike Nurseries 2; Herman's Sporting Goods; CMC Stereo; Circuit City.

14 - NEWSPAPERS: GWINNETT DAILY NEWS (e) 29,692; (S) 34,357; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Hugh Gardins, Adv. Dir., GWINNETT DAILY NEWS, Box 1000, Lawrenceville, GA 30246; Tel. (404) 963-0311.
National Representative: U.S. Suburban Press.

MACON

1 - LOCATION: Bibb County (In Macon-Warner Robins MSA), E&P Map B-3, County Seat. College and mfg. ctr. 92 mi. SE of Atlanta, 130 mi. SW of Augusta, 100 mi. NE of Columbus.

2 - TRANSPORTATION: **Railroads**-Norfolk Southern Corp.; CSX Trans., Inc.
Motor Freight Carriers-50.
Intracity Bus Lines-Greyhound, Trailways, C&S.
Airlines-Atlantic Southeast, Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 116,860; E&P 88 Est. 120,516
CZ-ABC: (80) 133,672
RTZ-ABC: (80) 428,133
MSA 80 Cen. 264,532; E&P 88 Est. 284,957
County 80 Cen. 150,839; E&P 88 Est. 160,121
City & RTZ-ABC: (80) 561,805
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 42,036; E&P 88 Est. 45,051
County 80 Cen. 52,856; E&P 88 Est. 57,593
MSA 80 Cen. 89,539; E&P 88 Est. 100,420
CZ-ABC: (80) 47,264
RTZ-ABC: (80) 140,045
City & RTZ-ABC: (80) 187,309

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	N.A.
Commercial	7	N.A.

6 - PASSENGER AUTOS: County 82,994.

7 - ELECTRIC METERS: Residence County 62,769.

8 - GAS METERS: Residence County 45,564.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food & Kindred Prods. 1,919 ($471); Textile Mill Prods. 1,370 ($405); Apparel 271 ($199); Lumber, Wood Prods. 117 ($261); Paper & Allied Prods. 2,775 ($474); Printing & Publishing 731 ($382); Chemicals & Allied Prods. 178 ($420); Rubber & Plastic Prods. 210 ($355); Stone, Clay & Glass Prods. 573 ($356); Fabricated Metal Prods. 355 ($413); Machinery 196 ($461); Electrical Machinery 177 ($424); Transportation Equip. 1,033 ($405); Trans., Public Util. 3,367 ($462); Whol. Trade 3,835 ($451); Ret. Trade 14,590 ($210); Fin., Ins. & R.E. 5,737 ($387); Services 13,305 ($316); Gov't., Fed., State & Local 10,474 ($444).
Principal Pay Days-1st & 15th; Thur., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-86; Summer 68-92; Fall 42-87; Winter 37-62. First killing frost, Nov. 8; last killing frost, Mar. 17.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Districts**-miles from downtown, principal stores.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Baconsfield(4)	2	Chi-Chester's, Piggly Wiggly
Bloomfield Vlg (12)	8	Piggly Wiggly, Treasury Drug
Forest Hill Vlg (6)	10	Piggly Wiggly, Revco
Ingleside Vlg (8)	3	Chi-Chester's
K mart Pio Nono(5)	6	K mart, Piggly Wiggly
K mart Riverside(9)	4	K mart, Eckerd
Macon Mall(114)	7	Sears, JCPenney, Macy's, Belk-Matthew's
Market Sq (10)	4	Revco, Wal-Mart
Northeast Plaza(23)	6	Piggly Wiggly, Rose's
Northgate Vlg (19)	9	Treasury Drug
Napier Sq (16)	5	Piggly Wiggly, Eckerd, Family Dollar, Allied
Parkway Vlg (25)	8	Kroger, Toys R Us
Riverside Plz (16)	6	Powell's Pharmacy
Rivoli Crossing(7)	9	Bi-Lo
Shurling Plz (16)	4	Piggly Wiggly, Family Dollar
South Plz (15)	5	Farmer's Furn., Rose's, Dollar General
Summit Center(6)	6	Hancock Fabrics
Town & Country(5)	2	Chi-Chester's, Farmer's Furn.
Vine-Ingle(8)	6	Piggly Wiggly, Chi-Chester's
Wesleyan Station(12)	10	Kroger, Turtles
Westgate Mall(35)	6	Key Catalog, Scotty's
Zayre Plz.-Emery(6)	1	Zayre's
Zayre Plz. Eisenhower(9)	6	Zayre's, Treasury Drug

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat., Sun. Food Stores-Mon. through Sat.
Stores Open Evenings-Discount, Dept. Stores; Food.

13 - RETAIL OUTLETS: **Department Stores**-Macy's; Belk-Matthews; JCPenney; Sears; Jos. N. Neel.
Discount Stores-K mart 3; Zayre 2; Rose's 2.
Variety Stores-Woolworth; McCrory; Family Dollar 3; Wal-Mart 2; Dollar General.
Chain Drug Stores-Chi-Chester's 5; Eckerd 6; Revco 4; Treasury Drug 2.
Chain Supermarkets-Piggly Wiggly 10; Kroger 4; Bi-Lo 3; Neal's Red and White.
Other Chain Stores-Rhode's; Friedman's; Lowe's; Wickes; Thom McAn; Baker's; Hardy's; Zale's; Swiss Colony; Radio Shack; Florsheim; Kinney; Butler's; Cloth World; Western Auto; Casual Corner; West Lumber; Scotty's; Key Catalog; Heilig Meyer's Furn.

14 - NEWSPAPERS: TELEGRAPH & NEWS (m) 73,715; (S) 99,869; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Ed Fierstos, Adv. Dir., TELEGRAPH & NEWS, 120 Broadway, Macon, GA 31213; Tel. (912) 744-4217.
National Representative: Knight-Ridder Newspaper Sales.

MARIETTA

1 - LOCATION: Cobb County (In Atlanta MSA), E&P Map B-2, County Seat. 20 mi. NW of Atlanta; on U.S. Hwy. 41 & State Hwys. 120, 5; I-75, I-285, I-575.

2 - TRANSPORTATION: **Railroads**-Southern System; CSX Distribution Servs.
Motor Freight Carriers-37.
Intercity Bus Lines-Southern Greyhound; Trailways.
Airlines-Eastern, Delta, United; USAir; TWA; Northwest; Piedmont; (Hartsfield International in Atlanta).

3 - POPULATION:
Corp. City 80 Cen. 30,805; E&P 88 Est. 45,541
NDM-ABC: (80) 297,718
MSA 80 Cen. 2,149,193; E&P 88 Est. 2,630,015
County 80 Cen. 300,393; E&P 88 Est. 421,097
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,801; E&P 88 Est. 19,760
County 80 Cen. 106,586; E&P 88 Est. 160,214
MSA 80 Cen. 756,597; E&P 88 Est. 967,509
NDM-ABC: (80) 106,595

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	11	N.A.
Commercial	10	N.A.

6 - PASSENGER AUTOS: County 275,295.

7 - ELECTRIC METERS: Residence 55,368.

8 - GAS METERS: Residence 22,162.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aircraft 18,000; Textile 2,400.

10 - CLIMATE: Av. Annual Temp. 61.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cumberland(145)	NA	Macy's, Rich's, JCPenney, Sears
Canton Rd (30)	NA	
East Gate	NA	
East Marietta(25)	NA	Big Apple Mkt.
Akers Mill	NA	K mart, Big Star
Town Ctr (160)	NA	Mervyn's, Macy's, Rich's, Sears
Marietta Pkwy (7)	NA	Rexall, Colonial
Merchant's Walk	NA	Treasury Drugs
Market Sq (20)	NA	Big Star, Winn-Dixie
Loehman's Plz.	NA	
New London(25)	NA	Food Giant
Outlet Ltd. Mall	NA	Shoe Emporium

Blackwell Sq.(26)	NA	A&P, Eckerd
Galleria	NA	
Roswell St.(13)	NA	Furn. City USA
Town & Country(35)	NA	Winn-Dixie, Kroger, JCPenney
Belmont Hills	NA	Kroger
Westside(21)	NA	Big Apple
Cobb Ctr.(49)	NA	Rich's, Colonial
Cobb Place	NA	Upton's, Lechmere
Hawthorne(23)	NA	JCPenney, Kroger
Smyrna, GA	NA	Winn-Dixie

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Rich's; Macy's; Mervyn's; Service Mdse.
Discount Stores-K mart; Zayre; Richway; Circuit City; Wal-Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Dunaway Rexall 6; SuperRx; Eckerd; Revco; Treasury.
Chain Supermarkets-A&P 7; Big Apple 9; Kroger 5; Winn-Dixie; Food Giant; Pace Whse.; Bruno's; Cub.
Other Chain Stores-Western Auto; Lionel Playworld; Service Mdse.; Zale's; Citizen's; Firestone; Marshall's; Lechmere; Upton's.

14 - NEWSPAPERS: JOURNAL (e) 24,358; (S) 25,670; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Terry Smith, V.P. Sales & Mktg., JOURNAL, 580 Fairground St., Marietta, GA 30060; Tel. (404) 428-9411.
National Representative: U.S. Suburban Press.

MILLEDGEVILLE

1 - LOCATION: Baldwin County, E&P Map C-3. County Seat. Central portion of state.

2 - TRANSPORTATION: Railroads-Central of GA (subsidiary of Southern); Georgia Railroad (component of Atlantic Coast Line & Louisville & Nashville).
Motor Freight Carriers-6.
Intercity Bus Lines-Southeastern Stages; Continental Trailways.
Airlines-Nearby airport in Macon.

3 - POPULATION:
Corp. City 80 Cen. 12,176; E&P 88 Est. 14,795
County 80 Cen. 34,764; E&P 88 Est. 41,297

4 - HOUSEHOLDS:
City 80 Cen. 4,415; E&P 88 Est. 4,753
County 80 Cen. 12,235; E&P 88 Est. 12,560

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$103,431,000
Savings & Loan	1	$41,658,556

6 - PASSENGER AUTOS: County 16,622

7 - ELECTRIC METERS: Residential 10,184

8 - GAS METERS: Residential 7,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Gov't 6,000; Textile Mfg. 1,825; Nonelectric Mach. 1,320; Trans. Equip. 630; Health & Educ. 1,105; Apparel 200.
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Av. Mean & Max. Temp.-Jan. 38 to 60; July 70 to 92.

11 - TAP WATER: Filtering Capacity 6,000,000 gallons per day.

12 - RETAILING: Principal Shopping Center-6 blocks downtown; Hatcher Sq. Mall (30 stores); Old Capital Sq. (18 stores).
Neighborhood Shopping Center-Town & Country (10 stores).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Macon Mall(100)	40	Sears, JCPenney, Belk

Stores Open Evenings-Mall Mon. through Sat. until 9; Sun. 1-6 (majors).

13 - RETAIL OUTLETS: Department Stores-JCPenney; Belk-Matthews.
Discount Stores-K mart; McCrory's; Wal-Mart.
Chain Drug Stores-Eckerd; Revco; Treasury.
Chain Supermarkets-A&P; Piggly Wiggly 3; BiLo; Winn-Dixie.
Other Chain Stores-Goodyear; Firestone; Eleanor Shop; Diana Shop; Sears (catalog); Friedman's Jewelers; Kinney Shoes; Pic-n-Pay Shoes; Vicki-V; Curtis Mathes; Radio Shack.

14 - NEWSPAPERS: UNION-RECORDER (m-tues to sat) 7,281; sworn Sept. 23, 1987.
Local Contact for Advertising & Merchandising Data: Wendell Spivey, Adv. Dir., UNION-RECORDER, Union Recorder Plaza, Milledgeville, GA 31061; Tel. (912) 452-0567.
National Representative: Knight-Ridder Newspaper Sales.

MOULTRIE

1 - LOCATION: Colquitt County, E&P Map B-5. 210 mi. S of Atlanta; 175 mi. NW of Jacksonville; 65 mi. NE of Tallahassee.

2 - TRANSPORTATION: Railroads-Southern; SCL; Georgia Northern.
Motor Freight Carriers-7.
Intercity Bus Lines-Trailways.
Airlines-Atlantis.

3 - POPULATION:
Corp. City 80 Cen. 15,708; E&P 88 Est. 16,441
County 80 Cen. 35,479; E&P 88 Est. 37,527
NDM-ABC: (80) 35,376

4 - HOUSEHOLDS:
City 80 Cen. 5,584; E&P 88 Est. 6,088
County 80 Cen. 12,152; E&P 88 Est. 13,389
NDM-ABC: (80) 12,152

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$111,000,000
Savings & Loan	3	$58,943,000

6 - PASSENGER AUTOS: County 17,294

7 - ELECTRIC METERS: Res. County 12,920

8 - GAS METERS: Res. City 3,606

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Garments 1,733 (N.A.); Metal Working 668 ($189); Mobile Homes 360 ($225); Textiles 355 ($194); Meat Packing 260 ($336); Lumber 418 ($199); Can Co. 200 ($350).
Principal Pay Days-Fri., Sat., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-94; Summer 68-102; Fall 47-85; Winter 26-68. First killing frost, Nov. 15; last killing frost, Mar. 15.

11 - TAP WATER: Hard; natural fluoridation.

12 - RETAILING: Principal Shopping Centers-20 blocks on Main St., 1st St., Central Ave. and 1st Ave.
Principal Shopping Days-Thur., Fri., Sat.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Sunset Plaza(20)	2	Piggly Wiggly, Eckerd, Belk-Hudson
Moultrie Plaza	1	Harvey's, Rose's
Market Place Center(15)	1	K mart, Winn-Dixie, Revco Drugs

13 - RETAIL OUTLETS: Department Stores-Friedlander; Rose's; Lazarus; Family Dollar; Belk-Hudson; JCPenney; Allied; K mart.
Discount Stores-Wal-Mart.
Chain Drug Stores-Revco; SuperRx; Eckerd; Big B.
Chain Supermarkets-Winn-Dixie; Harvey's; Piggly Wiggly; Cagle's; IGA.
Other Chain Stores-Lowes; Stone; Firestone; Playland; Sears; Dick Causey Shoes; Payless Shoes; Pick and Pay; Skinners Furn.; Babcock Furn.; Shoe Flair; White Auto; Western Auto; Behr's; Traffic Light.

14 - NEWSPAPERS: OBSERVER (m) 7,528; sworn June 30, 1988.
Local Contact for Advertising and Merchandising Data: Jim Walther, Adv. Mgr., OBSERVER, 25 N. Main St., Moultrie, GA 31768; Tel. (912) 985-4545.
National Representative: Branham/Newspaper Sales.

ROME

1 - LOCATION: Floyd County, E&P Map A-2. 65 mi. bet. Atlanta and Chattanooga.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-27.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 29,654; E&P 88 Est. 31,344
County 80 Cen. 79,628; E&P 88 Est. 77,575

4 - HOUSEHOLDS:
City 80 Cen. 11,965; E&P 88 Est. 12,353
County 80 Cen. 28,477; E&P 88 Est. 28,947

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$440,594,072
Savings & Loan	2	$261,541,938

6 - PASSENGER AUTOS: County 46,157

7 - ELECTRIC METERS: County 33,666

8 - GAS METERS: County 21,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 6,093; Elect. 1,700; Metal 731; Food 917; Paper & Allied Prods. 1,139.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-78; Summer 78-89; Fall 32-70; Winter 32-42. First killing frost, Nov. 15; last killing frost, Apr. 6. Av. Temp. 62; Av. Rainfall 53 in.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Broad St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Alto(5)	2	Super Discount, Higgin's Shoes
Central Plz.(16)	11	Mack's Dept., Big Star, Enloe Drugs, Super D
Gala(23)	4	Wil-Bro, Revco, Otasco, Po' Folks
K mart Plz.(5)	4	K mart, Kroger, Radio Shack, Behr's
Mapleton(2)	2	Piggy Wiggly, Eckerd
North Broad(3)	1	Lowe's Mkt., Enloe Drugs, Super Dollar
Riverbend(50)	1	Miller's, JCPenney, World Bazaar, Radio Shack
Village Plz	1	Village Theatre, Glidden, Kentucky Fried Chicken, Kay's Kastles
West End(12)	3	Champion, Dollar General, Chupp's Interiors
W. Side Vlg.(12)	5	Winn-Dixie, Eckerd

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Miller Bros.; JCPenney; Belk-Rhodes; Esserman; H. Kessler.
Variety Stores-DAT Store; Super D; Super Dollar.
Discount Stores-K mart 2; Super Discount 3; Family Dollar; Wal-Mart; Champion; Dollar General.
Chain Drug Stores-Eckerd; Enloe 3; Revco 4; Big B 4.
Chain Supermarkets-Big Star; Piggly Wiggly 3; Warehouse Groceries; Winn-Dixie; Kroger 2.
Other Chain Stores-American Radio; Athletic Attic; Behrs; Brooks Fashions; Circus World; Diana Shops; Firestone; General Nutrition; General Tire; Gilman; Glidden; Goodyear; Junction; Lowe's Bldg.; Otasco 2; Parts City; Shoes: Shoe City; Kinney; Payless 2; Pic 'N Pay 2; Radio Shack 2; Sherwin-Williams; Sterchi's Furniture; Stewart's; Tog Shop; Warner's; Zale's; Merle Norman.

14 - NEWSPAPERS: NEWS-TRIBUNE (e-mon to fri) 21,582; (S) 22,881; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: H. Wilson Adams, Adv. Dir., NEWS-TRIBUNE, 305 E. 6th Ave.; PO Drawer F, Rome, GA 30161; Tel. (404) 291-6397.
National Representative: None.

SAVANNAH

1 - LOCATION: Chatham County (In Savannah MSA). E&P Map D-4. County Seat. Seaport, industrial center. On U.S. Hwys. I-95, I-16, 17, 17-A, 80. State Hwys. 26 & 21.

2 - TRANSPORTATION: Railroads-CSX Line; Norfolk Southern.
Motor Freight Carriers-87.
Freight Steamship Lines-20 Steamship Agents.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Eastern; Delta; American; Piedmont; United; Continental.

3 - POPULATION:
Corp. City 80 Cen. 141,634; E&P 88 Est. 150,643
CZ-ABC: (80) 182,653
RTZ-ABC: (80) 522,258
County 80 Cen. 202,292; E&P 88 Est. 215,709
MSA 80 Cen. 220,742; E&P 88 Est. 238,607
City & RTZ-ABC: (80) 704,911
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 50,751; E&P 88 Est. 55,152
County 80 Cen. 71,323; E&P 88 Est. 77,690
MSA 80 Cen. 77,110; E&P 88 Est. 85,102
CZ-ABC: (80) 64,783
RTZ-ABC: (80) 169,110
City & RTZ-ABC: (80) 233,893

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	4	$633,066,000
Commercial	8	$1,183,510,000

6 - PASSENGER AUTOS: County 120,797

7 - ELECTRIC METERS: 102,154

8 - GAS METERS: Residence 57,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Durable Goods: Lumber 1,300; Trans. Equip. 4,700; Others 2,000; Non-Durable Goods: Food 1,900; Chem. 1,500; Petroleum 600; Paper 4,300.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-89; Summer 67-91; Fall 45-85; Winter 38-78. First killing frost, Nov. 26; last killing frost, Mar. 3.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on Broughton St., 2 W on Broad St.; 2 E on Broad St.; Abercorn & White Bluff Rd.
Neighborhood Shopping Centers-Bull & Henry; Waters Ave. 37 to Victory Dr.; Abercorn at Victory Dr.; Skidaway Rd. & Victory Dr.; Habersham & 63 St.; White Bluff Rd. & DeRenne Ave.; Waters Ave. at Montgomery Crossroads Hwy. 80 at traffic circle; Waters Ave. at 64; White Bluff Rd. & Montgomery Crossroads.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Chatham Plz.(26)	NA	Wal-Mart, Firestone
Crossroads(13)	NA	Woolworth, Belk's
De Renne Globe(13)	NA	Parts World
Eisenhower Sq.(10)	NA	Food Lion,
Forest City(7)	NA	Gurley's
Habersham(14)	NA	Red & White, Eckerd, Lowe's
Largo Plz.(7)	NA	Piggly Wiggly, Wal-Mart
Mall Vlg.(8)	NA	La-z-boy
McAlpin Sq.(12)	NA	Wal-Mart, Kroger
Medical Arts(18)	NA	Revco, Byrd Bros. Mkt.
Andy's Ctr.	NA	Andy's Mkt.
Oakhurst(21)	NA	Parker's Mkt.
Oglethorpe Mall (140)	NA	Sears, Belk's, JCPenney, Maas Bros.
Victory Sq.(10)	NA	JCPenney, Maas Bros.
Savannah Ctr.(15)	NA	Foodlion, Eckerd
Market Walk(10)	NA	Toys R Us, Pharmor
Twelve Oaks(15)	NA	T.J. Maxx, Ashby's
Picadilly Sq.(14)	NA	Carriage House, Peachtree Spa
Traffic Circ.(6)	NA	
Twelve Oaks(25)	NA	Ashby's
Loehman's Plz.(15)	NA	Loehman's
Victory Dr.(12)	NA	Linen Fair
Victory Mall(2)	NA	K mart, Eckerd
West Side(21)	NA	Revco, Woolworth
Wilmington Is.(8)	NA	Piggly Wiggly
Windsor Forest(7)	NA	

Principal Shopping Days-Dept.: Mon., Fri., Sat.; Food: Wed., Thur., Fri., Sat.
Stores Open Evenings-Dept., downtown, Fri.; Shopping Centers-Nightly.

13 - RETAIL OUTLETS: Department Stores-Maas Bros. 2; JCPenney; Sears; Belk's 2; Ashby's; Loehman's.
Discount Stores-K mart (Kresge) 2; Wal-Mart 3; Service Merchandise; Kroger Sav-On 2.
Variety Stores-S.H. Kress; McCrory's 2; Woolworth 3.
Chain Drug Stores-Revco 11; Eckerd 3.
Chain Supermarkets-Kroger Sav-On 2; Piggly Wiggly 8; Gurley's 6; M & M 8; Red & White; Foodlion 2; Byrd Bros.
Other Chain Stores-Schwobilt Store; Butler; Thom McAn; Hardy Shoes; Women's: Fine's, Asher's, Town & Country, Lady Jane, Eleanor Shop, Lerner Shops, Smart & Thrifty, Diana; Furniture: Haverty, Chatham, Maxwell Bros., Carriage House, McDuff's, Rhodes; Auto Supplies: Western Auto 4, Firestone, Goodyear 3.

14 - NEWSPAPERS: MORNING NEWS (m) 55,777; (S) 76,942; EVENING PRESS (e) 19,364; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Gene Stewart, Adv. Dir., NEWS-PRESS, 105-111 W. Bay St.; PO Box 1088, Savannah, GA 31402; Tel. (912) 236-9511.
National Representative: Branham/Newspaper Sales.

STATESBORO

1 - LOCATION: Bulloch County, E&P Map D-3, D-4. County Southeast section, 53 mi. NW of Savannah; On U.S. Hwys. 80, 301 and 25; State Hwy. 67, 73, 26 and 24.

2 - TRANSPORTATION: Railroads-Norfolk-Southern.
Motor Freight Carriers-7.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 14,866; E&P 88 Est. 16,066
County 80 Cen. 35,938; E&P 88 Est. 39,478
NDM-ABC: (80) 35,785
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,051. E&P 88 Est. 5,063
County 80 Cen. 12,533. E&P 88 Est. 11,876
NDM-ABC. (80) 11,339

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$202,000,000
Savings & Loan	2	$2,600,000,000

6 - PASSENGER AUTOS: County 18,434

7 - ELECTRIC METERS: Residence 12,982

8 - GAS METERS: Residence 3,042

9 - PRINCIPAL INDUSTRIES: Meters. Malleable Iron Castings. Garments. Lumber. Food Proc., Meat Proc., Plastic Extrusions. Valves. Scissors. Shears.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Jan. 20-75; July 55-95. First killing frost, Nov. 20; last killing frost, Feb. 20.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center**-10 blocks downtown. College Plaza, 13 units. Statesboro Mall, 32 units.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
College Plz	1	SupeRx, Piggly Wiggly, Rose's
Simmons		Sears, IGA
Statesboro(29)	2	Belk, Revco, JCPenney, Wal-Mart
University Plz	2	
Gentilly	2	Winn-Dixie, Eckerd
Bi-Lo Plaza	1	Revco, Bi-Lo, Family Dollar

13 - RETAIL OUTLETS: **Department Stores**-Belk, JCPenney.
Variety Stores-Rose's, Wheelers, K mart, Wal-Mart.
Chain Drug Stores-SupeRx, Revco, Eckerd.
Chain Supermarkets-Winn-Dixie, Piggly Wiggly, Bi-Lo, M&M.
Other Chain Stores-Goodyear; Firestone; Radio Shack; Ace Hardware; Wheelers; Friedman Jewelers; Heileg Myers; Adventureland; Playland West.

14 - NEWSPAPERS: HERALD (m) 6,658; (S) 6,453; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Leslie Wiggins, Ret. Adv. Mgr., HERALD, 1 Herald Sq., Statesboro, GA 30458; Tel. (912) 764-9031.
National Representatives: Landon Associates; Morris Newspaper Corp.

THOMASVILLE

1 - LOCATION: Thomas County. E&P Map B-5. In extreme SW part of state; 60 mi. S of Albany; 240 mi. S of Atlanta; 219 mi. W of Savannah; 160 mi. W of Jacksonville; 35 mi. N of Tallahassee.

2 - TRANSPORTATION: **Railroads**-CSX.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways.
Airports-Thomasville Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 18,463; E&P 88 Est. 19,008
CZ-ABC: (80) 18,463
RTZ-ABC: (80) 39,480
County 80 Cen. 38,076; E&P 88 Est. 39,196
City & RTZ-ABC: (80) 57,943
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,433; E&P 88 Est. 6,829
County 80 Cen. 12,789; E&P 88 Est. 13,726
CZ-ABC: (80) 6,433
RTZ-ABC: (80) 12,976
City & RTZ-ABC: (80) 19,409

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$148,438,000
Savings & Loan	2	$78,214,682

6 - PASSENGER AUTOS: County 20,042

7 - ELECTRIC METERS: Residence 12,185

8 - GAS METERS: Residence 4,498

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Thread 250; Women's Garments 386; Bread and Cakes 615; Meat and Poultry Packing 1,200; Lumber and Woodworking 1,000; Motor and Mobile Homes 251; Women's Sleepwear 200; Crate and Basket 278; Mining 320; Natural Gas Dist. 10; Plastics 247; Home Furnishings 148; Distribution 550.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: First killing frost, Dec. 1; last killing frost, Mar. 3.

11 - TAP WATER: Alkaline.

12 - RETAILING: **Principal Shopping Centers**-20 blocks on five streets; one large regional shopping ctr. 7 small strip ctrs.

13 - RETAIL OUTLETS: **Department Stores**-Belk-Hudson; Wal-Mart; Neel's; JCPenney.
Variety Stores-McCrory-McLellan; Sears (catalog).
Discount Stores-Rose's; K mart; Woolworth; Wal-Mart.
Chain Supermarkets-Winn-Dixie; Harvey's; Piggly Wiggly.
Chain Drug Stores-Herndon's 2; Thomas 2; Revco; Trumarx; Big B; Rite Aid.
Independent Supermarkets-Bob's; Arnold's.
Other Chain Stores-Goodyear; Diana Shop; Top Dollar; Radio Shack; Friedlander's Fashion Shoppe; Mangel's; Playland Toy Stores; Pick'N Pay; Sherwin-Williams; Badcock Furn.; Stone's; Pearl Optical; Dunn Furn.; American Handicrafts; Shoe Box; Shoe Flair; Al Dixon; Kres Jewelers; Skinner Furn.; Bumper-to-Bumper; Lowe's; Wight's; Payless Shoes; Cato; Wall Tire Servs.

14 - NEWSPAPERS: TIMES-ENTERPRISE (e-mon to fri) 11,372; (m-sat) 11,085; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Daniel E. Sutton, Adv. Dir., TIMES-ENTERPRISE, PO Box 650, Thomasville, GA 31799; Tel. (912) 226-2400.
National Representative: Thomson Newspapers.

TIFTON

1 - LOCATION: Tift County. E&P Map C-4. County Seat. 98 mi. S of Macon; on U.S. Hwys. 41, 82, 319, I-75; State Hwys. 7, 35, 50, 125.

2 - TRANSPORTATION: **Railroads**-Family Lines System; Southern.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound, North and South; Tamiami Trailways; East and West.

3 - POPULATION:
Corp. City 80 Cen. 13,749; E&P 88 Est. 14,701
County 80 Cen. 32,900; E&P 88 Est. 35,223
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,573; E&P 88 Est. 5,056
County 80 Cen. 10,737; E&P 88 Est. 11,779

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$211,243,186
Savings & Loan	2	$75,000,000

6 - PASSENGER AUTOS: County 16,607

7 - ELECTRIC METERS: Residence 13,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Woolen Textiles 800 ($200); Cotton Yarn 395 ($200); Concrete Prods. 165 ($175); Seed Shellers 130 ($140); Metal Prods. 450 ($225); Feed, Flour 120 ($150); Clothing 700 (N.A.); Veg. Plants (In Season) 1,000 ($150); Fork Lifts 114 ($135); Paper Prods. 200 ($200).

10 - CLIMATE: Min. & Max. Temp.-Spring 53-73; Summer 67-86; Fall 54-75; Winter 30-63. First killing frost, Nov. 15; last killing frost, Mar. 21.

11 - TAP WATER: Hard.

12 - RETAILING: **Principal Shopping Center**-K mart, 2nd St. & I-75; Seventh St.; Main St.; 12th St. Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Brinntown(6)	NA	Tifton Laundry, Underwood Carpet
Tift Town(9)	NA	Big Star, Sears, Family Dollar, Behrs
Titus(7)	NA	E-Z Food
Town & Country(25)		Rose's, Winn-Dixie, Eckerd, Belk-Hudson, Cato's, Radio Shack

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-9 p.m.

13 - RETAIL OUTLETS: **Department Stores**-Belk-Hudson; Big Store; Moores; Behrs; Cato's; Neels; Vogue.
Discount Stores-Rose's; Pic 'N Save; K mart; Family Dollar; Wal-Mart.
Chain Drug Stores-Walgreens; Rexall; Eckerd; Revco; Cox's; Big B.
Chain Supermarkets-Harvey's; Big Star; Winn-Dixie; Piggly Wiggly.

14 - NEWSPAPERS: GAZETTE (e) 9,479; sworn Sept. 28, 1987.
Local Contact for Advertising and Merchandising Data: Randy Blalock, Display Adv. Mgr., GAZETTE, 211 N. Tift Ave., Tifton, GA 31794; Tel. (912) 382-4321.
National Representative: Thomson Newspapers.

VALDOSTA

1 - LOCATION: Lowndes County. E&P Map C-5. County Seat.

2 - TRANSPORTATION: **Railroads**-S.C.L.; Southern; Valdosta Southern.
Motor Freight Carriers-9.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-ASA.

3 - POPULATION:
Corp. City 80 Cen. 37,596; E&P 88 Est. 40,623
CZ-ABC: (80) 37,596
RTZ-ABC: (80) 97,944
County 80 Cen. 68,059; E&P 88 Est. 73,382
City & RTZ-ABC: (80) 135,540

4 - HOUSEHOLDS:
City 80 Cen. 12,800; E&P 88 Est. 14,064
County 80 Cen. 22,609; E&P 88 Est. 25,223
CZ-ABC: (80) 12,800
RTZ-ABC: (80) 32,218
City & RTZ-ABC: (80) 45,018

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	2	$112,300,000
Commercial	4	$198,942,039

6 - PASSENGER AUTOS: County 38,121

7 - ELECTRIC METERS: Residence 18,533

8 - GAS METERS: Residence County 10,506

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric. 1,190; Paper & Allied 1,227; Apparel & Textile 1,310; Printing 169; U.S. Air Force 3,500; Constr. 1,772.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-95; Summer 59-95; Fall 61-98; Winter 25-93. First killing frost, Oct. 29; last killing frost, Mar. 25.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-2 blocks on N & S Patterson & Ashley, E & W Hill Ave.; E & W Central St.; North Ashley & Park, Brookwood & N Patterson, Five Points.
Principal Shopping Days-Mon., Fri., Sat.
Neighborhood Shopping Centers-Gordon and North Ashley; Park & N. Ashley; Brockwood & N. Patterson; Bay Tree Rd.; E. Ann & N. Troup; Park & Forrest.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bay Tree(8)	NA	Walt's IGA
Brookwood(14)	NA	Woolworth
Castle Park(63)	NA	Wilbro, Harvey's Mkt., Pic 'N Pay
Five Points(20)	NA	K mart, Harvey's Mkt., Farmer's Furniture
Valdosta Mall(40)	NA	Sears, Eckerd, Lowes, Belk-Hudson, JCPenney
Mill Store Plz.(46)	12	West Point Pepperell, Converse, Oneida, Revere Ware, Lenox, Kuppenheimer's

13 - RETAIL OUTLETS: **Department Stores**-Belk-Hudson; Varnedoe; JCPenney; Sears; Schwartz; Neel's; Famous Store.
Variety Stores-McCrory's; Woolworth.
Discount Stores-Robert Reddick; Family Dollar; Thrifty; K mart; Pic 'N Pay; Wal-Mart.
Chain Drug Stores-Giles Rexall; Bel Lile Rexall; Service Rexall; Eckerd; Pic 'N Save 2; Barnes 3; Economy Drugs; Revco; Big B 3.
Chain Supermarkets-Harvey's 2; Winn-Dixie 3; Piggly Wiggly 2; Food Lion; Red & White.
Other Chain Stores-Diana (women's wear); Goodyear; Zale's; Badcock Furn.; Butler's; Mather; Rhodes; Farmer's Furniture; Western Auto; Payless Shoes.

14 - NEWSPAPERS: TIMES (e) 18,279; (S) 18,466; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Robert F. Morrell, Pub. & Gen. Mgr., TIMES, 201 N. Troupe St.; PO Box 968, Valdosta, GA 31061; Tel. (912) 244-1880.
National Representative: Thomson Newspapers.

WARNER ROBINS

1 - LOCATION: Houston County. (In Macon-Warner Robins MSA). E&P Map B-3. 20 mi. S of Macon.

2 - TRANSPORTATION: **Railroads**-SOU.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-9.
Airlines-Delta; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 39,893; E&P 88 Est. 47,137
MSA 80 Cen. 264,532; E&P 88 Est. 284,957
NDM-ABC: (80) 62,152
County 80 Cen. 77,872; E&P 88 Est. 86,470
RTZ-ABC: (80) 12,226
NDM & RTZ-ABC: (80) 74,378
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,739; E&P 88 Est. 16,817
County 80 Cen. 25,509; E&P 88 Est. 29,832
MSA 80 Cen. 89,539; E&P 88 Est. 100,420
NDM-ABC: (80) 20,551
RTZ-ABC: (80) 3,966
NDM & RTZ-ABC: (80) 24,517

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 49,343

7 - ELECTRIC METERS: Residence 22,517

8 - GAS METERS: Residence 16,631

9 - PRINCIPAL INDUSTRIES: Mfg. of Aircraft Parts; Glass Bottles; Cans; Machine Shop Work; Beer; Hi-Tech; Agric. Area: Peaches, Cotton, Watermelon, Wheat, Pecans, Peanuts; Home of Robins Air Force Base-20,000 personnel, mostly civilian; Southeastern Museum of Aviation.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-68; Summer 69-93; Fall 56-80; Winter 37-61. First killing frost, Nov. 10; last killing frost, Mar. 19.

11 - TAP WATER: Wells.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Houston Mall(40)	NA	Belk's, Sears, Eckerd, Winn-Dixie, Key Catalog, Radio Shack
Williams Plz (23)	NA	Nationwise Auto Parts, Self Furn., Dollar General, Fabrics Galore
Zayre Plaza(10)	NA	Zayre, Drugs for Less
Northgate(10)	NA	Giant Discount Foods, Family Dollar
K mart(2)	NA	K mart, Rhodes Furn.
Parkway Station(3)	NA	Kroger, Bi-Lo, Rite Aid Drugs
Piggly Wiggly Plaza(10)	NA	Piggly Wiggly, Revco, Radio Shack
Houston Crossing(10)	NA	Bi-Lo, Revco

13 - RETAIL OUTLETS: **Department Stores**-Belk's, Sears.
Discount Stores-K mart; Zayre; Family Dollar; Dollar General.
Chain Drug Stores-Eckerd; Revco 2; Drugs for Less; Rite Aid Drugs.
Chain Supermarkets-Winn-Dixie; Family Mart; Piggly Wiggly 3; Kroger; Bi-Lo 2.
Other Chain Stores-Hancock Fabrics; Key Catalog Showroom; Friedmans Jewelers; Playland; Radio Shack; Sherwin-Williams; Haverty's Furn.; Rhode's Furn.; Shoes: Barrett, Kinney, Pay-Less; Auto: Goodyear, Firestone, Wall Tire, Wholesale Tire.

14 - NEWSPAPERS: SUN (e-mon to fri) 9,904; (S) 10,883; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Billy R. Tucker, Adv. Dir., SUN, 1553 Watson Blvd.; PO Box 6129, Warner Robins, GA 31095-6129; Tel. (912) 923-6432.
National Representative: Landon Associates.

WAYCROSS

1 - LOCATION: Ware County. E&P Map C-5. County Seat. 76 mi. N of Jacksonville; 106 mi. SW of Savannah; 158 mi. S of Macon. On State Hwys. 38, 50, 122, 4, 19; U.S. Hwys. 1, 23, 82, 84.
2 - TRANSPORTATION: **Railroads**-CSX Trans.
Intercity Bus Lines-Greyhound; Trailways.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 19,371; E&P 88 Est. 18,963
County 80 Cen. 37,123; E&P 88 Est. 38,087
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,085; E&P 88 Est. 7,218
County 80 Cen. 12,788; E&P 88 Est. 13,506

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$1,900,000,000
Commercial	3	$144,700,000

6 - PASSENGER AUTOS: County 18,657

7 - ELECTRIC METERS: Residence 13,097

8 - GAS METERS: Residence 5,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Railroad 2,000; Lumber & Plywood 530; Mobile Homes 500; Naval Stores 200; Cigar Mfg 275; Dryer Felts for Paper Industry 210; Apparel 420; Rubber Products 65.
Principal Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-93; Summer 67-104; Fall 51-96; Winter 29-83. First killing frost, Nov. 18; last killing frost, Mar. 9.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-2 blocks on Mary St.; 3 on Elizabeth; 1 on Pendleton; 3 on Tebeau; 3 on Plant Ave.; 1 on Isabella.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Flanders(12)	NA	Top Value Stamps, Shemiah Florist
Hatchers Point(29)	NA	Wal-Mart, Piggly Wiggly
Satilla Sq.(14)	NA	Radio Shack, Food Fair

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shopping Centers and Chain Discount Stores, nightly; Supermkt., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears.
Variety Stores-McCrory's; Wal-Mart; K mart.
Discount Stores-Pic'N Save.
Chain Drug Stores-Scottie's 2; Eckerd; Rexall; Medicine Shop.
Chain Supermarkets-Winn-Dixie; Pic'N Save; IGA; Piggly Wiggly; Harvey's.
Other Chain Stores-Kenwin's Dresses; Family Dollar; Choo-Choo Building Supply; Barfield Shoes; Singer; Goodyear; Western Auto; Firestone; Friedman's Jewelers; Sherwin-Williams; 7-Eleven; Jiffy Stores; Flashfoods; Vogue; Pic'n Pay; Radio Shack; Jacobson's World Hi-Fi Electronics; Wise Fashion; Jack's Minute Markets; Shawnee Swifty; Check Mate; M & M; Belk-Hudson.

14 - NEWSPAPERS: JOURNAL-HERALD (e) 13,410; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: B. Morris Johnson, Bus. Mgr., JOURNAL-HERALD, 402 Isabella St., PO Box 219, Waycross, GA 31502; Tel. (912) 283-2244.
National Representative: None.

WEST POINT, GA
See LANETT, AL

HAWAII SURVEYS

METROPOLITAN STATISTICAL AREA

Honolulu-Honolulu County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1989
Under 5 Years	71	78	83
5-14 Years	160	148	158
15-24 Years	154	192	188
25-44 Years	203	295	358
45-64 Years	138	180	198
65 and Over	44	76	176
TOTAL	770	969	1,080

Based on U.S. Census.

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1989 Est.
Bldg. Mat. Hdwr.	74	150	322
General Mdse.	632	657	1,100
Food	651	1,081	1,629
Automobiles	457	541	1,172
Gasoline Stations	176	400	447
Apparel	204	380	616
Furniture	102	161	332
Eat-Drink Places	484	873	1,480
Drugs	174	338	559
TOTAL SALES	3,294	5,193	8,628

HILO

1 - LOCATION: Hawaii Island & County, E&P Map C-2. County Seat. 215 mi. SE of Honolulu; 2,090 mi. W of San Francisco.

2 - TRANSPORTATION: **Motor Freight Carriers**-7.
Freight Steamship Lines-6.
Intercity Bus Lines-To all points on island.
Inter-Island Airlines-Daily freight and passenger between all islands (Hawaiian Airlines; Aloha Airlines).
Inter-Island Water Transportation-Young Bros., tug and barge freight from Hilo, 3 times a week to Hawaii, Maui, Molokai, Kauai. Oil barge service between all islands.
Trans-Pacific Air Service-Direct flights to West Coast by United.

3 - POPULATION:
Corp. City 80 Cen. 35,269; E&P 88 Est. 46,671
NDM-ABC: (80) 64,535
County 80 Cen. 92,807; E&P 88 Est. 116,150
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,765; E&P 88 Est. 14,319
NDM-ABC: (80) 20,277
County 80 Cen. 29,237; E&P 88 Est. 38,283

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 76,025

7 - ELECTRIC METERS: Residence 38,473

8 - GAS METERS: Residence 2,543; Rural Tank 13,465

9 - PRINCIPAL INDUSTRIES: (RTZ) Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 1,700 ($385); Sugar & Agric. 5,200 ($260); Hotels 4,800 ($240).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 67-83; Summer 65-80; Fall 65-78; Winter 62-81. No frost.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-14 blocks on Kamehameha Ave. & Keawe St.; 8 blocks on Kilauea St.; Hilo Shopping Center, Kilauea St.; Hilo Mall; Prince Kuhio Plaza, 6 blocks on Kanoelehua Ave.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept. Stores-Fri.; Drugs-Fri. and Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Liberty House.
Variety Stores-Ben Franklin; Woolworth; Long's; Pay'N Save.
Chain Drug Stores-Long's.
Chain Supermarkets-Food Fair 2; Sure Save 4; K. Taniguchi 4; Safeway; Sack 'N Save.
Other Chain Stores-Western Auto Supply; National Dollar; Zale's; Kinney Shoes; Singer Co.

14 - NEWSPAPERS: TRIBUNE-HERALD (e-mon to fri) 20,284; (S) 23,274; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jim Wilson, Gen. Mgr., TRIBUNE-HERALD, PO Box 767, Hilo, HI 96721; Tel. (808) 969-9100.
National Representative: Papert Companies.

HONOLULU

1 - LOCATION: Honolulu County (MSA). Island of Oahu, E&P Map B-1. Largest city and capital of state. Commercial, industrial, transportation, education, and tourist center. Site of East-West Center. Largest U.S. Naval Base in Pacific (Pearl Harbor); Army Post (Schofield Barracks); Air Force Base (Hickam). 2,091 mi. W of San Francisco.

2 - TRANSPORTATION: Air and water carriers handle inter-island and trans-Pacific passenger and freight.
Inter-Island-(air) Daily freight and passenger service flights between all islands (Aloha, Hawaiian Airlines).
Inter-Island-(water) Tug and barge freight service, three times weekly to Hawaii, Maui, Kauai and Molokai. Oil barge service between all islands.
Trans-Pacific-(air) Service to all parts of world via Pan Am; United; Northwest Orient; Continental; American; TWA; Canadian Pacific; Japan; Quantas; British Airways; Philippine Airlines; Air New Zealand; U.T.A.; T.I.A. (Trans. International Airlines); World Airways; China Airlines; Korean Airlines.
Trans-Pacific-(water) To ports all over the world by Matson; United States Line; Pacific & Orient; Lykes Bros.; and other lines.

3 - POPULATION:
Corp. City 80 Cen. 365,048; E&P 88 Est. 397,005
NDM-ABC: (80) 762,565
County/MSA 80 Cen. 764,756; E&P 88 Est. 826,303

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 142,280; E&P 88 Est. 146,671
County/MSA 80 Cen. 230,213; E&P 88 Est. 254,164
NDM-ABC: (80) 230,214

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	8	$5,255,000,000
Commercial	10	$7,722,000,000
Trust Companies	4	$43,900,000

6 - PASSENGER AUTOS: Oahu Island 444,513

7 - ELECTRIC METERS: Residence 276,194

8 - GAS METERS: Residence 28,933

9 - PRINCIPAL INDUSTRIES: Honolulu County-Industry, No. of Wage Earners-Agric. 11,200; Mfg. 22,200; Trans./Commun./Util. 30,700; Whol./Ret. 105,750; Services & Misc. 103,800; Gov't 91,050; Contr. Constr. 17,950; Fin./Ins./R.E. 31,600; Self Emp./Dom. 28,700.

10 - CLIMATE: Min. & Max. Temp.-Spring 69-78; Summer 72-81; Fall 73-82; Winter 67-77.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Downtown Shopping Center**-9 blocks on Fort St. Mall and connecting sts.
Regional Shopping Centers-Ala Moana; Pearl Ridge; Kahala Mall; Ward Warehouse; Windward Mall.
Neighborhood Shopping Centers-Hawaii Kai; Kamehameha; Moanalua; Windward City; Kailua; Aikahi Park; Salt Lake; Waipahu; Aina Haina; Ewa Beach; Niu Valley; Pearl City; Kuapa Kai.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Aiea	8	Times, Value Drug
Aina Haina	7	Foodland
Aikahi	12	Safeway
Ala Moana	1	Sears, JCPenney, Liberty House, Long's, Woolworth
Ewa Beach	20	Foodland, Woolworth
Hawaii Kai	11	Foodland, Ben Franklin
Kahala Mall	5	Star, JCPenney, Long's, Woolworth
Kailua	12	Liberty House, Times
Kamehameha	2	Star, Thrifty Drug
Kaneohe	12	Times
Moanalua	6	Foodland, Longs
Niu Valley	9	Times
Pearl City	9	Foodland, Holiday Mart
Pearlridge	8	Liberty House, Star, Sears, JCPenney
Waipahu	11	Arakawa's, Big Way, Foodland
Wahiawa	13	Big Way
Windward City	12	Foodland

Stores Open Evenings-Major stores every evening and Sun.

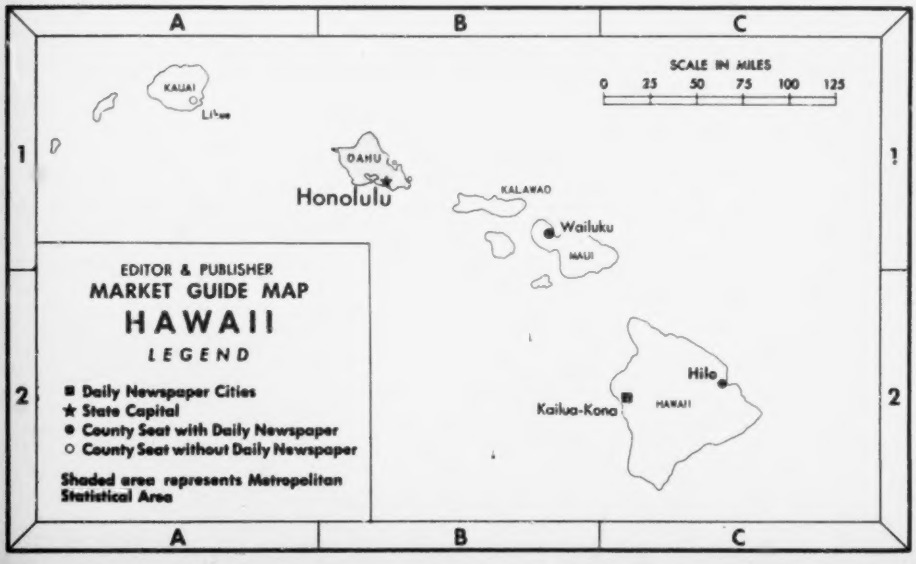
13 - RETAIL OUTLETS: **Department Stores**-Sears 3; Liberty House 7; JCPenney 3; Arakawa's; The Ritz 5.
Discount Stores-Gem 4; Gibson; Holiday Mart/Dai'ei 3; Military PX 5.
Variety Stores-Woolworth 6; Cornet 4; Ben Franklin 2.
Chain Drug Stores-Long's 13; Value; Thrifty 2; Waldrich 3; Royal; Sav Mor 2; Pay n'Save 11.
Chain Supermarkets-Foodland 28; Times 15; Safeway 10; Holiday Superfoods 3; Bigway 3; Star Markets 6; Gibson's/Shopping Basket 3; P&P 2; 7-Eleven 21.
Independent Food Store Groups-Food Giant 11; IGA 5.
Other Chain Stores-Watumull's 27; Singer Co.; Hartfield's 4; Standard Shoe; Gallenkamp 3; Thom McAn 7; Carol & Mary 5; Ethel's 3; Villa Roma 3.

14 - NEWSPAPERS: ADVERTISER (m) 95,437; STAR-BULLETIN (e) 98,485; STAR-BULLETIN & ADVERTISER (S) 205,326; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Phillip King, Adv. Mgr., Hawaii Newspaper Agency, PO Box 3350, Honolulu, HI 96801; Tel. (808) 525-8000.
National Representative: Gannett National Newspaper Sales.

KAILUA-KONA

1 - LOCATION: Hawaii Island & County, E&P Map C-2. In western part of the island. Kona is comprised of a N & S Division. Kailua is located in Kona's N Division.

2 - TRANSPORTATION: **Water Transportation**-7 steamship vessels.
Intercity Bus Lines-1 to all points on the island.
Airlines-Hawaiian; Aloha.



3 - POPULATION:
Corp. City 80 Cen. 13,748; E&P 88 Est. 20,298
County 80 Cen. 92,807; E&P 88 Est. 116,150
NDM-ABC: (80) 27,518

4 - HOUSEHOLDS:
City 80 Cen. 10,970; E&P 88 Est. 8,982
County 80 Cen. 29,237; E&P 88 Est. 38,283
NDM-ABC: (80) 8,960

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 76,025

7 - ELECTRIC METERS: Residential County 37,670

8 - GAS METERS: Residential County 10,343

9 - PRINCIPAL INDUSTRIES: Tourism; Constr.; Agric.

10 - CLIMATE: Min. & Max. Temp.-Spring 67-83; Summer 65-80; Fall 65-78; Winter 62-81

11 - TAP WATER: Soft

12 - RETAILING: **Principal Shopping Center**-Kona Coast Shpg. Ctr.
Neighborhood Shopping Centers-N. Kona Shpg. Ctr.; Kealakekua Ranch Ctr.; Parker Ranch Ctr.; World Sq.; Kona Inn Shpg. Vlg.
Principal Shopping Days-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Liberty House; Sears
Variety Stores-Ben Franklin; Pay 'N Save
Chain Drug Stores-Pay 'N Save
Chain Supermarkets-K. Taniguchi; Foodland; Sure Save
Other Chain Stores-Andrades; McInerny

14 - NEWSPAPERS: WEST HAWAII TODAY (m-mon to fri) 9,210; (S) 9,432; Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: Debbie Ward, Adv. Mgr., WEST HAWAII TODAY, Box 789, Kailua-Kona, HI 96740; Tel. (808) 329-9311.
National Representative: Papert Companies.

LIHUE

1 - LOCATION: Kauai Island & County. E&P Map A-1. County Seat.

2 - TRANSPORTATION: **Inter-Island Airlines**-Services between all islands-Hawaiian Airlines; Aloha; Mid-Pacific.
Inter-Island Water Transport-Tug, barge freight services three times weekly between Hawaii, Molokai, Kauai, Maui, Oahu. Oil barge services between all islands.

3 - POPULATION:
Corp. City 80 Cen. 4,000; E&P 88 Est. 5,147
County 80 Cen. 39,355; E&P 88 Est. 48,128
NDM-ABC: (80) 39,082

4 - HOUSEHOLDS:
City 80 Cen. 1,389; E&P 88 Est. 1,732
County 80 Cen. 12,020; E&P 88 Est. 15,076
NDM-ABC: (80) 12,020

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	N.A.

6 - PASSENGER AUTOS: County 36,877

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A. No frost.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Kukui Grove(58)	NA	JCPenney, Sears
Lihue(24)	NA	Sears, Woolworth
Menehune Vlg.(30)	NA	
Rice(15)	NA	
Eleele(21)	NA	Ben Franklin
Princeville(7)	NA	Food Pantry
Kapaa(15)	NA	Ben Franklin
Mkt. Pl.-Coconut Plantation(75)	NA	Boutiques and shops

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: THE GARDEN ISLAND (e-mon, tues, wed, fri) 9,525; (S) 9,528; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: David Noda, Adv. Dir., THE GARDEN ISLAND, PO Box 231, Lihue, HI 96766; Tel. (808) 245-3681.
National Representatives: Papert Companies; US Suburban Press.

WAILUKU

1 - LOCATION: Maui Island & County. E&P Map B-1. County Seat. Tourism & Agricultural. Second largest Island in Hawaii Chain. 90 sea mi. S of Honolulu, Oahu.

2 - TRANSPORTATION: **Sea Transportation**-Matson.
Airlines-Hawaiian; Aloha; Mid-Pacific; United; American.

3 - POPULATION:
Corp. City 80 Cen. 10,674; E&P 88 Est. 12,770
County 80 Cen. 71,589; E&P 88 Est. 97,048
CZ-ABC: (80) 23,238
RTZ-ABC: (80) 47,753
City & RTZ-ABC: (80) 70,991

4 - HOUSEHOLDS:
City 80 Cen. 3,392; E&P 88 Est. 3,164
County 80 Cen. 22,510; E&P 88 Est. 31,847
CZ-ABC: (80) 7,251
RTZ-ABC: (80) 15,259
City & RTZ-ABC: (80) 22,510

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	7	$281,469,000
Savings & Loan	6	$200,141,000

6 - PASSENGER AUTOS: County 67,573

7 - ELECTRIC METERS: Residence 27,007

8 - GAS METERS: Residence 338

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Sugar & Pineapple 4,167 ($285); Hotels 3,998 ($183).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-65-95.

11 - TAP WATER: Mountain rain water, soft.

12 - RETAILING: **Principal Shopping Center**-Kaahumanu Center & Maui Mall, Wailuku/Kahului Area.
Neighborhood Shopping Centers-Lahaina Shopping Center & Lahaina Cannery; Azeka Shopping Center, Kihei; Pukalani Shopping Center, Pukalani.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Lahaina(30)	30	Ben Franklin, Foodland, Safeway
Azeka(20)	15	Ben Franklin, Star Mkt., Foodland
Pukalani(15)	15	Ben Franklin, Foodland
Kaahumanu(50)	NA	Foodland, Sears, Liberty House
Maui Mall(40)	NA	Woolworth, Longs, Star

Principal Shopping Days-Wed., Thur., Fri. & Sun.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Liberty House (Amfac); Sears; Shirokiya.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Longs; Pay 'N Save.
Chain Supermarkets-Foodland; Star; Safeway.
Other Chain Stores-Monarch Hardware.

14 - NEWSPAPERS: MAUI NEWS (e-mon to fri) 16,294; (S) 17,022; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Mae McCarter, Adv. Mgr., MAUI NEWS, PO Box 550, Wailuku, Maui, HI 96793; Tel. (808) 244-3981; 1-800-367-8047, Ext. 460.
National Representatives: U.S. Suburban Press; Papert Companies.

IDAHO SURVEYS

METROPOLITAN STATISTICAL AREA

Boise-Ada County.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1989**
Under 5 Years	64	94	107
5-14 Years	153	165	163
15-24 Years	128	174	152
25-44 Years	158	259	331
45-64 Years	143	161	161
65 and Over	67	94	97
TOTAL	713	947	1,012

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1989 Est.**
Bldg. Mat./Hdwr	286	257	504
General Mdse	280	308	684
Food	659	1,036	1,442
Automobiles	700	800	1,625
Gasoline Stations	223	353	364
Apparel	121	175	265
Furniture	150	164	320
Eat-Drink Places	260	364	584
Drugs	106	163	254
TOTAL SALES	3,016	4,060	6,433

BLACKFOOT

1 - LOCATION: Bingham County. E&P Map C-5. County Seat. 27 mi. N of Pocatello on Yellowstone & Roosevelt Hwys. Agric. ctr.

2 - TRANSPORTATION: **Railroads**-C.P.
Motor Freight Carriers-5
Intercity Bus Lines-Greyhound; Aberdeen Stages; Salmon River Stages.
Air Service-Local Charter available.

3 - POPULATION:
Corp. City 80 Cen. 10,065; E&P 88 Est. 10,139
County 80 Cen. 36,520; E&P 88 Est. 38,695

4 - HOUSEHOLDS:
City 80 Cen. 3,266; E&P 88 Est. 3,449
County 80 Cen. 10,772; E&P 88 Est. 11,772

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	N.A.
Savings & Loan	2	$42,000,000

6 - PASSENGER AUTOS: County 27,991

7 - ELECTRIC METERS: Residence 4,622

8 - GAS METERS: County 2,451

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Potato Shipping, Packing & Proc. 1,200; Grain Elevators 36.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-60; Summer 34-95; Fall 9-69; Winter -3-51. First killing frost, Sept. 17; last killing frost, May 22.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: **Shopping Center**-Riverside Plz. Shpg. Ctr.
Principal Shopping Days-Mon., Sat.

13 - RETAIL OUTLETS:
Variety Stores-Estenson's; M.H. King.
Discount Stores-Sprouse-Reitz; Yellow Front.
Drug Stores-Arnell's 2; Jay's.
Chain Supermarkets-Albertson's; Kesler's IGA; L&W's Shop & Save; Circle K; Mighty Dan's; Gormans Food & Drug.
Other Chain Stores-OK Tire; Les Schwab Tires.

14 - NEWSPAPERS: NEWS (m) 5,850, sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Kaye Dayton, Adv. Mgr. NEWS, 27 NW Main, Blackfoot, ID 83221; Tel. (208) 785-1100.
National Representative: Landon Associates.

BOISE

1 - LOCATION: Ada County (MSA). E&P Map A-4. County Seat. State Capitol. Regional government, wholesale, retail, manufacturing and recreational hub. SW portion of the state. 336 mi. NW of Salt Lake City and 430 mi. SE of Portland. On U.S. Hwys. 20, 26, 30 and I-84.

2 - TRANSPORTATION: **Railroads**-Union Pacific (freight); Amtrak.
Airlines-United; Alaska Air; Horizon Air; Delta; Continental; Empire; Skywest.
Motor Freight Carriers-39.
Intercity Bus Lines-Greyhound; Boise-Winnemucca; Northwestern; Emmett Valley Stages.

3 - POPULATION:
Corp. City 80 Cen. 102,160; E&P 88 Est. 115,726
CZ-ABC: (80) 154,738
RTZ-ABC: (80) 207,426
County/MSA 80 Cen. 174,312; E&P 88 Est. 198,168
City & RTZ-ABC: (80) 362,164

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 40,269; E&P 88 Est. 47,411
County/MSA 80 Cen. 63,139; E&P 88 Est. 74,367
CZ-ABC: (80) 57,325
RTZ-ABC: (80) 70,370
City & RTZ-ABC: (80) 127,695

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	8	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 162,830

7 - ELECTRIC METERS: Residence 75,350

8 - GAS METERS: Residence 47,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Contract Constr. Agriculture (3,550); Construction & Mining (3,800); Trans (2,700); Communication & Util (2,400); Finance, Insurance and Real Estate (7,450); Services (18,900); Retail Trade (17,250) Whol Trade (5,550); Gov't (17,500) and Manufacturing (11,850). **Principal Pay Days**-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-62; Summer 59-90; Fall 40-62; Winter 20-36. First killing frost, Oct. 15; last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-Downtown Boise; 8th St. Market Place; Old Boise; Boise Towne Sq.; Park Center Mall; Westgate Mall.
Neighborhood Shopping Centers-Eastgate; Broadway; Vista Village; Albertsons Marketplace; Northgate; Collister; Plantation; Glenwood Center; Cole Village; Evergreen Plz.; Westgate; Linda Vista Plaza; Fairview Mini Mall; Franklin; Hillcrest; Overland Park.
Nearby Shopping Centers-Elm Tree Plaza; Elm's Park; Fairview West; Village; Five Mile Plaza; Cherry Plaza; Karcher Mall.
Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Thur., Fri.
Stores Open Sundays-Grocery; chain drug stores; discount; department; home improvement.

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Broadway	3	Albertson's Foods
Cole Village(29)	6	Waremart, C.R. Anthony
Collister Ctr.	6	M&W Food
Franklin(14)	3	Albertson's
Hillcrest Plz.(28)	4	Thrifty Drug, Buttrey's, Fred Meyer
Karcher Mall(63)	20	Bon Marche, C.R. Anthony, JC Penney
Overland Plz.(30)	5	Smith's Food, C.R. Anthony
Plantation Shopping Ctr.	NA	Payless Drugs, Ernst Home Ctrs.
Vista Village(27)	3	C.R. Anthony, Albertson's
Westgate Ctr.(30)	4	Osco, Albertson's, Buttreys
Westgate Mall	4	The Bazaar Dept.
Eastgate	10	Albertson's, Payless

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Mon., Sat.
Stores Open Sundays-Grocery; chain drugs; discount stores; dept. stores.

13 - RETAIL OUTLETS: **Department Stores**-Bon Marche; Bazaar; The Mode; JCPenney; Sears; C.R. Anthony; Emporium.
Variety Stores-King.
Discount Stores-K mart; Fred Meyer; Shopko; Best; TJ Maxx; Pic N' Save.
Chain Drug Stores-Thrifty; Payless.
Chain Supermarkets-Albertson's; M&W; Smith's Food King; Fred Meyer Foods; Maxx.
Other Chain Stores-Pay 'n Pak; Hermans Sports; Eagle Electric; Ernst Hardware; BMC West; Coast to Coast; Firestone; Les Schwab; Self Service Furniture; Circle K; 7-Eleven.

14 - NEWSPAPERS: IDAHO STATESMAN (m) 54,632; (S) 71,801; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Allen Walters, Ret. Sales Mgr. or Joan Mather, Adv. Dir., IDAHO STATESMAN, 1200 N. Curtis Rd., PO Box 40, Boise, ID 83707; Tel. (208) 377-6200.
National Represenitive: Gannet National Newspaper Sales.

BURLEY

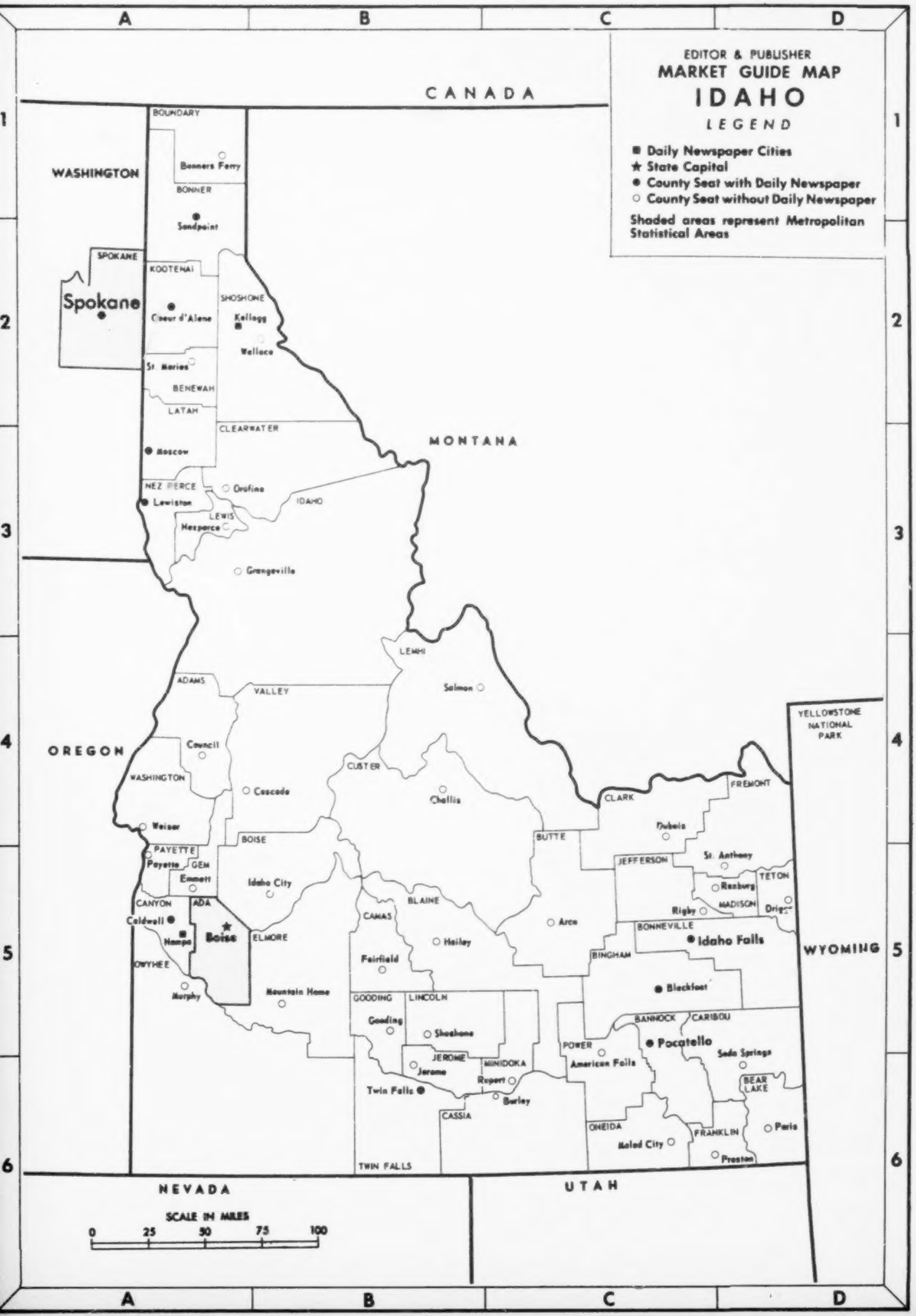
1 - LOCATION: Cassia & Minidoka Counties. E&P Map C-6; on U.S. Hwys. 30, I-15, I-80; State Hwy. 27, 25.

2 - TRANSPORTATION: **Railroads**-Cutoffline; U.P.R.R.
Interstate Bus Lines-Trailways; Greyhound.
Airlines-Air Idaho; Sun Valley Key.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 8,761; E&P 88 Est. 9,133
Counties 80 Cen. 39,071; E&P 88 Est. 42,603
Cassia 80 Cen. 19,435; E&P 88 Est. 21,047
Minidoka 80 Cen. 19,636; E&P 88 Est. 21,556

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,030; E&P 88 Est. 3,170
Counties 80 Cen. 18,609; E&P 88 Est. 13,794


EDITOR & PUBLISHER
MARKET GUIDE MAP
IDAHO
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
A
B
C
D
1
2
3
4
5
6
CANADA
WASHINGTON
MONTANA
OREGON
WYOMING
NEVADA
UTAH
YELLOWSTONE NATIONAL PARK
SPOKANE
Spokane
BOUNDARY
Bonners Ferry
BONNER
Sandpoint
KOOTENAI
Coeur d'Alene
SHOSHONE
Kellogg
Wallace
St. Maries
BENEWAH
LATAH
Moscow
CLEARWATER
Orofino
NEZ PERCE
Lewiston
LEWIS
Nezperce
IDAHO
Grangeville
ADAMS
VALLEY
LEMHI
Salmon
Council
WASHINGTON
Cascade
CUSTER
Challis
Weiser
PAYETTE
Payette
GEM
Emmett
BOISE
Idaho City
CANYON
Caldwell
Nampa
ADA
Boise
ELMORE
OWYHEE
Murphy
Mountain Home
CAMAS
Fairfield
BLAINE
Hailey
BUTTE
Arco
CLARK
Dubois
FREMONT
St. Anthony
JEFFERSON
Rigby
MADISON
Rexburg
TETON
Driggs
BONNEVILLE
Idaho Falls
BINGHAM
Blackfoot
GOODING
Gooding
LINCOLN
Shoshone
JEROME
Jerome
MINIDOKA
Rupert
Burley
Twin Falls
CASSIA
TWIN FALLS
POWER
American Falls
BANNOCK
Pocatello
CARIBOU
Soda Springs
BEAR LAKE
Paris
ONEIDA
Malad City
FRANKLIN
Preston
SCALE IN MILES
0
25
50
75
100

Cassia 80 Cen. 6,119; E&P 88 Est. 6,798
Minidoka 80 Cen. 12,490; E&P 88 Est. 6,996

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	6	$90,393,000
Savings & Loan	2	$6,000,000

6 - PASSENGER AUTOS: Counties Cassia 16,022; Minidoka 16,710

7 - ELECTRIC METERS: Residence Cassia 5,846; Minidoka 4,686

8 - GAS METERS: Cassia 2,718; Minidoka 2,245

9 - PRINCIPAL INDUSTRIES: Food Proc.; Elevators; Recreation-Motel Convention; Agric. 6,850 employed; Av. Wkly. Wage $150; Farm Income $14,600

10 - CLIMATE: Min. & Max. Temp.-Summer 56-104; Fall 45-96; Winter-Spring 28-68; 8 in. precipitation yearly

11 - TAP WATER: Hard

12 - RETAILING: **Principal Shopping Centers**-7 blocks downtown; Overland Shopping Center; Skaggs-Albertson Center; K mart; Burley Mall
Nearby Shopping Centers-Twin Falls (45 mi.); Rupert (7 mi.)

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Hirsch Stores (Intl. Shoe); Hudson; Sears; M.H. King; Roper's; Sprouse-Reitz; Block's
Discount Stores-Cal-Ranch Farm; Hall Farm; K mart
Chain Drug Stores-Skaggs
Chain Supermarkets-Albertson's; Smith Food King; Johns; Swensen's; Stokes
Other Chain Stores-Coast-to-Coast; Big O Tires; Mode O'Day; Mayfair; Jensen Jewelry; Tires West; Triangle Tires; Zale's; Commercial Tires; Western Auto

14 - NEWSPAPERS: SOUTH IDAHO PRESS (e-mon to fri) 6,938; (S) 7,332; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: John Eberline, Adv. Dir., SOUTH IDAHO PRESS, 230 E. Main St., Burley, ID 83318; Tel. (208) 678-2201.
National Representative: None

CALDWELL
See NAMPA

COEUR D'ALENE

1 - LOCATION: Kootenai County, E&P Map A-2. County Seat. On Lake Coeur d'Alene.

2 - TRANSPORTATION: **Railroads**-NP; CM; St. Paul; Spokane-International & G.N.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 20,054; E&P 88 Est. 27,486
County 80 Cen. 60,307; E&P 88 Est. 71,727
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,857; E&P 88 Est. 9,859
County 80 Cen. 21,404; E&P 88 Est. 25,841

5 - BANKS	NUMBER	EST. DEP.
Commercial	9	$124,000,000
Savings & Loan	1	$38,000,000

6 - PASSENGER AUTOS: County 63,262

7 - ELECTRIC METERS: Residence 7,110

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber & Forest 1,453 ($160); Aluminum Electronics 150 ($180); Whol. & Ret. 2,028 (N.A.); State employees 376 ($150).

10 - CLIMATE: Min. & Max. Temp.-Spring 33-59; Summer 49-83; Fall 35-64; Winter 24-36.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Midtown	1	Moen Hdwe., Sears, Safeway, Pay 'N Save, Runge Furn.
Hayden Lake	6	Low Cost Drug, Ron's Thrift
Sunset Hts.	2	
Northview Plaza	1	Albertson's, Modern Drug, Coast to Coast Hdwe.
Coeur d'Alene Mall	NA	Lamonts, Rosquer's, Mont. Ward, Pay N Pak

Principal Shopping Days-Mon., Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Pay 'N Save; Sears; Harvey's
Variety Stores-Sprouse-Reitz; Shopko; K mart
Chain Supermarkets-Albertson's; RJ's; Safeway; Ron's; Rosauer's; Super1
Other Chain Stores-Low Cost Drug; Yellow Front; Pay N Pak

14 - NEWSPAPERS: PRESS (e) 13,345; (S) 26,401; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Brian Vaillancourt, Adv. Dir., PRESS, 201 Second Ave., Coeur d'Alene, ID 83814; Tel. (208) 664-8176.
National Representative: None

IDAHO FALLS

1 - LOCATION: Bonneville County, E&P Map C-5. County Seat. SE part of state. Shipping center for potatoes, livestock and grain. Headquarters for U.S. Department of Energy. 235 hwy. mi. N of Salt Lake City; on U.S. Hwys. 20, 26, 91, 191, I-15.

2 - TRANSPORTATION: **Railroads**-Union Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Intermountain Teton Stages; Star Valley-Jackson; Salmon Short Line.
Airlines-Delta; Horizon; Sky West; American.

3 - POPULATION:
Corp. City 80 Cen. 39,590; E&P 88 Est. 42,997
CZ-ABC: (80) 39,734
RTZ-ABC: (80) 84,713
County 80 Cen. 66,050; E&P 88 Est. 70,098
City & RTZ-ABC: (80) 124,447

4 - HOUSEHOLDS:
City 80 Cen. 13,916; E&P 88 Est. 15,378
County 80 Cen. 21,307; E&P 88 Est. 23,763
CZ-ABC: (80) 13,916
RTZ-ABC: (80) 23,847
City & RTZ-ABC: (80) 37,763

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$432,852,430
Savings & Loan	4	$103,604,049

6 - PASSENGER AUTOS: County 58,976

7 - ELECTRIC METERS: Residence 16,291

8 - GAS METERS: Residence 12,327

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Nuclear Engineering 10,100; Mining 63; Constr. 1,952; Mfg. 1,740; Trans. and Public Util. 1,079; Whol. 2,404; Ret. 6,068; Fin., Ins. & R.E. 1,792; Service and Misc. 8,915; Gov't 4,471; Agric. & Misc. 2,556.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-55; Summer 48-82; Fall 31-59; Winter 13-30. First killing frost, Sept. 19; last killing frost, May 15.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown-16 blocks on Broadway, Park Ave., Shoup Ave., A St., B St. & C St.; 3 on North Hwy. and 3 West of River.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grand Teton Mall(71)	3	ZCMI, The Bon, JCPenney
Country Club(31)	2	Sears, Lamont's, Osco
Hall Park(6)	2	IGA, Sprouse-Reitz
First Street(10)	1	Buttrey
Skyline(5)	2	Skyline Groc., Ben Franklin, K mart
First Woodruff(6)	2	Smith Food
Westfield Plz.(13)	2	Osco, Albertson's, Coast-to-Coast
Yellowstone(10)	2	Fred Meyer, Albertson's

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Mon. & Fri.; Shpg. Ctrs. Mon. through Fri. until 9; Sun. 12-7.

13 - RETAIL OUTLETS: **Department Stores**-ZCMI; The Bon; JCPenney; Sears; ShopKo; Idaho Dept.; Lamont's; Ferrell's; K-G Stores; Ernst; Fred Meyers; K mart.
Variety Stores-Ben Franklin; Sprouse-Reitz; Bonanza; King's.
Discount Stores-The Mart; Fred Meyer; K mart; Ernst; Coast-to-Coast; Shopko.
Chain Drug Stores-Osco 2; Rexall 2; Smith's.
Chain Supermarkets-Albertson's 3; IGA 2; Buttrey's; Waremart Mkt.; Saving Center 2; Smith's Food King
Other Chain Stores-Firestone; Singer Co.; Fabric Land; Pay Less Shoes; Kinney Shoes; Jensen Jewelry; State Hardware; Sunset Sport; House of Fabric; Samon's; Color Tile; Radio Shack; Bill Meyers; Schubach's; Zale's; Roth Shoes; Deseret Book; Brook's Fashion; Foxmoor; JoAnn Fabrics; Seiferts; Music Land; Dalton Books; Waldenbooks; General Nutrition; Kinderphoto; Jay Jacobs; The Closet; Close Direct; Pykettes; Computerland.

14 - NEWSPAPERS: POST-REGISTER (e-mon to fri) 24,643; (S) 25,690; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jack Couch, Adv. Mgr., POST-REGISTER, 333 Northgate Mile, PO Box 1800, Idaho Falls, ID 83403; Tel. (208) 522-1800.
National Representative: Landon Associates

KELLOGG

1 - LOCATION: Shoshone County, E&P Map A-2. 75 mi. E of Spokane; on U.S. Hwys. 10, 90.

2 - TRANSPORTATION: **Railroads**-Union Pacific.
Intercity Bus Lines-Greyhound

3 - POPULATION:
Corp. City 80 Cen. 3,417; E&P 88 Est. 2,277
County 80 Cen. 19,264; E&P 88 Est. 14,931

4 - HOUSEHOLDS:
City 80 Cen. 1,330; E&P 88 Est. 893
County 80 Cen. 6,870; E&P 88 Est. 7,061

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 12,562

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining & Smelting of Various Metals; Forest Prods.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Very soft

12 - RETAILING: **N.A.**

13 - RETAIL OUTLETS: **Department Stores**-Morrows; Patano's; JCPenney
Chain Supermarkets-IGA; Britt's Garden Spot; Stein's Garden Spot; Excell Foods; JB Food City; Safeway; Wayside; Barney's

14 - NEWSPAPERS: SHOSHONE COUNTY NEWS-PRESS (e-mon to fri) 4,562; (S) 26,401; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Regina Mason, Bus. Mgr., SHOSHONE COUNTY NEWS-PRESS, 401 Main St., Kellogg, ID 83837; Tel. (208) 783-1107.
National Representative: None

LEWISTON, ID-CLARKSTON, WA

1 - LOCATION: Lewiston in Nez Perce County, ID, County Seat. Clarkston in Asotin County, WA, E&P Map A-3, Residential Center. 100 mi. SE of Spokane at junction of the Snake and Clearwater Rivers; Clarkston on other side of Snake River, terminus of barge lines on the lower Snake and Columbia Rivers. On Wash. State Hwy. 9; U.S. Hwys. 26, 95, 195 and Lewis & Clark Hwy.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Union Pacific; Camas Prairie.
Motor Freight Carriers-10.
Intercity Passenger Bus Lines-Greyhound; Northwestern Stages; Clearwater Stages.
Airlines Serving City-Horizon; Empire Airways; United Express.

3 - POPULATION:
Corp. Cities 80 Cen. 34,889; E&P 88 Est. 36,621
Lewiston, ID 80 Cen. 27,986; E&P 88 Est. 29,601
Clarkston, WA 80 Cen. 6,903; E&P 88 Est. 7,020
Counties 80 Cen. 50,137; E&P 88 Est. 51,479
Nez Perce, ID 80 Cen. 33,288; E&P 88 Est. 33,665
Asotin, WA 80 Cen. 16,849; E&P 88 Est. 17,814
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 13,678; E&P 88 Est. 14,445
Lewiston, ID 80 Cen. 10,769; E&P 88 Est. 11,447
Clarkston, WA 80 Cen. 2,909; E&P 88 Est. 2,998
Counties 80 Cen. 18,960; E&P 88 Est. 20,084
Nez Perce, ID 80 Cen. 12,490; E&P 88 Est. 13,004
Asotin, WA 80 Cen. 6,470; E&P 88 Est. 7,080

5 - BANKS	NUMBER	EST. DEP.
Commercial	8	$347,000,000
Savings & Loan	4	$120,000,000

6 - PASSENGER AUTOS: Nez Perce Co. 31,269; Asotin Co. 8,649

7 - ELECTRIC METERS: Residence 21,523

8 - GAS METERS: Residence 6,851

9 - PRINCIPAL INDUSTRIES: Wood Prods.; Pulp & Paperboard; Tissue Mill; Frozen Foods; Grain Elevators; Railway Shops & Hdqtrs.; Ammunition; Lime Quarries; Elect. Power Plants; Beverage Bottlers; Hospitals; Boat Works; Marinas; Box Mfg.; College; Concrete Prods. Mfg.; Feed Grinding Plants; Fertilizer Mfg.; Natural Gas; Bulk Petroleum Plants; Livestock Sales; Plating Factory; Seed-cleaning Steel Prods.; Venetian Blinds Fabrication.

10 - CLIMATE: Min. & Max. Temp.-Mar. 36-56; Sept. 49-78. Rainfall 13 in.

11 - TAP WATER: Slightly alkaline, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lewiston(25)	2	Lamont's, The Bon, JCPenney, Shopco, Sears
Southgate(6)	4	Big V Dept.
Sunset(8)	2	Sears, Radio Shack
Town & Country(4)	NA	Food Mkt.
Clarkston Ctr.(5)	NA	Albertson's, Low Cost Drug

Principal Shopping Days-7 days.
Stores Open Evenings-Most Food & Drug stores.

13 - RETAIL OUTLETS: **Department Stores**-The Bon; Lamont's; JCPenney; Lee Morris; Big V.
Variety Stores-Yellow Front; Sprouse Reitz.
Discount Stores-Great Western; K mart; Shopco.
Chain Drug Stores-Payless; The Owl 3; Wasem's Rexall; Marketime; Low Cost; Drug Fair.
Chain Supermarkets-Safeway 2; Family Foods; IGA; Thrift Stores 2; Albertson's 2; Warehouse Foods; Barneys; Food City 3.
Other Chain Stores-Firestone; Evergreen; Goodyear; Les Schwab Tire; Sherwin-Williams Paint; Columbia Paint; Pay Less Shoes; Kinney Shoes; Singer Co.; Bruneel Tire; Lewiston Tire; Royal Optical; Deranleau's; Perfection-Letz Paint; Music City.

14 - NEWSPAPERS: TRIBUNE (mS) 23,278; sworn Sept. 27, 1987.
Local Contact for Advertising and Merchandising Data: Wayne Hollingshead, Adv. Dir., TRIBUNE, 505 C St., Lewiston, ID 83501; Tel. (208) 743-9411.
National Representative: Landon Associates.

MOSCOW

1 - LOCATION: Latah County, E&P Map A-3, County Seat. Business & Agricultural center. Forestry & mining research; University of Idaho. 89 mi. SE Spokane, WA; 320 mi. E of Seattle, WA.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Union Pacific (freight only).
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Roadrunner; Campus Link.
Airlines-Horizon.

3 - POPULATION:
Corp. City 80 Cen. 16,513; E&P 88 Est. 18,850
County 80 Cen. 28,796; E&P 88 Est. 32,148

4 - HOUSEHOLDS:
City 80 Cen. 5,686; E&P 88 Est. 6,615
County 80 Cen. 10,256; E&P 88 Est. 11,354

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$189,961,412
Savings & Loan	1	$19,686,572

6 - PASSENGER AUTOS: County 23,056

7 - ELECTRIC METERS: Residence 8,259

8 - GAS METERS: Residence 2,492

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-County total 8,831 ($215); Constr. 354 ($300); Lumber 759 ($322); Other 110 ($194); Trans., Commun. & Util. 406 ($291); Whol. & Ret. 2,615 ($149); Fin. 215 ($198); Service 1,516 ($161); Gov't 3,356 ($231).
Principal Industrial Pay Days-1st, 10th, 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-86; Summer 40-98; Fall 10-70; Winter -15-55. First killing frost, Sept. 26; last killing frost, Apr. 29.

11 - TAP WATER: Neutral, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-12 blocks on Main; 6 on Washington; 9 on Third; 7 on Jackson; 3 on 2nd, 4th & 5th Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Palouse Empire Mall(64)	2	Bon Marche, JCPenney, K mart, Lamonts, Ernst, Pay 'n Save
Wheatland Mall	8	Safeway, Payless, Sprouse-Reitz
Moscow Mall(25)	1	Safeway, Sears, Thrifty
Korns(4)	1	Rosauers, Drug Fair Checker

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Bon Marche, JCPenney, K mart; Pay 'N Save; Lamonts; Ernst; Sears; Thrifty Drug; Drug Fair; Safeway; Rosauers; Tri-State.

13 - RETAIL OUTLETS: **Department Stores**-Creighton's, JCPenney, Sears, Bon Marche, Lamonts.
Discount Stores-Tri-State Distributors, K mart, Ernst Hardware.
Chain Drug Stores-Drug Fair, Pay 'N Save, Giant T.
Chain Supermarkets-Safeway 2, IGA 2, Rosauer's 3; Warehouse Foods 2.
Other Chain Stores-Schucks (auto), Radio Shack, Sunset Sports, Columbia Paint.

14 - NEWSPAPERS: IDAHONIAN (e) 8,510, Sept. 30, 1987 VAC.
Local Contact for Advertising and Merchandising Data: Ann Hart, Adv. Mgr., IDAHONIAN, 409 S. Jackson, PO Box 8187, Moscow, ID 83843, Tel. (208) 882-5561.
National Representative: Landon Associates.

NAMPA-CALDWELL

1 - LOCATION: Canyon County, E&P Map A-5, 20 mi. W of Boise; 413 mi. from Portland, OR on I-84. Caldwell: County Seat, 361 mi. from Salt Lake City.

2 - TRANSPORTATION: **Railroads**-UP, Amtrak.
Intercity Bus Lines-Greyhound, Pacific Trailways, Boise-Winnemucca.

3 - POPULATION:
Corp. Cities 80 Cen. 42,811; E&P 88 Est. 49,016
Nampa 80 Cen. 25,112; E&P 88 Est. 29,458
Caldwell 80 Cen. 17,699; E&P 88 Est. 19,558
County 80 Cen. 83,793; E&P 88 Est. 91,279

4 - HOUSEHOLDS:
Cities 80 Cen. 15,407; E&P 88 Est. 18,332
Nampa 80 Cen. 8,987; E&P 88 Est. 11,057
Caldwell 80 Cen. 6,420; E&P 88 Est. 7,275
County 80 Cen. 28,458; E&P 88 Est. 31,409

5 - BANKS	NUMBER	DEPOSITS
Nampa:		
Commercial	7	N.A.
Savings & Loan	5	N.A.
Caldwell:		
Commercial	4	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 75,449.

7 - ELECTRIC METERS: Nampa 16,275; Caldwell 14,304.

8 - GAS METERS: Nampa 7,579; Caldwell 4,300.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Nampa: Railroads 880; Sugar 553; Meat Packing 136; Food Proc. 1,629; Institutions 587; Util. 112; Seed Proc. 362; Mobile Home and Recreational Vehicle Mfg. 1,094; Furn. Mfg. 236; Lumber and Timber Prods. 225; Constr. 1,618; Agric. 3,210; Metal Fabrication 370. Caldwell: Mobile Home Mfg. 250; Recreational Vehicle Mfg. 200; Frozen Food Proc. 2,200; Creamery & Cheese Mfg. 120; Meat Packing 150; Constr. 1,218; Agric. 2,840.

10 - CLIMATE: Min. & Max. Temp.-Nampa: Spring 25-96; Summer 37-98; Fall 11-79; Winter 4-48. First killing frost, Sept. 26; last killing frost, May 1. Caldwell: Spring 29-87; Summer 49-98; Fall 22-78; Winter 12-69. First killing frost, Oct. 3; last killing frost, Nov. 7.

11 - TAP WATER: Nampa: Alkaline, very soft; fluoridated. Caldwell: Neutral, soft.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main St.; 5 on Kimbell; 5 on Arthur; 4 on Blaine; 4 on Cleveland.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Holly(7)	1	M&W Mkt.
Karcher(70)	7	Payless, Woolworth, JCPenney, Bon Marche, C.R. Anthony
Owyhee(7)	2	IGH Super Center
South Vlg.(14)	NA	Smith's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri., Shopping centers every night except Sunday.
Stores Open Sundays-Shopping centers, grocers & drugs.

13 - RETAIL OUTLETS: **Department Stores**-Nampa: JCPenney, C.R. Anthony's, Bon Marche (Allied); Ernst, K mart, Fred Meyer, ShopKo.
Discount Stores-Yellow Front 2, Schuck's Auto Supply.
Variety Stores-M.H. King, Bonanza 88, Woolworth.
Chain Drug Stores-Pennywise 2, Osco, Super Thrift.
Chain Supermarkets-Albertson's 3, M&W 2, Waremart Mkts., IGA 1, Paul's Food Mkt. 2.
Other Chain Stores-Firestone 2, Alexander's, Coast-to-Coast, Fashion Crossroads, Fuller Paint, Sherwin-Williams, Goodyear 2, Kinney Shoes, Mary Carter Paints, K-G Stores, Jay Vee Stores, Singer Co., House of Fabrics, OK Tire, Zale's, Discount Fabrics, Radio Shack 2, Belle and Beau, B. Dalton Bookseller, Rusan's, Commerial Tire, Les Schwab Tire.

14 - NEWSPAPERS: IDAHO PRESS-TRIBUNE (e-mon to fri) 17,550; (S) 17,698, Sworn Mar. 31, 1988.
Local Contact for Advertising and Merchandising Data: John Rybarczyk, Adv. Dir., PRESS-TRIBUNE, 1618 N. Midland, Nampa, ID 83651, Tel. (208) 467-9251.
National Representative: None.

POCATELLO

1 - LOCATION: Bannock County, E&P Map C-5, County Seat. Industrial Center. 1,072 mi. W of Omaha, 690 mi. E of Portland, 166 mi. N of Salt Lake City, and 263 mi. S of Butte, MT I-15 and 80.

2 - TRANSPORTATION: **Railroads**-Division point for Union Pacific, Salt Lake-Butte and Omaha-Portland.
Motor Freight Carriers-14.
Intercity Passenger Bus Lines-Greyhound.
Airlines Serving City-Sky West, Horizon Air.

3 - POPULATION:
Corp. City 80 Cen. 46,340; E&P 88 Est. 44,455
CZ-ABC: (80) 53,392
RTZ-ABC: (80) 71,700
County 80 Cen. 65,552; E&P 88 Est. 69,701
City & RTZ-ABC: (80) 125,092
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,840; E&P 88 Est. 16,821
County 80 Cen. 22,489; E&P 88 Est. 24,919
CZ-ABC: (80) 18,937
RTZ-ABC: (80) 21,997
City & RTZ-ABC: (80) 40,934

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$322,935,233
Savings & Loan	2	$49,700,127

6 - PASSENGER AUTOS: County 52,681.

7 - ELECTRIC METERS: 22,363.

8 - GAS METERS: Residence 11,400.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 4,180; Whol. Trade 1,240; Ret. Trade 5,070; Fin., Ins., R.E. 2,120; Constr. 650; Trans., Commun., Util. 2,930; Service 3,940; Gov't Admin. 2,270; Educ. 3,230.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-60; Summer 55-89; Fall 34-64; Winter average 25.6.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Neighborhood Shopping Centers**-Westwood Village Mall, 1 mi. at Garrett Way and Oak Ave.; Buttreys-Osco, 6 Blocks on 5th Ave.; Alameda Plaza, 2 mi. at Yellowstone and Alameda; Pocatello Mall, Yellowstone between Cedar and Alameda 2 mi.; Foothill Plaza, 1 mi. at Alameda & Hilinerd; Pineridge Mall, 1 mi. at Yellowstone and Poleline Rd.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; K mart; Lamont's; ZCMI; The Bon.
Discount Stores-Cal-Ranch & Farm.
Variety Stores-Bonanza.
Chain Drug Stores-Ben Franklin Super Save, Osco; Payless; Fred Meyer; ShopKo.
Chain Supermarkets-AG 4; Albertson's 2; Buttrey's; Safeway 2; Thriftway; Okay; Smith's.
Other Chain Stores-Firestone; Nate Morgan Jewelers; S&H; Zale's Jewelry; Sunset Sporting Goods; Big O Tires; Ernst; Kinney; Thom McAn; Self Service Furn.

14 - NEWSPAPERS: IDAHO STATE JOURNAL (e-mon to fri) 19,384; (S) 20,561; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Peter York, Adv. Dir., IDAHO STATE JOURNAL, 305 S. Arthur, Pocatello, ID 83204, Tel. (208) 232-4161.
National Representative: None.

SANDPOINT

1 - LOCATION: Bonner County, E&P Map A-1, County Seat. On Lake Pend d'Oreille, 80 mi. NE of Spokane.

2 - TRANSPORTATION: **Railroads**-Union Pacific, Burlington Northern, Amtrak.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 4,460; E&P 88 Est. 6,166
County 80 Cen. 24,353; E&P 88 Est. 29,274

4 - HOUSEHOLDS:
City 80 Cen. 1,796; E&P 88 Est. 2,011
County 80 Cen. 8,814; E&P 88 Est. 10,803

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	N.A.

6 - PASSENGER AUTOS: County 25,263.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Lumber Mills, Shingle Mfg., Silver & Lead Mines, Tourism (Lakes & Ski Resorts), Potato Growing, Cattle and Dairy.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-59; Summer 49-83; Fall 35-64; Winter 20-32.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Center**-Bonner Mall, 5th Ave., Downtown Sandpoint.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears (catalog); Sprouse-Reitz; Anthony's; Larsons for Men and Women, Falks.
Discount Stores-Yellow Front.
Other Chain Stores-Kinney Shoes, Two Swabbies.

14 - NEWSPAPERS: BEE (e-mon to fri) 5,200; (S) 26,401, sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: James Thompson, Pub., BEE, PO Box 159, Sandpoint, ID 83864, Tel. (208) 263-9534.
National Representative: None.

TWIN FALLS

1 - LOCATION: Twin Falls County, E&P Map B-6, County Seat. In SE part of state; 120 mi. WSW of Pocatello; 125 mi. from Boise; 240 mi. from Salt Lake City, UT. On U.S. Hwy. 1-80 and 93.

2 - TRANSPORTATION: **Railroads**-Union Pacific.
Motor Freight Carriers-11.
Intercity Bus Lines-Union Pacific; Trailways; Twin Falls-Wells; Sun Valley Stage Lines.
Airlines-Horizon; Sky West.

3 - POPULATION:
Corp. City 80 Cen. 26,209; E&P 88 Est. 29,668
CZ-ABC: (80) 31,184
RTZ-ABC: (80) 101,697
City & RTZ-ABC: (80) 132,881
County 80 Cen. 53,207; E&P 88 Est. 57,130

4 - HOUSEHOLDS:
City 80 Cen. 11,386; E&P 88 Est. 11,441
County 80 Cen. 20,528; E&P 88 Est. 20,676
CZ-ABC: (80) 11,386
RTZ-ABC: (80) 34,494
City & RTZ-ABC: (80) 45,880

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 47,500.

7 - ELECTRIC METERS: Residence 25,158.

8 - GAS METERS: Residence 10,987.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Proc. 2,600 ($292); Box Factory 100 ($258); Plastic Household Utensils 800 ($252); Constr. 1,200 ($287); Ret. Trade 5,000 ($207); Gov't 3,300 ($295); Printers 1,500 ($300).

10 - CLIMATE: Min. & Max. Temp.-Spring 33-62; Summer 52-89; Fall 33-65.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Main with adjacent shops & servs. on 2nd Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Magic Valley Mall(35)	4	Bon Marche, Shopko, JCPenney, Zales, Pederson's
Blue Lakes(33)	3	Woolworth, Osco, Zale's, The Mode
Lynwood(50)	2	Alexanders, Payless, Safeway, M.H. King

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Fri. City Wide: Sears, Osco, Penney-Wise, JCPenney, K mart, Ernst, Pay Less-Shopko, Bon Marche-every evening.

13 - RETAIL OUTLETS: **Department Stores**-Sears, Alexander's, Roper's, Paris, Kathy's.
Variety Stores-M.H. King.
Discount Stores-K mart; Woolworth; Schuck's.
Chain Drug Stores-Osco, Penny-Wise, Pay Less, Smith Drug King.
Chain Supermarkets-Albertson's, Safeway 2, Smith's, Buttrey's, Waremart, Swenson's 4.
Other National Chain Stores-Firestone, Bennett's (paint & glass), Ernst, ShopKo.

14 - NEWSPAPERS: TIMES-NEWS (m) 20,584; (S) 21,462, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: William Blake, Adv. Dir., TIMES-NEWS, 132 3rd St. W., Twin Falls, ID 83301, Tel. (208) 733-0931.
National Representative: None.

ILLINOIS SURVEYS

METROPOLITAN STATISTICAL AREAS

Bloomington-Normal-McLean County.
Champaign-Urbana-Rantoul-Champaign County.
Davenport-Rock Island-Moline, IA-IL-Scott County, IA; Henry and Rock Island Counties, IL.
Decatur-Macon County.
Kankakee-Kankakee County.
Peoria-Peoria, Tazewell and Woodford Counties.
Rockford-Boone and Winnebago Counties.
Springfield-Menard and Sangamon Counties.
St. Louis, MO-IL-St. Louis City; Franklin, Jefferson, St. Charles and St. Louis Counties, MO; Clinton, Jersey, Madison, Monroe and St. Claire Counties, IL.

PRIMARY METROPOLITAN STATISTICAL AREAS

Aurora-Elgin-Kane and Kendall Counties.
Chicago-Cook, DuPage and McHenry Counties.
Joliet-Grundy and Will Counties.
Lake County-Lake County.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Chicago-Gary-Lake County, IL-IN-WI-Includes Aurora-Elgin, IL PMSA; Chicago, IL PMSA; Gary-Hammond, IN PMSA; Joliet, IL PMSA; Kenosha, WI PMSA; and Lake County, IL PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1989
Under 5 Years	937	851	1,015
5-14 Years	2,234	1,768	1,741
15-24 Years	1,856	2,138	1,151
25-44 Years	2,653	3,147	3,863
45-64 Years	2,346	2,268	2,135
65 and Over	1,089	1,261	1,117
TOTAL	11,113	11,433	11,624

Based on U.S. Census.

POPULATION ESTIMATES
(Thousands)

Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 census.

Cities	Total Pop.	Spanish Origin	Percent
Aurora	81	14	17.8
Chicago	3,005	421	14.0
Elgin	64	7	10.2
Waukegan-N. Chicago	106	15	13.7

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1989 Est.
Bldg Mat Hdwr	1 929	2 095	4 144
General Mdse	5 129	5 894	9 277
Food	7 571	10 323	14 418
Automobiles	6 098	8 833	17 365
Gasoline Stations	3 041	4 591	4 809
Apparel	2 197	3 252	4 899
Furniture	1 818	2 130	4 089
Eat Drink Places	3 665	5 047	8 010
Drugs	1 964	2 111	3 265
TOTAL SALES	39 215	50 747	78 809

ALTON-EAST ALTON-WOOD RIVER

1 - LOCATION: Madison County (In St Louis MO-IL MSA) E&P Map B-4 Near confluence of the Missouri & Mississippi rivers 25 mi NE of St Louis 84 mi S of Springfield and 238 mi SE of Chicago

2 - TRANSPORTATION: **Railroads**-CB&O, Illinois-Central-Gulf, Conrail, Illinois-Bridge & Belt Amtrak
Motor Freight Carriers-4
Intercity Bus Lines-Bi-State Transit System

3 - POPULATION:
Corp Cities 80 Cen 53 743 E&P 88 Est 52 882
Alton 80 Cen 34 171 E&P 88 Est 33 358
East Alton 80 Cen 7 123 E&P 88 Est 7 168
Wood River 80 Cen 12 446 E&P 88 Est 12 356
CZ-ABC (80) 93 762
RTZ-ABC (80) 105 565
MSA 80 Cen 2 376 748 E&P 88 Est 2 468 035
County 80 Cen 247 577 E&P 88 Est 245 217
City & RTZ-ABC (80) 199 327
Demographic Information available from Newspaper See paragraph 14

4 - HOUSEHOLDS:
Cities 80 Cen 20 762 E&P 88 Est 21 317
Alton 80 Cen 12 993 E&P 88 Est 13 318
East Alton 80 Cen 2 953 E&P 88 Est 3 060
Wood River 80 Cen 4 816 E&P 88 Est 4 939
County 80 Cen 89 001 E&P 88 Est 93 612
MSA 80 Cen 844 814 E&P 88 Est 912 136
CZ-ABC (80) 34 308
RTZ-ABC (80) 36 985
City & RTZ-ABC (80) 71 293

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	7	$1 945 782 286
Commercial	9	$466 161 889

6 - PASSENGER AUTOS: County 146 922

7 - ELECTRIC METERS: Residence 37 175

8 - GAS METERS: Residence 30 965

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners (Av Wkly Wage)-Fabricated Metal Prods 4 406 ($424) Petroleum Refining 2 548 ($607) Stone Glass & Clay 902 ($391) Primary Metals 1 960 ($457) Paper Prods 1 071 ($417) Mfg 12 296
Principal Industrial Pay Days-Fri

10 - CLIMATE: Min & Max Temp -Spring 47-65 Summer 69-92 Fall 50-67 Winter 10-55 First killing frost Nov last killing frost Apr

11 - TAP WATER: Alkaline soft

12 - RETAILING: **Principal Shopping Centers**-Alton Square regional center with Famous Barr JCPenney Target and 70 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wilshire	5	Dollar General, General Grocer
Piasa Corners	2	Natl Food, Thrifty Drug, Dollar General
Central Park	1	Central Hdwe., Tipton, K mart, Kroger, Venture
Monticello Plaza	4	Kroger
Washington Sq	1	Thrifty Drug, SupeRx
Bethalto	8	Dollar General
Jamestown Mall	9	Dillards, Sears

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Dept.-nightly Food-Fri.; Chain Food nightly

13 - RETAIL OUTLETS: **Department Stores**-Famous-Barr JCPenney
Variety Stores-McCrory
Discount Stores-Target Venture K mart Dollar General Wal-Mart
Chain Drug Stores-Thrifty SupeRx 3 Wedge 3 Walgreens Revco
Chain Supermarkets-Shop N Save 3 Natl Food Schnuck's 2 General Grocer 2 Aldi's 2 Food World Country Fair
Other Chain Stores-Auto Supply B F Goodrich Firestone Goodyear Western Auto Hardware MAB Paint Central Hardware Lumber Great Central Springman J&A Springman Fischer Women's Apparel Arthurs Lerners Women's World Paul Harris Merry-Go-Round Worths Size 5-7-9 Casual Corner Fashion Conspiracy The Limited Leader's Gliks Foxmoor Motherhood Maternity Jean Nicole Men's Apparel Barleff's Hanlon & Haegele Furniture Jacoby Schwartz Gilbert's Carriage House Wood River Furniture Jewelers Stone Bros Goulding's Hudson's Hartmann's Hess & Culbertson's Jaccard's Zale's Meyer-Elliott

14 - NEWSPAPERS: TELEGRAPH (e-mon to fri) 35 824 (S) 34 748 Mar 31 1988 ABC
Local Contact for Advertising and Merchandising Data Jeanne M Moore Adv Dir TELEGRAPH 111 E Broadway Alton IL 62002 Tel (618) 463-2543
National Representative Branham/Newspaper Sales

ARLINGTON HEIGHTS
See CHICAGO

AURORA

1 - LOCATION: Kane County (In Aurora-Elgin PMSA) E&P Map C-2 Industrial Center

2 - TRANSPORTATION: **Railroads**-Burlington Northern, Chicago & North Western, Elgin, Joliet & Eastern
Motor Freight Carriers-23
Intercity Bus Lines-RTA, Greyhound

3 - POPULATION:
Corp City 80 Cen 81 293 E&P 88 Est 90 023
CZ-ABC (80) 102 832
RTZ-ABC (80) 230 736
PMSA 80 Cen 316 676 E&P 88 Est 342 578
County 80 Cen 279 091 E&P 88 Est 303 998
City & RTZ-ABC (80) 333 568
Demographic Information available from Newspaper See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen 27 668 E&P 88 Est 32 123
County 80 Cen 93 729 E&P 88 Est 104 336
PMSA 80 Cen 105 771 E&P 88 Est 117 063
CZ-ABC (80) 35 173
RTZ-ABC (80) 74 468
City & RTZ-ABC (80) 109 641

5 - BANKS	NUMBER	EST. DEP.
Cml & Savings	9	$651 000 000
Savings & Loan	5	$715 000 000
Major Credit Unions	7	$93 000 000

6 - PASSENGER AUTOS: County 183 914

7 - ELECTRIC METERS: Residence (Aurora District) 61 200

8 - GAS METERS: Residence Est 28 124

9 - PRINCIPAL INDUSTRIES: Rubber & Plastics; Furn.; Apparel; Paper & Paper Prods.; Fabr Metal Prods.; Ptg. & Pub.; Primary Metals; Food; Regional Insurance Offices; Distribution Centers; Trans Stone; Clay; Glass; Lumber & Wood Prods.; Chem Prods.; Trans Equip.; Elect Mach.; Non-Elect Mach Mfg Employ 38 415

10 - CLIMATE: First killing frost Sept 28; last killing frost Apr 23

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-12 blocks on 4 sts.; Northgate; West Aurora Plaza; Ashland Plaza; The Village Mart; Eastgate; Indiantrail East; Fox Valley Center; St. Charles Mall; Settler's Landing (Montgomery); Naper West; Yorkshire Plaza; Tri-Cities Shopping Center; Aurora Commons.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northgate(53)	2	Bergner-Weise, Jewel, Radio Shack, Sears Surplus Ace Hardware
West Aurora Plaza(20)	2	Osco, Dominicks, Tru Value, Jewel, Zayre, Osco
Ashland Plz.(2)	2	Walts Super Mkt., Scott's
The Village Mart(16)	2	Ben Franklin, Eagle
Boulder Hill	5	Boulder Hill Food Mkt., Grimms
Fox Valley(190)	5	Lord & Taylor, Sears, JCPenney, Marshall Field, Toys 'R' Us, Main Street, Carpetland
Settler's Landing	6	K mart, Pic-Way
Naper West	5	Venture, Herman's, Service Merchandise, Spiegels Outlet
St Charles Mall(30)	11	Jos Speiss & Co., K mart, Franks, Jewel, Osco
Tri-Cities(11)	10	Hallmark, Walgreens, Dominick's Food, Trak Auto
Yorkshire Plz	5	Builders Square, Montgomery Ward, Fretters, Kids R Us
Piano Factory	NA	Carter's, Van Husen, Pfaltzgraff

Principal Shopping Days-Thur through Sun

13 - RETAIL OUTLETS: **Department Stores**-Sears, JCPenney, Jos Spiess & Co., Bergner, Marshall Field, Main Street, Lord & Taylor, Venture
Discount Stores-K mart, Zayre, Venture, Spiegel, Lands End Outlet, Pfaltzgraff, Carter's Manhattan Factory Outlet, Marshall's, T.J. Maxx, Crown Books, Van Husen Factory Store
Chain Drug Stores-Walgreens, Osco, Perry
Variety Stores-Scott's, Hensley's, Ben Franklin, V&S Variety Store, Ace Hardware, Osco Drug, True Value, Randall Drugs
Chain Supermarkets-Jewel 5; Convenient; Eagle 4; Country Cupboard; Open Pantry; Buy Rite 3; Walt's 3; Safari Mkt.; Aldi's; 7-Eleven; White Hen Pantry; Dominick's 3; Frank's Finer Foods
Other Chain Stores-Goodrich; Goodyear; Blue Star Auto; Frank's Nursery; Firestone; Toys 'R Us; Radio Shack; Schaak; Brown's Sports; Fratters; Trak Auto; Tire America; Kids 'R' Us

14 - NEWSPAPERS: BEACON-NEWS (e) 40 421; (S) 43 520; Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data Steven Bielinski, Adv Dir., BEACON-NEWS, 101 South River St., Aurora, IL 60506; Tel. (312) 844-5860
National Representative Sawyer-Ferguson-Walker

BEARDSTOWN

1 - LOCATION: Cass County, E&P Map B-3. Industrial and agricultural center; W central Illinois. On east bank of Illinois River 225 mi. SW of Chicago; 110 mi. N of St. Louis.

2 - TRANSPORTATION: Railroads-BN
Motor Freight Carriers-9

3 - POPULATION:
Corp. City 80 Cen. 6,338; E&P 88 Est. 5,636
County 80 Cen. 15,148; E&P 88 Est. 14,509

4 - HOUSEHOLDS:
City 80 Cen. 2,389; E&P 88 Est. 2,184
County 80 Cen. 5,658; E&P 88 Est. 5,527

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$64,000,000
Savings & Loan	1	$25,600,000

6 - PASSENGER AUTOS: County 7,176

7 - ELECTRIC METERS: Residence 2,829

8 - GAS METERS: Residence 2,304

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Railroad 100; Aluminum & Brass 241; Foods/Meat Prods. 850; Feed/Grains/Milling 50; Glove Mfg. 70; Paper Prods. 50; Utilities 150.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-90; Summer 50-100; Fall 2-97; Winter 0-72. First killing frost, Nov. 1; last killing frost, Mar. 25.

11 - TAP WATER: Treated.

12 - RETAILING: **Shopping Center**-Beardstown Plaza, at junction of Hwys. 100 & 67 (Roe Foods, McCrory's).
Neighborhood Shopping Centers-E 4th St.; Downtown (True Value, Dollar General).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Dollar General; Family Dollar.
Variety Stores-McCrory's.
Chain Drug Stores-Rexall.
Chain Supermarkets-IGA; Red Fox; Jack & Jill; Super Valu.
Other Chain Stores-True Value Hdwe.

14 - NEWSPAPERS: ILLINOIAN-STAR (e) 1,445 sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Dale L. Barker, Pub., ILLINOIAN-STAR, 1210 Wall St., Beardstown, IL 62618; Tel. (217) 323-1010.
National Representative: Landon Associates.

BELLEVILLE

1 - LOCATION: St Clair County (In St. Louis, MO-IL MSA). E&P Map B-5. County Seat. Agricultural, military, industrial, financial, and medical center.

2 - TRANSPORTATION: **Railroads**-Illinois Central; Seaboard System; Norfolk, Southern; Amtrak.
Intercity Bus Lines-Bi-State Transit; Greyhound; Continental Trailways; Gulf Transport Lines.

3 - POPULATION:
Corp. City 80 Cen. 42,150; E&P 88 Est. 40,515
NDM-ABC: (80) 120,748
MSA 80 Cen. 2,376,748; E&P 88 Est. 2,468,035
County 80 Cen. 264,911; E&P 88 Est. 258,682
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,512; E&P 88 Est. 15,903
County 80 Cen. 90,410; E&P 88 Est. 92,893
MSA 80 Cen. 844,814; E&P 88 Est. 912,136
NDM-ABC (80) 43,640

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$1,300,853,745
Commercial	5	$887,236,000

6 - PASSENGER AUTOS: County 143,462

7 - ELECTRIC METERS: Residence 33,300

8 - GAS METERS: Residence 26,275

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Brewery 250; Shoe 400; Hospitals (2) 3,400; Stove 150; Box Mfg. 119; Stencil Mfg. 179; Appliance 250; Scott AFBase-Civilian 4,246; Military 6,909; College 600
Principal Industrial Pay Days-Fri.

10 - CLIMATE: First killing frost, Sept. 28-Nov. 27; last killing frost, Mar. 8-May 10.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING: **Principal Shopping Center**-Twelve blocks on Main St.

Principal Shopping Days-Thur.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bellevue Park Plaza(10)	3	Glik's, Auto Shack
Carlyle Plz.(15)	4	Wal-Mart, Natl. Food
Wade Sq.	2	Tom Boy
St. Clair Sq.(120)	6	Sears, JCPenney, Famous-Bar, Dillard's
Crossroads(16)	6	K mart, T.J. Maxx Silo
Venture(6)	6	Venture Stores,
Southview Plaza(15)	12	Tom-Boy, Dollar General
Country Club Plaza(12)	4	Walgreens, Schnuck's, Radio Shack
Arcade Ctr.(16)	6	
Westfield Plaza(8)	NA	Venture, Regal Drug

Stores Open Evenings-Dept.-Mon. and Fri.; Food-nightly and Sun.; St. Clair Square-nightly and Sun.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Dillards; Famous-Bar; Dollar General; Glik's.

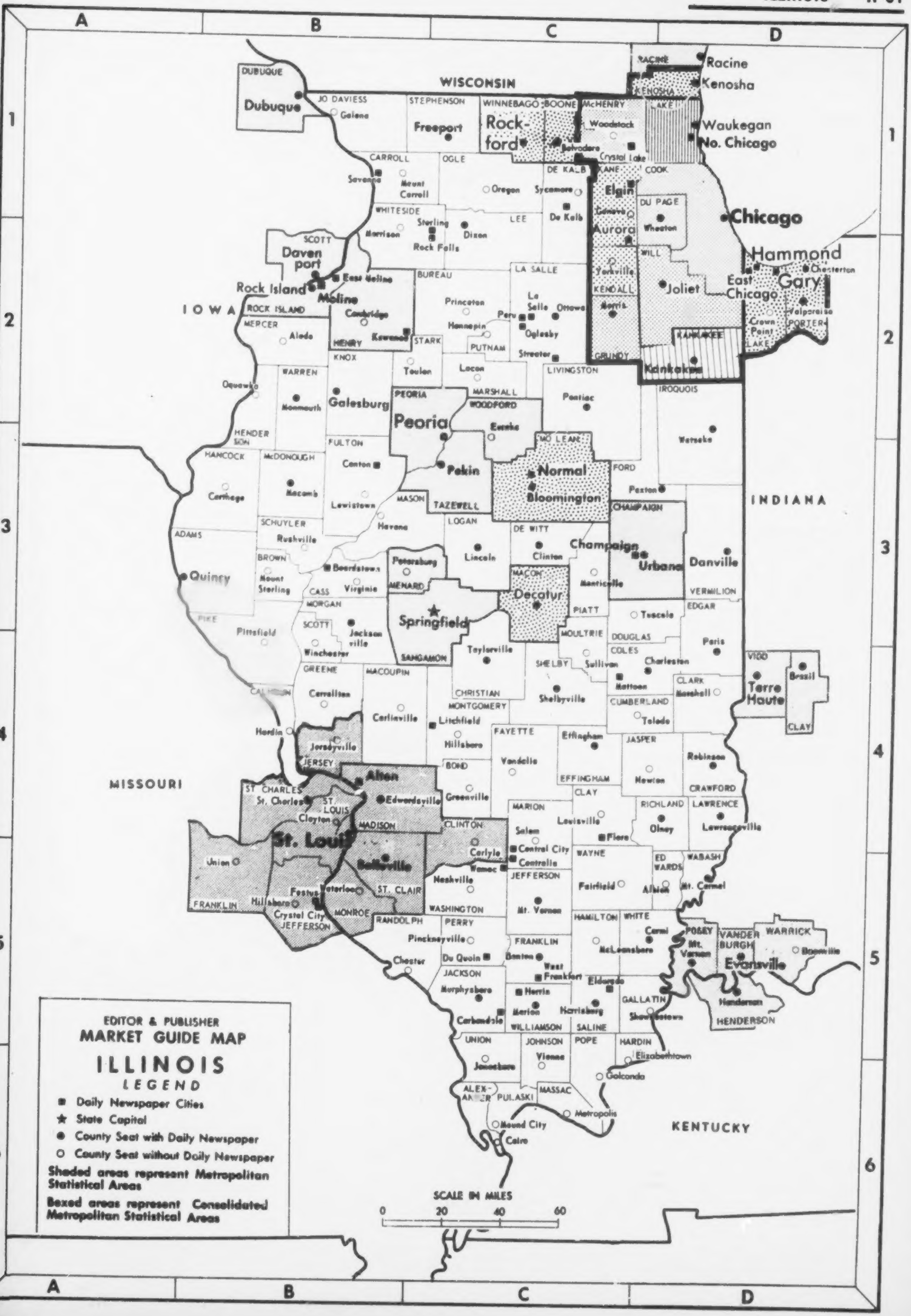
Discount Stores-K mart; Wal-Mart; Venture 2; Target; Best.
Chain Drug Stores-Stiehl Walgreens; Super-X; Medicare-Glaser; Regal Drug.

Chain Supermarkets-IGA 7; National 3; Tom Boy 2; Shop 'N Save; Schnuck's 5; Super-Valu.
Other Chain Stores-Western Auto 2; Firestone 3; Goodyear 3; Tire America; New Era Tire; Sherwin-Williams 2; Singer; Ben Franklin; Uniroyal Tire; General Tire.

14 - NEWSPAPERS: NEWS-DEMOCRAT (m) 45,959; (S) 54,186; Mar. 31, 1988 ABC.

Local Contact for Advertising and Merchandising Data: Frank Duke, Mktg. Dir., NEWS-DEMOCRAT, 120 S. Illinois St., Belleville, IL 62220; Tel. (618) 234-1000.

National Representative: Branham/Newspaper Sales.


EDITOR & PUBLISHER
MARKET GUIDE MAP
ILLINOIS
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas
SCALE IN MILES
0
20
40
60
A
B
C
D
1
2
3
4
5
6
WISCONSIN
IOWA
MISSOURI
INDIANA
KENTUCKY
Racine
Kenosha
Waukegan
No. Chicago
Chicago
Hammond
East Chicago
Gary
Chesterton
Valparaiso
Crown Point
PORTER
LAKE
Dubuque
DUBUQUE
JO DAVIESS
Galena
STEPHENSON
Freeport
WINNEBAGO
Rockford
BOONE
Belvidere
McHENRY
Woodstock
Crystal Lake
CARROLL
Savanna
Mount Carroll
OGLE
Oregon
DE KALB
Sycamore
De Kalb
KANE
Elgin
Geneva
Aurora
COOK
DU PAGE
Wheaton
WHITESIDE
Morrison
Sterling
Rock Falls
Dixon
LEE
SCOTT
Davenport
Rock Island
Moline
East Moline
ROCK ISLAND
HENRY
Cambridge
Kewanee
BUREAU
Princeton
LA SALLE
La Salle
Peru
Ottawa
Oglesby
Streator
Hennepin
PUTNAM
KENDALL
Yorkville
Morris
GRUNDY
WILL
Joliet
KANKAKEE
Kankakee
MERCER
Aledo
STARK
Toulon
KNOX
Galesburg
WARREN
Monmouth
Oquawka
HENDERSON
MARSHALL
Lacon
LIVINGSTON
Pontiac
IROQUOIS
Watseka
PEORIA
Peoria
WOODFORD
Eureka
Pekin
TAZEWELL
McLEAN
Normal
Bloomington
FORD
Paxton
HANCOCK
Carthage
McDONOUGH
Macomb
FULTON
Canton
Lewistown
MASON
Havana
SCHUYLER
Rushville
ADAMS
Quincy
BROWN
Mount Sterling
CASS
Beardstown
Virginia
MENARD
Petersburg
LOGAN
Lincoln
DE WITT
Clinton
CHAMPAIGN
Champaign
Urbana
VERMILION
Danville
PIATT
Monticello
MACON
Decatur
MORGAN
Jacksonville
SCOTT
Winchester
PIKE
Pittsfield
SANGAMON
Springfield
CHRISTIAN
Taylorville
MOULTRIE
Sullivan
DOUGLAS
Tuscola
EDGAR
Paris
COLES
Charleston
Mattoon
SHELBY
Shelbyville
GREENE
Carrollton
MACOUPIN
Carlinville
MONTGOMERY
Litchfield
Hillsboro
CALHOUN
Hardin
JERSEY
Jerseyville
CUMBERLAND
Toledo
CLARK
Marshall
VIGO
Terre Haute
CLAY
Brazil
FAYETTE
Vandalia
Effingham
EFFINGHAM
JASPER
Newton
CRAWFORD
Robinson
BOND
Greenville
Alton
Edwardsville
MADISON
ST CHARLES
St. Charles
ST. LOUIS
Clayton
St. Louis
Union
FRANKLIN
Hillsboro
Festus
Crystal City
JEFFERSON
Waterloo
MONROE
Belleville
ST. CLAIR
CLINTON
Carlyle
MARION
Salem
Central City
Centralia
Wamac
CLAY
Louisville
Flora
RICHLAND
Olney
LAWRENCE
Lawrenceville
Nashville
WASHINGTON
JEFFERSON
Mt. Vernon
WAYNE
Fairfield
EDWARDS
Albion
WABASH
Mt. Carmel
RANDOLPH
Chester
PERRY
Pinckneyville
Du Quoin
FRANKLIN
Benton
West Frankfort
HAMILTON
McLeansboro
WHITE
Carmi
POSEY
Mt. Vernon
VANDERBURGH
Evansville
WARRICK
Boonville
Henderson
HENDERSON
JACKSON
Murphysboro
Carbondale
Herrin
Marion
WILLIAMSON
SALINE
Harrisburg
Eldorado
GALLATIN
Shawneetown
UNION
Jonesboro
JOHNSON
Vienna
POPE
Golconda
HARDIN
Elizabethtown
ALEXANDER
PULASKI
MASSAC
Metropolis
Mound City
Cairo

BELVIDERE

1 - LOCATION: Boone County (In Rockford MSA) E&P Map C-1, 75 mi. W of Chicago; 14 mi. E of Rockford in the central part of northern Illinois on Northern Tollroad.

2 - TRANSPORTATION: **Railroads**-Chicago & Northwestern (freight).
Motor Freight Carriers-30

3 - POPULATION:
Corp. City 80 Cen. 15,176; E&P 88 Est. 20,896
MSA 80 Cen. 280,377; E&P 88 Est. 282,515
County 80 Cen. 28,660; E&P 88 Est. 29,594
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,494; E&P 88 Est. 7,662
MSA 80 Cen. 99,122; E&P 88 Est. 103,871
County 80 Cen. 9,714; E&P 88 Est. 10,348

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$145,855,987
Savings & Loan	2	$78,855,987

6 - PASSENGER AUTOS: County 17,450

7 - ELECTRIC METERS: Residence County 11,801

8 - GAS METERS: Residence County 7,683

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. 423 ($416); Hdwe. 333 ($170); Engin. 120 ($390); Automotive Assembly 4,138 ($290).
Principal Industrial Pay Days-10th & 25th

10 - CLIMATE: Min. & Max. Temp.-Spring 16-96; Summer 59-97; Fall 17-84; Winter 20-52. First killing frost, Oct. 16; last killing frost, May 4.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: **Principal Shopping Center**-6 blocks on State St.; North State, Hwy. 20; Southtowne Shpg. Ctr., Pearl St. at Route 5; Belvidere Mall (Downtown).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Belvidere Mall(5)	NA	Schultz Sav-U
North State(6)	NA	IGA
South Towne(4)	NA	Pacemaker Food
Cherry Vale(94)	NA	Marshall Field, Sears, Pranges

Principal Shopping Days-Thur., Fri., Sat., Mon.
13-RETAIL OUTLETS: **Chain Supermarkets**-Eagle, Schultz Sav-U, Pacemaker, Aldi.
Other Chain Stores-Ace Hdwe., Western Auto, Radio Shack, K mart, True Value, Farm & Fleet.

14 - NEWSPAPERS: REPUBLICAN (e) 4,929, sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Ellen L. Genrich, Adv. Dir., REPUBLICAN, 401 Whitney Blvd., Belvidere, IL 61008; Tel. (815) 544-9811.
National Representative: Landon Associates

BENTON

1 - LOCATION: Franklin County, E&P Map C-5, County Seat, 302 mi. S of Chicago. On State Hwys. 14, 34, 37, 57.

2 - TRANSPORTATION: **Railroads**-Illinois Central Gulf; Union Pacific.

3 - POPULATION:
Corp. City 80 Cen. 7,778; E&P 88 Est. 7,961
County 80 Cen. 43,320; E&P 88 Est. 43,283

4 - HOUSEHOLDS:
City 80 Cen. 3,233; E&P 88 Est. 3,323
County 80 Cen. 16,978; E&P 88 Est. 17,033

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$170,000,000
Savings & Loan	1	$13,000,000

6 - PASSENGER AUTOS: County 22,310

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: Residence 2,300

9 - PRINCIPAL INDUSTRIES: Farm Supplies; Oil; Coal Mines; Grain & Stock Farms; Modular Homes; Mine Equip.; Meat Packing; Boats; Air and Acetylene Gas; Tool.

10 - CLIMATE: Av. Winter Temp. 35; Av. Summer Temp 77.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Days**-Fri., Sat., Sun.
Stores Open Evenings-Supermarkets, Fri. Most stores are open until 8 p.m.

13 - RETAIL OUTLETS: **Department Stores**-Tessone's.
Discount Stores-Wal-Mart.
Variety Stores-Town & Country.
Chain Drug Stores-Benton, McCollum, Kimmel-Chaplain Phcy., SupeRx.
Chain Supermarkets-Big John's, IGA, Farm Fresh, Hucks.
Other Chain Stores-Western Auto, Ace Hardware, Walker's Hub, Sue's II, Pee Wee Shop, Barton & Collins, Akin Jewelry, Wiggs Jewelry, Beatty's Hammond Organs, The Shoe Room, D.D.'s Sportswear, Shirley's Fashions.

14 - NEWSPAPERS: NEWS (e) 5,940, sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Joe Browning, Gen. Mgr., NEWS, 111 E. Church St., Benton, IL 62812; Tel. (618) 438-5611.
National Representative: Landon Associates

BLOOMINGTON-NORMAL

1 - LOCATION: McLean County (In Bloomington-Normal MSA), E&P Map C-3, County Seat, 127 mi. SW of Chicago, 157 mi. NE of St. Louis. College and Insurance Center.

2 - TRANSPORTATION: **Railroads**-Illinois Central-Gulf (passenger & freight); Norfolk & Southern; Conrail; Santa Fe; Amtrak; Chicago, Missouri & Western.
Intercity Bus Lines-Greyhound, Illini Swallow, Pooria Charter, Swallow Shuttle.
Motor Freight Carriers-36
Airlines-TW Express, Continental Express, Midway Connection.

3 - POPULATION:
Corp. Cities 80 Cen. 79,861; E&P 88 Est. 85,115
Bloomington 80 Cen. 44,189; E&P 88 Est. 46,566
Normal 80 Cen. 35,672; E&P 88 Est. 38,549
CZ-ABC: (80) 85,291
RTZ-ABC: (80) 146,095
County/MSA 80 Cen. 119,537; E&P 88 Est. 129,340
City & RTZ-ABC: (80) 231,386
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 27,939; E&P 88 Est. 30,717
Bloomington 80 Cen. 18,204; E&P 88 Est. 20,073
Normal 80 Cen. 9,735; E&P 88 Est. 10,644
County/MSA 80 Cen. 41,702; E&P 88 Est. 45,313
CZ-ABC: (80) 29,913
RTZ-ABC: (80) 51,638
City & RTZ-ABC: (80) 81,551

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	NA	N.A.
Commercial	NA	N.A.

6 - PASSENGER AUTOS: County 71,179

7 - ELECTRIC METERS: Residence 30,131

8 - GAS METERS: Residence 26,688

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 5,100; Construction 1,600; Transportation/Communication/PU 2,600; Wholesale Trade 2,400; Retail Trade 10,300; F.I.R.E. 9,400; Services 11,800; Government 12,500. (Total 55,700)
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-93; Summer 41-93; Fall 16-86; Winter -3-60. First killing frost, Oct. 14; last killing frost, Apr. 5.

11 - TAP WATER: Alkaline, soft; Bloomington: not fluoridated; Normal: fluoridated.

12 - RETAILING: **Principal Shopping Centers**-College Hills Mall; College Hills Plaza; Colonial Plaza; Eastland Commons; Eastland Mall; Empire Plaza; Four Seasons Square; Landmark Plaza; Towanda Plaza; University Park Plaza; Zayre Plaza; Lakewood Plaza; College Oak Square; University Park Plaza; The Village.
Neighborhood Shopping Centers-Downtown Bloomington; Downtown Normal.
Principal Shopping Days-Mon., Fri., Sat. & Sun.
Stores Open Evenings-All shopping areas open 7 days except downtown which is open Mon. thru Sat.
Stores Open Sundays-Grocery; Drug; Discount; Eastland Mall; College Hills Mall and other shopping centers.

13 - RETAIL OUTLETS: **Department Stores**-JC Penney; Sears; Montgomery Ward; Bergner's; Carson Pirie Scott & Co.; Kohl's.
Discount Stores-K mart; Zayre; K's Merchandise; Target; Walmart.
Variety Stores-Woolworth; Randall's; Discount Den.
Chain Drug Stores-Walgreens, Osco 3, SupeRx, People's 4.
Chain Supermarkets-Jewel 3, Kroger 3, Cub Foods, Diana Foods, Eagle Foods, Aldi Foods.
Other Chain Stores-Ace Hardware, Alexander Lumber, Carpetland USA, Cohen Furniture, Color Tile, Furrow, Good's Fashion Carpets, Leather Furniture, Mr. Discount Furniture, NAPA, Radio Shack, Rex Audio/Video, Sherman's, Whitlock Auto Parts.

14 - NEWSPAPERS: PANTAGRAPH (m) 52,533; (S) 56,116, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Mary E. Keogh, Adv. Dir., PANTAGRAPH, 301 W. Washington, Bloomington, IL 61701; Tel. (309) 829-9411.
National Representative: Branham/Newspaper Sales

CANTON

1 - LOCATION: Fulton County, E&P Map B-3, 32 mi. SW of Peoria; On Rts. 9, 78, 100.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Atchison, Topeka & Santa Fe.
Motor Freight Carriers-3

3 - POPULATION:
Corp. City 80 Cen. 14,626; E&P 88 Est. 11,901
CZ-ABC: (80) 16,000
RTZ-ABC: (80) 31,964
County 80 Cen. 43,681; E&P 88 Est. 41,418
City & RTZ-ABC: (80) 47,964

4 - HOUSEHOLDS:
City 80 Cen. 5,745; E&P 88 Est. 4,789
County 80 Cen. 16,274; E&P 88 Est. 15,764
CZ-ABC: (80) 6,237
RTZ-ABC: (80) 11,756
City & RTZ-ABC: (80) 17,993

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$150,197,191
Savings & Loan	2	$69,000,000

6 - PASSENGER AUTOS: County 20,082

7 - ELECTRIC METERS: Residence 6,100

8 - GAS METERS: Residence 5,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Clothing Mfg. 85 ($200); Coal Mines 60 ($250); Mach. Mfg. 50; Service: Community College ($300); Hospital ($500).

10 - CLIMATE: Mean Temp. 51; Av. Rainfall 35 in.; Av. Humidity 70.

11 - TAP WATER: Alkaline, soft, fluoridated & chlorinated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ludium Centre	NA	Ludium
Lake Drive	1	Kroger, K mart

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Spurgeon's Mercantile.
Discount Stores-Farm King; K mart.
Chain Drug Stores-Rexall; SupeRx; Medicine Shoppe.
Chain Supermarkets-Kroger; IGA; Red Fox.

14 - NEWSPAPERS: LEDGER (e) 6,694; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Steve Raymond, Adv. Mgr., LEDGER, 53 W. Elm St., Canton, IL 61520; Tel. (309) 647-5100.
National Representative: Landon Associates.

CARBONDALE-HERRIN-MURPHYSBORO

1 - LOCATION: Carbondale & Murphysboro in Jackson County, Herrin in Williamson County, E&P Map C-5, 370 mi. S of Chicago. Educational, Coal Mining, Fruit Growing & Recreational. Railroad Terminal.

2 - TRANSPORTATION: **Railroads**-Illinois Central Gulf; CB&O; Missouri Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Gulf Transports.
Airlines-Britt; Air Illinois.

3 - POPULATION:
Corp. Cities 80 Cen. 46,988; E&P 88 Est. 50,259
Carbondale 80 Cen. 26,414; E&P 88 Est. 25,711
Herrin 80 Cen. 10,708; E&P 88 Est. 11,742
Murphysboro 80 Cen. 9,866; E&P 88 Est. 12,806
NDM-ABC: (80) 235,736
Counties 80 Cen. 118,439; E&P 88 Est. 122,290
Jackson 80 Cen. 61,678; E&P 88 Est. 63,011
Williamson 80 Cen. 56,761; E&P 88 Est. 59,279

4 - HOUSEHOLDS:
Cities 80 Cen. 17,219; E&P 88 Est. 19,198
Carbondale 80 Cen. 9,206; E&P 88 Est. 9,212
Herrin 80 Cen. 4,135; E&P 88 Est. 4,851
Murphysboro 80 Cen. 3,878; E&P 88 Est. 5,135
Counties 80 Cen. 44,383; E&P 88 Est. 46,548
Jackson 80 Cen. 22,558; E&P 88 Est. 23,358
Williamson 80 Cen. 21,825; E&P 88 Est. 23,190
NDM-ABC: (80) 87,641

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$89,176,494
Savings & Loan	5	$24,647,299

6 - PASSENGER AUTOS: Jackson 28,160; Williamson 29,375

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry-Gloves; Bus Systems; [illegible]esses; Mach.; Label Printers; Shoes; Radiators; Foundries; Men's Jackets; Creamery; Neon Signs; Awnings; Pre-Fab Homes & Bldg. Materials; Stencil Cutting; Machines & Shipping Room Supplies; Concrete Prods.; Wood Treatment; Shipping Crates; Automatic Washers; Tape Factory; Al[illegible] [illegible]rotrusion; Electronic.
Principal Industrial Pay Days-15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-58; Summer 66-96; Fall 58-82; Winter 30-42. First killing frost, Oct. 19; last killing frost, Mar. 28.

11 - TAP WATER: Carbondale-Alkaline, soft; Herrin-soft; Murphysboro-hard.

12 - RETAILING: **Principal Shopping Center**-3 blocks on 12 streets.
Principal Shopping Days-Mon., Fri., Sat., Sun.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Eastgate(15)	2	Jo-Ann Fabrics, Payless Shoes
Murdale(30)	NA	Woolworth
Southgate(7)	NA	
University Mall(34)	4	JC Penney, Sears, Meis, Walgreens
K mart(2)	4	K mart, Kroger

Stores Open Evenings-Mon. in Carbondale & Herrin, Fri. in Murphysboro.

13 - RETAIL OUTLETS: **Department Stores**-Bleyer's; JC Penney; Sears; Zwick's; Herrin Supply; Sohn's; P.N. Hirsch; Meis.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-K mart; Wal-Mart 6.
Chain Drug Stores-Walgreens; Rexall 5; Revco 2; SupeRx.
Chain Supermarkets-Kroger 5; IGA 5; AG; Natl. Foods.

14 - NEWSPAPERS: SOUTHERN ILLINOISAN (m) 27,828; (S) 33,964, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Brenda A. Maurizio, Adv. Coord., SOUTHERN ILLINOISAN, 710 N. Illinois, Carbondale, IL 62901; Tel. (618) 529-5454
National Representative: Branham/Newspaper Sales.

CARMI

1 - LOCATION: White County, E&P Map D-5, County Seat, 126 mi. E of St. Louis; 157 mi. S of Danville; On State Hwy. 1; U.S. Hwy. 14.

2 - TRANSPORTATION: **Railroads**-Conrail; Seaboard Systems.

3 - POPULATION:
Corp. City 80 Cen. 6,264; E&P 88 Est. 9,727
County 80 Cen. 17,951; E&P 88 Est. 18,244

4 - HOUSEHOLDS:
City 80 Cen. 2,626; E&P 88 Est. 4,061
County 80 Cen. 7,047; E&P 88 Est. 7,218

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	2	$14,100,000
Commercial	3	$167,895,000

6 - PASSENGER AUTOS: County 9,167

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Farming; Oil; RC Bottlers; Cabinets; Welding; Draperies; Rubber Prods.; Feed Mills; Coal.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 75-95; Fall 48-85; Winter 15-45.

11 - TAP WATER: Fluoridated.

- RETAILING: Principal Shopping Days-Thur.,

ores Open Evenings-Fri., Sat., Sun

- RETAIL OUTLETS: Department Stores-Dollar
neral; Hart's
riety Stores-Harold's Dollar Store
scount Stores-K mart, Wal-Mart
ain Supermarkets-Big John

- NEWSPAPERS: TIMES (e) 3,307; sworn Sept
. 1987
cal Contact for Advertising and Merchandising
ta: Shirley Burns, Adv. Mgr., TIMES, 323-325 E
in, Carmi, IL 62821; Tel. (618) 382-4176
tional Representative: None

CENTRALIA-CENTRAL CITY-WAMAC

- LOCATION: Marion, Clinton and Washington
unties (In St. Louis, MO-IL MSA). E&P Map C-5.
dustrial, oil and agricultural center. 252 mi. S of
icago on U.S. Hwy. 51; 66 mi. E of St. Louis. 6
. S of U.S. Hwy. 50. 10 mi. W of I-57; 7 mi. N of
4.

- TRANSPORTATION: Railroads-Illinois Central
ass. & freight); CB&Q (freight); Southern; Burl-
gton-Northern
tor Freight Carriers-4

- POPULATION:
rp. Cities 80 Cen. 18,168; E&P 88 Est. 18,222
Centralia 80 Cen. 15,126; E&P 88 Est. 14,884
Central City 80 Cen. 1,377; E&P 88 Est. 1,570
Wamac 80 Cen. 1,665; E&P 88 Est. 1,768
-ABC: (80) 21,625
Z-ABC: (80) 90,659
unties 80 Cen. 92,125; E&P 88 Est. 93,937
Marion 80 Cen. 43,693; E&P 88 Est. 44,920
Clinton 80 Cen. 32,813 E&P 88 Est. 33,848
Washington 80 Cen. 15,619; E&P 88 Est.
15,169
A 80 Cen. 2,376,748; E&P 88 Est. 2,468,035
y & RTZ-ABC: (80) 112,284

- HOUSEHOLDS:
ies 80 Cen. 7,246; E&P 88 Est. 7,251
Centralia 80 Cen. 5,974; E&P 88 Est. 5,984
Central City 80 Cen. 624; E&P 88 Est. 560
Wamac 80 Cen. 648; E&P 88 Est. 707
unties 80 Cen. 32,811; E&P 88 Est. 34,724
Marion 80 Cen. 16,437; E&P 88 Est. 17,171
Clinton 80 Cen. 10,768; E&P 88 Est. 11,540
Washington 80 Cen. 5,606; E&P 88 Est. 6,013
A 80 Cen. 844,814; E&P 88 Est. 912,136
-ABC: (80) 8,466
Z-ABC: (80) 32,055
y & RTZ-ABC: (80) 40,521

BANKS	NUMBER	EST. DEP.
mmercial	4	$292,000,000
vings & Loan	2	$96,000,000

PASSENGER AUTOS: Counties: Marion 23,730;
nton 16,548; Washington 8,143

ELECTRIC METERS: Residence 9,093

GAS METERS: Residence 7,600

PRINCIPAL INDUSTRIES: Industry, No. of Wage
ners (Av. Wkly. Wage $330)-R.R. 80; Apparel
); Candy 375; Hospital 750; Fiberglass 960;
d 227; Plastic Containers 200; Fuses 350.
ncipal Industrial Pay Days-13th & 28th

- CLIMATE: Min. & Max. Temp.-Spring 43-64;
mmer 68-87; Fall 49-66; Winter 27-43. First
ing frost, Nov. 1; last killing frost, Mar. 2.

- TAP WATER: Alkaline, hard; fluoridated.

- RETAILING: Principal Shopping Centers-4
cks on Broadway; 4 on Locust; 3 on Poplar; 3 in
ween.
ghborhood Shopping Centers-Central City;
mac; Lincoln & 2nd Sts.; W Broadway.

Nearby Shopping Centers

me (No. stores)	Miles from Downtown	Principal Stores
rview Park Plaza(45)	1	JCPenney, Natl. Food, Woolworth
tralia	1	Dollar General, Radio Shack, Golde's, Auto Works

incipal Shopping Days-Fri., Sat., Sun.
res Open Evenings-Downtown-Fri.; Shopping
ters-every night (ex. Sun.).

- RETAIL OUTLETS: Department Stores-Sears;
de's; Dollar General; JCPenney; Woolford &
rsh
iety Stores-Woolworth.
count Stores-Dobbs; K mart; SupeRx.
ain Supermarkets-Kroger; National; Alta-
na's; IGA.
er Chain Stores-Firestone; Western Auto; Singer; Stan-the-Tireman; Sherwin-Williams; Blankenship Auto Parts; Radio Shack; Fredman; Ace Hardware; Kirlin's; Payless Shoes; Kinney Shoes; Maurice's; The Fly; Linkon's Auto Parts; Fashion Bug.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 16,542; (S) 17,655; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Dan Nichols, Adv. Mgr. Class., SENTINEL, 232 E. Broadway, Centralia, IL 62801; Tel. (618) 532-5604.
National Representative: None

CHAMPAIGN-URBANA

1 - LOCATION: Champaign County (In Champaign-Urbana-Rantoul MSA). E&P Map C-3. County Seat. University of Illinois. 136 mi. S of Chicago; 165 mi. N of St. Louis; 120 mi. W of Indianapolis.

2 - TRANSPORTATION: **Railroads**-Illinois Central; Conrail; Norfolk & Southern; Amtrak.
Motor Freight Carriers-44
Intercity Bus Lines-Greyhound; Trailways; Illini Swallow; C-U Mass Transit District.
Airlines-Piedmont; Continental; ComAir/Delta; Alleghany; Midway; TWA.

3 - POPULATION:
Corp. Cities 80 Cen. 94,111; E&P 88 Est. 93,870
Champaign 80 Cen. 58,133; E&P 88 Est. 60,158
Urbana 80 Cen. 35,978; E&P 88 Est. 33,712
CZ-ABC: (80) 99,115
Bal. in NDM-ABC: (80) 151,426
County/MSA 80 Cen. 168,173; E&P 88 Est. 174,489
Total NDM-ABC: (80) 250,541
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Cities 80 Cen. 33,393; E&P 88 Est. 34,081
Champaign 80 Cen. 21,238; E&P 88 Est. 22,534
Urbana 80 Cen. 12,155; E&P 88 Est. 11,547
CZ-ABC: (80) 35,445
Bal. in NDM-ABC: (80) 53,170
County/MSA 80 Cen. 58,405; E&P 88 Est. 58,774
Total NDM-ABC: (80) 88,615

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	7	$1,380,045,613
Commercial	5	$557,647,583

6 - PASSENGER AUTOS: County 88,512

7 - ELECTRIC METERS: Residence 60,980

8 - GAS METERS: Residence 45,807

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 7,575; Constr. 2,125; Trade 19,300; Servs. 14,700; Federal Gov't 32,975; Agric. 3,700; Educ. 16,500. Total 85,900.
Principal Industrial Pay Days-1st of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-68; Summer 61-82; Fall 38-59; Winter 12-29. First killing frost, Oct. 18; last killing frost, Apr. 29.

11 - TAP WATER: Alkaline, softened; chlorinated and fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Market Place Mall(97)	NA	JCPenney, Bergners, Sears, Kohl's, Venture, Osco
Lincoln Sq.(25)	NA	Carson Pirie Scott, TG&Y
Sunnycrest(20)	NA	Walgreens, IGA, Jewel, K mart, Osco, Big Lots
Country Fair(36)	NA	Zayre, Jewel, Osco
K mart Plaza	NA	K mart

Principal Shopping Days-Mon. through Sun.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Bergners; F.K. Robeson; Sears; JCPenney; Carson Pirie Scott.
Variety Stores-TG&Y.
Discount Stores-Zayre; K mart; Target; Venture; Big Lots.
Chain Drug Stores-Walgreens 2; Osco 4; Cavett; Hook's 4.
Chain Supermarkets-Jewel 3; IGA 4; Aldi; Eagles 3; Diana Foods 2; County Market.
Other Chain Stores-Baskin-Robbins; Goodyear; Firestone; Goodrich; Carpetland; Clothworld.

14 - NEWSPAPERS: NEWS-GAZETTE (e-mon to fri) 46,017; (m-sat) 46,916; (S) 52,902; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Gary M. Holben, Adv. Dir., NEWS-GAZETTE, 15 Main St., Champaign, IL 61820; Tel. (217) 351-5252.
National Representative: Branham/Newspaper Sales.

CHARLESTON

1 - LOCATION: Coles County. E&P Map C-4. County Seat. Light manufacturing; railway division; college; agricultural area; Eastern Illinois University; Lake Land Jr. College. 190 mi. from Chicago; 124 mi. from Indianapolis; 126 mi. from St. Louis. SE central part of state.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western; Conrail.
Airlines-Britt
Motor Freight Carriers-4

3 - POPULATION:
Corp. City 80 Cen. 19,355; E&P 88 Est. 20,087
CZ-ABC: (80) 19,355
Bal. in NDM-ABC: (80) 23,604
County 80 Cen. 53,170; E&P 88 Est. 52,667
Total NDM-ABC: (80) 42,959

4 - HOUSEHOLDS:
City 80 Cen. 5,978; E&P 88 Est. 6,460
County 80 Cen. 18,919; E&P 88 Est. 19,732
CZ-ABC: (80) 5,978
Bal. in NDM-ABC: (80) 8,881
Total NDM-ABC: (80) 14,859

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$153,354,867
Savings & Loan	4	$209,387,402

6 - PASSENGER AUTOS: County 25,239

7 - ELECTRIC METERS: Residence 3,876

8 - GAS METERS: Residence 3,377

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Truck & Trailer Mfg. 900; Constr. 162; Printing, Bus. Forms 278; Ceramic Prods. 119; Hdwe. 50.
Principal Pay Days-Fri., Sat.; R.R. 11th & 26th; bimonthly, 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-77; Summer 72-93; Fall 39-60; Winter 35-48. First killing frost, Oct. 16; last killing frost, Apr. 26.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Square and 1 block each direction from its 4 corners, S. on Rte. 130; 400-500 block W. Lincoln.
Neighborhood Shopping Centers-4th to 7th Sts. on Lincoln St.; S. on State Rd. 130; W. on Rte. 16; Division to University Drive on Lincoln.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Charleston(5)	NA	Jewel
Lincoln Vlg.	NA	Dale Bayless, Champs, Ruthie's, Tokens
University(8)	NA	Tru-Value
Wilb Walker's(4)	NA	Ben Franklin, Family Phcy., Coast-to-Coast

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Spurgeon's.
Variety Stores-Well-Worth; Ben Franklin; Wal-Mart.
Chain Drug Stores-Walgreens; Osco.
Chain Supermarkets-IGA; Walker's; Jewel.
Other Chain Stores-Firestone; Montgomery Ward; Coast-to-Coast.

14 - NEWSPAPERS: COLES COUNTY TIMES-COURIER (m) 7,225; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Robert S. Yamamoto, Adv. Dir., COLES COUNTY TIMES-COURIER, 307 Sixth St.; Box 250, Charleston, IL 61920; Tel. (217) 345-7085.
National Representative: Landon Associates.

CHICAGO

1 - LOCATION: Cook County (PMSA). E&P Map D-1. Industrial, wholesale, retail, financial, telecommunications, health care, educational, research, transportation, and agricultural sales center.

2 - TRANSPORTATION: **Railroads**-Intercity Passenger: Amtrak; Commuter: Chicago South Shore & South Bend; Metra Rail System.
Motor Freight Carriers-More than 750 local trucking companies.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-O'Hare Passenger Airlines: Air Cal; Air Canada; Air France; Alia-Royal Jordan; Alitalia; American; AmerTrans Air; Braniff; British Airways; Continental; Delta; Eastern; El-Al Israel; Emerald Air; Icelandair; Japan Airlines; JAT-Yugoslav; Jet America; KLM Royal Dutch; Lufthansa; LOT Polish; McClain; Mexicana; Northwest Orient; Pan American; Philippines; Piedmont; Sabena; Scandinavian; Swiss Air; Trans World; United; USAir. Cargo Airlines: Airborne Express; Zantop; Emery Air; Evergreen; Federal Express; Flying Tiger; Interstate; SMB; Summit; United Parcel; Tradewinds Air; Trans-Continental; Southern Air; Mountain Air; Jet East; Commuter: Britt Airways; Direct Air; Simmons; Alliance Air; Comair; Great Lakes. Midway Airport Passenger Airlines: Continental; Mid-State; Midway; Northwest Orient; Southwest Air; United; Allegheny (Iowa); TWA.
Three Waterway Projects-St. Lawrence Seaway; Port of Chicago in Lake Calumet; Calumet-Sag Channel. Additional port facilities operated by the State of Indiana at Burns Harbor, IN.

3 - POPULATION:
Corp. City 80 Cen. 3,005,072; E&P 88 Est. 2,832,630
County 80 Cen. 5,248,912; E&P 88 Est. 5,210,613
PMSA 80 Cen. 6,062,530; E&P 88 Est. 6,174,544
SUN-TIMES AND TRIBUNE:
CZ-ABC: (80) 3,059,948
Bal. in NDM-ABC: (80) 4,686,438
Total NDM-ABC: (80) 7,746,386
DAILY HERALD:
NDM-ABC: (80) 641,399
DAILY CALUMET & POINTER:
NDM-ABC: (80) 129,460
DAILY SOUTHTOWN ECONOMIST:
NDM-ABC: (80) 669,080

4 - HOUSEHOLDS:
City 80 Cen. 1,093,409; E&P 88 Est. 1,080,637
County 80 Cen. 1,878,977; E&P 88 Est. 1,914,469
PMSA 80 Cen. 2,150,209; E&P 88 Est. 2,250,288
SUN-TIMES AND TRIBUNE:
CZ-ABC: (80) 1,115,918
Bal. in NDM-ABC: (80) 1,585,050
Total NDM-ABC: (80) 2,700,968
DAILY HERALD:
NDM-ABC: (80) 216,759
DAILY CALUMET & POINTER:
NDM-ABC: (80) 46,137
DAILY SOUTHTOWN ECONOMIST:
NDM-ABC: (80) 224,318

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	267	$65,000,000,000
Commercial	395	$70,631,141,000

6 - PASSENGER AUTOS: County 1,577,796

7 - ELECTRIC METERS: Residence 2,676,700
8 - GAS METERS: N.A.
9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 550,600 ($445); Elect. Mach. 86,100 ($373); Non-Elect. Mach. 58,800 ($472); Trans. Equip. 20,500 ($570); Primary Metals 26,800 ($585); Fab. Metals 71,400 ($507); Professional & Scientific Instruments 18,600 ($387); Food 51,100 ($483); Printing & Pub. 73,900 ($457); Chem. 32,000 ($455); Paper 21,600 ($382); Rubber & Plastic 28,000 ($342); Whol. Trade 256,500; Ret. Trade 502,100; Mining & Constr. 121,000; Trans., Commun. & Public Util. 192,600; Fin., Ins., Real Estate 257,200; Servs. 780,200; Hotels & Lodging 335,400.

10 - CLIMATE: 1987 Av. Temp.-Jan. 26; Apr. 51; July 76; Oct. 47. 1987 Av. Precipitation-41.4 in.; Av. Snowfall 26.2 in.

11 - TAP WATER: Alkaline (Lake Michigan); fluoridated.

12 - RETAILING: **Principal Shopping Centers**-The PMSA has 32 regional malls. The most important of these are Michigan Ave., Woodfield Mall in Schaumburg and the Oakbrook Center. The principal offices of Sears and Montgomery Wards are located here.
Principal Shopping Days-Loop and Outlying Stores-Mon., Thur., Sat., Sun. Supermarkets-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon. & Thur.

13 - RETAIL OUTLETS: Carson Pirie Scott & Co.-16: 1 in Chicago, 15 in suburbs; JC Penney-17: 2 in Chicago, 15 in suburbs; Mainstreet-13 in suburbs. Marshall Field's-14: 2 in Chicago, 12 in suburbs; Montgomery Ward & Co.-18: 2 in Chicago, 16 in suburbs; Sears-21 full line stores: 5 in Chicago, 12 in suburbs; Bloomingdale's opening on Michigan Ave., Summer 1988.
Discount & Variety Stores-K mart; Venture; Zayre; Service Merchandise; Woolworth; Highland Superstores; Fretter Superstores.
Chain Supermarkets-Cub; Butera; Dominick's; Eagle; Pic 'N Save; Treasure Island; Hillman's; Jewel.
Cooperative Food Stores-Centrella; Certified; Progressive.
Chain Drug Stores-DeKoven; Family Drug Center; F&M Distributors; Perry; Little Bucky; Rexall; Stineway; Sun Drugs; SupeRx; Les-On; Osco; Phar-Mor; Walgreens.

14 - NEWSPAPERS: CALUMET & POINTER (e-mon to fri) 11,111; (S) 9,906; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Joe Gurnak, Adv. Dir., CALUMET & POINTER, 18127 William St., Lansing, IL 60438; Tel. (312) 895-3700.
National Representative: U.S. Suburban Press.
DEFENDER (m-mon to thur, m-sat) 33,868, sworn Mar. 31, 1988.
Local Contact for Advertising and Merchandising Data: Willie Wright, Adv. Dir., DEFENDER, 2400 S. Michigan, Chicago, IL 60616; Tel. (312) 225-2400.
National Representative: Amalgamated Publishers.
HERALD (m) 78,136; (S) 76,[illegible]91; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Paul Borgardt, Adv. Mgr., HERALD, 217 W. Campbell St.; PO Box 280, Arlington Heights, IL 60006; Tel. (312) 870-3600.
National Representative: U.S. Suburban Press.
SOUTHTOWN ECONOMIST (e-mon to fri) 36,688; (S) 51,950; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Donald Gunn, V.P. Mktg., SOUTHTOWN ECONOMIST, 5959 S. Harlem Ave., Chicago, IL 60638; Tel. (312) 388-3900.
National Representative: U.S. Suburban Press.
SUN-TIMES (m-mon to fri) 625,035; (m-sat) 420,657; (S) 637,208; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Scott Ring, Sr., V.P. Adv., SUN-TIMES, 401 N. Wabash, Rm. 100, Chicago, IL 60611; Tel. (312) 321-3000.
National Representatives: Offices in New York, Detroit, Los Angeles, Atlanta, Miami Beach, San Francisco.
TRIBUNE (m-mon to fri) 774,045; (m-sat) 621,933; (S) 1,129,843; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Dennis Grant, Nat'l. Ret. Adv. Mgr., TRIBUNE, 435 N. Michigan Ave., Chicago, IL 60611; Tel. (312) 222-3232.
National Representatives: Offices in New York, Detroit, Miami, Fl, Dallas, West Coast Reps., Western States Assoc., Los Angeles, San Francisco.

CLINTON

1 - LOCATION: DeWitt County. E&P Map C-3. County Seat. Residential center. Springfield, 45 mi.; Decatur, 21 mi.; Bloomington, 22 mi.; Champaign, 39 mi. On U.S. Hwys. 51, 54; State Hwy. 10.

2 - TRANSPORTATION: Railroads-Illinois Central.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 8,014; E&P 88 Est. 7,867
County 80 Cen. 18,128; E&P 88 Est. 20,252

4 - HOUSEHOLDS:
City 80 Cen. 3,193; E&P 88 Est. 3,234
County 80 Cen. 6,841; E&P 88 Est. 7,824

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$57,927,000
Savings & Loan	2	$50,000,000

6 - PASSENGER AUTOS: County 9,471

7 - ELECTRIC METERS: Residence 4,110

8 - GAS METERS: Residence 3,094

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-China Mfg. 100; Houseware Mfg. 375; Ill. Central R.R. 150; Business Forms 150; Nuclear Power Station 3,000.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-85; Summer 55-110; Fall 20-80; Winter 10-45. First killing frost, Oct. 20; last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, treated, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hickory Point Mall(85)	15	Carson Pirie Scott, JCPenney, Bergner's
Eastland Ctr.(54)	21	Sears, Bergner's, JCPenney

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; some Mon.

13 - RETAIL OUTLETS: Department Stores-Spurgeon's; Carson Pirie Scott; JCPenney; Bergner's; Sears.
Variety Stores-Ben Franklin; Gamble's; Wal-Mart.
Chain Supermarkets-Eisner; IGA.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 3,783; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Terrie Baker, Sales Mgr., JOURNAL, 117 W. Main St.; PO Box 615, Clinton, IL 61727; Tel. (217) 935-3171.
National Representative: Landon Associates.

CRYSTAL LAKE

1 - LOCATION: McHenry County. (in Chicago PMSA). E&P Map C-1. 40 mi. NW of Chicago on U.S. Hwy. 14. Crystal Lake is the retailing and manufacturing center of McHenry County.

2 - TRANSPORTATION: Chicago and Northwestern Railroad commuter trains and Regional Transportation Authority bus line connects Crystal Lake with all of Chicago Metropolitan area. Small airport.

3 - POPULATION:
Corp. City 80 Cen. 18,590; E&P 88 Est. 21,130
County 80 Cen. 149,280; E&P 88 Est. 164,712
PMSA 80 Cen. 6,062,530; E&P 88 Est. 6,174,544
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 6,191; E&P 88 Est. 7,157
County 80 Cen. 49,015; E&P 88 Est. 55,217
PMSA 80 Cen. 2,150,209; E&P 88 Est. 2,250,288

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$109,645,012
Savings & Loan	4	$3,686,990,720

6 - PASSENGER AUTOS: County 103,814

7 - ELECTRIC METERS: Residence 7,560

8 - GAS METERS: Residence 9,472

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Retailing 1,228; Equip. Mfg. 2,240; Printing 468; Farm Equip. & Landscaping 461; Util. 583.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-88; Summer 48-103; Fall 18-88; Winter -25-65. First killing frost, Sept. 25; last killing frost, May 1.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center**-downtown and a major shopping center (50 stores) at southeast edge of city. Neighborhood shopping centers along Hwy. 14, 31, McHenry Ave and Berkshire Dr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Woodfield Mall	25	Sears, Field, JCPenney
Spring Hill Mall	10	Field, Bergner's, Sears, JCPenney, Joseph Spiess

Principal Shopping Days-Fri., Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Joseph Spiess; JCPenney (catalog).
Discount Stores-K mart; Zayre.
Chain Drug Stores-Osco; Walgreens.
Other Chain Stores-Minnesota Fabrics; 84 Lumber; Edward Hines Lumber; Kinney Shoes; Stuart's; Athletic Shoe Factory; Genl. Nutrition; Payless Shoes; Just Jeans; Brooks; Dominick's; Ace Hardware.

14 - NEWSPAPERS: NORTHWEST HERALD (m) 30,127; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Sam Fisher, Adv. Mgr., NORTHWEST HERALD, 1 Herald Sq., PO Box 250, Crystal Lake, IL 60014; Tel. (815) 459-4040.
National Representative: U.S. Suburban Press.

DANVILLE

1 - LOCATION: Vermilion County, E&P Map D-3. County Seat. Agricultural and industrial center on Vermilion River and Lake Vermilion. 135 mi. S of Chicago; 140 mi. SE of Peoria; 210 mi. NE of St. Louis, MO; 85 mi. W of Indianapolis, IN.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Baltimore & Ohio; Chicago & Eastern; Conrail; CSX.
Motor Freight Carriers-44.
Intercity Bus Lines-Runaround; Illini Swallow; Greyhound.
Airlines-Britt Airline Commuter.

3 - POPULATION:
Corp. City 80 Cen. 38,985; E&P 88 Est. 34,501
CZ-ABC: (80) 59,931
RTZ-ABC: (80) 66,341
County 80 Cen. 94,982; E&P 88 Est. 92,772
City & RTZ-ABC: (80) 126,272
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,392; E&P 88 Est. 13,783
County 80 Cen. 35,371; E&P 88 Est. 35,991
CZ-ABC: (80) 22,886
RTZ-ABC: (80) 23,651
City & RTZ-ABC: (80) 46,537

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$424,315,000
Savings & Loans	4	$142,346,764

6 - PASSENGER AUTOS: County 50,147

7 - ELECTRIC METERS: Residential & Comm. 32,400

8 - GAS METERS: Residential & Comm. 21,767

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Foundry 1,430; Ballasts 500; Railroad Equip. 90; Lift Trucks 870; Meat Casings 755; Hardware 425; Candy Mfg. 265; Clothing 100; Aerosol Prods. 655; Hair Accessories 31; Cereal Mfg. (540); Electronics (120); Grain Proc. (415); Heat transfer (695); Plastics 245. (Annual Payroll $193,000,000; Employing 7,400).
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Average Temp.-Winter 28-30; Summer 76-78. First killing frost, Oct. 16; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, very hard, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Vermilion St.; 4 on Main St.; 2 on North St.
Neighborhood Shopping Centers-2 blocks on Vermilion & Fairchild Sts.; 2 blocks on Main St. at Bismark St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Holiday Sq.(11)	4	Zayre
K mart	3	K mart, Kar Kleen
Village Mall(68)	4	Target, Meis, JCPenney
Towne Center	19	Country Mkt., SupeRx

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Hills; Sears; Meis.
Discount Stores-K mart; Zayre; Target; K's Merchandise Mart.
Chain Drug Stores-Harding; Prescription Shop 3; Hook 5.
Chain Supermarkets-Jewel; Eagle 2; County Market; Aldi's.
Other Chain Stores-Turk's (furn.); Rhodes-Burford (furn.); Pittsburgh Paints; Sherwin-Williams; Fannie Mae; True Value Hdwe. 3; Black's Hdwe.; Ace Hdwe.

14 - NEWSPAPERS: COMMERCIAL-NEWS (e) 25,036; (S) 27,074; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Carol Nichols, Adv. Dir., COMMERCIAL-NEWS, 17 W. North, Danville, IL 61832; Tel. (217) 446-1000.
National Representative: Gannett National Newspaper Sales.

DECATUR

1 - LOCATION: Macon County (MSA). E&P Map C-3, County Seat. 174 mi. SW of Chicago; 123 mi. NE of St. Louis; 155 mi. W of Indianapolis.

2 - TRANSPORTATION: Railroads-Norfolk Southern; Illinois Central; CSX.
Motor Freight Carriers-41.
Intercity Bus Lines-Crown Transit; Continental Trailways.
Airlines-Continental Express; Transworld Express; Allegheny Commuter.

3 - POPULATION:
Corp. City 80 Cen. 94,081; E&P 88 Est. 88,586
CZ-ABC: (80) 107,393
RTZ-ABC: (80) 90,303
County/MSA 80 Cen. 131,401; E&P 88 Est. 128,603
City & RTZ-ABC: (80) 197,696
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 35,923; E&P 88 Est. 35,013
CZ-ABC: (80) 40,378
RTZ-ABC: (80) 32,337
County/MSA 80 Cen. 48,294; E&P 88 Est. 48,553
City & RTZ-ABC: (80) 72,715

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$600,000,000
Savings & Loan	4	$300,000,000

6 - PASSENGER AUTOS: County 73,067

7 - ELECTRIC METERS: Residence 46,633

8 - GAS METERS: Residence 56,220

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Graders, Tractors 5,045; Corn-Soy Bean Proc. 4,600; Gas & Water Systems 1,000; Castings & Fittings 1,500; Window Glass 470; Tires 2,250. Av. Wkly. Wage-$280.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-93; Summer 43-94; Fall 1-81; Winter 1-73. First killing frost, Oct. 16; last killing frost, Apr. 25.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Water St., 8 on N. Main St.; 2 on E. Main, E. Prairie, E. William, E. North Sts. Hickory Point Mall, Decatur/Forsyth, IL-105 Stores anchored by JCPenney, Bergner's Carson Pirie Scott, Kuhls.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brettwood Vlg.(20)	2	Kroger
Colonial(9)	2	Family Drug
Decatur Plaza(8)	5	Century 21, Eagle
Fairview Plz.(25)	2	Kroger, Walgreens,
French Quarter W. (10)	2	Inacomp Computer
K mart, Mt. Zion Plz.(18)	5	Radio Shack, Kroger, Food For Less
Northgate Mall(17)	2	Venture, Jewel, Osco
Pines(7)	1	Walgreens, Pines Variety
South Shores Ctr.(8)	1	Family Drug, True Value, Ben Franklin
Southtowne Plz.(8)	1	Eagle, Enloe Drugs
Spring Creek Plz. (14)	2	Eagle, Perkin's, Food For Less
Woodmound Plz.(17)	4	White Hen

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Dept.-Mon., Fri.; Food until 9 and Midnight.

13 - RETAIL OUTLETS: Department Stores-Bergner's; Carson Pirie Scott; JCPenney; Sears; Kohls.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-K mart 2; Venture; Dollar General 2; Farm & Fleet; Hills.
Chain Drug Stores-Walgreens 5; Family Drug 3; Enloe 3; Osco 3.
Chain Supermarkets-Jewel 3; Kroger 3; Eagle 3; Cub Food.
Other Chain Stores-Zale's; Black (hdwe.); Thom McAn; Newman's (women's); Firestone 2; Goodyear 2; Goodrich; Hooker Glass & Paint Co.; Sherwin-Williams; Pittsburgh Plate Glass; Fannie May; Barker's 2; Kinney; General Tire Co.; Radio Shack 3; Team Electronics; Cloth World; Payless Shoe Store 2; Musicland; Glidden Paint Center; True Value Hardware 2.

14 - NEWSPAPERS: HERALD & REVIEW (m) 42,496; (S) 55,153; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Fred W. Whobrey, Ret. Mgr., HERALD & REVIEW, 601 E. William St.; PO Box 311, Decatur, IL 62525; Tel. (217) 429-5151.
National Representative: Branham/Newspaper Sales.

DE KALB

1 - LOCATION: De Kalb County. E&P Map C-1. Agricultural, industrial, and education center.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern; Chicago Great Western; CMStP&P.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 33,099; E&P 88 Est. 30,720
CZ-ABC: (80) 42,375
RTZ-ABC: (80) 26,919
County 80 Cen. 74,966; E&P 88 Est. 74,338
City & RTZ-ABC: (80) 69,294
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,617; E&P 88 Est. 9,052
County 80 Cen. 22,429; E&P 88 Est. 26,380
CZ-ABC: (80) 13,134
RTZ-ABC: (80) 9,273
City & RTZ-ABC: (80) 22,407

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$348,802,000
Savings & Loan	2	$217,234,440

6 - PASSENGER AUTOS: County 39,301

7 - ELECTRIC METERS: Residence 14,748

8 - GAS METERS: Residence 9,920

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Hourly Wage)-Heavy Equip. 342 ($9.80); Fabricating 375 ($8.60) Agronomy Research 420 ($7.69); Univ. Teaching Faculty 1,650 ($637, 9 months); Univ. Staff 1,800 ($9.42).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-96; Summer 43-93; Fall -3-88; Winter -28-67. First killing frost, Oct. 11; last killing frost, Apr. 3.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on two streets. 4 shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
De Kalb(2)	NA	Jewel Food
De Val(6)	NA	Ace Hdwe.
De Kalb Discount (10)	NA	De Kalb Discount
Aldi(10)	NA	Aldi
Northland(10)	NA	Wal-Mart, Pic N Sav
Junction(15)	NA	Illini Sporting Goods
Village Commons(4)	NA	VCB
Eagles(9)	NA	Perry Drugs, Eagle

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Wal-Mart; Henderson's; Sears (catalog); Colson's.
Discount Stores-K mart.
Chain Drug Stores-Lehan 2, Perry Drugs.
Chain Supermarkets-Eagle 2, Jewel, Aldi, Pic'N Save.

14 - NEWSPAPERS: CHRONICLE (e-mon to fri) 11,119; (S) 12,039; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Reino Riippi, Adv. Dir., CHRONICLE, Barber Greene Rd., De Kalb, IL 60115; Tel. (815) 756-4841.
National Representative: Landon Associates.

DIXON

1 - LOCATION: Lee County, E&P Map C-1. 98 mi. W of Chicago on U.S. Hwy. 38 and State Hwys. 2, 26, 52 and Interstate 88.

2 - TRANSPORTATION: **Railroads**-Chicago Northwestern (freight only).
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 15,619; E&P 88 Est. 13,295
CZ-ABC: (80) 15,710
RTZ-ABC: (80) 55,363
County 80 Cen. 36,279; E&P 88 Est. 33,836
City & RTZ-ABC: (80) 71,073

4 - HOUSEHOLDS:
City 80 Cen. 5,642; E&P 88 Est. 4,936
County 80 Cen. 12,649; E&P 88 Est. 12,320
CZ-ABC: (80) 5,657
RTZ-ABC: (80) 19,569
City & RTZ-ABC: (80) 25,226

5 - BANKS	NUMBER	EST. DEP.
Savings	2	$160,000,000
Savings & Loan	2	$107,000,000

6 - PASSENGER AUTOS: County 19,306.

7 - ELECTRIC METERS: Residence 6,594.

8 - GAS METERS: Residence 4,968.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Cement Mfg. 200; Auto Parts 799; Printing 275; Valve Mfg. 150; Food Prods. 175; State Highway Dept. 575; Commercial Prods. 200; Electronics 750; Overhead Garage Doors 385; Public Util. 559; Misc. 300. Wholesalers & Distributors 200.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-68; Summer 72-90; Fall 58-70; Winter 10-44. First killing frost, Oct. 9; last killing frost, Apr. 12.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on First St.; 2 blocks on Galena Ave.
Neighborhood Shopping Centers-N. Galena Ave.; Depot Ave.
Shopping Centers-Plaza North.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri., Mon. (limited).

13 - RETAIL OUTLETS: **Department Stores**-Spurgeon's; Kline's; Pamida.
Chain Drug Stores-Walgreens.
Chain Supermarkets-Eagle; Red Fox; Jack & Jill; IGA.
Other Chain Stores-True Value; Ace Hdwe.; Coast-to-Coast; Sherwin-Williams.

14 - NEWSPAPERS: TELEGRAPH (e) 10,145; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jim Nelson, Adv. Dir., TELEGRAPH, 113-115 Peoria Ave., Dixon, IL 61021; Tel. (815) 284-2222.
National Representative: None.

DU QUOIN

1 - LOCATION: Perry County, E&P Map C-5. 80 mi. SE of St. Louis; 70 mi. N of Cairo, IL; 288 mi. S of Chicago. On State Hwys. 13, 14, 152, 154; U.S. Hwy. 51.

2 - TRANSPORTATION: **Railroads**-Illinois Central; Missouri Pacific; Pinckneyville.
Motor Freight Carriers-8.
Intercity Bus Lines-Gulf, Mobile & Ohio.
Airlines-Ozark, Air Illinois.

3 - POPULATION:
Corp. City 80 Cen. 6,594; E&P 88 Est. 6,720
County 80 Cen. 21,734; E&P 88 Est. 22,405

4 - HOUSEHOLDS:
City 80 Cen. 2,692; E&P 88 Est. 2,769
County 80 Cen. 8,137; E&P 88 Est. 8,517

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$246,000,000

6 - PASSENGER AUTOS: County 11,142.

7 - ELECTRIC METERS: Residence 4,250.

8 - GAS METERS: Residence Counties: Du Quoin 2,417; Pinckneyville 1,350.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Coal Mining 950; Meat Pkg. 400; Apparel 325; Timber 200; Constr. 175; Metal Fab. 500; Dairy Prods. 60; Phono Records 210; Aluminum 410.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 82-108; Fall 50-80; Winter 30-60.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Main St.; 4 on Division St.; 3 on Washington St.; Southtown Shpg. Ctr.; Pinckneyville: 4 on Sq.; 3 on Walnut; 2 on Main; 3 on Water.
Neighborhood Shopping Centers-Washington Hickory St., retail outlets on U.S. 51. Pinckneyville E. Water & S. Main.
Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri.
Stores Open Sundays-Food, Drug, Variety.
13 - RETAIL OUTLETS: **Department Stores**-Dollar General.
Discount Stores-Value; H&M; Wal-Mart.
Variety Stores-Economy; Index Notion.
Chain Drug Stores-Bianco Rexall; Rexall; Revco; Health Mart; Medi-Cap.
Chain Supermarkets-Kroger; Gann & Bender; IGA; Food Park.
Other Chain Stores-Western Auto; Du Quoin Auto Supply; Linkon Auto Supply; Chester City Dairy; Sawyer Paint & Wallpaper; B.J. Hardware.
14 - NEWSPAPERS: CALL (e) 4,789, sworn Oct. 2, 1987.
Local Contact for Advertising & Merchandising Data: Douglas S. Caldwell, Gen. Mgr. or Pam Dierks, Adv. Mgr., 9 N. Division St., Du Quoin, IL 62832; Tel. (618) 542-2133.
National Representative: Landon Associates.

EAST ALTON

See ALTON

EAST DUBUQUE

See DUBUQUE, IA

EAST MOLINE

See ROCK ISLAND

EDWARDSVILLE

1 - LOCATION: Madison County (In St. Louis, MO-IL MSA). E&P Map B-4, County Seat. 18 mi. NE of E St. Louis. On U.S. Hwy. 55; State Hwys. 157, 159, 143.

2 - TRANSPORTATION: **Railroads**-Norfolk Southern; C&NW (freight); Illinois Terminal.
Motor Freight Carriers-1.

3 - POPULATION:
Corp. City 80 Cen. 12,460; E&P 88 Est. 13,600
NDM-ABC: (80) 48,328
MSA 80 Cen. 2,376,748; E&P 88 Est. 2,468,035
County 80 Cen. 247,577; E&P 88 Est. 245,217

4 - HOUSEHOLDS:
City 80 Cen. 4,992; E&P 88 Est. 5,364
County 80 Cen. 93,675; E&P 88 Est. 93,612
MSA 80 Cen. 844,814; E&P 88 Est. 912,136
NDM-ABC: (80) 17,316

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$200,000,000
Savings & Loan	2	$120,000,000

6 - PASSENGER AUTOS: County 146,922.

7 - ELECTRIC METERS: Residence 7,404.

8 - GAS METERS: Residence 6,195.

9 - PRINCIPAL INDUSTRIES: Southern Illinois University.

10 - CLIMATE: First killing frost, Oct. 14; last killing frost, Jan. 31.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-4 blocks on two streets. Montclaire; 500 block Troy Rd.; Ginger Greek Village; Cottonwood Mall.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Glik's; K mart.
Discount Stores-Wal-Mart.
Chain Drug Stores-Schwartz's, Walgreens.
Chain Supermarkets-National; Shop & Save.

14 - NEWSPAPERS: INTELLIGENCER (e) 7,306; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: John B. Levesque, Pub., INTELLIGENCER, 117 N. Second St., Edwardsville, IL 62025; Tel. (618) 656-4700.
National Representative: Branham/Newspaper Sales.

EFFINGHAM

1 - LOCATION: Effingham County, E&P Map C-4, County Seat. 200 mi. S of Chicago, 100 mi. NE of St. Louis. On U.S. Routes 40 & 45, I-70 & I-57; State Hwys. 32, 33, 37.

2 - TRANSPORTATION: **Railroads**-Conrail, Illinois Central.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Continental Trailways; C&H Coach and Trailways.

3 - POPULATION:
Corp. City 80 Cen. 11,270; E&P 88 Est. 11,363
CZ-ABC: (80) 13,600
RTZ-ABC: (80) 64,804
County 80 Cen. 31,129; E&P 88 Est. 32,180
City & RTZ-ABC: (80) 78,404
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,325; E&P 88 Est. 4,453
County 80 Cen. 10,637; E&P 88 Est. 11,264
CZ-ABC: (80) 5,001
RTZ-ABC: (80) 23,040
City & RTZ-ABC: (80) 28,041

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$111,500,000
Commercial	3	$240,000,000

6 - PASSENGER AUTOS: County 17,237.

7 - ELECTRIC METERS: Residence 5,663.

8 - GAS METERS: Residence 4,302.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Air Conditioners 1,000; Commercial Printing 3,100; Housing Components 220; Furn. Components 300; Paint 200; Computer Software 55.
10 - CLIMATE: N.A.
11 - TAP WATER: Alkaline, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Village Sq.(40)	4	JCPenney, Spurgeons, Jubilee, Coast-to-Coast, Rural King
Westgate(8)	1	TG&Y, Sav-A-Lot
K mart Plz.(3)	2	K mart, Wal-Mart, Kroger, SupeRx

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Spurgeon's; Jansen's; JCPenney.
Variety Stores-K mart; Rural King; Dollar General; TG&Y; Wal-Mart.
Chain Drug Stores-Rexall; SupeRx.
Chain Supermarkets-Kroger; IGA; AG 2; Jubilee.

14 - NEWSPAPERS: NEWS (e) 13,456; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Carl Thoele, Adv. Mgr., NEWS, 201 N. Banker, Effingham, IL 62401; Tel. (217) 347-7151.
National Representative: None.

ELDORADO

1 - LOCATION: Saline County, E&P Map C-5. 50 mi. WSW of Evansville, IN. 20 mi. from Ohio River at Shawneetown. On U.S. Hwy. 45; State Hwy. 142.

2 - TRANSPORTATION: **Railroads**-CCC&StL; L&N; Conrail.

3 - POPULATION:
Corp. City 80 Cen. 5,198; E&P 88 Est. 5,223
County 80 Cen. 27,417; E&P 88 Est. 29,077

4 - HOUSEHOLDS:
City 80 Cen. 2,176; E&P 88 Est. 2,187
County 80 Cen. 10,815; E&P 88 Est. 12,118

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$12,387,000
Savings & Loan	NA	$1,213,000

6 - PASSENGER AUTOS: County 14,152.

7 - ELECTRIC METERS: Residence 2,100.

8 - GAS METERS: Residence 2,230.

9 - PRINCIPAL INDUSTRIES: Coal Mining; Farming; Dairy Prods.; Oil.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-80; Summer 55-100; Fall 40-95; Winter 18-48.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: **Department Stores**-Eldorado; P. N. Hirsch & Co.
Variety Stores-Muckley; Ben Franklin; Cousin Fred's.

14 - NEWSPAPERS: JOURNAL (e) 2,000, sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: James D. Bond, Gen. Mgr., JOURNAL, 1200 Locust St., Eldorado, IL 62930; Tel. (618) 273-3379.
National Representative: None.

ELGIN

1 - LOCATION: Cook & Kane Counties, E&P Map C-1 (In Chicago PMSA and Aurora-Elgin PMSA). Industrial & residential ctr. 38 mi. NW of Chicago & 50 mi. SE of Rockford, on the Grant Hwy. (U.S. 20). State 19, 25, 31, 58, the Northwest Tollway.

2 - TRANSPORTATION: **Railroads**-Chicago, Milwaukee, St. Paul & Pacific; Union Pacific; Chicago & North Western; Elgin; Joliet & Eastern (Outer Belt Line).
Intercity Bus Lines-United Motor Coach; Northland Greyhound; Regional Trans. Authority.
Motor Freight Carriers-19.

3 - POPULATION:
Corp. City 80 Cen. 63,981; E&P 88 Est. 71,705
CZ-ABC: (80) 85,753
RTZ-ABC: (80) 528,213
Chicago PMSA 80 Cen. 6,062,530; E&P 88 Est. 6,174,544
Aurora-Elgin PMSA 80 Cen. 316,676; E&P 88 Est. 342,578
Counties 80 Cen. 5,528,003; E&P 88 Est. 5,514,611
  Cook 80 Cen. 5,248,912; E&P 88 Est. 5,210,613
  Kane 80 Cen. 279,091; E&P 88 Est. 303,998
City & RTZ-ABC: (80) 613,966
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,463; E&P 88 Est. 27,519
Counties 80 Cen. 1,972,706; E&P 88 Est. 2,018,805
  Cook 80 Cen. 1,878,977; E&P 88 Est. 1,914,469
  Kane 80 Cen. 93,729; E&P 88 Est. 104,336
Chicago PMSA 80 Cen. 2,150,209; E&P 88 Est. 2,250,288
Aurora-Elgin PMSA 80 Cen. 105,771; E&P 88 Est. 117,063
CZ-ABC: (80) 31,239
RTZ-ABC: (80) 171,152
City & RTZ-ABC: (80) 202,391

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$282,760,120
Savings & Loan	3	$386,548,262

6 - PASSENGER AUTOS: Kane County 191,436; Cook County 1,670,857.

7 - ELECTRIC METERS: Residence 23,994.

8 - GAS METERS: Residence 15,264.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Precision Lighting 29,742; Electric Prods.; Belting; Tools; Automotive ($267).

10 - CLIMATE: Min. & Max. Temp.-Spring 22-72; Summer 58-87; Fall 30-75; Winter 17-33. Last killing frost, May 1.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: Principal Shopping Center-Fox River Plz., Rt. 31 & I-90, Venture, Marshalls, Service Merchandise, Builder's Sq.; 3 blocks on Chicago and Division Sts. and E. Highland Ave.; 6 on N. and S. Grove Aves.; 4 on Douglas Ave.; 2 on Brook St.; 2 on Dupage St.; 5 on N. and S. Spring Sts.; and 1 on W. Chicago St. and N. State St. (Downtown shopping).
Neighborhood Shopping Centers-South St. (Sunset Park); National St., State St. and Walnut Ave.; Dundee, Liberty and Congdon; McLean Blvd. (north and south); Bluff City Blvd. and St. Charles St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Big Oak(10)	1	H&R Block
Fox River Plz	3	Venture, Service Mdse.
Meadowdale(52)	5	A&P, Eagle
Springhill(120)	5	Sears, Marshall Field, Bergners, JCPenney
Town & Country(12)	1	Eagle
Wing Park Shpg(22) Center(22)	1	Ben Franklin, Gromers

Principal Shopping Days-Mon., Thur., Fri., Sat., & Sun.
Stores Closed-Mon. morning.
Stores Open Evenings-Dept. Mon., Thur. & Fri. Food nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Bergner's.
Discount Stores-K mart; Zayre; Venture; Marshalls.
Variety Stores-Ben Franklin 2.
Chain Drug Stores-Osco 4; SupeRx; Walgreens; Revco.
Chain Supermarkets-Eagle Foods 4; Gromer's; Jewel 3; K mart; 7-Eleven 5; Dominick's.
Other Chain Stores-Leath (furn.); Pittsburgh Plate Glass; Ace Hdwe.; National Cash Register; Fanny May; V&S Hdwe. 2; Wickes Lumber; Builder's Sq.

14 - NEWSPAPERS: COURIER-NEWS (e) 32,076; (S) 32,693; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Dick Brunetto, Gen. Adv. Mgr., COURIER-NEWS, 300 Lake St., Elgin, IL 60120; Tel. (312) 888-7790.
National Representative: Sawyer-Ferguson-Walker.

FLORA

1 - LOCATION: Clay County, E&P Map C-4. 100 mi. E of St. Louis; 60 mi. W of Vincennes; 120 mi. SE of State Capital, Springfield; 100 mi. S of Decatur and Champaign. U.S. Hwys. 45, 50. 5 mi. from Little Wabash River.

2 - TRANSPORTATION: Railroads-B&O.

3 - POPULATION:
Corp. City 80 Cen. 5,379; E&P 88 Est. 5,944
County 80 Cen. 15,317; E&P 88 Est. 15,449

4 - HOUSEHOLDS:
City 80 Cen. 2,141; E&P 88 Est. 2,402
County 80 Cen. 5,800; E&P 88 Est. 6,074

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$35,000,000
Savings & Loan	1	$6,000,000

6 - PASSENGER AUTOS: County 7,475

7 - ELECTRIC METERS: Residence 2,559

8 - GAS METERS: Residence 1,953

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil 200; Garment Factory 100; Steel Fab. 80; Automotive Parts 300; Electronic Parts 100; Oil Field Servs. 100; Aluminum Cable 65.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri., Food-weekdays.
Stores Open Sundays-2 food & 5 dept.

13 - RETAIL OUTLETS: Department Stores-Country Squire; Gentleman Shoppe; Tot & Teen Shoppe; Rich's; Vaughn's; Uebinger's.
Variety Stores-Ben Franklin; Dollar General.
Chain Supermarkets-IGA Foodliner; Huck's; Big John's; Sav-A-Lot.
Other Chain Stores-Sears (catalog); Western Auto; Wal-Mart; Furn. Stores.

14 - NEWSPAPERS: CLAY COUNTY ADVOCATE-PRESS (e-mon to fri) 4,011; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Rose Gill, Co-Pub., CLAY COUNTY ADVOCATE-PRESS, 105 W. North Ave., Flora, IL 62839; Tel. (618) 662-2108.
National Representative: Landon Associates.

FREEPORT

1 - LOCATION: Stephenson County, E&P Map C-1. County Seat. Shipping center for county agricultural and dairying area. Leading dairy county in Il. Misc. mfg. wholesale center for area. Insurance center NW part of state. 115 mi. NW of Chicago on U.S. Hwy. 20, State Rtes. 75 and 26. 35 mi. from Mississippi River at Savanna, IL.

2 - TRANSPORTATION: Railroads (freight)-Chicago Central Pacific.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Charter-Harold Sager Tours; Wiersema Charter Service; Scenic Stage Line; Van Galder.
Airlines-Charter.

3 - POPULATION:
Corp. City 80 Cen. 26,266; E&P 88 Est. 26,117
CZ-ABC: (80) 26,266
RTZ-ABC: (80) 61,982
County 80 Cen. 49,723; E&P 88 Est. 50,153
City & RTZ-ABC: (80) 88,248

4 - HOUSEHOLDS:
City 80 Cen. 10,642; E&P 88 Est. 10,973
County 80 Cen. 18,439; E&P 88 Est. 19,353
CZ-ABC: (80) 10,642
RTZ-ABC: (80) 21,884
City & RTZ-ABC: (80) 32,526

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$206,626,000
Commercial	3	$300,176,000

6 - PASSENGER AUTOS: County 28,975

7 - ELECTRIC METERS: Residence 10,650

8 - GAS METERS: 11,267

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. Total: 7,850; Electrical Mach. 4,675; Fab. Metal 375; Misc. Durable Goods 925; Nondurables 1,975; Food 250; Printing 150; Retail Total: 9,150; Ret. Trade 2,175; Fin./Ins./R.E. 2,375; Whol. 400; Mine & Constr. 600; Trans. 375; Commun. & Public Util. 225; Service & Misc. Industries 2,225; Gov't Total: 2,450; Local 2,175; State 125; Federal 150.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-61; Summer 61-81; Fall 41-59; Winter 13-30. First killing frost, Oct. 25; last killing frost, May 4.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Stephenson St., includes a 12 yr. old 2-block Shopping Plaza, 4 on Main St., and cross sts. between Main and Stephenson in a 5-block area.
Neighborhood Shopping Areas-Spring St. from Walnut Ave. to State St.; S. Galena Ave. from Spring St. to Float St.; S. West Ave., between Empire St. and Yellow Creek; Lincoln Mall Shopping Center West on U.S. 20, South St., between S. West Ave. and S. Walnut.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
TG&Y(4)	2	TG&Y, Coast-to-Coast
Freeport Lincoln Mall(15)	2	Sears, JCPenney, Eagle

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Fri.; Shopping Center & Major Chain, Mon. through Fri.
Stores Open Sundays-Drugs, discounts. All foods, chain stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Spurgeon's.
Discount Stores-Jupiter; Farm and Fleet; K mart.
Variety Stores-TG&Y.
Chain Drug Stores-Osco; Revco; Rexall.
Chain Supermarkets-Eagle Foods 2; Super Valu; Jewel; Food Bonanza.
Other Chain Stores-Fannie May Candy; Brown Shoes; Endicott-Johnson; Leslie Shoes; Frank's Jewelry; Coast-to-Coast Hdwe.; True Value Hdwe.; Radio Shack; Hallmark; Fullerton Lumber; Payless Shoes; Picway Shoes; Patterson Lumber; Lillian's Women's Wear; Paneling Unlimited; Jo Ann Fabric; Kelly Tire; Fashion Bug.

14 - NEWSPAPERS: JOURNAL-STANDARD (e) 17,452; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Gary Ashmore, Adv. Dir., JOURNAL-STANDARD, 27 S. State Ave., Freeport, IL 61032; Tel. (815) 232-1171.
National Representative: Landon Associates.

GALESBURG

1 - LOCATION: Knox County, E&P Map B-2, County Seat. Railroad, manufacturing and agricultural center. 163 railroad mi. from Chicago; 50 mi. from Peoria; 50 mi. from Quad Cities.

2 - TRANSPORTATION: Railroads-Burlington Northern; SF.
Motor Freight Carriers-4.
Intercity Bus Lines-Continental Trailways.
Airlines-Britt.

3 - POPULATION:
Corp. City 80 Cen. 35,305; E&P 88 Est. 31,206
CZ-ABC: (80) 36,233
RTZ-ABC: (80) 82,974
County 80 Cen. 61,630; E&P 88 Est. 59,072
City & RTZ-ABC: (80) 119,207

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,555; E&P 88 Est. 12,236
County 80 Cen. 22,837; E&P 88 Est. 22,339
CZ-ABC: (80) 13,874
RTZ-ABC: (80) 29,976
City & RTZ-ABC: (80) 43,850

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$428,000,000
Commercial	4	$285,444,000

6 - PASSENGER AUTOS: County 31,198

7 - ELECTRIC METERS: Residence 13,874

8 - GAS METERS: Residence 12,910

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel Fab. 750 ($410); Rubber Hose 550 ($400); Home Appliances 2,100 ($425); Railroad yard, train, and shop men-1,000 ($420).
Principal Industrial Pay Days-Fri., 13th & 28th.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-57; Summer 62-80; Fall 41-59; Winter 18-34. First killing frost, Oct. 15; last killing frost, Apr. 19.

11 - TAP WATER: Unlimited, from Mississippi River (aquifer); fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 3 on Seminary; 3 on Kellogg; Prairie; 3 on Cherry; Sandburg Mall U.S. 34 & 150.
Neighborhood Shopping Centers-N. Henderson St.; Grand Ave.; N. Seminary; Mommouth Blvd. and E. Main.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
North Henderson	1	Wal-Mart, Eagle, Jack's, Hyvee
Sandburg Mall(69)	2	Sears, JCPenney, Bergners, Osco
North Seminary	1	Giant
E. Main St.	NA	Giant, Eagle
W. Main St.	NA	Aldi Foods
Fremont	NA	Eagle

Principal Shopping Days-Fri., Sat. & Sun.
Stores Open Evenings-Fri.; Food-Mon. through Sat.
Stores Open Sundays-Discount; Drug & Supermarkets; Sandburg Mall.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Kline's; Sears; Bergner's.
Variety Stores-Jack's.
Discount Stores-Jack's; K mart; Wal-Mart; Farm King.
Chain Drug Stores-Walgreens 2; Osco.
Chain Supermarkets-Giant 2; Aldi; Eagle 2; Hyvee; Hi-Lo 2; Ron's Super Value.
Other Chain Stores-Leath's (furn.); R. Kinney; Sherwin-Williams; Zale's; Gallenkamp Shoes; Brooks Fashions; Waldenbooks; Super-America; Farm King; Radio Shack; Trevor; Tru Value Hdwe.; Stiles Ace Hdwe.; 7-Eleven 2; Goodyear Tire.

14 - NEWSPAPERS: REGISTER-MAIL (e) 19,250; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Russell Cunningham, Adv. Dir., REGISTER-MAIL, 140 S. Prairie St., Galesburg, IL 61401; Tel. (309) 343-7181.
National Representative: Landon Associates.

HARRISBURG

1 - LOCATION: Saline County, E&P Map C-5, 70 mi. WSW of Evansville, IN; 68 mi. NE of Cairo; 130 mi. SE of St. Louis; 300 mi. S of Chicago. On U.S. Hwy. 45; State Hwys. 13, 34.

2 - TRANSPORTATION: Railroads-Conrail; Illinois Central.
Motor Freight Lines-4.
Intercity Bus Lines-Southern Limited; Carbondale-Harrisburg.

3 - POPULATION:
Corp. City 80 Cen. 9,322; E&P 88 Est. 12,027
County 80 Cen. 27,417; E&P 88 Est. 29,077

4 - HOUSEHOLDS:
City 80 Cen. 3,848; E&P 88 Est. 4,889
County 80 Cen. 10,815; E&P 88 Est. 12,118

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$196,000,000

6 - PASSENGER AUTOS: County 14,152

7 - ELECTRIC METERS: Residence 5,479

8 - GAS METERS: Residence 3,950

9 - PRINCIPAL INDUSTRIES: Concrete Prods.; Coal; Metal Fab.
Principal Pay Days-Fri., 10th, 20th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-75; Summer 70-100; Fall 30-85; Winter 0-60. First killing frost, Oct. 22; last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Main St.; 3 blocks on Poplar St.; remaining sides of Public Square.
Neighborhood Shopping Centers-N. Main St. at R.R.; Granger & McKinley Ave.
Shopping Centers-Parker (16 Stores-Ben Franklin, IGA, Sears); Shawnee Sq. (10 Stores-K mart, Kroger).
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-P.N. Hirsch.
Discount Stores-Wal-Mart; K mart.
Chain Drug Stores-Rexall; SupeRx.
Chain Supermarkets-Foodland; IGA; Eb's Whse.; Kroger; The Mad Pricer.

14 - NEWSPAPERS: REGISTER-MAIL (e) 7,372; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Sonny Dotson, Gen. Adv. Mgr., REGISTER, 35 S. Vine; PO Box 248, Harrisburg, IL 62946; Tel. (618) 253-7146.
National Representative: None.

HERRIN
See CARBONDALE

JACKSONVILLE

1 - LOCATION: Morgan County, E&P Map B-3. Situated 36 mi. W of Springfield, IL; on U.S. Hwys. 36, 54 & 67; State Hwy. 104.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Burlington Northern; Illinois Central Gulf.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 20,284; E&P 88 Est. 19,375
CZ-ABC: (80) 23,666
RTZ-ABC: (80) 64,584
County 80 Cen. 37,505; E&P 88 Est. 37,200
City & RTZ-ABC: (80) 88,250

4 - HOUSEHOLDS:
City 80 Cen. 7,349; E&P 88 Est. 7,234
County 80 Cen. 17,160; E&P 88 Est. 13,699
CZ-ABC: (80) 8,746
RTZ-ABC: (80) 24,171
City & RTZ-ABC: (80) 32,917

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$1,173,417,000
Savings & Loan	3	$149,315,779

6 - PASSENGER AUTOS: County 19,689

7 - ELECTRIC METERS: 8,528

8 - GAS METERS: 7,202

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Book Bindery 750; Food Proc. 650; Plastics 1,350; Tapes 84; 3 State Institutions 1,788; Furn. 150; Chem. 120; Misc. 245.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-89; Summer 56-113; Fall 39-84; Winter 0-72. First killing frost, Oct. 15; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-12 blocks on Central Park Plaza, W. State, E. State, N. Main and S. Main Sts.
Shopping Centers-Lincoln Square, 24 Stores: JCPenney, Country Fair, Klines, Spurgeon's, Radio Shack, Fashion Bug, JoAnn Fabrics.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Gillespie's; Klines; S-Bar-H; Tess; Lukeman's.
Variety Stores-Woolworth.
Discount Stores-Wal-Mart; Jack's; K mart.
Chain Drug Stores-Osco.
Chain Supermarkets-Country Fair; IGA; Bill's Star Mkt.; Aldi Foods; Eagle.

Other Chain Stores-Kinney; Sherwin-Williams; Singer; Crown Shoe Rack; Sears (catalog); Ace Hdwe.; South Jacksonville Foods.

14 - NEWSPAPERS: JOURNAL COURIER (m) 14,696; (S) 15,495; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: John Power, Pub., JOURNAL COURIER, 235 W. State St., Jacksonville, IL 62651; Tel. (217) 245-6121.
National Representative: Thomson Newspapers.

JOLIET

1 - LOCATION: Will County, (In Joliet PMSA). E&P Map D-2, County Seat. Industrial center.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Rock Island; EJ&E; Ill. Central Gulf; Amtrak.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound; Continental; Joliet Transit; Peoria-Rockford Lines.
Water Transportation-Illinois Waterway Barge; Union-Mechling Barge; Bull Towing; Central Barge; Ill. River Terminal; Ohio River, Mississippi Valley Barge.

3 - POPULATION:
Corp. City 80 Cen. 77,956; E&P 88 Est. 73,532
CZ-ABC: (80) 128,971
RTZ-ABC: (80) 246,407
PMSA 80 Cen. 357,155; E&P 88 Est. 379,144
County 80 Cen. 326,503; E&P 88 Est. 346,050
City & RTZ-ABC: (80) 375,378
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 27,272; E&P 88 Est. 27,467
County 80 Cen. 103,071; E&P 88 Est. 110,474
PMSA 80 Cen. 113,841; E&P 88 Est. 122,392
CZ-ABC: (80) 44,786
RTZ-ABC: (80) 75,590
City & RTZ-ABC: (80) 120,376

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	11	$455,000,000
Commercial	25	$638,000,000

6 - PASSENGER AUTOS: County 192,385

7 - ELECTRIC METERS: Residence County 84,832

8 - GAS METERS: Residence County 71,553

9 - PRINCIPAL INDUSTRIES: Food; Apparel; Pulp & Paper; Printing & Pub.; Petroleum Prods.; Fab. Metals; Elect. Mach.; Chem.; Wire; Roofing & Road Mach.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-61; Summer 66-77; Fall 31-61; Winter 22-26. First killing frost, Oct. 12; last killing frost, May 3.

11 - TAP WATER: Alkaline, very hard, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-20 blocks on Chicago, Jefferson, Ottawa, Cass, Van Buren Clinton & Scott Sts.; W. Jefferson & Caterpillar Dr.; Routes 30 & I-55.
Neighborhood Shopping Centers-Ruby St. & Plainfield & Raynor Ave.; Cass & Collins St.; N. Collins St.; S. Chicago St.; West Side; W. Jefferson & Reed St.; Jackson St.; Route 30 East.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Gordon(5)	3	Jewel Food, Osco
Hillcrest(25)	5	Walgreens, Highland, Venture
North Ridge(12)	NA	Zayre, Cub Foods, Service Mdse.
Jackson Park(5)	NA	Certified Foods
Jefferson Plaza(7)	2	Tandy
Jefferson Sq.(68)	2	Wards, Walgreens, Zale's
Marycrest(25)	2	Dominicks
Westgate(8)	3	Westgate Drug
West Side(11)	2	B&B Foods
Louis Joliet Mall(98)	7	Sears, JCPenney, Marshall Field, Bergner-Weise
Twin Oaks(15)	NA	Computerland
Shorewood Plz.(30)	NA	Coast-to-Coast

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-Wiebolt's; Montgomery Ward; Sears; JCPenney; Service Merchandise; Marshall Field; Bergner-Weise.
Discount Stores-Venture; K mart 4.
Variety Stores-Woolworth.
Chain Drug Stores-Walgreens 3; Osco 4; Seltzer 4; J.D. Brown 2; Herath; Joliet Prescription 6; Revco.
Chain Supermarkets-Jewel 5; Eagle 4; Maichins 2; Dominicks; Aldi; E-Z Pickins; Certified; Cub Foods.
Other Chain Stores-Firestone; Goodrich; Lucky Auto Seat Covers; Thom McAn; Dr. Scholl; Kinney; Maling (shoes); Fannie May; Kay Campbell; Gingiss Bros. 2; Uniroyal; Fabric House; Carpetland; Family Shoes; Allied Radio Shack; National Fabrics; Color Tile; Sav-Way Liquors; Foremost Liquors; Bottom Half; Zale's Jewelers; General Nutrition; Lerner Stores; Foxmoor Casuals; Paul Harris; Printers Ink; Spencers Gifts; Cambridge Inns; Regal Shoes.

14 - NEWSPAPERS: HERALD-NEWS (e) 47,418; (S) 49,408; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jack W. Azman, Adv. Dir., HERALD-NEWS, 300 Caterpillar Dr., Joliet, IL 60436; Tel. (815) 729-6161.
National Representative: Sawyer-Ferguson-Walker.

KANKAKEE

1 - LOCATION: Kankakee County (MSA). E&P Map D-2. Industrial Center. In rich farmland of Northern Illinois; 54.5 mi. from Chicago.

2 - TRANSPORTATION: **Railroads**-Illinois Central; Conrail.
Motor Freight Carriers-16.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 30,141; E&P 88 Est. 27,004
CZ-ABC: (80) 57,988
RTZ-ABC: (80) 103,244
County/MSA 80 Cen. 103,048; E&P 88 Est. 97,789
City & RTZ-ABC: (80) 161,232

4 - HOUSEHOLDS:
City 80 Cen. 10,959; E&P 88 Est. 10,155
County/MSA 80 Cen. 34,930; E&P 88 Est. 33,942
CZ-ABC: (80) 19,857
RTZ-ABC: (80) 35,451
City & RTZ-ABC: (80) 55,308

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	6	$387,185,000
Savings & Loan	3	$884,004,305

6 - PASSENGER AUTOS: County 54,626

7 - ELECTRIC METERS: Residence 35,000

8 - GAS METERS: Residence 24,750

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Health Care 1,600; Home Appliances 600; Furn. 750; Outdoor Prods. 200; Paints 330; Plastic Floor Prods. 350; Media 500; Food Proc. 1,510; Water Heaters 250; Containers 320; Pharmaceuticals 750; Chem. 565; Industrial Batteries 425; Metal Fab. 720; Edible Oils 225; Waxes 140; Plastic Home Prods. 250; Steel Prods. 250; Structural Steel Equip. 180.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-52; Summer 55-87; Fall 33-62; Winter 0-35. First killing frost, Oct. 30; last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-7 blocks on E. Court St.; 3 on Dearborn Ave.; 4 on Schuyler Ave.; 3 on East Ave.; 2 on Merchant St.; 2 on Oak St.
Neighborhood Shopping Centers-Meadowview (50 shops-Woolworth, JCPenney, Sears, Walgreens); West Marycrest (2 stores); Town Mall; Marycrest (2 stores-Howard Johnson, Ace Hdwe.); 3 blocks on W. Court St.; 1 on W. Station St.; 2 on Main St.; 1 on E. Maple St.; 10 in Bradley, Ill.; 1 in Bourbonnais, Ill.; 2 on E. Court St.; Stripmall; Corner Rte. 50 North and North St.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Downtown Mon., Fri.; Shopping Centers every night.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Carson Pirie Scott.
Discount Stores-K mart; Alco; K's Merchandise Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Walgreens 2; Osco 2; Econo.
Chain Supermarkets-Kroger 2; Thriftimart 3; Jewel 2; Eagle 2.
Other Chain Stores-Fannie May Candies; Father & Son; Maling; Singer Co.; Mae Paints; Fashion Bug; Payless Shoes.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 30,384; (S) 33,429; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Sue Outsen, Adv. Mgr., JOURNAL, 8 Dearborn Sq., Kankakee, IL 60901; Tel. (815) 937-3300.
National Representative: Landon Associates.

KEWANEE

1 - LOCATION: Henry County, (In Davenport-Rock Island-Moline, IA-IL MSA). E&P Map B-2. Industrial and agricultural center, large hog producing area, corn, dairy farms and soy bean center. 131 mi. SW of Chicago on U.S. route 34 and Illinois routes 78 and 81.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 14,508; E&P 88 Est. 12,290
CZ-ABC: (80) 14,508
RTZ-ABC: (80) 50,898
MSA 80 Cen. 384,347; E&P 88 Est. 386,087
County 80 Cen. 58,124; E&P 88 Est. 54,763
City & RTZ-ABC: (80) 65,406

4 - HOUSEHOLDS:
City 80 Cen. 5,637; E&P 88 Est. 4,962
County 80 Cen. 20,527; E&P 88 Est. 19,585
MSA 80 Cen. 138,256; E&P 88 Est. 142,701
CZ-ABC: (80) 5,637
RTZ-ABC: (80) 18,403
City & RTZ-ABC: (80) 24,040

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$116,959,000
Savings & Loan	2	$185,000,000

5 - PASSENGER AUTOS: County 29,808

7 - ELECTRIC METERS: Residence 6,106

8 - GAS METERS: Residence 5,569

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Boilers, Heat Exchangers 141; Farm Implements 250; Leather Goods 75; Steel Door Frames, Alum. Windows 121; Heavy Equip. Trailers 315; Semi-Trailers 300.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-92; Summer 45-97; Fall 25-89; Winter 15-66. First killing frost, Sept. 28; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Main; 4 on Tremont; 3 on 1st, 5 on 2nd, and 3 on 3rd; Midland Plaza Shopping Ctr.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-K mart; JCPenney; Spurgeon's; Wal-Mart.
Variety Stores-Osco; SupeRx.
Chain Supermarkets-Kroger; Super Valu; Eagle; Aldi.
Other Chain Stores-Goodyear; Farm King; Tractor Service Co. (TSC); Radio Shack; Super America.

14 - NEWSPAPERS: STAR-COURIER (e) 7,771; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jane Maupin Jenkins, Adv. Mgr., STAR-COURIER, 105 E. Central Blvd., Kewanee, IL 61443; Tel. (309) 852-2181.
National Representative: Branham/Newspaper Sales.

LA SALLE-PERU-OGLESBY-SPRING VALLEY

1 - LOCATION: La Salle, Peru & Oglesby in La Salle County; Spring Valley in Bureau County; E&P Map C-2. 100 mi. SW of Chicago; 50 mi. NE of Peoria. 50 mi. W of Joliet. On IL deep waterway.

2 - TRANSPORTATION: **Railroads**-B-N; C&N; IC; CSX.
Motor Freight Carriers-41.
Intercity Bus Lines-Peoria-Rockford. Two interstate highways; regional airport. Illinois RiverPort facilities; vessels served: barges, general cargo, bulk carriers.

3 - POPULATION:
Corp. Cities 80 Cen. 31,034; E&P 88 Est. 27,252
LaSalle 80 Cen. 10,347; E&P 88 Est. 9,227
Peru 80 Cen. 10,886; E&P 88 Est. 9,683
Oglesby 80 Cen. 3,979; E&P 88 Est. 3,403
Spring Valley 80 Cen. 5,822; E&P 88 Est. 4,939
CZ-ABC: (80) 32,530
RTZ-ABC: (80) 46,580
Counties 80 Cen. 148,416; E&P 88 Est. 144,011
La Salle 80 Cen. 109,183; E&P 88 Est. 106,525
Bureau 80 Cen. 39,233; E&P 88 Est. 37,486
City & RTZ-ABC: (80) 79,110
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 11,920; E&P 88 Est. 10,504
LaSalle 80 Cen. 4,173; E&P 88 Est. 3,733
Peru 80 Cen. 4,113; E&P 88 Est. 3,627
Oglesby 80 Cen. 1,487; E&P 88 Est. 1,264
Spring Valley 80 Cen. 2,147; E&P 88 Est. 1,880
Counties 80 Cen. 54,257; E&P 88 Est. 57,901
La Salle 80 Cen. 40,005; E&P 88 Est. 42,988
Bureau 80 Cen. 14,252; E&P 88 Est. 14,913
CZ-ABC: (80) 12,412
RTZ-ABC: (80) 16,814
City & RTZ-ABC: (80) 29,226

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$315,911,376
Savings & Loan	6	$420,230,000

6 - PASSENGER AUTOS: Counties-La Salle 61,904; Bureau 21,334

7 - ELECTRIC METERS: Residence 11,331

8 - GAS METERS: Residence 11,687

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Cement 400 ($300); Elect. 650 ($225); Steel Workers 1,000 ($300); Plastics 300 ($275); Transmissions 350 ($300).
Principal Industrial Pay Days-Fri., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-96; Summer 43-102; Fall 12-90; Winter -5-59. First killing frost, Oct. 15; last killing frost, May 1.

11 - TAP WATER: La Salle-Alkaline, hard (untreated); Peru-Alkaline, soft; Oglesby-Alkaline, hard (iron removed); not fluoridated; Spring Valley-Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-La Salle, Peru, Oglesby and Spring Valley each have distinct and separate principal shpg. ctrs., with neighborhood shpg. ctrs. adjoining each city.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Rt. 51(LaSalle)	NA	Eagle Foods
Marquette (Peru)(6)	NA	Wagner Home Ctr., Denler's Mkt.
Park Plz.(Peru)(5)	NA	Eagle Foods
Peru Mall(85)	NA	Mont. Ward, JCPenney, Bergners

Principal Shopping Days-Mon., Thur., Sat., Sun.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Bergner; Montgomery Ward.
Discount Stores-K mart; Wal-Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Walgreens; Osco; Revco.
Chain Supermarkets-Denler's; Eagle; Aldi; Food Bonanza; Convenient; Lou's.
Other Chain Stores-Kinney Shoe; Sears (catalog); Leslie's Shoe; Maurice's; Radio Shack; Zale's Jewelers; Foxmoor; Stuarts; Musicland; Spencers Gifts; Thom McAn; Brooks; B. Dalton Books; Foot Locker; Gallenkamp Shoe; General Nutrition; Disc Jockey; Gordon Jewelers; JoAnn Fabrics; Kay Jewelers; Nobil Shoes; So-Fro Fabrics; Byerly; Chess King; Chukkers; Claire's Boutique; Family Tree; Fashion Bug Plus; Marianne's; Lerner; Limited; Motherhood Maternity; Payless Shoe Source; Brown's Sporting Goods; Kay-Bee Toys; Kirlin's Hallmark; Mostly Wicker; Stay 'N' Touch; Things Remembered; Waldenbooks; Love Shop, Wooden Nail.

14 - NEWSPAPERS: NEWS-TRIBUNE (e) 19,961; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Robert F. Vickrey, V.P. Sales/Mktg., NEWS-TRIBUNE, 426 Second St., LaSalle, IL 61301; Tel. (815) 223-3200.
National Representative: None.

LAWRENCEVILLE

1 - LOCATION: Lawrence County, E&P Map D-4, County Seat. In SE Illinois on the Embarras River, 9 mi. W of Vincennes, IN. On State Hwy. 1; U.S. Hwy. 50.

2 - TRANSPORTATION: **Railroads**-St. Louis Div. of B&O; Cairo Div. of CCC&StL.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,652; E&P 88 Est. 11,007
County 80 Cen. 17,823; E&P 88 Est. 19,939

4 - HOUSEHOLDS:
City 80 Cen. 2,307; E&P 88 Est. 4,573
County 80 Cen. 6,754; E&P 88 Est. 7,683

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$50,000,000
Savings & Loan	2	$40,000,000

6 - PASSENGER AUTOS: County 9,104

7 - ELECTRIC METERS: Residence 3,033

8 - GAS METERS: Residence 2,650

9 - PRINCIPAL INDUSTRIES: Electric Refrigerator Components; Petroleum By-Products; Ins.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, chemically softened; fluoridated.

12 - RETAILING: Shopping Center-J's Plaza (5 stores-IGA Mkt.).
Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Western Auto; Dick Fessel; Store for Men; Yosowitz; Delzell's; Hazel's Fashion Shop; The Gallery Fashion Shop; Smith Sales; The Gallery.
Chain Drug Stores-Hedde's; Studley's Rexall; Hook's; Wal-Mart.
Discount Stores-Dollar General.
Chain Supermarkets-Neeley's Key Mkt.; Lawrenceville; Red & White; McKim IGA.

14 - NEWSPAPERS: RECORD (e-mon to fri) 4,490; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Don L. Shreve, Adv. Mgr., RECORD, 1209 State St., PO Box 559, Lawrenceville, IL 62439; Tel. (618) 943-2331.
National Representative: None.

LINCOLN

1 - LOCATION: Logan County, E&P Map C-3. 30 mi. NE of Springfield; 165 mi. SW of Chicago. On I-55; State Hwys. 10 & 121.

2 - TRANSPORTATION: Railroads-G.M.&O.; Illinois Central.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 16,327; E&P 88 Est. 15,180
CZ-ABC: (80) 16,327
RTZ-ABC: (80) 15,475
County 80 Cen. 31,726; E&P 88 Est. 30,261
City & RTZ-ABC: (80) 31,802
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,041; E&P 88 Est. 5,802
County 80 Cen. 12,249; E&P 88 Est. 11,824
CZ-ABC: (80) 6,041
RTZ-ABC: (80) 5,249
City & RTZ ABC: (80) 11,290

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$159,788,000
Savings & Loan	2	$1,967,326,000

6 - PASSENGER AUTOS: County 15,973.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass Bottles 400 ($220); Cosmetics 632 ($161); Plate Glass 406 ($200); Elect. Controls 600 ($170); Store Fixt. 197 ($175).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-50; Summer 65-95; Fall 40-70; Winter 0-50. First killing frost, Oct. 16; last killing frost, Apr. 6.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-23 blocks on Broadway; Kickapoo; Pulaski; McLean, Chicago & Sangamon Sts.
Neighborhood Shopping Centers-Heritage Plz. (10 stores); Lincoln (9 stores); Keokuk; Kroger; SupeRx; Lincoln Plz.
Principal Shopping Days-Mon., Tues., Fri., Sat.
Stores Open Evenings-Fri.; Shopping Ctrs. Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears (catalog); Spurgeon's; JCPenney.
Variety Stores-Woolworth.
Discount Stores-K mart; Wal-Mart.
Chain Drug Stores-SupeRx; People's Drug.
Chain Supermarkets-Krogers; Alexander's; Eisner; Super Valu; Eagle; Aldi.
Other Chain Stores-Goodyear.

14 - NEWSPAPERS: COURIER (e) 6,585; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Brian Harrison, Gen. Adv. Mgr., COURIER, McLean & Pulaski Sts., Lincoln, IL 62656; Tel. (217) 732-2101.
National Representative: None.

LITCHFIELD

1 - LOCATION: Montgomery County, E&P Map C-4. Misc. mfg., Agricultural and Coal mining ctr. South central part of State; 236 mi. from Chicago; 53 mi. N of St. Louis; 43 mi. S of Springfield, IL; Located at intersection of I-55 & IL. Rt. 16.

2 - TRANSPORTATION: Railroads-Burlington Northern; Norfolk & Western.
Motor Freight Carriers-24 (3 Local Terminals).
Intercity Bus Lines-Continental Trailways; Deluxe Trailways; Eastern Greyhound.
Airlines-None. General Aviation Municipal Field.

3 - POPULATION:
Corp. City 80 Cen. 7,204; E&P 88 Est. 6,905
County 80 Cen. 31,648; E&P 88 Est. 31,868

4 - HOUSEHOLDS:
City 80 Cen. 2,792; E&P 88 Est. 2,738
County 80 Cen. 11,963; E&P 88 Est. 12,671

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$108,044,000
Savings & Loan	1	$12,351,000

6 - PASSENGER AUTOS: County 16,204.

7 - ELECTRIC METERS: Residence 2,826; Comm. & Ind. 457.

8 - GAS METERS: Residence 2,606; Comm. & Ind. 346.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Foods 60 ($375); Garment Mfg. 60 ($200); Farm Equip. 75 ($275); Athletic Equip. 115 ($300); Metal Workers 55 ($245); Auto Parts 430 ($250); Plastics 270 ($250); Furn. Mfg. 20 ($250); Flower Growing 15 ($300); Pkg. 45 ($200).
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-65; Summer 55-98; Fall 50-75; Winter 0-20. First killing frost, Oct. 10; last killing frost, Mar. 25.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on State St., 42 stores; 6 blocks on Union Ave., 29 stores; 4 blocks on Ryder, 7 stores; 3 blocks on Edwards, 4 stores; 4 blocks on Monroe, 2 stores.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Litchfield Plaza(10)	1	Kroger, Wal-Mart

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; Grocery nightly.

13 - RETAIL OUTLETS: Department Stores-Dollar General.
Discount Stores-Wal-Mart; Fashion Lane.
Chain Drug Stores-Medicare Pharmacy; Medicine Shoppe; Health Mart.
Chain Supermarkets-Kroger; Capri IGA; National; Aldi Discount.
Other Chain Stores-S&L Auto Supply; Western Auto; Alexander Lumber; B.F. Goodrich; Goodyear; Payless Shoes; Kerlin's; Stevenson's; Federal Auto Parts; Jubelt Bakery; Radio Shack; Rural King Supply; True Value Hardware; Huck's Food Store.

14 - NEWSPAPERS: NEWS-HERALD (e-mon to fri) 5,880; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Fred W. Jones, Adv. Mgr., NEWS-HERALD, 112 E. Ryder, Litchfield, IL 62056; Tel. (217) 324-2121.
National Representative: None.

MACOMB

1 - LOCATION: McDonough County, E&P Map B-3, County Seat. Residential. 60 mi. NE of Quincy; 75 mi. SW of Peoria; 200 mi. from Chicago. On U.S. Hwys. 67, 136.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 19,632; E&P 88 Est. 17,977
CZ-ABC: (80) 19,863
RTZ-ABC: (80) 42,049
County 80 Cen. 37,076; E&P 88 Est. 36,852
City & RTZ-ABC: (80) 61,912

4 - HOUSEHOLDS:
City 80 Cen. 5,848; E&P 88 Est. 5,606
County 80 Cen. 12,429; E&P 88 Est. 12,216
CZ-ABC: (80) 5,942
RTZ-ABC: (80) 16,038
City & RTZ-ABC: (80) 21,980

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$140,339,046
Savings & Loan	3	$125,896,303

6 - PASSENGER AUTOS: County 15,695.

7 - ELECTRIC METERS: Residence 7,066.

8 - GAS METERS: Residence 5,392.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Pottery 130; Elect. 253; Bearings 651; Univ. 1,700 (Enrollment 14,300); Hosp. 536.

10 - CLIMATE: N.A.
11 - TAP WATER: Alkaline, hard.
12 - RETAILING: Principal Shopping Centers-Maclan Plz.; University Drive Mall (25 stores).

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's; Klines; Scripps-Reno; Ring's.
Discount Stores-Farm King; Wal-Mart; K mart; McCrory.
Chain Drug Stores-Osco.
Chain Supermarkets-Eagle; HyVee; Niemann Foods; Aldi; Buy For Less.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 8,222; (S) 8,334; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Kevin Burcham, Adv. Dir., JOURNAL, 128 N. Lafayette, Macomb, IL 61455; Tel. (309) 833-2345.
National Representative: Landon Associates.

MARION

1 - LOCATION: Williamson County, E&P Map C-5, County Seat. 116 mi. SE of St. Louis; 60 mi. N of Cairo; 85 mi. W of Evansville.

2 - TRANSPORTATION: Railroads-C&EI; Illinois Central; CB&Q, 2 miles west.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound.
Airlines-Britt (Williamson County Airport); Ozark Midwest.

3 - POPULATION:
Corp. City 80 Cen. 14,031; E&P 88 Est. 15,346
County 80 Cen. 56,761; E&P 88 Est. 59,279

4 - HOUSEHOLDS:
City 80 Cen. 5,791; E&P 88 Est. 6,432
County 80 Cen. 21,825; E&P 88 Est. 23,190

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$209,000,000
Savings & Loan	2	$84,000,000

6 - PASSENGER AUTOS: County 29,375.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Coal Mining; Explosives-Actuated Devices; Explosive Res. Lab & Classified Components for Missile & Aircraft; Elect. Rewinding; Stencil Equip.; Marion VA Hosp.; City Hospital; Fed. Prison; REA Power Plant; Div. Office General Telephone Co.; Div. Office Illinois Public Service; Steel Fab. Bldg.; Oil Proc.; Soft Drink Bottling.
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-90; Summer 53-104; Fall 20-102; Winter -8-70. First killing frost, Oct. 20; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lincoln Sq.	NA	Merle Norman,
Marion Plz.(22)	NA	Baskin-Robbins, Payless Shoes, Curtis Mathis
Marion Plz. West(14)	NA	Coast-to-Coast, Town N Country
Westmore Plz.	NA	Wal-Mart

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Sherman; Wal-Mart.
Variety Stores-Ben Franklin; Dollar General.
Chain Drug Stores-Parks; Campbell (Rexall); Revco; Medicare-Glaser; Hooks.
Chain Supermarkets-Kroger; Food Towne; Smalls; Bays; Aldi; Mack's Super Foods.
Other Chain Stores-Kimmel (Auto Supply); Blankenship Auto Supply; Sears; Wolohan Lumber; Coast-to-Coast; Western Auto; Lowell's; Lowes Lumber Yard; Ace Hdwe.; Stevenson's; Conutland.

14 - NEWSPAPERS: REPUBLICAN (e) 5,300; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Stan Meyer, Gen. Mgr., REPUBLICAN, 111-115 Franklin Ave., Marion, IL 62959; Tel. (618) 993-2626.
National Representative: None.

MATTOON

1 - LOCATION: Coles County, on E&P Map C-4. Agric., oil, industrial, mfg. & R.R. ctr. At junction of Illinois Central & Conrail railroads. 171 mi. S of Chicago; 130 mi. NE of St. Louis; 130 mi. W of Indianapolis; 43 mi. S of Champaign-Urbana.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf; Conrail.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Ill. Transit.
Airlines-Continental.

3 - POPULATION:
Corp. City 80 Cen. 19,055; E&P 88 Est. 19,779
CZ-ABC: (80) 19,293
RTZ-ABC: (80) 36,281
County 80 Cen. 53,170; E&P 88 Est. 52,667
City & RTZ-ABC: (80) 55,574
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,077; E&P 88 Est. 8,647
County 80 Cen. 18,919; E&P 88 Est. 19,732
CZ-ABC: (80) 7,775
RTZ-ABC: (80) 12,933
City & RTZ-ABC: (80) 20,708

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$130,712,000
Savings & Loan	3	$119,000,000

6 - PASSENGER AUTOS: County 25,239.

7 - ELECTRIC METERS: Residence 8,950.

8 - GAS METERS: Residence 7,975.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Brooms 100 (N.A.); Shoes 85 ($175); Road Mach. 1,000 ($225); Photo Flash Bulbs 1,000 ($200); Metal Flex. Hose 225 ($250); Water & Air Transfer 500 ($225); Springs 400 ($225); Storage Bins 125 ($180); Printing 1,100 ($275).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 65-100; Fall 35-65; Winter 5-55. First killing frost, Oct. 16; last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on six streets. A shpg. ctr. is located on E. edge of city.
Nearby Shopping Centers-I-57 & Rte. 16; Cross County Mall (35 stores-Sears, K mart, Bergner's, Meis, JCPenney); Good Neighbor (8 stores-IGA).
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Daily except Sunday.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Meis; Bergners.
Discount Stores-Mattoon Warehouse Sales; Big Lots; K mart; Wal-Mart; Double Discount.
Chain Drug Stores-Thrifty 9; Walgreens; Osco.
Chain Supermarkets-Eisner.
Other Chain Stores-Sherwin-Williams; Coast-to-Coast; 1-Hour Martinizing; Neal Tire; General Nutrition; Hillman Jewelers; Kinney Shoes; Kirlin's; Royce Shoes; So Fro Fabrics; Stuart's; Waldenbooks; Radio Shack; Bresler's Ice Cream; Maurice's; Dollar General; Family Dollar; Payless Shoes; Deb Shop.

14 - NEWSPAPERS: JOURNAL-GAZETTE (m) 12,058; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Robert Yamamoto, Adv. Dir., JOURNAL-GAZETTE, 100 Broadway, Mattoon, IL 61938; Tel. (217) 235-5656.
National Representative: Landon Associates.

MOLINE
See ROCK ISLAND

MONMOUTH

1 - LOCATION: Warren County, E&P Map B-2. 195 mi. SW of Chicago; 72 mi. W of Peoria, IL. On State Hwy. 164; U.S. Hwys. 34 & 67.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Intercity Bus Lines-Crown Transit; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,706; E&P 88 Est. 9,558
County 80 Cen. 21,927; E&P 88 Est. 21,299
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,974; E&P 88 Est. 3,573
County 80 Cen. 7,887; E&P 88 Est. 7,807

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$140,000,000
Savings & Loan	2	$130,000,000

6 - PASSENGER AUTOS: County 10,631.

7 - ELECTRIC METERS: Residence 4,500.

8 - GAS METERS: Residence 4,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-College 157; Trucking 480; Misc. Mfg. 630.
Principal Pay Days-Thur., Fri., Sat.

10 - CLIMATE: First killing frost, Oct. 14; last killing frost, Apr. 27.

11 - TAP WATER: Alkaline; natural fluoridated.

12 - RETAILING: Principal Shopping Center-Main St. and Hwy. 34 East.

13 - RETAIL OUTLETS: Department Stores-Spurgeon's.
Discount Stores-Jack's; Farm King; K mart; Dollar General.
Chain Supermarkets-Super Valu; Red Fox; Easter's Giant; Eagle's.
Other Chain Stores-People's Do-IT; Bowman Shoes; Radio Shack; Super America (Food Convenience); Les-on Drugs; Casey's.

14 - NEWSPAPERS: REVIEW ATLAS (m) 4,318; Sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Mark Griggs, Gen. Mgr., REVIEW-ATLAS, 400 S. Main, Monmouth, IL 61462; Tel. (309) 734-3176.
National Representative: Landon Associates.

MORRIS

1 - LOCATION: Grundy County, (In Joliet PMSA) E&P Map C-2, County Seat.

2 - TRANSPORTATION: Railroads-CRI&P; E L & E; Rock Island; Santa Fe; I C G.
Motor Freight Carriers-12.
Intercity Bus Lines-Rockford-Peoria.

3 - POPULATION:
Corp. City 80 Cen. 8,833; E&P 88 Est. 6,589
County 80 Cen. 30,652; E&P 88 Est. 33,094
PMSA 80 Cen. 357,155; E&P 88 Est. 379,144

4 - HOUSEHOLDS:
City 80 Cen. 3,475; E&P 88 Est. 2,711
County 80 Cen. 10,770; E&P 88 Est. 11,918
PMSA 80 Cen. 113,841; E&P 88 Est. 122,392

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$673,058,220
Commercial	7	$261,873,117

6 - PASSENGER AUTOS: County 18,051

7 - ELECTRIC METERS: Residence 3,315

8 - GAS METERS: Residence 2,935

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Power Station ($200); Nuclear Power Station 600 ($210); Aluminum 400 ($200); Petroleum 720 ($200).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-48; Summer 70-97; Fall 40-73; Winter 0-50. First killing frost, Oct. 10; last killing frost, May 5.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-5 blocks on Libery St.; 3 on Washington St.; 1 on Jackson St.; 3 shopping centers at edge of community.
Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Spurgeon's; Baum's; Marben's.
Variety Stores-Alco.
Chain Drug Stores-Independents 2; Rexall 2.
Chain Supermarkets-Nash Finch; Eagle.
Other Chain Stores-Bowman Shoes; Sears (catalog); Montgomery Ward; Goodyear; Tractor Supply Co.

14 - NEWSPAPERS: HERALD (e-mon to fri) 7,553; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Jon Ringer, Adv. Mgr., HERALD, 1804 Division St., Morris, IL 60450; Tel. (815) 942-3221.
National Representative: None.

MOUNT CARMEL

1 - LOCATION: Wabash County, E&P Map D-5, County Seat. Agriculture area, oil center. 145 mi. E of St. Louis; 250 mi. S of Chicago; 165 mi. SW of Indianapolis. On U.S. Hwys. 1, 15, 64.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 8,908; E&P 88 Est. 9,692
County 80 Cen. 13,728; E&P 88 Est. 14,936

4 - HOUSEHOLDS:
City 80 Cen. 3,405; E&P 88 Est. 3,841
County 80 Cen. 5,160; E&P 88 Est. 5,724

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$150,000,000
Savings & Loan	3	$50,000,000

6 - PASSENGER AUTOS: County 7,460

7 - ELECTRIC METERS: Residence 3,720

8 - GAS METERS: Residence 3,049

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total Mfg. 1,000 ($300-400); Oil 300 ($350-450); Electronics 200 ($130-150); Mach. Mfg. 500 ($300-400); Clothing 200 ($250-300); Mining 200 ($500-550).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-81; Summer 55-97; Fall 22-84; Winter -2-64; First killing frost, Nov. 17; last killing frost, Mar. 6.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center-8 blocks on Market St.
Neighborhood Shopping Centers-N. Market St.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-Ben Franklin.
Discount Stores-Target.
Chain Drug Stores-Denton Rexall.
Chain Supermarkets-IGA; Red & White; Mt. Carmel Foods.

14 - NEWSPAPERS: REPUBLICAN REGISTER (e-mon to fri) 4,610; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Sally Voight, Adv. Mgr., REPUBLICAN-REGISTER, 115-117 E. Fourth St., Box 550, Mt. Carmel, IL 62863; Tel. (618) 262-5144.
National Representatives: American Newspaper Representatives, Illinois Press Association.

MOUNT VERNON

1 - LOCATION: Jefferson County, E&P Map C-5, County Seat. Residential center. 72 mi. E of St. Louis, MO; On A.P. Hwy. and I-57, I-64, I-24.

2 - TRANSPORTATION: Railroads-CSX; Norfolk & Southern; Missouri Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound.
Airline-Allegheny Commuter.

3 - POPULATION:
Corp. City 80 Cen. 16,995; E&P 88 Est. 18,204
CZ-ABC: (80) 17,952
RTZ-ABC: (80) 38,437
County 80 Cen. 36,527; E&P 88 Est. 39,682
City & RTZ-ABC: (80) 56,389
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,016; E&P 88 Est. 7,748
County 80 Cen. 13,894; E&P 88 Est. 15,661
CZ-ABC: (80) 7,353
RTZ-ABC: (80) 14,540
City & RTZ-ABC: (80) 21,893

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$309,138,454
Savings & Loan	3	$1,792,541,544

6-PASSENGER AUTOS: County 19,752

7-ELECTRIC METERS: Residence 19,306

8 - GAS METERS: Residence 9,251

9 - PRINCIPAL INDUSTRIES: Elect. Apparatus; Radiators; Tires; Locomotive; Magazine Printing; Coal.

10 - CLIMATE: Min. & Max. Temps.-39 & 56.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown Retailers (45 stores); Park Plaza (2 stores); Times Square Mall (32 stores).
Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Mammoth; Goodyear; JCPenney; Sears (catalog).
Discount Stores-Dobbs; Under Cost; Special Crafts; Wal-Mart; K mart; Three D Discount (Danner's).
Chain Variety Stores-Dollar General.
Chain Drug Stores-SupeRx; Byrd Watson 2.
Chain Supermarkets-IGA; Sharps; Small Southern 3; Hucks 4.

14 - NEWSPAPERS: REGISTER-NEWS (e) 11,198; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Sarah Sledge, Adv. Mgr., REGISTER-NEWS, 118 N. Ninth St., Mt. Vernon, IL 62864; Tel. (618) 242-0117.
National Representative: Thomson Newspapers.

MURPHYSBORO
See CARBONDALE

NORMAL
See BLOOMINGDALE

NORTH CHICAGO
See WAUKEGON

OGLESBY
See LA SALLE

OLNEY

1 - LOCATION: Richland County, E&P Map D-4, County Seat. 120 mi. NE of St. Louis; 33 mi. W of Vincennes, IN. U.S. Hwy. 50 (George Washington Hwy.); State Hwy. 130.

2 - TRANSPORTATION: Railroads-B & O (Baltimore to St. Louis); Illinois Central.
Motor Freight Carriers-10.

3 - POPULATION:
Corp. City 80 Cen. 9,026; E&P 88 Est. 9,892
County 80 Cen. 17,588; E&P 88 Est. 18,829

4 - HOUSEHOLDS:
City 80 Cen. 3,724; E&P 88 Est. 4,158
County 80 Cen. 6,721; E&P 88 Est. 7,498

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$51,000,000
Savings & Loan	1	$16,000,000

6 - PASSENGER AUTOS: County 9,299

7 - ELECTRIC METERS: County 6,600

8 - GAS METERS: County 4,650

9 - PRINCIPAL INDUSTRIES: Oil Prods.; Oil Field Supplies; Auto Supplies; Jr. Wheel Goods; Chain Link Fence; Mfg. Bicycle Parts.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-72; Summer 75-101; Fall 68-90; Winter 10-52.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Six nights and until 6:00 pm on Sunday in new shopping center.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears.
Chain Drug Stores-SupeRx.
Discount Stores-Pool Bargain Ctr.; Wal-Mart.
Chain Supermarkets-IGA; Red & White; Big John's.

14 - NEWSPAPERS: MAIL (e) 4,834; sworn Dec. 15, 1987.
Local Contact for Advertising and Merchandising Data: Dave Stokes, Pub./Pres., MAIL, 206 Whittle Ave., Olney, IL 62450; Tel. (618) 393-2931.
National Representative: Landon Associates.

OTTAWA

1 - LOCATION: LaSalle County, E&P Map C-2, County Seat. Situated 82 mi. SW of Chicago at confluence of Fox and Illinois rivers. On the Lakes-to-Gulf Deep Waterway. On State Routes 23, 71, U.S. Hwys. 6, 80. River Shipping center for corn, oats, soybeans; 4 large river grain elevators.

2 - TRANSPORTATION: Railroads-Burlington (freight); Chessie Line.
Motor Freight Carriers-3.
Intercity Bus Lines-Peoria Rockford.

3 - POPULATION:
Corp. City 80 Cen. 18,166; E&P 88 Est. 16,980
CZ-ABC: (80) 27,168
Bal. in NDM-ABC: (80) 33,232
CZ & NDM-ABC: (80) 60,400
County 80 Cen. 109,183; E&P 88 Est. 106,525
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,008; E&P 88 Est. 6,552
County 80 Cen. 40,005; E&P 88 Est. 42,988
CZ-ABC: (80) 10,131
Bal. in NDM-ABC: (80) 11,296
CZ & NDM-ABC: (80) 21,427

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$234,070,483
Savings & Loan	2	$351,000,000

6 - PASSENGER AUTOS: County 61,904

7 - ELECTRIC METERS: Residence 8,500

8 - GAS METERS: Residence 7,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Silica Sand 150 ($1,175); Tools 85 ($418); Pressed Glass 40 ($340); Chem. 434 ($615); Auto Parts 190 ($345); Safety Glass 744 ($470); Belting 100 ($340).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-90; Summer 42-93; Fall 5-89; Winter -7-48; First killing frost, Nov. 2; last killing frost, Apr. 9.

11 - TAP WATER: Alkaline, degree water hardness 17 gr.; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on LaSalle; 4 on Main; 4 on Madison; 2 on Jefferson; 3 on Clinton (72 stores).
Neighborhood Shopping Centers-State & Center St., 2; North LaSalle St. & Norris Dr.; North LaSalle St. & I-80 (7); Chestnut St. & Norris Dr. (3); W. Madison St. & Clay St. (2); South Towne Mall Rte 23 & Mckinley Rd. (14).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Naplate	2	Valesano's
South Ottawa	1	Handy Foods, South Towne Pharmacy
South Towne Mall	3	K mart, Spurgeon's, Eagles
Columbus St	2	Kroger's, SupeRx, Floor Ceiling, Value City, Wal-Mart
Columbus St. & I-80	3	Wolohan, Farm'N Fleet

Principal Shopping Days-Thur., Sat & Mon.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Spurgeons.
Discount Stores-K mart; Value City; Wal-Mart.
Chain Drug Stores-Walgreens; SupeRx; Wal-Mart.
Chain Supermarkets-Kroger's; Eagle; Jack & Jill.
Other Chain Stores-Farm & Fleet; Tractor Supply; Leslie's Shoes; Sue Ann Shoppe; Sears (catalog); Wolohan; Schwinn Cyclery; Here's Hallmark; Kirlin's Hallmark; Maurices; Waterbed Room; Baskin-Robbins; Junior Concept; Radio Shack; Goodrich; Firestone; Floor to Ceiling; Fashion Bug; Waldenbooks; Disc Jockey; Turk's Furn.

14 - NEWSPAPERS: TIMES (e) 12,721; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: S.M. White, Pres./Pub., TIMES, 110 W. Jefferson St., Ottawa, IL 61350; Tel. (815) 433-2000.
National Representative: Landon Associates.

PARIS

1 - LOCATION: Edgar County, E&P Map D-14, County Seat.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-1.
Intercity Bus Lines-Southern Limited; Western Motor Lines.

3 - POPULATION:
Corp. City 80 Cen. 9,885; E&P 88 Est. 11,623
County 80 Cen. 21,784; E&P 88 Est. 20,661

4 - HOUSEHOLDS:
City 80 Cen. 3,979; E&P 88 Est. 4,780
County 80 Cen. 8,332; E&P 88 Est. 8,470

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$73,800,000
Savings & Loan	2	$58,300,000

6 - PASSENGER AUTOS: County 10,970

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 55-99; Fall 30-70; Winter 0-55. First killing frost, Oct. 23; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Around town square and blocks on each side.
Neighborhood Shopping Centers-N Main St.; Jefferson Ave.; E Jasper Street.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri., Mon.
Stores Open Sundays-Some.
13 - RETAIL OUTLETS: Department Stores-Dollar General.
Discount Stores-K mart; Pools Bargain Center.
Variety Stores-Moeller Variety; Cricket Shop.
Chain Supermarkets-Kroger; Bridwell's; Paris; Ray's IGA.

14 - NEWSPAPERS: BEACON-NEWS (e) 6,530; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: E.H. Jenison, Gen. Adv. Mgr./Pub., BEACON-NEWS, 218 N. Main St., Paris, IL 61944; Tel. (217) 465-6424.
National Representative: Landon Associates.

PAXTON

1 - LOCATION: Ford County, E&P Map D-3, County

Seat. Situated 100 mi. S of Chicago. On State Hwy. 9; U.S. Hwy. 45; I-57.

2 - TRANSPORTATION: Railroads-Illinois Central main line; Chicago to New Orleans; Nickel Plate; Peoria to Sandusky, OH.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 4,258; E&P 88 Est. 4,132
County 80 Cen. 15,295; E&P 88 Est. 14,819

4 - HOUSEHOLDS:
City 80 Cen. 1,626; E&P 88 Est. 1,603
County 80 Cen. 5,739; E&P 88 Est. 5,751

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$47,851,000
Savings & Loan	2	$4,900,000

6 - PASSENGER AUTOS: County 8,569

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Broom Mfg. 150 ($175); TV-Radio Transformers 220 ($150); Telephone Jacks 100 ($225); Cooling Tower Mfg. 175 ($300); Electronic Components N.A.

10 - CLIMATE: Min. & Max. Temp.-10-99

11 - TAP WATER: Fluoridated

12 - RETAILING: Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Laybourn's; Larson's; Fashion Fair; Georgia's; The Bridal Lane; The Special Lady; Andrews Lumber & Hdwe.; Youth Shop.
Drug Stores-Sav-Mor; Hudson Family Drug Ctr.
Chain Supermarkets-IGA; Convenient Food Mart.
Other Chain Stores-Firestone; Western Auto; Tru Value Hdwe.; Ben Franklin; Family Dollar.

14 - NEWSPAPERS: RECORD (e-mon to fri) 1,370; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Toni Swan, Adv. Mgr., RECORD, 218 N. Market, Paxton, IL 60957; Tel. (217) 379-4313.
National Representative: None.

PEKIN

1 - LOCATION: Tazewell County, (In Peoria MSA), E&P Map C-3. County Seat. Industrial and agricultural center.

2 - TRANSPORTATION: Railroads-C&IM; NYC; AT&SF; Illinois Central (freight); C&NW (freight).
Intercity Bus Lines-Illini-Swallow, Peoria-Pekin.
Motor Freight Carriers-34.
Two large river terminals, one airport.

3 - POPULATION:
Corp. City 80 Cen. 33,967; E&P 88 Est. 30,850
CZ ABC: (80) 33,967
RTZ-ABC: (80) 100,792
MSA 80 Cen. 366,800; E&P 88 Est. 355,574
County 80 Cen. 132,553; E&P 88 Est. 131,650
City & RTZ-ABC: (80) 134,759

4 - HOUSEHOLDS:
City 80 Cen. 12,928; E&P 88 Est. 12,434
County 80 Cen. 46,383; E&P 88 Est. 48,077
MSA 80 Cen. 130,767; E&P 88 Est. 130,947
CZ-ABC: (80) 12,928
RTZ-ABC: (80) 34,395
City & RTZ-ABC: (80) 47,323

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$151,149,000

6 - PASSENGER AUTOS: County 71,616

7 - ELECTRIC METERS: 14,286

8 - GAS METERS: 12,012

9 - PRINCIPAL INDUSTRIES: Corn Prods.; Distilling; Elect.; Tractor; Paper Board and Containers; Tractor Parts; Machine Tooling; Food Proc.; Iron Foundry; Non-ferrous Metal Proc.; Automotive Parts; Chemicals.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-88; Summer 43-96; Fall 10-89; Winter-16-59. First killing frost, Oct. 17; last killing frost, Apr. 27.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: Principal Shopping Center-6 blocks on Court St.; 4 Sts. intersecting Court; 3 blocks on Margaret.
Neighborhood Shopping Centers-Derby St.; 1500 Block on N Eighth St., East Bluff and Sunset Hills.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pekin Mall(58)	3	P.M. Bergner, Zale's, Sears
Market Sq. Plz.	1	County Mkt., SupeRx

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Dept. stores-All; Food-24 hrs.

13 - RETAIL OUTLETS: Department Stores-N. Reuling; Bergner's; Sears.
Discount Store-K mart; Wal-Mart.
Chain Drug Stores-SupeRx 3; Walgreens.
Chain Supermarkets-Kroger; Korsmeyer's 2; County Market; Aldi; Eagle; Thompson's; Arnett's.
Other Chain Stores-Brown's; Zales; Gordon's; Radio Shack; So Fro; JoAnn Fabrics; Cohen's.

14 - NEWSPAPERS: TIMES (e) 15,687; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Lee Okey, Adv. Dir., TIMES, 20 S. 4th St., PO Box 430, Pekin, IL 61555; Tel. (309) 346-1111.
National Representative: Landon Associates.

PEORIA

1 - LOCATION: Peoria County, (MSA) E&P Map C-3. County Seat. Major medical center; industrial center; agricultural area. On Illinois River-160 mi. SW of Chicago and 175 mi. NE of St. Louis. 660 feet above sea level.

2 - TRANSPORTATION: Railroads-Burlington Northern; C&NW; Illinois Central; Illinois Terminal; N&W; Conrail; P&PU; Peoria Terminal; Santa Fe; Chicago Northwestern; Central & Gulf; Norfolk Southern Corp.; Norfolk & Western; Pioneer.
Motor Freight Carriers-66.
Intercity Bus Lines-Crown Transit; Illinois Highway; Illini-Swallow; Jacksonville Bus Lines; Peoria-Rockford; Taylorville Transit; Peoria Charter, Inc.
Airlines-American Eagle; Continental Express; Midway Connection; Northwest; Airlink; TWA; Trans World Express; United; Emory World; Federal Express; Purolator Courier; Allegheny Commuter.
Barge Lines-Jubilee Materials; Peoria Barge Terminal; Peoria Harbor & Fleeting Service; C.F. Industries.

3 - POPULATION:
Corp. City 80 Cen. 124,160; E&P 88 Est. 103,979
CZ-ABC: (80) 231,642
RTZ-ABC: (80) 233,719
MSA 80 Cen. 366,800; E&P 88 Est. 355,574
County 80 Cen. 200,700; E&P 88 Est. 189,617
City & RTZ-ABC: (80) 465,361
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 46,459; E&P 88 Est. 40,494
County 80 Cen. 73,329; E&P 88 Est. 71,307
MSA 80 Cen. 130,737; E&P 88 Est. 130,947
CZ-ABC: (80) 84,398
RTZ-ABC: (80) 83,021
City & RTZ-ABC: (80) 167,419

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	25	$1,797,118,000
Savings & Loan	19	N.A.

6 - PASSENGER AUTOS: County 107,406

7 - ELECTRIC METERS: Residence 80,697

8 - GAS METERS: Residence 64,369

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Earth Moving Equip. Diesel Eng. 19,400 ($594); Primary Metals 2,625 ($593); Printing & Pub. 1,900 ($475); Total Mfg. 33,400 ($536).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-72; Summer 60-86; Fall 31-76; Winter 16-36. First killing frost, Oct. 12; last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-University from Forrest Hill to War Memorial; Main from University to Sheridan; Prospect from Forrest Hill to War Memorial; Adams (4000 South); Sheridan from Loucks to McClure; Western (Between Bradley & Moss); Western (Between 7th & Martin); University & Glen; Sheridan & Glen; War Memorial (Between Knoxville & Central); Hamilton Rd. & Glen Ave.; Garden & Adams Area: Knoxville & McClure; Forrest Hill & Gale; Intersection of N. Adams & Hancock; MacArthur Hwy. & Jefferson.
Other Major Retail Areas-Peoria Heights Business District; Pekin Business District; East Peoria Business District; Morton Business District; The Square in Washington; Bartonville Business District; Creve Coeur Business District; Field Shopping Center; Metro Centre; Sterling Plaza; Tanglewood Plaza; Pekin Sunset Plaza; Sunnyland Plaza; Wisconsin Plaza; Oak Cliff Plaza (Knoxville & Lake); Windsor Square; Covington Square; University Square; Lake of the Woods Plaza; Valley Forge Shopping Center; Brandywine Village; Candletree; Evergreen Plaza; Cherrytree; Fondulac Plaza; Wardcliff Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northwoods(81)	3	JCPenney, Famous Barr, Mont. Ward
Westlake(24)	3	
Pekin Mall(48)	7	JCPenney, Sears, Gold Exchange
Sheridan Vlg.(31)	2	P.A. Bergner, Cohen Furniture
Madison Park(7)	2	Bergner's Dept. Store, Kroger's
Junction City(18)	3	Siegrist
Metro Centre(34)	3	

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Suburban-every evening & Sunday; Downtown-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Bergner's 3; Sears 2; Montgomery Ward; JCPenney 2; Szold's 2; Famous Barr.
Discount Stores-K mart 5; Unclaimed Freight Stores 6; Venture; T.J. Maxx; Wal-Mart; Dollar General.
Variety Stores-Ben Franklin 2; Fogler 2; J & M. L's Sundries.
Chain Drug Store-Bogard's 6; Walgreens 5; SupeRx 7; W. R. Smith 2; Regal; Medicine Shoppe 2; Our-X 4; Rexall.
Chain Supermarkets-Ben Schwartz (IGA) 3; Cardinal 5; Convenient Food Mart 18; Eagle 5; IGA 11; Kroger 11; Mr. K's 2; Randall's; Red Fox 19; Thompson Food Basket 8; Vogels; Aldi 3; Stop & Save; 7-Eleven 2; Lowells 2.
Women's Wear-Brom's Furs & Fashions; Cain's; Casual Corner; C. R. Cook; Country Casuals; Esther Kirk; Foxmoor Casuals; Glamour Isle; Hecht's 2; Kay Howard; Main Line; Pines; Stuart's; Paul Harris; Varsity Shop; Strawberry Patch; Maurices Apparel; Worths; Allens Vogue; Susie's Casuals; D. Schaffer's; Brenda's 2; Catherine's Stout Shoppe; Carriage Lane LTD; Ginny-Lee's; Leah's Tall Fashions; PLB'S Fashion Plus LTD; The Whale; Caren Charles; Jene's Ltd.; Pappagallo; Scruples; Ups N Downs; Heller For Her; 16 Plus; Seiferts; The Limited; Bride's Corner; Brooks; Marianne's; Marianne Plus; Benneton; Fashion Bug.
Men's Wear-Bachrach's; Bell Clothing 2; Ducky's Formal Wear; Gingess Formal Wear; Johnson's; Just Jeans; Just Pants; National Shirt; Richman Bros.; 20th Century Tuxedo; Schradzki's; Seno Formal Wear; Fred Schubach; Big & Tall Men's Shop 2; Mona's Apparel For Big & Tall Men; Chess King; Colonel Day's Levi Shop; His Place; Kuppenheimer Direct; Suit Yourself; Beanies Too; Chiavini's; Jeans West.
Other Chain Stores-Sparr Store; Spiegel's; Baker's Shoes 2; Life Stride; Thom McAn; Toys R Us; Kay Bee; Children's Palace; Dr. Scholl's; Kinney 2; Fannie May 3; Zale's 2; Automotive: Firestone 2, Goodrich, Goodyear 2, General Tire; Bagels-N-More; Singer Co.; Payless Shoes; Weisser's Neu Optical; Pearle Vision; Helzbergs Jewelers; Burlington Coat Factory; Radio Shack 8; Computerland; Midas 3; Jeffery Alans; Lechter's; B. Dalton's; Waldenbooks 2; Zondervan Family Books; Coach House 2; Jr Music 2; Kirlin's; CPI Photo; Father & Son Shoes; Florsheim; Wicks & Sticks; Whitlock 2; Tire America.

14 - NEWSPAPERS: JOURNAL STAR (all day) 97,048; (S) 114,856; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Lee Cheneler, Adv. Dir., JOURNAL STAR, 1 News Plaza, Peoria, IL 61643; Tel. (309) 686-3020.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

PERU

See LA SALLE

PONTIAC

1 - LOCATION: Livingston County, E&P Map C-2. County Seat. N central part of state. Shipping ctr. for county agric. & dairy area. Misc. light mfg. Illinois State Penitentiary. 90 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf; Amtrak.
Intercity Bus Lines-Trailways; Greyhound.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 11,227; E&P 88 Est. 11,852
CZ-ABC: (80) 11,227
RTZ-ABC: (80) 32,249
County 80 Cen. 41,351; E&P 88 Est. 41,815
City & RTZ-ABC: (80) 43,476

4 - HOUSEHOLDS:
City 80 Cen. 3,610; E&P 88 Est. 3,948
County 80 Cen. 14,077; E&P 88 Est. 13,932
CZ-ABC: (80) 3,610
RTZ-ABC: (80) 11,222
City & RTZ-ABC: (80) 14,832

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$126,786,932
Savings & Loan	2	$1,248,532,911

6 - PASSENGER AUTOS: County 20,618

7 - ELECTRIC METERS: Residence 4,309

8 - GAS METERS: Residence 4,287

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Gloves 98; Printing 650; Furn. 300; Steel Prods. 320; State Penitentiary 600; Quarries 100; Diesel Motor Co. 700; Custom Tool & Die 20.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-97; Summer 42-108; Fall 2-96; Winter 24-75. First killing frost, Oct. 31; last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Main, Madison, Washington & Mill (around Sq.).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Vermillion Plz.(15)	2	Spurgeon's, K mart, Coast-to-Coast, Dollar General
Alco	2	Alco

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Food Chains-every night & Sun.; Others-Thur.-9p.m.; Shpg. Ctrs.-Mon. through Sat. until 9 p.m.; Sun. until 6.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's.
Discount Stores-Alco; K mart.
Chain Supermarkets-Neimann's; Eisners; Don's Red Fox.
Other Chain Stores-Convenient Foods; Coast-to-Coast; Tru Value Hardware; Ace; NAPA; Radio Shack; White Hen Pantry.

14 - NEWSPAPERS: LEADER (e) 8,114; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchadising Data: Judy Sueitzer, Adv. Mgr., LEADER, 318 N. Main St., Pontiac, IL 61764; Tel. (815) 842-1153.
National Representative: Landon Associates.

QUINCY

1 - LOCATION: Adams County, E&P Map A-3. County Seat. Agricultural, manufacturing and dairy area. Educational center. Situated on Mississippi River, 120 mi. N of St. Louis; 240 mi. from Kansas City; 270 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Burlington-Northern; Norfolk Southern Railway.
Motor Freight Carriers-24.
Airlines-Continental Express (Britt Airways); TW Express.

3 - POPULATION:
Corp. City 80 Cen. 42,352; E&P 88 Est. 38,404
CZ-ABC: (80) 53,396
RTZ-ABC: (80) 137,641
County 80 Cen. 71,714; E&P 88 Est. 70,932
City & RTZ-ABC: (80) 191,037

4 - HOUSEHOLDS:
City 80 Cen. 16,718; E&P 88 Est. 15,473
County 80 Cen. 26,423; E&P 88 Est. 26,466
CZ-ABC: (80) 20,269
RTZ-ABC: (80) 51,270
City & RTZ-ABC: (80) 71,539

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$514,805,242
Savings & Loan	3	$1,253,681,793

6 - PASSENGER AUTOS: County 36,550

7 - ELECTRIC METERS: 24,171 in service.

8 - GAS METERS: 10,052 in service.

9 - PRINCIPAL INDUSTRIES: Chemicals; Stoves; Limestone Prods.; Food Prods.; Brass Prods.; Castings; Wheels; Truck Bodies; Pumps; Stock Food; Gas Storage Tanks; Electronic Equip. Patterns; Communications Equip.; Elevators; Paper Prods.; Retail Fixtures; Air Compressors; Uniforms; Wire Products.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-62; Summer 48-104; Fall 38-66; Winter 22-27. First killing frost, Nov. 1; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Maine St.; 1 on 4th, 5th and 6th Sts.; Quincy Mall, 30th & Broadway (60 units).

Neighborhood Shopping Centers-17th and Broadway; 8th and State; 30th & Broadway; 14th & Harrison.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
17th & Broadway	1	Merkel Hdwe.
State & 8th	1	State St. Store
Quincy Mall(56)	3	Radio Shack, Sears, Kroger, Bergner's, JCPenney

Principal Shopping Days-Mon., Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; State St. Store; Bergner's.
Variety Stores-Ben Franklin.
Discount Stores-Jack's; K mart; K's Merchandise Mart.
Chain Drug Stores-Walgreens; Osco Drug; Brown's 3; Revco.
Chain Supermarkets-Kroger; Niemann Foods 3; Eagle; Save-U-More; Aldi.
Other Chain Stores-Naturalizer; Hush Puppies; Athlete's Foot; Gordon Jewelry; GNC; Waldenbooks; York Steak House; Carl Shoe; Kinney Shoes; Goodyear; Sherwin-Williams; JoAnn Fabrics; Gallenkamp Shoes; Radio Shack; So-Fro Fabrics; Pay-Less Shoes; Ace Hardware; Kirlins; Barker Shoes; Black Hardware; Furrows Lumber; Rex TV & Appliances; Casual Corner; The Closet; Jean Nicole; Lerner; Maurices; The Limited; The Gap.

14 - NEWSPAPERS: HERALD-WHIG (e-mon to fri) 27,330 (m-sat) 26,400; (S) 31,541; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Ron Wingerter, Natl. Adv. Mgr., HERALD-WHIG, 130-38 S. Fifth St., PO Box 909, Quincy, IL 62306; Tel. (217) 223-5100.
National Representative: Branham/Newspaper Sales.

ROBINSON

1 - LOCATION: Crawford County. E&P Map D-4. County Seat. Oil refining, shipping and manufacturing center. 240 mi. S of Chicago; 110 mi. W of Indianapolis; 150 mi. E of St. Louis, MO; 200 air mi. S of Chicago.

2 - TRANSPORTATION: **Railroads**-Conrail; Gulf Central.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Detroit Special.

3 - POPULATION:
Corp. City 80 Cen. 7,285; E&P 88 Est. 7,089
County 80 Cen. 20,834; E&P 88 Est. 21,355
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,031; E&P 88 Est. 2,997
County 80 Cen. 8,050; E&P 88 Est. 8,074

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$96,383,677
Commercial	5	$274,195,269

6 - PASSENGER AUTOS: County 11,144

7 - ELECTRIC METERS: Residence 8,688

8 - GAS METERS: Residence 6,073

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Production & Refining 1,208 ($326); Water Closet & Plumbing Fixture 550 ($258); Candy Mfg. 607 ($145); Automotive Gaskets 380 ($209); Electronics 504 (N.A.); Aluminum Doors & Windows 107 ($186).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-72; Summer 75-101; Fall 68-90; Winter 10-52. First killing frost, Nov. 6; last killing frost, Apr. 2.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks at Court House; 2 on E. Main; 5 on W. Main; 1 on W. Walnut.
Neighborhood Shopping Centers-W. Gate; Outer E. Main, Route 33.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Westgate Tr.(8)	NA	Gallo's Red & White
Barn Plaza	NA	
IGA	NA	

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Dollar General; Family Variety; Pool's; Wal-Mart.
Chain Drug Stores-Bertram's (Rexall); Hooks.
Chain Supermarkets-IGA Food Center; Gallo's Red & White.

14 - NEWSPAPERS: NEWS (e) 7,248; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Wally Dean, Adv. Dir., NEWS, 302 S. Cross St., Robinson, IL 62454; Tel. (618) 544-2101.
National Representative: None.

ROCK FALLS
See STERLING

ROCK ISLAND-MOLINE-EAST MOLINE

1 - LOCATION: Rock Island County (In Davenport-Rock Island-Moline, IA-IL MSA). E&P Map B-2. County Seat. In W IL on Mississippi River. 168 mi. SW of Chicago, on Hwys. 6 & 67; Illinois 5, 84, 92 & 150; I-80, 88, 280, & 74.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Davenport, Rock Island & Northwestern; Iowa Railroad Co.; Milwaukee Road; Soo Line.
Motor Freight Carriers-60.
Intercity Bus Lines-Greyhound; Trailways; Scenic Line.
Airlines-United; TWA; Northwest; United Express; Continental Express; TW Express Commuter; Air Midwest Commuter; America West; Metsheba Commuter; Midway.

3 - POPULATION:
Corp. Cities 80 Cen. 114,398; E&P 88 Est. 104,955
Rock Island 80 Cen. 46,928; E&P 88 Est. 41,688
Moline 80 Cen. 46,278; E&P 88 Est. 42,983
East Moline 80 Cen. 20,907; E&P 88 Est. 20,284
CZ-ABC: (80) 155,153
RTZ-ABC: (80) 316,138
City & RTZ-ABC: (80) 471,291
County 80 Cen. 166,007; E&P 88 Est. 165,625
MSA 80 Cen. 384,347; E&P 88 Est. 386,087
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 43,222; E&P 88 Est. 41,107
Rock Island 80 Cen. 17,472; E&P 88 Est. 16,194
Moline 80 Cen. 18,034; E&P 88 Est. 17,181
East Moline 80 Cen. 7,716; E&P 88 Est. 7,732
County 80 Cen. 61,052; E&P 88 Est. 62,605
MSA 80 Cen. 138,256; E&P 88 Est. 142,701
CZ-ABC: (80) 57,685
RTZ-ABC: (80) 111,119
City & RTZ-ABC: (80) 168,804

5 - BANKS	NUMBER	DEPOSITS
Savings	36	$1,966,804,000
Savings & Loan	9	$1,511,288,100

6 - PASSENGER AUTOS: County 92,308

7 - ELECTRIC METERS: Residence 116,017

8 - GAS METERS: Residence 112,856

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 31,600 (Farm Equip., Aluminum Mill); Non-Mfg. 86,750; Public Sector (Gov't) 27,425.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 7-83; Summer 46-92; Fall 14-85; Winter -13-42. An. rainfall 31 in.

11 - TAP WATER: From Mississippi River. Rock Island-Hard, slightly alkaline; fluoridated. Moline-Lime softened; fluoridated. East Moline-Partly softened, slightly alkaline; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown Rock Island-Great River Plaza, 2nd, 3rd, & 4th Aves. between 15th & 20th Sts.; Downtown Moline-Metro Center Plaza, 4th, 5th & 6th Aves. between 12th & 20th Sts.; East Moline-15th & 16th Aves. between 7th & 13th Sts.
Neighborhood Shopping Centers-Rock Island-11th St. between 18th Ave. & 42nd Ave.; Hilltop 30th St. between 14th & 18th Aves.; 14th Ave. between 38th & 44th Sts.; 18th Ave. between 17th & 45th Sts., Rock Valley Plaza, Blackhawk Rd. between 30th & 45th St. Moline-City Line Plaza, 1st St. & 19th Ave.; Uptown-15th & 16th Sts. between 14th & 25th Aves.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rock Island		
30th St.	3	Handy True Value
Watchtower Plz.(6)	3	Bargain Ctr.
K mart	3	K mart
Rock Valley Plz.	3	Main Phcy., Back Nine
Moline:		
Highland	2	Aldi, Peoples Drug
Uptown	2	Peoples Drug
Orchard Ctr.(6)	3	Eagles
Kings Plaza(8)	3	Sears, Walgreens, HyVee
K mart	4	K mart
Green Valley	4	Simon Music
Venture	3	Venture
S. Park Mall(115)	5	Petersen's, Mont. Ward, Younkers, JCPenney
Old Towne	2	Holst-Kakert, Walgreens
City Line Plaza(8)	4	Jewel, Osco
East Moline		
Kennedy Plaza(6)	4	Jewel, Osco
Ridgewood(8)	5	Strum Auto

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat.; Food-Thur., Fri., Sat., Sun.
Stores Open Evenings-Rock Island & Moline Dept.-Mon. (limited number on Fri.) East Moline Fri. Supermarkets-Sun. through Sat.
Stores Close-Mon. morning & Sat. evenings.
Stores Open Sundays-Discount, supermarkets, drug, shopping malls.

13 - RETAIL OUTLETS: **Department Stores**-Younkers 3; Petersen-Harned von Maur 3; JCPenney 2; Sears 2; Montgomery Ward 2; Federated.
Discount Stores-Venture 2; Target 2; K mart 4.
Variety Stores-Ben Franklin 2; Woolworth.
Chain Drug Stores-People's 14; Walgreens 12; Osco 5; Medicine Shop 3; Revco.
Chain Supermarkets-Eagle 11; Hy-Vee 5; Jewel Food 5; 7-Eleven 25; Aldi 4; Convenient Foods 11; Food-for-Less; Easter's.
Independent Buying Groups-Jack & Jill 3; Super Valu.
Other Chain Stores-Goodyear 4; Sherwin-Williams 2; Pittsburgh Paint 2; DeVoe Paint; Iowa Paint; Glidden Paint; Interstate Book Store 2; Fannie May 4; Firestone 4; Thom McAn 2; Bakers Shoes; Kinney 5; Lober's; Fashion 2; Richman Bros. 2; Singer Co. 2; Radio Shack 6; Best Buy 2.

14 - NEWSPAPERS: ROCK ISLAND ARGUS (e) 15,491; (S) 18,253; Mar. 31, 1988 ABC.
MOLINE DISPATCH (e) 30,461; (S) 36,545; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Al Roels, Gen. Adv. Mgr., ROCK ISLAND ARGUS and MOLINE DISPATCH, 1720 Fifth Ave., Moline, IL 61265; Tel. (309) 764-4344.
National Representative: Branham/Newspaper Sales.

ROCKFORD

1 - LOCATION: Winnebago County. E&P Map C-1. (MSA). 90 mi. NW of Chicago; 17 mi. S of Wisconsin boundary. City bisected by Rock River.

2 - TRANSPORTATION: **Railroads**-Chicago, Milwaukee, St. Paul & Pacific; Illinois Central Gulf; Burlington Northern.
Motor Freight Carriers-39.
Intercity Bus Lines-Peoria-Rockford; Greyhound; Wisconsin Coach Lines; Boardroom Lines; Van Galder Bus Co.
Airlines-Northwest.

3 - POPULATION:
Corp. City 80 Cen. 139,712; E&P 88 Est. 137,660
NDM-ABC: (80) 496,465
County 80 Cen. 251,717; E&P 88 Est. 252,921
MSA 80 Cen. 280,377; E&P 88 Est. 282,515
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 52,169; E&P 88 Est. 53,625
County 80 Cen. 89,408; E&P 88 Est. 93,523
MSA 80 Cen. 99,122; E&P 88 Est. 103,871
NDM-ABC: (80) 176,681

5 - BANKS	NUMBER	DEPOSITS
Commercial	27	$1,747,856,000
Savings & Loan	8	$1,267,465,339

6 - PASSENGER AUTOS: County 157,640

7 - ELECTRIC METERS: Residence 98,770

8 - GAS METERS: Residence 81,872

9 - PRINCIPAL INDUSTRIES: 700 manufacturing establishments, 13 employ over 1,000 each.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Sept. 20; last killing frost, May 8.

11 - TAP WATER: Very hard.

12 - RETAILING: **Principal Shopping Centers**-2 blocks on W. State St. plus feeder streets 1 block each direction.
Neighborhood Shopping Centers-Broadway; 7th St.; S. Main St.; E. State St.; N. Main and Auburn Sts.; Alpine Rd.; 2nd St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alpine Vlg.(20)	6	Eagle Foods, Revco
Cherry Vale(100)	8	Marshall Field, H.C. Prange, Sears
Colonial Vlg.(32)	5	JCPenney, Bergner's
Edgebrook(30)	5	Pacemaker
Highcrest(13)	5	Graif's IGA
Machesney Pk.(88)	8	JCPenney, H.C. Prange, Kohl's
Park Plaza(24)	6	Union Hall Discount
North Towne(59)	5	Bergner's
Rockford Pl.(20)	2	Walgreens
Rockton Ave. Centre(14)	4	Logli Food
Southgate(12)	5	K mart, Southgate IGA
Belvidere Mall(6)	12	A&P
Market Place	NA	Venture, Logli
Forest Plz.	NA	Kohl's, Marshall's, Builder's Square
Mulford Vlg.	NA	T.J. Maxx, K's Mdse.

Principal Shopping Days-Mon., Wed., Fri., Sat., Sun.
Stores Open Evenings-Department Stores-Mon.-Fri., Food-Mon.-Sun.

13 - RETAIL OUTLETS: **Department Stores**-Marshall Field & Co.; JCPenney; H.C. Prange; Sears; Bergner's; Kohl's; Marshall's.
Discount Stores-K mart; Prange-Way; Union Hall; Venture; Builder's Square; Sutherlands; K's Merchandise.
Chain Drug Stores-Walgreens 3; Lenz 2; Rexall 3; Osco 5; Nihan & Martin 2; One-Stop 5; Tru Valu; Lantow's.
Chain Supermarkets-Eagle 5; Hilander 4; Magna; IGA 13; Logli 4; Pacemaker 4; Aldi Discount Foods 2.

14 - NEWSPAPERS: REGISTER STAR (m) 73,583; (S) 87,533; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Bob Twesten, Adv. Dir., REGISTER STAR, 99 E. State St., Rockford, IL 61105; Tel. (815) 987-1200.
National Representative: Gannett National Newspaper Sales.

ROCKTON, IL
See BELOIT, WI

SHELBYVILLE

1 - LOCATION: Shelby County. E&P Map C-4. County Seat, 36 mi. from Decatur; 108 mi. from Chicago; 96 mi. from St. Louis. Routes 16 and 128.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 5,259; E&P 88 Est. 5,060
County 80 Cen. 24,017; E&P 88 Est. 23,800

4 - HOUSEHOLDS:
City 80 Cen. 2,044; E&P 88 Est. 1,951
County 80 Cen. 8,707; E&P 88 Est. 8,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$90,000,000

6 - PASSENGER AUTOS: County 11,880

7 - ELECTRIC METERS: Residence 2,205

8 - GAS METERS: Residence 1,507

9 - PRINCIPAL INDUSTRIES: Plastic Cups.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: **Principal Shopping Center**-Johnstowne Mall, Shelbyville, 4 stores; Con Dov Shopping Mall, Shelbyville, 5 stores.
Principal Shopping Days-Wed., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Dollar General.
Variety Stores-Highlands; Ben Franklin.
Chain Drug Stores-Hook's.
Chain Supermarkets-Eisner; IGA.

14 - NEWSPAPERS: UNION (e-mon to fri) 4,432; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: George Frazier, Pub., UNION, 100 W. Main, Shelbyville, IL 62565; Tel. (217) 774-2161.
National Representative: None.

SOUTH BELOIT, IL
See BELOIT, WI

SPRING VALLEY
See LA SALLE

SPRINGFIELD

1 - LOCATION: Sangamon County (MSA). E&P Map C-3. State Capital, County Seat. Industrial, wholesale & agricultural center. 185 mi. SW of Chicago; 100 mi. NW of St. Louis; on U.S. Hwys. 36, 54; I-55; State Hwys. 4, 29, 125 & 104.

2 - TRANSPORTATION: **Railroads**-Illinois Central; CM & W; Norfolk & Western (Wabash); C &NW; Amtrak.
Motor Freight Carriers-109 intrastate & interstate lines.
Intercity Bus Lines-Greyhound; Crown Travel.
Airlines-Britt; Charter service by Capitol Aviation; American Eagle; TWE; Allegheny Commuter Midway Connection.

3 - POPULATION:
Corp. City 80 Cen. 100,054; E&P 88 Est. 104,727
CZ-ABC: (80) 127,393
RTZ-ABC: (80) 341,906
MSA 80 Cen. 188,028; E&P 88 Est. 191,795
County 80 Cen. 176,268; E&P 88 Est. 179,856
City & RTZ-ABC: (80) 469,299
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 40,960; E&P 88 Est. 44,632
County 80 Cen. 68,022; E&P 88 Est. 72,123
MSA 80 Cen. 72,219; E&P 88 Est. 76,406
CZ-ABC: (80) 51,661
RTZ-ABC: (80) 124,217
City & RTZ-ABC: (80) 175,878

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	13	$1,362,000,000
Savings & Loan	4	$1,242,000,000

6 - PASSENGER AUTOS: County 107,812.

7 - ELECTRIC METERS: 55,863.

8 - GAS METERS: 51,986.

9 - PRINCIPAL INDUSTRIES: Farm Equip.; Flour & Feed Mills; Boilers (Fab. Metal Prods.); Mattresses; Ins.; Health Care; Finance; Gov't; Tourism. Total Av. Employment 95,044.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-62; Summer 64-87; Fall 44-69; Winter 21-37. First killing frost, Oct. 10; last killing frost, Apr. 16.

11 - TAP WATER: Neutral, soft; Lake Springfield.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Capital City(41)	4	Zayre
Fairhill's(20)	2	Jewel-Osco
K mart Plaza	3	K mart
Sangamon(7)	4	Myers-Bergner
Town & Country(24)	3	Venture, National
White Oaks Mall(122)	5	Famous-Barr, Sears, Bergner's, Mont. Ward

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Shopping ctrs. & discount stores-nightly.
Stores Open Sundays-Supermarkets, shopping ctrs., discount stores.

13 - RETAIL OUTLETS: **Department Stores**-Herndon's; Bergner's; Sears; JCPenney; Famous-Barr; Montgomery Ward; Kohl's.
Discount Stores-K mart 2; Venture; Zayre's; Jacks; Sam; T.J. Maxx.
Chain Drug Stores-Walgreens 3; SupeRx/Thrifty 11; Osco 3.
Chain Supermarkets-Jewel 4; Shop 'N Save 3; National Food Stores 2; IGA 2; Red Fox 2; Eagle 3; Cub.
Other Chain Stores-Firestone; Goodyear; General Tire; Western Auto; Midas Mufflers & Transmission; Black & Co.; Coast-to-Coast; Ace; Thom McAn; Kenney's; Nobils; Lobers; Payless Shoes; Scholl's; Neumode; Fannie May; Kirlin's Candies; Sherwin-Williams; Kay's Jewelry; Singer; So Fro; Leath Furniture; Carpetland; Newman Shoes; Brooks Fashions; Bakers Shoes; Bressler's 33 Flavors; Bottom Half; Casual Corner; Carousel Snack Bar; Circus World Toys; County Seat; Earring Tree; Florsheim Shoes; Foxmoor; Gordon's Jewelers; Gingess International; General Nutrition Centers; Helzberg's Diamond Shop; Hickory Farms; Just Pants; Jo Ann Fabrics; Kinney Shoes; Kay Campbell; The Limited; Malings Shoes; Musicland; Murray's Shoes; Motherhood Maternity; MCL Cafeteria; Jean Nicole; National Shirt; Printers Ink; Park Lane Hosiery; Lerner Shop; Silverman's; Spencer Gifts; Service Optical; Swiss Pretzel; Stuart's; Susie Casual's; Tinderbox Int.; Wag's Restaurant; Waldenbooks; Zale's Jewelers; Cookie Factory; Ms. Limited; Orange Julius; Hot Dog On a Stick; Union Clothing; Kirlin's Sycamore Shop; S.G. Adams; Baskin Robbins 3.

14 - NEWSPAPERS: THE STATE JOURNAL-REGISTER (all day-mon to fri) 69,054; (S) 76,809; April 1, 1988 ABC.
Local Contact for Advertising and Merchandising Data: J.E. Fitzgerald, Gen. Adv. Mgr., THE STATE JOURNAL-REGISTER, PO Box 219, Springfield, IL 62705; Tel. (217) 788-1353.
National Representative: Branham/Newspaper Sales.

STERLING-ROCK FALLS

1 - LOCATION: Whiteside County. E&P Map C-2. Industrial and agricultural center on Rock River, 50 mi. NE of Rock Island and 110 mi. W of Chicago. On Hwys. 5, 2, 30, 88.

2 - TRANSPORTATION: **Railroads**-C&NW.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.
Airlines-Britt.

3 - POPULATION:
Corp. Cities 80 Cen. 26,897; E&P 88 Est. 25,082
Sterling 80 Cen. 16,273; E&P 88 Est. 14,865
Rock Falls 80 Cen. 10,624; E&P 88 Est. 10,217
CZ-ABC: (80) 33,154
RTZ-ABC: (80) 50,071
County 80 Cen. 66,195; E&P 88 Est. 64,578
City & RTZ-ABC: (80) 83,225

4 - HOUSEHOLDS:
Cities 80 Cen. 9,895; E&P 88 Est. 9,508
Sterling 80 Cen. 6,128; E&P 88 Est. 5,784
Rock Falls 80 Cen. 3,767; E&P 88 Est. 3,705
County 80 Cen. 23,200; E&P 88 Est. 23,326
CZ-ABC: (80) 11,990
RTZ-ABC: (80) 17,280
City & RTZ-ABC: (80) 29,270

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	$329,776,930
Savings & Loan	2	$141,762,640

6 - PASSENGER AUTOS: County 35,278.

7 - ELECTRIC METERS: Residence 10,600.

8 - GAS METERS: Residence 9,300.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel, Steel Prods. 2,500 ($300); Builder's Hdwe. 1,200 ($200); Bolts & Nuts 400 ($200); Barber Supplies 170; Foundries 100; Food Proc. 100.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-90; Summer 64-93; Fall 30-75; Winter 6-59. First killing frost, Oct. 12; last killing frost, May 1.

11 - TAP WATER: Neutral, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-18 blocks in Sterling; 5 in Rock Falls; Sterling Northland Shopping Center (39 stores-Bergner's, JCPenney, Woolworth).
Neighborhood Shopping Centers: Sterling-4 blocks on 4th St.; 2 on Locust St.; Rock Falls-5 blocks on 1st. Ave. and vicinity.
Principal Shopping Days-Downtown-Mon., Fri.; Northland Mall Sat., Sun.
Stores Open Evenings-Downtown-Fri.; Northland Mall-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Harlan's; Kline's; Bergner's; JCPenney.
Discount Stores-K mart; Farm & Fleet; Osco; Wal-Mart.
Chain Drug Stores-Walgreens; Osco.
Variety Stores-Woolworth.
Chain Supermarkets-Kroger's; Eagle; Super Valu; Aldi.
Other Chain Stores-Leslie's (shoes); Goodyear; Coast-to-Coast (hdwe. and auto supplies); Ace Hdwe.; D & E (furn. & appliances); True Value.

14 - NEWSPAPERS: DAILY GAZETTE (e) 14,469; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Steve Gall, Adv. Dir., DAILY GAZETTE, 312 Second Ave., Sterling, IL 61081; Tel. (815) 625-3600.
National Representative: Landon Associates.

STREATOR

1 - LOCATION: LaSalle County. E&P Map C-2. South end, LaSalle County. Agric. area. Diversified mfg. 100 mi. SW of Chicago; 225 mi. NE of St. Louis on State Hwys. 18, 23; I-55, I-80.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Burlington; Amtrak; Conrail.
Motor Freight Carriers-19.

3 - POPULATION:
Corp. City 80 Cen. 14,795; E&P 88 Est. 13,059
CZ-ABC: (80) 19,473
RTZ-ABC: (80) 30,557
County 80 Cen. 109,183; E&P 88 Est. 106,525
City & RTZ-ABC: (80) 50,030
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,651; E&P 88 Est. 5,047
County 80 Cen. 40,005; E&P 88 Est. 42,988
CZ-ABC: (80) 7,300
RTZ-ABC: (80) 10,568
City & RTZ-ABC: (80) 17,868

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$164,000,000
Savings & Loan	5	$175,000,000

6 - PASSENGER AUTOS: County 61,904.

7 - ELECTRIC METERS: Residence 8,000.

8 - GAS METERS: Residence 6,974.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass 2,300 ($340); Pollution Equip. 200 ($300); Farm Equip. 400 ($268).
Principal Industrial Pay Days-Thur. and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-72; Summer 60-88; Fall 40-62; Winter 20-38. First killing frost, Oct. 13; last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Main St., 1 block N. & S. on Bloomington, Park, Monroe, Vermillion & Sterling Sts.; Westgate Plz.; Northtown, Northpoint.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northpoint Ctr.	NA	SupeRx, JCPenney, Spurgeons, Kroger
Westgate Plz	NA	Klines, Streator Food

Stores Open Evenings-Most on Fri.

13 - RETAIL OUTLETS: **Department Stores**-Spurgeons; JCPenney.
Variety Stores-Klines.
Chain Supermarkets-Streator Food; Food Expo; Kroger; Novotneys Bi-Rite; Red Fox.

14 - NEWSPAPERS: TIMES-PRESS (e) 9,316; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Paula Aukland, Adv. Mgr., TIMES-PRESS, 115 Oak St., Streator, IL 61364; Tel. (815) 673-3771.
National Representative: Landon Associates.

TAYLORVILLE

1 - LOCATION: Christian County. E&P Map C-4. County Seat. 26 mi. SE of Springfield. On State Hwys. 29, 48, 104.

2 - TRANSPORTATION: **Railroads**-Norfolk and Western; C&IM.

3 - POPULATION:
Corp. City 80 Cen. 11,386; E&P 88 Est. 11,767
CZ-ABC: (80) 13,042
RTZ-ABC: (80) 27,030
County 80 Cen. 36,375; E&P 88 Est. 36,193
City & RTZ-ABC: (80) 40,072

4 - HOUSEHOLDS:
City 80 Cen. 4,483; E&P 88 Est. 4,787
County 80 Cen. 13,685; E&P 88 Est. 14,022
CZ-ABC: (80) 5,089
RTZ-ABC: (80) 9,854
City & RTZ-ABC: (80) 14,943

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$188,595,425
Savings & Loan	2	$99,000,000

6 - PASSENGER AUTOS: County 19,341.

7 - ELECTRIC METERS: Residence 5,424.

8 - GAS METERS: Residence 4,800.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Farm Equip. 420; Grain & Seed Proc. 133; Mining Mach. 200; Coal Mining 1,000; Greeting Cards 225; Paper Mfg. 200; Dairy 60; Electricity 30; Telephone 50; Newspaper 60.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-85; Summer 65-100; Fall 35-85; Winter 0-50.

11 - TAP WATER: Alkaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wal-Mart Plaza(5)	1	Wal-Mart, Kroger, SupeRx, Sycamore
Jewell(9)	1	Sherwin-Williams, True Value Hardware
Grand Plz.(12)	1	Pamida, County Mkt.

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears (catalog).
Discount Stores-Pamida; Wal-Mart.
Chain Drug Stores-Walgreens; Revco; SupeRx; Medicine Shoppe.
Chain Supermarkets-Kroger; IGA; Harmons; County Mkt.; Eisners; Aldi.

14 - NEWSPAPERS: BREEZE-COURIER (e) 7,534; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Marylee Lasswell, Adv. Dir., BREEZE-COURIER, 212 S. Main St.; PO Box 440, Taylorville, IL 62568; Tel. (217) 824-2233.
National Representative: Landon Associates.

URBANA
See CHAMPAIGN

WAMAC
See CENTRALIA

WATSEKA

1 - LOCATION: Iroquois County. E&P Map D-2. County Seat. 38 mi. SE of Kankakee; 50 mi. N of Danville. On Rte. 24, E and W and Rte. 1, N and S, also on Iroquois River.

2 - TRANSPORTATION: **Railroads**-TP&W; Missouri Pacific.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,543; E&P 88 Est. 5,573
County 80 Cen. 32,917; E&P 88 Est. 32,270

4 - HOUSEHOLDS:
City 80 Cen. 2,168; E&P 88 Est. 2,169
County 80 Cen. 12,060; E&P 88 Est. 12,082

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$36,000,000
Savings & Loan	2	$45,000,000

6 - PASSENGER AUTOS: County 17,354.

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Spice Packaging; Lockers-Tool Boxes; Electronic Auto Parts; Aluminum Doors; Electro-Mech. Devices; Metal Boxes; Agric. Hdwe.; Business Forms.

10 - CLIMATE: Av. Temp.-Winter 24; Summer 76.

11 - TAP WATER: N.A.

12 - RETAILING: **Shopping Centers**-Value Village; K mart.
Principal Shopping Days-Sun., Wed., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Discount Stores-Value Village; K mart.
Variety Stores-Ben Franklin; Ralston's.
Chain Supermarkets-Scotchman's; 6-12; Quality; E-Z Pickens.
Other Chain Stores-Sears (catalog); McCord's; Goodyear; True Value Hdwe.

14 - NEWSPAPERS: TIMES-REPUBLIC (e-mon to fri) 3,249; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Colleen D. Knapp, Adv. Mgr., TIMES-REPUBLIC, 1492 E. Walnut St., Watseka, IL 60970; Tel. (815) 432-5227.
National Representative: Landon Associates.

WAUKEGAN-NORTH CHICAGO

1 - LOCATION: Lake County (In Lake County PMSA). E&P Map D-1; NE corner of Illinois; Waukegan County Seat. Industrial, research and development, medical supplies, railroad and trucking center. U.S. Naval Training Center; U.S. army base; Waukegan Port Authority operates lake & ocean-going freight facilities and docks, also operates Waukegan Regional Airport.

2 - TRANSPORTATION: **Railroads**-Commuter: Metra; Freight only: Soo Line; Chicago & Northwestern; Wisconsin Central; EJ&E; Wisconsin & Calumet.
Motor Freight Carriers-15.
Intercity Bus Lines-Pace Suburban; Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 106,427; E&P 88 Est. 113,095
Waukegan 80 Cen. 67,653; E&P 88 Est. 73,303
N. Chicago 80 Cen. 38,774; E&P 88 Est. 39,792

CZ-ABC: (80) 106,427
RTZ-ABC: (80) 195,551
PMSA/County 80 Cen. 441,865; E&P 88 Est. 481,702
City & RTZ-ABC: (80) 301,978

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 31,143; E&P 88 Est. 31,167
Waukegan 80 Cen. 24,134; E&P 88 Est. 26,797
N. Chicago 80 Cen. 6,999; E&P 88 Est. 4,370
PMSA/County 80 Cen. 139,715; E&P 88 Est. 155,146
CZ-ABC: (80) 31,133
RTZ-ABC: (80) 64,296
City & RTZ-ABC: (80) 95,429

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	34	$3,177,001,000
Savings & Loan	21	$1,528,653,000

6 - PASSENGER AUTOS: County 293,085

7 - ELECTRIC METERS: Residence 151,106

8 - GAS METERS: County Residence 135,537

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Pharmaceuticals/Hospital Supplies 15,700; Medical Services, 6,500; Federal Gov't. (Military Civilians) 5,250; Printing/Office Supplies 4,650; Ins. 4,700; Electrical Prods. 4,850; Metal Prods. 4,450; Chemical 3,600; Motor Prods. 3,300; Glass, Bldg. Supplies & Materials 3,100; Plastic Prods. 2,800; Paper Prods. 1,150.
Principal Industrial Pay Days-Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-56; Summer 59-81; Fall 42-62; Winter 17-33. First killing frost, Oct. 10; last killing frost, May 7.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Central Business District**-5 blocks on Genesee St.; 2 blocks adjacent on Washington St. 6 blocks on Sheridan Rd.
Neighborhood Shopping Centers-3 blocks on Washington St.; 4 on 10th St.; 4 on Grand Ave.; 2 on Glen Flora Ave.; 2 on Greenwood Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Waukegan Plaza(28)	4	Dominick's, Sears, Woolworth, Polk Bros., Walgreens, Globe
Lakehurst(129)	NA	JCPenney, Mont. Ward, Carson Pirie Scott & Co., Service Mdse.
Lake Plaza (20)	NA	Venture, Trak Auto, Builder's Square
Belvidere Mall(27)	4	Walgreens, Giant Auto
Hawthorne Center(190)	NA	Marshall Field's, Sears, Lord & Taylor, Chas. A. Stevens
Hawthorn Hills(37)	NA	Marshalls, MainStreet
Rivertree Ct.(60)	NA	Highland Appliances, PharMor
Hawthorn Commons(38)	NA	Dominick's, Walgreen's
Townline Sq.(30)	NA	Jewel/Osco, Venture
Deerbrook Mall(60)	NA	Venture, Jewel/Osco, Service Mdse., Marshall's, Spiegel
Bannockburn Green(47)	NA	Dominick's, Walgreen's

Principal Shopping Days-Sun., Thur., Fri., Sat.
Stores Open Evenings-Mon. through Fri.
Stores Open Sundays-Shopping centers, discount & chain drug and grocery stores.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; JCPenney; Carson Pirie Scott & Co.; Lord & Taylor; Marshall Field's; MainStreet; Service Merchandise 2; Globe; Polk Bros.
Variety Stores-Woolworth; Ben Franklin 2.
Discount Stores-Venture 3; K mart 5; Zayre 2; Wal-Mart.
Chain Drug Stores-Osco 10, Walgreens 8, PharMor, F & M, Perry Drug 2.
Chain Supermarkets-Jewel 12, Dominick's 4, Eagle 4, Cub Foods 2.
Other Chain Stores-Ace Hdwe. 12; True Value Hdwe. 6; Color Tile; Radio Shack 6; Trak Auto 3; Builder's Square; Handy Andy; Highland Appliance; T. J. Maxx; Marshalls; Frank's Nursery 2; Firestone 4; Goodyear; Autoworks; Sears Paint & Hdwe.; Pacific Stereo; Kinney Shoes 3; Florsheim Shoes 2; Fretter Appliance; Computerland; Musicland; Chas. A. Stevens 2; County Seat; The Gap; The Limited; Video Concepts; Lerner Shops; Giant Auto; Fannie May Candy; United Audio Center; B. Dalton Bookseller 2; Kroch & Brentano Books; Waldenboods; Hickory Farms 2; Crate & Barrel; Baskin; J. Riggins; Just Pants 2; Richman Bros. 2; Toys R Us; Child World.

14 - NEWSPAPERS: NEWS-SUN (e-mon to fri) 37,720; (wknd) 40,959; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Paul Seveska, Asst. to Pub., NEWS-SUN, 100 W. Madison St., Waukegan, IL 60085; Tel. (312) 336-7000.
National Representative: Sawyer-Ferguson-Walker.

WEST FRANKFORT

1 - LOCATION: Franklin County, E&P Map C-5. Industrial center. Situated 305 mi. S of Chicago, 100 mi. SE of St. Louis.

2 - TRANSPORTATION: **Railroads**-Served by C&E, Illinois Central; OB&Q.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.
Airlines-Britt.

3 - POPULATION:
Corp. City 80 Cen. 9,437; E&P 88 Est. 9,952
County 80 Cen. 43,320; E&P 88 Est. 43,283

4 - HOUSEHOLDS:
City 80 Cen. 3,852; E&P 88 Est. 4,157
County 80 Cen. 16,978; E&P 88 Est. 17,033

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$127,000,000

6 - PASSENGER AUTOS: County 22,310

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mining 2,318 ($200-$400); Pleasure Boat Mfg. 260 ($200); Other Mfg. 550 ($150-$220).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-78; Summer 65-94; Fall 37-84; Winter 28-51.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center**-W. Frankfort Plaza (8 stores).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: **Discount Stores**-K mart.
Variety Stores-Dollar General.
Chain Drug Stores-SupeRx.
Chain Supermarkets-Kroger; Excel; West Frankfort Food Ctr.
Other Chain Stores-Fashion Shop; Sears (catalog); Payless Shoes; Fashion Bug; Coast-to-Coast.

14 - NEWSPAPERS: AMERICAN (e) 4,325; sworn Mar. 26, 1988.
Local Contact for Advertising and Merchandising Data: Greg Hoskins, Gen. Mgr., AMERICAN, 111-15 S. Emma St., West Frankfort, IL 62896; Tel. (618) 932-2146.
National Representative: None.

WHEATON

1 - LOCATION: Du Page County (In Chicago PMSA). E&P Map D-1. County Seat. 25 mi. W of Chicago. Educational center. On U.S. Hwy. 64; 2 mi. from Illinois Tollway (E & W).

2 - TRANSPORTATION: **Railroads**-Chicago & Northwestern.
Motor Freight Carriers-3.
Intercity Bus Lines-Pace.
Airport-O'Hare Intl. Airport (Chicago); Du Page

3 - POPULATION:
Corp. City 80 Cen. 43,043; E&P 88 Est. 51,087
CZ-ABC: (80) 43,043
RTZ-ABC: (80) 146,467
PMSA 80 Cen. 6,062,530; E&P 88 Est. 6,174,544
County 80 Cen. 664,338; E&P 88 Est. 799,219
City & RTZ-ABC: (80) 189,510

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,379; E&P 88 Est. 17,734
County 80 Cen. 221,795; E&P 88 Est. 280,602
PMSA 80 Cen. 2,150,209; E&P 88 Est. 2,250,288
CZ-ABC: (80) 14,379
RTZ-ABC: (80) 47,630
City & RTZ-ABC: (80) 62,009

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$372,420,000
Savings & Loan	4	$235,215,121

6 - PASSENGER AUTOS: County 496,184

7 - ELECTRIC METERS: Residence 19,240

8 - GAS METERS: Residence 13,440

9 - PRINCIPAL INDUSTRIES: Ins.; Printing & Pub.; Engineering; Plastic Prods.; Windows; Chem.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-55; Summer 66-81; Fall 47-62; Winter 18-32. First killing frost, Oct. 11; last killing frost, May 6.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: **Principal Shopping Center**-20 blocks on Wesley, Front, Willow, Hale, Wheaton, Hawthorne Sts.; Downtown Glen Ellyn; Glen Ellyn Market Plaza; Northland Shopping Center.
Nearby Shopping Center-Stratford Sq. (1 mi.); Oakbrook (10 mi.); Yorktown (8 mi.); Fox Valley (8 mi.); Marshall Field, Sears, Kresge's; Woodfield Mall, Bloomingdale Court-Danada Sq. West & East.
Principal Shopping Days-Thur. through Sun.
Stores Open Evenings-Mon., Thur.

13 - RETAIL OUTLETS: **Department Stores**-Colson's; Venture; Marshall Field; Carson Pirie Scott & Co.; Main Street; T.J. Maxx.
Discount Stores-K mart; Zayre.
Chain Drug Stores-Walgreens; Rexall; Osco.
Chain Supermarkets-Jewel 4; IGA; Walt's Convenient Food Marts; Frank's 2; Open Pantry; White Hen 3; Dominick's 2; Eagle 3.
Other Chain Stores-Goodyear; Firestone; Sears (catalog surplus).

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 9,097; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Richard Lowery, Adv. Mgr., JOURNAL, 362 S. Schmale Rd., Carol Stream, IL 60188; Tel. (312) 462-5349.
National Representative: Sawyer-Ferguson-Walker.

WOOD RIVER
See ALTON

INDIANA SURVEYS

METROPOLITAN STATISTICAL AREAS

Anderson-Madison County.
Bloomington-Monroe County.
Elkhart-Goshen-Elkhart County.
Evansville, IN-KY-Posey, Vanderburgh and Warrick Counties, IN; Henderson County, KY.
Fort Wayne-Allen, De Kalb and Whitley Counties.
Indianapolis-Boone, Hamilton, Hancock, Hendricks, Johnson, Marion, Morgan and Shelby Counties.
Kokomo-Howard and Tipton Counties.
Lafayette-West Lafayette-Tippecanoe County.
Louisville, KY-IN-Bullitt, Jefferson, Oldham and Shelby Counties, KY; Clark, Floyd and Harrison Counties, IN.
Muncie-Delaware County.
South Bend-Mishawaka-St. Joseph County.
Terre Haute-Clay and Vigo Counties.

PRIMARY METROPOLITAN STATISTICAL AREA

Gary-Hammond-Lake and Porter Counties.
Cincinnati, OH-KY-IN-Clermont, Hamilton and Warren Counties, OH; Boone, Campbell and Kenton Counties, KY; Dearborn County, IN.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Chicago-Gary-Lake County, IL-IN-WI-Includes Aurora-Elgin, IL PMSA; Chicago, IL PMSA; Gary-Hammond, IN PMSA; Joliet, IL PMSA; Kenosha, WI PMSA; and Lake County, IL PMSA.
Cincinnati-Hamilton, OH-KY-IN-Includes Cincinnati, OH-KY-IN PMSA; Hamilton-Middletown, OH PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1989**
Under 5 Years	456	419	497
5-14 Years	1,076	888	855
15-24 Years	919	1,048	852
25-44 Years	1,223	1,488	1,804
45-64 Years	1,031	1,061	1,002
65 and Over	492	585	554
TOTAL	5,196	5,489	5,554

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1989 Est.**
Bldg. Mat. Hdwr.	994	1,141	2,295
General Mdse.	2,393	2,666	4,280
Food	3,665	5,176	7,382
Automobiles	4,168	4,346	8,948
Gasoline Stations	1,702	2,725	2,904
Apparel	737	1,059	1,634
Furniture	787	864	1,701
Eat-Drink Places	1,520	2,287	3,712
Drugs	640	981	1,549
TOTAL SALES	18,266	23,724	37,545

ANDERSON

1 - LOCATION: Madison County (MSA). E&P Map C-3. County Seat. Mfg. center, agricultural area, college town 35 mi. from Indianapolis.

2 - TRANSPORTATION: **Railroads**-Conrail (freight).
Motor Freight Carriers-27.
Intercity Bus Lines-Greyhound; Trailways; ABC.

3 - POPULATION:
Corp. City 80 Cen. 64,695; E&P 88 Est. 56,411
CZ-ABC: (80) 67,109
RTZ-ABC: (80) 79,508
County/MSA 80 Cen. 139,113; E&P 88 Est. 132,331
City & RTZ-ABC: (80) 146,617

4 - HOUSEHOLDS:
City 80 Cen. 24,609; E&P 88 Est. 22,526
County/MSA 80 Cen. 49,985; E&P 88 Est. 48,151
CZ-ABC: (80) 25,535
RTZ-ABC: (80) 27,036
City & RTZ-ABC: (80) 52,571

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$510,021,000
Savings & Loan	2	$455,791,000

6 - PASSENGER AUTOS: County 74,598

7 - ELECTRIC METERS: Residence 32,740

8 - GAS METERS: Residence 28,843

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Automotive 15,000 ($568); Corrugated Containers 133 ($399); Meat Pkg. 410 ($389); Periodical Pub. 223 ($387).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-60; Summer 60-97; Fall 15-60; Winter 5-50. First killing frost, Oct. 15; last killing frost, May 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Meridian St.
Neighborhood Shopping Centers-Meadowbrook, 38th & Main St., Cross St. & Broadway, E 10th St. & Lennox Sts., 29th & Main Sts., Edgewood Shops, 3639 Nichol Ave., Park Rd. & Nichol Ave., Broadway & Ames-K mart West & K mart North.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mounds Mall(43)	2	JCPenney, Sears, Meis Bros., Hoyt Wright Co.
Holiday Plz.(12)	2	Hills, Joan Fabric, Murphys Foods
Edgewood Plz.(12)	3	Odd Lots, Aldi, Hooks
Target(8)	5	Payless, Target
Southdale Plz.(12)	4	K mart, Marsh, Guarantee Auto

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Mounds Mall, Holiday Plz., Target, Southdale Plz., all K mart Center and food stores.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Meis Bros.
Variety Stores-Woolworth.
Discount Stores-K mart 3; Thrift Dollar Store; Odd Lots; Target; Hills.
Chain Drug Stores-Hook 6; Peoples; Marsh 3.
Chain Supermarkets-Marsh Foodliner 3; Payless 4; Harvest Mkt. 3; Mathews 2.
Other Chain Stores-Zale's Jewelers; Shane Jewelers; Paul Harris; Bottom Half; Jean Nicole; Brooks Fashions; Kinney Shoes; Connie Shoes; Musicland; Earring Tree; Goodyear; H.H. Gregg Appliances; Rex Appliances; Furrows Bldg. Materials; Carter Lumber; Wickes.

14 - NEWSPAPERS: HERALD BULLETIN (m) 33,893; (S) 34,437; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Allen Utterback, Adv. Dir, HERALD Bullentin, 1133 Jackson St., Anderson, IN 46015; Tel. (317) 643-5371.
National Representative: Landon Associates.

AUBURN

1 - LOCATION: De Kalb County (In Fort Wayne MSA). E&P Map C-2. County Seat. 23 mi. N by E of Fort Wayne on I-69. 20 mi. S of Indiana Toll Road.

2 - TRANSPORTATION: **Railroads**-B&O. Conrail. Penn Central. Norfolk Southern.

3 - POPULATION:
Corp. City 80 Cen. 8,122; E&P 88 Est. 8,376
MSA 80 Cen. 354,087; E&P 88 Est. 348,618
NDM-ABC: (80) 34,385
County 80 Cen. 33,626; E&P 88 Est. 33,663

4 - HOUSEHOLDS:
City 80 Cen. 3,025; E&P 88 Est. 3,265
County 80 Cen. 11,437; E&P 88 Est. 11,824
NDM-ABC: (80) 11,713
MSA 80 Cen. 124,905; E&P 88 Est. 128,703

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$144,000,000
Savings & Loan	2	$134,000,000

6 - PASSENGER AUTOS: County 20,034

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: Residence 3,041

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Auto Parts 1,020; Metal Parts 250; Printing 175; Rubber Prods. 350; Utilities 150; Glass 150; Electronics 200; Plastic Prods. 305; Welded Assm. 300.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-65; Summer 52-95; Fall 25-65; Winter 0-35. First killing frost, Oct. 10; last killing frost, May 5.

11 - TAP WATER: 19 grains hard.

12 - RETAILING: **Principal Shopping Centers**-2 blocks on Cedar, 3 on Main, 3 on 7th and 3 on 9th.
Nearby Shopping Center-Auburn Plaza (1 mile west); 2nd West Edge Mall (1 mile west).

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Blackwell's.
Variety Stores-Gower's.
Chain Supermarkets-IGA; Super Dollar; Kroger.
Other Chain Stores-Heck's; Radio Shack; Murphy's Mart; Sears; Auto Works; Hooks; Revco.

14 - NEWSPAPERS: STAR (e) 7,083; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Martin P. Alexander, Adv. Mgr., STAR, 118 W. Ninth St., Auburn, IN 46706; Tel. (219) 925-2611.
National Representative: None.

BEDFORD

1 - LOCATION: Lawrence County, E&P Map B-4, County Seat. Limestone center of the world. 73 mi. NW of Louisville; 72 mi. SW of Indianapolis. On U.S. Hwy. 50; State Hwys. 37, 51, 58, 450.

2 - TRANSPORTATION: **Railroads**-L&N; Chicago, Milwaukee, St. Paul & Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; (City Bus)-Transit Bus Authority of Stone City.

3 - POPULATION:
Corp. City 80 Cen. 14,410; E&P 88 Est. 14,025
CZ-ABC: (80) 20,569
Bal. in NDM-ABC: (80) 44,633
County 80 Cen. 42,493; E&P 88 Est. 41,910
Total NDM-ABC: (80) 65,202

4 - HOUSEHOLDS:
City 80 Cen. 5,874; E&P 88 Est. 5,947
County 80 Cen. 15,525; E&P 88 Est. 15,834
CZ-ABC: (80) 7,978
Bal. in NDM-ABC: (80) 15,684
Total NDM-ABC: (80) 23,622

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$330,611,545
Credit Union	1	$25,185,547
Savings & Loan	1	$43,891,921

6 - PASSENGER AUTOS: County 22,086

7 - ELECTRIC METERS: Residence 15,500

8 - GAS METERS: Residence 8,295

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Foundry 1,273 ($700); Limestone 332 ($470); Textile 165 ($190); Naval Weapons Support Ctr. 4,000 ($475); Electronics 800 ($530); Trans. Equip. 516 ($450); Cement 155 ($525); Fabricated Metals & Mach. Mfg. 835 ($380).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-81; Summer 56-102; Fall 26-87; Winter 20-72. First killing frost, Oct. 20; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, very hard, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Public Square, also 2 blocks on 15th and 16th Sts., I and J Sts.
Neighborhood Shopping Centers-Bedford Shpg. Plz. Hwy. 50 at 25th St.; Fifth St. Englewood; Oolitic; Stone City Plz., W. 16th St.; Danner's Shopping Ctr., W. 16th St.; Sycamore Sq., W. 16th St.; Lincoln Plz., Lincoln Ave.
Nearby Shopping Centers (No. of Stores)-Mitchell; Paoli; Bedford Plz. (7); Big Lots Shpg. Ctr. (3); Stone City Mall (35); Wal-Mart Ctr. (10).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept.-Mon., Fri.; Food-Nightly.
Stores Open Sunday-Food, Discount & Variety.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Discount Stores-Wal-Mart; Big Lots; George's; K mart.
Variety Stores-Big Blue.
Chain Drug Stores-Hook 3; Taylor's; Crowder's 2; The Medicine Shoppe.
Chain Supermarkets-Jay C; Mill's 3; I.G.A. Foodliner; Kroger.
Other Chain Stores-Maurice's; Payless Shoe Store; The Fly; Diana Shop; Merle Norman; Jo-Ann Fabrics; Sears (catalog); Western Auto; Goodyear; Radio Shack; Waldenbooks; Regis Beauty Salons; The Sound Shop; Smith Jewelers; Autoworks; Union Optical.

14 - NEWSPAPERS: TIMES-MAIL (e) 15,043; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Frank Taggart, Adv. Dir., TIMES-MAIL, 813 16th St., PO Box 849, Bedford, IN 47421; Tel. (812) 275-3355.
National Representative: Branham/Newspaper Sales.

BICKNELL

1 - LOCATION: Knox County, E&P Map B-4. 14 mi. NE of Vincennes; 100 mi. SW of Indianapolis; 60 mi. from Terre Haute; 70 mi. from Evansville.

2 - TRANSPORTATION: **Motor Freight Carriers**-3.

3 - POPULATION:
Corp. City 80 Cen. 4,713; E&P 88 Est. 5,173
County 80 Cen. 41,901; E&P 88 Est. 43,619

4 - HOUSEHOLDS:
City 80 Cen. 1,880; E&P 88 Est. 2,134
County 80 Cen. 15,481; E&P 88 Est. 16,263

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	N.A.

6 - PASSENGER AUTOS: County 20,171

7 - ELECTRIC METERS: Residence 1,797

8 - GAS METERS: Residence 1,439

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Coil 75; Alloys 125; Coal Mining 360.
Principal Pay Days-Sat., Wkly.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-63; Summer 66-89; Fall 42-65; Winter 26-44. First killing frost, Oct. 21; last killing frost, Apr. 19.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main St.; 2 blocks on Second St.; 6 blocks on Hwy. 67.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Chain Stores**-Hooks Drugs; Mayfair; Bicknell Shoes; D&M Drug; Risley & Son Furn.; Stremming Jewelry; Pieper's Carpets; Sport Center; Family Pharmacy; Conrad's Variety; Mackey's.
Discount Stores-Bicknell.
Chain Supermarkets-IGA; Mike's Red & White.

14 - NEWSPAPERS: KNOX COUNTY NEWS (m) 2,209, sworn Oct. 6, 1987.
Local Contact for Advertising and Merchandising Data: Larry Hiatt, Pub., KNOX COUNTY NEWS, 310 N. Main St., Bicknell, IN 47512; Tel. (812) 735-2222.
National Representative: None.

BLOOMFIELD

1 - LOCATION: Greene County, E&P Map B-4, County Seat. 44 mi. SE of Terre Haute; 25 mi. W of Bloomington and 80 mi. SW of Indianapolis.

2 - TRANSPORTATION: **Railroads**-Indiana Railroad Company.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 2,705; E&P 88 Est. 2,742
County 80 Cen. 30,426; E&P 88 Est. 31,009

4 - HOUSEHOLDS:
City 80 Cen. 1,148; E&P 88 Est. 1,196
County 80 Cen. 11,509; E&P 88 Est. 11,945

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$159,000,000
Savings & Loan	1	$55,000,000

6 - PASSENGER AUTOS: County 15,255

7 - ELECTRIC METERS: Residence & Commercial 1,422

8 - GAS METERS: 1,500

9 - PRINCIPAL INDUSTRIES: Car Jacks, Ceramics.
Principal Pay Days-Fri., Sat.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-65; Summer 74-103; Fall 64-87; Winter 10-50. First killing frost, Oct. 13; last killing frost, Apr. 22.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on town sq.
Neighborhood Shopping Centers-S. Washington St., Hwy. 231 S.; S. Seminary & Mill Sts.; E. Main St.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears (catalog).
Variety Stores-Dollar General; Ben Franklin.
Chain Drug Stores-Hook's; Pielemeier; Family.
Chain Supermarkets-IGA Foodliner; White's Regal.
Other Chain Stores-Freelands Apparel; Delite; Jerrell's Jewelry; True Value Hdwe.; Ace Hdwe.; Russ Tire Serv.; Bloomfield Furn.; Bloomfield Liquors; Auto Pro; Picnic Basket; Dairy Queen; Pizza Villa; Jeni's Boutique; Pittman's Home Service Center; Discount Carpets East; TJ's Video; Joe's Pizza; Hunter's Drive-In; The Landing.

14 - NEWSPAPERS: WORLD (e-mon to fri) 3,450; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: William C. Miles, Pub., WORLD, 29 W. Main St., PO Box 311, Bloomfield, IN 47424; Tel. (812) 384-3501.
National Representative: None.

BLOOMINGTON

1 - LOCATION: Monroe County (MSA), E&P Map B-4, County Seat. Limestone shipping, misc. mfg., recreational and education center, S central part of state; 51 mi. from Indianapolis; 90 mi. from Louisville; 220 mi. from Chicago.

2 - TRANSPORTATION: **Railroads**-Illinois Central (freight); CSX Seaboard Systems.
Motor Freight Carriers-6 terminals, 9 moving & storage.
Intercity Bus Lines-Greyhound.
Airlines-Britt Commuter.

3 - POPULATION:
Corp. City 80 Cen. 51,646; E&P 88 Est. 54,122
County/MSA 80 Cen. 98,479; E&P 88 Est. 107,356
Herald-Telephone:
CZ-ABC: (80) 73,811
Bal. in NDM-ABC: (80) 48,604
Total NDM-ABC: (80) 122,415
Sunday Herald-Times:
Total NDM-ABC: (80) 186,289
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,817; E&P 88 Est. 17,647
County/MSA 80 Cen. 33,829; E&P 88 Est. 36,089
Herald-Telephone:
CZ-ABC: (80) 25,498
Bal. in NDM-ABC: (80) 17,104
Total NDM-ABC: (80) 42,602
Sunday Herald-Times:
Total NDM-ABC: (80) 65,796

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	4	$521,142,738
Savings & Loan	2	$126,174,610
Credit Union	2	$122,037,687

6 - PASSENGER AUTOS: County 47,037

7 - ELECTRIC METERS: Residence County 36,571

8 - GAS METERS: Residence (City Zone) 18,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Elect., Mach., Medical, TV & Appliances 8,316 ($435); Stone Quarries & Mills 429 ($460); Educ. 6,869 ($424).
Principal Pay Days-1st, 15th, 30th; Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-66; Summer 63-85; Fall 46-65; Winter 21-38. First killing frost, Oct. 15; last killing frost, Apr. 22.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-70 blocks Central City including Downtown Square, Colstone Square, Dunnkirk Square and Seminary Square; College Mall; Eastland Plaza; Jackson Creek; K mart; Walnut Park; Whitehall Plaza; Whitehall Square.
Neighborhood Shopping Centers (No. of Stores)-Cascades (10); Century Village (15); Crosstown (20); Highland Village (8); Southgate (3); Tenth & Bypass (6); Williamsburg Village (22).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
College Mall(100)	3	L.S. Ayres, Lazarus, JCPenney, Sears, Target
Eastland Plz.(32)	3	Hooks, Jewel, Osco, Service Merchandise
Jackson Creek(14)	3	Hills, Kroger
K mart(6)	3	K mart, Lowell's Foods
Walnut Park(8)	4	Marsh, BTR Trading
Whitehall Plz.(21)	4	Jewel, Osco, K mart
Whitehall Sq.(6)	4	Marsh, Big Lots

Principal Shopping Days-Dept. Stores-Sat., Fri., Sun.; Food-Fri., Sat.
Stores Open Evenings-Dept., Disc., Food, Drugs and Shopping Centers every evening except Sun.

13 - RETAIL OUTLETS: **Department Stores** Schmalz; JCPenney; Sears; Lazarus; L.S. Ayres.
Variety Stores-Ben Franklin.
Discount Stores-Target; K mart 2; Service Merchandise; Big Lots; Hills Dept. Store.
Chain Drug Stores-Hook's 3; People's 2; Osco 2.
Chain Supermarkets-Jewel 2; Kroger 2; Marsh Foodliner 2; Lowell's Discount; IGA 3; 7-Eleven 5; Village Pantry 5.
Other Chain Stores-Firestone; Auto Works; Guarantee Auto; Computerland; JoAnn Fabrics; SoFro Fabrics; Bottom Half; Brooks; Casual Corner; Claire's Boutique; Chess King; Clothes-Out Junction; The Fashion Shop; Foxmoor; Paul Harris; The Limited; Maurice's; Jean Nicole; Sportswear Mart; Sycamore Shop; Worths; Harry Levinson; Sieferts; Mark Henri; Deb Shop; Webster's Men's Wear; Bee Gee Shoes; Butler; Hanover; Kinney; Naturalizer; Open Country; Payless; Shoe Works; Finish Line; Marjax; Carpetland U.S.A.; Hoosier Photo; Circus World; Radio Shack; General Nutrition; B. Dalton Books; Waldenbooks; Printer's Ink; Disc Jockey Records; Musicland; Mothercare; Parklane Hosiery; Favor Ruhl; Gordon's; Rost; Shane; Zale's; Berman Leather; Kay Bee Toys.

14 - NEWSPAPERS: HERALD-TELEPHONE (e) 28,567; HERALD-TIMES (S) 44,190; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Marvin J. Lewis, Adv. Dir., HERALD-TELEPHONE, HERALD-TIMES, 1900 S. Walnut St.; PO Box 909, Bloomington, IN 47402; Tel. (812) 332-4401.
National Representative: Branham/Newspaper Sales.

BLUFFTON

1 - LOCATION: Wells County, E&P Map C-2, County Seat. In NE part of state. 25 mi. from Fort Wayne; 100 mi. from Indianapolis.

2 - TRANSPORTATION: **Railroads**-Norfolk & Southern.
Intercity Bus Lines-Trailways; Indiana Railroad Line.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 8,705; E&P 88 Est. 8,446
County 80 Cen. 25,334; E&P 88 Est. 25,205

4 - HOUSEHOLDS:
City 80 Cen. 3,350; E&P 88 Est. 3,379
County 80 Cen. 8,848; E&P 88 Est. 9,091

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$120,000,000

6 - PASSENGER AUTOS: County 14,852

7 - ELECTRIC METERS: Residence 3,720

8 - GAS METERS: Residence 2,890

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Small Electric Motors 1,000 ($300); Gray Iron Casting 100 ($300); Farm Mach. 110 ($250); Rubber 400 ($250); Food Proc. 300 ($250); Warehousing 400 ($250).
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 60-98; Fall 30-70; Winter 0-50. First killing frost, Oct. 8; last killing frost, May 6.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Main St.; 3 on Market St.; 2 on Johnson St.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.

Variety Stores-G.C. Murphy; Progress.
Discount Stores-K mart.
Chain Drug Stores-Hook's.
Chain Supermarkets-Heyerley's; Gerber Bros., Super Valu; Scott's.
Other Chain Stores-True Value Hdwe., Ace Hdwe.

14 - NEWSPAPERS: NEWS-BANNER (e) 5,391; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: James G. Barbieri, Gen. Mgr., NEWS-BANNER, 125 N. Johnson St., Bluffton, IN 46714; Tel. (219) 824-0224.
National Representative: None.

BRAZIL

1 - LOCATION: Clay County, E&P Map B-4 (In Terre Haute MSA). County Seat. Western Central part of state. 16 mi. NE of Terre Haute; 55 mi. SE of Indianapolis.

2 - TRANSPORTATION: **Motor Freight Carriers**-10.
Airlines-Continental Express; TW Express; Allegheny Commuter.

3 - POPULATION:
Corp. City 80 Cen. 7,852; E&P 88 Est. 9,169
MSA 80 Cen. 137,271; E&P 88 Est. 133,275
County 80 Cen. 24,855; E&P 88 Est. 24,677

4 - HOUSEHOLDS:
City 80 Cen. 3,097; E&P 88 Est. 3,711
County 80 Cen. 9,232; E&P 88 Est. 9,008
MSA 80 Cen. 49,510; E&P 88 Est. 49,616

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$47,000,000
Commercial	3	$195,288,266

6 - PASSENGER AUTOS: County 12,700.

7 - ELECTRIC METERS: Residence 3,440 (Corp. limits).

8 - GAS METERS: Residence 3,715.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Coal Mining 350 ($625); Ret. & Clerical 1,250 ($235); Semi-Truck Trailer Mfg. 1,000 ($450); Horse Trailer Mfg. 75 ($300); Plastic Pipe Mfg. 60 ($300); Farming & Agric. 625 ($350).
Principal Pay Days-Fri.; 10th, 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 68-100; Fall 42-80; Winter 0-50. First killing frost, Nov. 1; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, medium soft.

12 - RETAILING: **Principal Shopping Centers**-Downtown, 2 mi., along U.S. 40 (National Ave.), 2 blocks depth. Also Brazil Shpg. Plz. at E. edge of Brazil has 15 retail outlets, including restaurants, etc.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Thur., Fri.; Food-Nightly.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Pell's Bargain Mart.
Variety Stores-G.C. Murphy; Danners 3-D.
Chain Drug Stores-Rexall; Hooks; Peoples.
Chain Supermarkets-Kroger; Super-Valu; Lowell's Discount.
Other Chain Stores-Western Auto; Timberland Ace Hdwe.; MAB Paints; Sherwin-Williams; Guarantee Auto; Coast-to-Coast Hdwe.

14 - NEWSPAPERS: TIMES (e) 5,605; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Joe Nixon, Vice Pres., TIMES, 100 Times Sq., Brazil, IN 47834; Tel. (812) 446-2216.
National Representative: Nixon Newspapers.

CHESTERTON

1 - LOCATION: Porter County, E&P Map B-2 (In Gary-Hammond PMSA). Northern part of state.

2 - TRANSPORTATION: **Railroads**-Amtrak; C&O.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 8,531; E&P 88 Est. 9,476
PMSA 80 Cen. 641,735; E&P 88 Est. 595,353
County 80 Cen. 120,822; E&P 88 Est. 128,189

4 - HOUSEHOLDS:
City 80 Cen. 3,002; E&P 88 Est. 3,405
County 80 Cen. 39,146; E&P 88 Est. 42,497
PMSA 80 Cen. 214,244; E&P 88 Est. 222,863

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$81,081,000
Savings & Loan	1	$85,000,000

6 - PASSENGER AUTOS: County 70,135.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Steel Fabrication.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Hard.

12 - RETAILING: **Shopping District**-Calumet Rd. & Broadway; Indian Oak Mall, IN 49 Bypass.

13 - RETAIL OUTLETS: **Variety Stores**-Ben Franklin, K mart.
Chain Drug Stores-Hook's.
Chain Supermarkets-Smedman's; Economart; Costas; Jewel-Osco.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 4,516; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Warren H. Canright, Pub., TRIBUNE, 143 S. Calumet Rd., Chesterton, IN 46304; Tel. (219) 926-1131.
National Representative: None.

CLINTON

1 - LOCATION: Vermillion County, E&P Map B-3. Agricultural, manufacturing, chemical and coal mining area. 160 mi. S of Chicago; 74 mi. W of Indianapolis.

2 - TRANSPORTATION: **Railroads**-L&N.
Motor Freight Carriers-2.

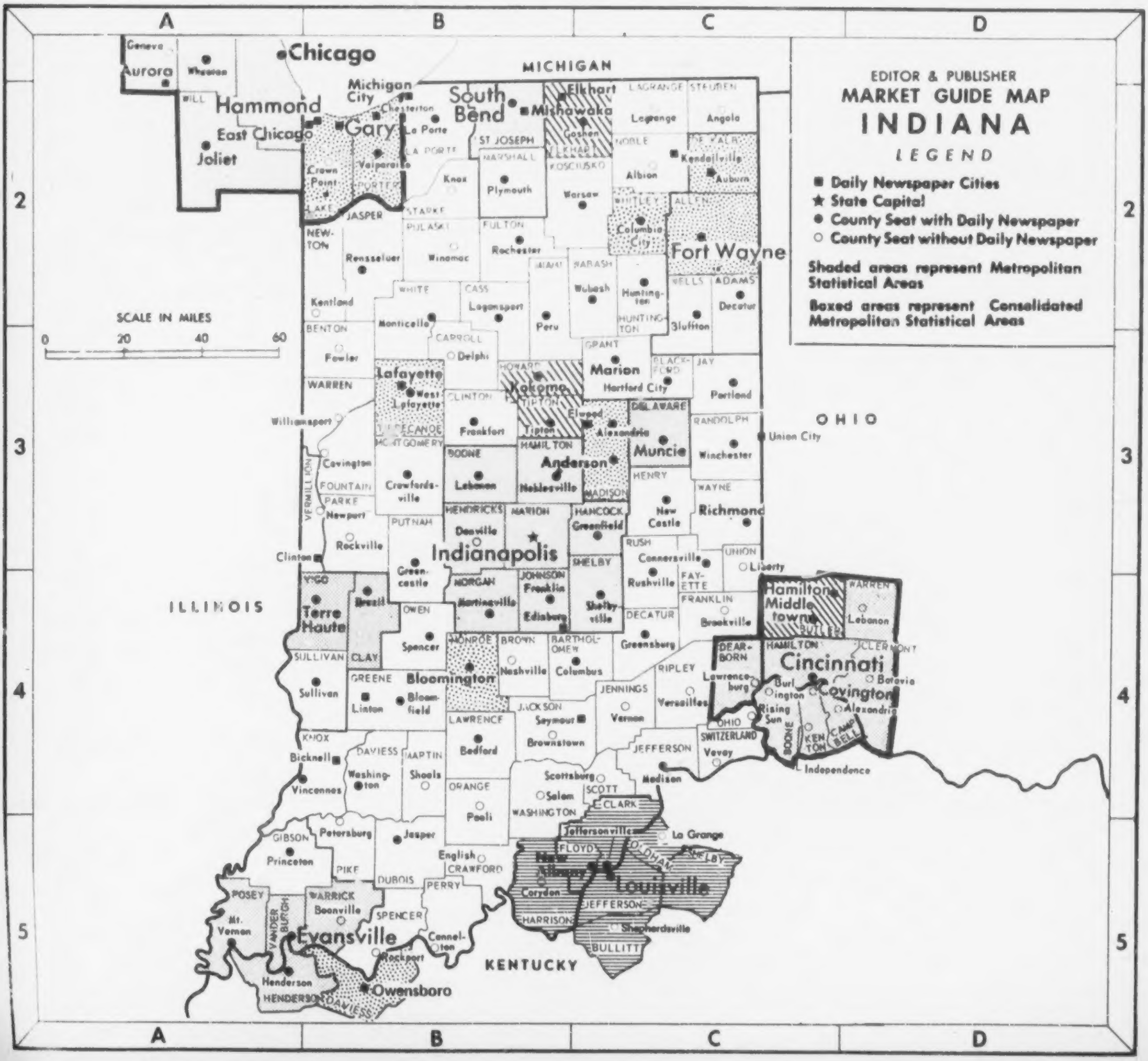
3 - POPULATION:
Corp. City 80 Cen. 5,267; E&P 88 Est. 4,675
County 80 Cen. 18,254; E&P 88 Est. 19,482

4 - HOUSEHOLDS:
City 80 Cen. 2,181; E&P 88 Est. 2,007
County 80 Cen. 6,924; E&P 88 Est. 7,260

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$354,416,000

6 - PASSENGER AUTOS: County 9,025.

7 - ELECTRIC METERS: Residence 3,910; County 4,878.


EDITOR & PUBLISHER
MARKET GUIDE MAP
INDIANA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas
SCALE IN MILES
0
20
40
60
A
B
C
D
2
3
4
5
MICHIGAN
OHIO
ILLINOIS
KENTUCKY
Chicago
Geneva
Aurora
Wheaton
Joliet
Hammond
East Chicago
Gary
Michigan City
Chesterton
La Porte
South Bend
Mishawaka
Elkhart
Goshen
Lagrange
Angola
Kendallville
Auburn
Crown Point
Valparaiso
Knox
Plymouth
Warsaw
Albion
Columbia City
Fort Wayne
Rensselaer
Winamac
Rochester
Wabash
Huntington
Decatur
Bluffton
Kentland
Monticello
Logansport
Peru
Fowler
Delphi
Marion
Hartford City
Portland
Lafayette
West Lafayette
Kokomo
Frankfort
Tipton
Elwood
Alexandria
Muncie
Winchester
Union City
Williamsport
Covington
Crawfordsville
Lebanon
Noblesville
Anderson
New Castle
Richmond
Newport
Rockville
Danville
Indianapolis
Greenfield
Connersville
Liberty
Clinton
Greencastle
Martinsville
Franklin
Edinburg
Shelbyville
Rushville
Brookville
Hamilton
Middletown
Lebanon
Terre Haute
Brazil
Spencer
Nashville
Columbus
Greensburg
Cincinnati
Batavia
Lawrenceburg
Burlington
Covington
Alexandria
Rising Sun
Sullivan
Linton
Bloomfield
Bloomington
Bedford
Seymour
Vernon
Versailles
Vevay
Brownstown
Madison
Independence
Bicknell
Washington
Shoals
Vincennes
Paoli
Salem
Scottsburg
Jeffersonville
La Grange
New Albany
Louisville
Corydon
Shepherdsville
Princeton
Petersburg
Jasper
English
Boonville
Mt. Vernon
Evansville
Rockport
Cannelton
Henderson
Owensboro

8 - GAS METERS: County Residence 3,018

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Clothing 215 (N.A.); Collieries 70 ($320); Phonograph Records 173 ($180); Aluminum Fabrication 72 ($235); Chem. 41 ($280); Plastics 75 (N.A.); Printing ($198)
Principal Pay Days-Fri., Sat., 8th & 23rd

10 - CLIMATE: Min. & Max. Temp.-Spring 26-60; Summer 60-103; Fall 45-70; Winter 0-40. First killing frost, Oct. 15; last killing frost, May 8

11 - TAP WATER: Neutral, very hard

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main St.; 5 on N. 9th St.; 6 on side sts. off Main
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Rosenblatt, G.C. Murphy
Variety Stores-Horney's
Discount Stores-Wal-Mart
Chain Supermarkets-Bag 'N Save; IGA; Magnabosco's; Columbus Co-op

14 - NEWSPAPERS: CLINTONIAN (e-mon to fri) 5,571; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: George L. Carey, Pub., CLINTONIAN, 422 S. Main, Clinton, IN 47842-0309; Tel. (317) 832-2443
National Representative: None

COLUMBIA CITY

1 - LOCATION: Whitley County. (In Fort Wayne MSA). E&P Map C-2. County Seat. Small mfg. center. 150 mi. from Chicago; 110 mi. from Indianapolis.

2 - TRANSPORTATION: **Railroads**-Conrail
Intercity Bus Lines-Greyhound
Motor Freight Carriers-5

3 - POPULATION:
Corp. City 80 Cen. 5,091; E&P 88 Est. 5,201
County 80 Cen. 26,243; ~~E&P 88 Est. 26,715~~
MSA 80 Cen. 354,087; E&P 88 Est. 348,618

4 - HOUSEHOLDS:
City 80 Cen. 2,065; E&P 88 Est. 2,029
County 80 Cen. 9,065; E&P 88 Est. 9,571
MSA 80 Cen. 124,905; E&P 88 Est. 128,703

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$57,000,000

6 - PASSENGER AUTOS: County 15,272

7 - ELECTRIC METERS: Residence 3,457

8 - GAS METERS: Residence 2,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal Working 541 ($275); Textile 275; Electronics 100.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-92; Summer 46-99; Fall 12-91; Winter -15-59. First killing frost, Oct. 27; last killing frost, May 27.

11 - TAP WATER: Very hard; fluoridated naturally.

12 - RETAILING: **Principal Shopping Centers**-Downtown, 3 blocks on Van Buren; 2 on Main St.; 1 on Market St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Columbia Plz.(10)	NA	Sears, Aldi, True Value Hdwe., Dollar General
N. Main Plaza	NA	Scott's Discount Foods
Columbia Sq.	NA	Kroger, Peoples Drug, Schultz Bros.

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Downtown Fri.; Shopping centers every evening except Sun.

13 - RETAIL OUTLETS: **Department Stores**-Dollar General.
Variety Stores-Schultz Bros.; Dollar General.
Chain Drug Stores-Peoples; Thornburg's; Hooks.
Chain Supermarkets-Kroger; Scott's Discount Foods; Aldi.
Other Chain Stores-Gamble; Firestone; True Value; Sears (catalog); Guaranteed Auto; Coast-to-Coast; Ace Hdwe.

14 - NEWSPAPERS: POST & MAIL (e) 4,713; sworn Sept. 10, 1987.
Local Contact for Advertising and Merchandising Data: Raymond Porter, Adv. Dir., POST & MAIL, 116 N. Chauncey St., Columbia City, IN 46725; Tel. (219) 244-5153.
National Representative: None.

COLUMBUS

1 - LOCATION: Bartholomew County. E&P Map C-4. County Seat. Industrial, agricultural center, architectural showplace.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-12
Intercity Bus Lines-Greyhound, Columbus Municipal Transit System.

3 - POPULATION:
Corp. City 80 Cen. 30,292; E&P 88 Est. 30,806
CZ-ABC: (80) 37,012
RTZ-ABC: (80) 84,206
County 80 Cen. 65,259; E&P 88 Est. 64,710
City & RTZ-ABC: (80) 121,218

4 - HOUSEHOLDS:
City 80 Cen. 11,544; E&P 88 Est. 12,104
County 80 Cen. 22,804; E&P 88 Est. 23,690
CZ-ABC: (80) 13,867
RTZ-ABC: (80) 27,645
City & RTZ-ABC: (80) 41,512

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$397,387,378
Savings & Loan	3	$214,161,853

6 - PASSENGER AUTOS: County 38,064

7 - ELECTRIC METERS: Residence 19,000

8 - GAS METERS: Residence 9,919

9 - PRINCIPAL INDUSTRIES: Total employment 8,800. (Av. Wkly. Wage $300)
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-73; Summer 61-87; Fall 49-74; Winter 25-44. First killing frost, Oct. 13; last killing frost, May 1.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Washington St. including Courthouse Center Mall.
Neighborhood Shopping Centers-4 blocks on State St.; 4 blocks at 25th and Central Sts.; U.S. 31 and Road 46; U.S. 31 and Beam Road; SR 46 and I-65

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
25th Street	3	McCrory's, Auto Works
E. State St.	1	Hook's Drugs, Jay C Grocery, Marsh Grocery
Eastbrook Plz.(21)	3	Eavey's Grocery, Hook's, Guarantee Auto
Columbus(25)	3	JCPenney, Hills, P. Harris, Jay C Grocery
Northern Village	3	Target, Auto Works
Holiday Ctr.(28)	5	Holiday Drugs
Courthouse Ctr.(34)	NA	Sears, Osco
West Hill(15)	2	3D Discount, Hook's, Jay C Grocery
Clover Center	4	Osco, Marsh
Clifty Crossing	4	Wal-Mart

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears.
Variety Stores-Danner's; McCrory's.
Discount Stores-Target; 3D Discount; Hills; Wal-Mart.
Chain Drug Stores-Hook's 3; Taylor's; Osco 2.
Chain Supermarkets-Kroger-Savon; Jay C. 3; Marsh 2; IGA 2.
Other Chain Stores-Goodyear; Guarantee Auto; Sherwin-Williams; Nationwise Auto; Radio Shack; Auto Works.

14 - NEWSPAPERS: REPUBLIC (e) 20,767; (S) 22,576; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: David A. Shaff, Adv. Dir., REPUBLIC, 333 Second St., Columbus, IN 47201; Tel. (812) 372-7811.
National Representatives: Papert Companies; U.S. Suburban Press.

CONNERSVILLE

1 - LOCATION: Fayette County. E&P Map C-3. County Seat. Trade ctr. for 3 counties. Industrial city. 60 mi. equidistant from Cincinnati, Indianapolis & Dayton.

2 - TRANSPORTATION: Railroads-Chessie System; Norfolk Western (frt. only).
Motor Freight Carriers-11.

3 - POPULATION:
Corp. City 80 Cen. 17,023; E&P 88 Est. 15,993
County 80 Cen. 28,286; E&P 88 Est. 28,055

4 - HOUSEHOLDS:
City 80 Cen. 6,322; E&P 88 Est. 6,139
County 80 Cen. 9,960; E&P 88 Est. 10,065

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$151,338,000
Savings & Loan	2	$105,532,172

6 - PASSENGER AUTOS: County 14,019

7 - ELECTRIC METERS: Residence 6,500

8 - GAS METERS: Residence 5,000

9 - PRINCIPAL INDUSTRIES: Fab. Metal 10,400 emp. Av. Wkly. Wage-$345.
Principal Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Summer 70-76; Winter 20-41. First killing frost, Oct. 7; last killing frost, May 3.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Central Ave., connecting sts.
Neighborhood Shopping Centers-Connersville Plz., 30th St.; K mart; 3-D; Grandview Ctr., 30th St.
Principal Shopping Days-Sat., Thur., Fri., Mon.
Stores Open Evenings-Grandview Ctr.; Connersville Plz.; 2 Discount Stores & Chain Drug Stores; Val Corp. All downtown Fri. eve.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; 3D; K mart; Dollar General.
Chain Supermarkets-Cox; Mace; IGA; Marsh.
Other Chain Stores-Guarantee Auto; Sears (catalog); Val Corp.; Sycamore; Fashion Bug; Pic Way Shoes; Radio Shack; Bea's Hallmark; Maurice's.

14 - NEWSPAPERS: NEWS-EXAMINER (e) 8,784; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Inez L. Maple, Ret. Adv. Mgr., NEWS-EXAMINER, 406 Central Ave.; PO Box 287, Connersville, IN 47331; Tel. (317) 825-0585.
National Representative: Landon Associates.

CRAWFORDSVILLE

1 - LOCATION: Montgomery County. E&P Map B-3. County Seat. Industrial, printing, agriculture, college center. WC part of state. 170 mi. to Chicago; 45 mi. to Indianapolis.

2 - TRANSPORTATION: **Railroads**-Conrail; L&N.
Motor Freight Carriers-4.
Intercity Bus Lines-Illini-Swallow; American Stages.

3 - POPULATION:
Corp. City 80 Cen. 13,325; E&P 88 Est. 13,357
CZ-ABC: (80) 13,325
RTZ-ABC: (80) 45,358
County 80 Cen. 35,431; E&P 88 Est. 36,317
City & RTZ-ABC: (80) 58,683

4 - HOUSEHOLDS:
City 80 Cen. 5,200; E&P 88 Est. 5,398
County 80 Cen. 12,967; E&P 88 Est. 13,556
CZ-ABC: (80) 5,204
RTZ-ABC: (80) 15,950
City & RTZ-ABC: (80) 21,154

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$158,743,246
Savings & Loan	3	$120,754,948

6 - PASSENGER AUTOS: County 18,752

7 - ELECTRIC METERS: Residence 6,730

8 - GAS METERS: Residence 4,511

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel/Metal Mfg. 1,885 ($396); Printing/Paper Prods. 2,595 ($300); Plastics Mfg. 391 ($270); Warehouse/Shipping 208 ($330).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-65; Summer 68-100; Fall 28-70; Winter -2-50. First killing frost, Oct. 20; last killing frost, May 12.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Washington; 3 on Main; 3 on Market; 3 on Green.
Neigborhood Shopping Centers-S. Washington St.; W. and E. on U.S. Hwy. 136; South Boulevard Plaza (Enclosed Mall with 27 stores); Shelly Square, east on SR47 (3 stores-offices); Countryside Plaza (5 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Blvd. Mall(21)	2	JCPenney, Loeb's, Kroger, Carpetland, Radio Shack
Countryside Plz.(5)	2	3-D, Kroger, People's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Most to 9; Sun. to 6.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Loeb's; Town & Country Home Center.
Variety Stores-Danner's.
Discount Stores-Pool's; 3-D; Target; Big Lots.
Chain Drug Stores-Rexall 2; Hook's 3; People's.
Chain Supermarkets-Kroger 2; Marsh; Shopwright; Crawford's 2.
Other Chain Stores-Goodyear; Sherwin-Williams; Paul Harris; Sears (catalog); Radio Shack.

14 - NEWSPAPERS: JOURNAL-REVIEW (e) 10,750; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Clyde E. Welsh, Adv. Dir., JOURNAL-REVIEW, 119 N. Green; PO Box 512, Crawfordsville, IN 47933; Tel. (317) 362-1200.
National Representative: Papert Companies.

DECATUR

1 - LOCATION: Adams County. E&P Map C-2. County Seat. Residential center. 22 mi. SSE of Fort Wayne; 6 mi. from the Ohio state line. U.S. Hwys. 27, 33 & 224.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western; Conrail.
Motor Freight Carriers-3

3 - POPULATION:
Corp. City 80 Cen. 8,649; E&P 88 Est. 8,498
County 80 Cen. 29,621; E&P 88 Est. 30,697

4 - HOUSEHOLDS:
City 80 Cen. 3,163; E&P 88 Est. 3,089
County 80 Cen. 9,625; E&P 88 Est. 10,244

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$110,000,000
Commercial	2	$140,000,000

6 - PASSENGER AUTOS: County 15,921

7 - ELECTRIC METERS: Residence 4,920

8 - GAS METERS: Residence 3,100

9 - PRINCIPAL INDUSTRIES: Industry-Motors; Soybean Proc.; Iron Casting; Novelties; Boats; Cement; Ornamental Iron; Modular Homes; Motor Homes; Packing Cases; Recreational Vehicles; Paint; Concrete Prods. & Vaults; Tools & Dies; Edible Oil.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-93; Summer 42-100; Fall 15-100; Winter 22-70. First killing frost, Oct. 14; last killing frost, May 15.

11 - TAP WATER: Softened to 9 grains.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Decatur Plz.(13)	NA	Ames, Revco
Gerber Ctr.(4)	NA	Hook's Drugs
Village Green(5)	NA	Scotts Mkt.

Principal Shopping Days-Wed. & Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Niblick; Dollar General; Val's; Ames.
Discount Stores-K mart.
Chain Supermarkets-Gerber's 2; Scott's.
Chain Drug Stores-Revco; Hook's; Keltsch Phcy.
Other Chain Stores-TSC; Sherwin-Williams; Ream Steckback; Coast-to-Coast; Radio Shack; Pic-way Shoes; Auto Works.

14 - NEWSPAPERS: DEMOCRAT (e) 6,025; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Mark Miller, Gen. Mgr., DEMOCRAT, 141 S. Second St., Decatur, IN 46733; Tel. (219) 724-2121.
National Representative: None.

EAST CHICAGO

See HAMMOND

ELKHART

1 - LOCATION: Elkhart County (In Elkhart-Goshen MSA). E&P Map B-2. In North central part of state, 4 mi. S of Indiana-Michigan state line; 101 mi. E of Chicago. Mfg. center for diversified products such as recreational trans. vehicles, drug prods. & musical instruments. Agric., dairy & fruit area; Metal products, electronic parts.

2 - TRANSPORTATION: Railroads-Conrail, Amtrak.
Motor Freight Carriers-16 terminals, 39 carriers.
Intercity Passenger Bus Lines-Greyhound; United Limo; Indiana Motor Bus; Cardinal Charters & Tours.
Airlines-Iowa Airways.

3 - POPULATION:
Corp. City 80 Cen. 41,305; E&P 88 Est. 44,831
CZ-ABC: (80) 78,973

RTZ-ABC: (80) 86,849
County/MSA 80 Cen. 137,401; E&P 88 Est. 150,587
City & RTZ-ABC: (80) 165,822
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,964; E&P 88 Est. 18,507
County/MSA 80 Cen. 48,148; E&P 88 Est. 53,604
CZ-ABC: (80) 28,363
RTZ-ABC: (80) 29,679
City & RTZ-ABC: (80) 58,042

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$3,868,422,230

6 - PASSENGER AUTOS: County 84,592

7 - ELECTRIC METERS: Residence Elkhart 31,042, Goshen 33,558, Total 64,600

8 - GAS METERS: Residence (county) 55,754

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fab. Metals 4,898 ($246); Musical Instruments 1,624 ($263); Chem. & Allied Prods. (N.A.); Elect. Mach. 2,918 ($214); Non-Elect. Mach. 2,364 ($280); Trans. Equip. ($215); Furn. & Fixtures 1,727 ($161); Lumber & Wood Prods. 5,073 ($264); Rubber & Plastics 2,813 ($236); Apparel 889 ($134).

10 - CLIMATE: Min. & Max. Temp.-Spring 60-75; Summer 69-94; Fall 30-62; Winter 15-35. First killing frost, Oct. 10; last killing frost, May 23.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-10 blocks on Main St.
Neighborhood Shopping Centers-No. of Stores: Nappanee St. 12; Bypass 8; U.S. 33 & St. Rd. 19

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Concord Mall(80)	3	Meis of Illiana, Mont. Ward, JCPenney
Parkmor(28)	1	Coast-to-Coast
Pierre Moran(52)	2	Kroger, Sears, Target, Klines
Easy Shopping	1	Wilt
Scottsdale Mall(110)	NA	L.S. Ayres, Mont. Ward
Goshen	12	Kline's
Nappanee	19	Pletcher's
Middlebury	15	Harding's
Bristol	6	Harding's
Edwardsburg	8	Raab's
Bacon Hill(8)	2	Wilt Food Ctr.
K mart	3	K mart
University Pk. Mall(107)	14	Sears, JCPenney, J.L. Hudson

Principal Shopping Days-Thur. through Sun.
Stores Open Evenings-Most shpg. ctrs. every evening until 9 p.m.; Sunday until 6 p.m.

13 - RETAIL OUTLETS: Department Stores-Meis; Sears; JCPenney; Montgomery Ward; Klines.
Discount Stores-K mart; Target; Big Wheel; Big R; Dollar General; Family Dollar.
Variety Stores-Perry 2; McCrory.
Chain Drug Stores-Judd's 4; Hook's 3; Osco; Revco; Alick's 3.
Chain Supermarkets-W.W. Wilt's 5; Kroger 3; Martin's 4; Maurek's IGA 2; Aldi Foods.
Other Chain Stores-Goodrich; Firestone; Goodyear; Pic-Way; GNC; JoAnn Fabrics; Milady Shop; Orange Bowl; Spencer Gift; Parklane Hosiery; Auto Works; Karmel Korn Shoppe; Hot Sam's Pretzels; Radio Shack; Thom McAn; Clothes Out Junction; Wig Fair; So Fro; Waldenbooks; Baskin-Robbins; Fox Jewelers; Merle Norman Cosmetics; Kinney Shoes; Fitness USA; Discount Tire; Wolohan Lumber.

14 - NEWSPAPERS: TRUTH (e) 28,420; (S) 30,022; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Wm. L. Parrent, Adv Dir. or Ron Schmanske, Mktg./Res. Mgr., TRUTH, 421 S. Second St., Elkhart, IN 46516; Tel. (219) 294-1661.
National Representative: Branham/Newspaper Sales.

ELWOOD

1 - LOCATION: Madison County, E&P Map C-3 (In Anderson MSA). 39 mi. NE of Indianapolis. On State Hwys. 13, 28, 37.

2 - TRANSPORTATION: Railroads-Norfolk & Western.

3 - POPULATION:
Corp. City 80 Cen. 10,867; E&P 88 Est. 9,358
County/MSA 80 Cen. 139,113; E&P 88 Est. 132,331

4 - HOUSEHOLDS:
City 80 Cen. 3,968; E&P 88 Est. 3,577
County/MSA 80 Cen. 49,985; E&P 88 Est. 48,151

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$65,000,000
Savings & Loan	1	$27,000,000

6 - PASSENGER AUTOS: County 74,598

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Jet Engine Blades 750; Buffing Wheels and Custom Jewelry 220; Wire Harnesses 350; Metal Plating 300; Slitting 165; Plastic Painting 150.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plaza	2	K mart, Carters Hooks

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-7 days.

13 - RETAIL OUTLETS: Discount Stores-K mart.
Variety Stores-Dollar General.
Chain Drug Stores-Hook's 2.
Chain Supermarkets-Marsh Foodliner; Carters Super Mkt.; Harvest Mkt.
Other Chain Stores-Goodyear; Falvey's Men's Store; Wickes Lumber; Burger's Dairy; Guarantee Auto; Hardees; Jim Dandy; Fox TV & Appliances; Pizza Hut; Pizza King; Spurgeon's; Brauchla TV; McDonald's; Mr. STVes rental.

14 - NEWSPAPERS: CALL-LEADER (e) 4,165; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Robert L. Nash, Adv. Dir., CALL-LEADER, 317 S. Anderson St.; PO Box 85, Elwood, IN 46036; Tel. (317) 552-3355.
National Representative: None.

EVANSVILLE

1-LOCATION: Vanderburgh County (In Evansville, IN-KY MSA). E&P Map A-5. 176 mi. S of Indianapolis; 174 mi. E of St. Louis; 151 mi. NW of Nashville; 112 mi. SW of Louisville; at SW tip of Indiana on Ohio River. On U.S. Hwys. 41, 460, I-64; State Hwys. 57, 62, 65, 66. River freight terminal points on Ohio and Mississippi Rivers.

2 - TRANSPORTATION: Railroads-Illinois Central-Gulf; Norfolk Southern; Conrail; Seaboard.
Motor Freight Carriers-27.
Intercity Bus Lines-Greyhound; Evansville & Ohio Valley Ry.; I-V Coach; Delta Coach; D&E Coach.
River Barge Lines-5.
Airlines-USAir; Britt; ComAir; Piedmont; Midwest; Ozark; Republic; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 130,496; E&P 88 Est. 121,015
CZ-ABC: (80) 160,753
RTZ-ABC: (80) 341,125
MSA 80 Cen. 276,695; E&P 88 Est. 286,978
County 80 Cen. 167,451; E&P 88 Est. 167,528
City & RTZ-ABC: (80) 501,878

4 - HOUSEHOLDS:
City 80 Cen. 51,310; E&P 88 Est. 49,429
County 80 Cen. 64,030; E&P 88 Est. 66,814
MSA 80 Cen. 101,528; E&P 88 Est. 108,709
CZ-ABC: (80) 61,837
RTZ-ABC: (80) 120,200
City & RTZ-ABC: (80) 182,037

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$185,336,000
Commercial	7	$2,669,565,000

6 - PASSENGER AUTOS: County 92,559

7 - ELECTRIC METERS: 82,675

8 - GAS METERS: 56,456

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-(MSA) Furn. & Fixtures 1,300; Fab. Metal Prods. 2,000; Mach. 5,100; Misc. Durable Goods 2,800; Food Prods. 1,800; Textile & Apparel 600; Printing & Pub. 1,900; Rubber & Misc. Plastics 4,100; All Other Nondurable Goods 6,100; Mining 2,200; Constr. 8,500; Trans., Commun. & Util. 6,400; Whol. & Ret. Trade 31,300; Fin., Ins. & R.E. 5,000; Servs. 28,800; Gov't 12,000; Agric. 3,126; Primary Metals 4,800.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-86; Summer 42-97; Fall 15-80; Winter 1-77. First killing frost, Oct. 23, last killing frost, Apr. 7.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-(No. of Stores)-Eastland Mall (127); Washington Sq. (45); North Park (51).
Neighborhood Shopping Centers (No. of Stores)-Covert & Lodge (8); Fairlawn (7); Franklin Ctr. (14); K mart East (6); K mart West (4); Mt. Vernon Ave. (12); Parrett St. (17); Ross Ctr. (11); Target North (15); University (7); Village Courtyard (5); Weinbach Center (9); Southlane (4); Green River Plaza (16); West Side (8); West Gate (4); First Ave. (5).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastland Place(30)	6	Children's Palace
Lawndale(20)	6	Target, Allied Sports
North Brook(23)	6	Schnuck's
Plaza East(15)	5	Hills, Great Scot
Plaza West(8)	4	Hills, Great Scot
Town Center(18)	6	Kuesters, Allied Sports

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Shpg. Ctrs. Mon.-Sat. until 9 p.m.; Sunday until 6 p.m.

13 - RETAIL OUTLETS: Department Stores-Sears; Snyder's; Stewart's; JCPenney; Lazarus.
Discount Stores-Target; Hills 2; K mart 3; Wal-Mart.
Chain Drug Stores-People's 8; SupeRx; Schnuck's 2; Osco 3; Hook's 5.
Chain Supermarkets-Jerry's 4; Wesselman's 9; Great Scot 4; Simpson's; Key 10; Spaldings 5; Schnucks 2; Royal 2.
Other Chain Stores-Shoes: Burt's, Baynham's, Riecken's, Kinney; Women's Apparel: Jean Nicole, Casual Corner; Men's Apparel: Bachrach's, Levinson's; Fabric: Jo Ann, Cloth World; Hardware: Kuester's, Heyden-Steber; Misc.: Kay Jewelers, Zale's Jewelers, Waldenbooks, Radio Shack, Red Spot, Dollar General, Children's Palace, Nutri-System; Tires: Firestone, Raben, United; Furniture: Ethan Allen, Finke's.

14 - NEWSPAPERS: COURIER (m) 62,903; PRESS (e) 37,193; COURIER (S) 115,331; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Bob Savage, Display Adv. Mgr., COURIER & PRESS, 201 N.W. Second St., Evansville, IN 47702; Tel. (812) 424-7711.
National Representative: Sawyer-Ferguson-Walker.

FORT WAYNE

1 - LOCATION: Allen County (In Fort Wayne MSA). E&P Map C-2. County Seat. Industrial, agricultural, wholesale, distributing center. On U.S. Hwys. 24, 27, 33, 30; I-69; State Hwys. 1, 3, 14, 37, 327. 154 mi. to Chicago; 156 mi. to Detroit; 105 mi. to Toledo; 116 mi. to Indianapolis.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail; Norfolk Southern Railway.
Motor Freight Carriers-54.
Air Freight-Burlington Northern.
Intercity Bus Lines-PTC.
Airlines-Delta; Piedmont; American; ComAir; Air Kentucky; United Express; Northwest; Midway Commuter.

3 - POPULATION:
Corp. City 80 Cen. 172,028; E&P 88 Est. 159,770
NDM-ABC: (80) 264,702
Bal. in RTZ-ABC: (80) 496,897
County 80 Cen. 294,218; E&P 88 Est. 288,240
MSA 80 Cen. 354,087; E&P 88 Est. 348,618
Total NDM & Bal. in RTZ-ABC: (80) 761,599
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 65,961; E&P 88 Est. 63,957
County 80 Cen. 104,403; E&P 88 Est. 107,308
MSA 80 Cen. 124,905; E&P 88 Est. 128,703
NDM-ABC: (80) 95,316
Bal. in RTZ-ABC: (80): 168,892
Total NDM & Bal. in RTZ-ABC: (80) 264,208

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$7,559,388,000
Savings & Loan	2	$4,561,244,293

6 - PASSENGER AUTOS: County 180,035

7 - ELECTRIC METERS: Residence City & Suburbs 103,535

8 - GAS METERS: Residence County 84,079

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Constr. 8,133; Mfg. 38,978; Elect. Mach. N.A.; Trans. & Util. 11,418; Fin. 11,441; Ret. Trade 30,335; Whol. Trade 10,686; Service 33,916; Gov't 14,409.

10 - CLIMATE: Av. yearly Min. & Max. Temp.-20-85. Precipitation 34" annually. First killing frost, Oct. 17; last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-12 blocks on Calhoun St.; 3 blocks on Main, Berry, Wayne, Washington & Jefferson Sts.
Neighborhood Shopping Centers-Washington Blvd. & Broadway; Calhoun & Pontiac Sts.; Wells & Fourth Sts.; Huestis Ave. & Broadway; Calhoun & Williams Sts.; State Blvd. & Crescent Ave.; Main & Osage Sts.; Calhoun St. & Rudisill Blvd.; Williams St. & Fairfield Ave.; Waynedale.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Anthony Wayne Village(13)	3	Walgreens
Broadway-Taylor	1	Rogers Mkts.
Canterbury(25)	4	Revco
Casselwood(5)	4	Lynn's
Clinton Corners(14)	NA	Citizens Nat'l Bank
Covington Plz.(55)	4	Nobbson's, Rogers, Hook's
Del Mart Plaza(7)	6	White Swan, Hook's
Diplomat Plaza(18)	3	
Dupont Crossing	NA	Rogers, Keltch
East State	3	Eavey's Groceries, Hook's
Georgetown Sq.(70)	5	Rogers Mkts., Keltsch
Glenbrook Sq.(157)	3	L.S. Ayres, Sears, JCPenney, Target, J.L. Hudson
Plaza by the Glenn	NA	Drug Castle
The Shoppes	NA	Phar Mor Drugs
Coliseum Corners	NA	Pier 1 Import
Hazelwood Plaza	3	Nobbson Vlg.
K mart North(14)	3	K mart, Radio Shack
K mart South	5	K mart, JoAnn Fabrics
K mart East	3	K mart
K mart West	2	K mart
Lincoln Plaza(15)	5	Kroger
Maplewood Plz.(30)	5	Lynn's, Radio Shack
New Haven Plaza	7	Lynn's
North Anthony(41)	3	Roger Mkts., True Value Hardware
Northcrest(24)	3	Kroger, Walgreens, Kohl's, Radio Shack
Northwood Plz.(23)	5	Kroger, Target, Revco
Oakbrook & Quimby Vlg.(25)	2	Value City
Park West(20)	2	Scott's, Chronister
Pinevalley Mall	9	Scott's, Chronister's
Riviera Plaza(14)	4	Rogers Mkts., Chronister's, Coast-to-Coast
Rogers S. Anthony	4	Rogers Mkts.
Rudisill(3)	2	Hook's
Stellhorn Village	NA	Scott's
Southgate Plz.(33)	3	Kroger, Radio Shack, Walgreens
Southtown Mall(100)	5	L.S. Ayres, JCPenney, Sears, Service Mdse., Kohl's
Statewood Plz.(8)	3	Scott's
Time Corners(21)	4	Keltsch
Gateway Shopping Ctr.(21)	3	Dollar General
Washington Sq.(15)	4	Rogers Mkts., Trustworthy
Wayne Plaza	NA	Hook's
West State Plaza(9)	2	Woolworth, Rogers
Westland Mall	NA	
White Swan Plz.	8	White Swan Mkt.

Principal Shopping Days-Wed., Fri., Sat.; Drug & Discount stores open Sun.
Stores Open Evenings-Dept., Food, Discount & Shopping Centers-every evening.

13 - RETAIL OUTLETS: Department Stores-L.S. Ayres 2; J.L. Hudson; Sears 2; JCPenney 2; Kohl's 2.
Variety Stores-Belmont 5; Woolworth; Dollar General 2; TG&Y.
Chain Drug Stores-Hook's 12; Revco 5; Walgreens 11; Gerding; Keltsch 11; Chronister 8; Phar-mor; Drug Castle 2.
Discount Stores-Target 3; K mart 4; TSC; Tepe; Big R; Value City 2; Service Merchandise; T.J. Maxx; Big Lots 3.
Chain Supermarkets-Kroger 4; Rogers Mkts. 12; Lynn's 3; Scott's 12; Burger Dairy 3; Didier Bros. 3; Pio 2; 7-Eleven; White Swan 2.
Other Chain Stores-Shoes: Buster Brown, Florsheim, Shoeland 2, Shoe Carnival, Chessers, Connie Shoe Store, Baker's, Joyce Selby, 9 West, Naturalizer, G.H. Bass, Hush Puppies, Thom McAn, Kinney, Regal, Hanover, Gallenkamp, Father & Son, Jarman, Red Wing, Red Cross, Stride Rite, Payless, Pic Way Shoe Mart, Hide Park, Shoe Locker; Clothing: Redwood & Ross, Chess King, Richman Bros., Boston Shirt Yard, Bachrach, Rodirick, St. John's, J. Riggins, The Gap, Benetton's; Jewelers: Kay, Rost, Gordon, Armstrong, Phoenix, Fox, Shane; Auto Supplies: Auto Works, Goodrich, Goodyear, Firestone, NAPA,

Nationwide, Women's Apparel, Casual Corner, Foxmoor, Jean Nicole, Petit Sophisticates, The Limited, Susie's Casuals, L. Strauss, Paul Harris, Lerner's, Brook's, Hit or Miss, Gantos, Lady Madonna Maternity, Lane Bryant, Stuart's, Ups 'N Downs, Deb Shop, Parklane Hosiery, Yard goods, Northwest Fabrics, Jo-Ann Fabrics, So Fro Fabrics, Singer. Other: Hallmark, Fannie May Candy, Hickory Farms, Spencer Gifts, Radio Shack, Tandy Leather Goods, Bresslers, Baskin Robbins, Coast-to-Coast Hdwe., True Value Hdwe., TSC Stores, Frank's Nursery, Cutlery World, Waldenbooks, World Bazaar, Circus World, Musicland, GNC, B. Dalton Booksellers, Kay Bee Toys, Readers World, The Children's Place, Fretter, Highland, Furrows, Wickes, Wolohan, Builder's Square, Sutherland, 84 Lumber.

14 - NEWSPAPERS: JOURNAL-GAZETTE (m) 60,968; NEWS-SENTINEL (e) 56,313; JOURNAL-GAZETTE (S) 135,878; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: John P. Murray, Mktg. Serv. Dir., Fort Wayne Newspapers, Inc., Agent, 600 Main St.; PO Box 100, Fort Wayne, IN 46801; Tel. (219) 461-8271.
National Representative: Knight-Ridder Newspaper Sales.

FRANKFORT

1 - LOCATION: Clinton County, E&P Map B-3, County Seat. 45 mi. from Indianapolis, 240 mi. from St. Louis, 175 mi. from Chicago.

2 - TRANSPORTATION: **Railroads**-Norfolk & Southern; Conrail; CSX Trans. (Seaboard).
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 15,168; E&P 88 Est. 14,673
County 80 Cen. 31,512; E&P 88 Est. 32,057

4 - HOUSEHOLDS:
City 80 Cen. 5,691; E&P 88 Est. 5,669
County 80 Cen. 11,325; E&P 88 Est. 11,576

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$250,600,000
Savings & Loan	2	$60,000,000

6 - PASSENGER AUTOS: County 16,373

7 - ELECTRIC METERS: Residence 5,300

8 - GAS METERS: Residence 6,100

9 - PRINCIPAL INDUSTRIES: Brass Fixtures; Resistors; Foods; Cigars; Candy; Batteries; Oil Seals; Grain Dryers; Plastic Products; Printers Ink; Electric Wire Harness; Aluminum & Steel Fabrication; Filters; Feeds; Snack Foods; Car Seating.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-60; Summer 50-100; Fall 30-75; Winter 0-60. First killing frost, Oct. 13; last killing frost, Apr. 27.

11 - TAP WATER: Alkaline.

12 - RETAILING: **Principal Shopping Centers**-4 sides of town square and 1 to 2 blocks on all streets leading off Square; Frankfort Plaza (11 stores); Clinton County Plaza (9 stores); East Wabash Commercial Strip (26 stores).
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri., others daily.

13 - RETAIL OUTLETS: **Department Stores**-Thrasher's; JCPenney; Freedman's.
Discount Stores-K mart; Wal-Mart.
Chain Drug Stores-Hook; Bon Merritt (Rexall); Peoples.
Chain Supermarkets-Marsh Foods; Shopwright Mkt; Aldi.
Other Chain Stores-Goodyear; Sherwin-Williams; Western Auto; Coast-to-Coast; Sycamore; Payless Shoe Source; NuVision; Cato; Big Lots; Auto Works; Radio Shack.

14 - NEWSPAPERS: TIMES (e) 7,479; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: R.A. Sutton, Adv. Dir., TIMES, 251 Clinton St.; PO Box 9, Frankfort, IN 46041; Tel. (317) 659-4622.
National Representative: Nixon Newspapers.

FRANKLIN

1 - LOCATION: Johnson County (In Indianapolis MSA). E&P Map B-4. 20 mi. S of Indianapolis. Educ. & agric. center.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,563; E&P 88 Est. 12,798
NDM-ABC: (80) 42,382
RTZ-ABC: (80) 34,858
MSA 80 Cen. 1,166,731; E&P 88 Est. 1,233,475
County 80 Cen. 77,659; E&P 88 Est. 89,354
Total NDM & RTZ-ABC: (80) 77,240

4 - HOUSEHOLDS:
City 80 Cen. 3,808; E&P 88 Est. 4,267
NDM-ABC: (80) 14,277
RTZ-ABC: (80) 11,068
County 80 Cen. 25,345; E&P 88 Est. 30,262
MSA 80 Cen. 418,536; E&P 88 Est. 460,982
Total NDM & RTZ-ABC: (80) 25,345

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 48,646

7 - ELECTRIC METERS: Residence 28,000

8 - GAS METERS: Residence 26,500

9 - PRINCIPAL INDUSTRIES: Auto Parts; Elect. Components; Ladies Garments; Tools & Dies; Laminated Panels; Gas Engines; Compressors.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-75; Summer 58-82; Fall 31-52; Winter 28-47. First killing frost, Oct. 12; last killing frost, Mar. 31.

11 - TAP WATER: Alkaline, med. hard.

12 - RETAILING: **Principal Shopping Centers**-25 blocks on 8 sts.; Greenwood Ctr. (140 units), Northwood Ctr. (23 units).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Wilgro(14)	8	People's Drug
Greenwood Pk.(140)	9	Sears, Mont. Ward, Lazarus, L.S. Ayres, JC Penney
Northwood(23)	NA	Ames, Kroger, Hook's Drug
County Line	NA	Target, Kroger, Mr. Wagg's

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-All Fri.; Shpg. ctrs. nightly ex. Sat.

13 - RETAIL OUTLETS: **Department Stores**-Lazarus; L.S. Ayres; Sears; Montgomery Ward; JCPenney; Service Mdse.
Discount Stores-Franklin; Ames; Wal-Mart; Greenwood; K mart; Zayre; Value City; Target; Kohl's.
Chain Drug Stores-Hook's; People's.
Chain Supermarkets-Franklin; Kroger; Brown's; Marsh; Greenwood; Preston Safeway; Mr. D's; Marsh.
Other Chain Stores-Guarantee Auto; Firestone; Radio Shack; Video Concepts; 84 Lumber; Furrow; Lowe's; Goodyear; Toys "R" Us.

14 - NEWSPAPERS: JOURNAL (e) 14,926; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: J. Fred Mattingly, Adv. Dir., JOURNAL, PO Box 699, Franklin, IN 46131; Tel. (317) 736-7101.
National Representative: Papert Companies; U.S. Suburban Press.

GARY

1 - LOCATION: Lake County, E&P Map B-2 (In Gary-Hammond PMSA). Steel manufacturing center at extreme southern end of Lake Michigan. 31 mi. S of Chicago. U.S. Hwys. 6, 12, 20, 30; I-65, 80, 90 (Ind. Toll Road), 94; State Hwys. 51, 53, 55, 65 & 912 end in Gary.

2 - TRANSPORTATION: **Railroads**-Main lines of Conrail; Baltimore & Ohio; Grand Truck Western; Tri-State Coach Lines, The Indiana Harbor Belt Line; Elgin; Joliet and Eastern; Chicago, South Shore and South Bend.
Motor Freight Carriers-62.
Intercity Bus Lines-Greyhound; National Trailways; Gary Inter-City.
Airlines-Served by Chicago Airport.

3 - POPULATION:
Corp. City 80 Cen. 151,953; E&P 88 Est. 127,958
CZ-ABC: (80) 277,079
Bal. in NDM-ABC: (80) 173,340
County 80 Cen. 520,913; E&P 88 Est. 467,144
PMSA 80 Cen. 641,735; E&P 88 Est. 595,333
Total NDM-ABC: (80) 450,419
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 49,455; E&P 88 Est. 44,566
County 80 Cen. 175,098; E&P 88 Est. 180,366
PMSA 80 Cen. 214,244; E&P 88 Est. 222,863
CZ-ABC: (80) 90,229
Bal. in NDM-ABC: (80) 55,894
Total NDM-ABC: (80) 146,123

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	15	N.A.
Savings & Loan	18	N.A.

6 - PASSENGER AUTOS: County 252,667

7 - ELECTRIC METERS: Residence 64,600

8 - GAS METERS: Residence 56,845

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel and related industries 96,000 ($450); Cement Prods. 185 ($375); Men's & Women's Apparel 575 ($350).

10 - CLIMATE: Min. & Max. Temp.-Spring 21-90; Summer 46-96; Fall 12-94; Winter -8-67. First killing frost, Oct. 18; last killing frost, Apr. 21.

11 - TAP WATER: Soft, filtered, fluoridated.

12 - RETAILING: **Principal Shopping Center**-U.S. 30 and Mississippi St.
Downtown-B'way, 4th to 9th Ave., Washington St.; 4th Ave. to 9th Ave.; 5th Ave. West 14 blocks; 5th Ave., East 7; 6th Ave., 2 East and 2 West of B'way; 7th Ave., 2 East and 2 West of B'way; 8th Ave. 1 East and 2 West of B'way. Total blocks-38.
Neighborhood Shopping Centers: Midtn. B'way, 9th Ave. to 26th Ave.; Tolleston: 11th Ave., Grant St. to Rutledge and 10th Ave. Roosevelt to Taft. Total-12 blocks. Ambridge: 2600 to 2800 blocks on West 5th Ave. Total-2 blocks. Brunswick: 4,400 to 5,700 blocks on West 15th Ave. Total-13 blocks. Glen Park: B'way, 35th Ave. to 55th Ave. Ridge Road, one East of B'way and nine West. Total blocks-30. Grant St.: 30th Ave. to 37 Ave. Total blocks-7. Miller-Aetna: 2 on Aetna St.; Melton Rd.; Benton to Howard Sts; Dunes Hwy., Benton to Lake Sts.; 5 on Lake St.; 2 on Shelby St.; 2 on Miller Ave. Total-46. Following township areas: Ross Center; Portage; Hobart; Griffith; Black Oak.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Tri-City Plz.(9)	NA	Jewel
Turkey Creek(2)	NA	Venture
Crossroads(15)	NA	Zayre
Village(34)	NA	JCPenney, Kresge, Goldblatts
12/20 Plz.(3)	NA	K mart, Basic, Zayre
Southlake(126)	NA	Sears, JCPenney, Carson Pirie, L.S. Ayres
Dunes Plz.(4)	NA	Zayre, K mart
Broadway(9)	NA	Wiseway
Liberty Sq.(12)	NA	Jacobsons
80th Place(10)	NA	Ivy Tree, Video King
Century Mall(40)	NA	Mont. Ward, Service Mdse., Burlington Coat Factory
Griffith Park(16)	NA	Venture, Service Mdse.
Portage Mall(40)	NA	Coast-to-Coast, McCrory's
County Seat(36)	NA	K mart
Marquette(59)	NA	JCPenney, Sears, C.P. Scott
Indian Oak(26)	NA	Hooks

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Shopping Centers Mon. through Sun.

13 - RETAIL OUTLETS: **Department Stores**-In Valparaiso: Lowenstine's, Miller's.
Leading Variety Stores-Kresge; Harvey's Mart; McCrory's; Family Dollar.
Discount Stores-Zayre; Venture; K mart.
Chain Drug Stores-Walgreens 4; Walgreens Agency 19; Scott's 4; Hick's 3; Belles 3; Arthur's 2; Dunes 3; 11th Avenue 2; Hooks.
Chain Supermarkets-Jewel 3; Wiseway 4; Basics; Country Market; Save-A-Lot; Buy Low 7; Thriftimart 6; Tip Top; Save More 3; Wilco; Candiano's 2; Eagle; Strack & Van Til.
Other Chain Stores-Richman Bros; Danners; Aldies; Thom McAn; Dr. Scholl; Kinney; Sax Shoes; Firestone; Goodyear; General Tire; Goodrich Tire; Western Tire; Blue Star Auto; Fannie May; Dutch Mill Candies; Buschs Jewelry; Singer Co.; Wickes Furniture; Sherwin-Williams; Pittsburgh Paints; Neumode Hosiery; Builder's Square.

14 - NEWSPAPERS: POST-TRIBUNE (m) 74,604; (S) 89,038; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Cindy Dennison, Natl. Adv. Mgr., POST-TRIBUNE, 1065 Broadway, Gary, IN 46402; Tel. (219) 881-3187.
National Representative: Knight-Ridder Newspaper Sales.

GOSHEN

1 - LOCATION: Elkhart County, (In Elkhart-Goshen MSA). E&P Map C-2, County Seat. On U.S. Hwy. 33; State Hwy. 15. 9 mi. S of E-W Indiana toll road.

2 - TRANSPORTATION: **Railroads**-Conrail; B&O.
Motor Freight Carriers-30 Truck lines; 1 Terminal.
Intercity Bus Lines-Middlebury; Indiana Motor Bus.

3 - POPULATION:
Corp. City 80 Cen. 19,665; E&P 88 Est. 21,614
CZ-ABC: (80) 23,420
RTZ-ABC: (80) 58,167
County/MSA 80 Cen. 137,401; E&P 88 Est. 150,587
City & RTZ-ABC: (80) 81,587
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,291; E&P 88 Est. 8,210
County/MSA 80 Cen. 48,148; E&P 88 Est. 53,604
CZ-ABC: (80) 8,531
RTZ-ABC: (80) 18,876
City & RTZ-ABC: (80) 27,407

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$1,116,364,242
Savings & Loan	1	$295,598,000

6 - PASSENGER AUTOS: County 84,592

7 - ELECTRIC METERS: Residence 7,700

8 - GAS METERS: Residence 6,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber Plants 1,316 ($304); Electronics 1,350 ($344); Farm Equip. 220 ($290); Recreation Vehicles 1,200 ($320); Plastics 200 ($312); Wood Working 600 ($260); RV Suppliers 320 ($275).

10 - CLIMATE: Min. & Max. Temp.-Spring 21-75; Summer 60-98; Fall 15-82; Winter 5-50. First killing frost, Oct. 10; last killing frost, May 10.

11 - TAP WATER: Alkaline, hard; fluoridated. Filtered & rust removed.

12 - RETAILING: **Principal Shopping Centers**-21 blocks on 6 sts.
Downtown Shopping Centers-Chicago Pike Plaza, Peddler's Village, Linway Plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Concord Mall(80)	NA	JCPenney, Meis, Mont. Ward
Pierre Moran Mall(51)	12	Sears, Target, Krogers; Zeisel's

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Mon., Thur., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; Meis; Kline's; Spurgeon's; JCPenney; Sears; Fisher's Big Wheel.
Variety Stores-G.L. Perry; G.C. Murphy; Maley's; McCrory; Dollar General.
Chain Drug Stores-Judd's; Hook's; Osco; Perry.
Chain Supermarkets-Kroger; Family Fare.
Other Chain Stores-K mart; Guarantee Auto; Sherwin-Williams; Payless Shoes; Coast-to-Coast; True Value Hardware; Ace Hardware; TSC; Quality Farm & Fleet; HWI Do It Center.

14 - NEWSPAPERS: NEWS (e) 14,750; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: James A. Young, Adv. Mgr., NEWS, PO Box 569, Goshen, IN 46526; Tel. (219) 533-2151.
National Representative: Landon Associates.

GREENCASTLE

1 - LOCATION: Putnam County, E&P Map B-3, County Seat. 40 mi. W by S of Indianapolis. On State Hwy. 43 between U.S. Hwys. 36 & 40, and I-70.

2 - TRANSPORTATION: **Railroads**-Conrail; Louisville & Nashville.

3 - POPULATION:
Corp. City 80 Cen. 8,403; E&P 88 Est. 8,751
County 80 Cen. 29,253; E&P 88 Est. 31,045

4 - HOUSEHOLDS:
City 80 Cen. 2,682; E&P 88 Est. 2,812
County 80 Cen. 9,404; E&P 88 Est. 9,775

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$97,681,000
Savings & Loan	1	$25,000,000

6 - PASSENGER AUTOS: County 13,605

7 - ELECTRIC METERS: Residence 2,956

8 - GAS METERS: Residence 2,650

9 - PRINCIPAL INDUSTRIES: Industry-Crushed Stone and Agric. Limestone; Computers; Capacitors; Foundry; Cement.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Hard.

12 - RETAILING: **Principal Shopping Days**-Thur., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Prevo's; JCPenney; Troyer's; Schultz Bros.
Variety Stores-Murphy's; Pool's.
Chain Drug Stores-SuperRx; Hook; People's.

Chain Supermarkets-Kroger; Marsh.

14 - NEWSPAPERS: BANNER-GRAPHIC (e) 5,909; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Steve Hendreshot, Adv. Dir., BANNER-GRAPHIC, 100 N. Jackson St., Greencastle, IN 46135; Tel. (317) 653-5151.
National Representative: Landon Associates.

GREENFIELD

1 - LOCATION: Hancock County (In Indianapolis MSA). E&P Map C-3. County Seat. Mostly residential.

2 - TRANSPORTATION: Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 11,299; E&P 88 Est. 11,819
CZ-ABC: (80) 11,304
RTZ-ABC: (80) 32,635
County 80 Cen. 44,134; E&P 88 Est. 46,363
MSA 80 Cen. 1,166,731; E&P 88 Est. 1,233,475
City & RTZ-ABC: (80) 43,939

4 - HOUSEHOLDS:
City 80 Cen. 3,954; E&P 88 Est. 4,288
CZ-ABC: (80) 3,954
RTZ-ABC: (80) 10,518
County 80 Cen. 14,472; E&P 88 Est. 15,496
MSA 80 Cen. 418,536; E&P 88 Est. 460,982
City & RTZ-ABC: (80) 14,472

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	N.A.
Savings & Loan	1	$196,109,505

6 - PASSENGER AUTOS: County 26,790.

7 - ELECTRIC METERS: Residence 3,600.

8 - GAS METERS: Residence 3,500.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Pharmaceuticals 900 ($325); Textiles 250 ($175); Mach. 170 ($250).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 60-98; Fall 40-65; Winter 0-45.

11 - TAP WATER: Hard; naturally fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main St.; 3 on State; 2 on East; 1 on North; Northgate, 10 blocks north downtown; 2 on N. State. 3 Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Green Meadows(20)	NA	Kroger, Dollar General, Big Lots
Northgate(15)	NA	Seven Seas Imports, Marsh Mkt., Reasner Drugs
Weston Vlg.(12)	NA	Schulz Mkt., Hook's, K mart

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Downtown Fri.; Shopping Centers, Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Dollar.
Discount Stores-K mart; Big Lots; Wal-Mart.
Chain Drug Stores-Hook's; Reasner's; Peoples.
Chain Supermarkets-Marsh; Ranch Mkt.; Kroger; Ernie's; Schulz.
Other Chain Stores-Coast-to-Coast Hardware; Radio Shack; Big-Blue; True Value Hardware.

14 - NEWSPAPERS: DAILY REPORTER (e) 6,722; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Michael G. Butt, Adv. Mgr., DAILY REPORTER, 212 E. Main; PO Box 279, Greenfield, IN 46140; Tel. (317) 462-5528.
National Representatives: Papert Companies; U.S. Suburban Press.

GREENSBURG

1 - LOCATION: Decatur County, E&P Map C-4. County Seat. 48 mi. from Indianapolis; 62 mi. from Cincinnati; 85 mi. from Louisville; on State Hwys. 46, 3; U.S. Hwys. 421, 1-74.

2 - TRANSPORTATION: Railroads-CCC&StL; Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Southeastern Trailways.

3 - POPULATION:
Corp. City 80 Cen. 9,254; E&P 88 Est. 8,893
CZ-ABC: (80) 9,254
RTZ-ABC: (80) 23,350
City & RTZ-ABC: (80) 32,604
County 80 Cen. 23,782; E&P 88 Est. 25,027
Demographic Information (partial) available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,336; E&P 88 Est. 3,294
CZ-ABC: (80) 3,336
RTZ-ABC: (80) 7,723
City & RTZ-ABC: (80) 11,069
County 80 Cen. 8,069; E&P 88 Est. 8,756

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$178,568,000
Savings & Loan	2	$39,300,819

6 - PASSENGER AUTOS: County 11,836.

7 - ELECTRIC METERS: Residence County 9,719.

8 - GAS METERS: Residence County 2,638.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Bearings 891 ($246); Faucets 825 ($234); Auto Parts 175 ($200); Plastic Prods. 325 ($256); Automatic Hoists 100 ($224).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-78; Summer 68-103; Fall 45-90; Winter 10-58.

11 - TAP WATER: Softened, fluoridated.

12 - RETAILING: **Nearby Shopping Centers**-Greensburg Plaza, 10 blocks from downtown, Hook's Drug; North Bend Plaza, 8 blocks from downtown.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Minear's, Inc.; Lerman Bros.; Stewart's Dress Shop.
Variety Stores-Dollar General; County Supply; Pleak's Hdwe.; Family Dollar.
Discount Stores-McCrory's; K mart.
Chain Supermarkets-Marsh; Ranch 5; IGA.

14 - NEWSPAPERS: NEWS (e) 5,428, Sept. 30, 1987 ABC. (Latest Available Statement)
Local Contact for Advertising and Merchandising Data: Jeff Jeffus, Pub., NEWS, 135 S. Franklin St., Greensburg, IN 47240; Tel. (812) 663-3111.
National Representative: None.

HAMMOND-EAST CHICAGO

1 - LOCATION: Lake County (In Gary-Hammond PMSA). E&P Map B-2. Steel, oil refinery and college center. In extreme NW corner of Indiana, 20 mi. SE of Chicago, 145 mi. NW of Indianapolis. On U.S. Hwys. 41, 6, 12, 20; I-94, 80, 90, I-65; W end of Indiana toll road.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio (freight); Amtrak (freight); Indiana Harbor Belt Terminal (freight); Elgin, Joliet & Eastern (freight); Chicago, South Shore & South Bend.
Motor Freight Carriers-104.
Intercity Bus Lines-Greyhound; Trailways; Tri-State; Cardinal.
Lake Shipping-East Chicago harbors and docks handle over 20,000,000 tons of Great Lake Shipping annually, principally ore and coal shipments to steel mills, and oil tanker shipments to and from refineries. New World Port, Lake Calumet Harbor is 4 mi. NW of downtown Hammond.
Airlines-Gary Municipal Airport; 45 minutes drive to Chicago's O'Hare Intl. Airport; 30 minutes to Midway Airport, commercial and private.

3 - POPULATION:
Corp. Cities 80 Cen. 133,500; E&P 88 Est. 113,061
  Hammond 80 Cen. 93,714; E&P 88 Est. 80,134
  E. Chicago 80 Cen. 39,786; E&P 88 Est. 32,927
County 80 Cen. 520,913; E&P 88 Est. 467,144
PMSA 80 Cen. 641,735; E&P 88 Est. 595,333
CZ-ABC: (80) 302,266
Bal. in NDM-ABC: (80) 173,874
Total NDM-ABC: (80) 476,140

4 - HOUSEHOLDS:
Cities 80 Cen. 47,967; E&P 88 Est. 42,023
  Hammond 80 Cen. 34,280; E&P 88 Est. 30,009
  E. Chicago 80 Cen. 13,687; E&P 88 Est. 12,014
County 80 Cen. 175,098; E&P 88 Est. 180,366
PMSA 80 Cen. 214,244; E&P 88 Est. 222,863
CZ-ABC: (80) 107,557
Bal. in NDM-ABC: (80) 54,548
Total NDM-ABC: (80) 162,105

5 - BANKS	**NUMBER**	**EST. DEP.**
Hammond	4	$1,287,800,000
East Chicago	3	$236,800,000

6 - PASSENGER AUTOS: County 252,667.

7 - ELECTRIC METERS: County Residence 191,078.

8 - GAS METERS: County 165,940.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel Mills 39,800 ($582); Fabricators, Foundries 2,600 ($583); Refineries 2,600 ($629); Chemical 1,900 ($630); Constr. 9,300 ($652).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-90; Summer 45-100; Fall 12-94; Winter -15-68. First killing frost, Oct. 20; last killing frost, Apr. 16.

11 - TAP WATER: Alkaline, medium hard; fluoridated; source: Lake Michigan.

12 - RETAILING: **Principal Shopping Centers**-Downtown Hammond-8 blocks on Hohman Ave.; 3 blocks on State St.; 2 blocks on Sibley; Downtown Hammond; Hohman Ave.
Neighborhood Shopping Centers-Woodmar, 8 blocks on Indianapolis Boulevard; Calumet Avenue 10 blocks; Hessville, 5 blocks on Kennedy Avenue; River Oaks, River Oaks West; corner River Oaks Dr.; Highland Plaza, 5 blocks on Indianapolis.
Other City Zone Shopping Areas-East Chicago: 4 blocks on Michigan Ave., 5 on Main St., 6 on Indianapolis Blvd., 6 on Chicago Ave.; Whiting: Burham Griffith, 3 blocks on Broad St., 2 blocks on Main St., 5 blocks on 119th St., 4 blocks on Indianapolis Blvd.; Griffith: Corner of Clark Ave. & Ridge Rd.; Lansing: 6 blocks on Ridge Rd., 6 on Torrence; Munster: 2 blocks on Ridge Rd., 2 on Calumet; Highland: 6 blocks on 45th Ave., 4 blocks on Wicker Park Blvd.; 4 blocks on Highway Ave., 4 on Kennedy Ave.; Calumet City: 6 blocks on Burnham Ave., 4 on Wentworth Ave., 2 on Pulaski Rd., 3 on River Oaks Drive; 2 blocks on Torrence Ave; Schererville: 2 blocks on U.S. 30; Merrillville: U.S. 30-Southlake Mall, Century Consumer Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Griffith Plaza	7	Venture, Service Mdse.
Crossroads Plaza	13	Zayre
River Oaks West	5	Venture, Marshall's, Mainstreet
River Oaks (Cal. City)	5	Sears, Carson Pirie Scott, Marshall Field, JCPenney
The Landings	6	Handy Andy, Zayre, Toys R Us, Cub Foods, Service Mdse.
Woodmar (Ham'd)	4	Carson Pirie Scott, Walgreens
Wentworth Woods (Cal. City)	3	Woolworth, Perry Drugs
Columbia (Ham'd)	2	Zayre
Highland Plz	6	Marshall's, Ultra
Calumet (Munster)	4	Mont. Ward, Hook Drugs, Sterks
S. Lake Mall (Merrillville)	14	Sears, Carson's, JCPenney, L.S. Ayres
Century Consumer Mall(Merrillville)	13	Mont. Ward, Burlington Coat Factory, Service Mdse.

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Sundays-Discount, drug, some food and dept. stores, major malls.
Stores Open Evenings-Downtown Hammond: Mon., Thur., Fri.; Woodmar: Mon. through Fri.; River Oaks: Mon. through Fri.; Zayre, K mart, Saxon: Mon. through Fri.; S. Lake: Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Montgomery Ward; Carson Pirie Scott; Marshall's; Service Mdse.; Highland Dept. Store; Marshall Field & Co.; L.S. Ayres.

Discount Stores-K mart 5; Zayre 2; T.J. Maxx; Venture 3; Saxon 2; Toys R Us 2.

Variety Stores-Woolworth.
Chain Drug Stores-Walgreens 5; Osco 4; Ribordy's 11; Perry; Physician's 3; Hook Drugs, Family 2; Scot Lad.
Chain Supermarkets-Wiseway 3; Reliable 2; Strack & Van Til 4; Ultra; Aldi's 2; Jewel 4; Banners; Sterks 6; Key 4; Dominics 2; Cub.
Other Chain Stores-Apparel: Baskin, County Seat, Burlington Coat Factory, Evans Fur, Henry C. Lytton, Lane Bryant, Albert K., Off The Rax, Stuart's, Lerner's, Chas. A. Stevens, Red Robin; Shoes: The Limited, Famous Footwear, Thom McAn, Kinney's 3, O'Connor & Goldberg 2, Florsheim, Baker's, Chandler's, Rosalee, Kaplan Shoes, Hush Puppies, Cover Girl, Joseph Salon, Dr. Scholl, Favya; Furniture: L. Fish, Wickes; Automotive: Goodyear, Goodrich, Firestone, Midas Muffler, Car X, Rayco, Mr. Rusty; Music: Pacific Stereo, Radio Shack 8, Schaak Electric; Paint: Gliddens, Pittsburgh Plate Glass, Sherwin-Williams; Candy: Fanny May 3; Jewelry: Lebolt, C. D. Peacock, J.B. Robinson's; Others: Kroch & Brentano Books, Page Boy Maternity, Singer Co., Watland Camera, Color Tile, Ace Hardware 4, True Value Hardware 3, Frank's Nursery 3, Lee Wards 3, Handy Andy 3, Warehouse Club, Builder's Square.

14 - NEWSPAPERS: TIMES (e-mon to fri) 65,531; (m-sat) 63,652; (S) 72,979; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Karen Krause, Co-op Coordinator, or William Lostoski, Nat'l Adv. Mgr., TIMES, 417 Fayette St., Hammond, IN 46320; Tel. (219) 933-3200.
National Representative: Branham/Newspaper Sales.

HARTFORD CITY

1 - LOCATION: Blackford County, E&P Map C-3. County Seat. Agricultural and manufacturing center. NE part of state.

2 - TRANSPORTATION: Railroads-Conrail; N&W (freight).
Intercity Bus Lines-Trailways Bus.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 7,622; E&P 88 Est. 7,617
County 80 Cen. 15,544; E&P 88 Est. 15,479

4 - HOUSEHOLDS:
City 80 Cen. 2,887; E&P 88 Est. 2,966
County 80 Cen. 5,577; E&P 88 Est. 5,644

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$52,000,000
Savings & Loan	2	$16,000,000

6 - PASSENGER AUTOS: County 8,080.

7 - ELECTRIC METERS: Residence-County 6,350 (1982).

8 - GAS METERS: Residence 2,858.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper 370; Glass 163; Thermo-Fax 758; Plastics 272; Rubber Prods. 276.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-92; Summer 50-101; Fall 12-91; Winter 4-68. First killing frost, Oct. 7; last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-Public Square and 1 block in each direction.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Marsh(4)	1	Marsh, People's
N. Walnut St.(2)	1	Hook Drugs, Family Dollar
McCrory Center(1)	1	McCrory

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Val Discount; Nancy's Shoppe; Leo's Men's Wear.
Chain Drug Stores-Hook's; People's.
Chain Supermarkets-Marsh; Joe's IGA 3.
Other Chain Stores-Goodyear; TG&Y Family Ctr.; Fashion Crossroads; Progressive Hallmark; Hoover-Needler Furn.; Henry's Shoes; PU's Sport Hut.

14 - NEWSPAPERS: NEWS-TIMES (e) 2,718; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Charles A. Rickett, Gen. Mgr., NEWS-TIMES, 123 S. Jefferson, Hartford City, IN 47348; Tel. (317) 348-0110.
National Representative: Landon Associates.

HUNTINGTON

1 - LOCATION: Huntington County, E&P Map C-2. County Seat. 94 mi. NE of Indianapolis; 22 mi. SW of Fort Wayne. NE part of state, 160 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Norfolk & Southern.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 16,202; E&P 88 Est. 15,807
County 80 Cen. 35,531; E&P 88 Est. 34,725

4 - HOUSEHOLDS:
City 80 Cen. 5,910; E&P 88 Est. 5,963
County 80 Cen. 12,363; E&P 88 Est. 12,302

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$338,426,000

6 - PASSENGER AUTOS: County 19,382.

7 - ELECTRIC METERS: Residence 8,600.

8 - GAS METERS: Residence 5,128.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronics 1,447; Publishing 435; Heating & Air Cond. 350; Chem. 125; Fireplaces 558; Automotive 1,124; Av. hourly wage $7.99.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-65; Summer 47-101; Fall 32-100; Winter 10-60. First killing frost, Oct. 11; last killing frost, May 4.

11 - TAP WATER: Neutral, softened; fluoridated.

12 - RETAILING: **Principal Shopping Centers** (No. of Stores)-6 blocks on Jefferson St. (25); 3 on Warren St. 2 each on Cherry, Franklin, Market and Washington Sts. (18).
Neighborhood Shopping Centers-(No. of Stores)-E. Market St. (32); N. Jefferson St. & S. Jefferson

St. (14), N. Jefferson at McGahn (8).
Principal Shopping Days-Thur., Fri., Sat. & Sun.
Stores Open Evenings-Dept. & food nightly.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Discount Stores-K mart, Target.
Variety Stores-Spurgeon, Dollar General.
Chain Drug Stores-Hook's, Walgreens.
Chain Supermarkets-Owen's, Bechsteins, Valuland.
Other Chain Stores-Burger Dairy, Sears, Guarantee Auto, Coast-to-Coast, Sycamore.

14 - NEWSPAPERS: HERALD-PRESS (e-mon to fri, S) 8,558; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Mark Saddler, Adv. Dir., HERALD-PRESS, 7 N. Jefferson St., Huntington, IN 46750; Tel. (219) 356-6700.
National Representative: None.

INDIANAPOLIS

1 - LOCATION: Marion County (In Indianapolis MSA). E&P Map B-3. State capital. County Seat. Indust., whol., retail, cultural, medical and educ. center. On White River in geographical ctr. of state. 184 mi. from Chicago; 110 mi. from Cincinnati.

2 - TRANSPORTATION: **Railroads**-Amtrak; Conrail; Norfolk Southern; Indiana Rail Road; CSX.
Intercity Bus Lines-Greyhound; Indiana Motor Bus; Trailways.
Airlines-American; American Trans Air; Air Canada; USAir; Braniff; Continental; Delta; Eastern; Midway; Northwest; Pan American; Piedmont; TWA; United; American Eagle; Allegheny Commuter; Continental Express; Comair; Northwest Airlink; Piedmont Commuter.

3 - POPULATION:
Corp. City 80 Cen. 700,807; E&P 88 Est. 677,208
County 80 Cen. 763,017; E&P 88 Est. 774,965
MSA 80 Cen. 1,166,731; E&P 88 Est. 1,233,475
NDM-ABC: (80) 1,166,575
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 260,167; E&P 88 Est. 260,631
County 80 Cen. 285,092; E&P 88 Est. 305,429
MSA 80 Cen. 418,485; E&P 88 Est. 460,982
NDM-ABC: (80) 418,485

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$9,924,748,000
Savings & Loan	7	$2,405,187,000

6 - PASSENGER AUTOS: County 454,745

7 - ELECTRIC METERS: County 356,348

8 - GAS METERS: County 220,809

9 - PRINCIPAL INDUSTRIES: Industry, No. of Earners (Av. Wkly. Wage)-Stone, clay & glass prods. 3,067 ($410); Primary Metals 2,583 ($565); Fab. Metals 9,658 ($355); Non-elect. Mach. 12,700 ($417); Elect. Mach. 8,183 ($342); Trans. Equip. 25,800 ($701); Food Prods. 6,175 ($426); Paper & Allied Prods. 2,800 ($420); Printing & Pub. 10,558 ($412); Chem. 11,158 ($527); Rubber & Plastic Prods. 3,600 ($319); Other Trans., Commun. & Util. 36,375 (N.A.); Whol. trade 39,317 (N.A.); Ret. trade 114,308 (N.A.); Finance 44,875 (N.A.); Constr. 32,017 (N.A.); Service 136,750 (N.A.); Gov't 89,592 (N.A.).

10 - CLIMATE: Min. & Max. Temp. (30-yr. av.)-Spring 41-62; Summer 63-84; Fall 44-65; Winter 21-37. First killing frost, Oct. 22; last killing frost, Apr. 23.

11 - TAP WATER: Alkaline, hard; fluoridated. Three separate systems with separate sources, separate purification plants.

12 - RETAILING: **Principal Shopping Centers**-Downtown-4 blocks on Washington St.; 5 on Market St.; 5 on Ohio St.; 7 on Illinois St.; 7 on Meridian St.; 6 on Pennsylvania St.; 4 on Maryland St.; 3 on Georgia St.; 6 on Delaware St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
North:		
Castleton Sq.(118)	13	Lazarus, JCPenney, Sears, Kohl's
Keystone at the Crossing(54)	10	Brooks Bros., Gidding-Jenny, Jacobson's
Glendale(103)	7	L.S. Ayres, Lazarus
East:		
Eastgate Consumer (60)	6	Burlington Coat Factory, Woolworth, Front Row
Washington Sq.(132)	10	Lazarus, L.S. Ayres, Mont. Ward, Service Mdse., Sears, JCPenney
South:		
Southern Plz.(35)	5	Kroger, Hook's, Woolworth
Greenwood Park Mall(145)	9	L.S. Ayres, Sears, Mont. Ward, Lazarus, JCPenney
West:		
Speedway(60)	6	Kohl's, Kroger
Lafayette Sq.(101)	6	Ayres, Sears, Mont. Ward, JCPenney, Lazarus

13 - RETAIL OUTLETS: **Department Stores**-L.S. Ayres 5, Lazarus 6, JCPenney 5, Montgomery Ward 3, Sears 5.
Discount Stores-Big Lots 7, Dollar General 9, Hill's 4, K mart 11, Kohl's 5, Service Merchandise 5, Target 10, Value City 3, Zayre 6.
Variety Stores-G.C. Murphy 2, Woolworth 3.
Chain Drug Stores-Drug Emporium 3, F & M Dist. 2, Hook's 75, Osco 15, People's 42, Phar Mor 2, Toler 4.
Chain Supermarkets-Aldi 4, Cub Foods 4, IGA 4, Kroger 34, Marsh 29, Mr. D's 5, O'Malia 9, Preston Safeway 23.
Convenience Food Stores-Big Foot, Convenient 6, Crystal Flash 7, Friendly Foods 7, Lindner's 37, Super 7, Village Pantry 83.
Other Chain Stores-Auto Suppliers: Aamco 10, Auto Works 25, Bandy's 7, Big A Auto Parts 14, Carquest 16, Car-X Muffler & Brake 7, Firestone 10, Goodyear 13, Hiway Parts 7, Midas Muffler 10, NAPA 22, Nationwise 34, Scheid Tire Co. 8, State Auto 3; Bakeries: Dunkin' Donuts 6, Roselyn 37, T.J. Cinnamon's 4; Candy: Fannie May 4; Electronics: Fretter Appliances 3, H.H. Gregg 4, Highland 4, Luskins 4, Mister Clark's 5, Radio Shack 30; Furniture Stores: Kittle's 4, Emrich 4, Frazier's 3, Gerdt 2, Richard Bennett 4, Scandinavian Design 3, Value City 3; Hardware: Ace 17, Central 5, Furrow 5, HWI 8, Lowes 3, True Value 12; Ice Cream: Baskin-Robbins 12, Bresler's 4, Dairy Queen 30, Strawberry Hill 3; Jewelers: Goodman 6, Hunt's 2, Kay 4, Osterman 4, Rost 4, Shane Company 4, Smith's Diamond Brokers 2, Zales 3; Men's Apparel: Arnold's 2, Bachrach's 2, Chess King 3, Edrich 3, The Gap 4, Kuppenheimer 2, Redwood & Ross 2, Richman 3, J. Riggings 3, L. Strauss 4, The Style Store for Big & Tall 5; Women's Apparel: Abigail's 2, Arzella 3, The Answer, B.J.'s Stout World 4, Brooks Fashions 4, Casual Corner 6, Catherine's 5, Clothes Out Junction 9, Foxmoor Casuals 3, Hit or Miss 3, Jean Lauder's 2, Jean Nicole 4, Lane Bryant 2, Lerner 6, The Limited 6, Paul Harris 5, Sportime 4, Stuarts 4, Sycamore 12; Shoe Stores: Baker's 3, Buster Brown 2, Florsheim 5, Hanover 4, Kinney 6, Marott's 2, Naturalizer 5, Pay-Less 16, Red Cross 5, Shoe Carnival 3, The Shoe Works 5, Stride Rite 4.

14 - NEWSPAPERS: STAR (m) 227,001; NEWS (e) 118,657; STAR (S) 401,008; Mar. 26, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Alan Judkins, Adv. Dir., STAR & NEWS, 307 N. Pennsylvania St.; PO Box 145, Indianapolis, IN 46206-0145; Tel. (317) 633-1132.
National Representatives: Million Market Times Mirror Marketing, American Publishers' Representatives.

JASPER

1 - LOCATION: Dubois County, E&P Map B-5, County Seat. Industrial, agricultural, and retail center. In Southern part of state on Patoka River, 120 mi. S of Indianapolis; 57 mi. NE of Evansville; 79 mi. W of Louisville on U.S. Hwy. 231.

2 - TRANSPORTATION: **Railroads**-Southern (freight).
Motor Freight Carriers-8.
Intercity Bus Lines-Eastern Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,097; E&P 88 Est. 9,740
County 80 Cen. 34,319; E&P 88 Est. 36,950

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,249; E&P 88 Est. 3,609
County 80 Cen. 11,201; E&P 88 Est. 12,597

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$604,710,000
Savings & Loan	1	$1,940,794
Savings	1	$19,398,868

6 - PASSENGER AUTOS: County 19,561

7 - ELECTRIC METERS: Residence 5,028

8 - GAS METERS: Residence 3,640

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food, bakery, dairy stores 359; Printing & Pub. 165; Ret. trade 2,242; Furn., Lumber, Wood Prods. 3,836; Mach. (not electric) 77; Chem. 34; Mining 271; Constr. 964; Agric. 1,179; Rubber 225.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-99; Summer 42-105; Fall 4-99; Winter -4-70.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Areas**-Downtown, vicinity of courthouse square.

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Southgate Center (34)	NA	Big Lots, Hooks, Ashleys Outlet
Germantown Ctr. (16)	NA	Wal-Mart, Watsons, Revco

Principal Shopping Days-Seven days a week.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sieberts, Mr. Wardrobe; Watsons; Ashleys Outlet.
Discount Stores-Big Lots, K mart, Wal-Mart.
Variety Stores-Ben Franklin.
Chain Drug Stores-Hook's, Revco.
Chain Supermarkets-IGA 2, Red & White.
Other Chain Stores-Sears; Sherwin-Williams; Cato's; Hallmark; Guarantee Auto; Gambles; Radio Shack; True Value Hdwe.; Rogers Jewelers; Auto Works; Shoe Show; Sycamore; Fashion Bug/Fashion Bug Plus; Central Tractor Farm & Family Center.

14 - NEWSPAPERS: HERALD (e) 12,469; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Edwin Rumbach, Adv. Mgr., HERALD, 216 E. 4th St.; PO Box 31, Jasper, IN 47546; Tel. (812) 482-2424.
National Representative: None.

JEFFERSONVILLE

1 - LOCATION: Clark County (In Louisville, KY-IN MSA). E&P Map C-5. County Seat. On Ohio River opp. Louisville, KY.

2 - TRANSPORTATION: **Railroads**-Conrail, B&O.
Motor Freight Carriers-10.

3 - POPULATION:
Corp. City 80 Cen. 21,220; E&P 88 Est. 20,515
County 80 Cen. 88,805; E&P 88 Est. 92,284
MSA 80 Cen. 955,242; E&P 88 Est. 969,596

4 - HOUSEHOLDS:
City 80 Cen. 7,972; E&P 88 Est. 7,877
County 80 Cen. 31,021; E&P 88 Est. 33,680
MSA 80 Cen. 340,989; E&P 88 Est. 361,610

5 - BANKS	**NUMBER**	**DEPOSITS**
Saving & Loan	2	$134,280,000
Commercial	3	$270,416,000

6 - PASSENGER AUTOS: County 49,595

7 - ELECTRIC METERS: Residence County 26,000

8 - GAS METERS: Residence County 17,487

9 - PRINCIPAL INDUSTRIES: Chem.; Textiles; Ordnance; Foundries; Wood Prods.; U.S. Census Bureau; Jeff Boat Works; Colgate.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Conner's(11)	3	General Store
Gateway Plz.(6)	3	Gateway
Grant Plz.(7)	3	Winn-Dixie
Greentree(42)	5	JCPenney, Sears
Youngstown(30)	4	Bacon's
K mart Plz.(9)	4	K mart
Value City(3)	4	Value City
Wyckshire(7)	5	Schmidt's
Eastgate(3)	3	K mart, Kroger

Stores Open Evenings-In Shopping Centers.
Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-Bacon's; JCPenney; Sears; Ben Snyders.
Variety Stores-Woolworth; Thrift Dollar Store.
Discount Stores-K mart; Target; Value City; Zayres.
Chain Drug Stores-Taylors; Bills Discount; Walgreens; County Drugs; Clarksville Pharmacy; Freeman & Grimm; Revco; SupeRx.
Chain Supermarkets-Key Market; Kroger; Gateway; IGA; Winn-Dixie; Convenient; Bob's Quality Foods; Sav-A-Step; Valu Warehouse of Groceries.
Other Chain Stores-Goodyear; Russell Stovers; Allen Shoes; Chess King; Fashion Shop; Fleischers; Hardy Shoes; Kinney Shoes; Motherhood Maternity Shop; Park Lane Hosiery; Paul Harris; So-Fro Fabrics; Spencer Gifts; Singer Co.; Firestone; Sherwin-Williams; Cloth World; Kay Jewelers; Child World; Service Merchandise; Furrow; Lowes; Wolohan; 84 Lumber; G/Auto; Levy's.

14 - NEWSPAPERS: NEWS (e) 17,276; sworn Sept. 29, 1987.
Local Contact for Advertising and Merchandising Data: Stephen M. Russell, Adv. Mgr., NEWS, 221 Spring St.; PO Box 867, Jeffersonville, IN 47130; Tel. (812) 283-6636.
National Representative: Landon Associates.

KENDALLVILLE

1 - LOCATION: Noble County, E&P Map C-2. Miscellaneous manufacturing and agricultural center. NE part of state, 150 mi. SE of Chicago; 150 NE of Indianapolis. On U.S. Hwy. 6; State Hwy. 3.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-8.
Airlines-United; Delta; Air Wisconsin; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 7,299; E&P 88 Est. 7,864
County 80 Cen. 35,517; E&P 88 Est. 38,255

4 - HOUSEHOLDS:
City 80 Cen. 2,727; E&P 88 Est. 2,687
County 80 Cen. 12,065; E&P 88 Est. 13,412

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$154,000,000
Savings & Loan	2	$154,000,000

6 - PASSENGER AUTOS: County 19,681

7 - ELECTRIC METERS: Residence 2,772

8 - GAS METERS: Residence 1,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 525 ($250); Water System 275 ($290); Metal Foundries 800 ($320); Furniture Spring 90 ($270); Machine Shops 280 ($240); Elect. Parts 650 ($180); Gen. Mfg. 550 ($300); Printing 170 ($300).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-65; Summer 52-95; Fall 28-62; Winter 0-28. First killing frost, Oct. 11; last killing frost, May 5.

11 - TAP WATER: Softened; fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Main St.; 2 on Mitchell; 2 on William.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Foodtown(5)	1	Val Discount
Publix(10)	1	Dollar General, Roger's, Coast-to-Coast
Kendallville	NA	Ames

Principal Shopping Days-Mon. through Sun.
Stores Close-Jewelry stores Wed. afternoon.
Stores Open Evenings-All stores Fri. night; shopping centers 6 nights; chain supermarkets 7 nights.
Stores Open Sunday-Chain supermarkets; Shopping Centers; JCPenney; Ames; Val Discount; Belmonts; Dollar General.

13 - RETAIL OUTLETS: **Department Stores**-Fisher's; JCPenney; Dollar General; Ames; Val Discount; Belmonts.
Chain Drug Stores-Hook's; Fischer's Rexall; Chronister's.
Chain Supermarkets-Roger's; IGA 3; Super Valu 2.
Other Chain Stores-Hallmark; Servi-Star; HWI; Sears (catalog); Coast-to-Coast; Goodyear; Carquest; NAPA; Fashion Crossroads (Mode O' Day); Wisman's Appliance & TV; Firestone; B.F. Goodrich.

14 - NEWSPAPERS: NEWS-SUN (e) 6,585; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Ron Ensley, Adv. Mgr., NEWS-SUN, 112 N. Main St.; PO Box 39, Kendallville, IN 46755; Tel. (219) 347-0400.
National Representative: None.

KOKOMO

1 - LOCATION: Howard County, (MSA). E&P Map B-3, County Seat. North central Indiana on Indiana Hwys. 31, 35, 22; 50 mi. N of Indianapolis; 150 mi. from Chicago and 157 mi. from Cincinnati. Automotive parts, steel and miscellaneous manufacturing center.

2 - TRANSPORTATION: **Railroads**-Amtrak (Cinn.-Chi. Div.); Norfolk & Western; Conrail.
Motor Freight Carriers-21.
Interstate Bus Lines-Trailways; Indiana Motor Bus.

3 - POPULATION:
Corp. City 80 Cen. 47,808; E&P 88 Est. 43,977
CZ-ABC: (80) 53,769

RTZ-ABC: (80) 76,480
County 80 Cen. 86,725; E&P 88 Est. 84,244
MSA 80 Cen. 103,516; E&P 88 Est. 100,186
City & RTZ-ABC: (80) 130,249

4 - HOUSEHOLDS:
City 80 Cen. 18,240; E&P 88 Est. 17,630
County 80 Cen. 31,050; E&P 88 Est. 30,835
MSA 80 Cen. 37,043; E&P 88 Est. 36,562
CZ-ABC: (80) 20,344
RTZ-ABC: (80) 25,362
City & RTZ-ABC: (80) 45,706

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$283,335,878
Savings & Loan	4	$276,651,214

6 - PASSENGER AUTOS: County 48,263

7 - ELECTRIC METERS: Residence 42,359

8 - GAS METERS: Residence 27,771

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Stone, Clay, Glass 250; Primary Metals 5,313; Fab. Metals 587; Mach. (ex. Elect.) 434, Electric Mach. 11,000; Trans. Equip. 3,800; Av. Wkly. Wage-Mfg. $385.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 60-95; Fall 35-70; Winter 10-40. First killing frost, Oct. 10; last killing frost, May 10.

11 - TAP WATER: Acid, hard, fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; 3 on Walnut St.; 3 on Sycamore; 3 on Buckeye.
Neighborhood Shopping Centers-2 blocks on Main & Markland; 1 block at North & Webster. Terrace Plaza-15 shops, bank & restaurant. T-way Plaza-11 units; Olds Plaza-15 units; Northwest Plz.-9 units. Proposed: Westgate Shopping Center, southwest edge of city; Essex Square, east edge of city; Northgate, northeast edge of city; Westbrook Plaza, southwest of city.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Colonial(18)	NA	Hook's Drugs
Forest Park(18)	NA	Ben Franklin
Kokomo Mall(22)	NA	JCPenney
Maplecrest(27)	NA	Ben Franklin, Hill's, Kroger
Markland Mall(48)	NA	SupeRx, Block's, Sears, Target
Markland Plz.(16)	NA	Kroger, Radio Shack
Regency Plz.(11)	NA	

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores Closed-Some on Wed.
Stores Open Evenings-Dept.-Fri.; Food Chains-every eve., Sun. to 6; Shopping Ctrs.-every eve.

13 - RETAIL OUTLETS: Department Stores-Carol Ann 2; Maher's; Golightly's; Sears; JCPenney; Target; Wm. H. Block Co.; Service Mdse.
Variety Stores-Ben Franklin 2; Schultz Bros.
Discount Stores-K mart 2; Hill's.
Chain Drug Stores-Hook's 6; Peoples 3; Rexall 2; Hutto 2; SupeRx 2.
Chain Supermarkets-Kroger 3; Marsh Food Liner 2; Standard (Nat'l); Mace's Pantry 8; Whitacres; County Market.
Other Chain Stores-Goodyear; Father & Son Shoes; Neumode Hosiery; House of Fabrics; Kay Campbell; Musicland; Goodman Jewelers; Three Sisters; Webster Clothes; A&G Millinery; Royce Shoes; Gallenkamp Shoes; Nobil Shoes; Major Mills; Singer Co.; Western Auto; Pittsburgh Plate Glass; Village Furniture; Wickes; Cashway Lumber; Fleenors Auto Supply; Coast-to-Coast Hdwe.; Ace Hdwe.; Greggs Inc.; 84 Lumber; Furrow; Carpetland U.S.A.; Sherwin-Williams; Fayva Shoes; Pic-Way; Fabrific; Radio Shack; Zale's Jewelers; Shane Jewelers; Fabric World; Playback; Fashion Barn.

14 - NEWSPAPERS: TRIBUNE (e) 27,123; (S) 28,192; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Richard Pickering, Adv. Dir., TRIBUNE, 300 N Union, Kokomo, IN 46901; Tel. (317) 459-3121.
National Representative: Thomson Newspapers.

LAFAYETTE-WEST LAFAYETTE

1 - LOCATION: Tippecanoe County (In Lafayette MSA). E&P Map B-3, County Seat. 125 mi. SE of Chicago, 62 mi. NW of Indianapolis. On Wabash River. Home of Purdue University. Agricultural, industrial, educational, cultural and medical center.

2 - TRANSPORTATION: Railroads-Amtrak; Norfolk & Western; Consolidated Rail Corp.; Seaboard Systems; Union Belt; CSX; Family Lines; L&N; N & S.
Motor Freight Carriers-31.
Intercity Bus Lines-Greyhound; Trailways; Greater Lafayette Public Trans. Corp.
Airlines-Continental Express.

3 - POPULATION:
Corp. Cities 80 Cen. 64,258; E&P 88 Est. 66,245
Lafayette 80 Cen. 43,011; E&P 88 Est. 44,695
West Lafayette 80 Cen. 21,247; E&P 88 Est. 21,550
CZ-ABC: (80) 64,258
RTZ-ABC: (80) 187,232
County/MSA 80 Cen. 121,756; E&P 88 Est. 127,785
City & RTZ-ABC: (80) 251,490
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 24,328; E&P 88 Est. 26,129
Lafayette 80 Cen. 17,069; E&P 88 Est. 18,653
West Lafayette 80 Cen. 7,259; E&P 88 Est. 7,476
County/MSA 80 Cen. 40,681; E&P 88 Est. 40,944
CZ-ABC: (80) 24,328
RTZ-ABC: (80) 62,869
City & RTZ-ABC: (80) 87,197

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$1,327,551,812
Commercial	6	(incl. above)

6 - PASSENGER AUTOS: County 60,600

7 - ELECTRIC METERS: Residence 36,945

8 - GAS METERS: Residence 28,488

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-State Gov't. 13,051; Mfg. 12,047; Ret. Trade 11,372; Services 10,460; Local Gov't. 3,305; Fin., Ins. & Real Estate 3,045; Mining Construction 2,372; Trans., Communication & Utilities 1,641; Whol. Trade 1,380; Agribusiness-Farming 906; Federal Gov't 535. Av. Wkly. Wage $360.
Principal Pay Days-1st & 15th; Wed. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-72; Summer 62-84; Fall 44-66; Winter 18-35. First killing frost, Oct. 9; last killing frost, May 10.

11 - TAP WATER: Alkaline, very hard, fluoridated.

12 - RETAILING: Principal Shopping Centers-11 blocks on Main; 4 blocks on Main at 16th and South; 2 blocks at 16th and Kossuth; 6 blocks on Earl from Union to Main; 4 blocks on Elmwood; 4 blocks on Teal; 3 blocks on U.S. 52 in West Lafayette; 5 blocks at State and Northwestern in West Lafayette.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Valley Plz.(7)	2	
Jefferson Sq.(12)	3	Jewel Foods, Danner's, People's Drug, M.A.B. Paints
K mart(5)	4	K mart, Pay Less Super Mkt., Service Mdse.
Lafayette Sq.(39)	3	Hills, Marsh Supermarket, Big Lots
D&R Ctr.(6)	5	D&R Market, Pizza King
Bell Plaza(7)	4	
Market Sq.(35)	3	L.S. Ayres, Jewel Foods, Osco, Fannie May, Casual Corner, Smith's Shoes, T.J. Maxx
Purdue Service Center(13)	3	Nichol Thriftway Market, Osco
Tippecanoe Mall(73)	5	JCPenney, Lazarus, Kohl's, Osco
The Vlg. at Sagamore Pkwy. (15)	7	Marsh Supermarket, K mart, So-Fro Fabrics, Osco, Jewel Foods
Target Plz.(23)	2	Target, Cloth World, Gussini Shoes, Book World, El-Bee Shoes
Sagamore Park Centre(29)	3	Computerland, Curtis Mathes, Hooks
Brown St. Levee(15)	1	Hodson's Bay, Smitty's Supermkt.
Zayre(7)	3	Zayre
Lafayette Plz. South(10)	4	Payless, Hook's
Eastway Plaza	6	Videoland, Home Works
K mart Plaza	3	K mart, Frank's, Nursery and Crafts, Toys Plus

Principal Shopping Days-Thur. through Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; L.S. Ayres; Lazarus.
Leading Variety Stores-Danner's.
Chain Drug Stores-Hook's 4; Arth 4; Marsh 2; Osco 4; Wells-Yeager-Best 2; Peoples.
Chain Supermarkets-Jewel 3; Marsh Foodliner 2; PayLess 4.
Discount Stores-Zayre; K mart 2; Target; Hills; Service Mdse.; Kohl's; Big Lots; T.J. Maxx.
Other Chain Stores-Clothing: Stuart's, Paul Harris, Brook's, Sycamore Shop, Hodson's Bay, Maurice's, Foxmoor, Casual Corner, The Gap, Richman Brothers, The Limited, Bottom Half, Just Pants, Mr. Penguin, Worth's, Ups & Downs, Lerner's; Shoes: Fayva, Butler, Connie, El-Bee, Endicott Johnson-Nobil, Florsheim 3, Kinney, Red Wing, Thom McAn, Gussini, Englin's; Fabrics: So-Fro, Jo Ann, Cloth World; Books: Book World, Waldenbooks; Home and Hardware: Ace 2, Furrows, Wicke's Lumber, True Value, Carpetland, Color Tile, Farm and Fleet, HWI Superstore; Jewelry: Zale's, Shane Co.; Auto-related: Unit Parts, Car X, Midas, Firestone, Fleenors, Guarantee Auto, Scheid Tires; Electronics: Computerland, Radio Shack 3, H.H. Gregg, Curtis Mathes, Good Vibes, Hi-Fi Buys, General Micro, Entre Computer Center, CWY, ProAudio; Food: Shoney's, Dog-N-Suds, Mr. Steak, Noble Roman's Pizza 2, RAX 2, Steak 'n' Shake, White Castle, Wendy's 3, Baskin-Robbins 2, Dairy Queen 4, McDonald's 8, Burger King 3, Pizza King 2, Pizza Hut 3, Arby's 3, Village Pantry 14, Taco Bell 3, Bob Evans, Kentucky Fried Chicken 4, Long John Silver's 2, Garcia's Pizza, Domino's Pizza 4, Hardee's 2, Chi-Chi's, Toogie's Cookies, TCBY Yogurt, Karmelkorn Shoppe, Fannie May, I Can't Believe It's Yogurt, Hooker's Hamburgers, Chi-Chi's, Pepe's 2; Home & Hardware: 84 Lumber, Carter Lumber, Home Works.

14 - NEWSPAPERS: JOURNAL & COURIER (m) 36,353; (S) 39,701; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Ted Taylor, Ret. Adv. Mgr., JOURNAL & COURIER, 217 N. Sixth St., Lafayette, IN 47901; Tel. (317) 423-5511.
National Representative: Gannett National Newspaper Sales.

LA PORTE

1 - LOCATION: La Porte County, E&P Map B-2, County Seat. Industrial, agricultural center, vacation resort. In northern part of Indiana. 3 mi. from I-80, I-90; 8 mi. from I-94. 55 mi. SE of Chicago; 23 mi. W. of South Bend, IN; On U.S. Hwy. 35; State Hwys. 2, 4, 39.

2 - TRANSPORTATION: Railroads-Conrail; branches of Norfolk & Southern.

3 - POPULATION:
Corp. City 80 Cen. 21,796; E&P 88 Est. 20,682
CZ-ABC: (80) 23,472
RTZ-ABC: (80) 99,450
County 80 Cen. 108,455; E&P 88 Est. 107,292
City & RTZ-ABC: (80) 122,922
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,578; E&P 88 Est. 8,200
County 80 Cen. 37,405; E&P 88 Est. 37,741
CZ-ABC: (80) 9,152
RTZ-ABC: (80) 33,164
City & RTZ-ABC: (80) 42,316

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$312,538,397
Savings	1	$87,848,000
Savings & Loan	2	$108,326,907

6 - PASSENGER AUTOS: County 57,090

7 - ELECTRIC METERS: Residence 8,468

8 - GAS METERS: Residence 7,677

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Sponge Rubber and Urethane Foam Prods. 500; Gray Iron and Semi-Steel Casting 270; Furniture 125; Food Slicing & Packaging Machines 300; Investment Castings 950; Home Appl. Service Parts 480; Industrial Ventilating 250; Automotive Radiator and Unit Heaters 156; Machine Shops 200; Corrugated Cartons 100; Bread & Chips 165; Ind. Containers 160; Caskets 60; Coil Coating 300; Wood Mouldings 85; Educational publ. distributing 100.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 50-95; Fall 25-75; Winter -5-50.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Lincoln Way plus side streets.
Neighborhood Shopping Center-One Stop Shop Center (8 units); Westside: 3 blocks on State Road.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Maple Lane Mall	2	K mart
Marquette Mall(60)	12	JCPenney, Sears
Dunes Plaza(35)	12	K mart

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; shopping centers, every night.

13 - RETAIL OUTLETS: Department Stores-Levine's; JCPenney.
Discount Stores-Wonderland; K mart; Dollar General.
Variety Stores-Danner's.
Chain Drug Stores-Hook's 3; Walgreens, Medicine Shoppe.
Chain Supermarkets-Kroger; Five Star; Al's 2; Aldi.
Other Chain Stores-M.A.B.; Radio Shack; Northwest Fabrics; Newman's; Pic Way Shoes; Quality Farm & Fleet; Nationwise Auto; Sycamore.

14 - NEWSPAPERS: HERALD-ARGUS (e) 13,472; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: T.P. Avery, Natl. Adv. Mgr., HERALD-ARGUS, 701 State St., La Porte, IN 46350; Tel. (219) 362-2161.
National Representative: Landon Associates.

LEBANON

1 - LOCATION: Boone County, E&P Map B-3, (In Indianapolis MSA); County Seat. 24 mi. NW of Indianapolis; 165 mi. SE of Chicago. At intersection of U.S. Hwys. 52, I-65 and State Hwys. 32 and 39. Light manufacturing center. Rich agriculture.

2 - TRANSPORTATION: Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,456; E&P 88 Est. 12,844
County 80 Cen. 36,661; E&P 88 Est. 41,139
MSA 80 Cen. 1,166,731; E&P 88 Est. 1,233,475

4 - HOUSEHOLDS:
City 80 Cen. 4,760; E&P 88 Est. 5,204
County 80 Cen. 13,493; E&P 88 Est. 14,404
MSA 80 Cen. 418,536; E&P 88 Est. 460,982

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$267,988,584
Savings & Loan	1	$62,893,421

6 - PASSENGER AUTOS: County 21,652

7 - ELECTRIC METERS: Residence 5,970

8 - GAS METERS: Residence 6,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Filters 213 ($240); Industrial Blowers 95 ($225); Business Forms 130 ($240); Plastics 295 ($160).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 70-98; Fall 40-76; Winter 15-62. First killing frost, Oct. 25; last killing frost, May 2.

11 - TAP WATER: Alkaline.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main, Lebanon, Washington & Meridian (around square); 2 blocks on Indianapolis Ave.; State Road 39 N. at city limits; 14 on W. South St. at city limits.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Lebanon Plz.(9)	2	K mart, Radio Shack, Sycamore Shop, Sargent Paint
Northfield(10)	2	Hook's, Family Dollar
Westgate Plz.(3)	2	Kentucky Fried Chicken, McDonalds

13 - RETAIL OUTLETS: Department Stores-JCPenney; K mart; Family Dollar; Big Lots; Big R; Wal-Mart.
Chain Supermarkets-Preston Safeway; IGA; Kroger.
Chain Drug Stores-Hook's.
Other Chain Stores-Ace Hdwe.; Brunt's (men's clothing); Adler's; Richard Bennett Furniture; Kroger's; Kern Bros.; Goodyear.

14 - NEWSPAPERS: REPORTER (e) 7,132; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: James R. Mossman, Gen. Mgr., REPORTER, 117 E. Washington St., Lebanon, IN 46052; Tel. (317) 482-4650.
National Representative: U.S. Suburban Press.

LINTON

1 - LOCATION: Greene County, E&P Map B-4. In western part of county; 43 mi. SE of Terre Haute; 90 mi. SW of Indianapolis.

2 - TRANSPORTATION: Railroads-Illinois Central;

Chicago, Milwaukee & St. Paul; branches of the CI&L ("Monon"); Conrail.
Motor Freight Carriers-2.
Intercity Bus Lines-Blue Bird & Wabash Valley.

3 - POPULATION:
Corp. City 80 Cen. 6,315; E&P 88 Est. 5,777
County 80 Cen. 30,426; E&P 88 Est. 31,009
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,585; E&P 88 Est. 2,475
County 80 Cen. 11,519; E&P 88 Est. 11,945

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$123,439,000

6 - PASSENGER AUTOS: County 15,255

7 - ELECTRIC METERS: Residence 2,730

8 - GAS METERS: Residence 2,445

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electrical 500; Textile 350; Mining 800; Machine Shops 120.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-85; Summer 70-102; Fall 20-85; Winter 5-55.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-3-D Shopping Center, 7 units open every night; Westside Shopping Area, 8 units.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Hooks; Sears; Rhodenbeck's; Danners 3-D; General Dollar; JJ's Dress Shop; Faye's Closet; Lad-n-Lassie.
Variety Stores-G.C. Murphy; Thrift Dollar.
Chain Supermarkets-IGA 3; Shurway; Red & White.
Other Chain Stores-The Wooden Spool; Wicker-n-Whims; The Sampler Shoppe; The Lantern Shop; Linton Sporting Goods; Shirt Rack; Pages Hallmark Shop; Shepards Love Book; Guarantee Auto.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 6,700; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Ron Dietz, Pub., CITIZEN, 79 S. Main St.; PO Box 618, Linton, IN 47441; Tel. (812) 847-4487.
National Representative: None.

LOGANSPORT

1 - LOCATION: Cass County, E&P Map B-2, County Seat. Shipping, agricultural, livestock, dairy, meat processing, industrial railroad, and trucking center; Wholesale center for north central part of state. 117 mi. to Chicago, 70 mi. S of South Bend and 72 mi. N of Indianapolis.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Western.
Motor Freight Carriers-7.
Intercity Passenger Bus-Indiana Motor Bus.
Airlines-Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 17,731; E&P 88 Est. 16,907
CZ-ABC: (80) 19,348
RTZ-ABC: (80) 54,898
County 80 Cen. 40,972; E&P 88 Est. 39,468
City & RTZ-ABC: (80) 74,246
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,036; E&P 88 Est. 6,927
County 80 Cen. 14,715; E&P 88 Est. 15,212
CZ-ABC: (80) 7,570
RTZ-ABC: (80) 19,042
City & RTZ-ABC: (80) 26,612

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$350,536,000
Savings & Loan	2	$139,294,600

6 - PASSENGER AUTOS: County 21,421

7 - ELECTRIC METERS: Residence 6,429

8 - GAS METERS: Residence 6,112

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Elect. Controls Mfg. 625 ($275); Meat Proc. 1,300 ($335); Air & Hydraulic Operated Machine Tools 30 ($238); Mech. Springs 260 ($350); Rubber Prods.-Automotive 215 ($275); Aluminum Dye Cast, Heat Treating & Machine Shop 220 ($250); Electric Storage Batteries 175 ($260); Cement Mfg. 95 ($350); Switches & Relays Automotive Elect. Components 750 ($250); Custom Stamping Press & Slide 480 ($265); Friction Prods. Mfg. 325 ($300); Conrail, Norfolk & Western R.R. 180 ($375).
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-95; Summer 47-104; Fall 11-84; Winter 18-25. First killing frost, Nov. 12; last killing frost, Apr. 25.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Areas-4 blocks on Broadway; 2 on Market St.; 1 on North St., 7 on intersecting sts.
Neighborhood Shopping Areas-1 block at 13th and Broadway; 2 on North 3rd St.; 1 at Wilkinson and West Market; 1 at Burlington Ave. and Colfax.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Logansport Mall(38)	3	Radio Shack, Woolworth, Sears, JCPenney
Eastgate(11)	2	Hook's, K mart, Aldi
Cass Plaza(10)	3	Danner's 3-D, IGA, People's

Principal Shopping Days-Dept. Stores-Mon., Fri.; Food-Thur., Fri., Sat.
Stores Open Evenings-Downtown Shopping Area Fri.; All shopping centers.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears.
Discount Stores-K mart; Danner's 3-D.
Variety Stores-Woolworth; Total Discount; Big R.
Chain Drug Stores-Hook's 3; People's.
Chain Supermarkets-Marsh 2; Corral; IGA.
Other Chain Stores-Payless Shoes; Aldi; Man Alive Men's Wear; Musicland; Radio Shack; Fox's Jewelry; JoAnn Fabrics; Waldenbooks; Clothes-Out Junction; Regis Beauty Salon; Hang-Up; Waterbed Room; Ms. Today; Fashion Crossroads; Sycamore Shop; First Impressions.

14 - NEWSPAPERS: PHAROS-TRIBUNE (e-mon to fri) 15,181; (S) 15,742; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Donald Pollitt, Bus. Mgr., PHAROS-TRIBUNE, 517 E. Broadway, Logansport, IN 46947; Tel. (219) 722-5000.
National Representative. Landon Associates.

MADISON

1 - LOCATION: Jefferson County, E&P Map C-4, County Seat. Residential center. On Ohio River; 44 mi. NE of Louisville; 90 mi. SW of Cincinnati; 105 mi. SE of Indianapolis. Free bridge over Ohio River connects Indiana Hwy. 7; U.S. Hwys. 421, 56, 62, 71; Kentucky Hwys. 36, 42.

2 - TRANSPORTATION: Charter Bus Lines-White Star.
Motor Freight Carriers-3.
Freight Steamship Lines-Barges (2).

3 - POPULATION:
Corp. City 80 Cen. 12,472; E&P 88 Est. 11,617
County 80 Cen. 30,484; E&P 88 Est. 30,796
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,638; E&P 88 Est. 4,427
County 80 Cen. 10,288; E&P 88 Est. 19,607

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$173,500,000
Savings & Loan	2	$390,000,000

6 - PASSENGER AUTOS: County 14,329

7 - ELECTRIC METERS: Residence City 4,774; County 10,000

8 - GAS METERS: Residence 3,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Work Clothes 50; Shoes 491; Metal Heating Equip. 108; Hydraulic Lifts 270; Electric Motors Fractional 465; Heavy Road Mach. 180; Auto Parts 760; Silicones 326; Electric Generation 384; Diesel Turbo 207; Leather Fabrication 120; Aluminum 367; Chem. 320; Government Proving Ground 468; Plastics 100; Auto Exhaust Systems 100; Auto Die Casting 80.

10 - CLIMATE: Av. Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Clifty Plz.	11	Firestone, Dollar General, Save-A-Lot
Madison Plaza(10)	3	McCrory's, Sycamore, People's Drugs
Jefferson Court(6)	3	Kroger, Heck's
Village Square(16)	3	Sears, Hooks, Long John Silvers

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Shopping Centers Mon. through Sat. until 9, Downtown Fri. until 8.

13 - RETAIL OUTLETS: Department Stores-Heck's; K mart.
Variety Stores-McCrory's; Dollar General.
Discount Stores-Big Lots; K mart; Heck's.
Chain Drug Stores-Hook's; Rite Aid; People's.
Chain Supermarkets-Kroger; Jay C Stores 2; Ranch; Save-A-Lot.
Other Chain Stores-Goodyear; Firestone; Paris Style; Sears (catalog); Big Blue; G/Auto; Payless Shoes; Furniture Liquidators; Sycamore; Ace Hardware; Mister Hardware; Wolohan Lumber; Adam's Shoes; Pfieffer Jewelry; Maurice's; American Rental.

14 - NEWSPAPERS: COURIER (e) 9,749; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Ron Wehner, COURIER, 310 Courier Sq., Madison, IN 47250; Tel. (812) 265-3641.
National Representative. Landon Associates.

MARION

1 - LOCATION: Grant County, E&P Map B-3, County Seat. Industrial and agricultural center. NE of Indianapolis, midway between Chicago, Columbus and Cincinnati (136 mi.), Detroit and St. Louis (250 mi.) and Indianapolis and Fort Wayne (65 mi.).

2 - TRANSPORTATION: Railroads-C&O; Norfolk & Western; Conrail; Chessie System; Norfolk & Southern; Amtrak.
Motor Freight Carriers-30.
Intercity Bus Lines-Greyhound; Indiana Motor Bus.

3 - POPULATION:
Corp. City 80 Cen. 35,874; E&P 88 Est. 33,479
CZ-ABC: (80) 61,828
RTZ-ABC: (80) 67,898
County 80 Cen. 80,656; E&P 88 Est. 78,591
City & RTZ-ABC: (80) 129,726
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,010; E&P 88 Est. 12,703
County 80 Cen. 27,943; E&P 88 Est. 27,319
CZ-ABC: (80) 21,895
RTZ-ABC: (80) 23,156
City & RTZ-ABC: (80) 45,051

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	$517,779,196
Savings & Loan	2	$230,618,318

6 - PASSENGER AUTOS: County 41,245

7 - ELECTRIC METERS: Residence 25,328

8 - GAS METERS: Residence 18,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-All Mfg. 11,745 (Av. Wkly. Wage-N.A.) Automotive 4,936; Radio & TV 2,300; Glass 600; Wire 650; Paper Prods. 645; Iron Foundry 130; Plastics 899; Misc. 1,615.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-61; Summer 58-86; Fall 17-72; Winter 6-65. First killing frost, Sept.; last killing frost, Apr.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-First through Seventh Sts.; Washington and Adams Sts.
Neighborhood Shopping Centers: K mart Center; Marion Plaza; Northgate; North Park Mall; Panorama; S. Marion Plaza; Gas City.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Every evening ex. Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Meis.
Discount Stores-K mart 2; Hill's.
Chain Drug Stores-Hook's 5; Peoples 3; Revco 2; Marsh 2.
Chain Supermarkets-Marsh 2; Owen's County Market; Mace's; Ed's Country Market; Hank's 2.
Other Chain Stores-Firestone; Goodyear; Guarantee Tire; Big Lots; Autoworks; Computerland; The Computer Store; Schiff Shoes 2; Nettlecreek Furn.; Musicland; Van's Sporting; Furniture City USA; Pic Way Shoes; Fleenor Auto Sales; Hart's Shoes; Mary Carter Paint; Coast-to-Coast; Rex Appliance.

14 - NEWSPAPERS: CHRONICLE-TRIBUNE (m) 21,069; (S) 25,528; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Richard E. Feuille, Adv. Dir., CHRONICLE-TRIBUNE, 610 S. Adams, Marion, IN 46953; Tel. (317) 664-5111.
National Representative: Gannett National Newspaper Sales.

MARTINSVILLE

1 - LOCATION: Morgan County, (In Indianapolis MSA). E&P Map B-4, County Seat. Situated 30 mi. SW of Indianapolis. State Hwys. 37, 39, 44, 67, 252.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail.
Intercity Bus Lines-Greyhound; Vincennes.

3 - POPULATION:
Corp. City 80 Cen. 11,311; E&P 88 Est. 12,775
MSA 80 Cen. 1,166,731; E&P 88 Est. 1,233,475
County 80 Cen. 52,119; E&P 88 Est. 57,570

4 - HOUSEHOLDS:
City 80 Cen. 4,082; E&P 88 Est. 4,742
County 80 Cen. 17,160; E&P 88 Est. 19,738
MSA 80 Cen. 418,536; E&P 88 Est. 460,982

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$29,939,801
Savings & Loan	1	$15,580,231

6 - PASSENGER AUTOS: County 29,843

7 - ELECTRIC METERS: Residence 3,299

8 - GAS METERS: Residence 2,989

9 - PRINCIPAL INDUSTRIES: Wood Prods.; Fisheries and Fish Hatcheries; Automotive Electronics and Sound Equip.; Plastic Injection Molds; Aircraft Components; Formed Packaging; Tool Design.

10 - CLIMATE: Min.-22 Jan.; Max.-88 July.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Shopping Centers-Martinsville Plz. on 37 Bypass; Morton Sq.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Schmalz's; K mart; 3-D.
Discount Stores-Dollar General; Danner's 3-D; K mart.
Chain Drug Stores-Hook's; Revco; Medicine Shoppe.
Chain Supermarkets-Kroger; Schwab's IGA; Marsh.

14 - NEWSPAPERS: REPORTER (e) 7,672; sworn Oct. 21, 1987.
Local Contact for Advertising and Merchandising Data: Wendell Holt, Adv. Dir., REPORTER, 60 S. Jefferson, Martinsville, IN 46151; Tel. (317) 342-3311.
National Representative: U.S. Suburban Press.

MICHIGAN CITY

1 - LOCATION: LaPorte County, E&P Map B-2. Agricultural and manufacturing center. 55 mi. from Chicago.

2 - TRANSPORTATION: Railroads-CI & LRR Co.; Amtrak; Monon (freight); Chesapeake and Ohio (Pere Marquette Dist); Chicago South Shore and South Bend; Conrail; Nickel Plate Road (freight); Norfolk & Western.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Michigan City Municipal Coach Lines.

3 - POPULATION:
Corp. City 80 Cen. 36,850; E&P 88 Est. 34,158
County 80 Cen. 108,455; E&P 88 Est. 107,292

4 - HOUSEHOLDS:
City 80 Cen. 12,697; E&P 88 Est. 12,109
County 80 Cen. 37,405; E&P 88 Est. 37,741

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	1	$329,171,118
Savings & Loan	4	$183,752,620

6 - PASSENGER AUTOS: County 57,090

7 - ELECTRIC METERS: Residence 26,753

8 - GAS METERS: Residence 22,583

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Instrumentation & Compressors 2,070; Heating & Furn. 795; Auto Access. 550; Curled Hair & Furn. 675; Garment 600; Plumbing Prods. 400; Drugs, Pharm. 100; Feb. Welding 150; Pkg., Boxes 190.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-60; Summer 60-84; Fall 40-64; Winter 16-38. First killing frost, Oct. 10; last killing frost, May 4.

11 - TAP WATER: Hard (133 ppm.)

12 - RETAILING: Principal Shopping Center-Lighthouse Place, Factory Outlet Mall (32 stores).
Neighborhood Shopping Centers-Franklin Square Professional Services, and variety of local retailers and restaurants; 3 on E. Michigan St.; 2 on W. 10th St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Park & Shop(7)	2	Hook's, Color Tile, King Richards
East Side(9)	1	Hook's, Ace Hdwe., K&M Foods
Marquette	3	Sears, JCPenney,

Mall(63)		Carson, Pirie & Scott
Dunes Plaza(35)	NA	K mart, Michaels Furn., JoAnn Fabrics
Karwick Plaza	2	Al's, Hook's
Evergreen Plz.(35)	3	Bernacchis, Hook's

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Sat.; Marquette Mall, Chain Food; Drugs and Discounts open Mon. through Sat. evenings, Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Carson, Pirie & Scott.
Variety Stores-Harvey's.
Discount Stores-Hwy. 212 Bargain Center; K mart; Big Lots; Aldi; Eagle; Valueland.
Chain Drug Stores-Hook's 4; Walgreens; Revco.
Chain Supermarkets-Al's Thrift-Market 4; Jewel Tea; Eagle.
Other Chain Stores-Singer Co.; Goodyear; Firestone; Rowley's; Baker Shoe; Ace Hardware; Kinney Shoe; Fox Jewelry; Lerner Shops; Fashion Bug; Fayva Shoes; So Fro Fabrics; Floor to Ceiling; Fannie May Candies; Foxmoor; Chess King; Motherhood Maternity; Paul Harris; Casual Corner; General Nutrition; Kay Bee Toys; Maurice's; Kabelin.

14 - NEWSPAPERS: NEWS-DISPATCH (e-mon to fri) 16,631; (m-sat) 18,594; sworn Aug. 31, 1988.
Local Contact for Advertising and Merchandising Data: Rob Reyher, Adv. Dir., NEWS-DISPATCH, 121 W. Michigan Blvd., Michigan City, IN 46360; Tel. (219) 874-7211.
National Representative: Landon Associates.

MISHAWAKA
See SOUTH BEND

MONTICELLO

1 - LOCATION: White County, E&P Map B-2. County Seat. 84 mi. NW of Indianapolis; 107 mi. SE of Chicago. On U.S. Hwys. 24 & 421; State Hwys. 39 & 119. 23 mi. NE of I-65.

2 - TRANSPORTATION: **Railroads**-L&N; Effner branch of Penna.
Intercity Bus Lines-Indiana Motor.

3 - POPULATION:
Corp. City 80 Cen. 5,162; E&P 88 Est. 5,208
County 80 Cen. 23,916; E&P 88 Est. 22,867

4 - HOUSEHOLDS:
City 80 Cen. 2,007; E&P 88 Est. 1,768
County 80 Con. 8,798; E&P 88 Est. 9,064

5 - BANKS	NUMBER	DEPOSITS
Community	2	$90,000,000
Savings & Loan	1	$40,000,000

6 - PASSENGER AUTOS: County 12,625.

7 - ELECTRIC METERS: Residence 2,996.

8 - GAS METERS: Residence 2,468.

9 - PRINCIPAL INDUSTRIES: Automotive Supplies; Textiles; Paper Prods.; Machinery; Welding; Cosmetics, Rotary [illegible]; Ball Bearings; Electrodes; Recreation & [illegible] (Indiana's largest summer resort-Lakes Shafer and Freeman).

10 - CLIMATE: Annual Av. Min. & Max. Temp.-42-57. Last killing frost, Mar. 15.

11 - TAP WATER: Hard; fluoridated.

12 - RETAILING: **Shopping Centers**-Downtown, 5 blocks on Main, 3 blocks on Broadway, Northgate (Kroger, Hook's).

13 - RETAIL OUTLETS: **Department Stores**-Miller's; M-B; Schultz; Family Store.
Variety Stores-Ben Franklin.
Chain Drug Stores-Don's Rexall; Hook's; Hively's.
Chain Supermarkets-Briney's; Sixbey's; Kroger Super Store.
Other Chain Stores-Men's: Muller & Muller, King's; Women's: The Clothes Chest, Clothesline, Goody's Sports Centers.

14 - NEWSPAPERS: HERALD-JOURNAL (e) 5,112; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Don L. Hurd, Adv. Dir., HERALD-JOURNAL, 114 S. Main St., Monticello, IN 47960; Tel. (219) 583-5121.
National Representative: Papert Companies.

MUNCIE

1 - LOCATION: Delaware County (MSA), E&P Map C-3, County Seat. Industrial and agricultural center. 55 mi. from Indianapolis; 210 mi. from Chicago.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western; C&O (freight); Conrail.
Motor Freight Carriers-44.
Intercity Bus Lines-ABC Coach; Trailways; Greyhound.
Airlines-Britt.

3 - POPULATION:
Corp. City 80 Cen. 77,216; E&P 88 Est. 69,872
CZ-ABC: (80) 80,012
Bal. in NDM-ABC: (80) 139,183
County/MSA 80 Cen. 128,247; E&P 88 Est. 122,692
Total NDM-ABC: (80) 219,195

4 - HOUSEHOLDS:
City 80 Cen. 27,465; E&P 88 Est. 25,631
County/MSA 80 Cen. 44,670; E&P 88 Est. 42,584
CZ-ABC: (80) 28,268
Bal. in NDM-ABC: (80) 48,748
Total NDM-ABC: (80) 77,016

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$759,298,272
Savings & Loan	2	$474,427,457

6 - PASSENGER AUTOS: County 63,289.

7 - ELECTRIC METERS: Residence 48,033.

8 - GAS METERS: Residence 15,022.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Automotive; Batteries Transmissions, etc. 3,976 ($580); Glass Prods. 845 ($574); Electrical 800 (N.A.); Precision Forgings 220 ($673).

10 - CLIMATE: Min. & Max. Temp.-Spring 55-72; Summer 70-100; Fall 56-78; Winter 0-48. First killing frost, Oct. 5; last killing frost, May 1.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-14 blocks on Walnut St.; 7 blocks on Main St.; 5 blocks on Mulberry St.; Muncie Mall, N. Broadway and McGalliard.
Neighborhood Shopping Centers-Madison St., 28 blocks along S. Madison St.; Suburban Centre, 2500 block on Wheeling Ave.; 600 Court, 600 on Tillotson Ave., Bethel & Chadam Lane.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Muncie Mall(60)	3	Sears, L.S. Ayres, JCPenney, Ball Stores
Village(15)	2	
Northwest Plz (23)	2	Marsh, People's, Hills
Southway Plz (21)	3	Marsh, Hook's
Northgate C[illegible] (10)	3	H&H Rexall
S. Walnut St.	2	K mart, Eavey's
Tillotson	2	Marsh, Ross
Meadows(12)	1	Zayre, Ross
Broadway	3	K mart
Country Vlg.(10)	5	Leath's
Westside(17)	3	
Bethel & Chadam Lane(2)	4	Target, Marsh

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Dept.-Fri., Food-Nightly; Downtown-Fri.
Stores Open Sundays-Food, Drug, Shpg. Ctrs.

13 - RETAIL OUTLETS: **Department Stores**-Ball Stores; JCPenney; Sears; Hoyt Wright Co.; L.S. Ayres.
Variety Stores-McCrory; Scotts.
Chain Drug Stores-Osco 2; Owl; Haney; Spartan West; Marsh 4; People's 5; Deep Discount; Rite Aid.
Discount Stores-Hills; Zayre; K mart 2; Target; Off Price World.
Chain Supermarkets-A.L. Ross 3; Wise 2; Eavey; Marsh 11.
Other Chain Stores-Kinney Shoes; Zale's Jewelers; Paul Harris; So Fro Fabrics; Berman's Leather Shop; Musicland; Brooks; Goodyear Tire & Rubber; MCL; Big Lots; Athlete's Foot; Reader's World; Bottom Half; Things Remembered; Guarantee Auto; Payless Shoes; Shoe Works; Rex Appliances; H.H. Gregg Appliance.

14 - NEWSPAPERS: STAR (m) 29,964; PRESS (e) 15,422; STAR (S) 35,425; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Michael F. Grimes, Adv. Dir., STAR and PRESS, PO Box 2408, Muncie, IN 47302; Tel. (317) 747-5700.
National Representative: Branham/Newspaper Sales.

NEW ALBANY

1 - LOCATION: Floyd County, E&P Map C-5 (In Louisville, KY-IN MSA). Indust. ctr. On N bank of Ohio River; 112 mi. S of Indianapolis; 7 mi. NW of Louisville, KY. On U.S. Hwys. 31W, 150, 460M, I-64, I-265; State Hwys. 62, 64, 111, 231.

2 - TRANSPORTATION: **Railroads**-B&O; L&N; K&IT; Southern; Illinois Central; C&O; Conrail.
Motor Freight Carriers-6.
Intercity Bus Lines-Home Transit; Greyhound; Salem Coach.
Airlines-American; Eastern; Piedmont; Ozark, TWA and Delta at Standiford Field, Louisville, KY.

3 - POPULATION:
Corp. City 80 Cen. 37,103; E&P 88 Est. 38,671
MSA 80 Cen. 955,242; E&P 88 Est. 969,596
County 80 Cen. 61,369; E&P 88 Est. 63,774

4 - HOUSEHOLDS:
City 80 Cen. 14,042; E&P 88 Est. 15,173
County 80 Cen. 21,459; E&P 88 Est. 22,954
MSA 80 Cen. 340,989; E&P 88 Est. 361,610

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$155,000,000
Savings & Loan	2	$138,225,000

6 - PASSENGER AUTOS: County 35,357.

7 - ELECTRIC METERS: Residence 14,850.

8 - GAS METERS: Residence 10,044.

9 - PRINCIPAL INDUSTRIES: Industry-Agric. Lumbering; Shipping; Plywood; Veneer; Furn.; Clothing; Fertilizer; Mach.; Baskets; Stoves; Refrigerated Dough Prods.; 58 establishments, 3,700 employees. $30,184,000 wages annually.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-65; Summer 69-88; Fall 50-69; Winter 28-46.

11 - TAP WATER: Aklaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colonial Manor(7)	NA	Kroger
New Albany Plaza(18)	NA	Winn-Dixie, Kroger, Target
Twin Daisy(8)	NA	Furn. Liquidators
University Mall	NA	
Highlander Point	NA	Otto Drugs, Jay-C Groc.

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Fri; Shpg. ctr. every evening & Sun.

13 - RETAIL OUTLETS: **Department Stores**-Fair; JCPenney; Montgomery Ward.
Discount Stores-Shop & Save; C.P. Sales; Target; K mart; Value City.
Chain Drug Stores-T P Taylor; Walgreens; Mill Discount; Medicine Shoppe; Otto Drugs.
Chain Supermarkets-Krogers 3; Winn-Dixie 3; Gateway; Convenient 4; Save-A-Step; Key Market 3; Jay-C Grocery.
Other Chain Stores-Ace Hdwe.; Furniture Liquidators; Cloth World; Goodyear; Firestone; Evans Furn.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 10,850; LEDGER-TRIBUNE (S) 11,475; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Tony Arnold, Adv. Mgr., TRIBUNE, 303 W. 2nd St., New Albany, IN 47150; Tel. (812) 944-6481.
National Representative: Thomson Newspapers.

NEW CASTLE

1 - LOCATION: Henry County, E&P Map C-3, County Seat. 50 mi. E of Indianapolis; On I-70; State Hwys. 3, 38, 103, 234.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western; Conrail.
Motor Freight Carriers-9.
Intercity Bus Lines-ABC.

3 - POPULATION:
Corp. City 80 Cen. 20,056; E&P 88 Est. 17,167
County 80 Cen. 53,191; E&P 88 Est. 48,775

4 - HOUSEHOLDS:
City 80 Cen. 7,251; E&P 88 Est. 6,729
County 80 Cen. 18,796; E&P 88 Est. 19,539

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$160,000,000
Savings & Loan	2	$239,000,000

6 - PASSENGER AUTOS: County 28,117.

7 - ELECTRIC METERS: Residence 7,639.

8 - GAS METERS: Residence 7,100.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage) Steel Prods. 2,000 ($400); Folding Doors 500 ($300); Brake Linings 300 ($300) (1981).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-62; Summer 59-83; Fall 42-64; Winter 20-37. First killing frost, Oct. 8; last killing frost, May 5.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Broad St.; 2 on Main St.; 2 on 14th St., and about 4 other blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hill's Plaza	NA	Hill's Dept. Store
New Castle(10)	NA	Ames, Big & Small Lots, Hook's
Payne Vlg.(5)	NA	Ben Franklin, Hook's, Marsh
Trojan Plaza	NA	Kroger, Sav-On

Principal Shopping Days-Fri., Mon.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Hill's.
Variety Stores-Ben Franklin.
Discount Stores-Val Discount; Dollar Stores; K mart; Ames.
Chain Drug Stores-Hook 3.
Chain Supermarkets-Marsh Foodliner; Kroger Sav-On.
Other Chain Stores-Clothes Out Junction; Goodyear; MAB Paint; Sherwin-Williams; Radio Shack; Auto Works.

14 - NEWSPAPERS: COURIER-TIMES (e) 13,378; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Wes Rowe, Pub., COURIER-TIMES, PO Box 369, New Castle, IN 47362; Tel. (317) 529-1111.
National Representative: Nixon Newspapers.

NOBLESVILLE

1 - LOCATION: Hamilton County, (In Indianapolis MSA). E&P Map B-3. County Seat. Agricultural Center 22 mi. N of Indianapolis. On State Hwys. 32, 37, 38.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western.
Motor Freight Carriers-3.
Intercity Bus Lines-ABC.

3 - POPULATION:
Corp. City 80 Cen. 12,056; E&P 88 Est. 14,606
MSA 80 Cen. 1,166,731; E&P 88 Est. 1,233,475
County 80 Cen. 83,005; E&P 88 Est. 102,650

4 - HOUSEHOLDS:
City 80 Cen. 4,340; E&P 88 Est. 5,419
County 80 Cen. 27,314; E&P 88 Est. 34,638
MSA 80 Cen. 418,536; E&P 88 Est. 460,982

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$476,000,000
Savings & Loan	1	$200,000,000

6 - PASSENGER AUTOS: County 62,328.

7 - ELECTRIC METERS: Residence 5,728.

8 - GAS METERS: Residence 5,228.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber Prods. 930 ($350); Plastics 100 ($260); Castings 160 ($350).
Principal Industrial Pay Days-Mon., Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 60-100; Fall 40-75; Winter -10-50. First killing frost, Oct. 16; last killing frost, May 1.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: **Principal Shopping Center**-Noblesville Square; Wal-Mart Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Plaza	NA	Kenley's, Peoples Drug, Hook's Drug
Castleton	12	Lazarus, JCPenney, Sears
Wal-Mart Plz.	NA	Wal-Mart, Nu-Vision, Auto Works
Western Plaza(11)	NA	O'Malia Mkt., Sherwin Williams, Reasner Drugs
Noblesville Sq.	NA	Marsh Super Mkt., Peoples Drug, 3-D, Mitee Handy

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; Food-every evening and Sunday.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety Stores-3-D.
Chain Drug Stores-Corner; Hooks; Reasner; Peoples.
Chain Supermarkets-O'Malia's; Marsh; Stop & Shop.
Other Chain Stores-Firestone; Goodyear; True Value; Smith's Jewelry; Guarantee Auto; Mister Clark's Appliances; Roselyn Bakery; Lindner's; Sherwin-Williams; Quality Farm; Wickes Lumber; Carter Lumber.

14 - NEWSPAPERS: LEDGER (e) 9,019; Dec. 31,

1987 CAC.
Local Contact for Advertising and Merchandising Data: Laurel Ranker, Adv. Mgr., LEDGER, 957 Logan St.; PO Box 378, Noblesville, IN 46060; Tel. (317) 773-1210.
National Representative: None.

PERU

1 - LOCATION: Miami County. E&P Map B-2. County Seat. Railroad, agricultural and industrial center. 74 mi. N of Indianapolis, 70 mi. S of South Bend, 146 mi. from Chicago. In ctr. of north half of Indiana on U.S. Hwy. 24 (E to Fort Wayne, W to Illinois), U.S. 31 (N to South Bend, S to Indianapolis). On State Hwy. 19.

2 - TRANSPORTATION: **Railroads**-Norfolk Southern Railway.
Motor Freight Carriers-3.
Intercity Bus Lines-Indiana Motor, United Limo.

3 - POPULATION:
Corp. City 80 Cen. 13,764; E&P 88 Est. 11,986
County 80 Cen. 39,677; E&P 88 Est. 36,179

4 - HOUSEHOLDS:
City 80 Cen. 5,258; E&P 88 Est. 4,780
County 80 Cen. 13,685; E&P 88 Est. 12,569

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$173,431,044
Savings & Loan	3	$93,031,336

6 - PASSENGER AUTOS: County 20,207.

7 - ELECTRIC METERS: Residence 8,346.

8 - GAS METERS: Residence County 8,250.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Furn. Mfg. 450 ($160); Metals 175 ($200); Heating Equip. 149 ($180); Plastics 296 ($160); Fabricated Metal Prods. 225 ($200); Paper Prods. 175 ($140); Elect. Mach. & Equip. 804 ($240).

10 - CLIMATE: Min. & Max. Temp.-Spring 32-75; Summer 50-90; Fall 45-75; Winter 10-45. First killing frost, Oct. 25; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, very hard, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-9 blocks on Broadway; 2 on Wabash; 2 on Miami; 2 on Second; 2 on Third; 2 on Main, 2 on Fifth, 1 on Sixth.
Neighboring Shopping Centers-Main & Grant, Main & Benton.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Broadway(17)	NA	JCPenney, Hook's, Ben Franklin, Dollar General, Radio Shack
Peru(3)	NA	Five Star, Walgreens, Big R
Sherwood Sq.(5)	NA	Hook's, K mart, Kroger
Eastwood Sq.(4)	NA	Scott's Food Center

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Discount Stores-K mart; Dollar General; Ames.
Variety Stores-Ben Franklin; Big R.
Chain Drug Stores-Hook's 2; Walgreens.
Chain Supermarkets-Kroger; Maces; Five Star; Aldi's.
Other Chain Stores-Goodrich; Payless Shoes; Sycamore Shops; Radio Shack; Goodyear.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 8,592; (m-sat) 8,992; sworn Mar. 31, 1988.
Local Contact for Advertising and Merchandising Data: Steve Leininger, Natl. Adv. Mgr., TRIBUNE, 26 W. Third St., Peru, IN 46970; Tel. (317) 473-6641.
National Representative: Nixon Newspapers.

PLYMOUTH

1 - LOCATION: Marshall County. E&P Map B-2. County Seat. Central northern Indiana at junction of U.S. Hwys. 30, 31; 90 mi. to Chicago; 65 mi. to Ft. Wayne; 24 mi. to South Bend; 116 mi. to Indianapolis. Diversified agricultural community with misc. small mfg.

2 - TRANSPORTATION: **Railroads**-(freight only)-Conrail; Norfolk & Western (br.).
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound; Indiana Motor Bus.

3 - POPULATION:
Corp. City 80 Cen. 7,693; E&P 88 Est. 8,430
County 80 Cen. 39,183; E&P 88 Est. 42,754
Demographic Information available from Chamber of Commerce.

4 - HOUSEHOLDS:
City 80 Cen. 2,940; E&P 88 Est. 3,140
County 80 Cen. 13,640; E&P 88 Est. 15,041

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$206,800,395
Savings & Loan	2	$11,581,219

6 - PASSENGER AUTOS: County 21,480.

7 - ELECTRIC METERS: Residence 3,570.

8 - GAS METERS: Residence 2,874.

9 - PRINCIPAL INDUSTRIES: Industry-Radiators; Dairy Products; Foundry; Door Mfg.; Pre-Fab Homes; Wax Paper; TV Towers; Boat Stabilizers; Tool Mfg.; Elect. Wiring; Elect. Converters; Canning; Plastics; Corrugated Boxes; Soft Drink Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-68; Summer 65-90; Fall 29-53; Winter 15-40. First killing frost, Oct. 8; last killing frost, May 6.

11 - TAP WATER: Neutral, very hard, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 1/2 blocks on Michigan, 3 on LaPorte, 1 on Water, 2 on Garro, 2 on Washington.
Shopping Areas-North on Business 31, 5 stores. East on Jefferson & Kingston, 25 stores.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Plymouth Plz (2)		G.L. Perry
Plymouth Ctr (7)	1	Ames, Kroger

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Bosworth's; Treats; Ames; Treat's for Her; Fashion Crossroads; Jo-Lyn; Jennifer's Labels for Less; Clothes Closet; G.L. Perry.
Variety Stores-Harvey's; G.L. Perry.
Chain Drug Stores-Peoples; Revco; Hook's.
Chain Supermarkets-Super Value; Kroger; Family Fare.
Other Chain Stores-Firestone; Sherwin-Williams; Goodyear; Arvensen's Hdwe.; Carl Sheets Elect.; Kline's Appliance; Radio Shack; Young's Appliances; Coast-to-Coast; Eckerd; Sears (catalog).

14 - NEWSPAPERS: PILOT-NEWS (e) 8,767; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Pamala Harrell, Natl. Adv. Mgr., PILOT-NEWS, 217-223 N. Center St.; PO Box 220, Plymouth, IN 46563; Tel. (219) 936-3101.
National Representative: Landon Associates.

PORTLAND

1 - LOCATION: Jay County. E&P Map C-3. County Seat. Residential & industrial center. 42 mi. N of Richmond; 50 mi. S of Fort Wayne; On U.S. Hwy. 27; State Hwys. 26 & 67.

2 - TRANSPORTATION: **Railroads**-Served by Lake Erie & Western branch of Norfolk & Southern.
Motor Freight Carriers-6.
Airlines-Charter Service at Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 7,074; E&P 88 Est. 5,909
County 80 Cen. 23,121; E&P 88 Est. 20,551

4 - HOUSEHOLDS:
City 80 Cen. 2,767; E&P 88 Est. 2,363
County 80 Cen. 8,359; E&P 88 Est. 8,487

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	1	$14,817,000
Commercial	3	$133,782,000

6 - PASSENGER AUTOS: County 12,094.

7 - ELECTRIC METERS: Residence 4,187.

8 - GAS METERS: Residence 2,500.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Drop Forgings 465; Work Garments 500; Wire Assembly 400; Soybean Proc. 125; Brooms 100; Food 125; Feed Milling 100; Paint Auto Parts 100; Av. Wkly. Wage (Mfg.)-$206.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-67; Summer 63-82; Fall 40-55; Winter 24-39.

11 - TAP WATER: Alkaline, very hard; city has water softening plant.

12 - RETAILING: **Principal Shopping Days**-Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Variety Stores**-G.C. Murphy.
Discount Stores-3-D; Family Dollar.
Chain Drug Stores-Hook's; Peoples.
Chain Supermarkets-Marsh; Ludwig; Gene's.
Other Chain Stores-Western Auto Associate; Sears (catalog); Holthouse Furn.; Goodyear; Rodefeld's Auto; True Value Hardware; Carquest.

14 - NEWSPAPERS: COMMERCIAL-REVIEW (e) 6,117; sworn Oct. 1, 1987.

Local Contact for Advertising and Merchandising Data: Jerry Lewis, Ret. Adv. Mgr., COMMERCIAL-REVIEW, 309 W. Main St., Portland, IN 47371; Tel. (219) 726-8141.
National Representative: None.

PRINCETON

1 - LOCATION: Gibson County. E&P Map A-5. County Seat. 28 mi. N of Evansville; 116 mi. W of Louisville, KY; 156 mi. SW of Indianapolis; 160 mi. E of St. Louis. On U.S. Hwy. 41; State Hwy. 64.

2 - TRANSPORTATION: **Railroads**-L&N and Southern.
Motor Freight Carriers-8.
Intercity Bus Lines-Central Greyhound; Southeastern Trailways; Suburban Lines; Wabash Valley.
Airlines-Eastern; USAir; Piedmont; Britt (Evansville airport).

3 - POPULATION:
Corp. City 80 Cen. 8,976; E&P 88 Est. 9,824
County 80 Cen. 33,175; E&P 88 Est. 34,791

4 - HOUSEHOLDS:
City 80 Cen. 3,597; E&P 88 Est. 4,122
County 80 Cen. 12,800; E&P 88 Est. 13,068

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	$176,564,692
Savings & Loan	6	$32,877,271

6 - PASSENGER AUTOS: County 17,414.

7 - ELECTRIC METERS: Residence 4,157.

8 - GAS METERS: Residence 3,473.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Electronics 834; Electric Clocks 404; Tools & Die 147; Rubber Prods. 145; Oil Refinery N.A.; Fundraising Items 186.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 80-95; Fall 60-80; Winter 20-60.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Shopping Center**-3-D Plaza (13 stores).
Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Discounts, Grocery & Drug Mon.-Sat.; Downtown Mon.-Fri.

13 - RETAIL OUTLETS: **Department Stores**-K mart; Dollar General; Schultz's; Tulip Tree; Frank's; Eve's; The Clothes Horse.
Variety Stores-B&B; 3-D.
Chain Drug Stores-Rexall 3, Hooks.
Chain Supermarkets-Key Mkt.; Buehlers; IGA; Super Valu.
Other Chain Stores-Goodyear; Sherwin-Williams; Firestone.

14 - NEWSPAPERS: CLARION (m-mon to fri) 6,500; sworn Mar. 31, 1988.
Local Contact for Advertising and Merchandising Data: Mark Van Patten, Pub., CLARION, Broadway & N. Gibson Sts.; Box 321, Princeton, IN 47670; Tel. (812) 385-2525.
National Representative: None.

RENSSELAER

1 - LOCATION: Jasper County. E&P Map B-2. County Seat. In Northwestern Indiana, 72 mi. SE of Chicago. On U.S. Hwy. 231 and Indiana 114; 3 mi. E of I-65.

2 - TRANSPORTATION: **Railroads**-L&N; Amtrak.
Bus Lines-Greyhound; Yellow Freight.

3 - POPULATION:
Corp. City 80 Cen. 4,944; E&P 88 Est. 4,529
County 80 Cen. 26,308; E&P 88 Est. 27,968

4 - HOUSEHOLDS:
City 80 Cen. 1,893; E&P 88 Est. 1,802
County 80 Cen. 8,288; E&P 88 Est. 8,824

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$122,420,634
Savings & Loan	1	$315,000,000

6 - PASSENGER AUTOS: County 12,727.

7 - ELECTRIC METERS: Residence 2,061.

8 - GAS METERS: Residence 1,827.

9 - PRINCIPAL INDUSTRIES: Crushed Stone; Grain Elevators; Cement; Spring & Coil Mfg.; Trailers for Road Equip.; Plastic Table Tops; Casework; Bakery; Plastic Pipe; Battery Chargers.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, softened to 4 grains of hardness.

12 - RETAILING: **Principal Shopping Days**-Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Harvey's.
Variety Stores-Schultz Bros.
Chain Drug Stores-Hook's; Walgreens; Fagan.
Chain Supermarkets-Wilco; Wallmann's.

14 - NEWSPAPERS: REPUBLICAN (e) 3,110; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Scott R. Skinner, Pub., REPUBLICAN, 117 N. Van Rensselaer St., Rensselaer, IN 47978; Tel. (219) 866-5111.
National Representative: None.

RICHMOND

1 - LOCATION: Wayne County. E&P Map C-3. County Seat. Mfg. center; Agricultural area. 3 mi. W of Ohio state line; 250 mi. SE of Chicago; 69 mi. E of Indianapolis; 40 mi. W of Dayton; 63 mi. NW of Cincinnati; on U.S. Hwys. I-70, 40, 27 & 35; State Hwys. 21, 38, 121, 227, & 627.

2 - TRANSPORTATION: **Railroads**-Conrail; Chesapeake & Ohio; Norfolk & Southern; Amtrak.
Motor Freight Carriers-29, with 9 terminals.
Intercity Bus Lines-ABC Coach; Continental Trailways; Greyhound.
Airlines-TWA; United; Delta; USAir; Piedmont; Wright; American; Eastern; ComAir; Republic; Simmons; Pan American; Midstate; Ozark; Britt; Midway; Florida Express; Trans Midwest; Tennessee (Dayton, Ohio Airport; Indianapolis International Airport; Greater Cincinnati Airport). (Local: Richmond Municipal Airport.)

3 - POPULATION:
Corp. City 80 Cen. 41,349; E&P 88 Est. 37,286
CZ-ABC: (80) 49,520
RTZ-ABC: (80) 121,890
County 80 Cen. 75,859; E&P 88 Est. 73,908
City & RTZ-ABC: (80) 171,410
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,682; E&P 88 Est. 14,774
County 80 Cen. 27,430; E&P 88 Est. 27,099
CZ-ABC: (80) 18,403
RTZ-ABC: (80) 42,500
City & RTZ-ABC: (80) 60,903

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$414,366,164
Savings & Loan	3	$174,371,880

6 - PASSENGER AUTOS: County 39,046.

7 - ELECTRIC METERS: Residence 17,485.

8 - GAS METERS: Residence 12,067.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. ex. Elect. 2,992 ($272); Trans. Equip. 1,301 ($256); Elect. Mach. 687 ($168); Fab. Metal Parts 951 ($287).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-92; Summer 48-98; Fall 33-94; Winter 0-72.

11 - TAP WATER: Fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 block promenade on Main St.
Neighborhood Shopping Centers-16th & E Main; NW 5th & Main; 3400 E Main; U.S. 40 E Garwood Rd.; SW 18th and National Rd. W; Salisbury Rd. & U.S. 40 W; 2400 National Rd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
West Side(6)	2	Noland's, Berman Drugs
East End	1	Peoples Drugs
Ravinia-Plaza	2	Famous Footwear
Gateway(25)	3	Sears, Big Lots, Target
Richmond Sq.(36)	3	JCPenney
Kings Plaza(8)	4	Nationwise, JoAnns, Revco, County Mkt.
Kroger Plaza	3	Kroger Sav-On, Fashion Bug

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Downtown-Mon., Fri.; Sprmkts. nightly; Shopping Centers nightly except Sun.

13 - RETAIL OUTLETS: **Department Stores**-Knollenberg's; JCPenney; Sears; Elder-Beerman.
Discount Stores-Target; K mart 2.
Variety Stores-Woolworth; L.M. Veach.
Chain Drug Stores-Hook's 4; Peoples; Thrift; Phillips; Revco.

Chain Supermarkets-Thornburgs Super Value; Kroger Sav-On; Village Pantry (Marsh) 3; Cox's IGA 4; Lawson Milk; County Market; Mace Food Stores.
Other Chain Stores-Thom McAn; Gallenkamp Shoe; Goodrich; Mab Paints; Sherwin-Williams; Pay-Less Shoes; Hanover Shoes; Radio Shack; Zale's Jewelers; Stuart's; Spencer Gifts; JoAnn Fabrics; Roger Jewelers; Brooks Fashions; TSC; 84 Lumber; Big Blue.

14 - NEWSPAPERS: PALLADIUM-ITEM (e) 20,580; (S) 25,463; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Stan Howard, Adv. Dir., PALLADIUM-ITEM, 1175 North A St., Richmond, IN 47374; Tel. (317) 962-1575.
National Representative: Gannett National Newspaper Sales.

ROCHESTER

1 - LOCATION: Fulton County. E&P Map B-2. County Seat. Lake resort town. Small manufacturing plants. Rich agricultural center. 120 mi. from Chicago; 95 mi. from Indianapolis.

2 - TRANSPORTATION: **Railroads**-Norfolk and Southern (freight).
Intercity Bus Lines-Indiana Motor.

3 - POPULATION:
Corp. City 80 Cen. 5,050; E&P 88 Est. 5,116
County 80 Cen. 19,337; E&P 88 Est. 19,039
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,075; E&P 88 Est. 1,978
County 80 Cen. 7,203; E&P 88 Est. 7,187

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$112,362,288
Savings & Loan	1	$64,474,115

6 - PASSENGER AUTOS: County 10,200.

7 - ELECTRIC METERS: Residence 3,364.

8 - GAS METERS: Residence 1,789.

9 - PRINCIPAL INDUSTRIES: Food, Metal Prods., Dairy Prods.; Men's Clothing; Bus. Forms; Auto Parts.
Principal Industrial Pay Days-Tues., Fri.

10 - CLIMATE: First killing frost, Oct. 9; last killing frost, May 1.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Main St.; 9 on 9th St.; 1 on 8th St.; Rochester Plaza Shpg. Ctr. (south edge).
Stores Close-Some Thur.; Sundays.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Spurgeon's; Dollar General.
Discount Stores-3-D.
Variety Stores-Schultz.
Chain Drug Stores-Hook's 2; Walgreens.
Chain Supermarkets-Kroger; IGA; Wilt's.
Other Chain Stores-Coast-to-Coast; Firestone.

14 - NEWSPAPERS: SENTINEL (e) 4,680; sworn Sept. 29, 1987.
Local Contact for Advertising and Merchandising Data: Arthur L. Hoffman, Adv. Mgr., SENTINEL, 118 E. 8th St., Rochester, IN 46975; Tel. (219) 223-2111.
National Representative: None.

RUSHVILLE

1 - LOCATION: Rush County. E&P Map C-4. County Seat. Manufacturing center. 40 mi. from Indianapolis; 72 mi. from Cincinnati; on U.S. Hwy. 52; State Hwys. 3, 44.

2 - TRANSPORTATION: **Railroads**-B&O; Norfolk & Western; (all freight lines).
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,113; E&P 88 Est. 5,010
CZ-ABC: (80) 6,113
RTZ-ABC: (80) 13,491
County 80 Cen. 19,476; E&P 88 Est. 18,737
City & RTZ-ABC: (80) 19,604

4 - HOUSEHOLDS:
City 80 Cen. 2,232; E&P 88 Est. 1,886
County 80 Cen. 6,641; E&P 88 Est. 6,848
CZ-ABC: (80) 2,232
RTZ-ABC: (80) 4,409
City & RTZ-ABC: (80) 6,641

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$75,000,000
Savings & Loan	1	$26,000,000

6 - PASSENGER AUTOS: County 9,274.

7 - ELECTRIC METERS: Residence 6,464.

8 - GAS METERS: Residence 2,450.

9 - PRINCIPAL INDUSTRIES: Furniture; Air Conditioning; School Supplies; Compressors; Machine Shops.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 60-100; Fall 50-80; Winter 10-50.

11 - TAP WATER: Neutral (pH 6.5), 10 grains hard, fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on two streets.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Northwood(5)	NA	Marsh Foods, Hook's, Dollar General
Rushville(5)	NA	Kroger, Revco

Principal Shopping Days-Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Dept. Stores-Fri.; Food-Daily & Sunday.

13 - RETAIL OUTLETS: **Department Stores**-Minear's.
Variety Stores-Dollar General; Big Lots.
Chain Drug Stores-Hook's; Re[illegible]shville Phcy.
Chain Supermarkets-Kroger; [illegible]

14 - NEWSPAPERS: REPUBLICAN (e-mon to fri) 3,917; Sept. 30, 1987 ABC (latest available statement).
Local Contact for Advertising and Merchandising Data: James W. Turpin, Pub., REPUBLICAN, 219 N. Perkins St., PO Box 189, Rushville, IN 46173; Tel. (317) 932-2222.
National Representative: None.

SEYMOUR

1 - LOCATION: Jackson County. E&P Map C-4. Situated 60 mi. S of Indianapolis; 50 mi. N of Louisville; 80 mi. W of Cincinnati. Crossing of U.S. Hwys. 50, 31; I-65.

2 - TRANSPORTATION: **Railroads**-Conrail; B&O main line (freight); Milwaukee Road (freight).
Interstate Bus Lines-Greyhound.
Motor Freight Carriers-23.

3 - POPULATION:
Corp. City 80 Cen. 15,050; E&P 88 Est. 15,703
CZ-ABC: (80) 15,050
RTZ-ABC: (80) 24,550
County 80 Cen. 36,629; E&P 88 Est. 38,389
City & RTZ-ABC: (80) 39,600

4 - HOUSEHOLDS:
City 80 Cen. 5,665; E&P 88 Est. 6,047
County 80 Cen. 12,995; E&P 88 Est. 14,015
CZ-ABC: (80) 5,665
RTZ-ABC: (80) 8,251
City & RTZ-ABC: (80) 13,916

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$174,548,000
Savings & Loan	2	$516,900,000

6 - PASSENGER AUTOS: County 19,716.

7 - ELECTRIC METERS: Residence 5,703.

8 - GAS METERS: Residence 4,866.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Heavy Mach. 950 ($350); Light Mfg. 1,500 ($320); Paper & Pkg. 280 ($300); Woodworking 120 ($280); Textiles 650 ($180).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Av. Min. & Max. Temp.-Spring 20-70; Summer 60-90; Fall 30-70; Winter 0-50. First killing frost, Oct. 15; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks N. & S. on Chestnut St.; 6 E. & W. on St. Louis Ave.; Tipton St.; 2nd & 3rd St.; several smaller shopping centers adjoining city's main section of business.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
E. Tipton(3)	3	Taylor Drug, Big Lots
Jackson Park(24)	2	JCPenney
West Towne Plz.(9)	1	IGA, Revco
Westwind(3)	3	
Village Ctr.(12)	NA	Wal-Mart, Revco

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon., Fri.; Center open nightly.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Discount Stores-K mart; Big Lots; Wal-Mart.
Variety Stores-Murphy.
Chain Drug Stores-Hook's 2; Taylor; Revco 2.
Chain Supermarkets-Jay-C 2; IGA; Noltings Super Value 3; Beefking 2; Convenient Food Mart 2.
Other Chain Stores-Goodyear; Paris Style; Montgomery Ward; Farm Bureau Co-op; Auto Pro; Sears (catalog); Guarantee Auto; Big Blue Store; Radio Shack; Coast-to-Coast Hdwe.; M.A.B. Paint; Bass Pro Shop; Sycamore.

14 - NEWSPAPERS: TRIBUNE (e) 9,595; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: George Main, Adv. Dir., TRIBUNE, 1215 E. Tipton, Seymour, IN 47274; Tel. (812) 522-4871.
National Representative: Papert Companies.

SHELBYVILLE

1 - LOCATION: Shelby County (In Indianapolis MSA). E&P Map C-4. County Seat. 27 mi. SE of Indianapolis; U.S. Hwys. 421, I-74, I-65; State Hwys. 9, 44, 52, 244, 252.

2 - TRANSPORTATION: **Railroads**-Conrail.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,989; E&P 88 Est. 14,007
CZ-ABC: (80) 15,003
RTZ-ABC: (80) 25,534
MSA 80 Cen. 1,166,731; E&P 88 Est. 1,233,475
County 80 Cen. 39,847; E&P 88 Est. 41,172
City & RTZ-ABC: (80) 40,537

4 - HOUSEHOLDS:
City 80 Cen. 5,639; E&P 88 Est. 5,385
County 80 Cen. 13,823; E&P 88 Est. 14,710
MSA 80 Cen. 418,536; E&P 88 Est. 460,982
CZ-ABC: (80) 5,639
RTZ-ABC: (80) 8,407
City & RTZ-ABC: (80) 14,046

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$274,681,677
Savings & Loan	2	$49,565,028

6 - PASSENGER AUTOS: County 21,728.

7 - ELECTRIC METERS: Residence 18,872.

8 - GAS METERS: Residence 5,702.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fiber Glass 650; Paper-Plastics 580; Furn. 275; Industrial Heating and Wire Coating 800; Radio-TV Parts 200; Auto-Aircraft Seals 300; Alum. Doors-Windows 175; Business Forms 100; Camper Parts 150; Auto Transmissions 150. Av. Wkly. Wage $317.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Belair(23)	3	JCPenney, Wal-Mart
Target(16)	3	Kroger, Hook's, Coast-to-Coast

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; Shopping centers nightly.
Stores Open Sundays-Most supermarkets, shopping centers, and downtown.
Stores Close-Some Wed. afternoon.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Discount Stores-Target; K mart; Wal-Mart.
Chain Drug Stores-People's; Hook's 2; Rite Aid.
Chain Supermarkets-Kroger; Thriftimart; Allied Grocers; Ranch; Thomas; IGA.
Other Chain Stores-Paul Harris; Big Blue; Jo Ann; Radio Shack; Goodyear; Nationwise Auto; Sycamore; Coast-to-Coast; Guarantee Auto; Gallenkamp Shoes; Cato.

14 - NEWSPAPERS: NEWS (e) 11,132; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Bob Knopp, Gen. Adv. Mgr., NEWS, 123 E. Washington St., Shelbyville, IN 46176; Tel. (317) 398-6631.
National Representatives: U.S. Suburban Press.

SOUTH BEND-MISHAWAKA

1 - LOCATION: St. Joseph County (In South Bend-Mishawaka MSA). E&P Map B-2. Indust., whol., retail and educational center NW part of state, 4 mi. S of Michigan state line; 96 mi. E of Chicago; 135 mi. N of Indianapolis on Northern Indiana Toll Rd.

2 - TRANSPORTATION: **Railroads**-Passenger-Amtrak; Chicago South Shore/South Bend Elect. Rd. Freight-Conrail; Grand Trunk Western; Norfolk & Western.
Motor Freight Carriers-45.
Intercity Bus Lines-Indian Trails; Greyhound; Indiana Motor Bus; United Limo; Trailways; ABC.
Intracity Bus Line-Transpo (South Bend Public Transportation Corp.).
Airlines-American Eagle; Allegheny; Continental Express; ComAir; Piedmont; Midway Connection; Northwest; Trans World Express; United Express.

3 - POPULATION:
Corp. Cities 80 Cen. 149,951; E&P 88 Est. 142,908
South Bend 80 Cen. 109,727; E&P 88 Est. 101,779
Mishawaka 80 Cen. 40,224; E&P 88 Est. 41,129
CZ-ABC: (80) 222,598
RTZ-ABC: (80) 387,957
County/MSA 80 Cen. 241,248; E&P 88 Est. 239,109
City & RTZ-ABC: (80) 610,555

4 - HOUSEHOLDS:
Cities 80 Cen. 64,378; E&P 88 Est. 57,992
South Bend 80 Cen. 48,082; E&P 88 Est. 40,675
Mishawaka 80 Cen. 16,296; E&P 88 Est. 17,317
County/MSA 80 Cen. 86,204; E&P 88 Est. 86,072
CZ-ABC: (80) 81,440
RTZ-ABC: (80) 133,974
City & RTZ-ABC: (80) 215,414

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	9	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 136,384.

7 - ELECTRIC METERS: Residence 79,000.

8 - GAS METERS: Residence 36,500.

9 - PRINCIPAL INDUSTRIES: (St. Joseph County)-Industry, No. of Wage Earners: Total Mfg. 23,900; Trans. Equip. 6,200; Non-Elect. Mach. 3,600; Elect. Mach. 1,900; Primary Metals 900; Nondurable Goods 7,800; Non-mfg. 87,200.

10 - CLIMATE: Av. Temp.-Summer 71; Winter 31. Normal an. precipitation 36 inches. Normal an. snowfall, 72 inches.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-South Bend: 4 blocks on Michigan St.; 5 on Main; 5 on Lafayette Blvd., 2 on LaSalle and 2 on Colfax Ave.; 2 on Washington; 2 on Jefferson; 2 on Wayne, Western and Monroe Sts.; 2 on Lincoln Way. Mishawaka: 7 blocks on Main; 4 blocks on Lincoln Way; 2 blocks on Mishawaka Ave.; 12 blocks on McKinley.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
North Vlg.(27)	NA	Walgreens
Scottsdale(100)	NA	L.S. Ayres, Target, Mont. Ward
University Park(107)	NA	L.S. Ayres, Sears, JCPenney, J.L. Hudson
Buyer's Mkt. Pl.(35)	NA	County Mkt.

Neighborhood Shopping Centers-100 Ctr., Lincolnway W. at Ctr. St., Mishawaka; Greenwoods, Ironwood Dr. & Rte. 23; Broadmoor, Ireland Rd. and Miami St.; Town and Country, E. McKinley & Hickory Rd., Mishawaka; McKinley Sq., Logan and McKinley, South Bend; Hartman Plz., Lincolnway W. at Sheridan; Georgetown, Emmons Rd. off Cleveland; Belleville, Western Ave. at Lombardy; Southland Plz., Ireland & Ironwood Rds.; LaSalle Sq., Bendix Dr. & Ardmore; College Sq., Logan & McKinley, Mishawaka; Univ. Ctr., Grape at Rte. 23, Mishawaka; Univ. Commons, Rte. 23 & Cleveland, South Bend; Belleville, Western Ave. betw. Lombardy & Summit Drives; Broadmoor & Ireland, E. on Ireland Rd. from U.S. Hwy. 31 S. to Scottsdale Mall; Phoenix Plz. N.E. side of Western Ave. & Lombardy Dr. 100 Center Complex, Lincoln Way E. near downtown Mishawaka; Indian Ridge Shpg. Ctr., Grape at Douglas, Mishawaka.
Store Hours-South Bend, Downtown daily 10-6, Thurs. 10-9, closed Sun.; Mishawaka, open Fri. eves.; Some Tues. eves.; Self-Service Dept. Stores in Shpg. Ctrs. open to 10 p.m., Some open 24 hours, daily & varying hrs. Sun.; Super Mkts., South Bend and Mishawaka open to 9 p.m., Mon. through Sat., and to 4 p.m. Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; L.S. Ayres 2; Montgomery Ward; J.L. Hudson.
Discount Stores-Brite Way; K mart 4; Target 3; T.J. Maxx; Big Lots; Wholesale Club; Service Merchandise; Tepe's; Venture 2.
Variety Stores-Ben Franklin 2; Perry's Variety Store 3.
Chain Drug Stores-Hook's 7; Osco 7; Don's 3; Vita Fair; Darnell's; Merricks; Medicine Shoppe; Walgreens 5.

Chain Supermarkets-Kroger 7; Wilts; Martin's 8; Park N' Shop 4; Cira's 2.
Other Chain Stores-Clothing: Richman Bros., Redwood & Ross; Women's Apparel: Lerner's, Lane Bryant, Gantos, Just Jeans, Brooks Fashions, Marianne Shops, Claire's Boutique, Foxmoor Casuals, Motherhood Maternity Shops, Parklane Hosiery, Paul Harris, The Village Scene, 5, 7 & 9 Shop; Shoes: Mary Jane, Maling, Baldwin, Gallenkamp's, Hardy's, Del's, Florsheim, Kinney, Morse, Regal, J. Riggings, Stride Rite, Thom McAn, Foot Locker, Father & Sons, Naturalizer; Jewelry: Fox's, Gordon's, Rost, Shifrin Willens, J.B. Robinson, Zale's; Candies: Fannie Mae; Bakeries: Weber, Nickles, Kreamo; Tire Stores: Goodrich, Goodyear, Firestone.

14 - NEWSPAPERS: TRIBUNE (e) 89,933; (S) 123,365; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Richard K. Schmidt, Gen. Adv. Mgr., TRIBUNE, 225 W. Colfax, South Bend, IN 46626; Tel. (219) 233-6161.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SPENCER

1 - LOCATION: Owen County, E&P Map B-4, County Seat. 25 mi. from Greencastle; 55 mi. SW of Indianapolis; 17 mi. from Bloomington. On U.S. Hwy. 231; State Hwys. 46, 67.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-9.
Airlines-Britt at Bloomington; American, Eastern, TWA, United, Delta at Indianapolis.

3 - POPULATION:
Corp. City 80 Cen. 2,732; E&P 88 Est. 2,512
County 80 Cen. 15,874; E&P 88 Est. 17,289

4 - HOUSEHOLDS:
City 80 Cen. 1,122; E&P 88 Est. 930
County 80 Cen. 5,631; E&P 88 Est. 6,292

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	1	$72,105,000
Savings & Loan	1	$18,237,000

6 - PASSENGER AUTOS: County 8,198

7 - ELECTRIC METERS: Residence 1,575

8 - GAS METERS: Residence 814

9 - PRINCIPAL INDUSTRIES: Agricultural & Highway Stone; Printing; Metal Signs; Tarpaulins; Canvas Products; Tents; Boat Covers; Camping Equip.; Chem. Toilets; Surgical Supplies; TV Cable Converter Service; Furn.; Kitchen Cabinets.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-86; Summer 50-107; Fall 27-93; Winter 4-60. First killing frost, Oct. 15; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center**-2 block radius of Hillside and Vandalia Avenues. Wal-Mart, Hooks, Pell in that area.
Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Food nightly, Sun.

13 - RETAIL OUTLETS: Discount Stores-Wal-Mart.
Chain Drug Stores-Spartan; Hook's.
Chain Supermarkets-IGA; Shur-Fine; Super-Valu.
Other Chain Stores-Pell's; Winders; Hanlon Bros. Hdwe.; Kentucky Fried Chicken; McDonald's; Dairy Queen; Chicago's Pizza.

14 - NEWSPAPERS: WORLD (e-mon to fri) 3,565; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: John T. Gillaspy, Pub., WORLD, 114 E. Franklin, Spencer, IN 47460; Tel. (812) 829-2255.
National Representative: None.

SULLIVAN

1 - LOCATION: Sullivan County, E&P Map B-4, County Seat. 27 mi. S of Terre Haute; 32 mi. from Vincennes. On U.S. Hwy. 41; State Hwys. 54 & 154.

2 - TRANSPORTATION: Railroads-L&N; Ill. Central.
Motor Freight Carriers-6.
Intercity Bus Lines-Wabash Valley; Arrow; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 4,774; E&P 88 Est. 4,702
County 80 Cen. 21,095; E&P 88 Est. 20,945

4 - HOUSEHOLDS:
City 80 Cen. 1,985; E&P 88 Est. 2,055
County 80 Cen. 7,948; E&P 88 Est. 7,763

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$38,500,000
Savings & Loan	1	$5,000,000

6 - PASSENGER AUTOS: County 9,980

7 - ELECTRIC METERS: Residence 2,298

8 - GAS METERS: Residence 1,389

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Rubber 290; Coal Mining 300; Elect. Power Generation 250.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, hard, not fluoridated.

12 - RETAILING: **Shopping Center for County. Stores Closed**: Thur. afternoons, open Fri. to 8 p.m.
Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Tindall's.
Variety Stores-Bonham.
Chain Drug Stores-Rexall, Hooks, Wal-Mart.
Chain Supermarkets-Red & White; Shurway; Sav-a-Lot; IGA.

14 - NEWSPAPERS: TIMES (e-mon to fri) 4,728; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: B.J. White, Ret. Adv. Mgr., TIMES, 115 W. Jackson Ave., PO Box 130, Sullivan, IN 47882; Tel. (812) 268-6356.
National Representative: None.

TERRE HAUTE

1 - LOCATION: Vigo County (MSA) E&P Map B-4. County Seat. Industrial center. Shipping center for nine-county industrial mining and agricultural area. Wholesale center for W Central Indiana and E Illinois. College center. 10 mi. E of Illinois State line; 180 mi. S of Chicago; 168 mi. E of St. Louis; 111 mi. N of Ohio River; 70 mi. SW of Indianapolis.

2 - TRANSPORTATION: Railroads-Conrail; L&N; CM&StP (freight); Seaboard Soo Line.
Motor Freight Carriers-36.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Britt (Continental Express); Allegheny Commuter (USAir).

3 - POPULATION:
Corp. City 80 Cen. 61,125; E&P 88 Est. 54,218
CZ-ABC: (80) 69,315
RTZ-ABC: (80) 174,071
County 80 Cen. 112,416; E&P 88 Est. 108,598
MSA 80 Cen. 137,271; E&P 88 Est. 133,275
City & RTZ-ABC: (80) 243,386

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 22,984; E&P 88 Est. 21,104
CZ-ABC: (80) 26,059
RTZ-ABC: (80) 65,136
County 80 Cen. 40,278; E&P 88 Est. 40,608
MSA 80 Cen. 49,510; E&P 88 Est. 49,616
City & RTZ-ABC: (80) 90,195

5 - BANKS	**NUMBER**	**DEPOSITS**
Saving	2	$106,320,000
Savings & Loan	5	$174,900,000
Commercial	3	$491,320,000

6 - PASSENGER AUTOS: County 54,258

7 - ELECTRIC METERS: Residence 35,831

8 - GAS METERS: Residence 30,002

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 1,982 ($201); Mining 140 ($210); Beverages 428 ($201); Chem. and Allied Prods. and Plastics 1,625 ($260); Metals 1,250 ($320); Truck and Trans. 6,869 ($245); Paper Prods. and Printing 2,030 ($205).

10 - CLIMATE: Min. & Max. Temp.-Spring 18-50; Summer 50-95; Fall 30-60; Winter 0-50. First killing frost, Oct. 15; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, 240 to 325 ppm.; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Wabash Ave.; 2 on 7th St.; 2 on 6th St.; 1 on 5th.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
12 Points	2	Super Valu, Hook's
Meadows(30)	2	Woolworth, Kroger, Osco, Meis
Southland(14)	3	No Frills, Hook's
North Plz.	3	Hills, No Frills, Kroger, Meis
K mart Plz.(10)	2	K mart, No Frills
Honey Creek Sq.(90)	4	Sears, Roots, G.C. Murphy, Meis, JCPenney
S. 3rd St.	4	K mart
Riverside Plz.(16)	4	Hills, Paul Harris
Towne S. Plz.	5	Service Mdse., Kroger, Cloth World, Radio Shack

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Mon., Thur.

13 - RETAIL OUTLETS: **Department Stores**-Roots; Meis Bros.; Sears; JCPenney.
Variety Stores-Woolworth; G.C. Murphy.
Chain Drug Stores-Hook's 5; Osco 2; Peoples 3.
Discount Stores-K mart 2; Hills 2; Service Merchandise.
Chain Supermarkets-Kroger 4; No Frills 2; Super Valu 2; Great Scot 2.
Other Chain Stores-Fannie May (candy); Firestone; Naturalizer Shoes; Brooks; Bottom Half; Nobil's Shoes; JoAnn Fabrics; General Tire; Sherwin-Williams Paint; Pittsburgh P&G; M.A.B. Inc. (paint); Bachrach's; Qualicraft Shoes; Hallmark Cards; Radio Shack; Cloth World; H.H. Gregg; Starr Jewelry.

14 - NEWSPAPERS: TRIBUNE-STAR (m) 36,298; (S) 42,800; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: James D. Stevenson, Adv. Dir., TRIBUNE-STAR, 721 Wabash Ave., Terre Haute, IN 47807; Tel. (812) 231-4275.
National Representatives: Landon Associates; Branham/Newspaper Sales.

TIPTON

1 - LOCATION: Tipton County (In Kokomo MSA). County Seat. E&P Map B-3.

2 - TRANSPORTATION: Railroads-Norfolk & Western.
Motor Freight Carriers-1.
Intercity Bus Lines-Indiana R.R.; Hines Coach.

3 - POPULATION:
Corp. City 80 Cen. 5,004; E&P 88 Est. 4,194
County 80 Cen. 16,791; E&P 88 Est. 15,942
MSA 80 Cen. 103,516; E&P 88 Est. 100,186

4 - HOUSEHOLDS:
City 80 Cen. 1,934; E&P 88 Est. 1,665
County 80 Cen. 5,993; E&P 88 Est. 5,727
MSA 80 Cen. 37,043; E&P 88 Est. 36,562

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$74,986,000
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 9,365

7 - ELECTRIC METERS: Residence 3,295

8 - GAS METERS: Residence 1,848

9 - PRINCIPAL INDUSTRIES: Steel Parts Mfg.; Food Canning; Poultry & Livestock Equip.; Seed Corn; Fire engines.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Oct. 13; last killing frost, Apr. 27.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Jefferson St.; 2 S. on Main; 2 N. on Main.
Principal Shopping Days-Fri., Sat., Mon.
Stores Close-Wed. afternoon.
Stores Open Evenings-Dept. Stores, Fri., Food, Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety Stores-Val-U Center; Ben Franklin.
Chain Drug Stores-Marsh; Hook's.
Chain Supermarkets-Marsh Foodliners; Carter's; Wisher's.
Other Chain Stores-Adler's Style Shop.

14 - NEWSPAPERS: TRIBUNE (e) 3,339; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Susan Phifer, Ret. Adv. Mgr., TRIBUNE, 110 W. Madison St.; PO Box 248, Tipton, IN 46072; Tel. (317) 675-2115.
National Representative: None.

VALPARAISO

1 - LOCATION: Porter County, E&P Map B-2 (In Gary-Hammond PMSA). County Seat. Agricultural, dairy and manufacturing center; college city. NW part of state; 55 mi. from Chicago; 145 mi. from Indianapolis.

2 - TRANSPORTATION: Railroads-Conrail; CN; Norfolk and Western.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 22,247; E&P 88 Est. 22,727
PMSA 80 Cen. 641,735; E&P 88 Est. 595,333
County 80 Cen. 120,822; E&P 88 Est. 128,189

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,486; E&P 88 Est. 7,839
County 80 Cen. 39,146; E&P 88 Est. 42,497
PMSA 80 Cen. 214,244; E&P 88 Est. 222,863

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$800,000,000
Savings & Loan	3	$900,000,000

6 - PASSENGER AUTOS: County 70,135

7 - ELECTRIC METERS: Residence 10,764; County 43,731

8 - GAS METERS: Residence 8,743; County 38,216

9 - PRINCIPAL INDUSTRIES: Ball Roller Bearings; Permanent Magnets; Elect. Specialties; Novelty Aprons; Food Proc. Mach.; Extruded Aluminum Prods.; Bearing Screws; Fiberglass Tanks; Can Mfg.; Resin Mfg.; Five Fighting Equipment.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 7-87; Summer 36-104; Fall 16-90; Winter -20-67. First killing frost, Oct. 25; last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Lincolnway; 3 on Franklin St.; 3 on Washington St.; 2 on Lafayette; 2 on Michigan; 4 on Indiana; 2 on Jefferson; 83-store mall 15 mi. NE-JCPenney, Sears; 122-store mall 15 mi. W.-L.S. Ayres, Sears, JCPenney, Carson Pirie Scott.
Neighborhood Shopping Centers-7 blocks on Lincolnway near Roosevelt; 8 on Calumet; Bush to Glendale; 31-store plaza 2 mi. N.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Highland's; Fetla's; Miller's Mart.
Variety Stores-Maxway; 3-D; K mart.
Chain Drug Stores-Sievers (Rexall); Gil's; Hook 3; Medicine Shoppe; Walgreens 4.
Chain Supermarkets-Certified 3; Spartan; Eagle; Scot Lad; Town & Country.
Other Chain Stores-Firestone; Sherwin-Williams; Goodyear; Falvey's; Owens Auto Supplies; Valpo Paint & Wallpaper (Smith-Alsop); TSC; Paul Harris; Minn Fabrics; Ace Hdwe. 2; Sycamore; Guarantee Auto; The Village Scene; Radio Shack.

14 - NEWSPAPERS: VIDETTE-MESSENGER (e) 14,048; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Daniel R. Harrington, Adv. Dir., VIDETTE-MESSENGER, 1111 Glendale Blvd.; PO Box 2350, Valparaiso, IN 46384-2350; Tel. (219) 462-5151.
National Representatives: Thomson Newspapers; Landon Associates.

VINCENNES

1 - LOCATION: Knox County, E&P Map B-4, County Seat. Agricultural and industrial center. 115 mi. SW of Indianapolis; 120 mi. NW of Louisville; 211 mi. W of Cincinnati; 150 mi. E of St. Louis; 62 mi. S of Terre Haute; 52 mi. N of Evansville. On U.S. Hwys. 41, 50 & 150; IN Hwys. 61 & 67.

2 - TRANSPORTATION: Railroads-B&O; L&N.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; Indianapolis-Vincennes; Vincennes Transit (charter only).

3 - POPULATION:
Corp City 80 Cen. 20,857; E&P 88 Est. 21,989
CZ-ABC: (80) 24,617
RTZ-ABC: (80) 50,806
County 80 Cen. 41,901; E&P 88 Est. 43,619
City & RTZ-ABC: (80) 75,423

4 - HOUSEHOLDS:
City 80 Cen. 7,768; E&P 88 Est. 8,061
County 80 Cen. 15,481; E&P 88 Est. 16,263
CZ-ABC: (80) 9,053
RTZ-ABC: (80) 19,098
City & RTZ-ABC: (80) 28,151

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$214,142,000
Savings & Loan	2	$133,750,000

6 - PASSENGER AUTOS: County 20,171

7 - ELECTRIC METERS: Residence 12,814

8 - GAS METERS: County 9,615

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Prods. 100 ($218); Glass Fab. 275 ($210); Auto Seat Assembly 220 ($240); Steel Fab. 150 ($265); Magnet Wire 249 ($240).

10 - CLIMATE: Av. Temp. Winter 34, Summer 79; Rainfall 42 in. annual.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Danner's Plz.	NA	Danner's
K mart Plz.	NA	K mart, Kroger's
Vincennes Plz.(16)	NA	JCPenney, Walgreens, Wal-Mart

Principal Shopping Days-Sun., Thur., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Hills.
Chain Drug Stores-Walgreens.
Variety Stores-Trace.
Discount Stores-3D; K mart; Wal-Mart; Big Blue.
Chain Supermarkets-Kroger; IGA; Harold's; Buehler's; Lowell's; Sav-A-Lot; Key Market.

14 - NEWSPAPERS: SUN-COMMERCIAL (e-mon to fri) 14,518; (S) 15,939; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Veronica A. Kopp, Adv. Mgr., SUN-COMMERCIAL, 702 Main St.; PO Box 396, Vincennes, IN 47591; Tel. (812) 886-9955.
National Representative: Landon Associates.

WABASH

1 - LOCATION: Wabash County, E&P Map C-2. County Seat. Industrial, agricultural & residential center. On Wabash River, 45 mi. WSW of Ft. Wayne. On U.S. Hwy. 24, State Hwys. 15 & 13.

2 - TRANSPORTATION: Railroads-Norfolk & Southern; Conrail.

3 - POPULATION:
Corp. City 80 Cen. 12,985; E&P 88 Est. 11,812
County 80 Cen. 36,694; E&P 88 Est. 34,474
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,799; E&P 88 Est. 4,483
County 80 Cen. 12,586; E&P 88 Est. 13,132

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$400,000,000
Savings & Loan	2	$52,000,000

6 - PASSENGER AUTOS: County 18,495.

7 - ELECTRIC METERS: County 14,427.

8 - GAS METERS: County 7,785.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber 550 ($400); Electronics 2,000 ($220); Rock Wool 750 ($220); Paperboard Containers 750 ($210); Metals 400 ($220); T-Shirts 200 ($250); Water Meters 600 ($300).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 50-95; Fall 15-75; Winter 5-60. First killing frost, Sept. 15; last killing frost, Apr. 30.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING: Principal Shopping Center-2 blocks each on Wabash, Canal, Miami and Market Sts.; Wabash Vlg. Shopping Mart on U.S. Hwy. 24; Central Shoppers Mall on Hwy. 15.
Principal Shopping Days-Dept. stores-Thur., Fri., Sat.; Food stores-Thur., Fri., Sat.
Stores Open Evenings-Food, Hardware, Drug, Variety and Dept.-every evening.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Hirsch; Robin Hood; Spurgeon.
Discount Stores-K mart, Dollar General.
Variety Stores-Danner's.
Chain Drug Stores-Hook's.
Chain Supermarkets-Kroger; Marsh.
Other Chain Stores-Resneck's; Ream-Steckbeck (paint); Tractor Supply Co.; Firestone; Goodyear; Farm Bureau.

14 - NEWSPAPERS: PLAIN DEALER (e) 7,071; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Phil Cramer, Adv. Dir., PLAIN DEALER, 123 W. Canal St.; PO Box 377, Wabash, IN 46992; Tel. (219) 563-2131.
National Representative: Nixon Newspapers.

WARSAW

1 - LOCATION: Kosciusko County, E&P Map C-2. County Seat. Agriculture, manufacturing, and center of Northern Indiana lake resort area. 42 mi. W of Fort Wayne; 40 mi. S of South Bend. On National Yellowstone Hwy. U.S. Hwy. 30; State Hwys. 15, 25.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.
Motor Freight Carriers-36.
Intercity Bus Lines-Greyhound; Indiana Motor; KABS; Cardinal Lines.
Airport-Charter Flights; Warsaw Municipal.

3 - POPULATION:
Corp. City 80 Cen. 10,647; E&P 88 Est. 11,231
County 80 Cen. 59,744; E&P 88 Est. 64,116
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,934; E&P 88 Est. 3,292
County 80 Cen. 20,863; E&P 88 Est. 22,425

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$951,976,933

6 - PASSENGER AUTOS: County 35,608.

7 - ELECTRIC METERS: Residence 4,040 (City), 21,242 (County).

8 - GAS METERS: Residence 3,686 (City), 12,907 (County).

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. (incl. food & kindred prods.) 6,400 ($258). Printing & Pub.; Chem. & Allied Prods.; Rubber & Plastics Prods.; Stone, Clay, & Glass Prods.; Primary Metal (Iron, Steel and Gray Iron Foundries); Fabricated Metal Prods.; Mach.; Trans. Equip.; Orthopedic Instruments & Related Prods.; Trans. & Other Public Util. 800 ($300); Retail Trade 1,200 ($200); Fin., Ins. & R.E. 362 ($350); Services 1,000 ($285).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-74; Summer 59-98; Fall 28-78; Winter 15-52. First killing frost, Oct. 13; last killing frost, May 5.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING: Principal Shopping Centers-30 blocks on Center, Indiana, Market, Buffalo, Lake and E. Winona Ave.
Neighborhood Shopping Centers-E. Center; E. Market; S. Buffalo; E. Winona Ave.; W. Winona Ave.; N. Lake St.; Road 30 East; Old 30 West; N. Detroit St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Danners Plz.	2	Big Lots, Hooks
Lakes Village(13)	3	K mart, Hook's
Lakeview(13)	1	Curtis Mathes, W&W Shoes
Lowery(3)	1	Marsh Foodliner, Harvey's
Marketplace(28)	2	Big Wheel, Uhlman's, JCPenney
Center Center(11)	NA	
Center Plaza(4)	1	

13 - RETAIL OUTLETS: Department Stores-JC Penney; Fashion Bug/Fashion Bug Plus.
Variety Stores-Harvey's; W.R. Thomas; Big-T.
Discount Stores-Big Lots; K mart; Big Wheel; Dollar General.
Chain Drug Stores-Hook's; Thornburg.
Chain Supermarkets-Kroger; Marsh; Burger; Owen's.
Other Chain Stores-Guarantee Auto; Sears; Ream-Steckbeck; Ace; Goodyear; Quality Farm & Fleet Center; Kline's; Radio Shack; TSC Industries; Auto Works; Maurice's; Payless; Uhlman's; Tepe's.

14 - NEWSPAPERS: TIMES-UNION (e) 13,601; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Dean Tucker, Adv. Mgr., TIMES-UNION, Times Bldg.; PO Box 1448, Warsaw, IN 46580; Tel. (219) 267-3111.
National Representativa: None.

WASHINGTON

1 - LOCATION: Daviess County, E&P Map B-4. County Seat. Agricultural center halfway (170 mi.) between Cincinnati & St. Louis; 90 mi. NW of Louisville, KY; 100 mi. S of Indianapolis; 250 mi. S of Chicago; 57 mi. NE of Evansville. On U.S. Hwys. 50, 150; State Hwys. 57, 257.

2 - TRANSPORTATION: Railroads-Big Four Freight; Conrail (N & S); Chessie System (E & W).
Motor Freight Carriers-3.
Intercity Bus Lines-Blue Bird; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,325; E&P 88 Est. 11,891
CZ-ABC: (80) 11,325
RTZ-ABC: (80) 39,937
County 80 Cen. 27,909; E&P 88 Est. 29,939
City & RTZ-ABC: (80) 51,262
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,552; E&P 88 Est. 4,969
County 80 Cen. 9,878; E&P 88 Est. 10,863
CZ-ABC: (80) 4,552
RTZ-ABC: (80) 13,831
City & RTZ-ABC: (80) 18,383

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$211,140,605
Savings & Loan	2	$57,629,000

6 - PASSENGER AUTOS: County 12,985.

7 - ELECTRIC METERS: Residence 5,911.

8 - GAS METERS: Residence 3,907.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Ball Bearings 119 ($360); Food Proc. 459 ($225); B&O R.R. 150 ($400); Mining 730 ($500).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-50; Summer 46-96; Fall 45-80; Winter 0-42. First killing frost, Oct. 23; last killing frost, Apr. 17.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St., 4 on Vantrees; 4 on S. St.; East 50 Shopping ctr.; K mart; Wal-Mart; Cherry Tree Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
East 50(4)	NA	Jay-C, Williams Rexall
3-D Plaza(14)	1	Big Lot, Cato

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.
Stores Open Sundays-Drugs, Grocery, Discount.

13 - RETAIL OUTLETS: Department Stores-Sears.
Variety Stores-Yeager Hardware; Big Lot; Dollar General; Greenwood's; Main Street Pharmacy.
Discount Stores-K mart; Big Lots; Wal-Mart.
Chain Drug Stores-Williams Rexall 2; Hook's.
Chain Supermarkets-IGA; Jay C; Red & White 4; Buehler's Buy Low.
Other Chain Stores-Larkin's; Paris Style; MAB Paints; Sherwin-Williams; Big Blue Stores; Home Outfitters.

14 - NEWSPAPERS: TIMES-HERALD (e) 10,305; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Don Brown, Adv. Dir., TIMES-HERALD, 102 E. Vantrees St., Washington, IN 47501; Tel. (812) 254-0480.
National Representative: Papert Companies.

WEST LAFAYETTE
See LAFAYETTE, IN

WINCHESTER, IN-UNION CITY, OH

1 - LOCATION: Randolph County, IN and Darke County, OH, E&P Map C-3. 32 mi. E of Muncie; 52 mi. from Dayton. On State Hwys. 277, 32, 28; OH Hwys. 71 and 47; IN and U.S. Hwy. 27.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. Cities 80 Cen. 11,283; E&P 88 Est. 10,951
  Winchester, IN 80 Cen. 5,659; E&P 88 Est. 5,158
  Union City, OH 80 Cen. 1,716; E&P 88 Est. 2,778
  Union City, IN 80 Cen. 3,908; E&P 88 Est. 3,015
Counties 80 Cen. 85,157; E&P 88 Est. 81,357
  Randolph, IN 80 Cen. 29,989; E&P 88 Est. 28,056
  Darke, OH 80 Cen. 55,168; E&P 88 Est. 53,301

4 - HOUSEHOLDS:
Cities 80 Cen. 4,357; E&P 88 Est. 4,398
  Winchester, IN 80 Cen. 2,213; E&P 88 Est. 2,077
  Union City, OH 80 Cen. 654; E&P 88 Est. 1,125
  Union City, IN 80 Cen. 1,490; E&P 88 Est. 1,196
Counties 80 Cen. 29,573; E&P 88 Est. 28,804
  Randolph, IN 80 Cen. 10,709; E&P 88 Est. 10,064
  Darke, OH 80 Cen. 18,864; E&P 88 Est. 18,740

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$231,000,000
Savings & Loan	2	$15,000,000

6 - PASSENGER AUTOS: Counties: Randolph, IN 15,265; Darke, OH 34,709.

7 - ELECTRIC METERS: Residence 8,838.

8 - GAS METERS: Residence 4,816.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Body Co. 1,000; Furn. 200; Leather 200; Metal Supplies 1,200; Glass 2,128.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-62; Summer 67-84; Fall 53-60; Winter 12-55.

11 - TAP WATER: Hard; fluoridated.

12 - RETAILING: Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri., many daily.

13 - RETAIL OUTLETS: Discount Stores-Val Discount; Danner's 3-D.
Variety Stores-Ben Franklin.
Chain Drug Stores-Hook's 2; People's.
Chain Supermarkets-Marsh; Troutwine's; Aldi Foods.

14 - NEWSPAPERS: NEWS-GAZETTE (e) 5,257; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Mike Hehmann, Adv. Mgr., NEWS-GAZETTE, 224 W. Franklin St., Winchester IN 47394; Tel. (317) 584-4501.
National Representative: None.

IOWA
SURVEYS

METROPOLITAN STATISTICAL AREAS

Cedar Rapids-Linn County.
Davenport-Rock Island-Moline, IA-IL-Scott County, IA; Henry and Rock Island Counties, IL.
Des Moines-Dallas, Polk and Warren Counties.
Dubuque-Dubuque County.
Iowa City-Johnson County.
Omaha, NE-IA-Douglas, Sarpy and Washington Counties, NE; Pottawattamie County, IA.
Sioux City, IA-NE-Woodbury County, IA; Dakota County, NE.
Waterloo-Cedar Falls-Black Hawk and Bremer Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1980	1989
Under 5 Years	233	222	246
5-14 Years	574	443	423
15-24 Years	478	549	430
25-44 Years	612	752	899
45-64 Years	579	560	519
65 and Over	349	387	345
TOTAL	2,825	2,913	2,862

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1989 Est.
Bldg. Mat./Hdwr.	800	784	1,440
General Mdse.	1,164	1,362	2,004
Food	1,969	2,937	3,831
Automobiles	2,231	2,336	4,412
Gasoline Stations	954	1,378	1,134
Apparel	408	606	857
Furniture	450	463	832
Eat-Drink Places	806	1,109	1,647
Drugs	275	388	561
TOTAL SALES	9,833	12,646	18,346

AMES

1 - LOCATION: Story County, E&P Map C-2. On Hwy. 30 (E&W); Hwy. 69 (N&S); I-35 (N&S).

2 - TRANSPORTATION: Railroads-Chicago & Northwestern.
Intercity Bus Lines-Greyhound; Jefferson Transportation.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 45,775; E&P 88 Est. 43,243
County 80 Cen. 72,473; E&P 88 Est. 74,593
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,015; E&P 88 Est. 13,520
County 80 Cen. 23,665; E&P 88 Est. 25,800

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$336,717,000
Savings & Loan	3	$240,000,000

6 - PASSENGER AUTOS: County 41,202.

7 - ELECTRIC METERS: Residence 12,580.

8 - GAS METERS: Residence 12,264.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Educ. 7,500; Iowa DOT HQ 500; Sports Clothing 120; Grain Equip. 10; Trans. Center/Abrasives Mfg. 550; Equipment Mfg. 400; Chem. 165.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-56; Summer 66-87; Fall 40-58; Winter 12-30. First killing frost, Oct. 5; last killing frost, May 1.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main St.; 2 on 5th St.; 3 on Kellogg.
Shopping Centers-K mart Plaza, 4 blocks on Lincoln Way 4 mi. W.; Save U More Center, South Duff, 1 1/2 mi. S.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ames Aura(14)	NA	HyVee, K mart
Lincoln Plz.(9)		Target, Radio Shack
North Grand(60)	2	Younker's, JCPenney, Sears, Wal-Mart
Campustown	3	
West Ames	4	K mart, HyVee, Drugtown

Principal Shopping Days-Sat., Sun., Thur.
Stores Open Evenings-Dept.-Mon. through Fri.; Food-every evening; Campustown-Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Younker's; Sears; Target; K mart; Wal-Mart.
Chain Supermarkets-Fareway; Randall's; HyVee; Save U More.
Other Chain Stores-Goodyear; Firestone; Woolworth; Fastco Drug; A.J. August; Musicland; Baskin-Robbins; Maurice's; Earl May; Big Bear; Drug Town; Radio Shack.

14 - NEWSPAPERS: TRIBUNE (e) 9,876; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Janette Antisdal, Adv. Mgr., TRIBUNE, PO Box 380, Ames, IA 50010; Tel. (515) 232-2160.
National Representatives: Iowa Newspaper Association; Papert Companies.

ATLANTIC

1 - LOCATION: Cass County, E&P Map B-3. County Seat. Agricultural area of 40 mi. radius. SW part of state. 50 mi. to Omaha; 82 mi. to Des Moines; 418 mi. to Chicago.

2 - TRANSPORTATION: **Railroads**-Iowa Interstate.
Motor Freight Carriers-10.
Intercity Bus Lines-Overland Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,789; E&P 88 Est. 7,809
County 80 Cen. 16,891; E&P 88 Est. 17,063

4 - HOUSEHOLDS:
City 80 Cen. 3,141; E&P 88 Est. 3,214
County 80 Cen. 6,524; E&P 88 Est. 6,717

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$43,000,000
Commercial	2	$142,760,000

6 - PASSENGER AUTOS: County 11,269

7 - ELECTRIC METERS: Residence 3,157

8 - GAS METERS: Residence 2,803

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Feed Mfg. 240 ($295); Steel Bldg. 146 ($270); Street & Road Constr. 185 ($260); Engine Bearings 420 ($351).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-97; Summer 45-93; Fall -10-87; Winter -10-73. First killing frost, Nov. 10; last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, med. soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Chestnut St.; 4 blocks on Walnut.
Neighborhood Shopping Centers-East and West Seventh Sts.; Highway 6; Atlantic Plaza (14 units).
Principal Shopping Days-Thurs., Sat.
Stores Open Evenings-Thur.; grocery & discount stores nightly.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony; Spurgeon's.
Variety Stores-Ben Franklin; Bonnesen's.
Discount Stores-Orscheln's; Cappel; Pamida; Alco; K mart.
Chain Supermarkets-Hy-Vee; Gene's Super Valu.
Other Chain Stores-Earl May Seed & Nursery; Brown's Shoe Fit; Bair's Firestone; McAfee Tire; Singer Co.; Seifert's; Sears (catalog); Western Auto; Atlantic Cashway Lumber; JCPenney (catalog).

14 - NEWSPAPERS: NEWS-TELEGRAPH (e-mon to fri) 7,162; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Ted Simpson, Adv. Mgr., NEWS-TELEGRAPH, 410 Walnut St., Atlantic, IA 50022; Tel. (712) 243-2624.
National Representative: Iowa Newspaper Association.

BETTENDORF
See DAVENPORT

BOONE

1 - LOCATION: Boone County, E&P Map B-2. County Seat. 42 mi. N of Des Moines. On U.S. Hwy. 30.

2 - TRANSPORTATION: **Railroads**-Chicago & North Western.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 12,602; E&P 88 Est. 11,916
County 80 Cen. 26,160; E&P 88 Est. 25,934
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,005; E&P 88 Est. 4,863
County 80 Cen. 9,731; E&P 88 Est. 9,647

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$99,750,000
Commercial	2	$119,539,000

6 - PASSENGER AUTOS: County 17,293

7 - ELECTRIC METERS: Residence 7,547

8 - GAS METERS: Residence 5,640

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. 600 ($400); Wire & Iron 150 ($210); Misc. 225 ($165).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: First killing frost, Oct. 4; last killing frost, May 6.

11 - TAP WATER: Hard.

12 - RETAILING: **Principal Shopping Centers**-21 blocks on Story, 11th St., 10th, 9th, 8th, 7th and 6th Sts.; also 9 blocks on Arden, Keeler, Allen and Runyan (30 blocks total).
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Spurgeon's.
Variety Stores-Ben Franklin.
Discount Stores-Pamida; Alco.
Chain Drug Stores-Snyder.
Chain Supermarkets-Fareway; Hy-Vee; Randalls.
Other Chain Stores-Big Bear; Sherwin-Williams.

14 - NEWSPAPERS: NEWS-REPUBLICAN (eS) 4,712; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Fenner H. Stevenson, Adv. [illegible], NEWS-REPUBLICAN, 812 Keeler St.; PO [illegible] 100, Boone, IA 50036; Tel. (515) 432-1234.
National Representative: Iowa Newspaper Association.

BURLINGTON

1 - LOCATION: Des Moines County, E&P Map D-3. County Seat. Agricultural, dairy area; mfg. & wholesale ctr., 206 mi. W of Chicago; 227 mi. N of St. Louis; 290 mi. E of Omaha; 165 mi. SE of Des Moines. On U.S. Hwys. 34, 61.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern; Rock Island; Amtrak.
Motor Freight Carriers-16.
Intercity Bus Lines-Continental; Trailways.
Airlines-Britt; Continental Express.
Water-Mississippi River Barge Lines.

3 - POPULATION:
Corp. City 80 Cen. 29,529; E&P 88 Est. 25,951
CZ-ABC: (80) 32,900
RTZ-ABC: (80) 113,126
County 80 Cen. 46,236; E&P 88 Est. 43,966
City & RTZ-ABC: (80) 146,026

4 - HOUSEHOLDS:
City 80 Cen. 11,325; E&P 88 Est. 10,678
County 80 Cen. 17,350; E&P 88 Est. 17,983
CZ-ABC: (80) 12,734
RTZ-ABC: (80) 40,722
City & RTZ-ABC: (80) 53,456

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$265,704,441
Commercial	4	$291,354,000

6 - PASSENGER AUTOS: County 31,200

7 - ELECTRIC METERS: Residence 11,020

8 - GAS METERS: Residence 11,068

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Ordnance 1,469; Elect. 2,000; Food Prods. 350; Heavy Mach. 2,290; Furn. 520; Ret. Trade 3,950; Whol. Trade 1,110.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-61; Summer 63-84; Fall 43-64; Winter 17-35. First killing frost, Oct. 18; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, moderately hard av. 10 grains; fluoridated.

12 - RETAILING: **Principal Shopping Center**-7 blocks on Jefferson St.; 5 on Main St.; 2 on 3rd & 4th Sts.; Hwys. 34 & 61.
Neighborhood Shopping Areas-Osborn & Oak Sts., 2 blocks; Maple at 8th & 9th Sts., 2 blocks; Roosevelt Rd., 5 blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairway(33)	3	Mont. Ward
K mart Plaza(8)	3	K mart
Westland Mall(61)	6	JCPenney, Younker's

Principal Shopping Days-Mon., Fri.
Stores Open Evenings-Dept.-Mon.-Fri.; Food-Every night.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Montgomery Ward; JCPenney; J.S. Schramm; Jack's; Younkers; K mart; Wal-Mart; Walgreens.
Discount Stores-Jack's; K mart; Wal-Mart.
Chain Drug Stores-Osco; Peoples Drug Fair; Walgreens.
Chain Supermarkets-Eagle; Hy-Vee 2; Naifeh's; Warehouse Mkt.; Aldi Food.
Other Chain Stores-Karmelcorn; Kinney's; Holmes Shoes; Brown Shoe; Endicott-Johnson; Firestone; Goodyear; Singer Ctr.; Kay Jewelers; County Seat; The Closet; Coast-to-Coast; Payless; Fanny Farmer; Kirlins; Radio Shack; Chumleys Rest; So-Fro Fabrics; The Land of Oz; General Nutrition; KB Fruit & Nuts; Hickory Farms; Fishbowl Pet Center; Maurices; Samuels; Music Den; Disc Jockey; The Limited; Seifert's; Spencer's; Stars & Stripes Video; Kardons; B. Dalton; Stuarts.
14 - NEWSPAPERS: HAWK EYE (e-mon to fri) 18,496; (S) 20,363; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Nelson H. Showalter, Adv. Dir., HAWK EYE, 800 S. Main, Burlington, IA 52601; Tel. (319) 754-8461.
National Representatives: Iowa Newspaper Association; Papert Companies.

CARROLL

1 - LOCATION: Carroll County, E&P Map B-2. County Seat. 100 mi. NW of Des Moines; 100 mi. SW of Sioux City; 100 mi. NE of Omaha. On U.S. Hwys. 30, 71.

2 - TRANSPORTATION: **Railroads**-Chicago & North Western.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,705; E&P 88 Est. 9,485
County 80 Cen. 22,934; E&P 88 Est. 23,477

4 - HOUSEHOLDS:
City 80 Cen. 3,398; E&P 88 Est. 3,376
County 80 Cen. 7,869; E&P 88 Est. 8,397

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$109,835,440
Savings & Loan	2	$118,500,000

6 - PASSENGER AUTOS: County 14,212

7 - ELECTRIC METERS: Residence 3,800

8 - GAS METERS: Residence 3,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Elect. Control Mfg. 437; Ham Canning Facility 54; Window Mfg. 158; Soft Drinks 50; Refrigeration 63; Farm Equip. N.A.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-75; Summer 55-103; Fall 38-85; Winter 20-70. First killing frost, Oct. 10; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on 2 sts.; 2 suburban areas; Westgate Mall-Downtown.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Discount, Variety, Food-every evening to 9; Others-Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Spurgeon's.
Variety Stores-Sernett's.
Discount Stores-Pamida; K mart.
Chain Supermarkets-Hy-Vee; Fareway; Food 4 Less.
Other Chain Stores-Coast-to-Coast; Star Walgreens Drug; S&S Store; Earl May Garden Center; Tractor Supply Co.; Bauer Built Tire Center; Sears (catalog); Tradehome Shoe; Brass Buckle; Stevenson's; Maurice's.

14 - NEWSPAPERS: TIMES-HERALD (e-mon to fri) 6,720; sworn Sept. 29, 1987.
Local Contact for Advertising and Merchandising Data: James B. Wilson, Pub., TIMES-HERALD, 508 N. Court, Carroll, IA 51401; Tel. (712) 792-3573.
National Representative: Iowa Newspaper Association.

CEDAR FALLS
See WATERLOO

CEDAR RAPIDS-MARION

1 - LOCATION: Linn County, (In Cedar Rapids MSA). E&P Map D-2. County Seat. Industrial, wholesale center. Chicago 219 mi. SE; St. Louis 319 mi. S; Kansas City 296 mi. SW; Omaha 269 mi. SW; Minneapolis & St. Paul 266 mi. N on U.S. Hwys. I-380, 30, 151, 218; State Hwys. 13, 149, 150, 94.

2 - TRANSPORTATION: **Railroads**-Cedar Rapids & Iowa City; CMStP&P; Chicago & Northwestern; Waterloo R.R. Co.; Illinois Central Gulf.
Motor Freight Carriers-24.
Intercity Bus Lines-Greyhound; Jefferson Trans.; Trailways; Scenic Hawkeye Stages; Linn Transit System.
Airlines-United; TWA; Iowa Airways; Continental Express; America West; United Express; Northwest Orient; Air Midwest; American Eagle; Northwest Airlink.

3 - POPULATION:
Corp. Cities 80 Cen. 129,717; E&P 88 Est. 124,421
Cedar Rapids 80 Cen. 110,243; E&P 88 Est. 104,163
Marion 80 Cen. 19,474; E&P 88 Est. 20,258
CZ-ABC: (80) 148,039
RTZ-ABC: (80) 240,005
County/MSA 80 Cen. 170,112; E&P 88 Est. 170,683
City & RTZ-ABC: (80) 388,044
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 48,525; E&P 88 Est. 47,786
Cedar Rapids 80 Cen. 41,662; E&P 88 Est. 40,431
Marion 80 Cen. 6,863; E&P 88 Est. 7,355
CZ-ABC: (80) 55,417
RTZ-ABC: (80) 85,069
County/MSA 80 Cen. 61,770; E&P 88 Est. 64,814
City & RTZ-ABC: (80) 140,486

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$933,207,000
Commercial	12	$718,293,[illegible]

6 - PASSENGER AUTOS: County 119,389

7 - ELECTRIC METERS: Residence 56,199

8 - GAS METERS: Residence 49,496

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Durable Goods 16,100 (N.A.); Fab. Metal N.A. (N.A.); Mach. 14,400 (N.A.); Trans. N.A. (N.A.); Non-Durable 7,600 (N.A.); Food 5,400 (N.A.); Mfg. 23,700 ($470).

10 - CLIMATE: Min. & Max. Temp.-Spring 14-88; Summer 48-101; Fall 13-86; Winter -16-57. First killing frost, Oct. 3; last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Downtown Shopping District**-5 blks. on 1st, 2nd, 3rd and 4th Ave., East; 4 blks. on 1st, 2nd, 3rd, 4th and 5th Sts., East.
Shopping Centers (No. of Stores)-First Ave. East at 36th St and 44th St.; Cedar Hills (6); Johnson Ave. at Jacolyn Dr. N.W. (5); Park Towne Square (10) 42nd St. and Center Pt. Rd.
Neighborhood Shopping Areas-2 blocks at 15th St. & 1st Ave. E.; 2 at 32nd St. & 1st Ave. E.; 2 on 16th Ave. S.W.; 2 on 3rd Ave. S.W. from 1st to 3rd St.; 2 on 3rd Ave. S.W. from 8th to 10th St.; 4 on 3rd St. S.E. from 10th to 14th Aves.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town & Country (40)	2	True Value Hdwe.
Kenwood	2	Kenwood House
Lindale Mall(108)	3	Sears, Younkers, Petersen's

ack's Plaza(10)	2	Jack's, Revco
ollin's Rd Sq	2	Best Buy
6th Ave (20)	1	
ernon(9)	2	Village Market
arget(4)	3	Target Discount
edar Hills(11)	3	Sun Mart Mkt
mart Cedar Mall	3	K mart
estdale(125)	4	JCPenney Younkers Mont Ward Petersen's
ark Town Sq	2	Revco

Stores Open Evenings-Downtown Mon & Thur

3 - RETAIL OUTLETS Department Stores ounker's Armstrong's Sears Montgomery Ward CPenney Smulekoff's Kiecks Petersen & Harned on Maur

iscount Stores-K mart Target Jack's K's Mer-handise

hain Drug Stores Drugtown 4 Paramount 6 sco 3 Revco 6

hain Supermarkets-Sun Mart 5 Super Valu 2 yVee 7 Econo Foods 2

ther Chain Stores-Auto Supplies Goodrich oodyear Firestone Coast-to-Coast Shoes Bar-er's Baker's Kinney Women's Apparel Seifert's rook's Braun's Fashions Casual Corner The loset Foxmoor Casuals Jean Nicole The Li nited Maurices Paul Harris Paint Allied Glass herwin-Williams Iowa Paint Pittsburgh Plate lass Misc Earl May Northwest Fabrics So Fro abrics

4 - NEWSPAPERS GAZETTE (m) 70 373 (S) 1,430 Mar 31 1988 ABC

ocal Contact for Advertising and Merchandising ata Steve Murphy Natl Sales Mgr GAZETTE 00 3rd Ave S.E. Cedar Rapids IA 52401 Tel 319) 398 8211

ational Representatives Branham Newspaper ales Iowa Newspaper Association

CENTERVILLE

1 - LOCATION: Appanoose County. E&P Map C-3 County Seat Agricultural industrial residential 90 mi S and E of Des Moines 100 mi W of Burlington State Hwys 2 5

2 - TRANSPORTATION: **Railroads**-ACCR N&S **Motor Freight Carriers**-4

3 - POPULATION:
Corp City 80 Cen 6.558 E&P 88 Est 5.872
County 80 Cen 15.527 E&P 88 Est 14.077

4 - HOUSEHOLDS:
City 80 Cen 2 708 E&P 88 Est 2.468
County 80 Cen 6 011 E&P 88 Est 6 189

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$115.647 328

6 - PASSENGER AUTOS: County 9.425

7 - ELECTRIC METERS: Residence 3 384

8 - GAS METERS: Residence 2.441

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners (Av Wkly Wage) Utility 175 ($295) Plastic Food Pkg 400 ($225) Radiators 136 ($240) Auto Parts Dist 225 ($225) Commercial Plastic Mfg 100 ($240)

10 - CLIMATE: Min & Max Temp -Spring 40-59 Summer 65-88 Fall 36-60 Winter 22-43

11 - TAP WATER: Neutral soft fluoridated

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Moulton	15	Woods Bros
Moravia	13	Turner & Son
Mystic	6	Clark & Son
Corydon	25	Rexall, HyVee
Unionville, MO	25	Ace Hdwe., HyVee

Principal Shopping Days-Wed., Fri., Sat
Stores Open Evenings-Fri

13 - RETAIL OUTLETS: **Department Stores**-True Value Spurgeons JCPenney, Bostwicks Fashion Crossroads
Variety Stores-Ben Franklin
Discount Stores-Places Pamida Dollar General
Chain Drug Stores-Owl Rexall Med-Cap Easter's Phcy
Chain Supermarkets-Hy-Vee, Super Valu Fareway, Aldi
Other Chain Stores-Coast-to-Coast Western Auto Brown Shoe-Fit Sears (catalog) Orchelyn Farm & Home Merle Norman

14 - NEWSPAPERS: AD EXPRESS/IOWEGIAN (m-mon to fri) 3.567 sworn Oct 1 1987
Local Contact for Advertising and Merchandising Data John C Arnold Pub AD EXPRESS/IOWEGIAN 105 N Main St Centerville IA 52544 Tel (515) 856-6336
National Representative Iowa Newspaper Association

CHARLES CITY

1 - LOCATION: Floyd County E&P Map C-1 County Seat Wholesale center NE part of state 313 mi from Chicago 135 mi from Des Moines 130 mi from Minneapolis

2 - TRANSPORTATION: **Railroads**-Illinois Central Milwaukee Iowa Terminal RR
Motor Freight Carriers-8
Intercity Bus Lines-Jefferson

3 - POPULATION:
Corp City 80 Cen 8.778 E&P 88 Est 8.137
County 80 Cen 19.564 E&P 88 Est 18.781
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen 3.401 E&P 88 Est 3.216
County 80 Cen 7.084 E&P 88 Est 7.028

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	1	N A
Commercial	3	$146.450.000

6 - PASSENGER AUTOS: County 12.487

7 - ELECTRIC METERS: Residence 3.559

8 - GAS METERS: Residence 3 139

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners (Av Wkly Wage)-Farm Mach 750 ($310) Animal Health Prods 402 ($285) Poultry Proc 500 ($285) Educ 500 ($275)
Principal Industrial Pay Day-Fri

10 - CLIMATE: Min & Max Temp -Spring 35-57 Summer 60-82 Fall 39-60 Winter 11-28 First killing frost Oct 2 last killing frost Apr 26

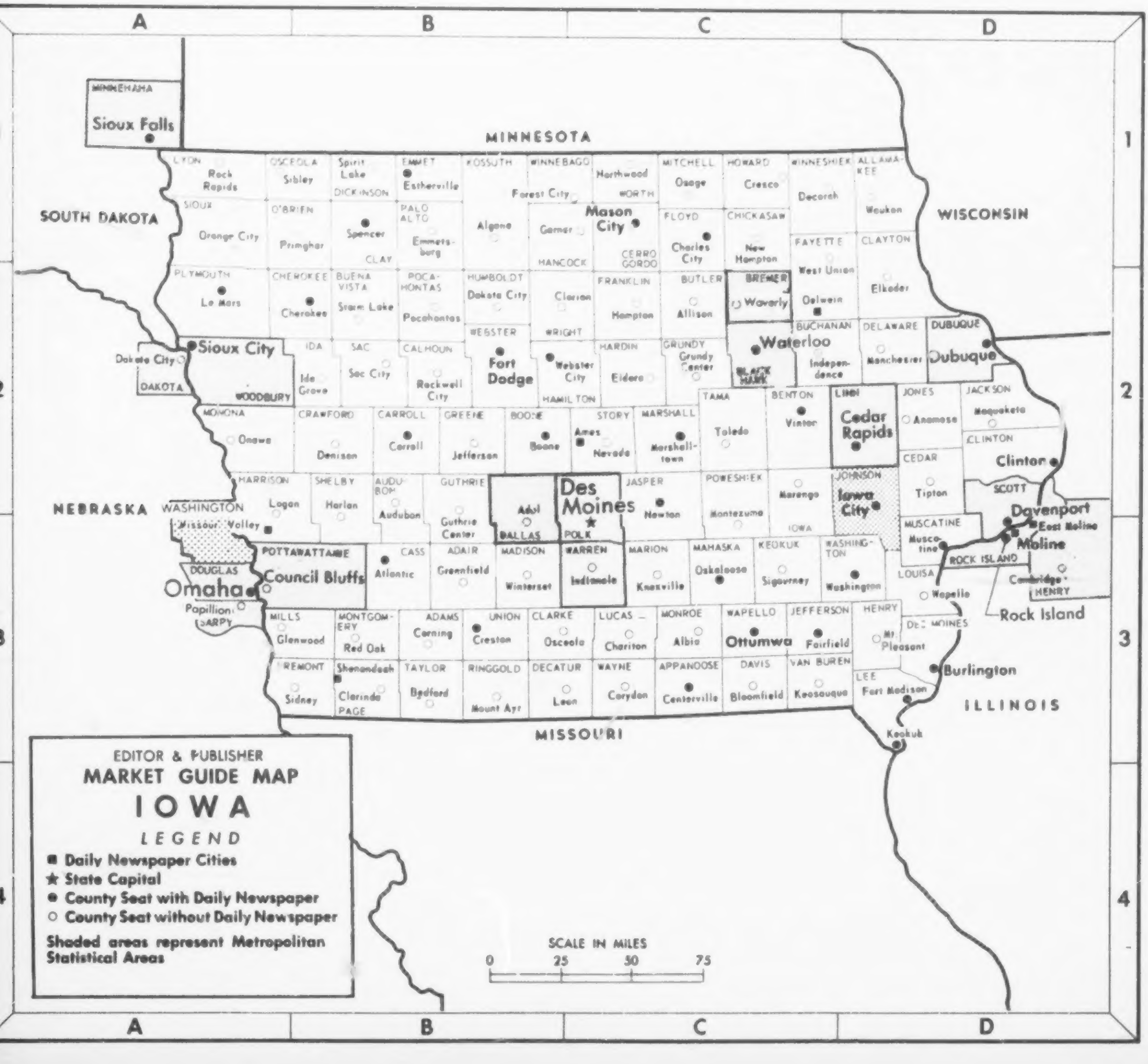
11 - TAP WATER: Neutral very hard fluoridated

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Main St., 2 on Clark 2 on Kelly 2 on Blunt 1 on 2nd St., 1 on Gilbert St

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cedar Mall(31)		HyVee
Easter's SuperValu		Super Mkt

Principal Shopping Days-Mon Fri Sat


A
B
C
D
1
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4
MINNESOTA
SOUTH DAKOTA
WISCONSIN
NEBRASKA
ILLINOIS
MISSOURI
Sioux Falls
Sioux City
Mason City
Charles City
Fort Dodge
Waterloo
Cedar Rapids
Dubuque
Clinton
Davenport
Moline
Rock Island
Des Moines
Iowa City
Council Bluffs
Omaha
Ottumwa
Burlington
EDITOR & PUBLISHER
MARKET GUIDE MAP
IOWA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
25
50
75

Stores Open Evenings-Dept.-Mon. Thur.; Food-6 nights.

13 - RETAIL OUTLETS: Department Stores-Spurgeon's.
Discount Stores-Pamida. K mart
Variety Stores-Ben Franklin
Chain Drug Stores-Kruse. Easter's. Medicap Family Pharmacy
Chain Supermarkets-Easter's SuperValu. Fareway. HyVee
Other Chain Stores-Sears (order store). Brown's Shoe Fit Co.. Stevenson's/Trade Home. Coach House. Roberts Villa. E&N Tire Service. Dorfman Auto Supply. Sieg Co.. McGregor Furn.

14 - NEWSPAPERS: PRESS (e-mon to fri) 3.321. sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Rich Gifford. Adv. Mgr., PRESS. PO Box 397. Charles City, IA 50616. Tel. (515) 228-3211.
National Representatives: American Newspaper Representatives. Iowa Newspaper Association.

CHEROKEE

1 - LOCATION: Cherokee County. E&P Map B-2. County Seat.

2 - TRANSPORTATION: Railroads-Illinois Central.
Motor Freight Carriers-7.
Intercity Bus Lines-Iowa Coaches.

3 - POPULATION:
Corp. City 80 Cen. 7.004. E&P 88 Est. 5.761
County 80 Cen. 16.184. E&P 88 Est. 15.550

4 - HOUSEHOLDS:
City 80 Cen. 2.689. E&P 88 Est. 2.250
County 80 Cen. 5.999. E&P 88 Est. 5.950

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$99.643.000
Savings & Loan	2	$106.415.813
Credit Union	1	$3.800.000

6 - PASSENGER AUTOS: County 10.159

7 - ELECTRIC METERS: Residence 2.687

8 - GAS METERS: Residence 2.610

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners (Av. Wkly. Wage)-Farm Imp. 280 ($247). Meat Packing 800 ($404).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 18-68; Summer 55-79; Fall 26-79; Winter 0-38. First killing frost, Oct. 8, last killing frost, May 20.

11 - TAP WATER: Neutral, not fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on Main and Second St., North Star Plaza (8 stores-grocery, variety, discount); Southside Shopping Ctr. (30 stores-hardware, discount).
Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Thur. Food and discount-nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Hawley Allison; Bomgaar's; Sears; Montgomery Ward.
Discount Stores-Gibson's; Alco; K mart; Drugtown.
Chain Drug Stores-McWilliams; Drug Town.
Chain Supermarkets-Fareway; HyVee.
Other Chain Stores-Brown Shoe; Earl May; Casey's General Store; Kum & Go; The Clothes Peddler; Thermo Gas Co.; Payless.

14 - NEWSPAPERS: TIMES (m-tues. to sat.) 3,500; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Troy Valentine, Adv. Mgr., TIMES, 435 Summit, Cherokee, IA 51012; Tel. (712) 225-5111.
National Representative: Iowa Newspaper Association.

CLINTON

1 - LOCATION: Clinton County, E&P Map D-2, County Seat. Manufacturing & agricultural ctr. Extreme E point in IA; 138 mi. W of Chicago; 300 mi. S of Minneapolis; 300 mi. N of St. Louis.

2 - TRANSPORTATION: Railroads-Burlington Northern; Soo; C&NW; CRI&P. Mississippi River Municipal Barge Terminal.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Clinton Municipal Transit Authority.
Airlines-Great Lakes.

3 - POPULATION:
Corp. City 80 Cen. 32,828; E&P 88 Est. 28,739
CZ-ABC: (80) 32,828
RTZ-ABC: (80) 92.815
County 80 Cen. 56.951; E&P 88 Est. 54.512
City & RTZ-ABC: (80) 125.643

4 - HOUSEHOLDS:
City 80 Cen. 12.261; E&P 88 Est. 11.150
County 80 Cen. 20.345; E&P 88 Est. 21.418
CZ-ABC: (80) 12.261
RTZ-ABC: (80) 32.370
City & RTZ-ABC: (80) 44.631

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$126.417.491
Commercial	4	$227.261.000

6 - PASSENGER AUTOS: County 36.608

7 - ELECTRIC METERS: Residence 12.566

8 - GAS METERS: Residence 10.371

9 - PRINCIPAL INDUSTRIES: No. of Wage Earners (Av. Wkly. Wage)-Corn Proc. 400 ($320); Clysar Mfg. 350 ($360); R.R. & Car Repair 400 ($320); Ladies Garments 179 ($220); Paper Cartons & Labels 861 ($275); Chem. Prods. 495 ($330); Coupon Clearing 600 ($224); Wire Prods. 285 ($220); Plastic Pipe 323 ($300); Automotive Parts 191 ($220); Sheet Metal 112 ($250); Plastic Forming 111 ($260).
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-82; Summer 55-92; Fall 21-84; Winter 8-38. First killing frost, Oct. 19, last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, very hard, fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on S. 2nd St.; 2 on S. 3rd St.; 3 on 5th Ave. S.; 3 on 6th Ave. S.; 2 on 4th Ave. S.
Neighborhood Shopping Centers-8 blocks on Main Ave.; 4 on S. 4th St.; 2 on Camanche Ave.; 100 Block N. & S. on 2nd St.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept., chain & variety, Mon. & Fri.; food, nightly.

13 - RETAIL OUTLETS: Department Stores-Kline's, JCPenney, Sears.
Discount Stores-Paul's Discount, Target, K mart.
Variety Stores-Woolworth, Main Ave.
Chain Drug Stores-Bond-Walgreens, Osco.
Chain Supermarkets-Eagle 3, Jewel, Kopp's 3, Aldi, Food Bonanza.
Other Chain Stores-Firestone, Diamond Paint, Sherwin-Williams; Cobb Optical Co.; Kinney Shoe, Brown's Shoe-Fit, Fullerton Lumber, Eclipse Lumber, Radio Shack, Farm & Fleet.

14 - NEWSPAPERS: HERALD (e) 19.864; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: D.H. Cunningham, Adv. Dir., HERALD, 221 6th Ave. S., Clinton, IA 52732; Tel. (319) 242-7101.
National Representative: Papert Companies.

COUNCIL BLUFFS

1 - LOCATION: Pottawattamie County. (In Omaha, NE-IA MSA) E&P Map A-3. County Seat. Railroad center. Miscellaneous light manufacturing, greyhound, race track, food processing. Western edge of Iowa overlooking Missouri River.

2 - TRANSPORTATION: Railroads-Burlington Northern; Chicago & Northwestern, Union Pacific; Chicago Central & Pacific; Colorado & Eastern; Iowa Interstate Railroad Co.
Motor Freight Carriers-76.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-United; Northwest Orient; Eastern; TWA; AAA Commuter; Continental; American; America West; GP Express; Iowa Airways; Delta; Midway.

3 - POPULATION:
Corp. City 80 Cen. 56,449; E&P 88 Est. 56,732
CZ-ABC: (80) 56,449
RTZ-ABC: (80) 72,305
County 80 Cen. 86,452; E&P 88 Est. 88,344
MSA 80 Cen. 585,620; E&P 88 Est. 625,076
City & RTZ-ABC: (80) 128,754
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 20,872; E&P 88 Est. 21,728
County 80 Cen. 30,781; E&P 88 Est. 32,878
MSA 80 Cen. 208,746; E&P 88 Est. 232,698
CZ-ABC: (80) 20,872
RTZ-ABC: (80) 24,891
City & RTZ-ABC: (80) 45,763

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$471,391,243
Savings & Loan	2	$218,765,485

6 - PASSENGER AUTOS: County 72,252

7 - ELECTRIC METERS: Residence 20,993

8 - GAS METERS: Residence 21,016

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Trans., Commun. & Public Util. 2,000; Mfg. 2,900; Fin., Ins., R.E. 1,100; Whol. Trade 1,300; Ret. Trade 6,000; Gov't 4,700; Constr. 900; Service 6,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-72; Summer 68-100; Fall 31-72; Winter 20-38. First killing frost, Oct. 20, last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, moderately soft.

12 - RETAILING: Principal Shopping Center-8 blocks on Broadway between 1st & 8th Sts.
Neighborhood Shopping Centers-5 blocks on Broadway near 20th & 25th Sts.; Broadway, 28th to 35th St.; 16th Ave. bet. 7th & 8th Sts.; Bluffs Plaza-4 stores; Sundel Plaza-14 stores.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bluff Plz.(4)	1	Bluff's, Super Foods
Bluffs Northway(6)	2	Richman-Gordman, Hy-Vee, Drug Town
Madison Mall(4)	2	Drugtown, Hy-Vee
Centre Point Mall(26)	NA	Younker's, Sears
Sherwood Plz.(10)	3	K mart, Payless Shoes
Sundel Plaza (14)	1	Curtis Mathes
Ogden Place(10)	1	Sherwin-Williams, Nutri System
Mall of the Bluffs(100)	3	Dillard's, Target, Penney's

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Dept. Mon. and Thur.; Mall of the Bluffs and Midlands Mall every evening.

13 - RETAIL OUTLETS: Department Stores-JCPenney, Richman-Gordman, Sears, Younker's, Dillard's.
Discount Stores-K mart, Target.
Chain Drug Stores-Walgreens 3, Osco, Drug Town 2.
Chain Supermarkets-Super Valu 2, Hy-Vee 2.
Other Chain Stores-Firestone, Goodrich, Goodyear, Tractor Supply, Payless Shoes, Kinney, So-Fro Fabrics, Zale's Jewelry, Norman's Shoe Store, Sutherlands, World Radio, Northwest Fabrics, Earl May Garden Center, Peoples True Value, West Lake Ace Hardware.

14 - NEWSPAPERS: NONPAREIL (e-mon to fri) 17,363; (m-sat) 17,187; (S) 19,570; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Tom Kean, Adv. Mgr., NONPAREIL, 117 Pearl St., Council Bluffs, IA 51503; Tel. (712) 328-1811.
National Representatives: Thomson Newspapers, Iowa Newspaper Association.

CRESTON

1 - LOCATION: Union County, E&P Map B-3, County Seat. Farm area in S central Iowa; livestock, 75 mi. SW of Des Moines, 100 mi. E of Omaha. On U.S. Hwy. 34; State Hwy. 25.

2 - TRANSPORTATION: Railroads-Burlington Northern; Amtrak Passenger Service.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 8,429; E&P 88 Est. 7,449
County 80 Cen. 13,845; E&P 88 Est. 13,723

4 - HOUSEHOLDS:
City 80 Cen. 3,403; E&P 88 Est. 3,091
County 80 Cen. 5,314; E&P 88 Est. 5,228

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	2	$140,000,000
Savings & Loan	2	$100,000,000

6 - PASSENGER AUTOS: County 8,667

7 - ELECTRIC METERS: Residence 4,189

8 - GAS METERS: Residence 3,419

9 - PRINCIPAL INDUSTRIES: R.R. Shop & Operating Personnel; Light Mach.; Feed Mixing; Concrete Block; Precision Magnesium and Aluminum Casting (Valves & Fittings, Aero-Space Parts); Anhydrous Ammonia Mfg.; Plastics Molding and Plastic Piping; Coffee Making Appliances; Lubricating parts; Candy.
Principal Industrial Pay Days-Fri., Sat.; 17th and last day of month; Av. Wkly. Wage: $300 (for mfg. jobs).

10 - CLIMATE: Min. & Max. Temp.-Spring 18-101; Summer 47-101; Fall 15-84; Winter 10-55. First killing frost, Oct. 10, last killing frost, May 2.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on Maple, Montgomery, Pine, Adams, Elm and Union Sts.
Neighborhood Shopping Centers-Hwy. 34 & Summer; Hwy. 25 & Townline; Hwy. 25 and Summer and Sheldon.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon.; Shopping Centers every evening exc. Sun.

13 - RETAIL OUTLETS: Department Stores-Spurgeon Merc.; Sernett's.
Variety Stores- Variety Stores(vs)
Discount Stores-Farm Home & Supply, K Mart.
Chain Supermarkets-HyVee; Fareway; Super Valu.
Other Chain Stores-Goodyear; Sears (catalog); Medicap Pharmacy; Casey's General Stores (3).

14 - NEWSPAPERS: NEWS-ADVERTISER (e-mon to fri) 5,811; sworn Mar. 31, 1988.
Local Contact for Advertising and Merchandising Data: Arvid Huisman, Pub., NEWS-ADVERTISER, 503 W. Adams St., Creston, IA 50801; Tel. (515) 782-2141.
National Representative: Iowa Newspaper Association.

DAVENPORT-BETTENDORF

1 - LOCATION: Scott County. (In Davenport-Rock Island-Moline, IA-IL MSA) E&P Map D-3. County Seat. Small mfg. On W bank of Mississippi River, 183 mi. W by S of Chicago. On U.S. Hwys. 6, 61, 67; State Hwys. 122, 22 and 74; I-80.

2 - TRANSPORTATION: Railroads-(MSA) Davenport: Rock Island; Northwestern; Burlington Northern; Soo Lines; Iowa Interstate.
Motor Freight Carriers-38.
Intercity Bus Lines-Continental Trailways; Greyhound; River Trails Transit; Scenic Stage; Bettendorf Mass. Transit; Davenport City Lines.
Airlines-American Eagle; Britt; United, United Express; Air Midwest; TWA; Northwest Orient.

3 - POPULATION:
Corp. Cities 80 Cen. 130,645; E&P 88 Est. 123,068
Davenport 80 Cen. 103,264; E&P 88 Est. 96,094
Bettendorf 80 Cen. 27,381; E&P 88 Est. 26,974
CZ-ABC: (80) 286,405
Iowa CZ-ABC: (80) 131,252
Ill. CZ-ABC: (80) 155,
RTZ-ABC: (80) 393,441
County 80 Cen. 160,216; E&P 88 Est. 165,699
MSA 80 Cen. 384,347; E&P 88 Est. 386,087
City & RTZ-ABC: (80) 679,846
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 47,357; E&P 88 Est. 46,143
Davenport 80 Cen. 38,024; E&P 88 Est. 36,797
Bettendorf 80 Cen. 9,333; E&P 88 Est. 9,346
County 80 Cen. 56,677; E&P 88 Est. 60,511
MSA 80 Cen. 138,256; E&P 88 Est. 142,701
CZ-ABC: (80) 105,268
Iowa CZ-ABC: (80) 47,583
Ill. CZ-ABC: (80) 57,685
RTZ-ABC: (80) 139,130
City & RTZ-ABC: (80) 244,398

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	36	$2,154,893,000
Savings & Loan	8	$2,555,582,000

6 - PASSENGER AUTOS: County 114,677

7 - ELECTRIC METERS: Residence 111,085

8 - GAS METERS: Residence 161,860

9 - PRINCIPAL INDUSTRIES: Type of Industry, No. of Wage Earners-(MSA) Total Mfg. Employment 31,445 (Farm & Constr. Equip., Alum. Milling); Non-Mfg. 84,635; Public Sector 27,150. Av. Wkly. Wage $329.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 7-93; Summer 40-92; Fall 13-42; Winter 7-63. An. rainfall 33.7 in.

11 - TAP WATER: From Mississippi River. Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Davenport-4 blocks on 2nd St., 4 on 3rd St., 3 on Brady-Main Harrison; N. Brady between 30th St. & Kimberly Rd. Northpark, between Harrison and Brady on West Kimberly; Northgate Eastern & Kimberly. Spring Vlg. on E. Kimberly & Spring Sts. Bettendorf-State St., from 14th to 19th Sts.; Duck Creek Plz.
Neighborhood Shopping Centers-Davenport-6 blocks on North Harrison St., 8 near Locust & Division Sts. in N.W. Davenport, Midtown Plz., Paul Revere Sq., Kimberly & Jersey Ridgs., Brady & Locust Vlg. 27 units; Venture shopping area on N 18th in Bettendorf, Westfair, 9 units.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
N.W. Davenport	3	
W. Locust	5	

ttown Plz.(15)	2	Walgreens
rthgate	4	Interstate Book Store, Strum
ing Village	4	Eagles, Walgreens
rthpark(30)	3	JCPenney, Younker's, Mont Ward
mberland Sq (40)	4	Jewel, Osco
st Locust	3	Eagles
ture	3	Jewel, Osco, Venture
tendorf Plz (6)	2	K mart
Town Mall(26)	3	Peoples, Payback, Sherwin-Williams
ck Creek	5	Younker's, Petersen,
Plaza(38)		Harned Von Maur
stfair	4	

incipal Shopping Days-Dept. Stores-Mon., Fri d Sat.; Food: Thur., Fri., Sat. & Sun.
res Open Evenings-Dept.-Mon. & Fri. Supmkts.-Every evening. Mon. through Sun.
res Close-Mon. morning and Sat. evenings.
res Open Sundays-Discount, Supermkts., g. Shopping Malls

- **RETAIL OUTLETS**: **Department Stores**-nker's 3, Petersen Harned Von Maur 3, JCPen- 2, Sears 2, Montgomery Ward 2.
count Stores-Venture 2, Target 2, K mart 4, st Buy.
iety Stores-Ben Franklin, Kresge, Woolworth.
in Drug Stores-Peoples 8, Osco, Main at Lot Phcy., Medicine Shoppe, Stewart, Walgreens.
in Supermarkets-Eagle 5, Hy Vee 2, Jewel 3, leven 14, Convenient, Food for Less, Easter ds, Casey's.
ependent Buying Groups-Royal Blue, Jack & 5, Super Valu 2, Certified.
er Chain Stores-Fannie May 4, Firestone 2, m McAn, Goodyear, Bakers, Kinney 2, Fashion, ger Co. 2, Seiferts, Paul Harris 2, Waldenbooks Coach House Gifts, So-Fro Fabrics 2, Glidden, erstate Bookstore, Richman Bros., Wallpaper to Radio Shack 4.

- **NEWSPAPERS**: QUAD-CITY TIMES (all day) 565; (S) 83,044, Mar. 31, 1988 ABC.
al Contact for Advertising and Merchandising a: Carl Davis, Display Adv. Mgr., QUAD-CITY ES, 124 E. 2nd St., Davenport, IA 52801; Tel. 9) 383-2200.
ional Representative: Branham/Newspaper es.

DES MOINES

LOCATION: Polk County. (In Des Moines MSA) P Map C-2. Capital and County Seat. Insurce, publishing, commercial, farm and industl center. 358 mi. from Chicago; 206 mi. from nsas City; 240 mi. from Minneapolis.

TRANSPORTATION: **Railroads**-Chicago & North stern; Burlington Northern; Norfolk & Western; s Moines Union; Iowa; Amtrak; Norfolk South-; Sante Fe; Union Pacific.
tor Freight Carriers-82.
ercity Bus Lines-Trailways; Greyhound.
lines-United; TWA; American; America West; ntinental; Northwest; Great Lakes; Midway.

POPULATION:
p. City 80 Cen. 191,003; E&P 88 Est. 186,789
-ABC: (80) 291,089
Z-ABC: (80) 901,486
A 80 Cen. 367,924; E&P 88 Est. 381,681
unty 80 Cen. 303,258; E&P 88 Est. 314,505
y & RTZ-ABC: (80) 1,192,575
mographic Information available from Newsper. See paragraph 14.

HOUSEHOLDS:
y 80 Cen. 75,249; E&P 88 Est. 76,477
unty 80 Cen. 114,817; E&P 88 Est. 121,422
A 80 Cen. 137,018; E&P 88 Est. 144,508
-ABC: (80) 110,717
Z-ABC: (80) 330,120
y & RTZ-ABC: (80) 440,837

BANKS	**NUMBER**	**DEPOSITS**
mmercial	8	$2,216,680,000
ings & Loan	7	$2,551,000,000

PASSENGER AUTOS: County 240,456

ELECTRIC METERS: 165,586

GAS METERS: 106,358

PRINCIPAL INDUSTRIES: Industry, No. of Wage rners (Av. Wkly. Wage)-Mfg. 25,800 ($496); ns. 7,800 (N.A.); Food 4,300 ($407); Printing 00 ($608).

- **CLIMATE**: Min. & Max. Temp.-Spring 20-90; mmer 47-101; Fall 20-88; Winter -10-73. First ing frost, Oct. 3; last killing frost, Apr. 5.

- **TAP WATER**: Alkaline, soft; fluoridated.

- **RETAILING**: **Principal Shopping Center**-4th 9th on Walnut and Locust.
Neighborhood Shopping Centers-Apple Valley Shopping Ctr., (73rd & University), Beaverdale (Beaver & Urbandale), Cedar Ridge Shopping Ctr. (7517 Douglas), Franklin Plaza (49th & Franklin Ave.), Harding Hills Shopping Ctr. (3303 Harding Rd.), Highland Park Mall (100 E. Euclid), Indian Hills Shopping Ctr. (100 St. & University), Kaleidoscope at the Hub (555 Walnut), Locust Mall (7th & Locust), Merle Hay Mall (Merle Hay & Douglas), Park Fair (2nd & Euclid), Roosevelt (42nd & Chamberlain), Sherwood Forest (73rd & Hickman), Southridge Mall (S.E. 14th & Army Post Rd.), UpTown (42nd & University), Valley West Mall (I-235 & 35th St. WDM), Value Mall (4100 Merle Hay Rd.), Village Sq. Shopping Ctr. (5800 Merle Hay Rd.), The Wakonda Shopping Ctr. (4200 Fleur Dr.), Windsor Heights (66th & University), Valley Junction (Downtown WDM), Hay Market Mall (4247 Merle Hay Rd.), Eastgate (1550 E. Euclid), Clocktower Square (2900 University, WDM), Governor Square (2700 University, WDM), Jacobson Plaza (2250 Ave. FM Hubbell), Normandy Plaza (Railroad Ave. & Grand Ave., WDM), Old Orchard Plaza (1800 86th St.), Park Fair (2nd & Euclid), Stefon Plaza (200 Army Post Rd.), CrossRoads Shopping Ctr. (1821 22nd St. WDM).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Eastgate(24)	NA	Younker's
Merle Hay Mall(129)	NA	Mont. Ward, Sears, Younker's
Park Fair(15)	NA	Sun Park Fair Phcy
Southridge(127)	NA	Mont. Ward, Sears, Younker's
Valley West(119)	NA	Younker's

Principal Shopping Days-Dept. Stores-Fri., Sat., Sun.; Food Stores-Thur., Fri., Sat.
Stores Open Evenings-Neighborhood Fri., Shopping Centers Mon.-Fri.; Food every night until 10 or later and most of Sun.

13 - **RETAIL OUTLETS**: **Department Stores**-Younker's 5, Sears 2, JCPenney 2, Montgomery Ward 2, Petersen Harned Von Maur, Richman Gordman 3, Marshall's.
Discount Stores-K mart 4, Service Mdse., Target 3, Half Price 2.
Variety Stores-Place's.
Chain Drug Stores-Walgreens 6, Drug Mart 5, Medicap Pharmacy 11, Drug Town 4, Union Prescription Center 2, Sun Drug 2, Dot Drug 3.
Chain Supermarkets-HyVee 12, Super Valu 8, Dahl's 10, Sav-U-More, Food 4 Less 3, Superamerica 2, Aldi's 3.
Other Chain Stores-Kwik Shop 16, Quik Trip 29, Git-N-Go 8, 7-Eleven 11, Casey's 5, Helzberg 3, Plumbs 3, Ginsbergs, Joseph's 2, Zale's 3, Radio Shack 7, Waldenbooks 3, B. Dalton Booksellers 2, Bakers 3, Fanfare 2, Florsheim 2, Kinney 3, Payless Shoes 3, Naturalizers 4, Roosevelt Bootery 2, K-G Mens 3, County Seat 3, The Gap 3, Brooks 3, Casual Corner 3, The Limited 3, Maurice's 3, Paul Harris 3, Seiferts 4, Firestone 5, Goodyear 4, Sherwin-Williams 3, Famous Footwear 2, Burlington Coat Factory, T.J. Maxx 2, Peck & Peck 2, Susie's Casuals 3, Benetton 3, Brauns 4, Mark Henri 3, Jean Nicole 2, Hit or Miss 3, Lerner Shops 4, Foxmoor Casuals 3, World Radio 4, Menards 2, Payless Cashway 3, True Value 3, Best Buy 2.

14 - **NEWSPAPERS**: REGISTER (m) 213,487; (S) 362,461; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Henry C. Phillips, Adv. Dir., REGISTER, 715 Locust St.; PO Box 957, Des Moines, IA 50304; Tel. (515) 284-8070.
National Representative: Gannett National Newspaper Sales.

DUBUQUE, IA-EAST DUBUQUE, IL

1 - **LOCATION**: Dubuque County in Iowa, Jo Daviess County in Illinois. (In Dubuque, MSA). E&P Map D-2. Rail and transportation center. On U.S. Hwy. 20, 52, 61, 67 and 151; State Hwy. 3. Manufacturing and secondary wholesale center. 159 air mi. from Chicago; 162 mi. from Des Moines; 209 mi. from Minneapolis-St. Paul.

2 - **TRANSPORTATION**: **Railroads**-Burlington Northern; Illinois Central Gulf; Milwaukee; Chicago Central & Pacific.
Motor Freight Carriers-13.
Intercity Bus Lines-Greyhound; Iowa Coaches.
Airlines-Iowa Airways; Midway; American Eagle.

3 - **POPULATION**:
Corp. Cities 80 Cen. 64,515; E&P 88 Est. 60,376
  Dubuque, IA 80 Cen. 62,321; E&P 88 Est. 58,205
  E. Dubuque, IL 80 Cen. 2,194; E&P 88 Est. 2,171
CZ-ABC: (80) 64,568
RTZ-ABC: (80) 148,505
Counties 80 Cen. 117,353; E&P 88 Est. 115,157
  Dubuque, IA 80 Cen. 93,752; E&P 88 Est. 91,058
  Jo Daviess, IL 80 Cen. 23,601; E&P 88 Est. 24,099
MSA 80 Cen. 93,752; E&P 88 Est. 91,058
City & RTZ-ABC: (80) 213,073

4 - **HOUSEHOLDS**:
Cities 80 Cen. 21,862; E&P 88 Est. 21,170
  Dubuque, IA 80 Cen. 21,107; E&P 88 Est. 20,461
  E. Dubuque, IL 80 Cen. 755; E&P 88 Est. 709
CZ-ABC: (80) 21,862
RTZ-ABC: (80) 48,364
Counties 80 Cen. 38,349; E&P 88 Est. 39,378
  Dubuque, IA 80 Cen. 30,021; E&P 88 Est. 30,462
  Jo Daviess, IL 80 Cen. 8,328; E&P 88 Est. 8,916
MSA 80 Cen. 30,021; E&P 88 Est. 30,462
City & RTZ-ABC: (80) 70,226

5 - **BANKS**	**NUMBER**	**DEPOSITS**
Commercial	4	$632,406,000
Savings & Loan	1	$128,555,000
Credit Union	3	$139,204,449

6 - **PASSENGER AUTOS**: Counties: Dubuque, IA 59,065; Jo Daviess, IL 12,425

7 - **ELECTRIC METERS**: Residence 22,571

8 - **GAS METERS**: Residence 19,368

9 - **PRINCIPAL INDUSTRIES**: Industry, No. of Wage Earners-Durable Goods 7,100; Fab. Metal 900; Non-Durable Goods 3,900; Av. Industrial Wage Per Hour $12.64.
Principal Pay Days-Fri.; 1st & 15th.

10 - **CLIMATE**: Min. & Max. Temp.-Spring 32-58; Summer 61-81; Fall 42-60; Winter 14-30. First killing frost, Oct. 28; last killing frost, Apr. 13.

11 - **TAP WATER**: Alkaline (pH 8.8), soft, fluoridated.

12 - **RETAILING**: **Principal Shopping Centers**-Kennedy Mall, Town Clock Plaza, Asbury Square, Inn Plaza, Century Plaza, Warren Plaza.
Neighborhood Shopping Areas-University (Alpine to Delhi); Central Ave. (4th to 25th); University (Loras to Asbury); Rhomburg Ave. (Kniest to Windsor); First St. (Locust to Main); Dodge St. (Bluff to Alpine); Intersection (Carter & Asbury); Intersection (Hill & West 5th); S. Locust (Dodge to Railroad); Hwy. 52 North.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Plaza 20(25)	3	K mart, Aldi
Kennedy(75)	5	Armstrong's, Younker's, Woolworth, JCPenney
Warren	5	Target, Hy Vee, Arby's

Principal Shopping Days-Dept.-Mon., Fri., Sat.; Food-Fri., Sat.
Stores Open Evenings-Central Ave. Stores Mon. through Fri.; Food nightly. Most stores open Sun. noon to 5.

13 - **RETAIL OUTLETS**: **Department Stores**-Armstrong's; JCPenney; Sears; Younker's; Theisen.
Discount Stores-K mart; Zayre; Target; Factory Outlet Market.
Variety Stores-Woolworth.
Chain Drug Stores-Hartig-Rexall 4; Walgreens; Revco; Union Prescription.
Chain Supermarkets-Eagle Food 3; Oky-Doky 8; Hy Vee; Econo Foods; Aldi.
Other Chain Stores-Leath Furniture; Goodyear; Rex Stereos; Firestone; Sherwin-Williams; Shoes: Kinney, Payless, Hot Line, Fan Fare; Women's Apparel: Lerner Shops, Seiferts, Maurice's, Fashion Gal, Fashion Crossroads, Brooks, Deb's, Fashion Bug, Lane Bryant; Men's Apparel: Gildner's, A.J. August; Misc.: Singer Co., Zale's Jewelry, Musicland, So-Fro Fabrics, Northwest Fabric.

14 - **NEWSPAPERS**: TELEGRAPH-HERALD (e-mon to fri) 34,685; (S) 38,785; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Tom Yunt, Adv. Dir., TELEGRAPH-HERALD, 8th & Bluff, Dubuque, IA 52001; Tel. (319) 588-5723.
National Representatives: Papert Companies; Iowa Newspaper Association.

ESTHERVILLE

1 - **LOCATION**: Emmet County, E&P Map B-1. On W fork of Des Moines River, 186 mi. NW of Des Moines; 125 mi. NE of Sioux City; 170 mi. SW of Minneapolis. On State Hwys. 4, 9.

2 - **TRANSPORTATION**: **Railroads**-Northwestern.
Motor Freight Carriers-5.

3 - **POPULATION**:
Corp. City 80 Cen. 7,518; E&P 88 Est. 6,701
County 80 Cen. 13,278; E&P 88 Est. 12,366

4 - **HOUSEHOLDS**:
City 80 Cen. 2,854; E&P 88 Est. 2,550
County 80 Cen. 4,844; E&P 88 Est. 4,755

5 - **BANKS**	**NUMBER**	**DEPOSITS**
Savings	2	$130,000,000
Savings & Loan	2	$50,000,000

6 - **PASSENGER AUTOS**: County 8,126

7 - **ELECTRIC METERS**: Residence 2,473

8 - **GAS METERS**: Residence 2,700

9 - **PRINCIPAL INDUSTRIES**: Industry, No. of Wage Earners-Egg Proc. 170; Produce 110; Livestock Feeds 125.
Principal Pay Days-Tues., Wed., Fri.

10 - **CLIMATE**: Min. & Max. Temp.-Spring 24-84; Summer 35-94; Fall 12-50; Winter 20-55. First killing frost, Oct. 29.

11 - **TAP WATER**: Alkaline, soft; fluoridated.

12 - **RETAILING**: **Principal Shopping Center**-12 blocks on 4 Sts.
Neighborhood Shopping Centers-E. Central Ave.; Plaza-7 stores.
Principal Shopping Days-Tues., Fri., Sat.
Stores Open Evenings-Thur.

13 - **RETAIL OUTLETS**: **Department Stores**-Damon's; Anthony's; Spurgeon's.
Variety Stores-Alco; Pamida.
Chain Drug Stores-Hoye Super Rexall 3, Snyder.
Chain Supermarkets-HyVee; Fareway, Inc.; Harold's Red Owl.
Other Chain Stores-Firestone; Coast-to-Coast; Sears (catalog).

14 - **NEWSPAPERS**: NEWS (m-mon, wed, thur, sat) 2,075; sworn Sept. 29, 1987.
Local Contact for Advertising and Merchandising Data: Richard Myers, Adv. Dir., NEWS, 10 N. 7th St., Estherville, IA 51334; Tel. (712) 362-2622.
National Representatives: American Newspaper Representatives; Iowa Newspaper Association.

EVANSDALE

See WATERLOO

FAIRFIELD

1 - **LOCATION**: Jefferson County, E&P Map D-3. Educational and manufacturing center. County Seat. 120 mi. SE of Des Moines; 260 mi. E of Omaha; 285 mi. W of Chicago. On U.S. Hwy. 34; State Hwy. 1.

2 - **TRANSPORTATION**: **Railroads**-Burlington.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways.

3 - **POPULATION**:
Corp. City 80 Cen. 9,428; E&P 88 Est. 9,533
County 80 Cen. 16,339; E&P 88 Est. 16,857

4 - **HOUSEHOLDS**:
City 80 Cen. 3,311; E&P 88 Est. 3,438
County 80 Cen. 5,716; E&P 88 Est. 5,809

5 - **BANKS**	**NUMBER**	**DEPOSITS**
Commercial	3	$1,039,251,163

6 - **PASSENGER AUTOS**: County 11,989

7 - **ELECTRIC METERS**: Residence 5,119

8 - **GAS METERS**: Residence 3,925

9 - **PRINCIPAL INDUSTRIES**: Industry, No. of Wage Earners-Foundry 772; Automotive 310; Heavy Equip. 45; Textiles 200; Plastics 220; Mfg. 150; (Av. Wkly. Wage industrial $329; Av. Wkly. Wage all other employment $247).

10 - **CLIMATE**: Min. & Max. Temp.-Spring 20-80; Summer 55-100; Fall 10-75; Winter -20-50. First killing frost, Oct. 7; last killing frost, Apr. 27.

11 - **TAP WATER**: Alkaline, hard; fluoridated.

12 - **RETAILING**: **Principal Shopping Center**-8 blocks on Central Square.
Neighborhood Shopping Center-5 blocks on Hwy. 34 W.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - **RETAIL OUTLETS**: **Department Stores**-JCPenney; Spurgeon's.
Discount Stores-Pamida; Wal-Mart.
Chain Supermarkets-HyVee; AGI; Easter's, Jack and Jill.
Other Chain Stores-Brown Shoe; Western Auto; Coast-to-Coast; TSC; Martha Brown; Seiferts; Orscheln; Farm & Home Supply.

14 - **NEWSPAPERS**: LEDGER (e) 5,585; sworn Sept. 30, 1987.

Local Contact for Advertising and Merchandising Data. Byron F. Kimble, Pub., LEDGER, 112 E. Broadway, Fairfield, IA 52556, Tel. (515) 472-4129.
National Representative: Iowa Newspaper Association.

FORT DODGE

1 - LOCATION: Webster County, E&P Map B-2. County Seat. Farming, electronics. 385 mi. to Chicago.

2 - TRANSPORTATION: **Railroads**-Illinois Central (freight); Chicago Northwestern (freight).
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound, Sioux.
Airlines-Northwest Airlink, Great Lakes.

3 - POPULATION:
Corp. City 80 Cen. 29,423; E&P 88 Est. 25,778
CZ-ABC: (80) 29,423
RTZ-ABC: (80) 99,083
County 80 Cen. 45,874; E&P 88 Est. 41,603
City & RTZ-ABC: (80) 128,506

4 - HOUSEHOLDS:
City 80 Cen. 11,120; E&P 88 Est. 10,005
County 80 Cen. 16,886; E&P 88 Est. 15,932
CZ-ABC: (80) 11,120
RTZ-ABC: (80) 36,277
City & RTZ-ABC: (80) 47,397

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$341,397,398
Savings & Loan	3	$138,472,329

6 - PASSENGER AUTOS: County 27,790.

7 - ELECTRIC METERS: Residence 13,237.

8 - GAS METERS: Residence 12,100.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Farm Mach. 212; Gypsum 691; Animal Vaccines 319.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-85; Summer 40-100; Fall 10-80; Winter 20-45. First killing frost, Oct. 3; last killing frost, May 4.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Central Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Crossroads(70)	NA	Sears, JCPenney, Younker's
Wood Plaza(10)	NA	Target
K mart(1)	NA	K mart

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat., Sun.; Food-Thur., Fri., Sat.
Stores Closed-Downtown-Mon. a.m.
Stores Open Evenings-Downtown-Mon., Thur.; Shpg. Ctr. 5 nights; Food every night.

13 - RETAIL OUTLETS: **Department Stores**-Younker's; Sears; JCPenney.
Variety Stores-Woolworth.
Discount Stores-K mart; Target; Pay Less Cashway; Wal-Mart.
Chain Drug Stores-Walgreens; Drug Town.
Chain Supermarkets-Fareway; Randalls; HyVee.
Other Chain Stores-Shoes: Kinney, Payless, Thom McAn; Auto: Firestone, Goodyear; Jewelry: Zale's, Gordon; Fabrics: So-Fro, Northwest; Hardware: True Value, OK, Plywood; Misc.: Earl May Seed, Coast-to-Coast, Foxmoor, Lerners, Country Cobbler, Hickory Farms, Seifert's, Maurice's, The Closet, Radio Shack, Musicland, Brooks Fashions, Chess King, Coach House, County Seat, Spencer Gifts, Stevensons, Aladdin's Castle, General Nutrition Center, Sherwin-Williams, Nutrition World.

14 - NEWSPAPERS: MESSENGER (m) 19,521; (S) 20,310; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Carolyn Lunn, Adv. Dir., MESSENGER, 713 Central Ave.; PO Box 659, Fort Dodge, IA 50501; Tel. (515) 573-2141.
National Representatives: Papert Companies; Iowa Newspaper Association.

FORT MADISON

1 - LOCATION: Lee County, E&P Map D-3, County Seat. 20 mi. SW of Burlington on Mississippi River; in SE part of the state. On U.S. Hwy. 61; State Hwy. 103.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Burlington-Northern.
Motor Freight Carriers-21.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 13,520; E&P 88 Est. 11,877
CZ-ABC: (80) 13,520
RTZ-ABC: (80) 19,066
County 80 Cen. 43,003; E&P 88 Est. 42,498
City & RTZ-ABC: (80) 32,586

4 - HOUSEHOLDS:
City 80 Cen. 5,043; E&P 88 Est. 4,554
CZ-ABC: (80) 5,043
RTZ-ABC: (80) 6,524
County 80 Cen. 15,618; E&P 88 Est. 16,269
City & RTZ-ABC: (80) 11,567

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$107,381,000
Savings & Loan	2	$295,367,000

6 - PASSENGER AUTOS: County 27,928.

7 - ELECTRIC METERS: Residence 5,654.

8 - GAS METERS: Residence 4,500.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Sterile Canned Meat Products 709; Anhydrous Ammonia, Carbon Dioxide, Nitric Acid, Ammonium Nitrate 292; Paper Corrugating Medium 145; Decorating and Protective Finish Paints 315; Van Trailers 247; Wheels, Hand Trucks, Automotive Safety Equip. 149; Pens, Pencils, Marking instruments 1,403; Ammonium Molybdate Products, Molybdic Oxide, Sulfuric Acid, Tungsten 124; Waxpaper Prods. 63; Aluminum Cans 81.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-92; Summer 52-99; Fall 28-93; Winter 1-59.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fort Plz (20)	4	HyVee

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Spurgeon's; Jack's.
Variety Stores-Woolworth; Dollar General.
Chain Drug Stores-Your Drug; Rashid Rexall; Lampe Drug.
Chain Supermarkets-Greenwald's; Easter Foods; Aldi's; HyVee.
Other Chain Stores-Sears (catalog); Lou Marise; Colony Shoppe; Glasgow, Ltd.; Hesse's.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 6,904; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Hemstreet, Pub.; Harris Knox, Adv. Dir., DEMOCRAT, 1226 Ave. H, Ft. Madison, IA 52627; Tel. (319) 372-6421.
National Representatives: Iowa Newspaper Association; Landon Associates.

IOWA CITY

1 - LOCATION: Johnson County (MSA), E&P Map D-2, County Seat. Agricultural and educational center. SE center of state; 55 mi. W of Davenport on U.S. Hwys. 6, 218; State Hwy. 1; I-80.

2 - TRANSPORTATION: **Railroads**-(freight only) Crandic; Iowa Interstate.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways; Kincaid; Jefferson Lines.
Airlines-Ozark; United; America West; Iowa Airways; Air Midwest; Mesaba; Air Wisconsin; Republic; Britt; Midstates (Cedar Rapids Airport 20 mi.).

3 - POPULATION:
Corp. City 80 Cen. 50,508; E&P 88 Est. 52,028
CZ-ABC: (80) 59,264
RTZ-ABC: (80) 39,206
County/MSA 80 Cen. 82,037; E&P 88 Est. 90,346
City & RTZ-ABC: (80) 98,470

4 - HOUSEHOLDS:
City 80 Cen. 18,594; E&P 88 Est. 18,548
County/MSA 80 Cen. 30,220; E&P 88 Est. 33,777
CZ-ABC: (80) 22,537
RTZ-ABC: (80) 13,483
City & RTZ-ABC: (80) 36,020

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$705,440,000
Savings & Loan	4	$45,100,000
Credit Union	4	$49,291,420

6 - PASSENGER AUTOS: County 51,472.

7 - ELECTRIC METERS: Residence 24,883.

8 - GAS METERS: Residence 19,546.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Educ. & Health Servs. 17,000; Vet. Hosp. 978; Printing 270; Contracting 542; Drug Prods. Mfg. 426; Toothbrush Mfg. 566; Feeds 255; Foam Rubber 170; Electronic Equip. 125.
Principal Industrial Pay Days-1st & 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-50; Summer 50-100; Fall 5-50; Winter 20-25. First killing frost, Oct. 10; last killing frost, Apr. 28.

11 - TAP WATER: Neutral, very hard, fluoridated.

12 - RETAILING: **Principal Shopping Center**-8 blocks on Clinton, Dubuque, Washington, College, Iowa & Linn Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Old Capitol(60)	NA	Younker's, Osco, JCPenney
Sycamore Mall(50)	3	Walgreens, Sears, Petersen's
Lantern Park Plaza(15)	5	HyVee Foods, Target, People's Drug
Towncrest	4	People's Drug
Wardway Plaza(6)	3	Eagle's Mkt., Jack's Discount
K mart	3	K mart

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-All Shopping Centers. Food, every eve. and Sun.
Stores open Sundays-All drug, food, Sycamore Mall, Old Capitol Center, K mart.

13 - RETAIL OUTLETS: **Department Stores**-Younker's; JCPenney; Sears; Petersen's.
Discount Stores-K mart; Jack's; Paul's; Target.
Variety Stores-Ben Franklin.
Chain Drug Stores-Osco; People's 3; Pearson's 2; Walgreens; Drug Town 2.
Chain Supermarkets-Randall's; Super Valu 2; HyVee 4; Eagle 3; Econo Foods.
Other Chain Stores-Firestone; Goodyear; Quik Trip; Paul Harris; Seiferts; Brooks; Braun's; Wardrobe; Kinney Shoes; A.J. August; Musicland; Maurice's; Dean's; Radio Shack; Kirlin's; Radio World; Susie Casuals; Record Bar; Best Buy.

14 - NEWSPAPERS: PRESS-CITIZEN (e) 15,533; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Allen B. Weber, Adv. Dir., PRESS-CITIZEN, 319 E. Washington St., Iowa City, IA 52240; Tel. (319) 337-3181.
National Representatives: Iowa Newspaper Association; Gannett National Newspaper Sales.

KEOKUK

1 - LOCATION: Lee County, E&P Map D-3, County Seat. Diversified mfg. ctr. surrounded by rich farming area. Extreme SE corner of Iowa. 171 mi. N of St. Louis; 180 mi. SE of Des Moines; 240 mi. SW of Chicago. On W bank of Mississippi; on U.S. Hwys. 61 & 218; Hwy. 136 across MS to IL.

2 - TRANSPORTATION: **Railroads**-Chicago, Burlington & Quincy; Santa Fe; Burlington Northern.
Motor Freight Carriers-20.
Airlines-Non-commercial facilities.
Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 13,536; E&P 88 Est. 12,283
CZ-ABC: (80) 13,536
RTZ-ABC: (80) 47,178
County 80 Cen. 43,003; E&P 88 Est. 43,492
City & RTZ-ABC: (80) 60,714

4 - HOUSEHOLDS:
City 80 Cen. 5,224; E&P 88 Est. 5,003
County 80 Cen. 15,618; E&P 88 Est. 16,269
CZ-ABC: (80) 5,224
RTZ-ABC: (80) 17,036
City & RTZ-ABC: (80) 22,260

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$164,853,761
Savings & Loan	2	$311,531,693

6 - PASSENGER AUTOS: County 27,928.

7 - ELECTRIC METERS: Residence 10,021.

8 - GAS METERS: Residence 5,104.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Steel Castings 562; Iron Alloys 450; Corn Prods. 600; Rubber Prods. 1300; Industrial Cast Parts 150; Fiber Boxes 200; Food 200.
Principal Industrial Pay Days-Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-71; Summer 63-84; Fall 36-54; Winter 19-33. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-14 blocks on Main; Keosippi Mall (32 stores, including Spurgeon's, Woolworth and JCPenney); Discount Shopping Ctr. 3 blocks, 20th & Main to 23rd & Main includes K mart, Jack's, County Market.
Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Mon., Fri.; Food nightly; Mall, discounts & grocers half-day Sun.; shopping ctrs. nightly.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Spurgeon's.
Discount Stores-Big Bear; Jack's; K mart.
Variety Stores-Woolworth.
Chain Drug Stores-Osco; J&S Walgreens; Baker's Rexall.
Chain Supermarkets-HyVee; County Market; Jack & Jill; Aldi Foods.
Other Chain Stores-Sears (catalog); Maurices; Payless Shoes; Endicott & Johnson; Radio Shack; Parts Place; NAPA Auto Parts; McLaughlin True Value; Sherwin-Williams; Chanen's; Goodyear; Stevenson's; Kirlin's Candies.

14 - NEWSPAPERS: GATE CITY (e-mon to fri) 6,108; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Lou Sumner, Adv. Dir., GATE CITY, 1016 Main St., Keokuk, IA 52632; Tel. (319) 524-8300.
National Representative: Iowa Newspaper Association.

LE MARS

1 - LOCATION: Plymouth County, E&P Map A-2, County Seat. Agricultural area, in NW Iowa; 25 mi. NE of Sioux City; 250 mi. SW of Minneapolis; 500 mi. W of Chicago. On U.S. Hwy. 75; State Hwys. 60 & 3.

2 - TRANSPORTATION: **Railroads**-Chicago & Northwestern; Illinois Central.
Motor Freight Carriers-4.
Intercity Bus Lines-Jack Rabbit Lines, Iowa Coaches.
Airlines-Local airport, charter service available.

3 - POPULATION:
Corp. City 80 Cen. 8,276; E&P 88 Est. 8,060
County 80 Cen. 24,702; E&P 88 Est. 24,733

4 - HOUSEHOLDS:
City 80 Cen. 2,961; E&P 88 Est. 2,984
County 80 Cen. 8,425; E&P 88 Est. 8,699

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	1	$39,185,000
Savings	1	$62,643,000
Savings & Loan	3	$385,525,000

6 - PASSENGER AUTOS: County 16,698.

7 - ELECTRIC METERS: Residence 3,142.

8 - GAS METERS: Residence 2,638.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Ice Cream 300 ($300); Overalls 112 ($210); Packing Plant 120 ($330); Food Proc. 250 ($300).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-95; Summer 34-106; Fall 5-95; Winter 6-65. First killing frost, Oct. 10; last killing frost, Apr. 28.

11 - TAP WATER: Neutral; medium hardness.

12 - RETAILING: **Principal Shopping Center**-14 blks. on 4 sts.
Neighborhood Shopping Centers-3 on Hwy. 75 S.; 2 on Hwy. 75 N.
Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Thur.; Supermarkets: Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Spurgeon's.
Variety Stores-Ben Franklin.
Chain Supermarkets-HyVee; Fareway; Jack & Jill.
Other Chain Stores-Bomgaars (farm supplies); Fashion Crossroads; Great Plains Supply; Sears; Pamida; Alco.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 5,191; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Harris Mammen, Adv. Dir., SENTINEL, 41 First Ave. N.E., Le Mars, IA 51031; Tel. (712) 546-7031.
National Representatives: Iowa Newspaper Association; Papert Companies.

MARION
See CEDAR RAPIDS

MARSHALLTOWN

1 - LOCATION: Marshall County, E&P Map C-2, County Seat. Residential, agricultural and industrial center. 60 mi. SW of Waterloo; 50 mi. to Des Moines; 300 mi. to Chicago; 200 mi. to Omaha; 250 mi. to Minneapolis & Kansas City. On U.S. Hwys. 30 & 330; IA 14.

2 - TRANSPORTATION: **Railroads**-C&NW.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound.
Airport-State/Municipal.

3 - POPULATION
Corp. City 80 Cen. 26,938; E&P 88 Est. 26,071
CZ-ABC: (80) 26,938
RTZ-ABC: (80) 64,025
County 80 Cen. 41,539; E&P 88 Est. 41,565
City & RTZ-ABC: (80) 90,963

4 - HOUSEHOLDS
City 80 Cen. 10,244; E&P 88 Est. 10,225
County 80 Cen. 15,410; E&P 88 Est. 15,590
CZ-ABC: (80) 10,244
RTZ-ABC: (80) 23,307
City & RTZ-ABC: (80) 33,551

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & State	3	$340,757,298
Savings & Loan	3	$183,953,378

6 - PASSENGER AUTOS: County 26,982

7 - ELECTRIC METERS: Residence 12,429

8 - GAS METERS: Residence 10,417

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners Heating Equip. 723; Oil & Gas Controls 2,679; Meatpacking 355; Foundry 80; Die Casting 213.
Principal Industrial Pay Days 1st & 15th, Fri.

10 - CLIMATE: Min. & Max. Temp. Spring 21-97; Summer 34-97; Fall 8-97; Winter 20-65; First killing frost, Oct. 9; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center** 11 blocks on Main St. & intersecting streets; open Mon. evenings, some on Sun. & Thur.
Shopping Centers N. 13th St., S. 3rd Ave. and Olive St. Center & Olive Sts. Center & Southridge.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Marshalltown(53)	NA	JCPenney, Walgreens, Younker's, Sears, Wal-Mart
Meadow Ln.(6)	NA	K mart, HyVee

Principal Shopping Days Mon., Thur., Sat. & Sun.
Stores Open Evenings Mon., Thur., Sun. after noon; supermarkets open each evening.

13 - RETAIL OUTLETS: **Department Stores** Younker's, Spurgeon's, JCPenney.
Variety Stores Ben Franklin.
Chain Drug Stores Osco, Drug Town, Gregor's, Walgreens, Medicine Store.
Discount Stores K mart, Wal-Mart.
Chain Supermarkets Fareway, Econofoods, HyVee.
Other Chain Stores Kinney Shoes, Sears Roebuck, Firestone, Newton's (Jewelry), Seiferts, Matt Furn., Nichols & Green, Musicland, Stuart's, Baskin Robbins, Gallenkamp Shoes, Coach House, Waldenbooks, General Nutrition Center, Kay Bee Toys, Maurice's, McGregor Furn., Flowerama, Hal's, Karmel Korn, Radio Shack, Stevensons, Tobers, As You Like It, Gildner's, So-Fro Fabrics, Athlete's Foot, Donutland, Long John Silver, Fanny Farmer, Payless Shoes, Pearle Vision Center, Jewelry Hut, Sports A Foot, Waterbed Boutique, Braun's Women's Fashions.

14 - NEWSPAPERS: TIMES-REPUBLICAN (e) 12,946, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Denis Crotty, Adv. Dir., TIMES-REPUBLICAN, 135 W. Main St., Marshalltown, IA 50158; Tel. (515) 753-6611.
National Representatives: Papert Companies, Iowa Newspaper Association.

MASON CITY

1 - LOCATION: Cerro Gordo County, E&P Map C-1. County Seat. Wholesale and shipping center for rich agricultural area. 350 mi. from Chicago, 120 mi. from Des Moines, 130 mi. from Minneapolis.

2 - TRANSPORTATION: **Railroads**-Chicago, Milwaukee, St. Paul & Pacific, Chicago Northwestern, Iowa Terminal R.R.
Motor Freight Carriers-31.
Intercity Bus Lines-Scenic Hawkeye Stages, Jefferson Trans., Public Transit Co.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 30,144; E&P 88 Est. 28,946
CZ-ABC: (80) 38,349
RTZ-ABC: (80) 90,989
County 80 Cen. 48,402; E&P 88 Est. 48,643
City & RTZ-ABC: (80) 129,338

4 - HOUSEHOLDS:
City 80 Cen. 11,884; E&P 88 Est. 11,117
County 80 Cen. 18,694; E&P 88 Est. 19,529
CZ-ABC: (80) 15,064
RTZ-ABC: (80) 33,455
City & RTZ-ABC: (80) 48,519

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$147,285,545
Savings & Loan	2	$115,088,220

6 - PASSENGER AUTOS: County 33,118

7 - ELECTRIC METERS: Residence 12,405

8 - GAS METERS: Residence 11,362

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage) Total 22,170; Mfg. 3,410; Non-Mfg. 18,760.
Principal Pay Days Fri., 3rd, 4th, 5th, 15th through 19th.

10 - CLIMATE: Min. & Max. Temp. Spring 16-99; Summer 40-107; Fall 13-98; Winter 20-64.

11 - TAP WATER: Very hard.

12 - RETAILING: **Principal Shopping Centers** 14 blocks on Federal Ave., 4 each on 6 side streets.
Neighborhood Shopping Centers 1300 to 1500 N. Federal, 1400-1700 S. Federal, Southbridge Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
K mart Plaza	NA	K mart
Sears Mason City(17)	NA	Sears, Target
Willowbrook(24)	NA	Spurgeon's, HyVee
Regency(20)	NA	Drug Town, HyVee

Principal Shopping Days Mon., Thur., Fri.
Stores Open Evenings All Mon., some Thur., shopping centers every night.
Stores Open Sundays Supermarkets, Sears, K mart, Target, Wal-Mart, Shopko, JCPenney, Younkers.

13 - RETAIL OUTLETS: **Department Stores** Stevenson's, Damon's, Younker's, JCPenney, Sears.
Discount Stores K mart, Target, Wal-Mart, Shopko.
Chain Drug Stores Drug Town, Walgreens.
Chain Supermarkets Fareway, HyVee, County Market, Cashwise.
Other Chain Stores Shoes: Tradehome, Merit, Payless, Walkers; Auto: Goodyear, J&L; Aroc. Paint: Iowa Paint, Morris, Diamond, Pittsburgh; Clothing: Gildner's; Misc.: McGregor, Fanny Farmer Candy, Earl May, TSC.

14 - NEWSPAPERS: GLOBE-GAZETTE (m) 20,018; (S) 21,006, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Beth Clark, Adv. Dir., GLOBE-GAZETTE, 300 N. Washington, Mason City, IA 50401; Tel. (515) 423-4270.
National Representatives: Branham/Newspaper Sales, Iowa Newspaper Association.

MOUNT PLEASANT

1 - LOCATION: Henry County, E&P Map D-5. County Seat. Industrial, Whse., Distribution, Agric., Tourism & Shopping Ctr. Situated 28 mi. NW of Burlington. Junction of U.S. 34 & 218.

2 - TRANSPORTATION: **Railroads**-Burlington Northern, Amtrak.
Motor Freight Carriers 85.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 7,322; E&P 88 Est. 7,399
County 80 Cen. 18,880; E&P 88 Est. 19,165

4 - HOUSEHOLDS:
City 80 Cen. 2,611; E&P 88 Est. 2,744
County 80 Cen. 6,707; E&P 88 Est. 6,693

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$100,000,000
Savings & Loan	1	$200,000,000

6 - PASSENGER AUTOS: County 12,122

7 - ELECTRIC METERS: Residence 3,211

8 - GAS METERS: Residence 3,141

9 - PRINCIPAL INDUSTRIES: Engineering & Mfg.; Bus Bodies; Electronics-Metal & Prefabrication; Direct Mail Advertising; Envelope Mfg.; Rubber Hose; Fireplace Inserts; Plastic Moldings; Envelopes; Hybrid Seeds; Commun. Radios; Award Ribbons.

11 - TAP WATER: Alkaline, very hard, fluoridated.

12 - RETAILING: **Principal Shopping Days**-Mon. & Fri.

13 - RETAIL OUTLETS: **Department Stores**-Spurgeons.
Discount Stores-Wal-Mart, Pamida.
Chain Drug Stores-Drug Town, Medicap.
Chain Supermarkets-HyVee, Super-Valu, Beaver's, Jack & Jill.

14 - NEWSPAPERS: NEWS (e) 3,785, sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Larry Marlow, Mktg. Dir., NEWS, 215 W. Monroe St., Mount Pleasant, IA 52641; Tel. (319) 385-3131.
National Representatives: Landon Associates, Iowa Newspaper Association.

MUSCATINE

1 - LOCATION: Muscatine County, E&P Map D-5. On the Mississippi in Iowa, near most interior Iowa points. On U.S. Hwy. 61, State Hwys. 22 & 38.

2 - TRANSPORTATION: **Railroads** CMStP&P, Illinois Central Gulf, Milwaukee Road.
Motor Freight Carriers 6.
Intercity Bus Lines Hawkeye Express, Trailways.
Barge Lines-Barge transportation on the Mississippi hauls coal, petroleum products, grain, iron, steel and miscellaneous lines.

3 - POPULATION:
Corp. City 80 Cen. 23,467; E&P 88 Est. 24,571
CZ-ABC: (80) 23,467
RTZ-ABC: (80) 53,834
County 80 Cen. 40,431; E&P 88 Est. 45,552
City & RTZ-ABC: (80) 77,301
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,517; E&P 88 Est. 9,101
County 80 Cen. 14,214; E&P 88 Est. 16,281
CZ-ABC: (80) 8,517
RTZ-ABC: (80) 18,867
City & RTZ-ABC: (80) 27,384

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$299,299,000
Savings & Loan	2	$64,000,000

6 - PASSENGER AUTOS: County 27,298

7 - ELECTRIC METERS: Residence 8,933

8 - GAS METERS: Residence 9,612

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage) 54 diversified industries including: Chem. & allied industries 2,500 ($225); Food Proc. 1,000 ($215); Fab. Metal Prods. 1,000 ($325); Heavy Constr. Util. 200 ($300); Consulting Engin. 300 ($500); Mach. 250 ($240); Button Mfg. 140 ($525); Mining Sand & Gravel 250 ($200); Grain & Feed Proc. 1,000 ($450).
Principal Industrial Pay Days Thur. & Fri.

10 - CLIMATE: Av. Temp.-Spring 61; Summer 74; Fall 54; Winter 26. First killing frost, Oct.; last killing frost, late Apr.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Second St., 5 on Third St., 11 on Sts. connecting Second & Third Sts.
Neighborhood Shopping Centers-Muscatine Mall; Wal-Mart on Park Ave. (Walgreens, HyVee Foods); 5 blocks on Mulberry Ave., 3 on Hershey Ave., 6 on Grandview Ave., 2 on Park Ave., 2 blocks on Hwy. 61 Bypass Hwy. 38; 4 mini malls.
Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Mon. through Fri. Food every night.
Stores Open Sundays-Some food, drug & hdwe.; Muscatine Mall evenings to 9 & Sun. until 5 p.m.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Wal-Mart, Petersen's, Spurgeons, Anthony's, Jacks.
Chain Supermarkets-Sun-Mart 3, HyVee, Aldi.
Chain Drug Stores-Stiles, Walgreens.
Other Chain Stores-Sieg (auto supplies), Sherwin-Williams, Firestone, Western Auto, Sears (catalog), Goodyear.

14 - NEWSPAPERS: JOURNAL (e) 10,435, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Tom Kelley, Adv. Sales Mgr., JOURNAL, 301 E. 3rd St., PO Box 809, Muscatine, IA 52761; Tel. (319) 263-2331.
National Representatives: Branham/Newspaper Sales, Iowa Newspaper Association.

NEWTON

1 - LOCATION: Jasper County, E&P Map C-2. County Seat. Residential center. 35 mi. NE of Des Moines, 320 mi. W of Chicago. On I-80.

2 - TRANSPORTATION: **Railroads**-CRI&P.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 15,292; E&P 88 Est. 14,322
County 80 Cen. 36,388; E&P 88 Est. 36,112

4 - HOUSEHOLDS:
City 80 Cen. 6,143; E&P 88 Est. 5,886
County 80 Cen. 13,564; E&P 88 Est. 13,661

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$100,000,000
Savings & Loan	2	$60,000,000

6 - PASSENGER AUTOS: County 24,134

7 - ELECTRIC METERS: Residence 7,300

8 - GAS METERS: Residence 4,526

9 - PRINCIPAL INDUSTRIES: Washing Machines, Dryers, Heavy Mach., Advertising, Novelties, Cheese.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 75-100; Fall 32-75; Winter -20-40. First killing frost, Oct. 15; last killing frost, Apr. 1.

11 - TAP WATER: Softened.

12 - RETAILING: **Principal Shopping Center** Downtown Newton.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Newton Plz (5)	NA	
Newton Ctr (28)	2	Younker's, Peoples Drug, Spurgeon's

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Dept.-Mon.; Food-Mon. through Sat.; Drug-nightly.
Stores Open Sundays Grocery, discount & department.

13 - RETAIL OUTLETS: **Department Stores** JCPenney, Spurgeon's, Younker's, K mart, Big Bear, Farm & Home Store, Wal-Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Powers Rexall, Nollen 3, Drugtown, Peoples.
Chain Supermarkets-HyVee, Fareway.
Other Chain Stores-Goodyear, Earl May Seed, Firestone, Radio Shack.

14 - NEWSPAPERS: NEWS (e mon. to fri.) 7,126, sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Dave Stanley, Adv. Mgr., NEWS, PO Box 967, Newton, IA 50208; Tel. (515) 792-3121.
National Representative: Iowa Newspaper Association.

OELWEIN

1 - LOCATION: Fayette County, E&P Map C-2. Retail and industrial center (19 industries). NE part of state. 250 mi. to Chicago, 200 mi. to Minneapolis, 350 mi. to Omaha, 400 mi. to Kansas City.

2 - TRANSPORTATION: **Railroads** Chicago Northwestern (division point).
Motor Freight Carriers 16.
Intercity Bus Lines Scenic Hawkeye Stages, Jefferson Blue Lines.

3 - POPULATION:
Corp. City 80 Cen. 7,564; E&P 88 Est. 6,724
CZ-ABC: (80) 7,564
RTZ-ABC: (80) 50,739
County 80 Cen. 25,446; E&P 88 Est. 24,605
City & RTZ-ABC: (80) 58,303

4 - HOUSEHOLDS:
City 80 Cen. 2,890; E&P 88 Est. 2,652
CZ-ABC: (80) 2,890
RTZ-ABC: (80) 17,574
County 80 Cen. 9,093; E&P 88 Est. 9,126
City & RTZ-ABC: (80) 20,464

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$157,429,182

6 - PASSENGER AUTOS: County 14,820

7 - ELECTRIC METERS: Residence 3,570

8 - GAS METERS: Residence 3,083

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. 84 ($500); Air Cleaners 101 ($500).
Principal Industrial Pay Days-Air Cleaners Thur.; Railroad 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 65-109; Fall 45-83; Winter 36-55. First killing frost, Oct. 15; last killing frost, May 1.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Frederick; 2 on Charles; 3 on 1st St.; 2 on 1st Ave. E.
Neighborhood Shopping Centers-1 block at Frederick & 10th S. & N.; E. Charles at 8th Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fairbank	7	Cranston Hardwar.
Maynard	8	Maynard Co-Op

Arlington	18	Arlington Co-Op
Fayette	17	Dahlke IGA

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's; Connor's; Pamida; K mart; Meyer Lincoln.
Farm Stores-Big Bear; Farm Fleet.
Variety Stores-Ben Franklin.
Chain Supermarkets-Fareway; IGA; Super Valu.
Other Chain Stores-True Value.

14 - NEWSPAPERS: REGISTER (e) 6,053; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Brian Batterson, Adv. Mgr., REGISTER, 25 1st St. S.E., Oelwein, IA 50662; Tel. (319) 283-2144.
National Representatives: Iowa Newspaper Association; Thomson Newspapers.

OSKALOOSA

1 - LOCATION: Mahaska County. E&P Map C-3. County Seat. Residential ctr. 60 mi. SE of Des Moines. On U.S. Hwys. 163, 63; Iowa Hwys. 92, 137; 30 mi. S of I-80.

2 - TRANSPORTATION: Railroads-Branch line of Chicago & Northwestern.
Motor Freight Carriers-11.
Intercity Bus Lines-Burlington Trailways; Kinkaid.

3 - POPULATION:
Corp. City 80 Cen. 10,629; E&P 88 Est. 11,323
County 80 Cen. 22,443; E&P 88 Est. 23,141

4 - HOUSEHOLDS:
City 80 Cen. 4,294; E&P 88 Est. 4,638
County 80 Cen. 8,447; E&P 88 Est. 8,893

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$171,825,932
Savings & Loan	2	$63,076,143

6 - PASSENGER AUTOS: County 14,192.

7 - ELECTRIC METERS: Residence County 10,500; City 5,132.

8 - GAS METERS: Residence County 10,000; City 4,365.

9 - PRINCIPAL INDUSTRIES: No. of Wage Earners-900.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-60; Summer 61-83; Fall 41-63; Winter 13-32.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-Downtown District; Atpic Mall, 18 blocks E of downtown district-14; Penn Central Regional Mall, downtown-24.
Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Alsop's; JCPenney; Spurgeon's; Sernett's.
Discount Stores-Pamida; K mart.
Chain Drug Stores-People's 2.
Chain Supermarkets-HyVee; Easters Super Valu; Fareway; Econo Foods; Aldi's.
Chain Food Stores-McDonalds; Wendys; Taco John; Pizza Hut; Happy Joe's Pizza; Kentucky Fried Chicken; Bonanza; Happy Chef; Country Kitchen; Dominos Pizza; Dairy Queen; Breadeaux Pisa; Hardees; Baskin Robbins.
Other Chain Stores-Firestone; Goodyear; Western Auto; Coast-to-Coast; Brown Shoe Fit; Big Bear; Siefert's; Earl May; Orschlien; Radio Shack; Sherwin-Williams; McGregor Furn.; World of Fabrics; Sears (catalog); Stevenson's; The Closet; Merle Norman; Regis; Tradehome Shoes; Casey's General; Ma & Pa Stores; Medicap Pharmacy; Hammer Medical Supply; Brass Buckle; Holub's Greenhouse & Garden Center; Hawkeye Lumber; C.J.'s Hallmark.

14 - NEWSPAPERS: HERALD (e) 5,471; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Evelyn Voos, Adv. Dir., HERALD, 123 N. Market, Oskaloosa, IA 52577; Tel. (515) 672-2581.
National Representatives: Iowa Newspaper Association; Papert Companies.

OTTUMWA

1 - LOCATION: Wapello County. E&P Map C-3. SE Iowa. Industrial and agricultural center, 75 mi. W of Mississippi River, 42 mi. N of Missouri state line.

2 - TRANSPORTATION: Railroads-Burlington Northern; Soo Line.
Motor Freight Carriers-10.
Intercity Bus Lines-Continental Trailways.
Airlines-Great Lakes.

3 - POPULATION:
Corp. City 80 Cen. 27,381; E&P 88 Est. 24,853
CZ-ABC: (80) 27,381
RTZ-ABC: (80) 95,627
County 80 Cen. 40,201; E&P 88 Est. 39,089
City & RTZ-ABC: (80) 123,008

4 - HOUSEHOLDS:
City 80 Cen. 10,914; E&P 88 Est. 10,054
County 80 Cen. 15,436; E&P 88 Est. 15,621
CZ-ABC: (80) 10,914
RTZ-ABC: (80) 35,229
City & RTZ-ABC: (80) 46,143

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	N.A.
Commercial	3	$276,900,000

6 - PASSENGER AUTOS: County 24,198.

7 - ELECTRIC METERS: Residence (City) 10,474.

8 - GAS METERS: Residence (City) 10,377.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Meats 500; Farm Mach. 1,300; Gen. Constr. 120; Auto Parts 500; Bathroom Fixt. 100; Grain & Livestock Feed Proc. 240; Hospital 600.
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-62; Summer 63-86; Fall 42-65; Winter 17-35. First killing frost, Oct. 12; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-Downtown shopping center, 26 blocks in area of Main and Second, Church St., 8 blocks.
Neighborhood Shopping Areas-Jefferson & Pennsylvania; Southgate Shopping Center (Hwy. 34); Richmond-Albia Road.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ottumwa Mall(34)	NA	JCPenney, Ben Franklin, Maurice's, Seifert's
Ottuma Plz.(10)	NA	Easter Foods, K mart
Northgate	4	Target, HyVee

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Department-Mon., Thur., Fri.; Food, supermarkets & discount-every night.
Stores Open Sundays-Supermarkets, drug & discount.

13 - RETAIL OUTLETS: Department Stores-Sears (catalog & auto appl.); JCPenney; Big Bear.
Chain Drug Stores-Revco; McWilliams.
Discount Stores-Target; Pamida; K mart.
Variety Stores-Ben Franklin.
Chain Supermarkets-Aldi's; Cal's Jack & Jill; HyVee 2; Easters; Fareway; Warehouse Market.
Other Chain Stores-Goodyear; Kaybee; Sherwin-Williams; McGregor Furn.; Seifert's (women's apparel); Brown's Shoe Fit; Tractor Supply Co.; Radio Shack; Firestone; Maurice's; Payless Shoes.
14 - NEWSPAPERS: COURIER (m) 15,868; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Tim McGonegle, Adv. Mgr., COURIER, 213 E. Second St., Ottumwa, IA 52501; Tel. (515) 684-4611.
National Representatives: Branham/Newspaper Sales; Iowa Newspaper Association.

SHENANDOAH

1 - LOCATION: Page County, E&P Map B-3. Agricultural center, 65 mi. SE of Omaha, 95 mi. N of St. Joseph, MO, 145 mi. SW of Des Moines. On State Hwys. 2, 48; U.S. Hwy. 59.

2 - TRANSPORTATION: Railroads-On branch of Burlington Northern and Omaha-St. Louis line of Norfolk & Western.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,274; E&P 88 Est. 5,903
County 80 Cen. 19,032; E&P 88 Est. 19,063
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,616; E&P 88 Est. 2,480
County 80 Cen. 7,317; E&P 88 Est. 7,358

5 - BANKS	**NUMBER**	**DEPOSITS**
Comm. & Savings	2	$74,339,000
Savings & Loan	1	$19,172,804

6 - PASSENGER AUTOS: County 11,452.

7 - ELECTRIC METERS: Residence 2,698.

8 - GAS METERS: Residence 2,560.

9 - PRINCIPAL INDUSTRIES: Industry-Seeds; Nurseries; Hybrid Corn; Farm Equip.; Agric. Chem.; Aluminum & Steel Gates; Eaton Corp. (Trans. Div.) 700.

10 - CLIMATE: Min. & Max. Temps.-An. 25-105.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Orchard Corners, Hwy. 59 (8 stores).
Stores Open Evenings-Thur.
Stores Open Sunday-Discount, Grocery, Woolworth; Alco; JCPenney; Spurgeon; Pamida.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Gamble's; Spurgeon's.
Discount Stores-Farm Supply; Pamida.
Variety Stores-Woolworth; Alco.
Chain Supermarkets-Super Valu; HyVee.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 3,075; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Nick Partsch, Pub.; David A. Curtis, Adv. Mgr., SENTINEL, 118 S. Elm, Shenandoah, IA 51601; Tel. (712) 246-1100.
National Representatives: Papert Companies; Iowa Newspaper Association.

SIOUX CITY

1 - LOCATION: Woodbury County. (In Sioux City IA-NE MSA). E&P Map A-2. Trading center of 20 county agricultural areas. 494 mi. from Chicago; 96 mi. from Omaha; 188 mi. from Des Moines; 282 mi. from Minneapolis.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern; Burlington Northern; Chicago Central Pacific; Dakota & Iowa.
Motor Freight Carriers-1,293.
Intercity Bus Lines-Arrow; Greyhound.
Airlines-TWA; Eastern Air Midwest; United; America West; Northwest Airlink.
River Barge Lines-3 Sioux City/New Orleans; Huffman Towing Co.; Blaske Marine Co.

3 - POPULATION:
Corp. City 80 Cen. 82,003; E&P 88 Est. 74,395
CZ-ABC: (80) 97,190
RTZ-ABC: (80) 172,844
County 80 Cen. 100,419; E&P 88 Est. 100,908
MSA 80 Cen. 117,120; E&P 88 Est. 120,191
City & RTZ-ABC: (80) 270,034
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 30,098; E&P 88 Est. 28,253
County 80 Cen. 36,632; E&P 88 Est. 37,938
MSA 80 Cen. 42,348; E&P 88 Est. 44,816
CZ-ABC: (80) 35,459
RTZ-ABC: (80) 59,467
City & RTZ-ABC: (80) 95,926

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	4	N.A.
Commercial	12	N.A.

6 - PASSENGER AUTOS: County 66,746.

7 - ELECTRIC METERS: 40,405 (Sioux City, S. Sioux City).

8 - GAS METERS: 34,758 (Sioux City, S. Sioux City).

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Meat Packing 4,600 (N.A.); Food Proc. 1,100 (N.A.); Durable Goods 2,000 (N.A.); Other Mfg. 2,000 (N.A.).
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 19-105; Summer 44-111; Fall 5-108; Winter 35-89. First killing frost, Oct. 27; last killing frost, Apr. 27.

11 - TAP WATER: Fluoridation, disinfection, removal of iron manganese.

12 - RETAILING: Principal Shopping Centers-10 blocks on 4th and 5th Sts.; 6 on 6th St.; and 6 on West 7th St.; Southern Hills Mall; Marketplace; Mayfair.
Neighborhood Shopping Areas-S. St. Aubin and Morningside Ave.; 27th and Pierce Sts.; 20th and Pierce Sts.; Riverside Blvd. and Military Road; Floyd Blvd. & 41 St.; Indian Hills Shpg. Ctr.; Transit Plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Southern Hills(135)	5	Target, Sears, Younker's
Marketplace(25)	5	Shopko, Boulevard Foodstore, Scheels
K mart Plaza(1)	5	K mart
Downtown	NA	JCPenney, Younker's, Bomgaars
Peters Park(25)	4	
Transit Plz.(11)	3	Half-Price

Principal Shopping Days-Department: Fri., Sat., Sun., Mon.; Food: Fri., Sat.
Stores Open Evenings-Food Mon. through Sat.; Downtown Mon.; Shopping Centers Mon. through Sat.; Furniture Mon.

13 - RETAIL OUTLETS: Department Stores-Younker's; Sears; JCPenney.
Discount Stores-Shopko; K mart; Half-Price; Target.
Chain Drug Stores-Walgreens 2.
Chain Supermarkets-Sunshine Food 4; Fareway 2; IGA 4; HyVee 2; Food 4 Less.
Other Chain Stores-Barker's Shoe; Firestone; Kinney Shoes; Walker's (shoes); Zale's Jewelers; Radio Shack; Northwest Fabrics; National Payless Shoes; So-Fro Fabrics; Braun's Fashions; GNC; Nobil Shoes; Athlete's Foot; Payless Cashways; Earl May; Musicland; B. Dalton Booksellers; Footlocker; GiGi's; Closet; Chess King; Waldenbooks; Thom McAn; World Radio; Scheels; Stevenson's.

14 - NEWSPAPERS: JOURNAL (m-mon to fri) 51,640; (e-sat; hols) 51,135; (S) 49,045; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Steve Griffith, Adv. Mgr., JOURNAL, 6th & Pavonia, Sioux City, IA 51102; Tel. (712) 279-5032.
National Representative: Branham/Newspaper Sales.

SPENCER

1 - LOCATION: Clay County. E&P Map B-1. County Seat. Distributing point of NW Iowa; S edge of Iowa's Great Lakes; 180 mi. NW of Des Moines; 180 mi. SW of Minneapolis. Little Sioux & Ocheyedan Rivers merge within city limits.

2 - TRANSPORTATION: Railroads-Milwaukee Road.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,726; E&P 88 Est. 10,919
County 80 Cen. 19,592; E&P 88 Est. 19,479

4 - HOUSEHOLDS:
City 80 Cen. 4,550; E&P 88 Est. 4,260
County 80 Cen. 7,377; E&P 88 Est. 7,661

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$230,681,000
Commercial	3	$152,512,120

6 - PASSENGER AUTOS: County 12,391.

7 - ELECTRIC METERS: Residence 3,540.

8 - GAS METERS: Residence 3,425.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Hydrostatic Engines 325 ($250); Metal Fab. 275 (N.A.); Metal Assembly 125 ($154); Wood Fab. 150 (N.A.); Apparel 135 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 22-42; Summer 40-85; Fall 30-60; Winter 20-52. First killing frost, Oct. 3; last killing frost, May 9.

11 - TAP WATER: Softness-16 PPM.

12 - RETAILING: **Shopping Center**-7 blocks on Grand Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Gateway North(18)	NA	Younker's
Southpark Mall(40)	NA	JCPenney

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-All stores Mon.; Shopping Center, Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Younker's; Sernett's.
Discount Stores-K mart; Shopko.
Chain Drug Stores-White.
Chain Supermarkets-HyVee; Super Valu; Fareway.
Other Chain Stores-Sears; Kinney Shoes; Brown's Shoe Fit; Sieferts.

14 - NEWSPAPERS: DAILY REPORTER (m-tues to sat) 3,000; sworn Sept. 26, 1987.
Local Contact for Advertising and Merchandising Data: Michael Christofferson, Pub., DAILY REPORTER, 416 1st Ave. W; PO Box 5068, Spencer, IA 51301; Tel. (712) 262-6610.
National Representatives: American Newspaper Representatives; Iowa Newspaper Association.

VINTON

1 - LOCATION: Benton County. E&P Map C-2. County Seat. Agricultural center; 32 mi. NW of Cedar Rapids; 34 mi. SE of Waterloo. On U.S. Hwy. 218.

2 - TRANSPORTATION: Railroads-CRI&P.
Intercity Bus Lines-Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 5,040; E&P 88 Est. 4,685
County 80 Cen. 23,677; E&P 88 Est. 23,157

4 - HOUSEHOLDS:
City 80 Cen. 1,991; E&P 88 Est. 1,945
County 80 Cen. 8,561; E&P 88 Est. 8,677

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$64,854,000
Savings & Loan		N.A.

6 - PASSENGER AUTOS: County 14,853

7 - ELECTRIC METERS: Residence 2,011

8 - GAS METERS: Residence 1,673

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Proc. 60 ($180)

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, hard

12 - RETAILING: Stores open Thur. evenings.
Principal Shopping Days-Thur., Sat.

13 - RETAIL OUTLETS: Variety Stores-Theissen
Chain Supermarkets-Fareway; Family Food
Other Chain Stores-Western Auto; Goodyear; True Value.

14 - NEWSPAPERS: CEDAR VALLEY TIMES (e-mon to fri) 2,938; sworn Sept. 25, 1987.
Local Contact for Advertising and Merchandising Data: Merlin Alpers, Adv. Mgr., CEDAR VALLEY TIMES, 108 E. 5th, Vinton, IA 52349; Tel. (319) 472-2311.
National Representative: American Newspaper Representatives.

WASHINGTON

1 - LOCATION: Washington County, E&P Map D-3. County Seat. In SE part of state. 248 rail mi. from Chicago.

2 - TRANSPORTATION: Railroads-Soo Lines.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 6,584; E&P 88 Est. 6,952
County 80 Cen. 20,144; E&P 88 Est. 20,263
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 2,618; E&P 88 Est. 2,845
County 80 Cen. 7,213; E&P 88 Est. 7,396

5 - BANKS	NUMBER	EST. DEP.
Savings	2	$93,000,000
Savings & Loan	2	$35,500,000

6 - PASSENGER AUTOS: County 12,748

7 - ELECTRIC METERS: Residence 3,295

8 - GAS METERS: Residence 2,751

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Valves, Foundry & Machine Shop 271 ($200); Calendars 400 ($180); Seedcorn, Agronomy Research 38 ($240) (more than 150 detasselers in season); Industrial Valves 100.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 0-98; Summer 53-100; Fall 0-95; Winter 12-61. First killing frost, Sept. 20; last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, very hard, naturally fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Square and 8 blocks surrounding. Strip Hwy. 92 E.
Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Dept.-Thur.; Food-7 days; Discount-daily.

13 - RETAIL OUTLETS: Department Stores-Spurgeons; JCPenney.
Discount Stores-Oershlein Distributing, Pamida.
Chain Supermarkets-Fareway; HyVee; Jack & Jill.

14 - NEWSPAPERS: EVENING JOURNAL (e-mon to Fri) 5,099; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Darwin Sherman, Pub., JOURNAL, 111 N. Marion Ave., Washington, IA 52353; Tel. (319) 653-2191.
National Representative: Iowa Newspaper Association.

WATERLOO-CEDAR FALLS-EVANSDALE

1 - LOCATION: Black Hawk County (In Waterloo-Cedar Falls MSA). E&P Map C-2. Agriculture, manufacturing and dairy center. NE part of state. 300 mi. to Chicago; U.S. Hwys. 63, 218, 20; State Hwys. 57 & 58.

2 - TRANSPORTATION: Railroads-Illinois Central; Chicago & North Western; Waterloo.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; Jefferson; Iowa Coach, Waterloo & Cedar Falls.
Airlines-Ozark; American Central; Midstate; Britt.

3 - POPULATION:
Corp. Cities 80 Cen. 117,105; E&P 88 Est. 110,005
Waterloo 80 Cen. 75,985; E&P 88 Est. 67,780
Cedar Falls 80 Cen. 36,322; E&P 88 Est. 37,400
Evansdale 80 Cen. 4,798; E&P 88 Est. 4,825
CZ-ABC: (80) 118,946
RTZ-ABC: (80) 231,874
County 80 Cen. 138,221; E&P 88 Est. 138,357
MSA 80 Cen. 163,152; E&P 88 Est. 163,965
City & RTZ-ABC: (80) 350,820
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Cities 80 Cen. 41,683; E&P 88 Est. 39,868
Waterloo 80 Cen. 28,349; E&P 88 Est. 26,098
Cedar Falls 80 Cen. 11,712; E&P 88 Est. 12,107
Evansdale 80 Cen. 1,622; E&P 88 Est. 1,663
County 80 Cen. 48,194; E&P 88 Est. 49,766
MSA 80 Cen. 56,659; E&P 88 Est. 58,589
CZ-ABC: (80) 42,235
RTZ-ABC: (80) 81,483
City & RTZ-ABC: (80) 123,718

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$420,131,684
Savings & Loan	4	$493,843,529

6 - PASSENGER AUTOS: County 84,389

7 - ELECTRIC METERS: Residence 32,603

8 - GAS METERS: Residence 28,565

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Farm Equip. 13,300; Ordnance 325.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-59; Summer 60-100; Fall 36-63; Winter 23-34. First killing frost, Oct. 4; last killing frost, May 5.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Crossroads, SE edge of Waterloo; College Square Shopping Center, Cedar Falls.
Neighborhood Shopping Centers-W. 9th and Mitchell; La Porte Rd. and Mitchell; Kimball and Ridgeway; Logan Ave. and Donald.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads Center(80)	NA	Sears, JCPenney, Donaldson's
College Sq (64)	2	Younker's
Kimball(8)	NA	Ben Franklin, S&S Meats
Logan Plz (7)	NA	Revco, Eagle Food
Villa(12)	NA	Ben Franklin

Principal Shopping Days-Department: Mon., Thur., Fri., Sat.; Shopping Centers: daily; Food: Thur., Fri., Sat.
Stores Open Sundays-Shopping centers, drug, discount and food.
Stores Open Evenings-Food chains-every night; Shopping centers-nightly ex. Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Donaldson's; Younker's; Petersen Harned Von Maur.
Discount Stores-K mart 2; Target; Wal-Mart.
Variety Stores-Woolworth 2; Ben Franklin 4.
Chain Drug Store-Osco 3; May 2; Walgreens 2.
Chain Supermarkets-Super-Valu 6; HyVee 5; Jack & Jill; Food for Less; County Market.
Other Chain Stores-Endicott Johnson Shoes; Kinney Shoes 2.

14 - NEWSPAPERS: COURIER (e-mon to fri) 48,963; (S) 52,945; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: David E. Tansey, Adv. Dir., COURIER, 501 Commercial St., Waterloo, IA 50704; Tel. (319) 291-1400.
National Representatives: Branham/Newspaper Sales; Iowa Newspaper Association.

WEBSTER CITY

1 - LOCATION: Hamilton County, E&P Map B-2. County Seat. Agricultural & residential center. 70 mi. NW of Des Moines; 20 mi. E of Ft. Dodge. On U.S. Hwy. 20; State Hwy. 17; 9 mi. to U.S. Hwy. 69; 12 mi. to I-35.

2 - TRANSPORTATION: Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,572; E&P 88 Est. 8,092
CZ-ABC: (80) 8,572
RTZ-ABC: (80) 22,529
County 80 Cen. 17,831; E&P 88 Est. 17,473
City & RTZ-ABC: (80) 31,101

4 - HOUSEHOLDS:
City 80 Cen. 3,243; E&P 88 Est. 3,097
County 80 Cen. 6,623; E&P 88 Est. 6,667
CZ-ABC: (80) 3,243
RTZ-ABC: (80) 8,433
City & RTZ-ABC: (80) 11,676

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$151,136,786
Savings & Loan	2	$82,000,000

6 - PASSENGER AUTOS: County 11,649

7 - ELECTRIC METERS: Residence 3,410

8 - GAS METERS: Residence 3,165

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Washer Mfg. 900 ($320); Metal Castings 100 ($175); Packing Plant 125 ($200); Printing ($180).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-60; Summer 70-95; Fall 40-78; Winter 20-45. First killing frost, Nov. [illegible]; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on 2nd St.; 4 blocks along side streets.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Thur.; Food-nightly; Discount-nightly except Sun.
Stores Open Sundays-Discount and Food.

13 - RETAIL OUTLETS: Department Stores-Osweilers; Lubbers; Home Appliance.
Variety Stores-Ben Franklin.
Discount Stores-K mart.
Chain Drug Stores-Williams; Snyder; Olson Pharmacy.
Chain Supermarkets-Fareway; HyVee Foods; Steve's Super Value.
Other Chain Stores-Hunter Oil & Gas; Derby Oil & Gas; Spurgeon's (ready-to-wear); Goodyear; Coast-to-Coast; OK Hardware; Casey's; McDonald's; Hardees.

14 - NEWSPAPERS: FREEMAN-JOURNAL (e-mon to fri) 4,036; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Michael A. Grandstaff, Pub., FREEMAN-JOURNAL, 720 Second St., Webster City, IA 50595; Tel. (515) 832-4350.
National Representatives: Papert Companies; Iowa Newspaper Association.

KANSAS SURVEYS

METROPOLITAN STATISTICAL AREAS

Kansas City, MO-KS-Cass, Clay, Jackson, Lafayette, Platte, Ray Counties, MO; Johnson, Leavenworth, Miami, Wyandotte Counties, KS.
Lawrence-Douglas County.
Topeka-Shawnee County.
Wichita-Butler and Sedgwick Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1989
Under 5 Years	175	181	216
5-14 Years	441	344	359
15-24 Years	406	451	404
25-44 Years	502	624	812
45-64 Years	460	457	446
65 and Over	265	306	287
TOTAL	2,249	2,363	2,525

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1989 Est.
Bldg. Mat./Hdwr	517	624	1,009
General Mdse	991	1,280	1,564
Food	1,522	2,335	2,664
Automobiles	1,839	2,186	3,442
Gasoline Stations	661	1,069	953
Apparel	369	533	688
Furniture	365	446	736
Eat-Drink Places	596	931	1,200
Drugs	192	286	336
TOTAL SALES	7,696	10,842	13,826

ABILENE

1 - LOCATION: Dickinson County, E&P Map C-2, County Seat. Milling, screen printing, agriculture, and tourist center. 160 mi. W of Kansas City, MO.

2 - TRANSPORTATION: Railroads-Union Pacific; Santa Fe.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,572; E&P 88 Est. 5,925
County 80 Cen. 20,047; E&P 88 Est. 19,903

4 - HOUSEHOLDS:
City 80 Cen. 2,654; E&P 88 Est. 2,450
County 80 Cen. 7,716; E&P 88 Est. 7,773

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$96,563,000

6 - PASSENGER AUTOS: County 11,783

7 - ELECTRIC METERS: Residence 2,800

8 - GAS METERS: Residence 2,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Milling 100; Machine Shop 200; Tourism.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-65; Summer 75-105; Fall 40-70; Winter 0-40. First killing frost, Oct. 13; last killing frost, May 10.

11 - TAP WATER. Alkaline, medium hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on 4 sts.
Neighborhood Shopping Centers-N. Buckeye; S. Cedar; S. First St. & W. Third; S. Buckeye.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Hamburg's; Add-A-Touch of Furn.; Pinkham's; Shockey and Landes Furn. & Hdwe.; Kansas Home Furnishings; Steinhauser's; Banke's.
Variety Stores-Ben Franklin.
Discount Stores-Alco.
Chain Supermarkets-Zey's; IGA; Boogaarts.
Other Chain Stores-Sears; True-Value; Gambles.

14 - NEWSPAPERS: REFLECTOR-CHRONICLE (e) 4,645; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Janelle Gantenbein, Adv. Mgr., REFLECTOR-CHRONICLE, 303 Broadway, PO Box 8, Abilene, KS 67410; Tel. (913) 263-1000.
National Representative: None.

ARKANSAS CITY

1 - LOCATION: Cowley County, E&P Map C-3. S central part of state on Arkansas River. 285 mi. SW of Kansas City. U.S. Hwys. 166, 77; I-35.

2 - TRANSPORTATION: Railroads-Santa Fe.
Intercity Bus Lines-Trailways.
Motor Freight Carriers-16.

3 - POPULATION:
Corp. City 80 Cen. 13,201; E&P 88 Est. 13,745
County 80 Cen. 37,068; E&P 88 Est. 38,523

4 - HOUSEHOLDS:
City 80 Cen. 5,346; E&P 88 Est. 5,760
County 80 Cen. 13,897; E&P 88 Est. 14,510

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$104,000,000
Savings & Loan	2	$86,000,000

6 - PASSENGER AUTOS: County 20,490

7 - ELECTRIC METERS: City 5,942

8 - GAS METERS: Residence 6,085

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Refining 345 ($300); Flour Milling 220 ($200); R.R. 300 ($250); Jet Engine Overhaul 750 ($250); Mobile Homes Mfg. 152 ($200).
Principal Industrial Pay Days-Fri., 1st, 15th.

10 - CLIMATE: Av. Annual Temp. 58; Jan. 33; July 80; Av. an. precipitation 33 in.; snow 9 in.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center-6 blocks on Summit St.; 2 on 6 cross streets.
Neighborhood Shopping Centers-The Plaza, 2 mi. N. on Summit St.; TG&Y Family Ctr.
Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Newman Dry Goods; JCPenney; Sears; C.R. Anthony's; Litwin's.
Variety Stores-Woolworth; TG&Y.
Discount Stores-K mart; Wal-Mart.
Chain Drug Stores-Graves; Petersons; Taylor's.
Chain Supermarkets-Safeway; Dillon; Food Fair; Boogaarts.
Other Chain Stores-Oklahoma Tire; Mode O'Day; Cato.

14 - NEWSPAPERS: TRAVELER (e) 6.357: sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Linda Neal, Adv. Mgr., TRAVELER, 200 E. Fifth Ave., Arkansas City, KS 67005; Tel. (316) 442-4200.
National Representative: Papert Companies.

ATCHISON

1 - LOCATION: Atchison County, E&P Map D-1. County Seat. 22 mi. SW of St. Joseph, MO; 50 mi. NW of Kansas City, MO. On U.S. Hwys. 59, 73, State Hwys. 4, 7, 9, 45.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Missouri/Union Pacific; Burlington-Northern.
Motor Freight Carriers-13.
Freight Steamship Lines-2.

3 - POPULATION:
Corp. City 80 Cen. 11,407; E&P 88 Est. 12,731
County 80 Cen. 18,419; E&P 88 Est. 17,407

4 - HOUSEHOLDS:
City 80 Cen. 3,901; E&P 88 Est. 4,537
County 80 Cen. 6,225; E&P 88 Est. 6,348

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$117,085,000
Savings & Loan	2	$125,404,245

6 - PASSENGER AUTOS: County 9,587

7 - ELECTRIC METERS: Residence 4,700

8 - GAS METERS: Residence 4,608

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Foundry and Machine Shop 997 ($360); Milling 160 ($320); Alcohol 349 ($335).

10 - CLIMATE: Min. & Max. Temp.-Spring 26-99; Summer 46-102; Fall 9-103; Winter 9-77. First killing frost, Oct. 18; last killing frost, May 11.

11 - TAP WATER: Neutral, hard, not fluoridated.

12 - RETAILING: **Principa [illegible] Center**-4 blocks on Commercial and [illegible] Sts. (3 1/2 blocks, Mall area); W. Main St., E. Atchison, MO; 10th & Sky Way; TG&Y Family Center.
Shopping Center-Atchison Mall (43 stores-Sears; Litwin's Dept.; Coast-to-Coast; Domann Drug).
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Sears.
Variety Stores-Wal-Mart.
Discount Stores-Pamida.
Chain Supermarkets-Safeway; Arensberg Foods 2; Price Chopper.
Other Chain Stores-Litwin's; Firestone; Goodrich.

14 - NEWSPAPERS: GLOBE (e-mon to fri) 5,500; (S) 5,873; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Larry Sarvey, Pub., GLOBE, 1015 Main St., Atchison, KS 66002; Tel. (913) 367-0583.
National Representative: Thomson Newspapers.

AUGUSTA

1 - LOCATION: Butler County, E&P Map C-3 (In Wichita MSA). Residential center. 20 mi. E of Wichita, KS; 200 mi. SW of Kansas City. On U.S. Hwys. 54 & 77, State Hwy. 96. On fork of Whitewater and Walnut Rivers.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern, Santa Fe.
Intercity Bus Lines-Continental; Greyhound; KMO.

3 - POPULATION:
Corp. City 80 Cen. 6,968; E&P 88 Est. 6,948
County 80 Cen. 45,243; E&P 88 Est. 48,413
MSA 80 Cen. 412,908; E&P 88 Est. 445,262

4 - HOUSEHOLDS:
City 80 Cen. 2,603; E&P 88 Est. 2,624
County 80 Cen. 16,087; E&P 88 Est. 17,530
MSA 80 Cen. 164,778; E&P 88 Est. 173,068

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$77,000,000

6 - PASSENGER AUTOS: County 30,002

7 - ELECTRIC METERS: Residence 3,455

8 - GAS METERS: Residence 2,813

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Constr. 300; Aircraft Inst. 95; Plastics Mfg. 32; Petroleum Prods. 35; Aircraft Industry 1,009.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-68; Summer 68-91; Fall 42-60; Winter 26-42. First killing frost, Oct. 26; last killing frost, Apr. 7.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: **Shopping Centers**-Augusta Plaza (12 stores, IGA); Ohio Street (3 Businesses).
Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-All on Thur.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Calverts.
Chain Drug Stores-Healthmart.
Chain Supermarkets-IGA; Dillon's.
Other Chain Stores-Mode O'Day; The Style Shop; Wal-Mart.

14 - NEWSPAPERS: GAZETTE (e-mon to fri) 3,226; sworn Sept. 29, 1987.
Local Contact for Advertising and Merchandising Data: Dave Burr, Adv. Mgr., GAZETTE, 204 E. 5th St., Augusta, KS 67010; Tel. (316) 775-2218.
National Representative: None.

BELOIT

1 - LOCATION: Mitchell County, E&P Map B-1. County Seat. On Solomon River, in North-Central Kansas. On U.S. Hwy. 24, State Hwys. 9, 14.

2 - TRANSPORTATION: **Railroads**-Union Pacific and Missouri Pacific branches.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 4,367; E&P 88 Est. 4,076
County 80 Cen. 8,138; E&P 88 Est. 7,795

4 - HOUSEHOLDS:
City 80 Cen. 1,691; E&P 88 Est. 1,599
County 80 Cen. 3,148; E&P 88 Est. 3,063

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$60,085,000
Savings & Loan	3	$211,500,000

6 - PASSENGER AUTOS: County 4,586

7 - ELECTRIC METERS: Residence 1,961

8 - GAS METERS: Residence 1,775

9 - PRINCIPAL INDUSTRIES: Agric.; Livestock Feed Mills & Yards; Concrete Prods.; Farm Implement Mfg.; Photography Development.

10 - CLIMATE: Min. & Max. Temp.-Summer 50-110; Winter-10-75.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Days**-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-Mill Street Emporium.
Variety Stores-Beloit 5 & 10; McCrory's.
Chain Drug Stores-S&S; Rexall.
Chain Supermarkets-Boogaarts; Beloit IGA; Torr's Hy-Clas.
Other Chain Stores-Sears (catalog); Zachary Ace Hardware; Ackerman's True Value; Coast-to-Coast.

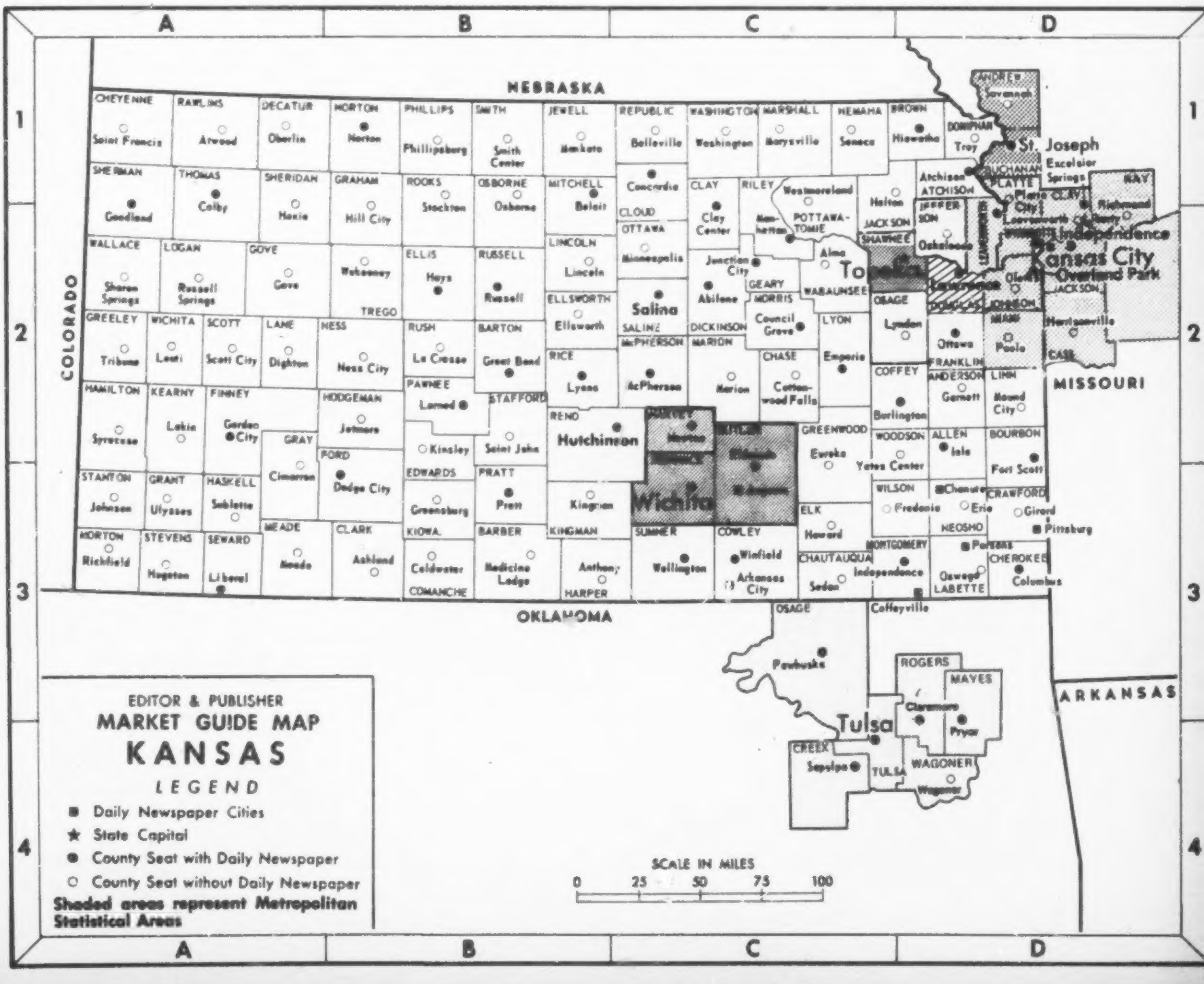
14 - NEWSPAPERS: CALL (e-mon to fri) 2,843; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Troy Laack, Adv. Mgr., CALL, 122 E. Court St., Beloit, KS 67420; Tel. (913) 738-5728.
National Representative: Landon Associates.

CHANUTE

1 - LOCATION: Neosho County, E&P Map D-3. 117 mi. SW of Kansas City; 106 mi. E of Wichita; 120 mi. N of Tulsa. On U.S. Hwy. 169; State Hwy. 39.

2 - TRANSPORTATION: **Railroads**-AT&SF; MKT (freight only).
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,506; E&P 88 Est. 10,831
County 80 Cen. 18,933; E&P 88 Est. 20,708


A
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NEBRASKA
COLORADO
OKLAHOMA
MISSOURI
ARKANSAS
CHEYENNE
Saint Francis
RAWLINS
Atwood
DECATUR
Oberlin
NORTON
Norton
PHILLIPS
Phillipsburg
SMITH
Smith Center
JEWELL
Mankato
REPUBLIC
Belleville
WASHINGTON
Washington
MARSHALL
Marysville
NEMAHA
Seneca
BROWN
Hiawatha
DONIPHAN
Troy
ANDREW
Savannah
St. Joseph
BUCHANAN
Excelsior Springs
SHERMAN
Goodland
THOMAS
Colby
SHERIDAN
Hoxie
GRAHAM
Hill City
ROOKS
Stockton
OSBORNE
Osborne
MITCHELL
Beloit
Concordia
CLOUD
CLAY
Clay Center
RILEY
Manhattan
Westmoreland
POTTAWATOMIE
Holton
JACKSON
Atchison
ATCHISON
PLATTE
Platte City
CLAY
RAY
Richmond
Leavenworth
Liberty
Independence
Kansas City
Overland Park
JACKSON
WALLACE
Sharon Springs
LOGAN
Russell Springs
GOVE
Gove
Wakeeney
TREGO
ELLIS
Hays
RUSSELL
Russell
LINCOLN
Lincoln
OTTAWA
Minneapolis
Junction City
GEARY
Abilene
Alma
WABAUNSEE
Topeka
SHAWNEE
JEFFERSON
Oskaloosa
LEAVENWORTH
Lawrence
Olathe
JOHNSON
ELLSWORTH
Ellsworth
Salina
SALINE
DICKINSON
MORRIS
Council Grove
LYON
Emporia
OSAGE
Lyndon
Ottawa
FRANKLIN
Paola
Harrisonville
CASS
GREELEY
Tribune
WICHITA
Leoti
SCOTT
Scott City
LANE
Dighton
NESS
Ness City
RUSH
La Crosse
BARTON
Great Bend
RICE
Lyons
McPHERSON
McPherson
MARION
Marion
CHASE
Cottonwood Falls
COFFEY
Burlington
ANDERSON
Garnett
LINN
Mound City
HAMILTON
Syracuse
KEARNY
Lakin
FINNEY
Garden City
HODGEMAN
Jetmore
PAWNEE
Larned
STAFFORD
Saint John
Kinsley
GRAY
Cimarron
FORD
Dodge City
EDWARDS
RENO
Hutchinson
Wichita
GREENWOOD
Eureka
WOODSON
Yates Center
ALLEN
Iola
BOURBON
Fort Scott
STANTON
Johnson
GRANT
Ulysses
HASKELL
Sublette
Greensburg
PRATT
Pratt
Kingman
ELK
Howard
WILSON
Fredonia
Chanute
Erie
CRAWFORD
Girard
NEOSHO
Pittsburg
Parsons
MORTON
Richfield
STEVENS
Hugoton
SEWARD
Liberal
MEADE
Meade
CLARK
Ashland
KIOWA
Coldwater
COMANCHE
BARBER
Medicine Lodge
KINGMAN
Anthony
HARPER
SUMNER
Wellington
COWLEY
Winfield
Arkansas City
CHAUTAUQUA
Sedan
MONTGOMERY
Independence
Coffeyville
Oswego
LABETTE
CHEROKEE
Columbus
OSAGE
Pawhuska
ROGERS
MAYES
Claremore
Pryor
Tulsa
CREEK
Sapulpa
TULSA
WAGONER
Wagoner
SCALE IN MILES
0
25
50
75
100
EDITOR & PUBLISHER
MARKET GUIDE MAP
KANSAS
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas

4 - HOUSEHOLDS:
City 80 Cen. 4,183; E&P 88 Est. 4,469
County 80 Cen. 7,241; E&P 88 Est. 8,066

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$126,300,000
Savings & Loan	1	$52,400,000

6 - PASSENGER AUTOS: County 10,005

7 - ELECTRIC METERS: Residence 6,200

8 - GAS METERS: Residence 4,800

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners-Cement Plant 150; Heavy Equip. Mfg. 375; Garment Mfg. 230; Satellite Comm. 250; Oil Servs. 650.
Principal Industrial Pay Days-Every other week.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-90; Summer 65-103; Fall 30-90; Winter 0-63. First killing frost, Oct. 20; last killing frost, Apr. 2.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-10 blocks on Main; 2 on Lincoln; 2 on Grant; 2 on Highland.
Neighborhood Shopping Centers-14th and Santa Fe; and on West Cherry.
Principal Shopping Days-Tues., Thur., Fri.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Litwins.
Discount Stores-Wal-Mart; Revco Drug.
Chain Supermarkets-Self-Service Town & Country; Rooster's Thriftway; Plaza IGA.
Other Chain Stores-Sears (catalog); Sherwin-Williams; Coast-to-Coast.

14 - NEWSPAPERS: TRIBUNE (e) 5,155; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Mike Harris, Pub., TRIBUNE, 15 N. Evergreen, Chanute, KS 66720; Tel. (316) 431-4100.
National Representative: Papert Companies.

CLAY CENTER

1 - LOCATION: Clay County. E&P Map C-2. County Seat. NE part of state. 160 mi. from Kansas City; 130 mi. from Wichita.

2 - TRANSPORTATION: **Motor Freight Carriers**-3.

3 - POPULATION:
Corp. City 80 Cen. 4,948; E&P 88 Est. 4,465
County 80 Cen. 9,801; E&P 88 Est. 9,373

4 - HOUSEHOLDS:
City 80 Cen. 2,111; E&P 88 Est. 1,923
County 80 Cen. 3,830; E&P 88 Est. 3,926

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$103,065,228
Savings & Loan	1	$354,835,782

6 - PASSENGER AUTOS: County 5,434

7 - ELECTRIC METERS: Residence 2,124

8 - GAS METERS: Residence 2,175

9 - PRINCIPAL INDUSTRIES: Farming; Farm Equip.; Feed Mfg.; House Bldg.; (Av. Wkly. Wage). Skilled-$452; Semi-skilled-$406; Unskilled-$351. Total Employment: 5,080.
Principal Pay Days-1st, 15th; Sat.

10 - CLIMATE: First killing frost, Oct. 15; last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-30 blocks on 4th, 5th, 6th; Grant; Lincoln; Court; Dexter.
Neighborhood Shopping Centers-West Crawford; Clay Ctr. Plz.
Stores Open Evenings-Thur.
Principal Shopping Days-Tues., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Browne's; JCPenney; Mayo's.
Variety Stores-Banner; Gibson's; McCrory's.
Chain Supermarkets-Thriftway; Boogaart's; Clay Ctr. IGA.
Other Chain Stores-Plainsman Supply.

14 - NEWSPAPERS: DISPATCH (e) 3,453; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Ginger Jensen, Adv. Dir., DISPATCH, 805 5th St., Clay Center, KS 67432; Tel. (913) 632-2127.
National Representative: Landon Associates.

COFFEYVILLE

1 - LOCATION: Montgomery County, E&P Map D-3. Mfg. ctr. 3 mi. N of OK Line; 60 mi. W of MO Line; 135 mi. from Wichita; 75 mi. from Tulsa; 171 mi. from Kansas City. On Hwys. 166, 169.

2 - TRANSPORTATION: **Railroads**-MK&T; MP; AT&SF.
Motor Freight Carriers-7.
Intercity Bus Lines-Continental; Greyhound; M.K. & O. Trailways; Kansas Trails.

3 - POPULATION:
Corp. City 80 Cen. 15,185; E&P 88 Est. 13,900
CZ-ABC: (80) 17,252
RTZ-ABC: (80) 30,743
County 80 Cen. 42,409; E&P 88 Est. 42,546
City & RTZ-ABC: (80) 47,995
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,981; E&P 88 Est. 5,601
County 80 Cen. 16,388; E&P 88 Est. 16,560
CZ-ABC: (80) 6,738
RTZ-ABC: (80) 11,618
City & RTZ-ABC: (80) 18,356

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$186,284,572
Savings & Loan	1	$138,027,801

6 - PASSENGER AUTOS: County 22,441

7 - ELECTRIC METERS: Residence 8,376

8 - GAS METERS: Residence 6,463

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners-Power Transmissions 600; Pattern Shops & Foundries 655; Refinery 425; Oil Field Equip. 200; Recreational Vehicles & Furnishings 51; Printing & Pub. 53; Machine Shops 110; Riding Mowers 90; Printed Assembly 60; Flour Mills 69; Waste Incineration 305.

10 - CLIMATE: First killing frost, Nov. 1; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, semi-hard.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on 8th St.; 3 on 9th St.; 2 on Maple; 5 on Walnut. (105 units).
Neighborhood Shopping Centers-7 on 11th St. Mall; 16 on East 8th Shop Area; 6 on Centerville.
Principal Shopping Days-Sat., Thur., Fri., Mon.
Stores Open Evenings-Thur.
Stores Open Sundays-Grocery, Variety and Discount.

13 - RETAIL OUTLETS: **Department Stores**-H.W. Read's; JCPenney; Westco.
Discount Stores-Wal-Mart; McCrory; Gibson.
Chain Drug Stores-Rexall; Revco.
Chain Supermarkets-Nu Way; Safeway; Elmore's IGA.
Other Chain Stores-Otasco; Litwin's; Singer Co.; Bailly Farm; Sears; Coast-to-Coast.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 6,723; (S) 7,871; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Kathy Mullins, Adv. Dir., JOURNAL, PO Box 849, Coffeyville, KS 67337; Tel. (316) 251-3300.
National Representative: Gannett National Newspaper Sales.

COLBY

1 - LOCATION: Thomas County. County Seat. Manufacturing, agricultural, medical and military reserve center for nine NW counties. Colby Community College. NW corner of state. 230 mi. E of Denver, 110 mi. W of Hays. On U.S. Hwys. 24, I-70; State Hwy. 25.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Kyle.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,544; E&P 88 Est. 6,386
County 80 Cen. 8,456; E&P 88 Est. 9,442

4 - HOUSEHOLDS:
City 80 Cen. 2,034; E&P 88 Est. 2,338
County 80 Cen. 3,072; E&P 88 Est. 3,490

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	N.A.
Commercial	2	N.A.

6 - PASSENGER AUTOS: County 5,042

7 - ELECTRIC METERS: Residence 2,085

8 - GAS METERS: Residence 2,237

9 - PRINCIPAL INDUSTRIES: Farm Mach.; Grain Elevator (distribution); Oil Field Supplies.
Principal Pay Days-Fri., Mon.

10 - CLIMATE: Average annual temperature-51; Jan.-28; July-77.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main, Colby Plaza (3 stores) and South Range (to I-70, 3/4 mi. of stores).

13 - RETAIL OUTLETS: **Department Stores**-Conrad's; Caldwells.
Discount Stores-TG&Y.
Chain Drug Stores-Rexall; Health Mart.
Chain Supermarkets-IGA; AG; Boogaart's.
Other Chain Stores-Goodyear; Coast-to-Coast; Firestone; Gamble's; Western Auto; Loves; Butterfields; Stop 'N Shop; Radio Shack; Sears; Big A; Napa; Car Quest.

14 - NEWSPAPERS: FREE PRESS (m-tues to sat) 3,053; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Donna Benett, Adv. Mgr., FREE PRESS, 155 W. 5th, Colby, KS 67701; Tel. (913) 462-3963.
National Representative: None.

COLUMBUS

1 - LOCATION: Cherokee County. E&P Map D-3. County Seat. SE section of state, 25 mi. from Pittsburg. On U.S. Hwy. 69. State Hwys. 7, 96.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; MKT.
Motor Freight Carriers-1.

3 - POPULATION:
Corp. City 80 Cen. 3,426; E&P 88 Est. 3,512
County 80 Cen. 22,338; E&P 88 Est. 22,362

4 - HOUSEHOLDS:
City 80 Cen. 1,435; E&P 88 Est. 1,534
County 80 Cen. 8,550; E&P 88 Est. 8,693

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$90,017,000
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 11,546

7 - ELECTRIC METERS: Residence 1,450

8 - GAS METERS: Residence & Comm. 1,550

9 - PRINCIPAL INDUSTRIES: Bldg. Constr.; Recreation Vehicles; Chem.; Auto Parts Mfg.; Form Printing.

10 - CLIMATE: Min. & Max. Temp.-Spring 18-80; Summer 50-117; Fall 12-102; Winter 3-60. First killing frost, Oct. 24; last killing frost, Apr. 9.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center**-Central sq. & adjoining streets.
Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Variety Stores**-Dollar General; Evans Health Mart; True Value; Ace Hdwe.
Chain Supermarkets-Town & Country; IGA.
Other Chain Stores-Sears (catalog); Itco; Westco Furniture.

14 - NEWSPAPERS: ADVOCATE (e-mon to fri) 2,719; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Jay Lacy, Adv. Mgr., ADVOCATE, 215 S. Kansas, Columbus, KS 66725; Tel. (316) 429-2773.
National Representative: Kansas Press Service.

CONCORDIA

1 - LOCATION: Cloud County. E&P Map C-1. County Seat. Agricultural, wholesale & retail health center. 210 mi. W of Kansas City on U.S. Hwy. 81; State Hwys. 9, 28.

2 - TRANSPORTATION: **Railroads**-AT&StF; Union Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,847; E&P 88 Est. 6,498
County 80 Cen. 12,489; E&P 88 Est. 11,756
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,624; E&P 88 Est. 2,477
County 80 Cen. 4,758; E&P 88 Est. 4,478

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$80,000,000
Savings & Loan	3	$224,000,000

6 - PASSENGER AUTOS: County 6,678

7 - ELECTRIC METERS: Residence 3,409

8 - GAS METERS: Residence 3,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 192; Feed N.A.; Concrete Prods. 9; Brick 60; Metal 200; Hospital 200; Playground Equip. 27.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-74; Summer 62-92; Fall 30-81; Winter 17-42.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alco Plaza	NA	Alco, Boogaart's
Concordia Plz.(4)	NA	TG&Y, Meller's

Principal Shopping Days-Thur., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Dreiling's; Bon Marche.
Variety Stores-Alco; TG&Y.
Chain Drug Stores-Rexall; Walgreens.
Chain Supermarkets-Boogaart's 2; Affiliated Foods.
Other Chain Stores-True Value; Fashion Crossroads; Goodyear; Loves Country Store; E-Z Shop; Ace Hardware; Sears; Browns Shoes; Radio Shack; Sherwin-Williams; Hardee's.

14 - NEWSPAPERS: BLADE-EMPIRE (e-mon to fri) 3,430; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Brad Lowell, Pres., BLADE-EMPIRE, 510 Washington St., Concordia, KS 66901; Tel. (913) 243-2424.
National Representative: Kansas Press Association.

COUNCIL GROVE

1 - LOCATION: Morris County. E&P Map C-2. County Seat. 30 mi. NW of Emporia on U.S. Hwy. 56; State Hwys. 177 (57).

2 - TRANSPORTATION: **Railroads**-Union Pacific.

3 - POPULATION:
Corp. City 80 Cen. 2,381; E&P 88 Est. 2,206
County 80 Cen. 6,412; E&P 88 Est. 6,189

4 - HOUSEHOLDS:
City 80 Cen. 1,008; E&P 88 Est. 837
County 80 Cen. 2,560; E&P 88 Est. 2,662

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$43,344,000

6 - PASSENGER AUTOS: County 3,699

7 - ELECTRIC METERS: Residence 840

8 - GAS METERS: Residence 796

9 - PRINCIPAL INDUSTRIES: R.R.; Milling; Dairying; Sporting Goods; Concrete Prods.; Plastic Items; Sheetmetal Prods; Automotive Cleaning & Rebuilding Prods.; High Temperature Insulation Prods.; R.R. Track Construction & Reconditioning.

10 - CLIMATE: Average Annual Temp.-52; Jan.-28; July-97.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Days**-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Variety Stores**-Duckwall's.
Chain Supermarkets-IGA; Thriftway; Super Saver.
Other Chain Stores-True Value; Rexall; Sears (catalog); Otasco; Auto Dealers: Chevrolet, Chrysler, Ford.

14 - NEWSPAPERS: REPUBLICAN (e-mon to fri) 2,720; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Craig A. McNeal or Don A. McNeal, Co-Publishers, REPUBLICAN, 208 W. Main St., Council Grove, KS 66846; Tel. (316) 767-5123.
National Representative: Kansas Press Service.

DODGE CITY

1 - LOCATION: Ford County, E&P B-3, County Seat. Wholesale, educational center. 350 railroad mi. W of Kansas City, MO and same E of Denver, CO.

NAIL
DOWN
one of the
top non-metro
MARKETS
IN KANSAS
1st* in non-metro EBI
*S&MM, August, 1988
COFFEY COUNTY
Today
324 Hudson, Burlington, Ks. 66839
316-364-5325
[3 Publication Combo Rate]

(Circle No. 14 on Market Request Card)

2 - TRANSPORTATION: Railroads-Santa Fe
Motor Freight Carriers-14
Intercity Bus Lines-Greyhound; Continental; Bickel; Green Diamond.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 18,001; E&P 88 Est. 21,534
County 80 Cen. 24,366; E&P 88 Est. 30,070

4 - HOUSEHOLDS:
City 80 Cen. 6,590; E&P 88 Est. 8,067
County 80 Cen. 8,776; E&P 88 Est. 11,155

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$165,401,232
Savings & Loan	4	$457,345,282
Fed. Credit Union	1	$16,000,000

6 - PASSENGER AUTOS: County 15,019

7 - ELECTRIC METERS: Residence 6,282

8 - GAS METERS: Residence 6,194

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 600 ($180); Mach. 250 ($250); Power 200 ($300); Cattle Feeding & Sales 115 ($180); Meat Packing 800 ($200).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-66; Summer 64-88; Fall 44-69; Winter 20-44. First killing frost, Oct. 25; last killing frost, Apr. 15.

11 - TAP WATER: Hard, not fluoridated; chlorinated.

12 - RETAILING: Principal Shopping Center-Wyatt Earp Blvd. W from Central 5 blocks, 2nd Ave. from river bridge 6 blocks N, Gunsmoke St. from Central Ave. to 3rd St. Important business district S of river bridge to city limits.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Northridge(4)	1	Long's Dept.
Village Sq.(42)	1	McCrory's, JCPenney, Kline's
Comanche Plz.	1	Revco, Otasco, IGA, Hardees
High Plains	1	Wal-Mart

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Kline's; JCPenney; Anthonys.
Discount Stores-Gibson's; Alco; McCrory's; Revco; Wal-Mart.
Variety Stores-McCrory's.
Chain Drug Stores-Prescription Center.
Chain Supermarkets-Dillons 2; Safeway; Pay Day; IGA 2.
Other Chain Stores-Sears; Firestone; Goodyear.

14 - NEWSPAPERS: GLOBE (e) 9,245 sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Jack Honnold, Adv. Mgr., GLOBE, 705 Second; Box 820, Dodge City, KS 67801; Tel. (316) 225-4151.
National Representative: None.

EL DORADO

1 - LOCATION: Butler County, E&P Map C-3 (In Wichita MSA). County Seat. Agric., oil, small mfg. 166 mi. from Kansas City; 21 mi. from Wichita on Tpke. On U.S. Hwys. 54, 77; State Hwys. 13, 196; Kansas Tpke.

2 - TRANSPORTATION: Railroads-Santa Fe; Missouri Pacific.
Motor Freight Carriers-15; interstate carriers 15.

Intercity Bus Lines-Continental.

3 - POPULATION:
Corp. City 80 Cen. 10,510; E&P 88 Est. 11,787
MSA 80 Cen. 412,908; E&P 88 Est. 445,262
County 80 Cen. 45,243; E&P 88 Est. 48,413

4 - HOUSEHOLDS:
City 80 Cen. 4,261; E&P 88 Est. 4,964
County 80 Cen. 16,087; E&P 88 Est. 17,530
MSA 80 Cen. 164,778; E&P 88 Est. 173,068

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$199,729,356
Savings & Loan	3	$817,599,868

6 - PASSENGER AUTOS: County 30,002

7 - ELECTRIC METERS: Residence 9,744

8 - GAS METERS: Residence 4,841

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Refinery 956 ($275); Kansas Aluminum 100 ($200); Union Tankcar 69 ($225); Pioneer Balloon 100 ($203).
Principal Pay Days-1st, 10th, 15th, 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 60-109; Fall 30-70; Winter 7-50. First killing frost, Oct. 8; last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, moderately soft, fluoridated.

12 - RETAILING: Principal Shopping Center-16 blocks on 6 streets.
Neighborhood Shopping Centers-600 N. Main; 2300-2600 W. Central.
Principal Shopping Days-Wed., Thur., Sat.
Stores Open Evenings-Dept.-Thur.; Food-nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Litwins; Farm n' Home.
Discount Stores-TG&Y; Wal-Mart.
Variety Stores-Family Center.
Chain Drug Stores-Graves; Revco.
Chain Supermarkets-Thriftway; Safeway; Dillon's; Boogaart's.
Other Chain Stores-Sears (catalog); Western Auto; Radio Shack.

14 - NEWSPAPERS: TIMES (e) 5,468, sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Chuck Pullins,Adv. Dir., TIMES, 114 N. Vine, El Dorado, KS 67042; Tel. (316) 321-1120.
National Representative: None.

EMPORIA

1 - LOCATION: Lyon County, E&P Map C-2. County Seat. On Cottonwood and Neosho Rivers, 50 mi. SW of Topeka; 100 mi. SW of Kansas City.

2 - TRANSPORTATION: Railroads-Santa Fe; Amtrak.
Motor Freight Carriers-9.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 25,287; E&P 88 Est. 26,534
CZ-ABC: (80) 25,287
Bal. in NDM-ABC: (80) 34,529
County 80 Cen. 35,202; E&P 88 Est. 38,094
Total NDM-ABC: (80) 59,816
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,524; E&P 88 Est. 10,286
County 80 Cen. 13,009; E&P 88 Est. 14,188
CZ-ABC: (80) 9,524
Bal. in NDM-ABC: (80) 13,236
Total NDM-ABC: (80) 22,760

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$221,677,166
Savings & Loan	3	$2,370,545,998

6 - PASSENGER AUTOS: County 18,150

7 - ELECTRIC METERS: Residence & Bus. 11,807

8 - GAS METERS: Residence & Bus. 9,334

9 - PRINCIPAL INDUSTRIES: Mfg.; Food Proc.; Hospitals; Banking; Meat Packing; Educ.; Trans.; Agric.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-65; Summer 65-100; Fall 40-85; Winter 0-40. First killing frost, Oct. 18; last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-30 blocks on Sixth Ave. and Hwy. 50; 13 on Commercial St.; 2 on Merchant St.; 7 on Twelfth Ave.; 2 on Fifth Ave.; 2 on 7th Ave.
Shopping Centers-Flint Hills Mall, 23 stores; Emporia West Plaza, 14 stores.
Principal Shopping Day-Fri.
Stores Open Evenings-Wed.; Flint Hills-nightly & Sun.

13 - RETAIL OUTLETS: Department Stores-Newman's; JCPenney.
Variety Stores-Wal-Mart; K mart; McCrory's; Bluestem farm & Ranch.
Drug Stores-Berg & Frost; Graves; Prescription Center; Hill's Apothecary; Revco; Wal-Mart; Dillon's.
Chain Supermarkets-Reeble's 2; Dillon's 2; Price Chopper; Food for Less.

14 - NEWSPAPERS: GAZETTE (e) 10,861; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: R. Bruce Knaak, Natl. Adv. Mgr., GAZETTE, 517 Merchant St., Emporia, KS 66801; Tel. (316) 342-4803.
National Representative: Landon Associates.

FORT SCOTT

1 - LOCATION: Bourbon County, E&P Map D-3. County Seat. Agricultural center & small manufacturing center; SE part of state. 96 mi. S of Kansas City, MO. On U.S. Hwys. 69, 54; State Hwys. 7, 39.

2 - TRANSPORTATION: Railroads-Burlington Northern; Missouri Kansas-Texas.
Motor Freight Carriers-9.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 8,893; E&P 88 Est. 8,633
CZ-ABC: (80) 8,893
RTZ-ABC: (80) 15,247
City & RTZ-ABC: (80) 24,140
County 80 Cen. 16,019; E&P 88 Est. 17,600

4 - HOUSEHOLDS:
City 80 Cen. 3,794; E&P 88 Est. 3,637
CZ-ABC: (80) 3,794
RTZ-ABC: (80) 5,770
County 80 Cen. 6,388; E&P 88 Est. 7,139
City & RTZ-ABC: (80) 9,564

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$134,066,779
Savings & Loan	2	$50,000,000

6 - PASSENGER AUTOS: County 8,435

7 - ELECTRIC METERS: Residence 3,774

8 - GAS METERS: Residence 3,832

9 - PRINCIPAL INDUSTRIES: Work Clothes; Cement; Marble and Granite; Aluminum Windows & Doors; Business Forms; Calendars; Aluminum Extrusions; Insurance Companies; Midwestern Distribution; Rubber Prods.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-87; Summer 55-110; Fall 31-83; Winter -3-72. First killing frost, Oct. 20; last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on five sts.
Shopping Center-Wal-Mart (Discount); Price Chopper.
Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Thur.
Stores Open Sundays-Groceries, Drugs & Discount.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Litwin's.
Discount Stores-Wal-Mart.
Chain Supermarkets-Quik Trip; 7-Eleven; Price Chopper; Consumers; Whitesides 2; Hall's Food Markets 2.
Other Chain Stores-Sherwin-Williams; Otasco; Ace Hdwe.; True Value Hdwe.; Pro Hdwe.; Big Sugar Lumber; Baxter Tire & Automotive.

14 - NEWSPAPERS: TRIBUNE (e) 5,178; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Barbara Haines, Adv. Dir., TRIBUNE, 6 E. Wall St., Fort Scott, KS 66801; Tel. (316) 223-1460.
National Representative: Papert Companies.

GARDEN CITY

1 - LOCATION: Finney County, E&P Map A-2. 324 mi. SE of Denver, CO; 400 mi. SW of Kansas City on U.S. Hwys. 50, 156, 83.

2 - TRANSPORTATION: Railroads-Santa Fe; Amtrak; Garden City Western.
Motor Freight Carriers-1.
Intercity Bus Lines-Greyhound.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 18,256; E&P 88 Est. 25,244
CZ-ABC: (80) 18,256
RTZ-ABC: (80) 40,587
County 80 Cen. 23,937; E&P 88 Est. 33,313
City & RTZ-ABC: (80) 58,843
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,305; E&P 87 Est. 8,794
County 80 Cen. 8,104; E&P 87 Est. 11,891
CZ-ABC: (80) 6,305
RTZ-ABC: (80) 14,122
City & RTZ-ABC: (80) 20,427

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$249,853,379
Savings&Loans	5	N.A.

6 - PASSENGER AUTOS: County 17,362

7 - ELECTRIC METERS: Residence 8,000

8 - GAS METERS: Residence 10,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-City Government 1,398; Beef Packing 3,750; Utilities 225; Cattle Feeding 208; Hospital 495.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-107; Fall 20-70; Winter 0-45.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Days-Wed., Thur., Fri., Sat., Sun.
Stores Open Evenings-Most on Thur.

13 - RETAIL OUTLETS: Department Stores-Anthony; JCPenney; Sears.
Discount Stores-Gibson's.
Variety Stores-Alco; Woolworth; 3 Dart In.
Chain Drug Stores-Wal Mart; Gibson; Dillions.
Chain Supermarkets-Dillon's 2; Wall's IGA; Kwik Shop 2; Coastal Mart 5; Taylor Food Mart 2.
Other Chain Stores-Dairy Queen; Coast-to-Coast; Otasco; Baillys Big R; Brass Buckle.

14 - NEWSPAPERS: TELEGRAM (e) 11,438; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Kent O'Toole, Adv. Dir., TELEGRAM, 310 N. Seventh, Garden City, KS 67846; Tel. (316) 275-7105.
National Representatives: Landon Associates; Kansas Press Service.

GOODLAND

1 - LOCATION: Sherman County, E&P Map A-2. County Seat. Residential Center. 200 mi. E of Denver; State Hwy. 27; I-70.

2 - TRANSPORTATION: Railroad-Kyle.
Intercity Bus Lines-Greyhound; Continental.
Airlines-Air Midwest.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 5,708; E&P 88 Est. 4,900
County 80 Cen. 7,707; E&P 88 Est. 7,442

4 - HOUSEHOLDS:
City 80 Cen. 2,157; E&P 88 Est. 1,849
County 80 Cen. 2,861; E&P 88 Est. 2,871

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$92,544,000
Savings & Loan	1	$102,000,000

6 - PASSENGER AUTOS: County 4,265

7 - ELECTRIC METERS: Residence 3,000

8 - GAS METERS: Residence 2,230

9 - PRINCIPAL INDUSTRIES: Building Materials; Laundry; Concrete; Rubber Welding; Pump Mfg.; 3 Feed Mills; Constr.; 4 Livestock Feedlots; Sunflower Processing.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Days-Wed., Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Schneider's; Goodland Clothing; Elliott's; Collage; Atens; Mr. Jims.
Discount Stores-Alco; Gibson's; TG&Y; McCrory's.
Chain Supermarkets-Safeway; Boogaart's; IGA.
Other Chain Stores-Sears; Fitz Gibbons Hdwe; Jacobs Appliance; Malper Drug; Plainsman Supply; Fixsen's TV-Appliance; Price Right Meat Mkt; Caldwell's; J&L Drug; Fashion Crossroads.

14 - NEWSPAPERS: NEWS (e) 3,143; sworn Sept. 24, 1987.
Local Contact for Advertising and Merchandising Data: Rich Paulsen, Gen. Mgr., NEWS, 1205 Main, Goodland, KS 67735; Tel. (913) 899-2338.
National Representative: Kansas Press Service.

GREAT BEND

1 - LOCATION: Barton County, E&P Map B-2. County Seat. Industrial, oil and wheat center. 120 mi. NW of Wichita. On U.S. Hwys. 56, 281, 156; State Hwy. 96.

2 - TRANSPORTATION: Railroads-Atchison; Topeka; Santa Fe.
Motor Freight Carriers-13.
Intercity Bus Lines-Tri-State.
Airlines-Eastern; Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 16,608; E&P 88 Est. 18,402
CZ-ABC: (80) 16,608
RTZ-ABC: (80) 38,556
County 80 Cen. 31,344; E&P 88 Est. 33,950
City & RTZ-ABC: (80) 55,164

4 - HOUSEHOLDS:
City 80 Cen. 6,379; E&P 88 Est. 7,287
County 80 Cen. 11,797; E&P 88 Est. 13,424
CZ-ABC: (80) 6,379
RTZ-ABC: (80) 14,781
City & RTZ-ABC: (80) 21,160

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$216,293,897
Savings & Loan	3	$327,917,302

6 - PASSENGER AUTOS: County 19,858

7 - ELECTRIC METERS: Residence City 8,157

8 - GAS METERS: Residence 8,907

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Production 2,580 ($300); Great Bend Mfg. 74 ($260); Fuller Brush 500 ($250).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: First killing frost, Oct. 15; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-30 blocks on Main, Lakin, Kansas, Broadway, Forest, Williams and Tenth.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Great Bend(8)	2	IGA
Westgate(10)	4	Water's True Value
Zarah Mall(10)	NA	Brass Buckle
Village Mall(8)	4	
Mini Mall(7)	NA	West Ltd.

Neighborhood Shopping Centers-Washington; Crescent Park; West Tenth; Westgate (West Broadway); Village Mall Plaza.
Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Reisbigs; Sears.
Discount Stores-Gibson; Wells Furniture Whse.; McCrory's; K mart, Wal-Mart.
Chain Drug Stores-Revco.
Chain Supermarkets-Dillon's 2; Boogaart's; Great Bend IGA; Food-For-Less.
Other Chain Stores-McCoy's Shoes; Otasco; Goodyear Tire Center; Brown's Shoes; Gibson Hallmark Gifts; Dollar General; Mode O'Day; True Value Hdwe.; B.F. Goodrich.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 10,500; (S) 10,832; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Bob Marsh, Adv. Mgr., TRIBUNE, 2012 Forest St.; PO Box 228, Great Bend, KS 67530; Tel. (316) 792-1211.
National Representative: Landon Associates.

HAYS

1 - LOCATION: Ellis County. E&P Map B-2. County Seat. Shipping, shopping, wholesale center for NW Kansas. Hospital center. On U.S. Hwys. 40, 183; I-70.

2 - TRANSPORTATION: Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 16,301; E&P 88 Est. 19,591
CZ-ABC: (80) 16,301
Bal. in NDM-ABC: (80) 50,740
Total NDM-ABC: (80) 67,041
County 80 Cen. 26,193; E&P 88 Est. 30,233

4 - HOUSEHOLDS:
City 80 Cen. 6,225; E&P 88 Est. 7,764
CZ-ABC: (80) 6,225
County 80 Cen. 9,200; E&P 88 Est. 10,956
Bal. in NDM-ABC: (80) 18,961
Total NDM-ABC: (80) 25,186

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$195,463,237
Savings & Loan	4	$611,326,512

6 - PASSENGER AUTOS: County 15,937

7 - ELECTRIC METERS: Residence 12,824

8 - GAS METERS: Residence 8,442

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Trade Constr., Gov't, Mining, 6,000; University payroll over $18,000,000.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-76; Summer 61-89; Fall 29-57; Winter 20-48. First killing frost, Oct. 15; last killing frost, Apr. 29.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-18 blocks on Main and adjoining streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Centennial(13)	NA	Boogaart's Groc.
Country Club Plz.	NA	The Kiddie Shop
Hillcrest	NA	Dillon's
The Mall(32)	NA	Klines Dept., K mart, JCPenney, Midwest Drug
Alco Plaza(2)	NA	Alco Discount, Food Bonanza

Principal Shopping Days-Thur.
Stores Open Evenings-Downtown-Thur.; Shopping Centers-every evening.

13 - RETAIL OUTLETS. Department Stores-Wiesner's; Klines; JCPenney.
Variety Stores-Ben Franklin.
Discount Stores-Gibson's; Alco; K mart; Wal-Mart.
Chain Supermarkets-Dillon's; Mammel's; Boogaart's; Food Bonanza; Mini Mkts.
Other Chain Stores-Sears (catalog); Firestone; Brown Shoe Fit Co.; Western Auto; Oklahoma Tire; K.G. Men's Wear; Goodyear.

14 - NEWSPAPERS: NEWS (e-mon to fri) 14,007; (S) 14,888; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Michael H. Haas, Adv. Mgr., NEWS, PO Box 857, Hays, KS 67601; Tel. (913) 628-1081.
National Representative: None.

HIAWATHA

1 - LOCATION: Brown County. E&P Map D-1. County Seat. Residential center. 100 mi. from Kansas City. 45 mi. from St. Joseph, MO. Hwys. 36, 73, 159.

2 - TRANSPORTATION: Railroads-Union Pacific.
Motor Freight Carriers-6.
Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 3,702; E&P 88 Est. 3,581
County 80 Cen. 11,984; E&P 88 Est. 11,493

4 - HOUSEHOLDS:
City 80 Cen. 1,517; E&P 88 Est. 1,447
County 80 Cen. 4,612; E&P 88 Est. 4,750

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$55,000,000
Savings & Loan	1	$11,000,000

6 - PASSENGER AUTOS: County 6,584

7 - ELECTRIC METERS: Residence 1,901

8 - GAS METERS: Residence 1,555

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Wood Mfg. 360 ($190); Hand Tools 137 ($180); Egg Prods. 35 ($180); Tool and Die 21 ($180).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 57-100; Fall 40-75; Winter 1-60. First killing frost, Oct. 15; last killing frost, May 15.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-Between 1st and 10th St. on Oregon St. (47 stores) and 16 blocks on 1st St. (18 stores). Wal-Mart one mile west on Oregon St.
Principal Shopping Days-Wed., Sat., Sun.
Stores Open Evenings-Discount until 9 pm; Grocery until 9 pm.

13 - RETAIL OUTLETS: Department Stores-Family Fashions; Inn Shoppe; In Sports.
Discount Stores-Wal-Mart.
Chain Drug Stores-Tice Rexall; Steve's Corner.
Chain Supermarkets-Lindys Thriftway; Casey's Gen. Store; Dave's IGA; H&H Super Market.
Other Chain Stores-Coast-to-Coast; Sonic; Sears (catalog); Hiawatha Farm and Home; Dairy Queen; Marquee Video; Radio Shack; Carol's Hallmark Cards; Step N Time; W & W Shoes.

14 - NEWSPAPERS: DAILY WORLD (e-mon to fri) 2,801; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Barry Stokes, Ed./Pub., DAILY WORLD, 607 Utah St.; PO Box 160, Hiawatha, KS 66434; Tel. (913) 742-2111.
National Representative: Kansas Press Service.

HUTCHINSON

1 - LOCATION: Reno County, E&P Map C-2. 240 mi. SW of Kansas City, MO. Wholesale center.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific; Amtrak; Santa Fe.
Motor Freight Carriers-28.
Intercity Bus Lines-Continental Trailways; Hutchinson Shuttle Service.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 40,284; E&P 88 Est. 41,629
County 80 Cen. 65,106; E&P 88 Est. 65,713
CZ-ABC: (80) 48,528
Bal. in NDM-ABC (80) 166,924
Total NDM-ABC: (80) 215,452
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,514; E&P 88 Est. 16,895
County 80 Cen. 24,448; E&P 88 Est. 25,383
CZ-ABC: (80) 18,604
Bal.in NDM-ABC: (80) 62,668
Total NDM-ABC: (80) 81,272

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$403,662,594
Savings & Loan	2	$358,786,641

6 - PASSENGER AUTOS: County 38,338

7 - ELECTRIC METERS: Residence 28,198

8 - GAS METERS: Residence 19,975

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 6,808 ($378); Mining 224 ($409); Contract Constr. 971 ($315); Trans., Electric, Gas, etc. 1,144 ($520).
Principal Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-63; Summer 66-88; Fall 44-61; Winter 26-41. First killing frost, Oct. 20; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on both sides of Main St.; 2 blocks on First St. and Sherman St.
Neighborhood Shopping Centers-13th & Main Sts.; 27th & Main Sts.; 5th & Adams St.; South Hutchinson; 4th & Pershing; 30th & Plum.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hutchinson Mall	2	Dillards, JCPenney, Wal-Mart, Newmans, Service Mdse.
Alco Plz.(3)	NA	Alco
Larkland(11)	NA	Interstate Elect.
Northgate(12)	NA	Dillon's
Sears Plz.(4)	NA	Sears

Principal Shopping Days-Dept. Mon., Thur. Food Wed., Fri., Sat.; Food open nightly & Sun.

13 - RETAIL OUTLETS: Department Stores-Peques; Anthony's; Meschke (men's); Long's; Sears; JCPenney; Biles & Long (men's).
Discount Stores-Gibson's; Alco 2; Osco; K mart.
Variety Stores-Ben Franklin 2.
Chain Drug Stores-Coberly; Fraese; Self-Service; Medicine Shoppe; Dillon.
Chain Supermarkets-Dillon's 4; Safeway; Risley's IGA; Warehouse Mkt.
Other Chain Stores-Firestone; Goodrich; Otasco; Western Auto; Zale's Jewelers; Sweetbriar; Seifert's; Maurice's Fashions (women's).

14 - NEWSPAPERS: NEWS (all day) 41,374; (S) 44,151; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Frederick G. Hipp, Adv. Dir., NEWS, 300 W. Second St., Hutchinson, KS 67501; Tel. (316) 662-3311.
National Representative: Branham/Newspaper Sales.

INDEPENDENCE

1 - LOCATION: Montgomery County, E&P Map D-3, County Seat. Agricultural, manufacturing, oil and gas area; SE part of state; 150 mi. from Kansas City; 86 mi. from Wichita; 103 mi. from Tulsa.

2 - TRANSPORTATION: Railroads-Santa Fe; Missouri Pacific.
Motor Freight Lines-11.
Intercity Bus Lines-Greyhound; Continental.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 10,598; E&P 88 Est. 10,716
CZ-ABC: (80) 10,598
RTZ-ABC: (80) 30,522
County 80 Cen. 42,409; E&P 88 Est. 42,546
City & RTZ-ABC: (80) 41,120

4 - HOUSEHOLDS:
City 80 Cen. 4,323; E&P 88 Est. 4,595
County 80 Cen. 16,388; E&P 88 Est. 16,560
CZ-ABC: (80) 4,323
RTZ-ABC: (80) 11,868
City & RTZ-ABC: (80) 16,191

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$115,326,000
Savings & Loan	1	$86,154,359

6 - PASSENGER AUTOS: County 22,441

7 - ELECTRIC METERS: Residence 4,407

8 - GAS METERS: Residence 4,127

9 - PRINCIPAL INDUSTRIES: Oil Products and Movement 745; Cement Mfg. 330; Beverage Truck Body Mfg. 195; Electric Motor Mfg. 385; Farm Machinery Mfg. 52; Automotive Electrical Replacement Part Mfg. 940; Gas Light Mfg. 72; Oil Well Pumps 40.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-68; Summer 66-87; Fall 47-73; Winter 24-47. First killing frost, Nov. 3; last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Penn. Ave.; 6 on Main St.; 4 on 8th St.; 2 on Myrtle; 3 on 6th St.; Gibson, 2 blocks, 5 stores plus medical ctr. K mart 20 blocks west on Hwy. 160.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-C.R. Calvert; JCPenney; Litwin's; Westco Home Ctr.
Discount Stores-Gibson's; K mart; Alco.
Chain Drug Stores-Defever-Osborn Rexall.
Chain Supermarkets-Safeway; Nu-Ways.
Other Chain Stores-Firestone; Okla. Tire.

14 - NEWSPAPERS: REPORTER (e-mon to fri) 7,023; (S) 7,915; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Michael L. Kadel, Adv. Mgr., REPORTER, 320 N 6th St.; PO Box 869, Independence, KS 67301; Tel. (316) 331-3550.
National Representative: Papert Companies.

IOLA

1 - LOCATION: Allen County, E&P Map D-2. County Seat. Shipping and distribution center for farming area. 105 mi. S of Kansas City, MO and 115 mi. E of Wichita; at intersection of U.S. Hwys. 169 and 54.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-6.
Intercity Bus Line-Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 6,938; E&P 88 Est. 7,180
County 80 Cen. 15,647; E&P 88 Est. 16,640

4 - HOUSEHOLDS:
City 80 Cen. 2,716; E&P 88 Est. 2,775
County 80 Cen. 5,997; E&P 88 Est. 6,457

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$67,097,000
Savings & Loan	2	$100,694,000

6 - PASSENGER AUTOS: County 8,216

7 - ELECTRIC METERS: Residence 3,100

8 - GAS METERS: Residence 2,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Clothing 285; Rubber 238; Mfg. 420; Printing & Pub. 90; Boat Mfg. 130.
Principal Pay Days-Fri., 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-70; Summer 60-110, Fall 40-75; Winter -10-65. First killing frost, Nov. 1; last killing frost, May 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Public Square & 2 Shopping Centers north edge of city.
Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Sears; Litwin's; McGinty-Whitworth; Dollar General; Saturday's; Town & Country Western; Emily's Klothes Kloset; Fashion Crossroads.
Variety Stores-TG&Y; Agri Farm & Home.
Chain Drug Stores-Iola Pharmacy.
Chain Supermarkets-Farm Fresh; IGA; Greave's Market.
Other Chain Stores-Western Auto; Comstock Lumber & Home Center; Coast-to-Coast; True Value.

14 - NEWSPAPERS: REGISTER (e) 4,544; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Jack Hastings, Adv. Mgr., REGISTER, 302 S. Washington, Iola, KS 66749; Tel. (316) 365-2111.
National Representative: Kansas Press Service.

JUNCTION CITY

1 - LOCATION: Geary County, E&P Map C-2, County Seat. N central part of state; 100 air mi. from Kansas City and Wichita. Mfg., farming, shipping, wholesale distributing ctr., adjacent to Fort Riley. On U.S. Hwys. 40 & 77; State Hwys. 18 & 57; I-70.

2 - TRANSPORTATION: Railroads-Union Pacific.
Motor Freight Carriers-14.
Intercity Bus Lines-Overland & Southwest Greyhound; Continental Motor Trails.
Airlines-Braniff; Eastern.

3 - POPULATION:
Corp. City 80 Cen. 19,305; E&P 88 Est. 19,368
CZ-ABC: (80) 20,494
RTZ-ABC: (80) 36,470
County 80 Cen. 29,657; E&P 88 Est. 29,829
City & RTZ-ABC: (80) 56,964
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,328; E&P 88 Est. 7,519
County 80 Cen. 10,075; E&P 88 Est. 10,225
CZ-ABC: (80) 7,775
RTZ-ABC: (80) 8,876
City & RTZ-ABC: (80) 16,651

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$168,222,397
Savings & Loan	1	$65,255,302

6 - PASSENGER AUTOS: County 21,105

7 - ELECTRIC METERS: Residence 10,630

8 - GAS METERS: Residence 9,530

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fort Riley 22,616 ($280); Mfg. 300 ($240); Mobile Homes, Camper Mfg. 500 ($230); Auto Electronic Mfg. 300 ($235); Railcar N.A. ($240); F.W. Woolworth Distrib. Ctr. 200 ($250).
Principal Pay Days-Fri.; Military 1st & 15th; Gov't. 1st and 15th; Industrial Wkly.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-85; Summer 60-100; Fall 20-90; Winter 15-60. First killing frost, Oct. 15; last killing frost, Apr. 10.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-8 blocks on N. Washington; 2 on 8th; 2 on 9th; 5 on 6th; 2 on 7th; 4 on Grant Ave.
Neighborhood Shopping Centers-North Washington, 1200 block to 1700 block; Grant Ave.; W. 6th, 300 block to 1000 block; South Washington, 700 to 1000 block.
Principal Shopping Days-Sat., Thur.
Stores Open Evenings-Thur., Mon.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Longs; Montgomery Ward.
Discount Stores-Gibsons; Ft. Riley (3 Post Exchanges); Commissary; Wal-Mart; Alco.
Variety Stores-Woolworth.
Chain Supermarkets-Dillon's; Falley's; Food for Less.
Other Chain Stores-Firestone; Sears (mail order); Goodyear; Payless Shoes; Sherwin-Williams; Western Auto.

14 - NEWSPAPERS: UNION (e-mon to fri) 8,583; (S) 9,387; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Mike Hellinger, Adv. Mgr., UNION, 814 N. Washington St., Junction City, KS 66441; Tel. (913) 762-5000.
National Representatives: Landon Associates.

KANSAS CITY

1 - LOCATION: Wyandotte County (In Kansas City, MO-KS MSA), E&P Map D-2. County Seat. In NE corner of state. Varied industry. 508 mi. from Chicago; 492 mi. from Indianapolis. On U.S. Hwys. 24, 40, 50, 56, 69, 73, 169; I-70; I-635; I-435; State Hwys. 5, 35, 29, 435, 10, 32, 58, 132.

2 - TRANSPORTATION: **Railroads**-AT&SF; CB&Q; CGW; CM&StP; KC Southern; MKT; MP; CRI&P; Frisco; UP; Wabash; GM&P; K.C. Terminal; Norfolk & Western.
Motor Freight Carriers-204 Common Carriers.
Intercity Bus Lines-Greyhound; Trailways; ATA.
Airlines-TWA; Delta; United; Continental; Ozark; Central; Midwest; Northwest Orient.

3 - POPULATION:
Corp. City 80 Cen. 161,148; E&P 88 Est. 150,717
County 80 Cen. 172,089; E&P 88 Est. 171,698
MSA 80 Cen. 1,435,071; E&P 88 Est. 1,524,435
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 59,655; E&P 88 Est. 58,023
County 80 Cen. 63,392; E&P 88 Est. 65,141
MSA 80 Cen. 536,800; E&P 88 Est. 580,006

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	20	$1,790,679,499
Savings & Loan	5	$4,245,977,000

6 - PASSENGER AUTOS: County 90,806

7 - ELECTRIC METERS: Residence 63,700

8 - GAS METERS: Residence 49,632

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Food Proc. 3,400; Glass, Clay, Stone 4,200; Equipment Mfg. 15,750; Chem. 5,400; Steel Fab. 1,650.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-64; Summer 68-87; Fall 48-67; Winter 10-40. First killing frost, Oct. 2; last killing frost, Apr. 20.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-Indian Springs 95 stores.
Neighborhood Shopping Centers-6 blocks at 17th to 22nd on Quindaro Blvd.; 4 on 5th to 8th on Kansas Ave.; 3 on 6th on Central Ave.; 3 on 9th to 11th on Central Ave.; 6 on 14th to 19th on Central Ave.; 10 on 25th to 34th on Strong Ave.; 3 on 8th to 10th on Southwest Blvd.; 1 on S. 34th from Gibbs to Junction Roads; 3 on Brown Ave. from 27th to 30th; 3 on 18th from Armstrong to Nebraska; 2 on Leavenworth Road from 50th to 52nd; Sunset Plaza, 6000 Leavenworth Rd. 22 shops; Wyandotte Plaza, 78th & State 55 stores; Tower Plaza, 38th & State 18 stores; Indian Springs, 4800 State Ave. 60 shops.
Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Dillard's; Montgomery Ward; JCPenney; Sears.
Discount Stores-Venture; K mart; McCrory's; Wal-Mart 2.
Variety Stores-Ben Franklin.
Chain Drug Stores-De Goler's 2; ECO Discount 2; Treasury; Osco; Revco 3; Dot.
Chain Supermarkets-Milgram's 6; Thriftway 5; Ball's 5; Lipari's 2; Safeway 4; Food Arena; Foodbarn 2; United Super 3; Sav Mart 2; C. Balls 2; Price Chopper 2; Aldi's.
Other Chain Stores-Auto: Goodyear, Auto Works 2, Western Auto 2, Family Dollar, Firestone; Furniture: Falconers, ABC, Economy; Paints: Jensen's, Best Paint, Rickeys, Cook, Great Western, Sherwin-Williams; Shoes: Baker's, McNichols, Robinson, Steve's, Kinney, Butlers, Payless Shoe Source; Jewelry: Kreigles, Helzberg, Winklers; Others: Gateway Sporting Goods, Singer Co.

14 - NEWSPAPERS: KANSAN (e-mon to fri; S) 14,846; sworn Sept. 28, 1987.
Local Contact for Advertising and Merchandising Data: George Statham, Adv. Dir., KANSAN, 901 N. Eighth St., Kansas City, KS 66101; Tel. (913) 371-4300.
National Representative: Landon Associates.

LARNED

1 - LOCATION: Pawnee County, E&P Map B-2. County Seat. On State Hwy. K-19; U.S. Hwys. 56 & 156.

2 - TRANSPORTATION: **Railroads**-AT&SF.
Motor Freight Carriers-4.
Intercity Bus Lines-Trans-State.
Airlines-Air Midwest (at Great Bend, 20 mi.).

3 - POPULATION:
Corp. City 80 Cen. 4,811; E&P 88 Est. 5,064
County 80 Cen. 8,006; E&P 88 Est. 8,098

4 - HOUSEHOLDS:
City 80 Cen. 2,005; E&P 88 Est. 2,106
County 80 Cen. 3,066; E&P 88 Est. 3,179

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$107,300,000
Savings & Loan	1	$12,000,000

6 - PASSENGER AUTOS: County 4,608

7 - ELECTRIC METERS: Residence 1,986

8 - GAS METERS: Residence 1,775

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal Prods. 104 ($250); Combine Canvasses & Parts; Farming, Ranching, Feedlots; Oil, Natural Gas; Farm Equip. 20 ($275); State Hospital 700 (Av. monthly wage $1,000-$2,000); Doctors & Psychiatrists ($2,000-$5,000).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-70; Summer 62-89; Fall 42-69; Winter 20-44.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Broadway; 2 on Main.
Principal Shopping Days-Tues., Thur., Sat.

13 - RETAIL OUTLETS: **Department Stores**-A.A. Doerr.
Discount Stores-Alco.
Chain Supermarkets-Dillon's; Mammel; Uncle Bill's AG; D's; Jack & Jill.

14 - NEWSPAPERS: TILLER & TOILER (e-mon to fri) 3,000; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: David Sottle, Adv. Mgr., TILLER & TOILER, 115 W. 5th, Larned, KS 67550; Tel. (316) 285-3111.
National Representative: None.

LAWRENCE

1 - LOCATION: Douglas County (MSA). E&P Map D-2. County Seat. Agriculture, insurance, educational, residential, distribution and manufacturing center. On Kansas River, 28 mi. E of Topeka, 37 mi. W of Kansas City. U.S. Hwys. 40, 24, 59 and State Hwys. 10, 32 and Kansas Tpke.; I-70.

2 - TRANSPORTATION: **Railroads**-AT & SF; Union Pacific; Amtrak.
Motor Freight Carriers-17.
Intercity Bus Lines-Greyhound; Continental Trailways; KG.

3 - POPULATION:
Corp. City 80 Cen. 52,738; E&P 88 Est. 57,881
CZ-ABC: (80) 52,738
RTZ-ABC: (80) 43,097
County/MSA 80 Cen. 67,914; E&P 88 Est. 72,160
City & RTZ-ABC: (80) 95,835

4 - HOUSEHOLDS:
City 80 Cen. 18,773; E&P 88 Est. 21,556
County/MSA 80 Cen. 23,817; E&P 88 Est. 24,538
CZ-ABC: (80) 18,773
RTZ-ABC: (80) 14,497
City & RTZ-ABC: (80) 33,270

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$282,651,000
Savings & Loan	5	$325,107,000

6 - PASSENGER AUTOS: County 39,182

7 - ELECTRIC METERS: Residence 25,402

8 - GAS METERS: Residence 20,337

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Corrugated Box Plant and Paper Mill 204; Univ. of Kansas 4,175; Fertilizers 260; Chem. 205; Data Processing Support 125; Greeting Cards, Ribbon 1,000; Distributing 370; Electronics 450; Printing 549; Plastics 500; Pharmacy-Research 60; Haskell Junior College 175; Elect. 204; Petroleum Wire Cable 114; Pet Food 160; Enviromental Control 200; Heavy Equip./Construction 200; Dry Cleaning 160; Student Loan Marketing 155; Telephone Marketing 125.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-95; Summer 40-110; Fall 16-95; Winter 10-69. First killing frost, Oct. 15; last killing frost, May 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Massachusetts St.; 5 blocks on 2 parallel streets.
Neighborhood Shopping Centers-19th & Massachusetts; 9th & Iowa Sts.; 23rd & Louisiana; 25th & Iowa; 23rd & Iowa; Sixth & Kasold; 23rd & Ousdahl.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Dillon Plz.(10)	1	Dillon's
Hillcrest(30)	3	JL's
The Malls(21)	3	Westlake Hardware
Westridge(10)	4	JL's
SW Plaza(15)	4	Food Barn
Holiday Plz.(30)	5	Kief's Discount Records & Stereo Supply
Southern Hills(12)	4	Fashion Gal

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Downtown Thur.; Supermarkets, Gibsons, Wal-Mart, SupeRx, K mart, JCPenney, McDuff's.

13 - RETAIL OUTLETS: **Department Stores**-Weaver's; JCPenney; Sears (catalog).
Discount Stores-Gibsons; K mart; Wal-Mart.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Raney's 3; Gibson Pharmacy; SupeRx; Medicine Shoppe; Wal-Mart Pharmacy; K mart Pharmacy; Dillon Pharmacy.
Chain Supermarkets-JL's; Food Barn; Dillon's 3; Food-4-Less; Aldi; Checker's.
Other Chain Stores-Singer Co.; Goodrich; Sherwin-Williams; Otasco; Coast-to-Coast; Wickes; McCalls Shoes; Radio Shack 2; Mr. Guy Men's Wear; House of Fabrics; So-Fro Fabrics; Whelan Lumber Co.; Briman's Jewelers; Gregg Tires (Goodyear); Ed Marlings; Town Crier; Village Set Ladies; Zercher Photo; Co-op Farm Store; Seifert's; Diamond International; Maupintour Travel; Pier 1 Imports; Ace Hardware; 84 Lumber; Kopp's Interiors; Scot's Ladies Wear; Maurice's Ladies Wear; Carousel; Computerland; Western Auto; Westlakes Hardware; McDuff's.

14 - NEWSPAPERS: JOURNAL-WORLD (e) 18,960; (S) 19,514; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Gene A. Armstrong, Adv. Dir., JOURNAL-WORLD, 609 New Hampshire, Lawrence, KS 66044; Tel. (913) 843-1000.
National Representative: Landon Associates.

LEAVENWORTH

1 - LOCATION: Leavenworth County, (In Kansas City PMSA). E&P Map D-2, County Seat, 34 mi. NW of Kansas City. Extreme E part of state; on Missouri River. On U.S. Hwy. 73; State Hwys. 5, 7, 92.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 33,656; E&P 88 Est. 37,970
CZ-ABC: (80) 33,656
RTZ-ABC: (80) 38,310
County 80 Cen. 54,948; E&P 88 Est. 58,680
PMSA 80 Cen. 1,435,071; E&P 88 Est. 1,524,435
City & RTZ-ABC: (80) 71,966

4 - HOUSEHOLDS:
City 80 Cen. 10,480; E&P 88 Est. 12,490
County 80 Cen. 17,030; E&P 88 Est. 17,870
PMSA 80 Cen. 184,920; E&P 88 Est. 580,006
CZ-ABC: (80) 10,480
RTZ-ABC: (80) 12,384
City & RTZ-ABC: (80) 22,864

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$250,043,000
Savings & Loan	2	$159,600,000

6 - PASSENGER AUTOS: County 32,463

7 - ELECTRIC METERS: Residence 15,703

8 - GAS METERS: Residence 11,667

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Batteries 160 ($420); Greeting Cards 750 ($400); Fed. Prison 420 ($440); State Prison 545 (N.A.); Ft. Leavenworth Civ. Emp. 2,384 (N.A.); Ft. Leavenworth Army Pers. 3,930 (N.A.); Veterans Adm. 1,100 ($440).
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 3-91; Summer 49-98; Fall 32-89; Winter 4-67. First killing frost, Nov.; last killing frost, Apr.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-Downtown: 30 blocks on 3 parallel sts.; Leavenworth Plaza-1 block long enclosed mall; Westside Village, 1 block long.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Leavenworth Plz.	NA	JCPenney, Sears

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores Open Sundays-Leavenworth Plz.; Food; Some Drug & Discount.
Stores Open Evenings-Leavenworth Plz.; Food; All Drug & Discount.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Bohm's.
Variety Stores-Woolworth.
Discount Stores-Wal-Mart; K mart.
Chain Drug Stores-Treasury Drugs.
Chain Supermarkets-Waymire's IGA 2; 7-Eleven 2; E-Z Shop; Food-4-Less; Ball's; Aldi.
Other Chain Stores-Firestone; Goodrich; Gallenkamp Shoes; Goodyear; Radio Shack 2; Payless Shoes.

14 - NEWSPAPERS: TIMES (e-mon to fri) 8,948; (S) 9,647; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: J.H. Johnston, III, Gen. Mgr., TIMES, 416-22 Seneca; PO Box 144, Leavenworth, KS 66048; Tel. (913) 682-0305.
National Representative: Thomson Newspapers.

LIBERAL

1 - LOCATION: Seward County, E&P Map A-3, County Seat. 200 mi. SW of Wichita; 170 mi. N of Amarillo, TX; 200 mi. NW of Oklahoma City, OK. On U.S. Hwys. 54, 83, 270.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Intercity Bus Lines-Continental; Mid-Continent Coaches.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 14,911; E&P 88 Est. 16,372
County 80 Cen. 17,059; E&P 88 Est. 19,740

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,407; E&P 88 Est. 6,036
County 80 Cen. 6,125; E&P 88 Est. 7,436

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$285,186[illegible]
Savings & Loan	2	$185,10[illegible]

6 - PASSENGER AUTOS: County 11,290

7 - ELECTRIC METERS: Residence 7,704

8 - GAS METERS: Residence 6,848

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Whol. Grocers 152; Beef Packing 1,900; Oil & Gas 1,300; Tradewind Industry 385.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING: **Neighborhood Shopping Centers**-Alco Plaza, 15th & Kansas; Elk Center, 11th

& Kansas Ave.; Western Center; Southgate Mall; Liberal Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southgate(26)	NA	Gibson's, IGA, K mart
Plaza(13)	NA	Alco, Boogaart's
New Liberal Plaza(10)	NA	Wal-Mart, JCPenney

Principal Shopping Days-Mon., Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-C R Anthony; JCPenney; Wood's.
Discount Stores-Gibson's; Duckwall; Alco; K mart; Wal-Mart.
Chain Drug Stores-Gibson's; H&R; Wal-Mart.
Chain Supermarkets-Ideal; Safeway Super Store; Jack & Jill; Boogaarts; Food Bonanza.
Other Chain Stores-Casual Shop; Anna Trahern; Kelley's; Western Shop; Kiddie Korner; Brown's Shoe; Payless Shoes; Sears; Otasco; Firestone; Uniroyal; Goodyear; Maurice's; Brass Buckle; Hallmark.

14 - NEWSPAPERS: SOUTHWEST DAILY TIMES (e-mon to fri; S) 8,964; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: James S. Head, Pub., SOUTHWEST TIMES, 16 S. Kansas Ave., Liberal, KS 67901; Tel. (316) 624-2451.
National Representative: Papert Companies.

LYONS

1 - LOCATION: Rice County. E&P Map B-2. County Seat. 30 mi. E of Great Bend, 32 mi. NW of Hutchinson on U.S. Hwy. 56; State Hwys. 14, 96.

2 - TRANSPORTATION: Railroads-AT&SF; MP.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 4,152; E&P 88 Est. 3,694
County 80 Cen. 11,865; E&P 88 Est. 11,381

4 - HOUSEHOLDS:
City 80 Cen. 1,679; E&P 88 Est. 1,551
County 80 Cen. 4,525; E&P 88 Est. 4,677

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$50,000,000
Savings & Loan	1	$50,000,000

6 - PASSENGER AUTOS: County 6,792.

7 - ELECTRIC METERS: Residence 1,995.

8 - GAS METERS: Residence 1,700.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil, Salt 300 ($300); Airplane Parts 40 ($400); Concrete 10 ($300).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 50-100; Fall 25-88; Winter 10-70. First killing frost, Oct. 15; last killing frost, Apr. 25.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Days-Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-Jetts.
Variety Stores-Duckwall.
Chain Supermarkets-Jack & Jill; IGA.
Other Chain Stores-Gamble's; Coast-to-Coast; Ace Hardware.

14 - NEWSPAPERS: NEWS (e) 2,985; sworn Sept. 28, 1987.
Local Contact for Advertising and Merchandising Data: Paul E. Jones, Pub., NEWS, 210 W. Commercial; PO Box 560, Lyons, KS 67554; Tel. (316) 257-2368.
National Representative: Kansas Press Service.

MANHATTAN

1 - LOCATION: Riley County (County Seat), Pottawatomie County, E&P Map C-2. Home of Kansas State Univ. Permanent military reservation; 125 mi. W of Kansas City. On U.S. Hwy. 24; State Hwys. 177, 18, 113; 5 mi. from Tuttle Creek Dam and Reservoir; 6 mi. from I-70.

2 - TRANSPORTATION: Railroads-Union Pacific.
Motor Feight Carriers-12.
Intercity Bus Lines-Greyhound; Continental.
Airlines-Capitol Air Service; Midwest Air.

3 - POPULATION:
Corp. City 80 Cen. 32,644; E&P 88 Est. 31,363
CZ-ABC: (80) 41,568
RTZ-ABC: (80) 37,834
Counties 80 Cen. 78,467; E&P 88 Est. 88,073
  Riley 80 Cen. 63,612; E&P 88 Est. 71,185
  Pottawatomie 80 Cen. 14,855; E&P 88 Est. 16,888
City & RTZ-ABC: (80) 79,402
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,821; E&P 88 Est. 12,191
Counties 80 Cen. 24,670; E&P 88 Est. 26,682
  Riley 80 Cen. 19,269; E&P 88 Est. 20,463
  Pottawatomie 80 Cen. 5,401; E&P 88 Est. 6,219
CZ-ABC: (80) 14,660
RTZ-ABC: (80) 10,401
City & RTZ-ABC: (80) 25,061

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$335,000,000
Savings & Loan	4	$310,000,000

6 - PASSENGER AUTOS: Riley County 24,578; Pottawatomie County 10,153.

7 - ELECTRIC METERS: Residence 16,219.

8 - GAS METERS: Residence 10,961.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Constr. 700; Mfg. 1,050; Trans. 325; Whol. & Ret. 14,100; Trade 4,350; Fin., Ins. & R.E. 1,025; Servs. 2,925; Gov't (incl. schools) 7,750; All Other 1,300.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-77; Summer 63-92; Fall 32-82; Winter 18-47. First killing frost, Oct. 12; last killing frost, Apr. 24.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-3 blocks on Poyntz Ave.; Manhathan Town Center Mall (east end of Poyntz Ave.).
Neighborhood Shopping Centers-Moro St. (Aggieville); N. Manhattan (Aggieville); Anderson Ave. (West Loop); Tuttle Creek Blvd. (Blue Hills); Wal-Mart (Tuttle Creek Blvd.); K mart (East Poyntz); Village Plz. (Anderson Ave.)

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Aggieville	NA	Ballards, Woody's
Blue Hills	3	Blue Hills Mkt.
Village Plz	5	Alco, Safeway, Revco
West Loop	5	Dillon's, Water's
Wal-Mart	1	Wal-Mart, Dillon's, K mart, Food 4 Less

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Thur.
Stores Open Sundays-Chain Grocery, Drug, Dept., K mart, Wal-Mart, Alco, Revco, Sears, JCPenney.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Dillards.
Discount Stores-Alco; K mart; Wal-Mart.
Chain Drug Stores-Barry's; Revco.
Chain Supermarkets-Safeway 2; Dillon 2; Dutch Maid 2; Food 4 Less.
Other Chain Stores-Coast-to-Coast; Firestone; Brown Shoe Fit; Burke's Shoes; McCall's Shoes; Seiferts; Waters Hardware; Fashion Bug; Kinney Shoes; Footlocker; Regis; Master Cuts; Maurices; Lerner Shops; The Limited; Payless Shoes; Petland; The Picture Show; Brass Buckle; Musicland; Brauns Fashion; General Nutrition; Gordons Jewelers; K-G Mens; Kay-Bee Toys; Royal Optical; Salutations; Sports Page; Waldenbooks.

14 - NEWSPAPERS: MERCURY (e-mon to fri) 13,007; (S) 14,167; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Steve Stallwitz, Natl. Adv. Mgr., MERCURY, 318 N. 5th, Manhattan, KS 66502; Tel. (913) 776-8805.
National Representative: Landon Associates.

McPHERSON

1 - LOCATION: McPherson County, E&P Map C-2. County Seat. 51 mi. NW of Wichita. U.S. Hwys. 56 and 81 intersect here; State Hwy. 61, I-35.

2 - TRANSPORTATION: Railroads-Cotton Belt; AT&SF; Missouri Pacific; UP (freight only).
Motor Freight Carriers-6.
Intercity Bus Lines-Continental.

3 - POPULATION:
Corp. City 80 Cen. 11,753; E&P 88 Est. 12,337
County 80 Cen. 26,894; E&P 88 Est. 28,832

4 - HOUSEHOLDS:
City 80 Cen. 4,491; E&P 88 Est. 4,888
County 80 Cen. 9,807; E&P 88 Est. 10,541

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$200,000,000
Savings & Loan	3	$375,000,000

6 - PASSENGER AUTOS: County 15,987.

7 - ELECTRIC METERS: Residence 4,656.

8 - GAS METERS: Residence 4,798.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Milling 57; Oil Refining 1,300; Salt Bed Oil Storage 30; Mobil Homes 185; Fiberglas Insulation 400; Welding 110; Plastics 2,050; Concrete Prods. 25; Misc. Mfg. 285; Sterling Drug 600.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-99; Summer 57-111; Fall 24-106; Winter 2-69. First killing frost, Oct. 16; last killing frost, Apr. 22.

11 - TAP WATER: Neutral; hard.

12 - RETAILING: Principal Shopping Centers-11 blocks on Main and 12th just off Main.
Neighborhood Shopping Center-5 blocks North Main, 3 blocks on South Main; Plaza Shpg. Ctr.; Wal-Mart Shpg. Ctr. (22 blocks off Main); Dillions Shpg. Ctr. (1300 N. Main, 5 stores.)
Principal Shopping Days-Sat., Sun.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Sears.
Discount Stores-K mart; Wal-Mart.
Chain Drug Stores-Dillon's; Wal-Mart.
Chain Supermarkets-J.S. Dillon; Buy for Less.
Other Chain Stores-Firestone; Radio Shack; Sherwin-Williams; Becker Tire; Payless Shoes; Brown's Shoes.

14 - NEWSPAPERS: SENTINEL (e) 5,950; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: F. Harvey Nelson, Adv. Dir., SENTINEL, 301 S. Main St., McPherson, KS 67460; Tel. (316) 241-2422.
National Representative: None.

NEWTON

1 - LOCATION: Harvey County. E&P Map C-2 (In Wichita MSA). County Seat. Center for part of county agricultural area. Santa Fe division point. Mennonite religious college & publication headquarters. Just E & S of center of state, 27 mi. N of Wichita; 168 mi. SW of Kansas City. U.S. Hwys. 50, 81, I-35; State Hwys. 15 & 196.

2 - TRANSPORTATION: Railroads-Santa Fe; Missouri Pacific.
Motor Freight Carriers-8.
Intercity Bus Lines-Continental Trailways.
Airlines-Municipal airport-charter service.

3 - POPULATION:
Corp. City 80 Cen. 16,332; E&P 88 Est. 16,730
County 80 Cen. 30,641; E&P 88 Est. 31,679
MSA 80 Cen. 412,908; E&P 88 Est. 445,262
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,233; E&P 88 Est. 6,640
County 80 Cen. 10,947; E&P 88 Est. 11,296
MSA 80 Cen. 164,778; E&P 88 Est. 173,068

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$171,445,000
Savings & Loan	2	$489,000,000

6 - PASSENGER AUTOS: County 18,891.

7 - ELECTRIC METERS: Residence 7,808.

8 - GAS METERS: Residence 6,765.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. 450 ($400); Milling 100 ($250); Aircraft 150 ($450); Agricultural Implements 880 ($350).
Prinipal Industrial Pay Days-R.R., 1st & 15th; Mfg., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-60; Summer 55-110; Fall 10-70; Winter 15-60. First killing frost, Nov. 1; last killing frost, Apr. 1.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-9 blocks on Main St.; 1 block each way off Main, third to Broadway (5 blocks).
Neighborhood Shopping Centers-S. 12th & Washington Rd.; 1100 block N. Main; Biz. Route Hwy. 81 & Anderson Ave.; S. 2nd to N. 5th & Meridian Ave. (Hwy. 50).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dillon Plaza	1	Dillon's
Alco Plaza	2	Alco
Meridian	1	K mart

Principal Shopping Days-Thur., Sat., 1st & 15th.
Stores Open Evenings-Downtown Thur.; Food nightly; Shpg. ctrs. and food stores open Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Cunningham's.
Variety Stores-Woolworth; Davis Paint; Dillon's.
Discount Stores-Alco (Duckwall's); K mart; Woolworths.
Chain Drug Stores-Carter; Walgreens.
Chain Supermarkets-Dillon's 2; Safeway.
Other Chain Stores-Goodrich; Firestone; Sears (catalog); Sherwin-Williams; Bailly's.

14 - NEWSPAPERS: KANSAN (e) 7,723; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Dennis Garrison, Adv. Mgr., KANSAN, Box 268, Newton, KS 67114; Tel. (316) 283-1500.
National Representative: Kansas Press Service.

NORTON

1 - LOCATION: Norton County. E&P Map B-1. County Seat. 300 mi. E of Denver; 300 mi. W of Kansas City. On U.S. Hwys. 36, 283, 383.

2 - TRANSPORTATION: Railroads-Burlington Northern, Kyle.
Motor Freight Carriers-3.
Intercity Passenger Bus Lines-Interstate.

3 - POPULATION:
Corp. City 80 Cen. 3,400; E&P 88 Est. 3,034
County 80 Cen. 6,676; E&P 88 Est. 6,527
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,412; E&P 88 Est. 1,221
County 80 Cen. 2,589; E&P 88 Est. 2,536

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$48,000,000
Savings & Loan	2	$24,000,000

6 - PASSENGER AUTOS: County 3,924.

7 - ELECTRIC METERS: Residence 1,814.

8 - GAS METERS: Residence 1,821.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Field Supply N.A.; Water Well Pipe N.A. ($125); Printing N.A.; Contracting 100 ($150); Truck Trans. 75 ($225); Hospital 300 ($200); Hwy. Shops 80 ($200); Aluminum Fabricating 40 ($200); Farm Mach. Mfg. ($200).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-64; Summer 64-98; Fall 34-56; Winter 30-50. First killing frost, Oct. 13; last killing frost, Apr. 30.

11 - TAP WATER: Soft from Bureau of Rec. Lake.

12 - RETAILING: Principal Shopping Centers-3 blocks on State; 6 on Main; 4 on Washington; 3 on Kansas; 3 on N. First; 4 on N. Second; 1 on W. Lincoln; 1 on S. First; 2 on S. Second; 1 on N. Norton.
Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Browne; Lu Jon's; Hall's.
Variety Stores-A.L. Duckwall.
Chain Drug Stores-Rexall; Stapleton.
Chain Supermarkets-Kelling Bestyet; Shop & Save; Sure Fine.
Other Chain Stores-Auto Parts; Sidles Auto Supply; Wheeler's Farm Supply; Pamida Discount; Coast-to-Coast; Napa; Radio Shack.

14 - NEWSPAPERS: TELEGRAM (e) 3,077; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Richard D. Boyd, Pub., TELEGRAM, 215 S. Kansas St., Norton, KS 67654; Tel. (913) 877-3361.
National Representative: Landon Associates.

OLATHE

1 - LOCATION: Johnson County. E&P Map D-2 (In Kansas City, MO-KS MSA). County Seat. Industry, military, agriculture. 20 mi. SW of Kansas City, MO; 35 mi. S of Leavenworth, 55 mi. SE of Topeka. U.S. Hwys. 50, 56, 169, 69; State Hwys. 7, 58, 150; I-35.

2 - TRANSPORTATION: Railroads-AT&SF; St. Louis & San Francisco.
Motor Freight Carriers-9.

3 - POPULATION:
Corp. City 80 Cen. 37,258; E&P 88 Est. 57,614
CZ-ABC: (80) 37,258
Bal. in NDM-ABC: (80) 16,275
MSA 80 Cen. 1,435,071; E&P 88 Est. 1,524,435
County 80 Cen. 271,908; E&P 88 Est. 328,708
Total NDM-ABC: (80) 53,533

4 - HOUSEHOLDS:
City 80 Cen. 12,021; E&P 88 Est. 19,780
County 80 Cen. 96,927; E&P 88 Est. 123,510
MSA 80 Cen. 529,800; E&P 88 Est. 580,006
CZ-ABC: (80) 12,021
Bal. in NDM-ABC: (80) 5,397
Total NDM-ABC: (80) 17,418

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	6	$55,000,000
Commercial	4	$200,000,000

6 - PASSENGER AUTOS: County 241,496.

7 - ELECTRIC METERS: Residence 13,100

8 - GAS METERS: Residence 12,793

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Boots 58; Batteries 460; Wood Prods. 75; Farm Mach. 100; Aircraft Radio 1,250; Misc. Light Industry 500; Petroleum 200; School District 1,450; Johnson County Gov't 1,000; FAA 550; Hospital 400; Chemical 160. Av. Wkly. Wage-$300.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-70; Summer 60-100; Fall 30-90; Winter 0-65. First killing frost, Oct. 19; last killing frost, Apr. 15.

11 - TAP WATER: 10-17 grains, hardness; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks around Square; 5 off Square.
Neighborhood Shopping Centers-4 blocks on S. Kansas Ave.; 1 on U.S. 56; 1 on U.S. 56 and K-7; 1 on Old KC Road; 15 blocks on Santa Fe; Dennis West Shops; Doubletree; Rolling Ridge; Crossroads; Townsquare I; 4 blocks on 151st St.; 3 blocks on K-7.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Supermarkets every night and Sun.; Others-Fri.

13 - RETAIL OUTLETS: **Variety Stores**-Wal-Mart.
Discount Stores-Gibson's; K mart.
Chain Drug Stores-Osco; Revco.
Chain Supermarkets-Thriftway; Dillon's; Food Barn; Savemart; Food For Less; Aldi's.
Other Chain Stores-Western Auto; Firestone; Sears; Montgomery Ward; Goodyear; Sutherland's; Radio Shack.

14 - NEWSPAPERS: NEWS (m-tues to sat) 9,903; (S) 11,305; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Mike Hurd, Pub., NEWS, 514 S. Kansas, PO Box 130, Olathe, KS 66061; Tel. (913) 764-2211.
National Representative: None.

OTTAWA

1 - LOCATION: Franklin County, E&P Map D-2. County Seat. College ctr. (Ottawa Univ.) 60 mi. SW of Kansas City. On U.S. Hwys. 50S, 59; State Hwy. 68; I-35.

2 - TRANSPORTATION: **Railroads**-Sante Fe; Missouri Pacific.
Motor Freight Carriers-10.
Intercity Bus Lines-Continental; Greyhound.
Airlines-Ottawa Flying (30 min. to Kansas City Intl.).

3 - POPULATION:
Corp. City 80 Cen. 11,016; E&P 88 Est. 10,965
County 80 Cen. 21,834; E&P 88 Est. 22,541
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,259; E&P 88 Est. 4,368
County 80 Cen. 8,051; E&P 88 Est. 8,452

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$102,250,000
Savings & Loan	2	$2,025,817,163

6 - PASSENGER AUTOS: County 13,154

7 - ELECTRIC METERS: Residence 5,235

8 - GAS METERS: Residence 4,500

9 - PRINCIPAL INDUSTRIES: Steel Prods.; Nursery Stock; Clothes; Plastic Frames for Work Glasses; Hwy. Signs; Mobile Homes; Sign Erection Cranes; Dog Food; Plastic Prods.; Electronics; Misc. Mfg.; Agric.; Avionics; Yard Tractors.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-64; Summer 70-100; Fall 40-65; Winter 15-45. First killing frost, Oct. 27; last killing frost, May 10.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-12 blocks on Main St.
Neighborhood Shopping Centers-4 blocks on S. Main St.; 3 blocks on N. Main St.
Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Wed.

13 - RETAIL OUTLETS: **Department Stores**-Litwin's; Sears; Montgomery Ward; JCPenney; Town & Country.
Variety Stores-Woolworth.
Discount Stores-Wal-Mart; Alco.
Chain Drug Stores-Alegre's Health Mart.
Chain Supermarkets-Safeway; Pence IGA 2; Waymire's; Aldi.
Other Chain Stores-Firestone; Oklahoma Tire & Supply; Davis Paint; Brown's Shoe Fit.

14 - NEWSPAPERS: HERALD (e) 6,108; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Jim Hornbeck, Adv. Dir., HERALD, 104 S. Cedar St., Ottawa, KS 66067; Tel. (913) 242-4700.
National Representative: Papert Companies.

PARSONS

1 - LOCATION: Labette County, E&P Map D-3. In SE Kansas; 137 mi. from Kansas City; 143 mi. from Wichita; 125 mi. from Tulsa.

2 - TRANSPORTATION: **Railroads**-Missouri-Kansas-Texas; Frisco.
Motor Freight Carriers-12.
Intercity Passenger Bus Lines-Viking.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 12,898; E&P 88 Est. 13,416
CZ-ABC: (80) 12,898
RTZ-ABC: (80) 29,526
County 80 Cen. 25,700; E&P 88 Est. 25,661
City & RTZ-ABC: (80) 42,424

4 - HOUSEHOLDS:
City 80 Cen. 4,995; E&P 88 Est. 5,375
County 80 Cen. 9,702; E&P 88 Est. 10,062
CZ-ABC: (80) 4,995
RTZ-ABC: (80) 11,087
City & RTZ-ABC: (80) 16,082

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$116,558,000
Savings & Loan	2	$188,131,385

6 - PASSENGER AUTOS: County 13,396

7 - ELECTRIC METERS: Residence 5,971 (City)

8 - GAS METERS: Residence 5,048 (city)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Ammunition Plant 1,717 ($388); State Hospital & Training Ctr. 505 ($321); R.R. 480 ($673); Tec Tank 180 ($336).
Principal Pay Days-R.R. and State, 1st.

10 - CLIMATE: First killing frost, Oct. 26; last killing frost, Apr. 11.

11 - TAP WATER: Alkaline.

12 - RETAILING: **Principal Shopping Center**-5 blocks of Parsons Plz.; Wal-Mart Ctr.; Belmont Sq.
Principal Shopping Days-Wed., Thur., Sat.
Stores Open Evenings-Thur.; Shopping Ctrs. every evening.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Litwins.
Discount Stores-Wal-Mart; Alco.
Chain Drug Stores-Revco; Wal-Mart.
Chain Supermarkets-Rooster's Thriftway; Safeway; Consumers Discount; Greaves NuWay AG.
Other Chain Stores-Sears (catalog); Sherwin-Williams; Westco.

14 - NEWSPAPERS: SUN (e-mon to fri) 7,511; (m-sat) 7,610; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Ann Kennett, Mktg. Dir., SUN, 220 S. 18th, Parsons, KS 67357; Tel. (316) 421-2000.
National Representative: Papert Companies.

PITTSBURG

1 - LOCATION: Crawford County, E&P Map D-3. 127 mi. S of Kansas City. On U.S. Hwys. 69, 160; State Hwys. 57, 126.

2 - TRANSPORTATION: **Railroads**-K.C. Southern; SF; Missouri Pacific; Burlington-Northern.
Motor Freight Carriers-6.
Bus Lines-Continental Trailways.
Airlines-Commercial-25 miles.

3 - POPULATION:
Corp. City 80 Cen. 18,770; E&P 88 Est. 19,040
County 80 Cen. 37,950; E&P 88 Est. 37,968

4 - HOUSEHOLDS:
City 80 Cen. 7,737; E&P 88 Est. 8,108
County 80 Cen. 15,212; E&P 88 Est. 15,495

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$192,000,000
Savings & Loan	2	$243,000,000
Credit Union	1	$22,400,000

6 - PASSENGER AUTOS: County 20,198

7 - ELECTRIC METERS: Residence 13,566

8 - GAS METERS: Residence 9,512

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Pub. & Printing 408; Durable Goods 1,133; Nondurable Goods 439; Ret. Sales 420; Public Adm. 228; Educ. 650; Health Servs. 400.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-95; Summer 50-102; Fall 18-90; Winter 3-70. Av. Annual Temp-59; Av. Annual Rainfall-42 in.; First killing frost, Oct. 10; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-10 blocks on Broadway; 1 block each on 4th, 5th, 6th, 7th; 5 on Locust; 5 on Pine; Pittsburg Mall-25 stores; Wal-Mart Discount Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Mall(25)	2	JCPenney, Newman's, Brass Buckle

Principal Shopping Days-Downtown Thur.; Shopping Centers every night except Sun.
Stores Open Sunday-Supermarkets, Drug, Discounts, Mall.

13 - RETAIL OUTLETS: **Department Stores**-Ramsay's; JCPenney; Sears (catalog).
Variety Stores-Woolworth.
Discount Stores-Wal-Mart.
Chain Drug Stores-Green Cross; Crowell 2; Pittsburg Pharmacy; Dillon's; Wal-Mart.
Chain Supermarkets-Consumer's; Dillons; IGA; Aldi's; Ramey's.
Other Chain Stores-Sherwin-Williams; True Value Home Ctr.; Norman Cosmetics; Baskin-Robbins; Lumberjack; Carpet & More; Quiktrip; Otasco; Sutherland Lumber; Bailly's of Kansas; Convenient Foods; 7-Eleven; Bob's Shoes; Ace Hdwe.; Radio Shack; Save-Mart; Popingo Video; Fashion Crossroads; Dairy Queen; Hardee's; McDonald's; Taco Bell; Long John Silver's; Western Sizzlin; Domino's; Bonanza; Pizza Hut; Kentucky Fried Chicken; Sonic; Wendy's; Mr. Quick.

14 - NEWSPAPERS: SUN (mS) 12,068; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Harold E. Landon, Adv. Mgr., SUN, 701 N. Locust, Pittsburg, KS 66762; Tel. (316) 231-2600.
National Representative: Papert Companies.

PRATT

1 - LOCATION: Pratt County, E&P Map B-3. County Seat. 80 mi. W of Wichita; 300 mi. SW of Kansas City. On U.S. Hwys. 281, 54.

2 - TRANSPORTATION: **Railroads**-Main line Rock Island (Sante Fe Spur).
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,885; E&P 88 Est. 8,198
County 80 Cen. 10,307; E&P 88 Est. 11,934

4 - HOUSEHOLDS:
City 80 Cen. 2,824; E&P 88 Est. 3,379
County 80 Cen. 4,078; E&P 88 Est. 4,794

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$80,654,000
Savings & Loan	1	$11,278,263

6 - PASSENGER AUTOS: County 6,374

7 - ELECTRIC METERS: Residence 2,665

8 - GAS METERS: Residence 2,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Petroleum Prods. & Equip. 85; Rock Island Div. Point 65; Farm Equip. Mfg. 98; Dairying 50; Mining Gypsum 55; Oil Feed Tanks 40; 35,000 Animal Capacity Feed Lot 45; Furn. N.A.; Area Hospital 66; State Headquarters, Forestry, Fish & Game 75.
Principal Industrial Pay Days-1st, 1 th.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-94; Summer 54-108; Fall 36-92; Winter 4-76. First killing frost, Nov. 1-10; last killing frost, Mar. 20-30.

11 - TAP WATER: Alkaline.

12 - RETAILING: **Principal Shopping Center**-11 blocks on 3 streets.
Neighborhood Shopping Centers-N. Main; E. First and W. First.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
East End	1	Gibson's
West End	1	Drive Inn

Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-Jett's; JCPenney; Litwins.
Discount Stores-Gibson's; Alco.
Chain Supermarkets-Dillon's; Safeway; Discount Food Ctr.; Drive Inn.
Other Chain Stores-Gamble's; Western Auto; Woolwines Auto Supply; Goodrich; Sears (catalog).

14 - NEWSPAPERS: TRIBUNE (e) 3,267; sworn Sept. 29, 1987.
Local Contact for Advertising and Merchandising Data: Charles G. Barnes, Pub., TRIBUNE, 319 S. Ninnescah; PO Box 909, Pratt, KS 67124; Tel. (316) 672-5511.
National Representative: Landon Associates.

RUSSELL

1 - LOCATION: Russell County, E&P Map B-2. County Seat. 75 mi. from Salina; on U.S. Hwys. 40, 281; I-70.

2 - TRANSPORTATION: **Railroads**-UP.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,427; E&P 88 Est. 5,545
County 80 Cen. 8,895; E&P 88 Est. 9,179

4 - HOUSEHOLDS:
City 80 Cen. 2,228; E&P 88 Est. 2,236
County 80 Cen. 3,612; E&P 88 Est. 3,856

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$100,000,000
Savings & Loan	2	$38,000,000

6 - PASSENGER AUTOS: County 5,627

7 - ELECTRIC METERS: Residence 2,919

8 - GAS METERS: Residence 2,435

9 - PRINCIPAL INDUSTRIES: Oil Prods.; Pipeline Constr.; Wheat; Cattle; Wire Mfg.; Mobile Home Mfg.; Venetian Blind Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 65-115; Fall 50-85; Winter 10-55.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Days**-Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-L. Banker Mercantile; JCPenney; Kiltzke's; Anthony's.
Variety Stores-TG&Y.
Chain Supermarkets-IGA 2; Boogaart's.
Other Chain Stores-Coast-to-Coast.

14 - NEWSPAPERS: NEWS (e) 3,408; sworn Sept. 28, 1987.
Local Contact for Advertising and Merchandising Data: Allan D. Evans, Adv. Dir., NEWS, 802 Maple St., Russell, KS 67665; Tel. (913) 483-2116.
National Representative: Landon Associates.

SALINA

1 - LOCATION: Saline County, E&P Map C-2. County Seat. Agricultural, wholesale, residential & educational center. 112 mi. W of Topeka; 91 mi. NW of Wichita. On U.S. Hwys. 81 & 40; Interstate Hwys. 70 & 135.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Missouri Pacific; Santa Fe.
Motor Freight Carriers-34.
Intercity Bus Lines-Greyhound Trailways Bus System.
Airlines-Air Midwest; Capital.

3 - POPULATION:
Corp. City 80 Cen. 41,843; E&P 88 Est. 46,007
CZ-ABC: (80) 41,843
RTZ-ABC: (80) 112,767
County 80 Cen. 48,856; E&P 88 Est. 51,084
City & RTZ-ABC: (80) 154,610

4 - HOUSEHOLDS:
City 80 Cen. 16,216; E&P 88 Est. 18,533
County 80 Cen. 18,613; E&P 88 Est. 20,511
CZ-ABC: (80) 16,216
RTZ-ABC: (80) 43,755
City & RTZ-ABC: (80) 59,971

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$372,654,077
Savings & Loan	4	$330,596,804

6 - PASSENGER AUTOS: County 31,708

7 - ELECTRIC METERS: Residence 17,852

8 - GAS METERS: Residence 15,884

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electricity 213; Sheet Metal 150; Constr. 200; Mills 243; Feed 134; Dairy Prods. 131; Aircraft 300; Fluorescent Lamps 800; Food Proc. 2,100; Battery Mfg. 500; Agricultural Equip. 200.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-72; Summer 65-91; Fall 45-71; Winter 23-46.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elmore Ctr.(9)	NA	Ashtons, Elmore's
Kraft Manor(16)	NA	National Video, Headley's
Mid-State Mall(16)	NA	Carroll's Bookstore, Southern

Sears Ctr.(7)	NA	Comfort, Musicland So-Fro Fabrics, Sears
Southview(1)	NA	Alco
Southgate(4)	NA	Key Rexall, Dillon's
Sunset Plz.(17)	NA	Radio Shack, Key Rexall, Dillon's, Otasco
Park We.·(2)	NA	Food 4 Less, K mart
Galaxy Ctr.(7)	NA	Godfather's
Central Mall(38)	NA	JCPenney, Dillard's, Beall-Lademan

Principal Shopping Days-Wed., Fri., Sat., Sun.
Stores Open Evenings-Thur.-Downtown, Kraft Manor; Mon., Sat.-Mid-State Mall, Sunset Plz., Sears, Central Mall, Southview, Parkwest.

13 - RETAIL OUTLETS: Department Stores-Kline's; Sears; JCPenney; Long's; Dillard's; Beall-Lademan.
Discount Stores-Gibson's; Alco; K mart; Wal-Mart.
Chain Supermarkets-Dillon's 3; Food-4-Less 2; Ashton's 2; Skaggs-Alpha Beta.
Other Chain Stores-Zale's; Goodyear; Western Auto; Otasco; Tractor Supply; Payless Cashways.

14 - NEWSPAPERS: JOURNAL (m) 29,098; (S) 32,020; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Mike Alfers, Gen. Mgr., JOURNAL, 333 S. 4th St.; PO Box 740, Salina, KS 67401; Tel. (913) 823-6363.
National Representative: Branham/Newspaper Sales.

TOPEKA

1 - LOCATION: Shawnee County (In Topeka MSA). E&P Map D-2. State Capital. County Seat. U.S. Hwys. junction 24, 40, 75. On State Hwys. 4, 10; on Kansas Tpke. (I-70); 70 mi. W of Kansas City; 175 mi. NE of Wichita.

2 - TRANSPORTATION: Railroads-Santa Fe; Union Pacific; Missouri Pacific; Rock Island.
Motor Freight Carriers-26.
Intercity Bus Lines-Continental; Greyhound.
Airlines-Capitol; Eastern Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 115,266; E&P 88 Est. 120,467
CZ-ABC: (80) 154,916
RTZ-ABC: (80) 395,620
County/MSA 80 Cen. 155,187; E&P 88 Est. 157,485
City & RTZ-ABC: (80) 550,536
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 46,256; E&P 88 Est. 49,965
County/MSA 80 Cen. 58,832; E&P 88 Est. 62,109
CZ-ABC: (80) 58,832
RTZ-ABC: (80) 141,014
City & RTZ-ABC: (80) 199,846

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	$1,082,055,000
Savings & Loan	7	$3,205,299,082

6 - PASSENGER AUTOS: County 100,609

7 - ELECTRIC METERS: 55,000

8 - GAS METERS: Residence 45,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Gov't 20,800; Servs. 18,800; Mfg. ,200; Fin. 5,900; Contract Constr. 3,600; Whol. & Ret. 18,700; Mining 100; Trans & Pub. Util. 6,800.
Principal Industrial Pay Days-1st, 15th, 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-97; Summer 43-98; Fall 20-90; Winter 9-68. First killing frost, Oct. 20; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on 3 sts.
Neighborhood Shopping Centers-20 neighborhood centers spread throughout city.

Nearby Shopping Centers

ame (No. stores)	Miles from Downtown	Principal Stores
arrington Vlg.(10)	7	Swenson's
ookwood(27)	6	Dillons
ampus North(14)	5	
stboro(18)	3	Falleys
irlawn Plz.	6	Benson's, Venture, Ben Franklin, Harry's IGA
ge Ctr.(48)	4	
ge Vlg.(30)	4	Rosie's Show Off
ghland Crest(40)	4	K mart, IGA, Westlake Hdwe.
ghland Vlg.(25)	6	Alco, IGA
lsdale(20)	6	Midwestern Music
liday Sq.(29)	4	Harry's IGA, Pelletier's
..oon & Wannamaker	5	K-mart
Indian Hills	5	Food Barn, Westlake Hdwe.
Market Pl.(8)	5	IGA
North Plz.(4)	5	Suttons, Alco
N. Topeka Bus. District	5	
Northland(11)	8	Falleys, Timberland Energy
Seabrook(4)	4	Falleys
South City Plz.(12)	2	Western Auto
Southwest Ctr.	5	S.W. Bowl, Sherwin-Williams
University Vlg.(6)	4	
Villa West	8	IGA
Washburn View(13)	3	Roachs, Harry's
Westboro	3	Porterfields
White Lakes(63)	3	Sears, Woolworth, Walgreens
West Ridge Mall	NA	Dillard's, Jones Store, JCPenney
West Ridge Plz	NA	Toy's R Us, Target, T.J. Maxx

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Department Stores-Mon. & Thur. Supermarkets-Every evening.
Stores Open Sundays-Grocery, Supermarkets, Discount Houses, Dept. Stores.

13 - RETAIL OUTLETS: Department Stores-J. Benson; Sears; Montgomery Ward; JCPenney; P.N. Hirsch; Dillard's; Richman-Gordman.
Discount Stores-Osco; K mart 3; Alco 2; Venture.
Variety Stores-Woolworth 2.
Chain Drug Stores-Walgreens 5; Blaylock 4; Jacquith 2; Medical Arts 2; Super D; Northside Family RX; Revco.
Chain Supermarkets-IGA 11; Falley's 4; Safeway; Dillon's 4; Tilton's 2; Thriftway 3; Super Saver 2; Food For Less 4; EZ Shops 6; Kwik Shops 13; 7-Eleven 3; Town & Country 4.
Other Chain Stores-American Handicrafts; Athletes Foot; B. Dalton; Bumper to Bumper; Caldwells; Carpet Center; Casual Aire, Inc.; Cloth World; Color Tile; Cook Paint; Extension One; Firestone; First Serve; Flowerama; Foot Locker; Glidden Paint; Goodyear Service; Hancock Fabrics; Harding Glass; Jenkins Music; Kaybee Toys; Kinney Shoes; Lee Optical; Leeds; Lerner Shop; Litwins; Maaco Auto Painting; Merle Norman; Payless Lumber; Payless Shoes; Pay 'N Pak; Pittsburgh Paint; Pier I Imports; Pro Am Partstop; Radio Shack; Robinsons Shoes; Sherwin-Williams; So-Fro Fabrics; Russell Stover; Susie's Casuals; Sutherland Lumber; Tandy Leather; Team Electronics; Topps & Trowsers; Wolfe's Jewelry; Zale's Jewelry; The Gap; Foxmoor; Fashion Conspiracy; Extension I; World Radio.

14 - NEWSPAPERS: CAPITAL-JOURNAL (m) 67,714; (S) 77,223; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: William Osborne, III, Adv. Dir., CAPITAL-JOURNAL, Sixth & Jefferson Sts., Topeka, KS 66607; Tel. (913) 295-1111.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

WELLINGTON

1 - LOCATION: Sumner County. E&P Map C-3. County Seat. S central Kansas near Oklahoma; 33 mi. S of Wichita. On U.S. Hwys. 81, 160; Kansas Tpke.

2 - TRANSPORTATION: Railroads-Oklahoma; Kansas; Texas; Sante Fe.
Intercity Bus Lines-Continental Trailways.
Motor Freight Carriers-13.

3 - POPULATION:
Corp. City 80 Cen. 8,212; E&P 88 Est. 8,335
County 80 Cen. 25,003; E&P 88 Est. 25,690

4 - HOUSEHOLDS:
City 80 Cen. 3,332; E&P 88 Est. 3,444
County 80 Cen. 9,413; E&P 88 Est. 9,859

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$103,000,000
Savings & Loan	1	$35,000,000

6 - PASSENGER AUTOS: County 15,001

7 - ELECTRIC METERS: Residence 4,700

8 - GAS METERS: Residence 3,500

9 - PRINCIPAL INDUSTRIES: Railroad; Aircraft Parts; Mobile Homes; Grain Elevators; Mills; Sheet Metal and Machine Shops.

10 - CLIMATE: Av. Temp.-Spring 60; Summer 81; Fall 57; Winter 21. Annual Precip.-32 in.

11 - TAP WATER: Slightly acid, fluoridated; Hardness 162 ppm.

12 - RETAILING: Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears.
Discount Stores-Wal-Mart.
Chain Supermarkets-Dillon's; IGA.
Other Chain Stores-Oklahoma Tire & Supply; B.F. Goodrich; Revco; Pizza Hut; Big Cheese Pizza.

14 - NEWSPAPERS: NEWS (e-mon to fri) 4,850; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Bill Newland, Adv. Mgr., NEWS, 113 W. Harvey; PO Box 368, Wellington, KS 67152; Tel. (316) 326-3326.
National Representative: Landon Associates.

WICHITA

1 - LOCATION: Sedgwick County. E&P Map C-3 (MSA). County Seat. 161 mi. SE of the geographical center of the continental U.S., 190 mi. SW of Kansas City, MO. On I-35, 135, 235; Kansas Tpke.; U.S. Hwys. 54, 81; State Hwys. 15, 42, 96, 254.

2 - TRANSPORTATION: Railroads-(Freight service only) Atcheson, Topeka and Santa Fe; Burlington-Northern; Kansas, Texas and Oklahoma.
Motor Freight Carriers-63 regular, 68 special commodity servs.
Intercity Bus Lines-Trailways/Greyhound.
Airlines-TWA; American; America West; Continental; Air Midwest; United; Altus; Eastern; Northwest.

3 - POPULATION:
Corp. City 80 Cen. 279,835; E&P 88 Est. 303,826
County 80 Cen. 367,665; E&P 88 Est. 396,849
MSA 80 Cen. 412,908; E&P 88 Est. 445,262
NDM-ABC: (80) 574,381
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 110,306; E&P 88 Est. 124,891
County 80 Cen. 137,744; E&P 88 Est. 155,538
MSA 80 Cen. 164,778; E&P 88 Est. 173,068
NDM-ABC: (80) 215,886

5 - BANKS	NUMBER	DEPOSITS
Commercial	16	$2,764,646,000
Savings & Loan	13	N.A.

6 - PASSENGER AUTOS: County 246,615

7 - ELECTRIC METERS: Residence 167,326

8 - GAS METERS: Residence 119,916

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total Labor Force 233,751; Constr. 9,400; Aircraft 33,030; All Mfg. 58,600 ($439).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-68; Summer 68-91; Fall 42-60; Winter 26-42. First killing frost, Oct. 26; last killing frost, Apr. 7.

11 - TAP WATER: Soft.

12 - RETAILING: Downtown Shopping Area-8 blocks on Douglas Ave.; 1 N and 1 S on Water St.; Topeka Ave.; Emporia Ave. and St. Francis Ave.; 2 N and 2 S on Main St.; Market St. and Broadway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Amidon Plz.(5)	4	Safeway
Blvd. Plz.(16)	2	IGA
Brittany Ctr.(32)	6	Safeway, Revco
Carriage Park(19)	4	Boeing, J.P. Weigand
Cedar Cove Plz.(12)	6	ABC Baby Furn.
Central Hgts.(19)	6	Toys Plus, Hancock Fabrics
Cherry Creek(26)	6	Priced Rite Foods
Clifton Sq.(19)	3	Butler's P..try
Crossroads(21)	6	Alco, Food 4 Less, Revco
Eastgate(27)	5	Dillon, T.J. Maxx, Osco Drugs
Indian Hills(12)	3	Cummings Pharmacy
Ken-Mar(20)	4	Woolworth, IGA
Lincoln Hgts.(10)	3	Gessler Drugs
Maple Ridge(16)	5	Vernon's School of Cosmetology
Marina Lakes(28)	NA	Dot Drugs, Furr's, Food-4-Less
Mini Mall(12)	3	Jerry Leonard, Sound Whse.
Morris Town(10)	4	Carl Bell's
Normandie(28)	4	Gessler's Drugs, Safeway
Northwest Ctr.(43)	8	Skaggs Alpha Beta
Oxford Sq.(17)	6	Tempo Fashions, Spangles
Parklane(53)	4	Cloth World, Rent-A-Center
Pawnee Plaza(21)	2	Wal-Mart, Furr's
Plaza del Sol(17)	4	Chi Chi's, Computerland
Plaza West(20)	3	IGA, Whitlock
Prairie Vlg.(18)	5	Dillon
Seneca Square(27)	4	Skagg's, Alpha Beta, Dot Drug
Sweetbriar(36)	4	Osco, Alco
Tallgrass Ctr.(14)	7	Skaggs Alpha Beta
The Market Place (12)	4	Safeway, Revco
Towne East Square(124)	5	Dillard's, Sears, JCPenney
Towne West Square(118)	3	Dillard's, Mont. Ward, JCPenney
Twin Lakes(57)	4	Sears, Winston
Village Fashion Centre(5)	NA	Bravo's, Lens Crafters
Village Market Place(6)	2	Food-4-Less
Westlink(28)	6	Dillons, Gessler Drugs
Westway(18)	4	Food Barn, Alco
Wichita Mall(40)	3	Osco, Mont. Ward

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Shopping Ctrs. every evening to 9; Dillard's (downtown)-Mon., Thur. to 8.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward 2; Sears 2; JCPenney 2; Dillard's 3.
Discount Stores-Alco 4; K mart 4; TG&Y Family Ctrs. 5; Target 2; T.J. Maxx; Winston's; Wal-Mart.
Variety Stores-Woolworth 2.
Chain Drug Stores-Hart 2; Osco 5; Gessler's 4; Cummings 5; Revco 7; Dot Discount 2.
Chain Supermarkets-Dillons 15; Safeway 4; Food Barn 7; Associated Grocers 16; IGA 7; Bestyet 2; Skaggs Alpha Beta 4; Aldi 2.
Convenience Stores-Quick Trip 41; Town & Country 24; Kwik Shops 12; Johnson's 5; 7-Eleven 6.
Other Chain Stores-Baker's Shoes 2; Bernina Sewing Ctrs.; Casual Corner 2; Cloth World 3; Cricket Alley 4; Gallery Shoes 3; Garnett Auto Supply 7; Gordon's Jewelers 2; Hanover Shoes 2; Heaven Cent 2; Helzberg's 2; Jo-Ann Fabrics 2; Kinney Shoes 3; Lerner 2; National Video 7; Otasco 5; Payless Shoe Source 9; Royal Optical 3; Russell Stover 2; Radio Shack 10; Silo 2; Whitlock Auto Supply 3; Service Mdse. 2; World Bazaar 2; Zale's; Woman's World 2.

14 - NEWSPAPERS: EAGLE-BEACON (m) 124,054;

The midwest
test market
you'll keep on testing!
Represented by CWO & O
The Topeka Capital-Journal
Serving Northeast Kansas
Morning & Sunday
913-295-1247

(Circle No. 15 on Market Request Card)

(S) 195,992, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Vince Coultis, Natl. Adv. Mgr., EAGLE-BEACON, PO Box 820, Wichita, KS 67201; Tel. (316) 268-6241; Telecopier (316) 268-6234.
National Representative: Knight-Ridder Newspaper Sales.

WINFIELD

1 - LOCATION: Cowley County, E&P Map C-3. County Seat. Educ., medical ctr. 50 mi. SE of Wichita, 150 mi. N of Oklahoma City. On U.S. Hwys. 77 & 160; State Hwy. 15.

2 - TRANSPORTATION: Railroads-AT&SF; Frisco.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,736; E&P 88 Est. 12,303
CZ-ABC: (80) 11,877
RTZ-ABC: (80) 24,206
County 80 Cen. 37,068; E&P 88 Est. 38,523
City & RTZ-ABC: (80) 36,083

4 - HOUSEHOLDS:
City 80 Cen. 4,172; E&P 88 Est. 4,774
County 80 Cen. 13,897; E&P 88 Est. 14,510
CZ-ABC: (80) 4,172
RTZ-ABC: (80) 8,592
City & RTZ-ABC: (80) 12,764

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$84,347,000
Savings & Loan	3	$85,000,000

6 - PASSENGER AUTOS: County 20,490.

7 - ELECTRIC METERS: Residence 5,708.

8 - GAS METERS: Residence 4,521.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil 500 ($400); Food Proc. 250 ($270); Metal Prods. 450 ($350); Aircraft 600 ($300); Medical 200 ($275); Plastics 550 ($275).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Oct. 20; last killing frost, Apr. 15.

11 - TAP WATER: Lake water, fairly soft.

12 - RETAILING: **Principal Shopping Center**-7 blocks on 2 sts.
Shopping Centers-Wal-Mart; Winfield Plz.
Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Thur., Shopping Centers 7 days.

13 - RETAIL OUTLETS: **Department Stores**-Kerr-Calvert; JCPenney; Litwin's; C.R. Anthony; Montgomery Ward.
Discount Stores-TG&Y; Wal-Mart.
Chain Drug Stores-Rexall; Graves.
Chain Supermarkets-Dillons; Boogaarts; Wheeler's IGA.
Other Chain Stores-Oklahoma Tire; Western Auto.

14 - NEWSPAPERS: COURIER (e) 5,925, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Lloyd Craig, Adv. Mgr., COURIER, 201 E. 9th St., Winfield, KS 67156; Tel. (316) 221-1050.
National Representative: Landon Associates.

KENTUCKY SURVEYS

METROPOLITAN STATISTICAL AREAS

Clarksville-Hopkinsville, Tenn.-KY-Montgomery County, Tenn.; Christian County, KY.
Evansville, IN-KY-Posey, Vanderburgh and Warrick Counties, IN; Henderson County, KY.
Huntington-Ashland, WV-KY-OH-Cabell and Wayne Counties, WV; Boyd, Carter and Greenup Counties, KY; Lawrence County, OH.
Lexington-Fayette-Bourbon, Clark, Fayette, Jessamine, Scott and Woodford Counties.
Louisville, KY-IN-Bullit, Jefferson, Oldham and Shelby Counties, KY; Clark, Floyd and Harrison Counties, IN.
Owensboro-Daviess County.

PRIMARY METROPOLITAN STATISTICAL AREA

Cincinnati, OH-KY-IN-Clermont, Hamilton and Warren Counties, OH; Boone, Campbell and Kenton Counties, KY; Dearborn County, IN.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Cincinnati-Hamilton OH-KY-IN CMSA: includes Cincinnati, OH-KY-IN PMSA Hamilton-Middletown, OH PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1989
Under 5 Years	271	283	338
5-14 Years	651	591	579
15-24 Years	585	701	556
25-44 Years	732	991	1,214
45-64 Years	645	686	658
65 and Over	336	410	395
TOTAL	3,220	3,662	3,782

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1989 Est.
Bldg. Mat. Hdwr.	656	729	1,423
General Mdse.	1,192	1,743	2,708
Food	2,490	3,521	4,858
Automobiles	2,292	2,434	4,887
Gasoline Stations	1,021	1,553	1,600
Apparel	438	619	924
Furniture	456	494	938
Eat-Drink Places	772	1,222	1,919
Drugs	354	534	815
TOTAL SALES	10,492	14,572	22,365

ASHLAND

1 - LOCATION: Boyd County, E&P Map F-1 (In Huntington-Ashland, WV-KY-OH MSA). On Ohio River at mouth of Big Sandy River. On U.S. Hwys. I-64, 60, 23, 52; State Hwys. 168, 5.

2 - TRANSPORTATION: Railroads-Chessie System; Norfolk & Western; Barge Lines.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Tri-State Airport, 10 mi. from Ashland; USAir; Piedmont; Tri-State Aviation.

3 - POPULATION:
Corp. City 80 Cen. 27,064; E&P 88 Est. 23,681
CZ-ABC: (80) 55,213
RTZ-ABC: (80) 148,343
MSA 80 Cen. 336,724; E&P 88 Est. 340,314
County 80 Cen. 55,436; E&P 88 Est. 54,413
City & RTZ-ABC: (80) 203,556

4 - HOUSEHOLDS:
City 80 Cen. 10,620; E&P 88 Est. 9,663
County 80 Cen. 19,960; E&P 88 Est. 20,355
MSA 80 Cen. 119,007; E&P 88 Est. 124,474
CZ-ABC: (80) 20,270
RTZ-ABC: (80) 48,527
City & RTZ-ABC: (80) 68,797

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$523,992,812
Savings & Loan	4	$208,042,845

6 - PASSENGER AUTOS: County 26,461.

7 - ELECTRIC METERS: Residence 18,934.

8 - GAS METERS: Residence 9,450.

9 - PRINCIPAL INDUSTRIES: Steel Sheets; Mine Equip.; Chems.; Brick; Air Prods.; Activated Carbon; Nickel Prods.; Leather; Garments; Oil Refining; Railroading; R.R. Car Repair; Coke Mfg.; Show Case and Store Fixt.
Principal Industrial Pay Days-Fri., 1st, 5th, 15th, 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-75; Summer 82-104; Fall 46-92; Winter 0-43. First killing frost, Oct. 31; last killing frost, May 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Winchester Ave. bet. 12th & 18th Sts.; Greenup Ave. bet. 13th & 19th Sts.; Carter Ave. bet. 15th & 17th Sts.; 13th St. bet. Winchester & Central; 15th bet. Greenup & Central; 16th St. bet. Front & Central; 17th St. bet. Front & Central; 35th and Winchester; Russell Road.
Neighborhood Shopping Centers-Winchester Ave., 25th to 30th Sts.; 29th St., Greenup to Carter; 29th St., Holt to Moore 4 blocks; 13th St., Lexington to Oakview 3 blocks; 17th St. at Blackburn Ave.; 15th St. and Oakview Rd.; South 29th St.; 2 on 29th St. & Blackburn; 2 on 13th St. Winchester to Central.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Greenup Mall(16)	4	Murphy Mart, K mart, Heck's
Ashland Plz.(10)	4	Hill's
Midtown Mall(12)	NA	
Oakview	NA	Thrift Drug

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Downtown Mon., Thur.; Food every night.

13 - RETAIL OUTLETS: **Department Stores**-C.H. Parsons; Sears; JCPenney; Star Store; K mart.
Variety Stores-McCrory's; Murphy Mart.
Discount Stores-Heck's; Hill's; Hart's.
Chain Drug Stores-Revco 2; Thrift 2; SupeRx; Begley; Rite Aid 2.
Chain Supermarkets-Kroger 2; Co-ops; Gateway; Key Mkts.; Foodland 6; Cardinal 4; Piggly Wiggly 3.
Other Chain Stores-Walker's; Goodrich; Firestone; Pic-Way Shoes.

14 - NEWSPAPERS: INDEPENDENT (e) 23,351; (S) 25,795, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: H. Kelly Voiers, Ret. Adv. Mgr., INDEPENDENT, 224 17th St., Ashland, KY 41101; Tel. (606) 329-1717.
National Representative: Branham/Newspaper Sales.

BOWLING GREEN

1 - LOCATION: Warren County, E&P Map C-3. County Seat. Agricultural section. University town, tourist center; 60 mi. N of Nashville; 115 mi. S of Louisville; 40 mi. S of Mammoth Cave Natl. Park. On U.S. Hwys. 31W, 68 & 231. State Hwys. 67, 71, 80, 234; I-65 and Green River Pkwy.

2 - TRANSPORTATION: Railroads-Louisville & Nashville; freight & piggyback service.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 40,450; E&P 88 Est. 46,266
CZ-ABC: (80) 40,450
RTZ-ABC: (80) 154,754
County 80 Cen. 72,036; E&P 88 Est. 83,049
City & RTZ-ABC: (80) 195,204

4 - HOUSEHOLDS:
City 80 Cen. 14,313; E&P 88 Est. 16,849
County 80 Cen. 24,833; E&P 88 Est. 28,931
CZ-ABC: (80) 14,313
RTZ-ABC: (80) 54,355
City & RTZ-ABC: (80) 68,668

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$421,868,000
Savings & Loan	2	$230,707,414

6 - PASSENGER AUTOS: County 37,131.

7 - ELECTRIC METERS: Residence 18,850.

8 - GAS METERS: Residence 15,400.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Garments 883; Auto Parts 1,125; Laundry Equip. 307; Controls 600; Auto Assembly 1,426; Bakery 285; Portable Heaters 350; Heavy Equip. Parts 155; Lead Wheel Weights 65; Directors Chairs 120; Bonded Rubber 142; Polyethylene Bags 75; Twist Tobacco 99; Automatic Welding Wire 166; Corrugated Shipping Containers 100; Tobacco Redrying 97; Portable Air Compressors 45; Plastic Bottles 100; Mattresses 50.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-85; Summer 58-89; Fall 28-71; Winter 25-57. First killing frost, Oct. 20; last killing frost, Mar. 26.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Parts of State, College and Main Sts. & Public Sq.; 31 W. Bypass, Nashville, Russellville & Scottsville-Louisville Rds.; Fairview Ave., Broadway.
Neighborhood Shopping Centers-Broadway; Bypass-31 W. Alternate; Russellville Rd.; Scottsville Rd., 31 W. South, 31 W. North, Fairview Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairview Plaza(19)	NA	Super Key, K mart, Super-X
Western Gtwy.(15)	NA	Rose's, Houchen's, Taylor Drug
Bowling Green Center(11)	NA	Kroger, Big Lots, Helig-Meyers, Deep Discount
Kings Plaza(15)	NA	Revco, Winn-Dixie, Hancocks
Northgate Ctr.	NA	Gibson's, Super Key
Greenwood	NA	JCPenney, Osco, Caster-Knott, Hess's, Wal-Mart
Brite Center	NA	Winn-Dixie
Scottsville Sq.	NA	Kroger, SupeRx, Goody's

Principal Shopping Days-Mon., Fri. through Sun.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Caster-Knott; Rose's; K mart; Hess's; Wal-Mart.
Discount Stores-Gibson; Dollar General; K mart; Lowes; Big Lots; Family Dollar; Deep Discount; Health & Beauty Aids; TSC.
Chain Drug Stores-SupeRx 2; Taylor's 2; Carpenter-Dent-Sublett 3; Osco; Revco; CDS Drugs.
Chain Supermarkets-Kroger's; Houchins 6; Key Markets; Minit Mkts. 2; Jr. Foods; Winn-Dixie 2; Big Star 2; Super America.
Other Chain Stores-Firestone; Singer Co.; Dollar Bros. (shoes); Sherwin-Williams; Pittsburgh Paint; S&H Green Stamps; Goodyear; Zale's Jewelers; Big B Cleaners; Heilig-Meyers; Parade of Fashions; Tenz The Limit; Pizza Hut; Kentucky Fried Chicken; Taco Bell; Red Lobster; [illegible] D's; O'Charley's; Bonanza; Nutri Bolic; Die[illegible]ter; Curtis Mathes; Shoney's; Arby's; Kr[illegible] Burger King; Jerry's; Radio Shack; Western [illegible] Adams Shoes; Payless; Golden Farley; Be[illegible] Connie Shoes; B. Dalton Bookseller; Naturaliz[illegible] Hallmark; Merle Norman; Casual Corner; Dair[illegible] Queen; Chick-fil-A; General Nutrition Center; Ormand; Musicland; Gallenkamp Shoes; Clifford's Jewelry; Brook; Command Performance; Kinney Shoes; Earring Tree; Waldenbooks; World Bazaar; Embrys; Clifford's Keepsake; Kay Bee Toys; Benjamin Moore Paint; Glidden Paint; Baskin Robbins; Piecegoods; Riherd's; Kay's Jewelry; C&H Rausch; Chop Sticks; Bresslers; Zondervan's; Lovemotes; Auto Shack; Computerland; Jo Ann Fabrics; Smokestop; Winners; Nutri-System; Regis Hair Salon; Petland; Royal Optical; Thom McAn; Video Squares; Record Bar; Audio Center; El Bee Shoes; Clothes Works; Claire's Boutique; The Pierced Ear; Long John Silvers; Wendys; Peanut Shack; Pic' A Pair; The Junction; Goody's; Chief Auto.

14 - NEWSPAPERS: DAILY NEWS (e-mon to fri) 21,373; (S) 24,775, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Julie Myers, Natl. Adv. Mgr., DAILY NEWS, 813 College St., Bowling Green, KY 42101; Tel. (502) 781-1700.
National Representative: Branham/Newspaper Sales.

CORBIN

1 - LOCATION: Whitley & Knox Counties, E&P Map E-3. Junction of Whitley-Knox, Laurel Counties. Lexington, KY, 87 mi. N; Knoxville, TN, 100 mi. S. On U.S. Hwys. 25, 25-E, 25-W. State Hwys. 6, 90, 26, 312, I-75.

2 - TRANSPORTATION: Railroads-Louisville & Nashville.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Tennessee Air.

3 - POPULATION:
Corp. City 80 Cen. 8,075; E&P 88 Est. 8,884
Counties 80 Cen. 63,676; E&P 88 Est. 68,040
  Whitley 80 Cen. 33,421; E&P 88 Est. 36,906
  Knox 80 Cen. 30,255; E&P 88 Est. 31,134

4 - HOUSEHOLDS:
City 80 Cen. 3,211; E&P 88 Est. 3,704
Counties 80 Cen. 21,283; E&P 88 Est. 23,371
  Whitley 80 Cen. 11,338; E&P 88 Est. 12,768
  Knox 80 Cen. 9,945; E&P 88 Est. 10,603

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$179,373,672

6 - PASSENGER AUTOS: Knox 9,480; Whitley 15,206.

7 - ELECTRIC METERS: Residence 3,192.

8 - GAS METERS: Residence 5,009.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Railroad (shops, yards, offices) 1,121 ($300); Coal Cleaning Plant 67 ($354); Bricks 60 ($198); Elect. Prods. 325 ($189); Woven Wire Prods. 279 ($210); Greeting Cards 1,157 ($201); Cash Registers N.A. ($223).
Principal Industrial Pay Days-Sat., 14th & 29th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 60-90; Fall 30-70; Winter 20-60. First killing frost, Oct. 3; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Main St.; 2 on Center St.; and a 4 block area in South Corbin and Trademart Shopping Center.
Neighborhood Shopping Centers-In East, North and West Corbin.
Principal Shopping Days-Sat., Mon., Fri., and Railroad pay days, twice monthly.
Stores Open Sundays-Drug; Grocers; Department; Discount Stores.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Belk-Simpson; Daniel's; Heavy Equipment: Whayne Supply.

Variety Stores-Dollar Stores; Southern Dollar Stores.
Discount Stores-K mart; Lowe's; Rose's; Hecks.
Chain Drug Stores-Walgreens 2; Rexall.
Chain Supermarkets-IGA 2; Convenient Super 2; Piggly Wiggly; Kroger's; Winn-Dixie; Food Fair.

14 - NEWSPAPERS: TIMES-TRIBUNE (e-mon to fri) 8,148; (S) 8,114; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Charles F. DeVane, Pub., TIMES-TRIBUNE, Kentucky & Monroe Sts., Corbin, KY 40701; Tel. (606) 528-2464.
National Representative: Thomson Newspapers.

COVINGTON

1 - LOCATION: Kenton County, E&P Map D-1 (In Cincinnati, OH-KY-IN PMSA). N Kentucky across Ohio River from Cincinnati, OH. U.S. Hwys. 25, 27, 42, 127, I-75, I-71. Manufacturing & agricultural center.

2 - TRANSPORTATION: **Railroads**-Chesapeake & Ohio; Louisville & Nashville; Southern.
Airlines-American; Delta; Eastern; North Central; Piedmont; TWA; United; USAir.
Bus Lines-Greyhound; Trailways; Transit Authority of Northern Kentucky.

3 - POPULATION:
Corp. City 80 Cen. 49,013; E&P 88 Est. 44,262
County 80 Cen. 137,256; E&P 88 Est. 141,545
PMSA 80 Cen. 1,401,665; E&P 88 Est. 1,445,419
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 18,505; E&P 88 Est. 17,757
County 80 Cen. 48,062; E&P 88 Est. 51,392
PMSA 80 Cen. 498,649; E&P 88 Est. 534,702

5 - BANKS	NUMBER	DEPOSITS
Savings	40	N.A.
Savings & Loan	35	N.A.

6 - PASSENGER AUTOS: County 73,127.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Centers**-Kenton County: Covington 15 blocks; Erlanger & Elsemere 6 blocks; Ludlow 4 blocks; Campbell County: Newport 10 blocks; Bellevue & Dayton 6 blocks; Fort Thomas 6 blocks; Boone County: Burlington 4 blocks; Florence 6 blocks; Hebron 3 blocks; Walton 4 blocks.

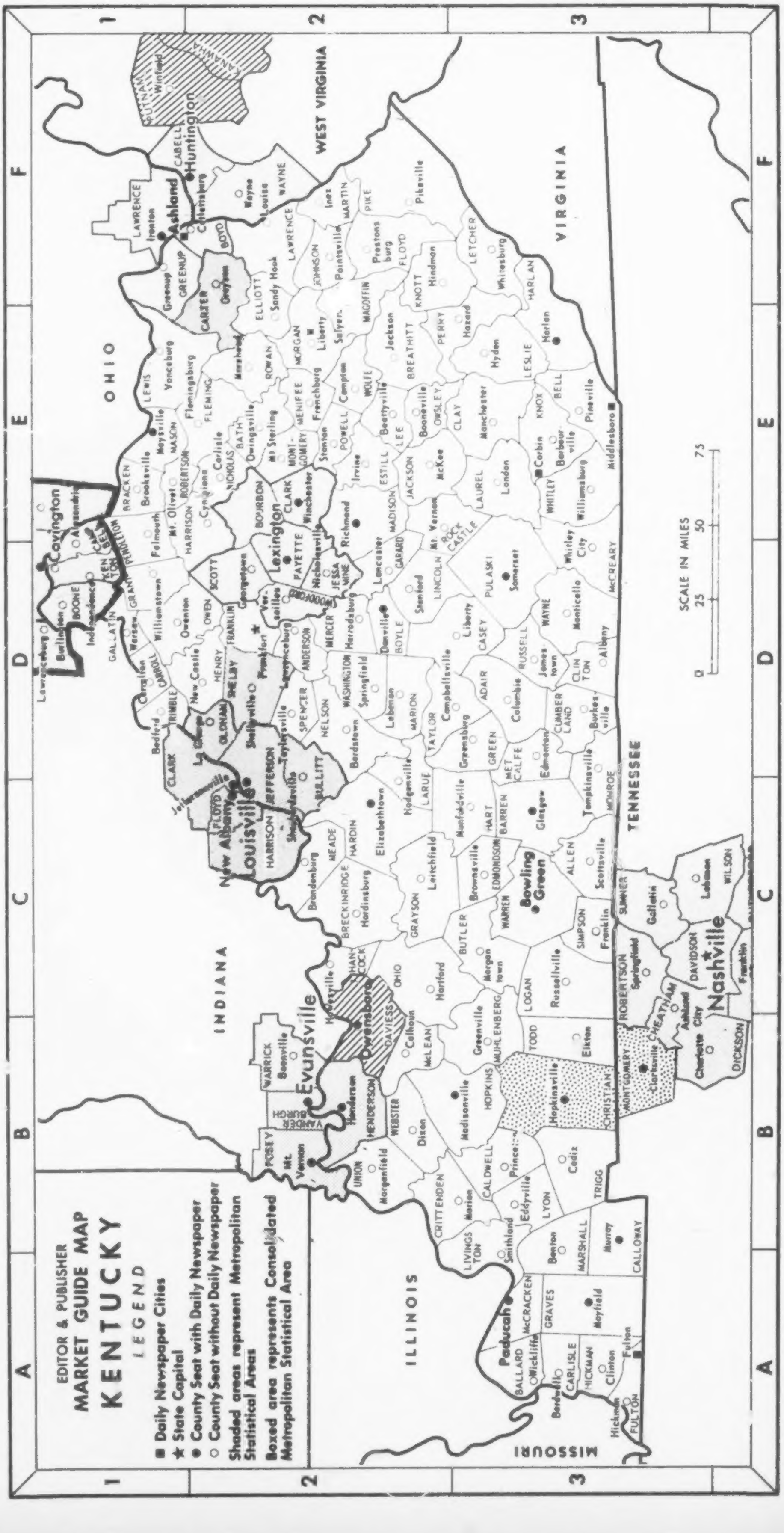
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crestview Mall	NA	McAlpins
Edgewood(8)	9	K mart, SupeRx
Expressway(11)	7	Kroger
Florence Mall	12	JCPenney, Sears, Pogues, SupeRx
Latonia(10)	4	Value City, Walgreens
Newport(42)	1	JCPenney, Kroger, Walgreens
Newport Mall(9)	1	Thriftway Mkt., Becker Drugs
Zayre	5	Zayre, Walgreens, McHales

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-All in shpg. ctrs., Mon. through Sat. Downtown Covington, Newport, Erlanger, Fort Thomas, Bellevue & Dayton open Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; McAlpins; Covington & Newport; Lazarus; L.S. Ayres; Sears.
Discount Stores-Van Leunens; K mart; Zayre; Value City; Gold Circle.
Variety Stores-Kresge; Woolworth; Ben Franklin.
Chain Drug Stores-SupeRx; Walgreens; Becker; Sav-All.
Chain Supermarkets-Kroger 8; Thriftway 3; IGA 7; Stop-N-Go 9; Remke's 3; King Kwik 8; U-Tote-M Foods 7.
Other Chain Stores-Goodrich; Goodyear; Firestone; Western Auto; Thom McAn; Hill Bros.; Schiff Shoes; Martin's; Spiegel (catalog); Nobil Shoes; Sherwin-Williams; Harolde's; Gallenkamp Shoes.

14 - NEWSPAPERS: KENTUCKY POST (e) 46,036; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: George McIlveen, Adv. Dir., KENTUCKY POST, 421 Madison Ave., Covington, KY 41011; Tel. (606) 292-2600.
National Representative: Gannett National Newspaper Sales.


EDITOR & PUBLISHER
MARKET GUIDE MAP
KENTUCKY
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area
SCALE IN MILES
0
25
50
75
OHIO
INDIANA
ILLINOIS
MISSOURI
TENNESSEE
VIRGINIA
WEST VIRGINIA
Covington
Lexington
Frankfort
Louisville
New Albany
Jeffersonville
Evansville
Owensboro
Henderson
Paducah
Bowling Green
Nashville
Clarksville
Ashland
Huntington
Corbin
Middlesboro
Hopkinsville
Madisonville
Elizabethtown
Glasgow
Somerset
Richmond
Winchester
Danville
Mayfield
Murray
Fulton
A
B
C
D
E
F
1
2
3

DANVILLE

1 - LOCATION: Boyle County. E&P Map D-2. County Seat. 36 mi. SSW of Lexington.

2 - TRANSPORTATION: **Railroads**-Southern, L&N
Motor Freight Carriers-5
Intercity Bus Lines-Greyhound, Trailways

3 - POPULATION:
Corp. City 80 Cen. 12,942; E&P 88 Est. 14,690
CZ-ABC: (80) 12,942
RTZ-ABC: (80) 66,718
County 80 Cen. 25,054; E&P 88 Est. 25,294
City & RTZ-ABC: (80) 79,660

4 - HOUSEHOLDS:
City 80 Cen. 4,750; E&P 88 Est. 5,554
County 80 Cen. 8,816; E&P 88 Est. 8,921
CZ-ABC: (80) 4,750
RTZ-ABC: (80) 23,441
City & RTZ-ABC: (80) 28,191

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$165,369,000
Savings & Loan	2	$70,209,607

6 - PASSENGER AUTOS: County 13,185

7 - ELECTRIC METERS: Residence 8,984

8 - GAS METERS: Residence County 7,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage of all mfg. employees $391). Textile 596; Glass 681; Shoe 215; Furn. 72; Distribution 1,006; Appliance 873; Auto 1,064; Conveyor 355; Plastic 36
Principal Industrial Pay Days-Thur., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-69; Summer 60-97; Fall 47-65; Winter 30-48. First killing frost, Oct. 10; last killing frost, Apr. 25.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Downtown Shopping Center**-4 blocks on Main; 1 on N. 4th; 1 on S. 4th; 1 on N. 3rd; 1 on S. 3rd.
Neighborhood Shopping Centers-1 block on S. 4th (4 Units); 1 block on Stanford Ave. (5 Units).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Greenleaf	2	IGA, Greenleaf Furniture
Danville Manor	2	Rose's, Winn-Dixie, Watson's, Begley's
Danville Sq	2	Wal-Mart, Radio Shack
Ridgefield	3	Kroger, K mart, Taylor Drug

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Downtown Fri.; Danville Manor, Danville Sq. & Ridgefield every weekday night and Sun.

13 - RETAIL OUTLETS: **Department Stores**-Hub-Frankels, Louisville; Rose's; Wal-Mart, K mart; Watson's.
Chain Supermarkets-Kroger; Pic Pac; IGA; Winn-Dixie; Foodtown.
Other Chain Stores-Goodyear; Sherwin-Williams; Devoe Paint; Pic 'N Pay Shoes; Behr's; Cato; Adams Shoes; Lowe's; Sears (catalog); JCPenney (catalog).

14 - NEWSPAPERS: ADVOCATE-MESSENGER (e-mon to fri) 12,100; KENTUCKY-ADVOCATE (S) 12,860; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Michael G. Elliott, Adv. Mgr., ADVOCATE-MESSENGER, 330 S. Fourth St., Danville, KY 40422; Tel. (606) 236-2551.
National Representative: Papert Companies.

ELIZABETHTOWN

1 - LOCATION: Hardin County, E&P Map C-2. County Seat. Military (Fort Knox), indust., agric. and tourist area; in central Kentucky at crossroads, I-65(N & S), and Bluegrass and Western Pkwy. (Hwy. 62-E & W).

2 - TRANSPORTATION: **Railroads**-Illinois Central; Louisville & Nashville.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-All major lines at Louisville (40 mi.).

3 - POPULATION:
Corp. City 80 Cen. 15,380; E&P 88 Est. 19,053
NDM-ABC: (80) 98,737
County 80 Cen. 89,505; E&P 88 Est. 91,610

4 - HOUSEHOLDS:
City 80 Cen. 5,788; E&P 88 Est. 7,380
County 80 Cen. 24,610; E&P 88 Est. 24,717
NDM-ABC: (80) 28,098

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	2	$100,000,000
Commercial	7	$200,000,000

6 - PASSENGER AUTOS: County 40,931

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: 4,588 (City)

9 - PRINCIPAL INDUSTRIES: Rubber Belts, Elect. Cable, Magnets, Sealants, Ice Cream, Clothing, Business Forms, Printers Ink, Car Brakes.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-75; Summer 55-100; Fall 20-75; Winter 0-70. First killing frost, Nov. 7; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Nearby Shopping Centers**-(No. of Stores)-Helmwood Plz. (23); Elizabethtown Plz. (22); North Mulberry (6); Redmar Plz. (20); Radcliff Plz. (15); Towne Mall (53); Governors Manor (16).
Principal Shopping Days-Thur., Fri., Sat.
Best Food Days-Mon., Thur.
Stores Open Evenings/Sundays-Discount and most Supermarkets open until 9 p.m. (Major discounters & Supermkts. open until 6 p.m. Sun.; Major Shpg. Ctrs. until 9 every evening. Some Supermkts. 24 hrs.

13 - RETAIL OUTLETS: **Department Stores**-The People's Store 2, Sears, JCPenney, Snyder's, Dawahares.
Discount Stores-Rose, K mart, Heck's, Wal-Mart, Big Lots.
Variety Stores-TG&Y, Murphy's Mart, Sears Surplus Store, Family Dollar, Dollar General.
Chain Drug Stores-Taylor, SupeRx, Begley's, Walgreens.
Chain Supermarkets-IGA, Kroger 2, Winn-Dixie 2, Houchein's 4, Convenient 2, Kwik Shop 4, Piggly Wiggly, Junior Food Stores 6, Minit Mart 3.
Other Chain Stores-Firestone, Goodrich, Goodyear, Western Auto, Ethan Allen Gallery, Montgomery Ward, True Value Hardware, Coast-to-Coast Hardware.

14 - NEWSPAPERS: NEWS-ENTERPRISE (e-mon to fri) 15,570; (S) 16,817; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Tom Shreve, Adv. Mgr., NEWS-ENTERPRISE, 408 W. Dixie, Elizabethtown, KY 42701; Tel. (502) 769-2312.
National Representative: Landon Associates.

FRANKFORT

1 - LOCATION: Franklin County, E&P Map D-2. State capital. On the N and S sides of the Kentucky River, a tributary of the Ohio River, fully navigable. Floodwall protects most of city. On U.S. Hwys. 60, 421, 127 & I-64.

2 - TRANSPORTATION: **Railroads**-L&N, F&C.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound, Trailways.
Airlines-Eastern, Piedmont, Delta, Frontier, all at Bluegrass Field, Lexington (17 miles from Frankfort).

3 - POPULATION:
Corp. City 80 Cen. 25,973; E&P 88 Est. 28,363
County 80 Cen. 41,861; E&P 88 Est. 44,449
Demographic Information Available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,392; E&P 88 Est. 11,780
County 80 Cen. 15,681; E&P 88 Est. 17,237

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$483,000,000
Savings & Loan	2	$127,000,000

6 - PASSENGER AUTOS: County 23,496

7 - ELECTRIC METERS: Residence 12,740

8 - GAS METERS: Residence 9,461

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Distilling 700 ($210); State Gov't 10,200 ($224); Underwear 900 ($200); Auto Mach., Gauges, Brakes, Appliances, Wheels (Auto) 950 ($304).

10 - CLIMATE: Min. & Max. Temp.-Spring 44-80; Summer 65-95; Fall 47-80; Winter 20-42.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Franklin Sq.(15)	3	Kroger, JCPenney, Taylor Drug
Century Plaza(9)	3	Wal-Mart, Behr's
Eastwood(18)	3	Sears, Gateway, Begley Drug
Frankfort Plaza(8)	1	Radio Shack, Yagel Hdwe.
Winn-Dixie(6)	3	
K mart Plz.(3)	3	Winn-Dixie, K mart, Rite Aid
Brighton Park Mall(15)	4	Taylor Drug, Kroger, Ace Hdwe.
Ridgeview(1)	3	Heck's
Mare Manor (2)	3	Winn-Dixie, Revco

13 - RETAIL OUTLETS: **Department Stores**-Sears, JCPenney.
Variety Stores-Wal-Mart.
Discount Stores-K mart; Heck's.
Chain Drug Stores-Walgreens, Rexall, Taylor 2; Begley; Rite Aid, Revco.
Chain Supermarkets-Kroger 2, Winn-Dixie 2, Gateway, Jordans, Pic Pac.
Other Chain Stores-Singer, Goodyear, Sherwin-Williams, LeRoy's, Adams Shoes; Midas; Firestone, Lowes; Family Dollar, Dollar General, Behr's, Sportsweat Mart, Fashion Big, Big "O" Tires.

14 - NEWSPAPERS: STATE JOURNAL (e-mon to fri) 10,335; (S) 12,190; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: C.A. McClain, Adv. Dir., STATE JOURNAL, 321 W. Main St., Frankfort, KY 40601; Tel. (502) 227-4556.

National Representative: Branham/Newspaper Sales.

FULTON, KY-SOUTH FULTON, TN

1 - LOCATION: Fulton County (KY) and Obion County (TN), E&P Map A-3. 45 mi. SE of Paducah; 125 mi. N of Memphis, TN On U.S. Hwys. 51, 45; State Hwys. 94, 307 and Purchase Pkwy.

2 - TRANSPORTATION: **Railroads**-Illinois Central; Gulf Amtrak.
Motor Freight Carriers-7.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 5,872; E&P 88 Est. 6,352
Fulton, KY 80 Cen. 3,137; E&P 88 Est. 2,772
S. Fulton, TN 80 Cen. 2,735; E&P 88 Est. 3,580
Counties 80 Cen. 41,535; E&P 88 Est. 41,765
Fulton, KY 80 Cen. 8,947; E&P 88 Est. 8,148
Obion, TN 80 Cen. 32,588; E&P 88 Est. 33,617

4 - HOUSEHOLDS:
Cities 80 Cen. 2,401; E&P 88 Est. 2,644
Fulton, KY 80 Cen. 1,308; E&P 88 Est. 1,205
S. Fulton, TN 80 Cen. 1,093; E&P 88 Est. 1,439
Counties 80 Cen. 15,463; E&P 88 Est. 15,877
Fulton, KY 80 Cen. 3,384; E&P 88 Est. 3,134
Obion, TN 80 Cen. 12,079; E&P 88 Est. 12,743

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$98,000,000
Savings & Loan	1	$29,000,000

6 - PASSENGER AUTOS: Counties: Fulton, KY 3,602; Obion, TN 23,234

7 - ELECTRIC METERS: Residence Fulton, KY 1,794; S. Fulton, TN 1,229

8 - GAS METERS: Residence Fulton, KY 1,081; S. Fulton, TN 945

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Garments 837; Dairy 150; Seed Pkg. 350; R.R. 250; Printing 110; Misc. 175.

10 - CLIMATE: Min. & Max Temp.-N.A.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Carr Plaza(3)	3	Big John, Wal-Mart, SupeRx
S. Fulton(11)	1	Otasco
Southern Vlg.(8)	1	Southside Drugs

13 - RETAIL OUTLETS: **Department Stores**-Leader Store; Kasnow; K. Homra.
Discount Stores-Wal-Mart; Dollar General Store
Chain Drug Stores-City; Southside; Evan's Rexall; SupeRx.
Chain Supermarkets-Big John; Pic Pac.
Other Chain Stores-Noffel's; Family Shoes; Goodyear; Roper Television; Wood Television; Irene's Women's Apparel; Huddleston's Electrical & Hdwe.; Fulton Hdwe.; Wade Television; Otasco.

14 - NEWSPAPERS: LEADER (e-mon to fri) 3,063; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: William Mitchell, Pub., LEADER, State Line & Washington Sts., Fulton, KY 42041; Tel. (502) 472-1121.
National Representative: Landon Associates.

GLASGOW

1 - LOCATION: Barren County, E&P Map C-3, County Seat. Agricultural & manufacturing area. S central portion of state. 90 mi. S of Louisville on U.S. Hwy. 31-E, 68; State Hwys. 35, 63, 80, 90 & 249; 9 mi. via direct connection East of I-65. Glasgow Airport is 2 mi. from city limits.

2 - TRANSPORTATION: **Railroads**-L&N.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 12,958; E&P 88 Est. 12,779
County 80 Cen. 34,050; E&P 88 Est. 35,143
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,864; E&P 88 Est. 4,714
County 80 Cen. 12,267; E&P 88 Est. 13,094

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$170,612,000
Savings	5	$155,612,000
Savings & Loan	3	$63,828,550

6 - PASSENGER AUTOS: County 16,013

7 - ELECTRIC METERS: Residence 4,632

8 - GAS METERS: Residence 3,661

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Automotive 1,450; Axle 335; Bldg. Materials 70; Electronics 620; Feed, Meal, Fertilizers 62; Food Proc. 218; Printing 400; Textiles 575; Woodworking 65

10 - CLIMATE: Min. & Max. Temp.-Spring 44-85; Summer 58-100; Fall 35-95; Winter -10-43. First killing frost, mid Oct.; last killing frost, late Mar.

11 - TAP WATER: Alkaline, hard.

12 - RETAILINC:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Happy Valley(65)	2	Houchen's
Park Ave.(12)	1	S&H Stamps, Houchen's
Central	3	K mart, Houchen's, Watsons
Grinstead's(7)	2	Begley Drug, Cato
Glasgow Sq.(6)	2	Wal-Mart
South Gate	1	Houchens

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Fri., downtown; nightly at shpg. ctrs.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Lerman Bros.; Bernards; Ira Watson Stores.
Variety Stores-Newberry's; Dollar General; Family Dollar.
Discount Stores-Wal-Mart; K mart.
Chain Drug Stores-Ely's Walgreens 4; Begley's; Geo. J. Ellis Riteway Drugs; Glasgow Prescription; Towne & Country.
Chain Supermarkets-Houchen's 4; IGA; Jr. Foods; Mint Mart.

14 - NEWSPAPERS: TIMES (e-mon to fri; S) 9,649; sworn Aug. 31, 1988.
Local Contact for Advertising and Merchandising Data: Harold Spear, Adv. Dir., TIMES, 100 Commerce Dr., Glasgow, KY 42141; Tel. (502) 678-5171.
National Representative: Papert Companies.

HARLAN

1 - LOCATION: Harlan County, E&P Map E-3, County Seat. In extreme SE part of the state at the headwaters of the Cumberland River. On State Hwys. 72, 38; U.S. Hwys. 119, 421.

2 - TRANSPORTATION: **Railroads**-CSX.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 3,024; E&P 88 Est. 2,930
CZ-ABC: (80) 4,234
RTZ-ABC: (80) 37,655
County 80 Cen. 41,690; E&P 88 Est. 42,522
City & RTZ-ABC: (80) 41,889
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,191; E&P 88 Est. 1,217
CZ-ABC: (80) 1,607
RTZ-ABC: (80) 12,242
County 80 Cen. 13,849; E&P 88 Est. 14,663
City & RTZ-ABC: (80) 13,849

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$95,000,000

6 - PASSENGER AUTOS: County 15,046

7 - ELECTRIC METERS: Residence 1,500

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Coal Mining 4,000 ($400); Lumber 1,650 ($150); Railroad 400 ($250).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 60-95; Fall 45-75; Winter 0-65. First killing frost, Oct. 18; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main St., 1 on Second; 3 on Central; 2 on First; 1 on Cumberland Ave.
Shopping Centers-3 mi. S. of town on U.S. 421; Shopping Center 4 miles S. on U.S. 421, Kroger, K mart.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mack's Family Center(7)	2	Mack's, Ben Franklin
Village Ctr	3	Radio Shack, K mart, Kroger, Belk's, Magic Mart
Woodland Plz.(15)	1	A&P, Sears, TG&Y

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Powers & Horton; Collins; Belk's; Alex; Sears; Pope & Cawood; Kregar's; K mart.
Discount Stores-Dixie; Dollar General; Mack's Family Center; Southern Dollar; Save-Rite; Super Dollar.
Variety Stores-TG&Y; Newberry; Majic Mart.
Chain Drug Stores-Lee (Rexall); Creech (Walgreens); SupeRx.
Chain Supermarkets-A&P; Mack's; Cas Walker's; Kroger.
Other Chain Stores-Modern Electric; Fuller's; Harlan Farmers Supply; Star Furniture; McComb Supply Co.; Lee Furniture; Cato's.

14 - NEWSPAPERS: ENTERPRISE (e) 7,029, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Elaine Nelson, Adv. Dir., ENTERPRISE, PO Drawer E, Harlan, KY 40831, Tel. (606) 573-4510.
National Representative: Landon Associates.

HENDERSON

1 - LOCATION: Henderson County (In Evansville IN-KY MSA). E&P Map B-2. County Seat. 300 mi. from Chicago; 140 mi. from Louisville; 160 mi. from St. Louis.

2 - TRANSPORTATION: **Railroads**-L&N and IC.
Intercity Bus Lines-Greyhound; Evansville and Ohio Valley.
Airlines-Eastern; American; Piedmont; USAir; Evansville. Loc. Airport for pvt. planes.

3 - POPULATION:
Corp. City 80 Cen. 24,834; E&P 88 Est. 26,317
CZ-ABC: (80) 24,834
RTZ-ABC: (80) 34,904
MSA 80 Cen. 276,695; E&P 88 Est. 28 ,978
County 80 Cen. 41,009; E&P 88 Est. 45,269
City & RTZ-ABC: (80) 59,738
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,453; E&P 88 Est. 10,451
County 80 Cen. 14,688; E&P 88 Est. 16,646
MSA 80 Cen. 101,528; E&P 88 Est. 108,709
CZ-ABC: (80) 9,453
RTZ-ABC: (80) 10,879
City & RTZ-ABC: (80) 20,332

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$210,000,000
Savings & Loan	3	$290,000,000

6 - PASSENGER AUTOS: County 20,772

7 - ELECTRIC METERS: Residence 9,950

8 - GAS METERS: Residence 7,643

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Furn. Mfg. 317; Needles 30; Plastics 900; Aluminum Rendering 1,276 ($185); Axle Assembly 312 ($165) Steel Prods. (wheel rims) 970 ($165); Av. wkly. wage for all mfg.-$428.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 70-95; Fall 40-70; Winter 18-70. First killing frost, Oct. 15; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 block sq. bounded by Water, Green, Washington and Third; Eastgate Shpg. Ctr.; Old Orchard Shpg. Ctr.
Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Dept.-Mon., Fri.; Food, Supermarkets-Daily.

13 - RETAIL OUTLETS: **Variety Stores**-Ben Franklin.
Discount Stores-Big G; K mart; Wal-Mart; Big Lots; Hick's Dollar.
Chain Drug Stores-People's; Revco; Begley.
Chain Supermarkets-Sureway 3; Keith's Key Market.
Other Chain Stores-Goodyear; Audubon Tire Ctr.; Ewing Tire Ctr.; Mac's Apparel; Big G (home improvement); Young's Family Ctr. (clothing).

14 - NEWSPAPERS: THE GLEANER (m-tues to sat) 10,423; (S) 13,326; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data, Nancy L. Pippin, Adv. Dir., THE GLEANER, 455 Klutey Park Plaza, Henderson, KY 42420; Tel. (502) 827-2000.
National Representative: Branham/Newspaper Sales.

HOPKINSVILLE

1 - LOCATION: Christian County. E&P Map B-3 (In Clarksville-Hopkinsville, TN-KY MSA). Located within a 300 mi. radius of Indianapolis, Evansville, Knoxville, Louisville, Nashville and St. Louis. At junction of Pennyrile Pkwy. & U.S. Hwy. 68, 41, 41A, State Hwys. 80, 91, 107, 109.

2 - TRANSPORTATION: **Railroads**-Illinois Central; Louisville & Nashville.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Bowling Green-Hopkinsville.

3 - POPULATION:
Corp. City 80 Cen. 27,318; E&P 88 Est. 26,727
CZ-ABC: (80) 27,318
RTZ-ABC: (80) 73,722
County 80 Cen. 66,634; E&P 88 Est. 65,676
MSA 80 Cen. 150,208; E&P 88 Est. 155,896
City & RTZ-ABC: (80) 101,040
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,955; E&P 88 Est. 9,559
County 80 Cen. 19,646; E&P 88 Est. 18,782
MSA 80 Cen. 46,844; E&P 88 Est. 49,312
CZ-ABC: (80) 9,955
RTZ-ABC: (80) 22,047
City & RTZ-ABC: (80) 32,002

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$348,700,447
Savings & Loan	2	$181,716,455

6 - PASSENGER AUTOS: County 22,980

7 - ELECTRIC METERS: Residence 23,115

8 - GAS METERS: Residence 9,667

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lighting 400; Clothing 800; Milling 65; Springs 150; Wire 400; Plastic 128; Rivets 107; Bowling Balls 223; Furn.-Hardware 150; Synthetic Graphite 30; Non-Woven Textiles 78; Metal Extrusion 25; Auto Fascias 100; Paper Prods. 50; Hydraulics 20.

10 - CLIMATE: Av. Temp.-Winter 32-40; Summer 74-79.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Days**-Mon., Fri., Sat.
Nearby Shopping Areas-Skyline, N. Main, Indian Hills and Fort Campbell Blvd., Park Plaza, Pennyrile Mall; Brick Yard Plaza.
Stores Open Evenings-Mon. through Sat. 9-9; Sun. 1-6.

13 - RETAIL OUTLETS: **Department Stores**-Harvey's; JCPenney; Cayce Yost; Dollar Store.
Discount Stores-Wal-Mart; K mart.
Variety Stores-Woolworth; Kress; Dollar Store 3.
Chain Drug Stores-Walgreens; Thrif-T 2; Rite Aid; Wood's Rexall; Revco 2; Medicine Shoppe; Begley; Sav-More.
Chain Supermarkets-Kroger; IGA 3; Houchen's; Drury Bros.; Minit-Mkts. 7; Sav-A-Lot; Martins Cee Bee; Winn-Dixie; Giles.
Other Chain Stores-Auto: Firestone; Furniture: Herb Hays, Keach, Edna's, Boulevard, Furniture Outlet, Bin Beliles; Women's Wear: Maurice's, Klein's, Arnolds, Carothers, Stuart's, Buck's, Brooks, That's All, Social Butterfly, Three's, Cato's, Lot's to Love, Bonnister's, Occasions, Ky Miss; Men's Wear: Wade's, Boyd's, Marshall's 2, Golden-Farley, Suit City; Shoes: Burnett, Nobil, Butler's, Pic-Way; Other: Sears (catalog), Singer, Jo Ann Fabrics, Paper Mill, Radio Shack, Sherwin-Williams, Waldenbooks.

14 - NEWSPAPERS: KENTUCKY NEW ERA (e) 15,005; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Mark Lee, Gen. Adv. Mgr., KENTUCKY NEW ERA, 1618 E. 9th St., Hopkinsville, KY 42240; Tel. (502) 886-4444.
National Representatives: Branham/Newspaper Sales; Landon Associates.

LEXINGTON

1 - LOCATION: Fayette County. E&P Map D-2. (In Lexington-Fayette MSA). County Seat. Second largest city in KY. Shipping and wholesale center for central and E Kentucky. Livestock and general farming, horse breeding and sales; loose leaf tobacco; education; medical; tourist; small manufacturing; army depot. 84 mi. S of Cincinnati; 80 mi. E of Louisville; 140 mi. W of Huntington; 194 mi. N of Knoxville. On U.S. Hwys. 25, 27, 60, 68 & 421; State Hwys. 922 & 956; I-64 & 75; Blue Grass Pkwy.

2 - TRANSPORTATION: **Railroads**-CSX; Norfolk Southern; TTI Systems; TransKentucky.
Motor Freight Carriers-57.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Delta; Piedmont; USAir; ComAir; United; American Eagle; Eastern Metro; TWA; Continental.

3 - POPULATION:
Corp. City/County 80 Cen. 204,415; E&P 88 Est. 213,170
CZ-ABC: (80) 204,165
RTZ-ABC: (80) 344,027
MSA 80 Cen. 318,490; E&P 88 Est. 335,580
City & RTZ-ABC: (80) 548,192
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City/County 80 Cen. 75,440; E&P 88 Est. 80,864
CZ-ABC: (80) 75,440
RTZ-ABC: (80) 118,161
MSA 80 Cen. 113,924; E&P 88 Est. 122,301
City & RTZ-ABC: (80) 193,601

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$2,195,301,000
Savings & Loan	6	$501,217,845

6 - PASSENGER AUTOS: County 118,112

7 - ELECTRIC METERS: Residence 82,547

8 - GAS METERS: Residence 57,428

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Services and Mining 43,000; Mfg. 29,800; Constr. 9,400; Commun., Util. 4,200; Agric. 7,700; Gov't 36,900.
Principal Industrial Pay Days-Mon., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-79; Summer 48-95; Fall 26-83; Winter 6-62. First killing frost, Oct. 14; last killing frost, May 4.

11 - TAP WATER: Alkaline, medium; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-9 blocks on Main St.; 5 on Short St.; 3 on Limestone St.; 3 on Upper St.; 2 on Broadway; 2 on Mill St.; 1 on Walnut St.; 1 on Esplanade.
Neighborhood Shopping Centers-3 blocks at Idle Hour; 3 blocks at Gardenside; 5 blocks on Euclid, High St. & Tates Creek Pike; 1 block on Harrodsburg Pike Lafayette Centers; 5 blocks on Winchester Rd.; 1 block on S. Limestone; 2 blocks on N. Broadway; 2 blocks on Harrodsburg Pike at old city limits; 3 blocks on Zandale; 1 block on Versailles Pike; 8 blocks on Southland Dr.; 3 blocks on Northern Belt-Line; 3 blocks on Leestown Pike; 5 blocks on Eastland, New Circle Rd. & Winchester Rd.; 3 blocks on Gardenside Dr.; 4 blocks on Second & Deweese Sts.; 2 blocks on Georgetown St.; 1 block on Hi Acres; 3 blocks in Northland Shopping Center; 2 blocks on E. Third St. at Race & on Waller Ave.; Crossroads, 2 blocks on Nicholasville Rd.; N. Park on New Circle Rd.; S. Park on Nicholasville and New Circle Rds.; 3 blocks on Woodhill Dr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
N. Broadway	2	Rite Aid, Winn-Dixie
Landsdowne(30)	3	Foodtown, Rite Aid
Southland(125)	3	Welgo, Foodtown, Rite Aid
Chevy Chase(40)	1	Kroger
Meadowthorpe(40)	2	Winn-Dixie
Idle Hour	3	Winn-Dixie
Eastland(62)	2	Woolworth, Kroger, Winn-Dixie, Rite Aid
Lakeview Plz.(15)	3	K mart, Kroger
Zandale(21)	4	Walgreens
Gainesway(8)	4	Foodtown, Taylor Drugs
Gardenside(32)	4	Kroger, Dawahares
Imperial(12)	3	Rite Aid
Hi-Acres(7)	4	Gateway
Turfland(44)	3	Mont. Ward, McAlpin, JCPenney
Romany Rd.(12)	2	Randall's
Lexington(53)	2	McAlpin, County Market
Fayette(78)	4	Lazarus, Sears, Hess
Crossroads Plz.(19)	4	Randall's
N. Park(26)	3	Hills, Value City, Rite Aid
S. Park(25)	4	Hills, Value City, Rite Aid
Woodhill(30)	4	Foodtown, Service Mdse., Steinmart
Park Hills(16)	6	Foodtown, Rite Aid
Chinoe Vlg.(15)	4	Winn-Dixie
Stonewall Ctr.(16)	5	Foodtown, Rite Aid
Regency Ctr.(15)	3	Childrens Palace, Kroger

Principal Shopping Days-Dept. Stores: Mon. & Sat.; Food: Wed., Fri. & Sat.
Stores Open Evenings-Downtown: Mon. & Fri.; Eastland: Mon., Thur. & Fri.; Southland: Fri.; Chevy Chase: Fri.; Meadowthorpe: every night; Zandale: Fri.; Turfland, Fayette and Lexington Civic Center: every night ex. Sun.

13 - RETAIL OUTLETS: **Department Stores**-Wolf Wile's; Montgomery Ward; Sears; Welgo 3; Lazarus; McAlpin 2; JCPenney; Hill's 2; Hess; Steinmart; Dawahares 3.
Discount Stores-K mart 4; Gold Circle; Service Merchandise 2; Hill's 2.
Variety Stores-Woolworth 2; Ben Franklin.
Chain Drug Stores-Walgreens 4; SupeRx 2; Rite Aid 14; Taylor Drugs 4.
Chain Supermarkets-Kroger 9; Winn-Dixie 4; Mini-Marts 8; Convenient 27; Randall's 7; Gateway; Foodtown 6; PDQ 2; Bestway; Pic Pac 2; Super America 14.
Other Chain Stores-Thom McAn; Baker Shoes; Western Auto; B.F. Goodrich; Singer Co. 2; Porter Paint Service; Sherwin-Williams; Firestone; Midas; Richman Bros. (clothing); S&T Stores; Florsheim Shoes; Piece Goods Shop, Inc. 3; Limited; Pier 1 Imports 2; Benetton; Fashion Bug.

14 - NEWSPAPERS: HERALD-LEADER (m) 120,323; (S) 150,952; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Fred Hull, Adv. Dir., HERALD-LEADER, Main & Midland, Lexington, KY 40507; Tel. (606) 231-3100.
National Representative: Knight-Ridder Newspaper Sales.

LOUISVILLE

1 - LOCATION: Jefferson County. (In Louisville KY-IN MSA). E&P Map C-2 and D-2. Industrial and wholesale ctr. Fort Knox (Army) Training Ctr., and Ohio River. 113 mi. SW of Cincinnati; 114 mi. S of Indianapolis; 180 mi. N of Nashville; 264 mi. E of St. Louis. On U.S. Hwys. 31, 31-E, 31-W, 42, 62, 69, 150, 460, I-64, I-65 (Kentucky Tpke.), I-71, I-264.

2 - TRANSPORTATION: **Railroads**-Seaboard System; Southern; B&O; C&O; Illinois Central; Conrail.
Freight Carriers-Ohio River Freight (Tonnage 150,390,666); Port of Louisville (Tonnage 6,978,224).
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Eastern; TWA; Piedmont; Delta; United; USAir; Florida Express; Ozark; Allegheny Commuter; ComAir; Britt.

3 - POPULATION:
Corp. City 80 Cen. 298,840; E&P 88 Est. 259,285
CZ-ABC: (80) 781,065
RTZ-ABC: (80) 587,284
County 80 Cen. 682,041; E&P 88 Est. 678,322
MSA 80 Cen. 955,242; E&P 88 Est. 969,596
City & RTZ-ABC: (80) 1,368,349
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 117,178; E&P 88 Est. 106,901
County 80 Cen. 250,478; E&P 88 Est. 262,617
MSA 80 Cen. 340,989; E&P 88 Est. 361,610
CZ-ABC: (80) 285,758
RTZ-ABC: (80) 190,986
City & RTZ-ABC: (80) 476,744

5 - BANKS	NUMBER	DEPOSITS
Banks	8	$6,769,825,115
Savings & Loan	4	$2,516,258,939

6 - PASSENGER AUTOS: County 360,526

7 - ELECTRIC METERS: 305,972

8 - GAS METERS: 234,752

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food Prods. 9,400; Fab. Metal Prods.

8,600; Mach. Elect. & Non-Elect. 21,200; Tobacco Prods. 5,600; Chem. Prods. 7,400; Constr. 19,400; Trans., Commun. & Util. 24,700; Trans. Equip. 7,800; Whol. & Ret. Trade 103,000; Printing & Pub. 7,500; Lumber & Wood Prods. 3,900.
Principal Industrial Pay Days-Tues., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-66; Summer 65-87; Fall 46-68; Winter 27-45. First killing frost, Nov. 7; last killing frost, Apr. 1.

11 - TAP WATER: Fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Broadway, Chestnut, Muhammed Ali, Liberty, Jefferson, Market, Main; Shelbyville Rd. betw. Chenoweth Lane & Hurstbourne Lane; Dixie Hwy. betw. Waterson Expwy. & Page's Lane.
Neighborhood Shopping Areas-Beechmont, Bonnycastle, Churchill Downs, Crescent Hill, Dixie Hwy., Fairgrounds, Highlands, St. Matthews, Shelby St., Shively, Southside, Taylor Blvd., Buechel, Valley Station, Southern Pkwy., Berry Blvd., Westport Road, West Broadway, Hikes Lane, Bon Air, Lyndon, Brownsboro Rd., Eastern Pkwy., Poplar Level Rd., Preston, Bardstown Rd., Taylorsville Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Algonquin Manor	NA	Winn-Dixie, McCrory
Auburndale(9)	NA	Kroger, SupeRx
Bacon's Shively(14)	8	Bacon's, Winn-Dixie
Bashford Manor(70)	7	Bacon's, Target, Warehouse of Groceries, Snyder's
Bittersweet(17)	NA	Winn-Dixie, U.S. Dollar
Bluegrass Manor(5)	8	Designer Depot, Lowes
Bon Air Manor(21)	NA	Melton Mkt., Drug Emporium
Breckinridge(21)	NA	Winn-Dixie
Brownsboro Rd.(39)	NA	Winn-Dixie
Camelot(21)	NA	Winn-Dixie
Chenoweth Plz.(17)	NA	
Charleston	NA	Goodyear
Cliftboro(4)	NA	Kroger, SupeRx
Crestwood Station	NA	Winn-Dixie, Begley's, Wal-Mart
Dahlem(13)	NA	
Dixie Manor(51)	8	Stewart's, Snyder's, Winn-Dixie, Walgreens, Service Mdse.
DuPont Vlg.(80)	NA	Levy Lumber
Eastland(16)	NA	Pic-Pac
Galleria(60)	NA	Bacon's, Byck's, SupeRx
Gardiner Lane(19)	5	Kroger, Cloth World, Woolworth, Pic Pac, Taylor Drugs
Gateway Plaza(15)	NA	Gateway/Key Mkt.
Glengarry(8)	NA	Gateway/Key Mkt., Dollar General
Grantline Plz.(17)	NA	K mart, Winn-Dixie
Green Tree Mall(75)	5	JCPenney, Sears, Snyder's
Hikes Point Plz.(15)	7	Woolworth, T.J. Maxx
Holiday Manor(40)	7	Kroger, SupeRx
Hurstbourne(36)	NA	Valu, Walgreens
Indian Trail(42)	8	Winn-Dixie, Kroger, Snyder's, Zayre
Iroquois Manor(42)	6	Kresge, Walgreens, Warehouse of Groceries, Winn-Dixie
J-Town Center(35)	14	Gateway/Key Mkt., Winn-Dixie, Target
Jeffersontown Vlg. (18)	NA	Kroger, K mart
Jefferson Mall(99)	12	JCPenney, Sears, Lazarus, Snyder's, Walgreens
K mart Plaza(16)	5	K mart, Buy Low
Knob View(11)	NA	Kroger
LaGrange Sq.(10)	NA	Gateway/Key Mkt.
Louisville's First(7)	NA	Kroger, Walgreens
Lynnview(29)	NA	Gateway/Key Mkt.
The Mall(72)	8	Dawahares, JCPenney, Bacon's
Maryville(21)	NA	Dollar General
McMahan Ctr.(16)	NA	Gateway/Key Mkt., Radio Shack
McMahan Plz.(39)	NA	Kroger
Medical Plaza(15)	NA	
Mid-City Mall(26)	3	Zayre, Winn-Dixie
Middletown Plz.(18)	NA	Gateway/Key Mkt., Dollar General
New Albany Plz.(18)	NA	Winn-Dixie, Taylor Drugs
Okolona(12)	NA	IGA
Outerloop(12)	NA	
Outlets Ltd.	NA	Linens 'N Things, Handmacher, Famous Footwear
Oxmoor Ctr.(126)	8	Snyder's, Sears, Lazarus
Plainview Ctr.(45)	NA	Kroger, Taylor Drugs
Poplar Level(29)	NA	
Poplar Plaza(9)	NA	Buy Low Foods
Preston Center(7)	NA	Dollar General
Preston Park	NA	Target
Prospect Point(21)	NA	Winn-Dixie
Raceland Mall(34)	9	
Rockford Plaza(10)	NA	Gateway/Key Mkt.
Rolling Hills(21)	NA	Kroger, Hancock Fabric
St. Denis(5)	NA	Winn-Dixie
St. Matthews Triangle(13)	NA	Woolworth
Shaker Heights	NA	Gateway/Key Mkt.
Shawnee(5)	NA	Winn-Dixie, Taylor's
Shelbyville Rd.(25)	7	Evans Furniture, Gateway/Key Mkt.
Silver Hts.(20)	NA	Gateway/Key Mkt., Walgreens
Southland Terr.(31)	8	JCPenney, Kroger, Walgreens, Woolworth
Southwick	NA	
Stonefield Sq.(22)	NA	Winn-Dixie
Tradewinds(7)	NA	Kroger
Tradewinds W.(17)	NA	Kroger
Tymberwood	NA	SupeRx, T.J. Maxx, Kroger
Value City(4)	3	Walgreens, Winn-Dixie
Watts(8)	NA	
Westchester(8)	NA	Winn-Dixie
Westland Mall(45)	10	Target
Valley Station(23)	NA	Winn-Dixie, Sears
Village Sq.(8)	NA	Kroger
Village West(22)	NA	Gateway/Key Mkt.
Westport(45)	NA	K mart
Youngtown Ctr.(28)	2	Bacon's, Austin's, Woolworth

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Department Mon.-Sat.; Downtown Mon.

13 - RETAIL OUTLETS: **Department Stores**-Outlets Ltd. Mall 35; Snyder's 7; Bacon's 6; JCPenney 4; Sears 4; Lazarus 2.
Discount Stores-Target 5; K mart 12; Value City 2; Zayre 3; Wal-Mart 2.
Variety Stores-Woolworth 4; Kresge; McCrory; Ben Franklin 2; Dollar General 14; Thrift 6.
Catalog Showroom Stores-Service Merchandise 2.
Chain Drug Stores-Taylor 32; Walgreens 20; SupeRx 16; Otto 13; Wish's 2; Harding; Cox's 3; Jones Apothecary 8; Louisville Apothecary 3; Oak 2; Zegart 2; Mill Discount 4; Drug-Emporium 2.
Chain Supermarkets-Kroger 29; Melton's Food Marts 8; Winn-Dixie 24; Pic Pac 10; Convenient 91.
Voluntary Chain Supermarkets-Gateway/Key Mkt. 24; Majik 24; Valu Supermarkets 3; Buy Low Foods 3.
Other Chain Stores-Men's Apparel and Furnishings: Loevenhart's, Richman Bros. 2, Schupp & Snyder, Fashion Post 2, Levy Bros., Martin's, Rodes 2, Strauss 3; Shoes: Hardy 2, Payless 8, Fayva Family Shoes 6, Boston Shoe Co. 2, Knotts 3, Lady Slipper 3, Pix Sample 3, Wenneker's 2, Florsheim 3, Thom McAn 2, Kinney 4; Women's Apparel: Fashion Bug 3, Casual Corner 3, Behr Stores 2, Women's World 2, Foxmoor 2, Modern Ms. 2, Brooks 4, Embry's 3, Tempo Fashions 2, Lerner 4, Lane Bryant 2, Joy Shop, Fashion Shop 7, Hytken's, Byck's 4, She, Donlevys, Designer Depot 3, T.J. Maxx, Sportswear Mart 2; Paint: Sherwin-Williams 7, Devoe 8, DeHart 3, Porter 13, Jefferson Wallpaper; Auto Supplies: Firestone 11, Goodyear 9, B.F. Goodrich 11, Michel Tires 5, Dean's Tires 4, Midas Muffler 7, Big O Tires 14, Gil Mueller 4, Fleenor's 4, Toohey's 5; Home Furnishing: Hubbuch in Kentucky, Bensinger's 2, Carriage House, Crossroads 3, Evans 4, Furn. Liquidators 3, Furn. Showrooms, Heleringer's, Kinnaird & Francke 3, Rhodes-Burford 2, Smith 5; Candy: Russell Stover 2, Rebecca Ruth; Other: Spiegel (catalog) 2, Radio Shack 22, Circuit City 3; Toys: Toys 'R' Us 3, Children's Palace 2, Thornbury's 4, Kay Bee 2; Home Improvement: Levy's 4, Wickes, Lowe's 3, H&S Hardware 3, Furrows 4.

14 - NEWSPAPERS: COURIER-JOURNAL (all day) 237,660; (S) 329,869; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: James D. Marchal, Adv. Dir., COURIER-JOURNAL, 525 W. Broadway, Louisville, KY 40202; Tel. (502) 582-4088.
National Representative: Gannett National Newspaper Sales.

MADISONVILLE

1 - LOCATION: Hopkins County, E&P Map B-2. County Seat. Audubon-Pennyrile area of Western KY. Six mi. from crossroads of Western KY Tpke. & Pennyrile Pkwy. On U.S. Hwys. 41, 41-A, 62; State Hwy. 85; 50 mi. S of Evansville; 100 mi. N of Nashville; 150 mi. SW of Louisville.

2 - TRANSPORTATION: **Railroads**-P&L; Seaboard/L & N.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Kentucky.

3 - POPULATION:
Corp. City 80 Cen. 16,979; E&P 88 Est. 17,143
CZ-ABC: (80) 16,979
RTZ-ABC: (80) 33,898
County 80 Cen. 46,058; E&P 88 Est. 46,075
City & RTZ-ABC: (80) 50,877
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,498; E&P 88 Est. 6,732
County 80 Cen. 16,552; E&P 88 Est. 16,859
CZ-ABC: (80) 6,498
RTZ-ABC: (80) 11,881
City RTZ-ABC: (80) 18,379

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$312,531,209
Savings & Loan	2	$85,241,263

6 - PASSENGER AUTOS: County 21,912.

7 - ELECTRIC METERS: Residence 7,060.

8 - GAS METERS: Residence County 10,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Clothing 375; Commercial Clothes Dryers 150; Coal Mining 3,741; Medical Center 1,410; Agric. 1,150; Aircraft Engines 800; Canning; Air Conditioning 1,100; Paper Filters 80.
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-77; Summer 61-102; Fall 40-64; Winter 0-53. First killing frost, Nov. 5; last killing frost, Apr. 20.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-12 blocks on 2 streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Madison Square(25)	1	Winn-Dixie, Revco, K mart, Watsons
Madisonville(5)	2	SupeRx, Wal-Mart
Brairwood(11)	NA	Kroger, SupeRx
Parkway(43)	1	Roses, JCPenney, Harvey's

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; Shopping Center-every night.
Stores Open Sundays-Supermarkets, drug, shopping centers.

13 - RETAIL OUTLETS: **Department Stores**-Harvey's; Baker & Hickman; JCPenney; Young's; Watson's; T.B.A. Service Store.
Chain Drug Stores-Robard's Walgreens; SupeRx; Revco.
Discount Stores-Wal-Mart; Revco; K mart; Roses.
Chain Supermarkets-Kroger; Foodtown; Sureway 2; IGA 2; Pantry 19; Winn-Dixie.
Other Chain Stores-Goodyear; Singer Co.; Baynhams (shoes); Dollar General; W.H. Arnold; The Vogue; Pic-Way Shoes; Papermill; Sears (catalog); Kuesters, Furniture; Jordan's, McGary Bros., Legate.

14 - NEWSPAPERS: MESSENGER (e) 11,416; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: David A. Clevenger, Adv. Dir., MESSENGER, 221 S. Main; PO Box 529, Madisonville, KY 42431; Tel. (502) 821-6833.
National Representative: Landon Associates.

MAYFIELD

1 - LOCATION: Graves County, E&P Map A-3. 30 mi. S of Atomic Energy Plant. County Seat. Center of Purchase area of W Kentucky. 25 mi. W of Lake Tabacco; Dairy and Beef cattle center. About 200 mi. from St. Louis, Louisville, Nashville and Memphis.

2 - TRANSPORTATION: **Railroads**-Illinois Central.
Motor Freight Carriers-5.
Passenger Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,705; E&P 88 Est. 9,829
County 80 Cen. 34,054; E&P 88 Est. 33,233
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,425; E&P 88 Est. 4,170
County 80 Cen. 12,775; E&P 88 Est. 12,508

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$108,443,265
Savings & Loan	2	$121,730,098

6 - PASSENGER AUTOS: County 15,931.

7 - ELECTRIC METERS: Residence 4,839.

8 - GAS METERS: Residence 5,352.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Clothing 700; Rubber 1,100; Clay Mining 57; Ceramics 400; Compressors 300; Other Industry 600.
Principal Industrial Pay Days-Clothing Manufacturers-Wed.; Others-Fri.

10 - CLIMATE: First killing frost, Oct. 22; last killing frost, Apr. 7.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks around court house sq. and 4 W. on Broadway; 1 S. on 8th St.; At South End 4 S. on Paris Hwy.; Mayfield Plaza, South Mayfield, East Shpg. Ctr., E. Broadway.
Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Anderson & Son; Vincent's; Wal-Mart; Gibson; K mart; General Dollar; Wholesale Store.
Discount Stores-Gibson; Young Blood.
Chain Drug Stores-Wilson Rexall; SupeRx.
Chain Supermarkets-Smith's 2; Watson's; Rogers; Burgess; Piggly Wiggly 2; Smith's No Frills.
Other Chain Stores-Michelson's; P&H General Tire Service; Howard D. Happy; Singer Co.; Family Shoe; Sears (catalog); Lindsey's; Goodyear; Mayfield Tire Center; Myers Lumber Co.; Dunn Furn.; Creative Interiors; Wendy's; Captain D's; McDonalds; Hardees; Kentucky Fried Chicken.

14 - NEWSPAPERS: MESSENGER (e) 7,320; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Eric Hoffman, Adv. Dir., MESSENGER, 201 North 8th, Mayfield, KY 42066; Tel. (502) 247-5223.
National Representative: Papert Companies.

MAYSVILLE

1 - LOCATION: Mason County, E&P Map E-1. On the Ohio River, 60 mi. SE of Cincinnati, OH. On State Hwys. 8, 10, 11; U.S. Hwys. 68, 62, 52; 60 mi. NW of Lexington.

2 - TRANSPORTATION: **Railroads**-T.T.I.; Chesapeake & Ohio; Amtrak.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 7,983; E&P 88 Est. 6,872
County 80 Cen. 17,715; E&P 88 Est. 16,820
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,120; E&P 88 Est. 2,777
County 80 Cen. 6,360; E&P 88 Est. 6,744

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$155,839,000
Savings & Loan	1	$34,271,000

6 - PASSENGER AUTOS: County 8,225.

7 - ELECTRIC METERS: Residence County 6,150.

8 - GAS METERS: Residence 3,475.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 289 (N.A.); Pulleys, Power Trans. 1,100 ($350); Bicycle, Auto Parts 290 ($275); Milk Condenser, Canning (N.A.); Limestone Mining 200 ($325); Power Plants 600 ($400); Hospital 230 ($350); Garment 275 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gateway Plaza	3	K mart, Revco, Super Valu
Bluegrass Center(12)	2	Kroger, Sears, Ames, Artley, Behr's, Rite Aid, C&H Ranch, Pic 'N Pay Shoes, Shoe Sensation
Forest Ave.	1	Clyde's Super Valu, Rite Aid
Maysville Downtown(100)		JCPenney, Klines, Sundry Store

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Klines; JCPenney.
Variety Stores-Dollar General.
Discount Stores-Heck's; K mart; Ames.
Chain Drug Stores-Sundry; Revco; Rite Aid.
Chain Supermarkets-Kroger; Clyde's Super Valu 5; IGA.

14 - NEWSPAPERS: LEDGER-INDEPENDENT (m) 7,467; sworn Oct. 1, 1987.

Local Contact for Advertising and Merchandising Data: Patty Moore, Natl. Adv. Mgr., LEDGER-INDEPENDENT, 41-43 W. Second St.; PO Box 518, Maysville, KY 41056; Tel. (606) 564-9091
National Representative: Landon Associates.

MIDDLESBORO

1 - LOCATION: Bell County, E&P Map E-3. SE part of county at junction of 3 states-KY, VA and TN. Center for light mfg., coal, lumber, tobacco and cattle. Rich agric. section. 230 mi. from Cincinnati; 110 mi. from Bristol, TN-VA; 45 air mi. from Knoxville. Gateway to America's largest federal historical park, 20,000 acre Cumberland Gap Historical National Park.

2 - TRANSPORTATION: **Railroads**-Southern (freight); Seaboard.
Motor Freight Carriers-4
Intercity Bus Lines-Greyhound

3 - POPULATION:
Corp. City 80 Cen. 12,251; E&P 88 Est. 12,235
CZ-ABC: (80) 12,251
RTZ-ABC: (80) 73,800
County 80 Cen. 34,252; E&P 88 Est. 34,555
City & RTZ-ABC: (80) 86,051

4 - HOUSEHOLDS:
City 80 Cen. 4,452; E&P 88 Est. 4,631
County 80 Cen. 11,407; E&P 88 Est. 11,844
CZ-ABC: (80) 4,452
RTZ-ABC: (80) 24,487
City & RTZ-ABC: (80) 28,939

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$380,000,000
Savings & Loan	3	$222,000,000

6 - PASSENGER AUTOS: County 11,213

7 - ELECTRIC METERS: Residence 6,252

8 - GAS METERS: Residence 2,634

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Tanning 150 ($225); Mining 1,500 ($450); Garments 200; Food 200 ($225); Elastic 150 ($175); Plastic 100; Tourist 200; Metal Fab. 125 ($300); Bottling 130 ($325).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 65-96; Fall 30-70; Winter -5-60. First killing frost, Oct. 18; last killing frost, Apr. 20.

11 - TAP WATER: Neutral, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-25 E- mile section N. of downtown and 4 block section of Cumberland Ave., downtown.
Neighborhood Shopping Centers-Cumberland Sq.; Vlg. Sq.; Manor; Middlesboro Mall.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Rose's; Wal-Mart; Belk's; K mart; John's Store.
Variety Stores-Dollar General; Hallmark.
Chain Drug Stores-Lee's (Rexall); SupeRx; Kroger; K mart.
Chain Supermarkets-Kroger; A&P; Battles; Piggly Wiggly; Schneider's Food Basket.
Other Chain Stores-Heily & Myers (furn.); Pic 'N Pay Shoes; Cato's; Radio Shack; Ball Bros. (furn.); Clifford's (jewelers); Shoe Show; C & H Rauch (jewelry); Fashion Bug (clothes); Goody's (clothes); Caylor Music; Fotol; Curtis-Mathes; B&H Shoes; Toys-R-Us; Kinneys Shoes; Bally's Videos.

14 - NEWSPAPERS: DAILY NEWS (e) 8,836; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Earl Burchfield, Pub., DAILY NEWS, 120 N. 11th St.; PO Box 579, Middlesboro, KY 40965; Tel. (606) 248-1010.
National Representative: Landon Associates.

MURRAY

1 - LOCATION: Calloway County, E&P Map B-3. In W part of state, 42 mi. from Paducah. On State Hwys. 94, 121; U.S. Hwy. 641, 35 mi. from I-24, 20 mi. from Purchase Pkwy. (toll road). Southern gateway to land between the Lakes Federal recreation area.

2 - TRANSPORTATION: **Railroads**-Louisville & Nashville.
Motor Freight Carriers-Paschall Overnight.

3 - POPULATION:
Corp. City 80 Cen. 14,248; E&P 88 Est. 14,585
County 80 Cen. 30,106; E&P 88 Est. 31,303
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,873; E&P 88 Est. 4,945
County 80 Cen. 10,766; E&P 88 Est. 11,447

5 - BANKS	**NUMBER**	**DEPOSITS**
Banks	2	$276,255,713
Savings & Loan	3	$734,766,100

6 - PASSENGER AUTOS: County 13,429

7 - ELECTRIC METERS: Residence 5,610; County 8,481

8 - GAS METERS: Propane 2,425; Natural Gas 3,193

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Toys 800 ($215); Women's Designer Clothes 250 ($160); Textiles; Popcorn Proc.; Tobacco; Adhesives; Oil Filters; Educ. Center; Original Stock and Stockingnettes; Specialty Work Gloves 200 ($165); Engines 750 (N.A.); Food Prods. 120 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 75-100; Fall 45-70; Winter 25-50.

11 - TAP WATER: Alkaline, very soft, abundant.

12 - RETAILING: **Principal Shopping Areas**-7 block area in downtown business district (around court square); 9 blocks along S. 12th St. (U.S. 641); 20 block area extending from intersection of N. 12th St. (U.S. 641) and 121 N. Bypass.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Belair(13)	NA	Storey's Food Giant, Sears
Central(8)	NA	Wal-Mart, Kroger
Dixieland(20)	NA	
Northside(6)	NA	Adams IGA, Murray Home & Auto
Southside(8)	NA	Auto Shack, Adams IGA
Chestnut Hills(8)	NA	K mart, JCPenney

Principal Shopping Days-Mon., Thur., Fri.
Stores Open-Fri. evenings and Sun. Shopping Centers every evening.

13 - RETAIL OUTLETS: **Department Stores**-Brights; Behrs; JCPenney.
Discount Stores-K mart; Wal-Mart.
Variety Stores-Murray Home & Auto; Bold Liquidators.
Chain Drug Stores-Revco; Payless; Wal-Mart Pharmacy.
Chain Supermarkets-Kroger; Jim Adams; IGA; Piggly Wiggly.
Other Supermarkets-Storey's Food Giant; Parker's Market; Owens Food Market; D&T Warehouse; Sav-A-Lot.
Other Chain Stores-Goodyear; Payless Shoe Source; Lindsey Jewelry; Michelson's Jewelry; Bookmark; Cherry's; Singer Sewing Center; Big B Cleaners; Treas (HWI) Do-it Lumber Center; Coast-to-Coast; Radio Shack; Auto Shack; Dennison-Hunt Sporting Goods.

14 - NEWSPAPERS: LEDGER & TIMES (e) 7,490; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Walter L. Apperson, Pub., LEDGER & TIMES, 1001 Whitnell Ave.; PO Box 1040, Murray, KY 42071; Tel. (502) 753-1916.
National Representative: Landon Associates.

OWENSBORO

1 - LOCATION: Daviess County, E&P Map B-2. (In Owensboro MSA). County Seat. 4 Colleges. Farming, manufacturing, and industrial center in W Central part of state. 90 (air) mi. SW of Louisville, 28 mi. E of Evansville, Ind. On U.S. Hwys. 60, 231, 431; State Hwys. 54, 56, 81; Audubon & Green River Pkwys.

2 - TRANSPORTATION: **Railroads**-L&N.
Motor Freight Carriers-37
Intercity Bus Lines-Greyhound; Beck Bus (charter); United Coach; Audubon Trails Coach Lines; IV Coaches (charter).
Airlines-Allegheny Commuter; Northwest Airlink.
Water-American Barge Line; Federal Barge Line; Union Barge Line; Walker Towing Co.; Ohio Barge Line; Mississippi Valley Barge Lines; Owensboro Riverport Authority; Mid-America Terminals of Kentucky; Owensboro River Rail Terminal.

3 - POPULATION:
Corp. City 80 Cen. 54,450; E&P 88 Est. 56,930
CZ-ABC: (80) 55,411
RTZ-ABC: (80) 189,817
County/MSA 80 Cen. 86,061; E&P 88 Est. 89,270
City & RTZ-ABC: (80) 245,228

4 - HOUSEHOLDS:
City 80 Cen. 20,118; E&P 88 Est. 21,902
County/MSA 80 Cen. 30,208; E&P 88 Est. 32,623
CZ-ABC: (80) 20,557
RTZ-ABC: (80) 65,879
City & RTZ-ABC: (80) 86,436

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$1,837,528,565
Commercial	3	$669,387,840

6 - PASSENGER AUTOS: County 44,646

7 - ELECTRIC METERS: Residence 20,817

8 - GAS METERS: (City total) 23,667

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Health Servs. 1,632; MPD Tubes and Components 800; Chewing & Smoking Tobacco and Snuff 757; Meat Packing 500; Elect. Motors and Generators 402; Office Chairs/Furn. 313; Battery Separators, Latex Cellulosic Fibers 300; Coal 286; Fin. Servs. 250; Food Proc. 200; Natural Gas 761; Telephone Servs. 315; Distilleries 300; Services 1,025.
Principal Industrial Pay Days-Mon., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-67; Summer 65-88; Fall 46-69; Winter 27-44. First killing frost, Oct. 26; last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Downtown Shopping**-3 blocks on Main St.; 2 on Frederica St.; 1 on Allen St.; 1 on St. Ann St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Audubon Plaza(6)	2	Kroger, Peoples Drug, K mart
Commerce Plaza(4)	2	Kroger, SupeRx
Gabe's(9)	1	Foodland, Peoples Drug
Lincoln Mall(11)	2	Winn-Dixie
Shawnee Park(7)	3	Foodland, Taylor Drug, Dollar General, Oney's Shoes
Sherwood Plaza(2)	3	Wetzel's Mkt., Rex, Big Lots
S. Frederica(10)	2	Greene's Pharmacy, Foodland
Towne Sq. Mall(60)	3	Sears, JCPenney, Bacon's, Andersons, Osco Drug
Towne Sq. North	NA	Service Merchandise, Wal-Mart, Mini Shoe Carnival
Village West(10)	2	Wetzel's Mkt., Kuesters, Dollar General
Villa Point(3)	3	Foodland, Hook's
Wesleyan Park(40)	2	Kroger, SupeRx, K mart, Lazarus, Risley's, Dennis & Aker Drugs
Wyndall's(9)	2	Wyndall's Mkt., Dollar General

Neighborhood Shopping Centers-2 blocks on Frederica St. at 10th; 2 on E 4th bet. Hathaway & Leitchfield Rd.; 1 at 8th & Leitchfield Rd.; 2 blocks on Parrish Ave. at Crabtree; 1 block on Crabtree at 9th; Mid-City Plaza, 18th & Sweeney (5 stores); 1 block on Daviess at 18th.
Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Shopping Centers open 6 nights a week and Sun. afternoons.

13 - RETAIL OUTLETS: **Department Stores**-Anderson's; Sears; JCPenney; Bacon's; Lazarus.
Variety Stores-Dollar General.
Discount Stores-Wal-Mart; K mart; Service Merchandise.
Chain Drug Stores-Peoples 2; Hook's 2; Taylor's; SupeRx 2; Osco.
Chain Supermarkets-Winn-Dixie; Kroger 3; Foodland; Wetzel's 3; Convenient 5; Stop'n Go 6; Sav-a-lot; Pantry 10.
Other Chain Stores-Behr (women's); Baynham's (shoes); Pic-Way (shoes); Kuester's (hardware); Zale's; Hancock Fabrics; Singer Co.; Radio Shack; Goodyear; Lowe's; Central Tractor; Jaccard's Jewelry; Gordon's Jewelry; Earring Tree; World Bazaar; Levinson's (men's wear); General Nutrition Center; Sherwin-Williams; Regis Beauty Salon; Waldenbooks; Thom McAn; Kinney Shoes; Brooks; Jean Nicole; Foxmoor; S&T Store; Spencer Gifts; Athletic Attic; Barkers; Baskin Robbins; Connie Shoes; Excursions; Foto-1; Gordon's; Grandy's; Mastercuts; Mothercare; M.S. Ltd.; Maxine's Boutique; Pearle Vision; Rogers; Ruby Tuesdays; Thornbury Toys; Alrenco; Fashion Bug Plus; Horner-Rausch; The Shoe Carnival; Sycamore Shop.

14 - NEWSPAPERS: MESSENGER-INQUIRER (m) 32,646; (S) 34,093; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Elaine Massa, Display Adv. Sales Mgr., MESSENGER-INQUIRER, 1401 Frederica St., Owensboro, KY 42301; Tel. (502) 926-0123.
National Representative: Branham/Newspaper Sales.

PADUCAH

1 - LOCATION: McCracken County, E&P Map A-3. On Ohio River at the mouth of the Tennessee River; 48 mi. E by N from the Mississippi, 185 mi. from Memphis, 175 mi. S of St. Louis. On U.S. Hwys. 45, 60, 62, 68; I-24; State Hwys. 284, 358.

2 - TRANSPORTATION: **Railroads**-Gulf; CB&Q; Paducah and Illinois; L&N.
Motor Freight Carriers-9
Intercity Bus Lines-Greyhound
Airlines-Allegheny Commuter; American Eagle; Northwest Airlink.

3 - POPULATION:
Corp. City 80 Cen. 29,315; E&P 88 Est. 27,376
CZ-ABC: (80) 48,700
RTZ-ABC: (80) 194,411
County 80 Cen. 21,217; E&P 88 Est. 61,549
City & RTZ-ABC: (80) 243,111

4 - HOUSEHOLDS:
City 80 Cen. 12,050; E&P 88 Est. 11,696
County 80 Cen. 23,459; E&P 88 Est. 24,178
CZ-ABC: (80) 19,135
RTZ-ABC: (80) 71,457
City & RTZ-ABC: (80) 90,592

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$480,000,000
Savings & Loan	2	$185,000,000

6 - PASSENGER AUTOS: County 33,366

7 - ELECTRIC METERS: Residence 17,195

8 - GAS METERS: Residence 18,158

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Uranium Separation 1,400; Shoes 487; Dresses 120; Barges 566; TVA 545; Textile Mach. 120; Milk Prods. 113; Soft Drink Bottling 152; Aluminum and Zinc Castings 150; Wire Mfg. 149; Plastic Prods. 153.

10 - CLIMATE: First killing frost, Oct. 24; last killing frost, Apr. 7.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-30 blocks on 6 sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cardinal Point(8)	NA	Rexall
Hannan Plaza(3)	NA	Kroger, SupeRx
Paducah Mall(28)	NA	K mart, Radio Shack
Paducah Sq.(5)	NA	Wal-Mart
Kentucky Oaks Mall(60)	6	Sears, Wal-Mart, JCPenney, Hess, Service Mdse., Meis

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Meis; Hess.
Variety Stores-Woolworth.
Chain Drug Stores-SupeRx; Pay Less 8; Rite Aid; Phar-Mor.
Discount Centers-K mart; Wal-Mart; Service Merchandise; Dollar General.
Chain Supermarkets-Kroger; Piggly-Wiggly; Bigg's; Gore's; Myrick's; Valu Mart; Super Value.
Other Chain Stores-Goodyear; Pittsburgh Paint Glass; Sherwin-Williams; Singer Co.; Lowes; S&H Green Stamps; Silo.

14 - NEWSPAPERS: PADUCAH SUN (e-mon to fri) 32,419; (S) 35,074; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Talmadge Martin, Adv. Mgr., PADUCAH SUN, 408 Kentucky Ave., Paducah, KY 42001; Tel. (502) 443-1771.
National Representative: Branham/Newspaper Sales.

RICHMOND

1 - LOCATION: Madison County, E&P Map E-2. County Seat. Agricultural, residential and educational center. Home of Eastern Kentucky University.

2 - TRANSPORTATION: **Railroads**-L & N (freight).
Motor Freight Carriers-12
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 21,705; E&P 88 Est. 22,865
County 80 Cen. 53,557; E&P 88 Est. 55,705

4 - HOUSEHOLDS:
City 80 Cen. 6,359; E&P 88 Est. 7,117
County 80 Cen. 16,809; E&P 88 Est. 19,298

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$238,302,997
Savings & Loan	1	$81,570,362

6 - PASSENGER AUTOS: County 22,733

7 - ELECTRIC METERS: Residence 19,100

8 - GAS METERS: Residence 6,650

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Foundry Equip. 113 ($275); Batteries 180 ($340); Tool & Stamping 136 ($220); Paint Coating 184 ($320); Army Depot 518 ($378); Miniature Lamps 365 ($325); Drugs & Dry Cleaning 130 ($285)
Principal Industrial Pay Day-Fri

10 - CLIMATE: Min. & Max. Temp.-Spring 43-64; Summer 72-90; Fall 44-68; Winter 0-35

11 - TAP WATER: Alkaline, soft, not fluoridated

12 - RETAILING: **Principal Shopping Center**-6 blocks on Main, First, Second and Third Sts.
Neighborhood Shopping Centers-Big Hill Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
University(20)	1	Begley, Winn-Dixie, Rose's
Shopper's Village(15)	1	Wal-Mart, IGA, Pic-N-Pay
Waco	10	A&B Market
Kirksville	10	Click's Groc.
Berea	12	Purkeys, IGA, Heck's, TG&Y
Richmond Plaza(6)	2	Super-Valu, Begley, K mart, S&T Hdwe.
College Park	2	Convenient, Singer

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Rose's
Discount Stores-Furniture City; Heck's; K mart; Wal-Mart; TG&Y
Chain Drug Stores-Begley 2; SupeRx; Medicine Shoppe
Chain Supermarkets-Kroger; Super Valu; IGA; Gateway; Winn-Dixie
Other Chain Stores-Firestone; Goodyear; Sears (catalog); Leroy's; Montgomery Ward; C&H Rauch; Radio Shack; Napa; Pic'N Pay; Convenient; Minit Mart; Singer

14 - NEWSPAPERS: REGISTER (e) 8,383; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Mike Park, Adv. Dir., REGISTER, 380 Big Hill Ave., Richmond, KY 40475; Tel. (506) 623-1669.
National Representative: Thomson Newspapers

SOMERSET

1 - LOCATION: Pulaski County. E&P Map D-3. Agricultural, resort, manufacturing area; S central portion of state; On Lake Cumberland, 75 mi. S of Lexington; On U.S. Hwy. 27, Cumberland Parkway (toll road), Kentucky Hwy. 80, 26 mi. to I-75.

2 - TRANSPORTATION: **Railroads**-Southern.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-10.

3 - POPULATION:
Corp. City 80 Cen. 10,649; E&P 88 Est. 11,704
CZ-ABC: (80) 10,649
RTZ-ABC: (80) 35,154
County 80 Cen. 45,871; E&P 88 Est. 50,148
City & RTZ-ABC: (80) 45,803

4 - HOUSEHOLDS:
City 80 Cen. 3,943; E&P 88 Est. 4,044
County 80 Cen. 16,126; E&P 88 Est. 17,909
CZ-ABC: (80) 3,943
RTZ-ABC: (80) 12,183
City & RTZ-ABC: (80) 16,126

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$282,309,851
Savings & Loan	2	$267,714,982

6 - PASSENGER AUTOS: County 23,665

7 - ELECTRIC METERS: County Residence 26,311

8 - GAS METERS: Residence 2,753

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass Plant 230 ($340); Clothing 1,150 ($240); Auto Parts 100 ($240); Plumbing Fixt. 235 ($325); Furn. 251 ($250); Coal 80 ($350); Groceries 75 ($200); Houseboats 100 ($250); Charcoal 168 ($260); Dairy Prods. 96 ($265); Air Conditioners 800 ($340).
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: An. Min. & Max. Temp.-28 – 88.

11 - TAP WATER: Soft, lake water.

12 - RETAILING: **Principal Shopping Centers**-Downtown Somerset Food Fair, True Value Hardware, Midway Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cumberland Square(4)	NA	K mart, Kroger, SupeRx
Somerset Mall(50)	NA	JCPenney, Belk
Somerset Plz.(12)	NA	Wal-Mart, Watson's
Tradewind(27)	NA	Rose's, Winn-Dixie

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Tradewind Shopping Ctr., Somerset Mall, Somerset Plaza, Cumberland Square every night.

13 - RETAIL OUTLETS: **Department Stores**-Rose's; Watson's; JCPenney; Belk-Simpson
Discount Stores-Paul's Discount; Wal-Mart; Midway Discount; K mart
Variety Stores-Rose's; Dollar General
Chain Drug Stores-SupeRx; Begley 3; Revco
Chain Supermarkets-Kroger; Winn-Dixie; Food Fair 4; Convenient Mart 4; Mac's Village Pantry 4; IGA; Minit Mart
Other Chain Stores-Goodyear; Sears; Montgomery Ward; S&T Hardware; Kentucky Food Stores; Singer Co.; Sherwin-Williams; Pic 'N Pay Shoes; Nationwise; Lowe's; Big Lot's

14 - NEWSPAPERS: COMMONWEALTH-JOURNAL (e-mon to fri) 6,876; (S) 7,115; May 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: David Trimble, Adv. Mgr., COMMONWEALTH-JOURNAL, 110 E. Mt. Vernon St., Somerset, KY 42501; Tel. (606) 678-8191.
National Representative: Landon Associates

WINCHESTER

1 - LOCATION: Clark County (In Lexington-Fayette MSA). E&P Map E-2. County Seat. Agricultural center 8 mi. N of Kentucky River; On U.S. Hwy. 60, I-64, I-75.

2 - TRANSPORTATION: **Railroads**-C&O, L&N
Motor Freight Carriers-2
Intercity Bus Lines-Greyhound

3 - POPULATION:
Corp. City 80 Cen. 15,216; E&P 88 Est. 16,243
County 80 Cen. 28,294; E&P 88 Est. 29,822
MSA 80 Cen. 318,490; E&P 88 Est. 335,580

4 - HOUSEHOLDS:
City 80 Cen. 5,704; E&P 88 Est. 6,310
County 80 Cen. 9,893; E&P 88 Est. 10,692
MSA 80 Cen. 113,924; E&P 88 Est. 122,301

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$153,704,001
Savings & Loan	2	$39,142,409

6 - PASSENGER AUTOS: County 14,461

7 - ELECTRIC METERS: Residence 9,200

8 - GAS METERS: Residence 5,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Constr. 388; Mfg. 4,144; Ins., R.E. 306; Textiles 500; Fertilizers 100; Trans., Commun. & Public Util. 1,127; Whol., Ret. Trade 2,114; Servs. 1,963; Gov't 1,753; Tobacco 1,500.
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: First killing frost, Oct. 11; last killing frost, Apr. 6.

11 - TAP WATER: Fluoridated

12 - RETAILING: **Principal Shopping Center**-10 blocks on four streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Boonesboro Plz.(2)	NA	Piggly Wiggly, Day Drugs
Meadowbrook(1)	NA	U-Save
Winchester Plaza(16)	NA	Winn-Dixie, Rose's, Watson's, Rite Aid
Shopper's Village(12)	3	Wal-Mart, Foodtown,
Town & Country	3	K mart, Kroger

13 - RETAIL OUTLETS: **Department Stores**-Vic Bloomfield & Son; Belk-Simpson; Watson's.
Variety Stores-Newberry; Dollar General; Rose's; Wal-Mart; K mart.
Chain Drug Stores-Rite Aid; SupeRx; Revco.
Chain Supermarkets-Kroger; U-Save; Piggly Wiggly; Shop Wise; Winn-Dixie; Gaunce's; Maxi Mart; Foodtown; Convenient Food Mart; Jr. Food Mkt.; Super America.
Other Chain Stores-Firestone; Goodyear; Leroy's Jewelers; C&H Rauch; Video Lib.; Sycamore Shops; Radio Shack; Newberrys; Family Dollar; Merle Norman; Southern States; Big Lots; Western Auto; Tru Value Hardware; Sears.

14 - NEWSPAPERS: SUN (e) 6,992; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Cathy Shipp, Adv. Dir., SUN, PO Box 747, Winchester, KY 40391; Tel. (606) 744-3123.
National Representative: Papert Companies.

LOUISIANA SURVEYS

METROPOLITAN STATISTICAL AREAS

Alexandria-Rapides Parish.
Baton Rouge-Ascension, East Baton Rouge, Livingston and West Baton Rouge Parishes.
Houma-Thibodaux-Lafourche and Terrebonne Parishes.
Lafayette-Lafayette and St. Martin Parishes.
Lake Charles-Calcasieu Parish.
Monroe-Ouachita Parish.
New Orleans-Jefferson, Orleans, St. Bernard, St. Charles, St. John the Baptist and St. Tammany Parishes.
Shreveport-Bossier and Caddo Parishes.

POPULATION ESTIMATES

(Thousands)

Age Group	1970	1980	1989
Under 5 Years	349	361	458
5-14 Years	909	717	760
15-24 Years	577	846	763
25-44 Years	827	1,131	1,505
45-64 Years	677	745	748
65 and Over	305	404	388
TOTAL	3,644	4,204	4,622

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1989 Est.
Bldg. Mat. Hdwr.	663	1,147	2,045
General Mdse.	1,669	2,314	3,305
Food	3,079	4,919	6,201
Automobiles	2,707	3,706	6,810
Gasoline Stations	858	1,538	1,448
Apparel	675	1,128	1,539
Furniture	553	895	1,544
Eat Drink Places	997	1,797	2,554
Drugs	405	730	1,021
TOTAL SALES	12,417	19,986	28,085

ABBEVILLE

1 - LOCATION: Vermilion Parish. E&P Map B-4. Parish Seat. Oil & gaswells. Rice mills, sugar & syrup factories. Trapping, agriculture & livestock. On Vermilion River, 65 mi. SW of Baton Rouge; 20 mi. S of Lafayette.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Motor Freight Carriers-SAIA, Southern Pacific.

3 - POPULATION:
Corp. City 80 Cen. 12,391; E&P 88 Est. 15,007
CZ-ABC: (80) 12,391
RTZ-ABC: (80) 36,067
Parish 80 Cen. 48,662; E&P 88 Est. 53,409
City & RTZ-ABC: (80) 48,458

4 - HOUSEHOLDS:
City 80 Cen. 4,415; E&P 88 Est. 5,372
Parish 80 Cen. 16,170; E&P 88 Est. 18,394
CZ-ABC: (80) 4,415
RTZ-ABC: (80) 11,755
City & RTZ-ABC: (80) 16,170

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	5	N.A.
Commercial	7	$259,564,000

6 - PASSENGER AUTOS: Parish 23,241

7 - ELECTRIC METERS: 4,814

8 - GAS METERS: 4,705

9 - PRINCIPAL INDUSTRIES: Industry-Rice Mills; Farming; Oil Producers; Textile Plant; Fishing Port.

Principal Industrial Pay Days-1st & 15th Monthly.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-70; Summer 80-90; Fall 60-70; Winter 30-70. First killing frost, Jan.; last killing frost, Mar.

11 - TAP WATER: Soft (City).

12 - RETAILING: **Principal Shopping Centers**-Abbeville By-Pass & Lyman St.; Veterans Memorial Dr.; By-Pass Hwy. 14; Main St.; Charity Street.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Abbeville(2)	NA	Winn-Dixie, Family Dollar, K&B Drugs
Lafitte(6)	NA	Eckerd, Allied, Lafitte Supermarket, Curtis Mathis, Sears
Lastarmco(4)	NA	Movie Mart
Oaklawn	NA	Wal-Mart, K&B
Tiffany Plaza	NA	Delchamps, Otasco, Anthony's, Beall-Ladymon
Westgate(4)	NA	National, Burger Chef

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Shopping Ctrs.

13 - RETAIL OUTLETS: **Department Stores**-Allied; Beall-Ladymon; Anthonys; Dollar General; Wal-Mart; Otasco.
Discount Stores-Family Dollar.
Chain Drug Stores-Eckerd; K&B; Thrift-T-Way; Cashway; Revco.
Chain Supermarkets-Winn-Dixie; National; IGA; AG; Delchamps.
Other Chain Stores-Green Light; Sears; 7-Eleven; Stop & Shop; Vermilion Auto Parts.

14 - NEWSPAPERS: MERIDIONAL (m-tues to fri) 4,418; (S) 4,970; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Mike Hebert, Adv. Mgr., MERIDIONAL, PO Box 400, Abbeville, LA 70510; Tel. (318) 893-4223.
National Representative: None.

ALEXANDRIA-PINEVILLE

1 - LOCATION: Rapides Parish, (In Alexandria MSA). E&P Map B-3. Parish Seat. Agricultural and retail trade center. On the Red River; 200 mi. NW of New Orleans; 125 mi. SE of Shreveport. U.S. Hwys. 71, 165, 167; State Hwys. 1, 28; I-49.

2 - TRANSPORTATION: **Railroads**-L&A; Kansas City Southern; Missouri Pacific; Texas & Pacific; Southern Pacific; Union Pacific.
Motor Freight Carriers-21
Intercity Bus Lines-Greyhound.
Airlines-Royale; American Eagle; ASA; Continental; Royale Jet Service to N.O.; Northwest Airlink.
Waterway-Red River, Port of Alexandria.

3 - POPULATION:
Corp. Cities 80 Cen. 63,599; E&P 88 Est. 69,441
Alexandria 80 Cen. 51,565; E&P 88 Est. 54,224
Pineville 80 Cen. 12,034; E&P 88 Est. 15,217
CZ-ABC: (80) 68,702
RTZ-ABC: (80) 232,708
Parish/MSA 80 Cen. 135,757; E&P 88 Est. 145,000
City & RTZ-ABC: (80) 301,410

4 - HOUSEHOLDS:
Cities 80 Cen. 29,559; E&P 88 Est. 25,382
Alexandria 80 Cen. 18,291; E&P 88 Est. 19,712
Pineville 80 Cen. 4,376; E&P 88 Est. 5,670
Parish/MSA 80 Cen. 44,759; E&P 88 Est. 48,606
CZ-ABC: (80) 24,452
RTZ-ABC: (80) 73,961
City & RTZ-ABC: (80) 98,413

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$637,000,000
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: Parish 65,576

7 - ELECTRIC METERS: Residence & Bus. 32,835

8 - GAS METERS: Residence & Bus. 27,673

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Bakery Prods. 450; Bottlers 175; Concrete Prods. 190; Lumber and Creosote Prods. 1,150; Furn. and Fixt. 300; Meat and Poultry Prods. 600; Steel and Metal Prods. 900; Wood Prods.-Millwork 300; Gov't Agencies 3,500; Detergents 200; Liner Board 500; Printing, Pub. and Allied 300; Hospitals 6,319.
Principal Industrial Pay Days 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-78; Summer 71-92; Fall 55-80; Winter 39-61. First killing frost, Dec. 15; last killing frost, Mar. 11.

11 - TAP WATER: Treated by Chlorine Plant System.

12 - RETAILING: **Principal Shopping Centers**-25 blocks on Main, Third and Fourth St.; Garden District Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alexandria(94)	NA	JCPenney, Sears, Wellan's, Dillards, Mervyn's
MacArthur Vlg.(29)	NA	TG&Y, Eckerd, Kroger, Gus Kaplan
Southgate Mall(3)	NA	Wal-Mart, Winn-Dixie, Mont. Ward, D.H. Holmes
Southside(11)	NA	Food Mart
Westgate(17)	NA	A&P, K mart
Edgewood Plaza	NA	Piggly Wiggly, Ben Franklin, Pearson

Pineville Plaza	NA	Eckerd
ngrams	NA	Nichols
Kings Country	NA	Wal-Mart, Delchamp's, K&B

Principal Shopping Days-Mon Thur Sat
Stores Open Evenings-Every night
Stores Open Sunday-Pinebrook Sq. Winn Dixie, Eckerd, Tioga Oak, TG&Y

13 - **RETAIL OUTLETS**: **Department Stores**-Wellan's, Weiss & Goldring, Sears, JCPenney, reen's, Montgomery Ward, Gus Kaplan, Beall's, Dillard's, D H Holmes
Discount Stores-Service Mdse, Wal-Mart, K mart, Target, Mervyn's
Variety Stores-TG&Y/McCrory, Ben Franklin
Chain Drug Stores-Red Cross, Pearson's 6, K&B 3, Eckerd 4
Chain Supermarkets-A&P 3, Kroger 2, F&F 2, The Food Mart 3, Food Service 6, Salley's 3, Winn-Dixie 3, Piggly Wiggly, Delchamp's 2, Brookshire's
Other Chain Stores-Athlete's Food, Baker's Shoes, Beall-Ladymon, B Dalton Bookseller, Benetton, Cartoon Junction, Casual Corner, Chess King, Chick Fil A, Circus World Toy Store, Cutlery World, Deck The Walls, Fashion Conspiracy, Foot Action/Lady Foot Action, The Fifth Gear, Foxmoor, Foot Locker, Golden Chain Gang, Green's, Hearing Centers of America, Jarman Shoes, Just Pants, Kay Bee Toy, King Soloman's, Kirkland's, Lane Bryant, The Limited, Master Cuts, Morrow's, Merele Norman, Naturalizer, New Issue, Peppermint Records, Ormond, Pearle Vision, Payless Shoes, Piccadilly, Pro Image, Radio Shack, Rave, Rolling Pin, Royal Optical, Scribbles & Giggles, Spencers, Sun Vision, Things Remembered, The Tinder Box, Tip Toe Shoes, Ups 'N Downs, Waldenbooks, Wicks 'N Sticks, Zales Jewelers, Firestone, Goodyear, Goodrich, Singer, Hardy, Kinney, Gallenkamp, Gem, Gordon, Sweeney, Lerner's, Newsom, Musicland, Lowes, General Nutrition Center

14 - **NEWSPAPERS**: TOWN TALK (m) 38,894; (S) 40,178; Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: Bill Heirtzler Jr, Natl Adv Mgr, TOWN TALK, PO Box 7558, Alexandria, LA 71306; Tel (318) 487-6397
National Representative: Branham/Newspaper Sales

BASTROP

1 - **LOCATION**: Morehouse Parish, E&P Map B-1. Parish Seat. Pulp and paper center; sales area for agricultural products of Parish. 150 mi N and W of Baton Rouge; 120 mi E of Shreveport; 125 mi W of Jackson, MS; 183 mi S and E of Little Rock, AR. On U S Hwy 165, State Hwys 2 & 139

2 - **TRANSPORTATION**: **Railroads**-Missouri Pacific, Arkansas, Louisiana and Missouri
Motor Freight Carriers-Red Ball, Steve Thompson, Great Western, Vernen Sawyer
Airlines-Delta, Republic, Royal (Airport 23 mi at edge of Monroe, LA)

3 - **POPULATION**:
Corp City 80 Cen 15,527; E&P 88 Est 17,508
CZ-ABC: (80) 15,527
RTZ-ABC: (80) 38,587
Parish 80 Cen 34,870; E&P 88 Est 36,189
City & RTZ-ABC: (80) 54,114

4 - **HOUSEHOLDS**:
City 80 Cen 5,454; E&P 88 Est 6,311
Parish 80 Cen 11,611; E&P 88 Est 12,522
CZ-ABC: (80) 5,454
RTZ-ABC: (80) 12,868
City & RTZ-ABC: (80) 18,322

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$125,000,000
Savings & Loan	1	$38,000,000

6 - **PASSENGER AUTOS**: Parish 19,818

7 - **ELECTRIC METERS**: N A

8 - **GAS METERS**: N A

9 - **PRINCIPAL INDUSTRIES**: Industry, No of Wage Earners (Av. Wkly. Wage)-Paper Making & Converting 1,200 ($293), Chem., Trailer Mfg., Wood Prods., Paper Container Mfg., Men's Pants 350 ($148)
Principal Industrial Pay Days-Thur., 1st & 15th

10 - **CLIMATE**: Av. Min. & Max. Temp.-Winter 21-75, Summer 68-98

11 - **TAP WATER**: Natural, soft

12 - **RETAILING**: **Principal Shopping District**-3 blocks each on Madison, Jefferson, Washington, Cypress, Pine, Vine, Franklin; 2 Shopping Centers

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Magnolia(13)	NA	Big Star
Washington Sq (10)	NA	Safeway, K&B, Otasco

Neighborhood Shopping Centers-7 blocks W of Center on W Madison, 8 N of center on N Washington, 10 E of center on E Madison, 18 N & E at Cherry, Ridge & McCreight, 18 S on S Washington, 25 W on Hwy 165
Principal Shopping Days-Mon., Fri., Sat.

13 - **RETAIL OUTLETS**: **Department Stores**-Seligman's
Discount Stores-Howard Bros., Fred's, Wal-Mart, K&B
Chain Supermarkets-Big Star, Dixie Dandy, Safeway
Other Chain Stores-Western Auto, Otasco, Bastrop Tire (Goodrich), Goodyear

14 - **NEWSPAPERS**: ENTERPRISE (m-tues to sat) 5,453; Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: Cy Wood, Pub., ENTERPRISE, 119 E Hickory, PO Box 311, Bastrop, LA 71220; Tel (318) 281-4421
National Representative: None

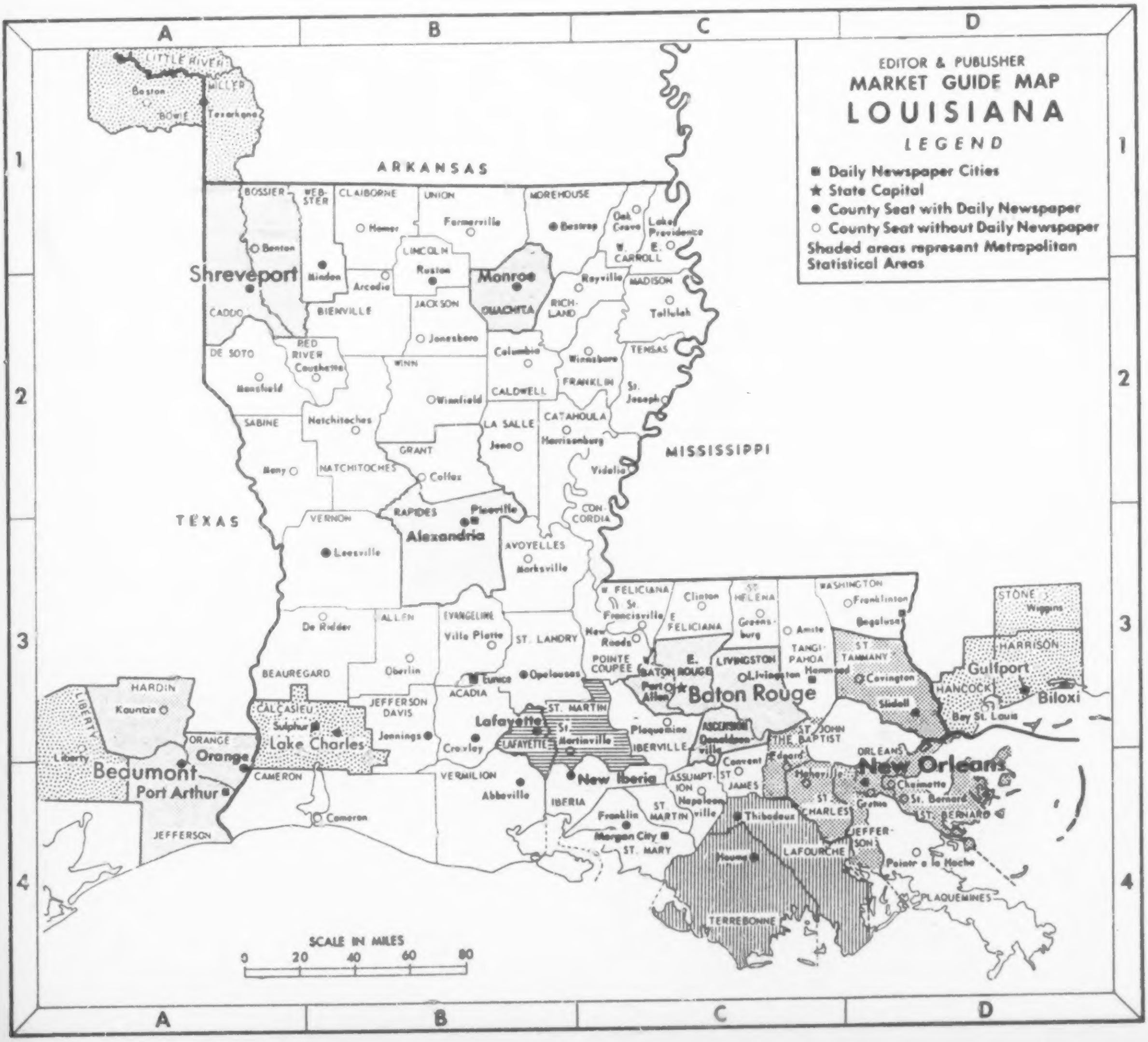
BATON ROUGE

1 - **LOCATION**: East Baton Rouge Parish (MSA), E&P Map C-3. State Capital and Parish Seat. Deep water port, 4th largest in the U.S., 240 mi. inland from the Gulf of Mexico, lying along 11 mi. of the first high land along the Mississippi River. On the eastern bank; 80 land mi. NW of New Orleans; 237 mi. SE of Shreveport. Heavy concentration of oil refining (2nd largest oil refinery in the U.S.) and chemical processing industries. Principal state offices and bureaus. Retail and wholesale marketing center. On U.S. Hwys. 190, 61, 65, 71, I-10, I-12.

2 - **TRANSPORTATION**: **Railroads**-Illinois Central, Kansas City Southern, Missouri Pacific, Texas and Pacific
Motor Freight Carriers-43
Intercity Bus Lines-Trailways, Greyhound
Airlines-Delta, Continental, Republic, American, Royale, Flight-Line

3 - **POPULATION**:
Corp. City 80 Cen 345,632; E&P 88 Est. 364,445
NDM-ABC: (80) 366,191
RTZ-ABC: (80) 317,840
Parish 80 Cen 368,356; E&P 88 Est. 420,716
MSA 80 Cen 497,689; E&P 88 Est 589,912
NDM & RTZ-ABC: (80) 684,031

4 - **HOUSEHOLDS**:
City 80 Cen 78,595; E&P 88 Est 127,594


A
B
C
D
1
2
3
4
EDITOR & PUBLISHER
MARKET GUIDE MAP
LOUISIANA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
ARKANSAS
TEXAS
MISSISSIPPI
LITTLE RIVER
MILLER
Texarkana
BOWIE
Boston
Shreveport
Monroe
Alexandria
Lafayette
Lake Charles
Baton Rouge
New Orleans
New Iberia
Beaumont
Port Arthur
Orange
Gulfport
Biloxi
Houma
Bastrop
Minden
Ruston
Natchitoches
Leesville
Pineville
Opelousas
Morgan City
Thibodaux
Hammond
Slidell
Bogalusa
Covington
Abbeville
Crowley
Jennings
Sulphur
Eunice
Franklin
CADDO
BOSSIER
WEBSTER
CLAIBORNE
UNION
MOREHOUSE
WEST CARROLL
EAST CARROLL
LINCOLN
OUACHITA
RICHLAND
MADISON
BIENVILLE
JACKSON
DE SOTO
RED RIVER
WINN
CALDWELL
FRANKLIN
TENSAS
SABINE
NATCHITOCHES
GRANT
LA SALLE
CATAHOULA
CONCORDIA
VERNON
RAPIDES
AVOYELLES
ALLEN
EVANGELINE
ST. LANDRY
BEAUREGARD
CALCASIEU
JEFFERSON DAVIS
ACADIA
LAFAYETTE
ST. MARTIN
CAMERON
VERMILION
IBERIA
ST. MARY
W. FELICIANA
E. FELICIANA
ST. HELENA
WASHINGTON
TANGIPAHOA
LIVINGSTON
ST. TAMMANY
POINTE COUPEE
E. BATON ROUGE
IBERVILLE
ASCENSION
ST. JAMES
ST. JOHN THE BAPTIST
ASSUMPTION
ST. CHARLES
ORLEANS
ST. BERNARD
JEFFERSON
LAFOURCHE
TERREBONNE
PLAQUEMINES
HARDIN
LIBERTY
ORANGE
HANCOCK
HARRISON
STONE
Wiggins
Bay St. Louis
SCALE IN MILES
0
20
40
60
80

NDM-ABC (80) 124 346
RTZ-ABC (80) 97 437
Parish 80 Cen 124 337 E&P 88 Est 148 888
MSA 80 Cen 164 040 E&P 88 Est 203 066
NDM & RTZ-ABC (80) 221 783

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	14	$8 556 050 000
Savings & Loan	9	N A

6 - PASSENGER AUTOS: Parish 241 661

7 - ELECTRIC METERS: Residence 174 138

8 - GAS METERS: Residence 84 010

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners (Av Wkly Wage)-Chem & Petroleum 10 300 ($693) Mfg 18 700 ($523) Constr 20 200 Trans Commun Util 10 500 Trade 51 900 Gov't 55 700
Principal Industrial Pay Days 1st & 15th

10 - CLIMATE: Min & Max Temp Spring 58-76, Summer 71-91 Fall 59-79 Winter 45-63 First killing frost Nov 15 last killing frost Mar 1

11 - TAP WATER: Neutral very soft not fluoridated

12 - RETAILING: **Downtown Shopping Center** 5 blocks on Third 6 on Main 4 on N Blvd Main Suburban Florida Blvd
Neighborhood Shopping Area Choctaw & Planks Rds Highland Rd & Chimes St Weller Ave and Scenic Hwy Main and N 16th Sts Plank Rd from 2 500 to 4 000 Government St from 2 500 to 3 200 Florida Ave at Cora Dr Florida Ave at N Foster Dr 7 100 to 7 500 Florida St

Nearby Shopping Centers

Name (No of stores)	**Miles from Downtown**	**Principal Stores**
Cortana Mall	NA	Sears Dillard
Bon Marche Mall(103)	5	D H Holmes Mont Ward
Forest-McCall	3	A&P Rexall
Hammond-Aire(65)		Marshalls Steinmart
Delmont Vlg (19)	NA	D H Holmes JCPenney
Broadmoor(20)	5	National McCrory
University(15)	3	A&P
Choctaw(13)	3	A&P McCrory
Twin Cedars	3	Winn-Dixie McCrory
Laurel Lea(18)	6	Laurel Lea Mkt
Tynes	5	B R Furn
Acadian Plaza	3	Rexall National
Foster	4	National
Mid-City	4	7-Eleven
Goodwood	4	Sleep Shop
Greenway	8	McCrory
Plank Road Mall(4)	6	Morgan & Lindsey A&P
Rebel	4	
Southdowns(15)	5	Duby Furn
Central(16)	NA	McCrory
Claitors	NA	McCrory
Cloverleaf(19)	NA	Howard Bros
Coles Plaza	NA	Coles Florist
Colonial	NA	Natl Food–
Esplanade	NA	Todd Garland
Drusilla(7)	NA	Drusilla Seafood
Florida Plaza(10)	NA	Red Wing Shoes
Broadwood	NA	New Generation
Highland South	NA	McCrory
Interstate	NA	McCrory Winn-Dixie
Jefferson Plaza	NA	A&P
Merrydale	NA	A&P
Monterrey Vlg (9)	NA	A&P
Northpark	NA	Eckerd
Ogden Park	NA	
Perkins Road	NA	Natl Food
Prescott	NA	McCrory
Rebel(4)	NA	
Quick and Handy	NA	Stop & Go
Scenic	NA	Natl Food
Seneca(10)	NA	Phil-A-Sak
Sherwood Forest(11)	NA	Delchamps
Sherwood Plz	NA	K&B
Sherwood South(11)	NA	A&P Eckerd TG&Y
Stanford Ave	NA	Lil General
Village Green(6)	NA	Winn-Dixie
Village Sq (83)	NA	K&B A&P Service Mdse
Westmoreland(15)	NA	A&P D H Holmes K&B

13 - RETAIL OUTLETS: **Department Stores**-Holmes 3 Goudchaux 2 Sears Montgomery Ward JCPenney Dillards Mervyn's
Discount Stores-Service Mdse K mart 6 Wal-Mart
Variety Stores Woolworth McCrory Dollar General Family Dollar
Chain Drug Stores-Rexall 9 K&B 12 Eckerd 13 Griffon's 3 Kare 5 Medicine Shoppe 2
Chain Supermarkets-A&P 18 Winn-Dixie 15 National Food 4 Delchamps 5 7-Eleven 56 Community 2 Cracker Barrel 15 Phil-A-Sak 14 Stop & Go 10 Albertsons 3 Acadiene Schwegmanns Assoc Grocers 50 Blue Ribbon 8
Other Chain Stores-Shoes Thom McAn Baker Women's Apparel Lerner Jewelry Gordon's Ryders Zale's

14 - NEWSPAPERS: ADVOCATE (m) 79 361 STATE TIMES (e) 29,911 ADVOCATE (S) 134 557 Mar 31 1988 ABC
Local Contact for Advertising and Merchandising Data Mike Nola Natl Adv Mgr STATE TIMES and ADVOCATE 525 Lafayette St Baton Rouge LA 70821 Tel (504) 383-1111
National Representative Branham Newspaper Sales

BOGALUSA

1 - LOCATION: Washington Parish E&P Map D-3 71 mi NE of New Orleans On State Hwys 10, 21, 60 & 1075 30 mi to Lake Pontchartrain Causeway to New Orleans

2 - TRANSPORTATION: **Railroads**-Illinois Central Gulf
Intercity Bus Lines-Greyhound
Motor Freight Carriers-4
Waterway-Pearl River Canal to Gulf of Mexico

3 - POPULATION:
Corp City 80 Cen 16,976 E&P 88 Est 17 473
Parish 80 Cen 44 360 E&P 88 Est 45 763

4 - HOUSEHOLDS:
City 80 Cen 6,331 E&P 88 Est 6 687
Parish 80 Cen 15 399 E&P 88 Est 16,348

5 - BANKS	**NUMBER**	**EST DEP**
Commercial	3	$306 000 000

6 - PASSENGER AUTOS: Parish 22,188

7 - ELECTRIC METERS: Residence 8 426

8 - GAS METERS: Residence 8 518

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners (Av Wkly Wage)-Papermaking Box & Bag Mfg 1,000 ($345); Lumbering 600 ($220) Agric (Dairying Grains Soybeans Tomatoes Melons) Iron & Steel Foundry Whol Nursery Freshwater Catfish Raising Elect Assembly Plant, Garment Factory, Pump-Valve Mfg
Principal Industrial Pay Days-1st & 15th

10 - CLIMATE: Min & Max Temp Spring 45-89 Summer 61-100 Fall 45-90 Winter 31 73

11 - TAP WATER: Alkaline very soft, not fluoridated

12 - RETAILING:

Nearby Shopping Centers

Name (No of stores)	**Miles from Downtown**	**Principal Stores**
Pine Tree Plz (12)	1	Winn-Dixie Sears Eckerd Radio Shack
Pleasant Hill	2	Bogalusa Home Super White Auto
Northgate(12)	1	Piggly Wiggly TG&Y, Bill's Dollar Store
Shopyard Square(9)	1	A&P Katz & Besthoff Payless Shoes
Eastgate	20	Winn-Dixie McCrory's Goodyear
Riverside	22	National Mkt Sears TG&Y

13 - RETAIL OUTLETS: **Department Stores**-Berenson's Goldman's JCPenney Case Shoes, Diana Shop; Cato's
Discount Stores-Ashley's, Fred's Dollar General
Variety Stores-TG&Y Bill's Dollar Wal-Mart
Chain Drug Stores-Walgreens Rexall 2 Eckerd, Starns; Katz & Besthoff
Chain Supermarkets-A&P National Tea Winn-Dixie; Piggly Wiggly Bogalusa Home Super 3 Delchamps
Other Chain Stores-Sears (catalog) Western Auto; Goodyear Goodrich Montgomery Ward Dixie Auto-Lec Townsend Music Radio Shack

14 - NEWSPAPERS: NEWS (e-mon to fri) 8,000 (S) 9,000 Nov 1 1987 VAC
Local Contact for Advertising and Merchandising Data J J Kennon Adv Dir NEWS 525 Ave V PO Box 820 Bogalusa LA 70427 Tel (504) 732-2565
National Representative None

CROWLEY

1 - LOCATION: Acadia Parish E&P Map B 3 Midway between New Orleans and Houston TX Baton Rouge 98 mi Alexandria 80 mi N Of U S Hwy 90 Old Spanish Trail State Hwy 26

2 - TRANSPORTATION: **Railroads** Southern Pacific; Missouri Pacific
Motor Freight Carriers-4
Intercity Bus Lines-Greyhound Trailways
Airlines-Texas International La Gros Airport

3 - POPULATION:
Corp City 80 Cen 16 036 E&P 88 Est 16 987
CZ-ABC (80) 16 036
RTZ-ABC (80) 104 499
Parish 80 Cen 56 698 E&P 88 Est 59 089
City & RTZ-ABC (80) 120 535
Demographic Information available from Newspaper See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen 5 411 E&P 88 Est 5 862
Parish 80 Cen 18 117 E&P 88 Est 19 491
CZ-ABC (80) 5 411
RTZ-ABC (80) 33 744
City & RTZ-ABC (80) 39 155

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$145 702 000
Commercial	3	$53 000 000

6 - PASSENGER AUTOS: Parish 31 677

7 - ELECTRIC METERS: Residence 5 750

8 - GAS METERS: Residence 4 857

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners (Av Wkly Wage-N A)-Food Proc 859 Ret 1 669 Personal Servs 981 Gov't 881 Trans & Util 550 Oil Prods & Refining 515 Agric 3 050 Garment Mfg 420

10 - CLIMATE: Min & Max Temp -10 year average year-round Min 57 Max 85

11 - TAP WATER: Alkaline soft not fluoridated

12 - RETAILING:

Nearby Shopping Centers

Name (No of stores)	**Miles from Downtown**	**Principal Stores**
A&P(6)	NA	A&P Ben Franklin
Gateway	NA	
Northpark(9)	NA	Winn-Dixie
Wager's(4)	NA	Wager's Phcy Sears

Principal Shopping Days Mon Fri & Sat

13 - RETAIL OUTLETS: **Department Stores** Nichols Beall West Bros Mervine Kahn Sears (catalog)
Variety Stores-Ben Franklin
Discount Stores-Howard's Wal-Mart, Murphy Mart
Chain Drug Stores-Eckerd 2
Chain Supermarkets-National Food A&P Winn-Dixie; Shop Rite 2
Other Chain Stores-Goodyear Western Auto

14 - NEWSPAPERS: POST-SIGNAL (e-tues to fri) 5,003 (S) 5,684 Mar 31 1988 ABC
Local Contact for Advertising and Merchandising Data Milo A Nickel Pub POST-SIGNAL 602 N Parkerson Ave Crowley LA 70526 Tel (318) 783-3450
National Representative None

DE RIDDER

1 - LOCATION: Beauregard Parish E&P Map A-3 County Seat Western part of state 45 mi N of Lake Charles On U S Hwys 171 & 190

2 - TRANSPORTATION: **Railroads**-Kansas City Southern; Santa Fe
Motor Freight Carriers-3
Inter City Bus Lines-Greyhound

3 - POPULATION:
Corp City 80 Cen 11,057 E&P 88 Est N A
County 80 Cen 29,771 E&P 88 Est 35 236

4 - HOUSEHOLDS:
City 80 Cen N A E&P 88 Est N A
County 80 Cen N A E&P 88 Est 11,568

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	N A
Savings & Loan	3	N A

6 - PASSENGER AUTOS: County 17,217

7 - ELECTRIC METERS: N A

8 - GAS METERS: N A

9 - PRINCIPAL INDUSTRIES: Boise Cascade (Paper Prods) 1 000 Westvaco Chemical 350 Ampacete (Chem) 300 Av Wkly Wage N A
Principal Industrial Pay Days-1st & 15th

10 - CLIMATE: Av Temp -Summer 85 Winter 60

11 - TAP WATER: Fluoridated

12 - RETAILING: **Neighborhood Shopping Center**-Park Terrace on Hwy 171 & Park Rd on E 1st

Nearby Shopping Center

Name (No of stores)	**Miles from Downtown**	**Principal Stores**
Park Terrace(14)	NA	Beall's Champion Jewelery

Principal Shopping Days-Fri Sat

13 - RETAIL OUTLETS: **Department Store** Beall's
Variety Stores-K mart Wal-Mart
Chain Drug Stores-Thriftway Ideal Irvin
Chain Food Supermarkets-Saveway
Other Chain Stores-Payless Shoes United Sho
E J Johnson

14 - NEWSPAPERS: BEAUREGARD DAILY NEW (m-tues to fri S) 8,049 sworn Sept 30 1987
Local Contact for Advertising and Merchandisin Data George Ginks Gen Mgr BEAUREGARD DA LY NEWS 903 W 1st PO Box 698 De Ridder 70634 Tel (318) 462-0616
National Representatives None

EUNICE

1 - LOCATION: St Landry Parish E&P Map B-3 South central part of state

2 - TRANSPORTATION: **Railroads**-Missouri Pac fic
Motor Freight Carriers-Several
Intercity Bus Lines-Greyhound; Trailways

3 - POPULATION:
Corp City 80 Cen 12 489 E&P 88 Est 13,000
CZ-ABC (80) 12 479
RTZ-ABC (80) 29 334
County 80 Cen 84 305 E&P 88 Est 88 468
City & RTZ-ABC (80) 41 813

4 - HOUSEHOLDS:
City 80 Cen 4,254 E&P 88 Est N A
County 80 Cen 26,823 E&P 88 Est 29,593
CZ-ABC (80) 4 254
RTZ-ABC (80) 9,372
City & RTZ-ABC (80) 13,626

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	$270 000 000

6 - PASSENGER AUTOS: County 38 688

7 - ELECTRIC METERS: N A

8 - GAS METERS: N A

9 - PRINCIPAL INDUSTRIES: Industry-Gas, Farming
Principal Industrial Pay Days-1st & 15th

10 - CLIMATE: Av Annual Temp -80

11 - TAP WATER: N A

12 - RETAILING:

Nearby Shopping Centers

Name (No of stores)	**Miles from Downtown**	**Principal Stores**
Plaza Acadienne(9)	NA	Delchamps Howard Bros
Westgate	NA	Winn-Dixie

13 - RETAIL OUTLETS: **Department Stores**-Beall-Ladymon
Discount Stores-Dollar General, Wal-Mart, Howard Bros
Variety Stores-K mart, TG&Y
Chain Drug Stores-Eckerd
Chain Supermarkets-A&P Winn-Dixie, Delchamps

14 - NEWSPAPERS: NEWS (m-tues to fri) 2,592; (S) 2,989 Mar 31 1988 ABC
Local Contact for Advertising and Merchandising Data Gary Miller Adv Dir NEWS 251 N Second St PO Box 989 Eunice LA 70535 Tel (318) 457-3061
National Representative Papert Companies

FRANKLIN

1 - LOCATION: St Mary Parish E&P Map C-4 County Seat S part of state

2 - TRANSPORTATION: **Railroads**-Southern Pacific Missouri Pacific
Intercity Bus Lines-Greyhound
Motor Freight Carriers-5

3 - POPULATION:
Corp City 80 Cen 9 584 E&P 88 Est 9,998
Parish 80 Cen 64 486 E&P 88 Est 61 774

4 - HOUSEHOLDS:
City 80 Cen 3 062 E&P 88 Est 3 263
Parish 80 Cen 20 096 E&P 88 Est 20 271

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$260 000 000
Savings & Loan	2	$330 000 000

6 - PASSENGER AUTOS: Parish 27 702

7 - ELECTRIC METERS: Residence 3 290

8 - GAS METERS: Residence 3 762

9 - PRINCIPAL INDUSTRIES: Sugar Mfg Carbon Black Mfg Steel Fab Salt Mining Gas & Oil Proc Elect Power Plant Water Trans

10 - CLIMATE: Av Min -Max -Summer 60-100

Winter 25-70; Av. Rainfall 66 in. an.

11 - TAP WATER: N.A.

12 - RETAILING: **Shopping Center**-Blakesley-Main St. St Brown Castille.
Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Louis Wormser's; Marx Silverman; A. Friedman; Allied; Hill-Behan; Sears (catalog); Acme; Montgomery Ward; Murphy Mart.
Variety Stores-Wal-Mart.
Chain Drug Stores-Eckerd; Cashway.
Chain Supermarkets-A&P; National; Gus's Big Star; IGA; Ledet's.
Other Chain Stores-White Bros.; Western Auto; Auto-Lec.

14 - NEWSPAPERS: BANNER TRIBUNE (e-mon to fri) 3,409; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Allan Von Werder, Pub., BANNER-TRIBUNE, 111 Wilson St., PO Box 566, Franklin, LA 70538; Tel. (318) 828-3707.
National Representative: None.

HAMMOND

1 - LOCATION: Tangipahoa Parish. E&P Map C-3. Dairy, poultry, strawberry, candy, plywood center; home of Southeastern Louisiana University. SE portion of state, 55 mi. N of New Orleans; 40 mi. E of Baton Rouge. On U.S. Hwys. 51 and 190; I-12 and I-55.

2 - TRANSPORTATION: **Railroads**-Illinois Central.
Motor Freight Carriers-6.
Intercity Bus Lines-Southern Greyhound; Elderidge's.

3 - POPULATION:
Corp. City 80 Cen. 15,043; E&P 88 Est. 22,467
NDM-ABC: (80) 83,156
Parish 80 Cen. 81,042; E&P 88 Est. 95,772

4 - HOUSEHOLDS:
City 80 Cen. 4,507; E&P 88 Est. 6,946
Parish 80 Cen. 25,963; E&P 88 Est. 31,304
NDM-ABC: (80) 26,674

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$490,323,254
Savings & Loan	4	$92,106,792

6 - PASSENGER AUTOS: Parish 43,906.

7 - ELECTRIC METERS: Residence 4,587.

8 - GAS METERS: Residence 3,537.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 2,394; Ret. & Whol. Trade 5,318; Gov't 2,440; Agricultural 2,969; Constr. 651; Trans. 440; Mining 74; Fin., Ins. & Real Estate 475; Servs. & Misc. 952.

10 - CLIMATE: Ozone Belt-Av. low temp. 51; Av. high 82. First killing frost, Nov. 21; last killing frost, Mar. 6.

11 - TAP WATER: Alkaline, very soft; 99.8 pure; not fluoridated.

12 - RETAILING: **Neighborhood Shopping Center**-1100 W. Thomas to 1900 W. Thomas St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ponchatoula(15)	6	TG&Y
Channel(20)	1	Sunflower
Hammond Sq. Mall(73)	1	Sears, D.H. Holmes, JCPenney
Town & Country	NA	Winn-Dixie, TG & Y
West Gate(3)	1	Fred's
Seville Plaza	NA	Wal-Mart, Albertson's
Westside	NA	K mart, K&B Drugs, Delchamps

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-All major dept. stores.
Principal Industrial Pay Days-1st & 15th.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Rosenblum's; Sears; D.H. Holmes.
Discount Stores-Direct Factory; K mart; Wal-Mart.
Variety Stores-TG&Y.
Chain Drug Stores-Rexall; Walgreens; Eckerd; K&B.
Chain Supermarkets-A&P; Winn-Dixie; Handi-Pak 2; Sunflower; Delchamps; Albertsons; Schwegmann.
Other Chain Stores-Auto Accessories: Goodyear, Firestone, General Tire; Bill's Dollar Stores (Walker Variety); United Dollar; Smart & Thrifty; Radio Shack; Zale's Jewelry; Sherwin-Williams; Lowe's.

14 - NEWSPAPERS: STAR (e-mon to fri) 13,135; (S) 13,681; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Liz Block, Ret. Adv. Mgr., STAR, 725 Hwy. 51 Bypass; PO Box 1149, Hammond, LA 70401; Tel. (504) 345-2333.
National Representative: Papert Companies.

HOUMA

1 - LOCATION: Terrebonne Parish. (In Houma-Thibodaux MSA). E&P Map C-4. Parish Seat. Southern part of state. Manufacturing, agriculture (sugar cane, soy beans), oil and gas exploration, seafood. 54 mi. SW of New Orleans. On U.S. Hwy. 90; State Hwy. 90.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Intercity Bus Line-Greyhound.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 32,602; E&P 88 Est. 104,569
Parish 80 Cen. 94,393; E&P 88 Est. 104,569
NDM-ABC: (80) 34,393
MSA 80 Cen. 176,876; E&P 88 Est. 198,614
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,013; E&P 88 Est. 34,094
Parish 80 Cen. 29,285; E&P 88 Est. 34,094
NDM-ABC: (80) 29,285
MSA 80 Cen. 54,676; E&P 88 Est. 63,544

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$800,606,108
Savings & Loan	4	$169,092,976

6 - PASSENGER AUTOS: Parish 45,528.

7 - ELECTRIC METERS: Residence 35,088.

8 - GAS METERS: Residence 21,432.

9 - PRINCIPAL INDUSTRIES: Sugar Mfg., Gas & Oil Proc., Agric., Seafood. Average employment 34,500; Av. Wkly. Wage-$295.

10 - CLIMATE: Av. Temp. 69; Av. Rainfall 5.16 in.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-Downtown, 8 blocks on E. Main, 6 blocks off Main.
Neighborhood Shopping Centers-Grand Caillou Road, 6; Tunnel Blvd., 5; Corner Bond and Barrow Sts.; West Main St., 4; West Park Ave., 5.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Sundberry(4)	NA	Natl. Foods, Dollar General
Colonial Acres(17)	NA	Hancock
Lynn Park(9)	NA	Winn-Dixie, West Bros., Bealls, K&B, McCrory
Tunnel Blvd (5)	NA	Winn-Dixie
Grand Ciallou	NA	A&P, Family Dollar
Southland(45)	3	Sears, Woolworth, Holmes, JCPenney, Zale's, L. Krower
Concord Plaza	3	Winn-Dixie, Bealls, K&B
Southland Plaza	3	Delchamps, Revco
Caillou Plaza	4	Delchamps, Revco

Principal Shopping Days-Mon., Wed., Sat.
Stores Open Evenings-Southland Mall, Lynn Park, Concord Plaza.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Holmes; Goodyear; Beall's.
Discount Stores-Dollar General; Wilson's; Handy City; Hill Behan; K mart; Zayre; Family Dollar; West Lumber; McCrory.
Variety Stores-Woolworth; Leonard Krower.
Chain Drug Stores-K&B 3; Eckerd 2; Kare Pharmacy 2; Revco 3.
Chain Supermarkets-A&P 2; Winn-Dixie 4; National 2; IGA; Big Star 6; La Food Store 2.
Other Chain Stores-Gordon's Jewelry; Singer Co.; Kinney Shoes; Butler Shoes; Thom McAn; Radio Shack; Hausmann's Jewelers; Kay Jewelers; Zale's; Service Merchandise.

14 - NEWSPAPERS: COURIER AND TERREBONNE PRESS (e-mon to fri) 20,334; (S) 23,132; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Newton Boudreaux, Ret. Adv. Dir., COURIER AND TERREBONNE PRESS, PRESS, PO Box 2717, Houma, LA 70361; Tel. (504) 879-1557.
National Representative: Papert Companies.

JENNINGS

1 - LOCATION: Jefferson Davis Parish. E&P Map B-3. Parish Seat. Agriculture, wholesale and oil center. SW portion of state, 200 mi. W of New Orleans, 120 mi. SW of Baton Rouge; 30 mi. E of Lake Charles; 180 mi. E of Houston. On U.S. Hwy. 90; State 99, 108; I-10.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Teche Greyhound; Trailways.
Airlines-TTA (Lake Charles Terminal).

3 - POPULATION:
Corp. City 80 Cen. 12,401; E&P 88 Est. 13,085
Parish 80 Cen. 32,275; E&P 88 Est. 34,013

4 - HOUSEHOLDS:
City 80 Cen. 4,148; E&P 88 Est. 4,443
Parish 80 Cen. 10,392; E&P 88 Est. 11,336

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$97,006,934
Savings & Loan	1	$30,133,192

6 - PASSENGER AUTOS: Parish 14,036.

7 - ELECTRIC METERS: Residence 5,000.

8 - GAS METERS: Residence 3,840.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Shipyard & River Trans. 300; Rice Driers (Seasonal) 30; Oil Field Service 453; Pipe Wrapping 40; Refinery 73; Bottling 80; Clothing 250.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-85; Summer 71-92; Fall 48-89; Winter 44-67. First killing frost, Dec. 1; last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, soft, flouridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Main St., 5 on N. Broadway.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Piggly Wiggly(4)	NA	Piggly Wiggly, Sears
Zigler(5)	NA	TG&Y
Jennings(5)	NA	TG&Y, Winn-Dixie, Eckerd
Jennings Vlg (4)	NA	A&P, K&B, Shoe Towne

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Silverman's; Nichols; Gervais Smart Shop.
Variety Stores-TG&Y; Wal-Mart; Allied; Dollar General.
Chain Drug Stores-Phenix Rexall; Eckerd; K&B; Thrifty Way.
Chain Supermarkets-A&P; Piggly Wiggly; Daleys; Winn-Dixie; IGA; Fontenot's.
Other Chain Stores-Swifts Shoe; Sears (catalog).

14 - NEWSPAPERS: NEWS (e-mon to fri) 5,674; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Jim Merritt, Pub., NEWS, 238 Market St., Jennings, LA 70546; Tel. (318) 824-3011.
National Representative: None.

LAFAYETTE

1 - LOCATION: Lafayette Parish. (In Lafayette MSA). E&P Map B-3. Wholesale, agricultural, oil, medical and educational center. On U.S. Hwys. 90, 167; I-49, I-10; State Hwys. 92, 93, 94, 96, 98, 182; 160 mi. W of New Orleans.

2 - TRANSPORTATION: **Railroads**-So. Pacific, Amtrak.

Motor Freight Carriers-8.

Intercity Bus Lines-Greyhound; Lafayette; Trailways.
Airlines-Royale; Continental; Metro; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 80,584; E&P 88 Est. 88,456
CZ-ABC: (80) 109,465
RTZ-ABC: (80) 140,663
Parish 80 Cen. 151,030; E&P 88 Est. 174,641
MSA 80 Cen. 191,574; E&P 88 Est. 222,257
City & RTZ-ABC: (80) 250,128

4 - HOUSEHOLDS:
City 80 Cen. 28,479; E&P 88 Est. 31,514
Parish 80 Cen. 50,497; E&P 88 Est. 62,232
MSA 80 Cen. 62,503; E&F 88 Est. 77,292
CZ-ABC: (80) 37,439
RTZ-ABC: (80) 45,331
City & RTZ-ABC: (80) 82,770

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	4	$545,793,590
Commercial	9	$1,568,872,000

6 - PASSENGER AUTOS: Parish 95,050.

7 - ELECTRIC METERS: Residence (City) 39,201.

8 - GAS METERS: Residence (City) 26,699.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Oil 5,350; Cordage 250; Corrugated Boxes 250; Heat Treating 50; Bakery Prods. 448; Meat Packing 182.
Principal Pay Days-Fri., Sat., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-83; Summer 72-93; Fall 54-83; Winter 44-65. First killing frost, Nov. 14; last killing frost, Mar. 3.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center**-Oil Center, Johnston St., Acadiana Mall, Northgate Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Acadian Vlg (7)	NA	Winn-Dixie, Old America Store, Eckerd
Acadiana Mall(83)	NA	Sears, Goudchaux, D.H. Holmes
Four Corners	NA	National Foods
Fiesta Vlg (11)	NA	Bed & Bath
Univ. Sq.	NA	Beall's, Piggly Wiggly, Radio Shack
Grande Marche(14)	NA	Wal-Mart, Piggly Wiggly
La Promenade(26)	NA	
Northgate(34)	NA	JCPenney, TG&Y, Mont. Ward
Oil Center(20)	NA	The Fair, Bealls, Piggly Wiggly, A&P
South College(15)	NA	Landry's Young Fashions
Winn Wood(12)	NA	Hancock, Conn's
Woodland Village(9)	NA	Elle's, Rattan Arts
Boulevard(20)	NA	Kroger
Ambassador Row	NA	Delchamps, Toys R Us, Marshalls

Principal Shopping Days-Wed., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Abdalla's; Heymann's; Montgomery Ward; JCPenney; Sears; The Fair; Beall's; Ester Wolf; Goudchaux; Selber Bros.; D.H. Holmes.
Variety Stores-Woolworth; Murphy's; Michael's; TG&Y; Old America Store; Katz & Bestoff.
Discount Stores-Wal-Mart; Kroger's Family Center; K mart; Howard's; Target.
Chain Drug Stores-Eckerd 6; Begneaud's 2; Medical Arts 2; Teche 3; Katz & Besthoff 5; Albertson; Wal-Mart 2; Thrifty Way 3.
Chain Supermarkets-A&P; National 2; National Brand 15; Winn-Dixie 2; Heymanns; IGA 14; Kroger 2; Adrian's 2; Serve-O-Save 7; Stop & Shop 8; Albertson's; Southco (7-Eleven stores); Delchamps 3; The Superstore; Piggly Wiggly 3.

14 - NEWSPAPERS: ADVERTISER (m) 29,930; (S) 37,546; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: John Meche, Adv. Mgr., ADVERTISER, PO Box 3268, Lafayette, LA 70502; Tel. (318) 235-8511.
National Representatives: Thomson Newspapers, Papert Companies.

LAKE CHARLES

1 - LOCATION: Parish seat of Calcasieu Parish (MSA). E&P Map B-3. 245 mi. W of New Orleans. On Calcasieu River and Ship Channel which flows into Gulf of Mexico. 150 mi. E of Houston. On U.S. Hwys. 90, 171, 165; State Hwys. 14, 27; I-10, 210.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Union Pacific Systems; Kansas City Southern.
Motor Freight Carriers-13.
Intercity Bus Lines-Greyhound; Trailways.
Freight Steamship Lines-81 Call at Port.
Airlines-Continental Express; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 75,051; E&P 88 Est. 75,904
CZ-ABC: (80) 116,650
RTZ-ABC: (80) 176,410
Parish/MSA 80 Cen. 168,130; E&P 88 Est. 176,020
City & RTZ-ABC: (80) 293,060
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 26,463; E&P 88 Est. 27,035
Parish/MSA 80 Cen. 56,339; E&P 88 Est. 62,012
CZ-ABC: (80) 40,331
RTZ-ABC: (80) 57,199
City & RTZ-ABC: (80) 97,530

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$794,192,941
Commercial	5	$1,304,395,000

6 - PASSENGER AUTOS: Parish 100,833.

7 - ELECTRIC METERS: Residence 54,067.

8 - GAS METERS: Residence 38,432.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Non-Farm Employees 57,900; Mining 2,100; Constr. 3,300; Mfg. 9,000; Trade 14,400; Fin. & Ins. 2,700; Services 10,900; Gov't 11,200.
Principal Pay Day-Fri.

10 - CLIMATE: Mean Annual Av. Temp. of last 10 years 68.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown Mall, Ryan St.; Prien Lake Mall; Southgate, Ryan St.; 14 Park Plaza, Hwy. 14.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central City	NA	
Downtown Mall(68)	NA	. Sears
East Town(6)	NA	
G.T. Northgate	NA	
Gulfway(5)	NA	Kroger
K mart Plz	NA	K mart, Beall's
Mid City	NA	Pak-A-Sak Mkt.
Oak Park(6)	NA	Market Basket
Park Plz (9)	NA	
Prien Lake(46)	NA	JCPenney, Mont. Ward
Second Ave	NA	
Southgate(21)	NA	The Fair
Ryan St Hwy. 14(13)	NA	Kroger, Sel-Mart

Principal Shopping Days-Tues., Thur., Sat.
Stores Open Evenings-Thur. until 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Sears; The Fair 2; JCPenney; Beall-Ladymon, Inc.; White House; Montgomery Ward
Discount Stores-Sel-Mart; Men's Discount Shop; Shoe Town; K mart; Wal-Mart
Variety Stores-Perry's 2; Woolworth; Cost Plus; McCrory's 2
Chain Drug Stores-Walgreens 2; Eckerd 3; K&B; Revco
Chain Supermarkets-Market Basket 4; Kroger 3; Abe's 3; Delchamp's 3; Winn-Dixie 2
Other Chain Stores-Gordon's Jewelers; Thom McAn; Gem Jewelry; Western Auto; S&H Green Stamps; Shoe Town; Newstadt's; Jean's; Firestone; Uniroyal; Goodyear; A-V Wilson; Service Mdse.

14 - NEWSPAPERS: AMERICAN PRESS (m) 38,759; (S) 43,897; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jack Delaney, Adv. Dir., AMERICAN PRESS, 327 Broad St., PO Box 2893, Lake Charles, LA 70602; Tel. (318) 439-2781
National Representative: None

LEESVILLE

1 - LOCATION: Vernon Parish. E&P Map A-3. County Seat. Leesville is called the "Gateway to the Toldeo Bend Reservoir" (a lake between the LA and TX borders with many fishing camps and marinas).

2 - TRANSPORTATION: **Railroads**-KCS

3 - POPULATION:
Corp. City 80 Cen. 9,054; E&P 88 Est. 14,089
County 80 Cen. 53,815; E&P 88 Est. 63,691

4 - HOUSEHOLDS:
City 80 Cen. N.A.; E&P 88 Est. 5,185
County 80 Cen. 14,000; E&P 88 Est. 19,624

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.
Savings & Loans	2	N.A.

6 - PASSENGER AUTOS: County 32,438

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Timber; Dairy; Cattle; Poultry; Egg Farming. Total No. of Wage Earners 20,000.
Principal Industrial Pay Days-1st, 15th

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 72-98; Fall 50-80; Winter 25-60. First killing frost, Dec.; last killing frost, Mar.

12 - RETAILING: Principal Shopping Center-Berry Town, Leesville Sq. and Lee Hills Shpg. Ctr.
Neighborhood Shopping Centers-Nichols; Wal-Mart

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Plz.(20)	15	Wal-Mart
K mart	15	K mart

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Weekends

13 - RETAIL OUTLETS: Department Stores-Beall-Ladymon; Wal-Mart; Nichols
Discount Stores-Wal-Mart; Nichols
Variety Stores-Wal-Mart; Family Dollar
Chain Supermarkets-Piggly-Wiggly; James Red & White; Stanley's Super D; Price-Lo
Other Chain Stores-Lowe's

14 - NEWSPAPERS: LEESVILLE DAILY LEADER (m-tues to fri; S) 8,691; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Ronnie Cupstid, Adv. Dir., LEADER, 206 E. Texas St., Leesville, LA 71446; Tel. (318) 239-3444
National Representative: Papert Companies

MINDEN

1 - LOCATION: Webster Parish. E&P Map B-1. County Seat. 30 mi. E of Shreveport.

2 - TRANSPORTATION: **Railroads**-LA & AR
Intercity Bus Lines-Greyhound
Motor Freight Carriers-6

3 - POPULATION:
Corp. City 80 Cen. 15,074; E&P 88 Est. 16,401
Parish 80 Cen. 43,676; E&P 88 Est. 47,310
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 5,523; E&P 88 Est. 5,834
Parish 80 Cen. 15,892; E&P 88 Est. 17,482

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$267,000,000
Bldg	2	$25,000,000

6 - PASSENGER AUTOS: Parish 24,042

7 - ELECTRIC METERS: Residence Est. 15,830

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Oil Wells; Army Ammunition Plant; Tidecraft; FMC; Sidewinder; Rubber; Paper; Logging Equip.; Fishing Tackle; Portable Comm. Bldgs.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Center**-6 blocks downtown on Main and Broadway; 30 stores

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Homer Road(22)	1	Shuler, Dixie Dandy, Piggly Wiggly
Park City(12)	1	Safeway, Beall's, Otasco, Eckerd
West Plz (3)	2	
East Union(12)	1	Piggly Wiggly

13 - RETAIL OUTLETS: Department Stores-Beall's; TG&Y; Sears; Otasco; West
Discount Stores-Wal-Mart; Dollar General; Cato
Chain Drug Stores-Eckerd; City Rexall; K&B; Wal-Mart
Chain Supermarkets-Dixie Dandy; Piggly Wiggly; Safeway
Other Chain Stores-Goodyear; Hers Unique; Pay Less Shoes; Shoe Town; Western Auto; Kenwin Ladies; Radio Shack; Toledo Tackle; Sherwin Williams

14 - NEWSPAPERS: PRESS-HERALD (e-tues to fri; S) 4,721; sworn Sept. 30, 1987.

Local Contact for Advertising and Merchandising Data: Bill Specht, Asst. Pub., PRESS-HERALD, 203 Gleason St., Minden, LA 71055; Tel. (318) 377-1866

National Representative: Papert Companies

MONROE

1 - LOCATION: Ouachita Parish. (In Monroe MSA) E&P Map B-2. Parish Seat. Northeast LA on Ouachita River; 74 mi. W of Vicksburg, MS; 100 mi. E of Shreveport. On U.S. Hwys. 80, 165, I-20, State Hwy. 15.

2 - TRANSPORTATION: **Railroads**-Illinois Central Gulf; A&LM; Missouri Pacific; Union Pacific.
Motor Freight Carriers-18
Intercity Bus Lines-Trailways; Greyhound
Airlines-Delta; Republic Express; Atlantic Southeast

3 - POPULATION:
Corp. City 80 Cen. 57,597; E&P 88 Est. 55,809
CZ-ABC: (80) 78,604
RTZ-ABC: (80) 272,777
Parish/MSA 80 Cen. 139,744; E&P 88 Est. 147,534
City & RTZ-ABC: (80) 351,381

4 - HOUSEHOLDS:
City 80 Cen. 19,639; E&P 88 Est. 19,236
Parish/MSA 80 Cen. 47,322; E&P 88 Est. 51,406
CZ-ABC: (80) 27,716
RTZ-ABC: (80) 90,058
City & RTZ-ABC: (80) 117,774

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$1,322,000,000
Savings & Loan	4	$432,000,000

6 - PASSENGER AUTOS: Parish 73,273

7 - ELECTRIC METERS: Monroe and W. Monroe 28,671

8 - GAS METERS: Monroe and W. Monroe 28,382

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 7,900; Servs. 7,900; Whol. 4,125; Constr. 3,775; Ret. 8,900; Fin., Ins. & R.E. 3,500; Trans., Commun. & Util. 2,550; Mining 425; Gov't 9,875.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-78; Summer 74-95; Fall 50-83; Winter 28-50. First killing frost, Nov. 2; last killing frost, Feb. 5.

11 - TAP WATER: Alkaline, very soft, not fluoridated.

12 - RETAILING: **Downtown Shopping Center**-5 blocks on DeSiard.
Neighborhood Shopping Centers-No. of Blocks: DeSiard Rd., 5; Forsythe Ave., Monroe, 4; Trenton, W. Monroe, 2; Jackson St., 3; Louisville Ave., 24; McGuire, W. Monroe, 2; Westgate, W. Monroe, 1; Plum St., 1; Cypress St., W. Monroe, 10; McMillian Mall, 3; North 18th St., 6; Oliver Rd., 3; N. 7th St., W. Monroe, 4; Thomas Rd., 2

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastgate(18)		Safeway, K&B, Fair
Northgate(12)	NA	Ackel Jewelers
Murray Pl 18th St (8)	NA	Quick Print, Goldring Jewelers
Sunshine Heights (7)	NA	K mart, Eckerd, Radio Shack
18th St (4)	NA	A&P, Eckerd
Twin City Mall(33)	NA	Mont. Ward, Field's, Radio Shack
Louisville(7)	NA	County Mkt., Service Mdse.
Mid-City Plz (4)	NA	Sears, Beall's
Lakeshore Plz (8)	NA	A&P, Revco, Radio Shack
Pecanland Mall	NA	Dillard's, JCPenney, Mervyn's
Southside Plum St.(2)	NA	Safeway, West's
Southgate(3)	NA	Family Dollar
Highland(2)	NA	Otasco
Glenwood Mall(25)	NA	K&B, A&P, Beall-Ladymon

Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears; JCPenney; The Fair; Selber's; Wellan's; Dillard's; McRae's; Mervyn's; Beall-Ladymon
Discount Stores-Howard Bros. 4; Dollar General; K mart; Geneva's 2; Wal-Mart; Service Mdse.
Chain Drug Stores-K&B 3; Howard Bros.; Rexall 2; D&E 3; Eckerd 3; Revco
Chain Supermarkets-A&P; Safeway 6; Piggly Wiggly 2; Brookshire's 3; County Mkt.; Big Star 3; Budget Saver
Other Chain Stores-Butler's Shoe; Firestone 2; Goodyear 3; Sherwin-Williams 2; Gordon's Jewelry; Peacock Jewelry; Zale's Jewelry; R[illegible]alee Millinery; Binswanger Glass; Singer; Color [illegible]; Otasco 3; Pittsburgh Plate Glass; Hiller's; Baker's Shoes; Cloth World; Wickes; Lowe's; Goldring Jewelers; The Pipe Shop; Ormond; Casual Corner; O.G. Wilson; Record Bar; Pier 1; General Nutrition Ctr.; Footlocker; Chess King; B. Dalton Bookseller; The Ltd.; Miller's Outpost; Kay-Bee Toys; Radio Shack 2; Waldenbooks; Hallmark; Helen's Artscrafts.

14 - NEWSPAPERS: NEWS-STAR-WORLD (m) 37,877; (S) 48,821; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jimmy Skeen, Adv. Dir., NEWS-STAR-WORLD, 411 N. 4th St.; PO Box 1502, Monroe, LA 71201; Tel. (318) 362-0214
National Representative: Gannett National Newspaper Sales

MORGAN CITY

1 - LOCATION: St. Mary Parish. E&P Map C-4. 90 mi. W of New Orleans; 70 mi. S of Baton Rouge. On U.S. 90.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Intercity Bus Lines-Greyhound
Airlines-Perry's Flying Service; Hammond Air

3 - POPULATION:
Corp. City 80 Cen. 16,114; E&P 88 Est. 15,307
Parish 80 Cen. 64,486; E&P 88 Est. 61,774

4 - HOUSEHOLDS:
City 80 Cen. 5,353; E&P 88 Est. 5,232
Parish 80 Cen. 20,096; E&P 88 Est. 20,271

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$426,000,000
Savings & Loan	3	$515,000,000

6 - PASSENGER AUTOS: Parish 27,792

7 - ELECTRIC METERS: Residence 5,396

8 - GAS METERS: Residence 5,176

9 - PRINCIPAL INDUSTRIES: Industry (No. of Plants)-Chem. 6; Food 17; Publishing & Printing 4; Lumber Prods. 4; Furn.; Metal Working 2; Mach. 12; Trans. Equip. 13; Offshore Oil Drilling; Stone, Clay, Glass; Shipyards 3; Fab. Yards 6. Av. Wkly. Wage $400 (all industries compete with offshore oil and base pay is constant).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-100; Fall 38-73; Winter 26-65.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Guarisco-Evans (14)		Sears, Family Dollar
Colonial Plz (8)		TG&Y, Anthony's
Business Prof (5)	NA	
Eastgate(8)	1	Winn-Dixie, Beall's
Inglewood Mall	1	

Other Shopping Centers-Cannata's Shopping Ctr., Bay on Vista Pt., Norman Shopping Vlg., Patterson; St. Mary Plz. Shpg. Ctr., Bayou Vista; National Shopping Center, Morgan City
Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Wal-Mart; TG&Y 2; C.R. Anthony
Chain Supermarkets-National; Winn-Dixie 2; Delchamps
Chain Drug Stores-Eckerd; K[illegible]
Other Chain Stores-JCPenney (catalog); Sears (catalog); Singer Co.; Merle Norman Cosmetics; Philip-Morris Furn.; Radio Shack; Goodrich; Goodyear; Payless; Cato; Firestone; Sherwin-Williams

14 - NEWSPAPERS: REVIEW (e-mon to fri) 5,609; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Doyle Shirley, Ed./Pub., REVIEW, PO Box 948, 1014 Front St., PO Box 948, Morgan City, LA 70381; Tel. (504) 384-8370
National Representative: None

NEW IBERIA

1 - LOCATION: Iberia Parish (Gov't Seat). E&P Map B-4. Manufacturing commercial and cultural center in SW part of state. 150 mi. from New Orleans; 110 mi. from Baton Rouge. On U.S. Hwy. 90, State Hwy. 182.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Missouri Pacific; Amtrak
Motor Freight Carriers-7
Intercity Bus Lines-Greyhound; LaPorte
Airlines-Continental; Royal; Metro

3 - POPULATION:
Corp. City 80 Cen. 32,766; E&P 88 Est. 38,361
CZ-ABC: (80) 32,766
RTZ-ABC: (80) 64,065
Parish 80 Cen. 63,869; E&P 88 Est. 68,179
City & RTZ-ABC: (80) 96,831
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 10,685; E&P 88 Est. 12,819
CZ-ABC: (80) 10,685
RTZ-ABC: (80) 19,053
Parish 80 Cen. 19,915; E&P 88 Est. 22,261
City & RTZ-ABC: (80) 29,738

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$374,885,757
Savings & Loan	5	$1,361,281,880

6 - PASSENGER AUTOS: Parish 37,434

7 - ELECTRIC METERS: City Residence 11,600; Parish 18,000

8 - GAS METERS: City Residence 11,873; Parish 16,128

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Petroleum 2,100 ($320); Food 1,465 ($210); Supply House (Oil) 721 ($215); Sugar Mills 800 ($160); Salt Mines 500 ($275); Pepper Sauce Plants 425; Port of New Iberia 3,500 ($275); Airport & Industrial Park 800 ($250). Total laborers 32,350.
Principal Industrial Pay Days-1st & 15th

10 - CLIMATE: Min. & Max. Temp.-Spring 56-91; Summer 71-93; Fall 38-77; Winter 39-69. First killing frost, Nov. 29; last killing frost, Apr. 3.

11 - TAP WATER: Slightly alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-8 blocks on Main St.; 1 block on Julia St.; 2 blocks on Iberia St.; 6 blocks on S. Lewis St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Jeanerette	10	Wormser, Weill's, Ben Franklin, Robie Star,

		Winn-Dixie
Shoptown	1	National, Hancock's, Western Auto, Broussard's
Torrido(31)	1	Beall's, Mont Ward, Radio Shack, Sears, Sherwin-Williams
Iberia Mall(16)	1	A&P, Eckerd
K mart	2	K mart
Kroger	1	Kroger
West Park	1	Howards, Eckerd, Winn-Dixie
Town & Country	1	A&P, Katz & Bestoff
Iberia Plz (19)	2	Wal-Mart, Delchamps

Principal Shopping Days-Fri., Sat., Thur.

13 - RETAIL OUTLETS: **Department Stores**-Abdalla's; Monsieur's; Gulotta's; Oubre Furniture Home Furniture; Anthony's; Broussard's; West; Beall's; Wormser.

Discount Stores-Howard Bros.; Wicke's; West; K mart; Wal-Mart; Kroger; Otasco.

Variety Stores-Murphy's; TG&Y.

Chain Drug Stores-Rexall; Eckerd 4; Kare's; Kroger Phcy.; Medicine Shoppes; K&B.

Chain Supermarkets-I.G. Stores (Co-Op) 10; National Brands 3; A&P; National Stores; Winn-Dixie 3; Kroger; Family Store; IGA; Delchamps.

14 - NEWSPAPERS: DAILY IBERIAN (e) 14,584; (S) 15,476; Mar. 31, 1988 ABC

Local Contact for Advertising and Merchandising Data: Karen Scroggs, Adv. Mgr., DAILY IBERIAN, 926 E. Main St., New Iberia, LA 70561; Tel. (318) 365-6773.

National Representative: Papert Companies

NEW ORLEANS

1 - LOCATION: Orleans Parish (In New Orleans MSA). E&P Map D-4. Parish Seat. Seaport. Wholesale, educational and medical center. 110 mi. up from mouth of Mississippi, 70 mi. to Gulf of Mexico via Mississippi River-Gulf Outlet channel, lying between river and Lake Pontchartrain. 957 mi. from Chicago; Atlanta 523 mi.; Dallas 506 mi.; On U.S. Hwys. 61, 51, 91, 11, 90; State Hwys. 1, 2, 30, 31, 33; I-10.

2 - TRANSPORTATION: **Railroads**-Amtrak; Illinois Central Gulf; Kansas City Southern; Southern; Santa Fe; Southern Pacific; Union Pacific.

Intercity Bus Lines-Greyhound.

Motor Freight Carriers-75.

Airlines-Air New Orleans; American; Aviateca; Midway; Continental; Delta; Eastern; LACSA; Northwest; Piedmont; Royale; Sahsa-Honduras; Southwest; TACA Intl.; TWA; United; USAir; Pan Am.

Steamship Lines-62 regularly scheduled lines. Approx. 19 common carrier barge lines; numerous others on charter.

3 - POPULATION:

Corp. City/Parish 80 Cen. 557,927; E&P 88 Est. 523,413

NDM-ABC: (80) 1,282,717

MSA 80 Cen. 1,260,613; E&P 88 Est. 1,383,440

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City/Parish 80 Cen. 206,435; E&P 88 Est. 200,360

MSA 80 Cen. 439,079; E&P 88 Est. 507,657

NDM-ABC: (80) 446,948

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	36	N.A.
Savings & Loan	40	N.A.

6 - PASSENGER AUTOS: Parish 235,580

7 - ELECTRIC METERS: Residence MSA 465,275

8 - GAS METERS: Residence 300,185

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber & Wood Prods. 400 (N.A.); Durable Goods 23,000 ($404); Stone, Clay & Glass Prods. 1,200 ($271); Fab. Metal 2,300 ($455); Mach. 2,800 (N.A.); Trans. Equip. 14,000 (N.A.); Ship & Boat Bldg. 10,000 ($397); Other Durable Goods 2,000 (N.A.); Nondurable Goods 20,900 ($476); Food Prods. 5,800 ($305); Apparel & Textile Prods. 1,700 ($189); Paper Prods. 700 ($421); Printing & Pub. 3,800 ($368); Chemical Prods. 3,900 ($708); Petroleum Prods. 4,600 (N.A.); Other Nondurable Goods 400 (N.A.); Non-Mfg. 468,100 (N.A.).

10 - CLIMATE: Average Temp. Spring 69; Summer 82; Fall 70; Winter 57.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-12 blocks adjacent to Canal Street.

Neighborhood Shopping Centers-Atlantic Thrift; Aurora Mall; Canal Center; Carolyn Park; Claiborne & Washington; Colonial; Continental Plaza; Crescent Airline; Lake Terrace; Lake Vista; Lakeshore; Metairie; Mid-City; Oak Street; Oakside; Parkchester; K mart; Trading Post; Village Square.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
New Orleans Ctr	NA	Macy's, Lord and Taylor
Airline Park	8	Woolworth, Winn-Dixie
Airline Village	4	Lionel Playworld
Bogue Falaya Plaza(40)	NA	West, Beall's, National/Canal Villere
Belle Promenade	13	D.H. Holmes, JCPenney
Carrollton	1	JCPenney
Clearview	8	Sears, Maison Blanche
Donna Villa	7	TG&Y, Winn-Dixie
The Esplanade	15	Holmes, Mervyn's, Macy's
Elmwood	10	K mart, Levitz, Home Depot, Marshall's, Solo Stores
East Lake	8	Solo, Marshall's
Gentilly-Elysian Fields	3	A&P, True Value, Zayre's
Gentilly Woods Mall	4	Zayre's, Walgreens, National/Canal Villere
M.A. Green	10	TG&Y, Western Auto
Harrison Ave	5	Winn-Dixie, K&B
Kenilworth Mall	6	A&P, K&B
Kenner Plz	12	Zayre's
Lakeside	7	Holmes, JCPenney
North Side Plz	45	Beall's, Eckerd, Winn-Dixie
North Shore	25	D.H. Holmes, Sears, Mervyn's, JCPenney
Oakwood	2	Sears, Holmes, Mervyn's
One Canal Place	NA	Gucci, Brooks Bros., Saks 5th Ave.
The Plaza	8	Maison Blanche, Holmes, Sears, Mervyn's
Plaza La Place	26	K mart, K&B, Delchamps
Plaza "190"	45	Roses, K&B
Ponchartrain Plz	30	K mart
Riverlands Ctr	26	K mart, TG&Y, Eckerd, Beall's, Winn-Dixie
St. Charles Plz	20	K mart, K&B, Delchamps
St. Tammany Sq	40	K mart, K&B, Delchamps
South Clairborne	1	Kent's, TG&Y
Uptown Sq	5	D.H. Holmes
Village Aurora	4	Walgreens
Westside	2	Maison Blanche, Marshall's

Principal Shopping Days-Thur., Mon., Fri., Sat.

Stores Open Evenings-Mon., Thur.

13 - RETAIL OUTLETS: **Department Stores**-Maison Blanche; D.H. Holmes; Sears; Krauss; JCPenney; Labiches; Gus Mayer; Bealls; Brooks Bros.; Saks 5th Ave.; Rubenstein Bros.; Porter-Stevens; Mervyn's; Macy's; Lord and Taylor.

Variety Stores-McCrory's; Woolworth 9; TG&Y 15.

Discount Stores-K mart; Zayre's; Service Merchandise; Wal-Mart.

Chain Drug Stores-Katz & Betshoff 38; Walgreens Louisiana 18; Rexall 2; Fasullo 4; Eckerd 26.

Chain Supermarkets-Breux Mart 4; Winn-Dixie 35; A&P 15; Schwegmann 11; National/Canal-Villere 19; 7-Eleven 31; Tenneco 7; Lil General 11; Time-Saver 82; Delchamps 9.

Other Chain Stores-Goodrich; Firestone; Goodyear; Pittsburgh Plate Glass; Home Depot; Houseworks; Solo; Marshall's; J. Brannam; Western Auto; Thom McAn; Sherwin-Williams; National Shirts; Lerner's; S&H Green Stamps; One-Hour Martinizing; Gordon's; Zale's; Kinney; Chess King; The Limited; Baker's; Butler's; T.J. Maxx.

14 - NEWSPAPERS: TIMES-PICAYUNE (all day-mon to fri) 288,179; (m-sat) 272,322; (S) 347,876; Mar. 31, 1988 ABC

Local Contact for Advertising and Merchandising Data: Lester S. Key, Mgr. Gen. Adv., TIMES-PICAYUNE, 3800 Howard Ave., New Orleans, LA 70140; Tel. (504) 826-3300.

National Representative: Newhouse Newspapers/Metro Suburbia

OPELOUSAS

1 - LOCATION: St. Landry Parish. E&P Map B-3. Parish Seat. Shipping, wholesale and small manufacturing ctr. South-central part of state. 135 mi. from New Orleans; 59 mi. W of Baton Rouge; 75 mi. from Lake Charles. On U.S. Hwy. 190; State Hwys. 5, 7, 22, 40, 45, 219; I-49.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific; Southern Pacific; Texas & Pacific.

Motor Freight Carriers-7.

Intercity Bus Lines-Continental Trailways; Greyhound; Opelousas.

Airlines-Charter Service; Texas International.

3 - POPULATION:

Corp. City 80 Cen. 18,903; E&P 88 Est. 20,032

Parish 80 Cen. 84,305; E&P 88 Est. 88,468

NDM-ABC: (80) 113,843

4 - HOUSEHOLDS:

City 80 Cen. 6,438; E&P 88 Est. 6,755

Parish 80 Cen. 26,823; E&P 88 Est. 29,593

NDM-ABC: (80) 36,580

5 - BANKS	**NUMBER**	**DEPOSITS**
City	3	$182,900
Parish	9	$258,800

6 - PASSENGER AUTOS: Parish 38,688

7 - ELECTRIC METERS: Residence 6,800

8 - GAS METERS: Residence 6,987

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 800 ($200); Lumber & Wood Prods. 300 ($200); Drug Mfg. 200 ($200); Chem. (Fertilizer) 100 ($200); Natural Gas Refinery 125 ($240); Pipe Fittings & Valves 300 ($240); Oil 800 ($300).

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-90; Summer 53-101; Fall 34-90; Winter 22-80. First killing frost, Jan. 2; last killing frost, Mar. 31.

11 - TAP WATER: Alkaline, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main St.; 5 on Landry St.; 3 on Court St.; 2 on Market St.; 2 on Bellevue; 2 on Union; Hwy. 167 & Heather; Hwy. 167 & Creswell.

Neighborhood Shopping Centers-3 blocks W. Landry; 2 S. Union; 2 Washington Rd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Indian Hill(7)	NA	Dixieland IGA
St. Landry	NA	Wal-Mart, K&B, Delchamps
Vista Vlg (20)	NA	Winn-Dixie, McCrory's, Anthony's

Principal Shopping Days-Department Stores Fri., Sat.; Food Sat., Mon., Wed.

13 - RETAIL OUTLETS: **Department Stores**-Sears (catalog); Anthony's; Allied; W.F. Beall-Ladymon.

Variety Stores-Vee's; McCrory's.

Discount Stores-Dollar General; Wal-Mart.

Chain Drug Stores-Rexall; Ethical Pharmacies; Thrift-Way 2; Eckerd 3; Thrif-t-way; K&B.

Chain Supermarkets-A&P; Winn-Dixie; Delchamps; Piggly Wiggly.

Other Chain Stores-Mangel's (women's); Dimmick Auto Supply; Pope Auto Supply; Otasco.

14 - NEWSPAPERS: WORLD (e-mon to fri) 13,601; (S) 15,030; Mar. 31, 1988 ABC

Local Contact for Advertising and Merchandising Data: Aaron Parsons, Pub., WORLD, Hwy. 167 South; PO Box 1179, Opelousas, LA 70570; Tel. (318) 942-4971.

National Representative: Papert Companies

PINEVILLE

See ALEXANDRIA

RUSTON

1 - LOCATION: Lincoln Parish. E&P Map B-2. 72 mi. E of Shreveport; 32 mi. W of Monroe; 97 mi. N of Alexandria; 175 mi. S of Little Rock, AR. At intersection of Interstate 20; U.S. 80, 167.

2 - TRANSPORTATION: **Railroads**-Illinois Central.

Motor Freight Carriers-4.

Intercity Bus Lines-Continental Trailways; Salter; Greyhound.

3 - POPULATION:

Corp. City 80 Cen. 20,585; E&P 88 Est. 24,690

Parish 80 Cen. 39,873; E&P 88 Est. 45,553

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 80 Cen. 6,557; E&P 88 Est. 7,996

Parish 80 Cen. 12,280; E&P 88 Est. 13,411

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	12	$115,477,663
Commercial	5	$335,000,000

6 - PASSENGER AUTOS: Parish 20,453

7 - ELECTRIC METERS: Residence 6,717

8 - GAS METERS: Residence 6,238

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Saw Mill & Related 155; Wood Proc. 320; Constr. 1,200; Petroleum Prods. 240; Gas & Oil 200; Glass 300; Soft Drink 60; Trans. 140; Agric. Prods. 54; Whol. Trade 250; Ret. Trade 2,300; Colleges 2,000; Ins. 300.

10 - CLIMATE: First killing frost, Nov. 15; last killing frost, Mar. 15.

11 - TAP WATER: Very soft.

12 - RETAILING: **Principal Shopping Centers**-2 blocks along W. Calif. Ave.; Vlg. Plz. Shopping Ctr. (15 stores); North Park Mall; I-20 Shopping Ctr.; Ruston Shopping Ctr. (11 stores).

Principal Shopping Days-Mon., Fri., Sat., Sun.

Stores Open Evenings-Village Plz. Ctr. (Mon.-Fri.); North Park Mall & Safeway (Mon.-Sat.); Drive in Groceries; Safeway; A&P (Mon.-Sun.); Wal-Mart; K mart; Lewis; Beall's.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Lewis; Beall's.

Discount Stores-Wal-Mart; K mart; Dollar General.

Chain Drug Stores-Rexall; K&B; Eckerd.

Chain Supermarkets-A&P; Safeway 2; Jiffy Mart; Handee Mart; Cracker Barrel; County Market; E-Z Mart.

Other Chain Stores-Rose Oil; Sears (catalog); Goodyear; Goodrich; Otasco; Ollinger Co.; Wickes Lumber; Sherwin-Williams; Radio Shack; Cato's.

14 - NEWSPAPERS: LEADER (e-mon to fri; S) 6,726; sworn Oct. 1, 1987

Local Contact for Advertising and Merchandising Data: Rick Hohlt, Adv. Mgr., LEADER, 208 W. Park Ave., PO Box 520, Ruston, LA 71270; Tel. (318) 255-4353.

National Representative: None

SHREVEPORT

1 - LOCATION: Caddo Parish (In Shreveport MSA). E&P Map A-2. Parish Seat. Distributing, manufacturing and trading center. Headquarters for natural gas industry. Military air center. On Red River. 220 mi. NE of Houston; 190 mi. E of Dallas; 360 mi. SW of Memphis; 325 mi. NW of New Orleans.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Southern Pacific; Mid-South; Kansas City Southern.

Airlines-American; Delta; Northwest; Royale.

Motor Freight Carriers-15.

Intercity Bus Lines-Continental Trailways/Greyhound/Kerrville.

3 - POPULATION:

Corp. City 80 Cen. 205,815; E&P 88 Est. 226,042

CZ-ABC: (80) 305,397

RTZ-ABC: (80) 571,341

MSA 80 Cen. 333,912; E&P 88 Est. 379,835

Parish 80 Cen. 252,889; E&P 88 Est. 281,569

City & RTZ-ABC: (80) 876,738

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 80 Cen. 74,649; E&P 88 Est. 84,683

Parish 80 Cen. 90,694; E&P 88 Est. 105,063

MSA 80 Cen. 117,391; E&P 88 Est. 139,230

CZ-ABC: (80) 107,920

RTZ-ABC: (80) 196,700

City & RTZ-ABC: (80) 304,620

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	4	$485,000,000
Commercial	14	$5,093,000,000

6 - PASSENGER AUTOS: Parish 157,694

7 - ELECTRIC METERS: Residence 121,000

8 - GAS METERS: Residence 95,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric.; Oil; Gas; Lumber; Ret. Trade; Mfg.; Food Prods. 600 ($300); Apparel 700 ($250); Lumber 400 ($275); Printing 1,300 ($300); Chem. & Petrol. 700 ($325); Metal Prods., Mach. 12,000 ($350); Other 6,800 ($275).

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 73-94; Fall 55-81; Winter 38-56.

11 - TAP WATER: soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Texas St.; 4 on Milam; 1 each on McNeil, Marshall & Edwards; 3 on Market.

Neighborhood Shopping Centers-(Shreveport & Bossier)-Centenary, 5 on E. Kings Hwy.; Bossier City's main dist., 8 on Barksdale Blvd.; Broadmoor at Youree & Ockley Dr. West End Dist., 6 on Texas Ave.; Sunset Village, 2 at Mansfield Rd. &

Sunnybrook Lakeshore at Lakeshore Dr & Jewella Rd Greenwood Rd Heart O Bossier at Barksdale Blvd & Benton Rd Southfield 1 sq block at Youree Dr & Southfield Rd Uptown 5800 on Line Ave Portico Shopping Ctr Hwy 18 Best Kouvis Mall St Vincent Madison Park 3800 Gilbert Fairway 2700 Benton Rd Bossier City Greenwood Plaza Greenwood Rd & Westwood Dr Westwood Jewella & Greenwood Rd Freestate Unit 1 North Market Plaza 3 on North Mkt St 2 on Old Minden Rd & Highway 80 Bossier City Shreve City Regional Center Shreveport-Barksdale Highway Southside Village Mansfield Rd & Jewella South Park Mall Jewella Rd & Mackley Ln Mid Town Plaza Kings Hwy & Mansfield Rd K mart Plaza Mansfield & Flournoy-Lucas Rds in Shreveport Eastgate Ctr Hwy 1 & 70th St Pierremont Mall Line Ave at Southfield Quail Creek Shreveport-Barksdale Hwy Heart O Bossier Center Pierre Bossier Mall Airline 8 Hwy 80 Outlets Mall I-20 at Industrial loop

Principal Shopping Days-Mon Fri Sat

13 - RETAIL OUTLETS Department Stores-Sears 3 JCPenney 2 Hearne Beall's 6 Dillard 3 Montgomery Ward

Variety Stores-Woolworth McCrory

Discount Stores-Service Mdse K mart 3 Wal-Mart 3

Chain Drug Stores-Lewis Walgreens 2 Barksdale Chuck Snyder's 3 Rexall Plaza Tri-State Medic 14 Mitchell's Eckerd 10 Albertsons-Southco 2 K&B 7 Drug World 2 Drug Emporium Revco

Chain Supermarkets-Kroger 8 Brookshire 11 Piggly Wiggly 2 7-Eleven 50 Albertson's-Southco 2 County Market Price-Lo 2

Other Chain Stores-Goldrings Male Shop Jordan & Booth Rosenblath's The Ranch Casual Corner Western Auto 2 Firestone Goodrich Goodyear Florsheim Necchi Zale's Jewelers DuPont Paint Sherwin-Williams Pittsburgh Plate Glass Russell Stover Candies Jarman Shoes The Glidden Co S&H Green Stamps Kinney Shoes Naturalizer Shoes

14 - NEWSPAPERS TIMES (m) 77,384 JOURNAL (e) 20,556 TIMES (S) 110,045 Mar 27 1988 ABC

Local Contact for Advertising and Merchandising Data Benoit Lynn Gen Adv Mgr JOURNAL and TIMES 222 Lake St Shreveport LA 71130-0222 Tel (318) 459-3364

National Representative Gannett National Newspaper Sales

SLIDELL

1 - LOCATION: St Tammany Parish (In New Orleans MSA) E&P Map D-3 Agricultural area (strawberries & cotton) 22 mi SE of Covington On U.S. Hwys 11, 190 and Interstates 10, 12, 59, State Hwy 433

2 - TRANSPORTATION: **Railroads**-SOU GM&O Amtrak

Intercity Bus Lines-Greyhound

3 - POPULATION:

Corp City 80 Cen 26,718; E&P 88 Est 39,950
Parish 80 Cen 112,506; E&P 88 Est 169,529
MSA 80 Cen 1,260,613; E&P 88 Est 1,383,440

4 - HOUSEHOLDS:

City 80 Cen 8,295; E&P 88 Est 11,801
Parish 80 Cen 35,576; E&P 88 Est 55,280
MSA 80 Cen 439,079; E&P 88 Est 507,657

5 - BANKS	NUMBER	DEPOSITS
Commercial and Savings & Loan	12	N.A.

6 - PASSENGER AUTOS: Parish 95,488

7 - ELECTRIC METERS: City 8,573

8 - GAS METERS: 5,675

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-83; Summer 72-94; Fall 53-81; Winter 42-64. First killing frost, Nov. 15; last killing frost, Mar. 2.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northshore Square(70)	5	JCPenney, D.H. Holmes, Mervyn's, Sears
Northside Plaza(11)	2	Winn Dixie, Beall's, Campo's, Eckerds
Plaza 190(6)	2	A&P, Beards, K&B
Wal-Mart Shopping Ctr (20)	3	Delchamps, Wal-Mart, Walgreens, Shoe Town
K mart Shopping Ctr (6)	3	K mart
Country Club Plaza(6)	4	Delchamps, Revco
Brown's Village Square(4)	4	Delchamps, Eckerds
Tammany Mall(10)	2	D.H. Holmes, Last Resort, Firestone
Lauren Plaza(6)	2	Delchamps, Eckerd

13 - RETAIL OUTLETS: **Department Stores**-Sears, D.H. Holmes, Last Resort, Beards, JCPenney, Mervyn's

Discount Stores-K mart, Wal-Mart, Walgreens

Chain Supermarkets-A&P, Schwegmann's, Winn-Dixie, National, Delchamps, County Mkt, IGA

14 - NEWSPAPERS: SENTRY-NEWS (m-tues to sat) 6,117 (S) 6,117 sworn Sept 30 1987

Local Contact for Advertising and Merchandising Data Charles LaFerrara Adv Mgr SENTRY-NEWS, 3648 Pontchartrain Dr Hwy 11 South, PO Box 910, Slidell, LA 70459, Tel (504) 643-4918

National Representative U.S. Suburban Press

SULPHUR

1 - LOCATION: Calcasieu Parish (In Lake Charles MSA) E&P Map B-3

2 - TRANSPORTATION: **Railroads**-Missouri Pacific

Intercity Bus Lines-Greyhound

3 - POPULATION:

Corp City 80 Cen 19,709; E&P 88 Est N.A.
Parish/MSA 80 Cen 168,130; E&P 88 Est 176,020

4 - HOUSEHOLDS:

City 80 Cen N.A.; E&P 88 Est N.A.
Parish/MSA 80 Cen 56,339; E&P 88 Est 62,012

5 - BANKS	NUMBER	DEPOSITS
Commercial	NA	N.A.
Savings & Loan	NA	N.A.

6 - PASSENGER AUTOS: County 100,833

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Petro Chemical 10,000 ($450); Boeing 2,000 (N.A.)

10 - CLIMATE: Min. & Max. Temp. N.A.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kenwood(8)	NA	K&B, TG&Y
Maplewood Plz	NA	Delchamps
Parish Vlg (8)	NA	Winn-Dixie
Town & Country(3)	NA	Market Basket
Westpoint(18)	NA	G.C. Murphy

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Discount Stores**-Wal-Mart

Chain Drug Stores-Revco, Eckerd, K&B

Chain Supermarkets-Delchamps; Winn-Dixie; Brookshire Bros.; Kroger; Market Basket

14 - NEWSPAPERS: SOUTHWEST DAILY NEWS (m-tues to fri; S) 7,022; sworn Sept. 30, 1987

Local Contact for Advertising and Merchandising Data: Ophelia Hayes, Adv. Dir., SOUTHWEST DAILY NEWS, PO Box 1999, Sulphur, LA 70664; Tel. (318) 527-7075.

National Representative: Papert Companies

THIBODAUX

1 - LOCATION: Lafourche Parish, (In Houma-Thibodaux MSA), E&P Map C-4, Parish Seat. Agriculture, commercial fishing and oil and gas production center, light industry. SE portion of state. 68 mi. SE of Baton Rouge; 58 mi. SW of New Orleans.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Texas and Pacific.

Motor Freight Carriers-5.

Intercity Bus Lines-Teche-Greyhound Lines.

3 - POPULATION:

Corp. City 80 Cen. 15,810; E&P 88 Est. 18,136
NDM-ABC: (80) 50,065
Parish 80 Cen. 82,975; E&P 88 Est. 90,076
MSA 80 Cen. 177,835; E&P 88 Est. 194,645

4 - HOUSEHOLDS:

City 80 Cen 5,119; E&P 88 Est 5,935
NDM-ABC (80) 15,491
Parish 80 Cen 25,391; E&P 88 Est 28,657
MSA 80 Cen 54,676; E&P 88 Est 62,751

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$698,258,634
Savings & Loan	4	$216,640,381

6 - PASSENGER AUTOS: Parish 43,035

7 - ELECTRIC METERS: Residence 5,800

8 - GAS METERS: Residence 4,832

9 - PRINCIPAL INDUSTRIES: Industry-Steel Fab, Agric Mach, Univ Educ, Candy, Fertilizer, Oil Gas And Related Industries, Commercial Fishing, Sugar Cane, Shipbuilding

10 - CLIMATE: Annual mean temp 68, Highest av temp June-96, lowest av temp Dec-27

11 - TAP WATER: Alkaline, hard

12 - RETAILING: **Principal Shopping Centers**-8 blocks on West 3rd St., 3 blocks on Green and St Philip Sts (35 Stores)

Neighborhood Shopping Centers-Food Town 4, Johnson 5, Nicholls 7, Peltier 11, Rienzi 12, Lafourche Plaza 2

Nearby Shopping Centers-Southland Mall-Holmes, Kirschmann's, Sears, Woolworth, JCPenney, Katz & Besthoff, Winn-Dixie, Eckerd

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Thur

13 - RETAIL OUTLETS: **Department Stores**-Jake's, Sears (catalog), JCPenney (catalog)

Discount Stores-K mart, Wal-Mart

Variety Stores-National Dollar

Chain Drug Stores-D&M 2, Lafourche, Eckerd, Katz & Besthoff, Southland Walgreens 2

Chain Supermarkets-Rouses, L&N Food Stores, Winn-Dixie 2, IGA, Delchamps, Super Foods

Other Chain Stores-Goodyear, Western Auto, Firestone, B.F. Goodrich, A to Z Rental, Lowes Lumber, Radio Shack, West Lumber, Auto Shack

14 - NEWSPAPERS: COMET (e-mon to fri) 11,994, Mar. 31, 1988 ABC

Local Contact for Advertising and Merchandising Data: Lisa Ferrell, Adv. Dir., COMET, 705 W. 5th St., PO Box 5238, Thibodaux, LA 70302, Tel. (504) 447-4055

National Representative: Branham/Newspaper Sales

MAINE SURVEYS

METROPOLITAN STATISTICAL AREAS

Bangor-Bangor, Brewer and Old Town cities, Eddington, Glenburn, Hampden, Hermon, Holden, Kenduskeag, Orono, Orrington and Veazie towns, Penobscot Indian Island Indian Reservation in Penobscot County, Winterport town in Waldo County.

Lewiston-Auburn-Auburn and Lewiston cities, Greene, Lisbon, Mechanic Falls, Poland and Sabattus towns in Androscoggin County.

Portland-Portland, South Portland and Westbrook cities; Cape Elizabeth, Cumberland, Falmouth, Freeport, Gorham, Gray, North Yarmouth, Raymond, Scarborough, Standish, Windham and Yarmouth towns in Cumberland County; Buxton, Hollis and Old Orchard Beach towns in York County.

Portsmouth-Dover-Rochester, NH-ME-Portsmouth city; Exeter, Greenland, Hampton, New Castle, Newfields, Newington, Newmarket, North Hampton, Rye and Stratham towns in Rockingham County, NH; Dover, Rochester and Somersworth cities; Barrington, Durham, Farmington, Lee, Madbury, Milton and Rollinsford towns in Strafford County, NH; Berwick, Eliot, Kittery, North Berwick, Ogunquit, South Berwick, Wells and York towns in York County, ME

POPULATION ESTIMATES

(Thousands)

Age Group	1970	1980	1989
Under 5 Years	85	79	102
5-14 Years	201	178	185
15-24 Years	170	206	183
25-44 Years	219	302	390
45-64 Years	205	219	227
65 and Over	114	141	142
TOTAL	994	1,125	1,229

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1989 Est.
Bldg. Mat./Hdwr	248	304	679
General Mdse	393	462	819
Food	872	1,275	2,018
Automobiles	724	914	2,091
Gasoline Stations	244	387	457
Apparel	132	210	359
Furniture	116	133	289
Eat-Drink Places	261	411	746
Drugs	103	161	282
TOTAL SALES	3,616	5,332	9,372

AUBURN
See LEWISTON

AUGUSTA

1 - LOCATION: Kennebec County, E&P Map B-4, Capital of the state. County Seat. On Kennebec River; 62 mi. from Portland; 74 mi. from Bangor and 170 mi. from Boston. Shopping and manufacturing center in agricultural area on Hwys. 11, 17, 104, 105, 200, 201, 202, Maine Tpke., I-95.

2 - TRANSPORTATION: **Railroads**-Maine Central.

Intercity Bus Lines-New England Transit.

Motor Freight Carriers-10.

Airlines-Bar Harbor, Eastern Express.

3 - POPULATION:

Corp. City 80 Cen. 21,819; E&P 88 Est. 20,317
CZ-ABC: (80) 24,321
RTZ-ABC: (80) 224,174
County 80 Cen. 110,159; E&P 88 Est. 116,479
City & RTZ-ABC: (80) 248,495

4 - HOUSEHOLDS:

City 80 Cen. 8,405; E&P 88 Est. 7,351
County 80 Cen. 38,579; E&P 88 Est. 43,053
CZ-ABC: (80) 9,378
RTZ-ABC: (80) 76,983
City & RTZ-ABC: (80) 86,361

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$122,576,000
Commercial	5	$211,576,000

6 - PASSENGER AUTOS: County 72,450

7 - ELECTRIC METERS: Residence 53,528

8 - GAS METERS: Residence 27,000

9 - PRINCIPAL INDUSTRIES: Industry-No. Wage Earners (Av. Wkly. Wage N.A.)-Cotton 1,202; Paper Products 635; Publishers & Printers 225; Food Proc. 608; State Employees 8,014; Veterans Administration 1,080; City Employees 900; Teachers 1,107; Boots & Shoes 1,038; Elect. 267; Iron Fab. 245; Telephone 156; IRS 175.

10 - CLIMATE: Av. Temp.-Spring 42, Summer 65, Fall 45, Winter 23. First killing frost, Oct. 16; last killing frost, Apr. 23.

11 - TAP WATER: Alkaline, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-Water St., 1,800 ft. both sides.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Augusta Plz (15)	NA	K mart
Capitol(13)	NA	Service Mdse., Shaw's
Turnpike Mall(12)	NA	Sears, Zayre's, Shop 'N Save

Neighborhood Shopping Centers-Cony St., State St., Western Ave., Bangor St.

Principal Shopping Days-Wed., Thur., Fri.

Principal Shopping Night-Thur., Shpg. Ctrs. open every evening.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Chernowsky's; Frank X. Pomerleau; Farrell's.

Variety Stores-McLellan's.

Discount Stores-Zayre; K mart; Service Merchandise.

Chain Drug Stores-LaVerdiere's 2; CVS; Brooks Super Drug; Welby's.

Chain Supermarkets-Shop 'N Save 3; Mister Market; Barden's 2; Shaw's; Bernards; Maine Pride.

Other Chain Stores-Firestone; Goodrich; Bass Shoe; Beaconway Fabrics; Day's Jewelry; Sherwin-Williams; Lamey-Wellehan's; Augusta Supply Co.; Hit or Miss; Grossman's VIP.

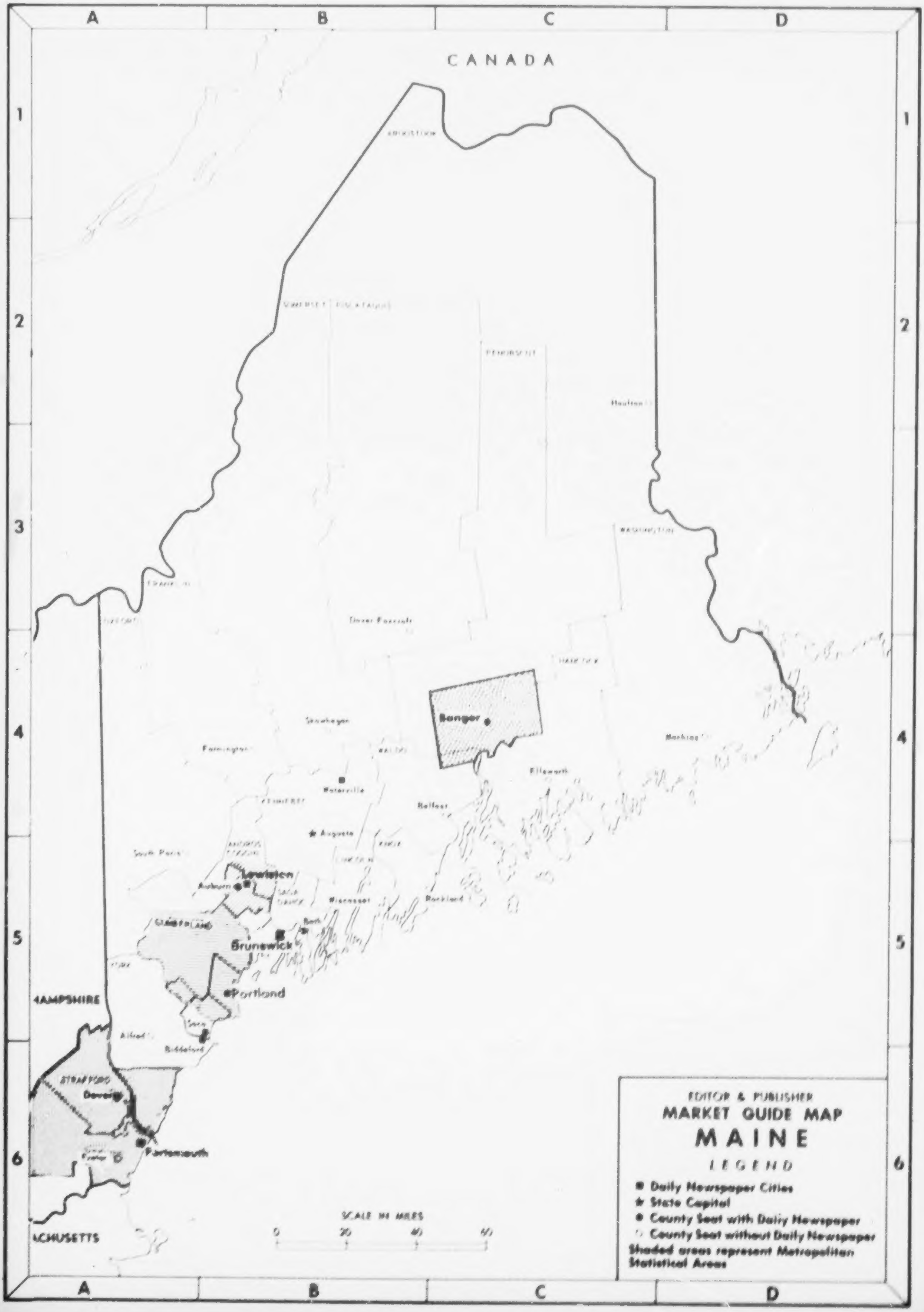
14 - NEWSPAPERS: KENNEBEC JOURNAL (m) 19,000; Mar. 26, 1988 ABC.

Local Contact for Advertising and Merchandising Data: Russell F. Webster, Adv. Dir., KENNEBEC JOURNAL, 274 Western Ave., Augusta, ME 04330; Tel. (207) 623-3811.

National Representative: Landon Associates.

BANGOR

1 - LOCATION: Penobscot County (Bangor NECMA). E&P Map C-4. On Penobscot River; 60 mi. NE


A
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CANADA
AROOSTOOK
SOMERSET
PISCATAQUIS
PENOBSCOT
Houlton
WASHINGTON
FRANKLIN
OXFORD
Dover Foxcroft
HANCOCK
Bangor
Skowhegan
Farmington
WALDO
Machias
Ellsworth
Waterville
KENNEBEC
Belfast
Augusta
KNOX
South Paris
ANDROSCOGGIN
LINCOLN
Lewiston
Auburn
SAGADAHOC
Wiscasset
Rockland
CUMBERLAND
Bath
Brunswick
YORK
Portland
HAMPSHIRE
Saco
Alfred
Biddeford
STRAFFORD
Dover
Portsmouth
Exeter
ACHUSETTS
SCALE IN MILES
0
20
40
60
EDITOR & PUBLISHER
MARKET GUIDE MAP
MAINE
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas

of Augusta, connected with city of Brewer by 3 bridges. 130 mi. NE of Portland. On U.S. Hwys 1A-2, I-95. State Hwys 9, 15, 100, 178, 222.

2 - TRANSPORTATION: Railroads-Maine Central, Bangor & Aroostook.
Motor Freight Carriers-29.
Intercity Bus Lines-Cyr, Citibus, Greyhound.
Airlines-Delta, Eastern Express, United, Valley.

3 - POPULATION:
Corp. City 80 Cen. 31,643; E&P 88 Est. 31,490
CZ-ABC: (80) 72,009
RTZ-ABC: (80) 357,132
Co./NECMA 80 Cen. 137,083; E&P 88 Est. 143,795
City & RTZ-ABC: (80) 429,141

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,772; E&P 88 Est. 11,435
Co./NECMA 80 Cen. 45,974; E&P 88 Est. 50,627
CZ-ABC: (80) 24,343
RTZ-ABC: (80) 122,272
City & RTZ-ABC: (80) 146,615

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$442,800,000
Trust Co.	3	$852,841,000
Credit Unions	7	$30,631,000

6 - PASSENGER AUTOS: County 88,979.

7 - ELECTRIC METERS: Residence 24,355.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Leather/Leather Prods. 980; Paper & Allied Prods. 1,390; Mach./Elect. & Non-elect. 923; Food Proc. 375; Printing & Publishing 485; Textiles 342; Other Misc. Mfg. 730; Total Mfg. 5,225; Gov't 10,670; Servs. 10,948; Ret. & Whol. 11,958; Trans. & Public Util. 2,939; Fin. & Ins. 1,809; Contracting & Constr. 1,959; Total Non-mfg. 40,283; Total Non-Farm Labor Force 45,508. (Greater Bangor Area).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-80; Summer 50-100; Fall 30-70; Winter -20-44. First killing frost, Sept. 8; last killing frost, May 15.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main, 3 on Hammond, 6 on State, 4 on Harlow St., 2 on Exchange, Central, Broad, Bangor Mall, Bangor Shopping Center, Westgate Mall, Airport Mall Shopping Plaza, K mart, Shaw's Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bangor Mall(80)	5	Sears, Porteous, JCPenney, Doug's
Broadway(13)	3	Zayre, T.J. Maxx, Doug's Shop 'N Save
Westgate Mall(9)	2	Mars, Westgate IGA
Airport Mall(28)	3	Rich's
Maine Sq. Plz.(10)	5	Bass Shoe, Goldsmith's, Radio Shack
Shaw's Plz.(4)	5	Shaw's
K mart(3)	5	K mart
Outer Broadway(6)	4	Trustworthy Hdwe., Varney's
North Brewer(3)	3	Marden's, IGA, LaVerdiere's
Brewer Mall(18)	4	Doug's, O'Brien's Hdwe.
Twin City Plz.(17)	4	Wellby's
Stillwater Ave. Plz.	6	
University Mall(6)	10	Ames,
Ellsworth(11)	23	Wellby's, Zayre
Ellsworth Mill Mall	9	Brown's, Aubochon Hdwe.
Maine Coast Mall(21)	23	Bass Shoe, Ames, Doug's Shop 'N Save
Belfast(3)	35	JCPenney, IGA
Old Town Plz.(65)	10	Doug's Shop 'N Save, Sunbury Super Drug

Principal Shopping Days-Fri., Sat., Mon.
Stores Close-Principal Stores, Sun. & major holidays.
Stores Open Evenings-Shpg. Ctrs. evenings until 9.

13 - RETAIL OUTLETS: Department Stores-Sears; Porteous; JCPenney.
Chain Drug Stores-Brooks; Miller; Ohmart & Hinkley 3; La Verdiere's 4; Wellby 6; CVS 2.
Discount Stores-K mart; Rich's; Zayre; Mars.
Outlets-Bass Shoe 2; Dexter Shoe; Hathaway Shirt; Quoddy Shoes; Ship 'n Shore; Eastland Shoes; Kidsport.
Chain Supermarkets-IGA Foodliner 2; Shop 'N Save (Doug's) 7; Shaw's; Yankee Grocer 2.
Other Chain Stores-Thom McAn, Fayva, Standard Shoe, Kinney, Baker Shoe, Anderson-Little, Benoits, Ward Bros., The Gap, Hit or Miss, Spencer Gifts, Radio Shack, Zale's Jewelry, G.M. Pollack & Son, Days, Cordon Jewelers, So-Fro Fabrics, T.J. Maxx, Marianne's, Brooks Fashion, B. Dalton, Designs by Levi, Fields Hosiery, Foxmoor Casuals, Mothercare, The Weathervane, Chess King, Hickory Farms, GNC, Colortile, Nutri-System, Service Mdse., Sherwin-Williams, Trustworthy 2, Steego Auto Parts, CAP Auto, Goodyear, Waterrest Waterbeds.

14 - NEWSPAPERS: NEWS (m-mon to fri) 79,529; (wknd) 96,048; Mar. 31, 1988 ABC.
Local Contact for Advertising and Marketing Data: Kenneth L. MacMannis, Mktg. Dir., NEWS, 491 Main St., Bangor, ME 04401; Tel. (800) 432-7964.
National Representative: Sawyer-Ferguson-Walker.

BIDDEFORD-SACO

1 - LOCATION: York County, E&P Map B-5. Residential ctr. on Saco River, 6 mi. from its mouth, 15 mi. SW of Portland. On U.S. Hwy. 1 and Maine Tpke.

2 - TRANSPORTATION: Railroads-B & M.
Motor Freight Carriers-13.
Intercity Bus Lines-Biddeford & Saco, Brunswick Trans., Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 32,559; E&P 88 Est. 34,292
Biddeford 80 Cen. 19,638; E&P 88 Est. 20,395
Saco 80 Cen. 12,921; E&P 88 Est. 13,897
CZ-ABC: (80) 32,559
RTZ-ABC: (80) 15,530
County 80 Cen. 140,250; E&P 88 Est. 164,521
City & RTZ-ABC: (80) 48,089

4 - HOUSEHOLDS:
Cities 80 Cen. 13,140; E&P 88 Est. 10,582
Biddeford 80 Cen. 7,950; E&P 88 Est. 6,298
Saco 80 Cen. 5,190; E&P 88 Est. 4,284
County 80 Cen. 66,833; E&P 88 Est. 61,152
CZ-ABC: (80) 11,633
RTZ-ABC: (80) 5,796
City & RTZ-ABC: (80) 17,429

5 - BANKS	NUMBER	EST. DEP.
Savings	4	$1,000,000,000
Commercial	4	(incl. above)

6 - PASSENGER AUTOS: County 108,764.

7 - ELECTRIC METERS: Residence, Biddeford and Saco 17,759.

8 - GAS METERS: Bottled gas used.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Total Manufacturing 5,388. Av. Wkly. Wage-$350.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Average Temp.-Spring 42; Summer 65; Fall 48; Winter 22. First killing frost, Oct. 6; last killing frost, May 8.

11 - TAP WATER: Alkaline, very soft, not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Shop 'n' Save(11)	1	Shop 'n' Save
Saco Valley(17)	1	Zayre, Shaw
5 Points(11)	2	Rich's
Maine Mall(130)	15	Jordan M., Sears, Filenes

Principal Shopping Days-Downtown-Sat.; Shopping Ctrs.-6 nights.

13 - RETAIL OUTLETS: Department Stores-R.H. Reny; Youlands.
Variety Stores-Bookland 2.
Chain Drug Stores-Laverdiere 2; Brooks 2; Wellby 2.
Discount Stores-Zayre; Rich's; Stuarts.
Chain Supermarkets-Shop 'N Save 2; Shaw's.
Other Chain Stores-Dexter; Goodyear; Sherwin-Williams; Diamond Natl.; The Men's Shop; Radio Shack; Bass Shoe; Fayva; Devoe Paint.

14 - NEWSPAPERS: JOURNAL-TRIBUNE (e) 14,437; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Donald Lauzier, Adv. Mgr., JOURNAL-TRIBUNE, Alfred Rd., Biddeford, ME 04005; Tel. (207) 282-1535.
National Representative:Landon Associates.

BRUNSWICK

1 - LOCATION: Cumberland County.(In Portland NECMA). E&P Map B-5. 27 mi. E of Portland; Harbor. Port of entry 12 mi. from mouth of Kennebec River. On U.S. Hwys. 1, I-95.

2 - TRANSPORTATION: Railroads-Maine Central (freight).
Intercity Bus Lines-Coastal Trans.
Motor Freight Carriers-12.
Airlines-Delta, Continental, United, Presidential, USAir, Valley, Bar Harbor.

3 - POPULATION:
Corp. City 80 Cen. 17,366; E&P 88 Est. 18,913
CZ-ABC: (80) 35,352
RTZ-ABC: (80) 20,671
Co./NECMA 80 Cen. 216,171; E&P 88 Est. 235,043
City & RTZ-ABC: (80) 56,023

4 - HOUSEHOLDS:
City 80 Cen. 5,843; E&P 88 Est. 5,656
Co./NECMA 80 Cen. 78,704; E&P 88 Est. 90,078
CZ-ABC: (80) 12,137
RTZ-ABC: (80) 7,395
City & RTZ-ABC: (80) 19,532

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$105,060,840
Savings & Loan	2	$79,700,000
Savings	6	$180,000,000
Credit Unions	6	$23,000,000

6 - PASSENGER AUTOS: County 157,925.

7 - ELECTRIC METERS: Residence 6,850.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Shipbuilding, Sportswear, Papermaking, Children's Clothing, Artist's Brushes, Wiring Devices.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Av. Temp.-Spring 42; Summer 68; Fall 47; Winter 23. First killing frost, Oct. 18; last killing frost, Apr. 24.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-Cook's Corner, 17 stores (Sears, Stuart's); Bath Rd.-Zayre; Topsham Fair Mall (Bradlees, Shop 'N Save).
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. through Sat. 9 a.m. to 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Senter's, Sears, Grand City, Bradlees, Zayre, Ames, Stuart's.
Chain Drug Stores-General Sales, Combined Sales, Wellby Super Drug, CVS, Drapeau's, LaVerdiere's.
Variety Stores-Grand City, Newberry.
Discount Stores-Ames, Stuarts.
Chain Supermarkets-Shaws, Shop 'N Save 2.
Other Chain Stores-G.M. Pollack & Sons, Singer Co.; Sherwin-Williams; Western Auto; VIP Auto Center; Lamey-Wellahan; So-Fro Fabrics, Radio Shack, Fayva, Bookland, Poore Simons, Perkin's Hallmark; Fashion Bug, Grossman's.

14 - NEWSPAPERS: TIMES RECORD (e-mon to fri) 14,294; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Marie Almy, Adv. Mgr., TIMES RECORD, Industry Rd., Brunswick, ME 04011; Tel. (207) 729-3311.
National Representative: Landon Associates.

LEWISTON-AUBURN

1 - LOCATION: Androscoggin County, (NECMA) E&P Map B-5. County Seat. Industrial, wholesale and agricultural center. SW inland ME; 135 mi. from Boston, MA; 350 mi. from New York City, NY.

2 - TRANSPORTATION: Railroads-Maine Central.
Motor Freight Carriers-24.
Intercity Bus Lines-Greyhound; Hudson.
Airlines-Bar Harbor.

3 - POPULATION:
Corp. Cities 80 Cen. 63,609; E&P 88 Est. 62,245
Lewiston 80 Cen. 40,481; E&P 88 Est. 39,272
Auburn 80 Cen. 23,128; E&P 88 Est. 22,973
CZ-ABC: (80) 63,609
RTZ-ABC: (80) 199,529
Co./NECMA 80 Cen. 99,813; E&P 88 Est. 101,787
City & RTZ-ABC: (80) 263,138

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 23,451; E&P 88 Est. 23,279
Lewiston 80 Cen. 14,960; E&P 88 Est. 14,691
Auburn 80 Cen. 8,491; E&P 88 Est. 8,588
Co./NECMA 80 Cen. 35,233; E&P 88 Est. 37,388
CZ-ABC: (80) 23,451
RTZ-ABC: (80) 69,281
City & RTZ-ABC: (80) 92,732

5 - BANKS	NUMBER	DEPOSITS
Savings	6	$165,514,614
Commercial	4	$73,099,000

6 - PASSENGER AUTOS: County 61,329.

7 - ELECTRIC METERS: Residence 40,082.

8 - GAS METERS: Residence 4,288.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Shoe Mfg. 3,000; Textiles 1,600; Electronics 1,500; Graphic Arts 1,000; Bakery Prods. 1,200; Paper Boxes 250; Carbonated Beverages 200; Metal Stamping 750; Plastics 1,500; Printing 1,500; Milk Proc. 150; Hospitals 2,000; Insurance 1,000; Plastic & Plastic Molding 2,000; Metal Fabrication 2,500.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-70; Summer 50-90; Fall 27-75; Winter -6-50. First killing frost, Oct. 8; last killing frost, May 2.

11 - TAP WATER: Slightly acid, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers
Lewiston-Approx. 2 mi. on Lisbon St., 2 mi. on Main St., Lewiston Mall, Promenade Mall, Northwood Park, Bonneau's, Mini Mall, Mean St.
Auburn-Main, N. Main, Court, Turner, Center St. Plaza, Auburndale Ctr., K mart Ctr., Auburn Mall.
Principal Shopping Days-Dept.-Mon., Fri., Sat. Food-Wed., Fri., Sat.
Stores Open Evenings-Dept.-Mon. through Sat. Food-Thur., Fri.; some Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears, Bradlees, JCPenney, Porteous, Mitchell & Braun; Ward Bros., Zayre's, K mart.
Variety Stores-Kresge, Mac's, Laverdieres 2.
Discount Stores-K mart, Bradlees, Zayre, Marden's, Service Mdse.
Chain Drug Stores-CVS 2, Clark's 2, Lovell, Welby.
Chain Supermarkets-Shop-N-Save 3, Shaw's 2.
Other Chain Stores-Dodge (men's clothing); Lamey-Wellehan (shoes) 2, Evergreen, Footloose, Fayva, Dexter, Thom McAn, Fanny Farmer, Owen Moore 2, Deering Ice Cream, Friendly Ice Cream; Baskin-Robbins, So-Fro Fabrics 2, Bookland 2; Waldenbooks, Radio Shack, Hit or Miss, Athletic Attic, Brooks Fashion (women's clothing), Carlyle Jewelry, Chess King (men's clothing), Earring Tree, Fields Hosiery, Foxmoor (women's clothing); The Gap (m/w clothing), General Nutrition, Hickory Farms, Kay-Bee Toys, Kinney Shoes, Lowrey Piano/Organ, Marianne (women's clothing); Merle Norman Cosmetics, Mothercare (maternity); Musicland, Ormond (women's clothing), Pearl Vision, G.M. Pollack (jewelry), Spencer Gifts, Weathervane (women's clothing), Zale's Jewelry, Carriage House 3, Benoits (m/w clothing), Brass Rail (men's clothing), Anderson-Little (m/w); DeOrsey's (home entertainment), Poore Simon's (m/w clothing), Deb (women's clothing), Wild Tops, Upstage, Strumboli's, The Dog House, JoAnn's Nut House, Gifts from the Heart (jewelry).

14 - NEWSPAPERS: SUN (m) 35,672; JOURNAL (e) 11,168; SUN-JOURNAL (S) 42,788; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Gerald P. Michaud, Mktg. Dir., SUN/JOURNAL, 104 Park St., Lewiston, ME 04240; Tel. (207) 784-5411.
National Representative: Landon Associates.

PORTLAND

1 - LOCATION: Cumberland County (NECMA). E&P Map B-5. County Seat. 108 mi. E of Boston, MA. On U.S. Hwy. 1; Interstate Hwys. 9, 26, 100 and 302.

2 - TRANSPORTATION: Railroads-Boston & Maine; Maine Central; Grand Trunk; Portland Terminal Co.
Motor Freight Carriers-(Interstate) 20.
Freight Steamship Lines-7.
Intercity Bus Lines-Vermont Transit.
Airlines-Delta; United; USAir; Continental; Eastern Express; Federal Express.

3 - POPULATION:
Corp. City 80 Cen. 61,572; E&P 88 Est. 65,444
CZ-ABC: (80) 113,951
RTZ-ABC: (80) 270,372
Co./NECMA 80 Cen. 216,171; E&P 88 Est. 235,043
City & RTZ-ABC: (80) 384,323

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 25,419; E&P 88 Est. 26,413
Co./NECMA 80 Cen. 78,704; E&P 88 Est. 90,078
CZ-ABC: (80) 44,222
RTZ-ABC: (80) 94,166
City & RTZ-ABC: (80) 138,388

5 - BANKS	NUMBER	EST. DEP.
Savings	9	$1,173,278,000
Savings & Loan	1	$223,941,000
Credit Union	NA	$421,899,000
Commercial	6	$1,182,484,000

6 - PASSENGER AUTOS: County 157,925.

7 - ELECTRIC METERS: Residence 67,823

8 - GAS METERS: Residence 6,813

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Metals & Mach 4,800; Food Prods. 2,500; Paper 2,600; Leather Prods. 1,400; Lumber & Wood Prods. 800
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-74; Summer 52-90; Fall 33-68; Winter 8-42

11 - TAP WATER: Neutral, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping Areas**-Between Longfellow and Monument Squares; Maine Mall
Neighborhood Shopping Areas-Woodford's Corner; Allen's Corner; Rosemont; Pond Cove; Westbrook

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lunt's Plz.(5)	NA	Shop 'N Save
Maine Mall(120)	5	Sears, JCPenney, Jordan Marsh, Filenes, Porteous
North Gate(11)	2	Shaw's Mkt.
Northport(6)	2	
Pine Tree(19)	4	Zayre, Shaw's, Child World
West Gate(9)	3	Shaw's Mkt.
Mill Creek	4	Shaw's Mkt., Mars
Falmouth	8	Shaw's Mkt., Riches, K mart
Westbrook(6)	4	Bradlee's, Shop 'N Save

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept.-Mon. & Thur.; Supermarkets-nightly

13 - RETAIL OUTLETS: **Department Stores**-Benoit's; Sears; Owen Moore; Porteous Mitchell & Braun; Jordan Marsh; Ward Bros.; JCPenney; Filene's
Variety Stores-Woolworth; Newberrys
Discount Stores-Zayre; Bradlee's; Romanow's; K mart; Child World; Marshalls; Toys 'R Us; TJ Maxx; Service Mdse.; Rich's; Mars
Chain Drug Stores-Welby's 3; LaVerdiere's 5; Lovell's; CVS
Chain Supermarkets-Shop 'N Save 7; Shaw's 7; IGA 2
Other Chain Stores-Firestone; Thom McAn; Anderson-Little; Day's; Goodyear; Singer; Radio Shack; Lerner's; Baker Shoes; Stowell's Jewelry; Foxmoor Casuals; Hanover Shoes; Spencer Gifts; Kinney Shoe; Castro Convertible; Casual Corner; Zale's Jewelry; The Gap; A.S. Beck Shoes; Stride Rite; Lamey Wellehan Shoes

14 - NEWSPAPERS: PRESS HERALD (m) 58,237; EXPRESS (e) 25,535; TELEGRAM (S) 137,221; Mar. 26, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Robert Nisbet, Adv. Dir., PRESS HERALD, EXPRESS and TELEGRAM, 390 Congress St.; PO Box 1460, Portland, ME 04104; Tel. (207) 775-5811.
National Representative: Landon Associates.

SACO
See BIDDEFORD

WATERVILLE

1 - LOCATION: Kennebec County. E&P Map B-4. Shipping and wholesale center. Situated on U.S. Hwy. 201 and State Hwys. 11, 137; I-95. 18 mi. N of Augusta; 56 mi. E of Bangor.

2 - TRANSPORTATION: **Railroads**-Maine Central (freight).
Motor Freight Carriers-3.
Intercity Bus Lines-New England Transit.
Airlines-Eastern Express.

3 - POPULATION:
Corp. City 80 Cen. 17,779; E&P 88 Est. 17,647
CZ-ABC: (80) 26,851
RTZ-ABC: (80) 87,899
County 80 Cen. 110,159; E&P 88 Est. 116,479
City & RTZ-ABC: (80) 114,750

4 - HOUSEHOLDS:
City 80 Cen. 6,201; E&P 88 Est. 5,794
County 80 Cen. 38,579; E&P 88 Est. 43,053
CZ-ABC: (80) 9,456
RTZ-ABC: (80) 29,678
City & RTZ-ABC: (80) 39,134

5 - BANKS	NUMBER	DEPOSITS
Savings	3	N.A.
Savings & Loan	2	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 72,450

7 - ELECTRIC METERS: Residence 14,250

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Pulp & Paper 1,325; Molded Wood Fibre Prods. 800; Woolen Fabric Mfg. 250; Shirt Makers 1,000; Medical Ctr. 1,100; Two colleges 585
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-72; Summer 54-100; Fall 33-78; Winter 30-42

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Main St., Silver St., College Ave., Kennedy Memorial Dr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elm Plz.(14)	NA	Shop 'N Save, K mart, JCPenney
Concourse(17)	NA	Zayre, Shop 'N Save
JFK Mall(14)	NA	A&P, Blake Hdwe., Rich's

Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Fri.; Shopping centers nightly

13 - RETAIL OUTLETS: **Department Stores**-Butler's; Sterns; Levine's; JCPenney
Discount Stores-K mart; Zayre; Rich's; Marden's
Chain Drug Stores-LaVerdiere's 5; CVS 2
Chain Supermarkets-Shop 'N Save; A&P; IGA; Price Kutter
Other Chain Stores-Radio Shack; Mr. Paperback; Consumer Auto Parts; Steego; So-Fro Fabrics; Sherwin-Williams

14 - NEWSPAPERS: SENTINEL (m) 26,200; Mar. 26, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Ron Uecker, Adv. Mgr., SENTINEL, 25 Silver St., Waterville, ME 04901; Tel. (207) 873-3341.
National Representative: Landon Associates.

MARYLAND SURVEYS

METROPOLITAN STATISTICAL AREAS

Baltimore-Baltimore City, Anne Arundel, Baltimore, Carroll, Harford, Howard and Queen Anne's Counties.
Cumberland, MD-WV-Allegany County, MD; Mineral County, WV.
Hagerstown-Washington County.
Washington, DC-MD-VA-District of Columbia; Alexandria, Fairfax, Falls Church, Manassas and Manassas Park cities, VA; Arlington, Fairfax, Loudoun, Prince William and Stafford Counties, VA; Calvert, Charles, Frederick, Montgomery and Prince George's Counties, MD.

PRIMARY METROPOLITAN STATISTICAL AREA

Wilmington, DE-NJ-MD-New Castle County, DE; Cecil County, MD; Salem County, NJ.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Phildelphia-Wilmington-Trenton, PA-NJ-DE-MD-includes Phildelphia, PA-NJ PMSA; Trenton, NJ PMSA; Vineland-Millville-Bridgeton, NJ PMSA; Wilmington, DE-NJ-MD PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1989
Under 5 Years	345	272	371
5-14 Years	815	649	681
15-24 Years	682	797	696
25-44 Years	997	1,252	1,613
45-64 Years	787	850	858
65 and Over	298	396	393
TOTAL	3,924	4,216	4,612

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1989 Est.
Bldg. Mat./Hdwr.	531	777	1,748
General Mdse.	2,037	2,452	4,387
Food	3,198	4,624	7,341
Automobiles	2,825	3,743	8,624
Gasoline Stations	1,210	2,000	2,371
Apparel	687	1,115	1,898
Furniture	628	929	2,016
Eat-Drink Places	1,257	1,917	3,460
Drugs	516	737	1,289
TOTAL SALES	14,377	20,983	36,959

ANNAPOLIS

1 - LOCATION: Anne Arundel County (In Baltimore MSA). E&P Map C-2. State Capital. County Seat. U.S. Naval Academy; yachting and water sport center. 26 mi. S of Baltimore; 32 mi. NE of Washington. On U.S. Hwy. 2.

2 - TRANSPORTATION: **Railroads**-Chessie System; ConRail.
Motor Freight Carriers-4.
Intercity Bus Lines-Baltimore & Annapolis Trailways; Greyhound.
Airlines-Delta; Eastern; American; TWA; Texas Intl.; USAir; United; British Airways.

3 - POPULATION:
Corp. City 80 Cen. 31,740; E&P 88 Est. 33,325
CZ-ABC: (80) 62,398
RTZ-ABC: (80) 40,789
County 80 Cen. 372,220; E&P 88 Est. 414,573
MSA 80 Cen. 2,203,011; E&P 88 Est. 2,328,483
City & RTZ-ABC: (80) 103,187
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 12,430; E&P 88 Est. 13,718
County 80 Cen. 121,028; E&P 88 Est. 141,266
MSA 80 Cen. 765,830; E&P 88 Est. 844,268
CZ-ABC: (80) 21,261
RTZ-ABC: (80) 12,988
City & RTZ-ABC: (80) 34,249

5 - BANKS	NUMBER	EST. DEP.
Savings	N.A.	$522,200,000
Savings & Loan	N.A.	$386,700,000

6 - PASSENGER AUTOS: County 266,591

7 - ELECTRIC METERS: County Res. 126,880

8 - GAS METERS: County Res. 49,399

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fort Meade 16,000; Radar & Electronics 15,000; USNA (including Middies) 6,000; U.S. Naval Station; U.S. Naval Security over 10,000; U.S. Dept. of Motor Vehicles over 1,000; U.S. Coast Guard; MD State Gov't.; Synthetic Fibers 227; Undersea Warfare Equip. 950; Communications Research & Development 600; Copper Refining 163
Principal Industrial Pay Days-Gov't., 15th & 30th; Wkly., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-75; Summer 60-97; Fall 55-72; Winter 8-63. First killing frost, late Nov.; last killing frost, Mar. 1.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Main St.; 3 on West St.; 1 on Maryland Ave.; 1 on State Circle; Parole Plaza; Forest Plaza
Neighborhood Shopping Centers-4 blocks on West St.; Stores in Eastport, W. Annapolis, Hillsmere

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Annapolis(85)	NA	Hecht, Mont. Ward, JCPenney
Colonial Parole(10)	NA	Kaleidoscope Fabric, Garfinkle
Eastport(12)	NA	Safeway, Drug Fair
Forest Plz.(16)	NA	Hechinger's, Giant Food
Parole(30)	NA	Sears, K mart, Woodward & Lothrop, W. Blair, Magruder's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Thur., Fri.
Stores Open Sundays-Discount.

13 - RETAIL OUTLETS: **Department Stores**-Hecht's; Sears; Woodward & Lothrop; Kirson's; Montgomery Ward; Garfinkel's; JCPenney; Caldor.
Discount Stores-Murphy Mart; K mart.
Variety Stores-G.C. Murphy.
Chain Drug Stores-Kitchin's; Rite Aid 2; Nationwide; Homewood; Giant Food Phcy.; Revco; Leader Drugfair.
Chain Supermarkets-A&P 2; Acme 3; Safeway 3; Food Fair; Giant 4; 7-Eleven 2; Convenient 3; Magruder's; Shopper's; Graul's.
Other Chain Stores-Firestone; Goodyear; Western Auto; Hi-Gear; Radio Shack; Best; Entre Corp; Ralph Lauren Polo Shop; Singer; Penn Jersey.

14 - NEWSPAPERS: CAPITAL (e) 41,926; (S) 42,180; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: George R. Cruze, Jr., Bus. Mgr., CAPITAL, 213 West St.; PO Box 911, Annapolis, MD 21404; Tel. (301) 268-5000.
National Representative: Landon Associates.

BALTIMORE

1 - LOCATION: Independent City in Baltimore MSA which includes Anne Arundel, Baltimore, Carroll, Harford, Howard and Queen Anne's counties. E&P Map C-1. Nation's eleventh city. On Patapsco River, 12 mi. NE of point where the river enters Chesapeake Bay. Second largest port on the Atlantic Coast, and most westerly seaport city on North Atlantic coast; transportation services center (water, land and air). 186 mi. S of New York; 95 mi. S of Philadelphia, and 40 mi. NE of Washington. Center of industrial, shipping and commercial activities; important banking. High-tech industries, financial and insurance community. Nationally ranked as a certified test market.

2 - TRANSPORTATION: **Railroads**-Amtrak; CSX; Canton (freight); Conrail (freight); Norfolk Southern (freight); Metro System (8 mi. line).
Motor Freight Carriers-160 (Interstate).
Freight Steamship Lines-87 (Scheduled liner services).
Intercity Bus Lines-MTA (with bus lines); Greyhound/Trailways; Baltimore Motor Coach; Clyde's Charter; Baltimore & Annapolis; Rohrbaugh; ColumBus; Annapolis.
Airlines-American; Delta; Eastern; TWA; United; USAir; Piedmont; Air America; Iceland Air; Allegheny; American Eagle; Braniff; BWIA; Continental; Northwest; Cumberland; Mexicana; Pan Am; Henson Aviation; America West. Also serviced by 48 Air Freight Lines.

3 - POPULATION:
Corp. City 80 Cen. 784,113; E&P 88 Est. 751,459
County 80 Cen. 657,529; E&P 88 Est. 703,483
MSA 80 Cen. 2,203,011; E&P 88 Est. 2,328,483
NDM-ABC: (80) 2,173,989

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 281,414; E&P 88 Est. 277,325
County 80 Cen. 237,371; E&P 88 Est. 269,711
MSA 80 Cen. 765,830; E&P 88 Est. 844,268
NDM-ABC: (80) 756,980

5 - BANKS	NUMBER	DEPOSITS
Commercial	41	N.A.
Savings & Loan	115	N.A.

6 - PASSENGER AUTOS: 483,889

7 - ELECTRIC METERS: Residence 884,751

8 - GAS METERS: Residence 482,699

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Constr. 52,000; Mfg.-Durable Goods 82,000; Mfg.-Non-Durable Goods 61,000; Trans., Commun. & Utilities 58,000; Whol. Trade 58,000; Retail Trade 174,000; Finance, Ins., Real Estate 63,000; Service Industries 229,000; Gov't 199,000.
Principal Pay Days-Thur., Fri.; 1st, 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 19-90; Summer 55-99; Fall 25-98; Winter 0-78. First killing frost, Oct. 27; last killing frost, Apr. 16.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Areas**-Harborplace: Two pavilions with 60 retail shops, 50 over-the-counter and take-out food shops, and 10 restaurants and cafes. Downtown: Bounded on the South by Pratt St., St. Paul and Light St. on the East, Mulberry on the North and Eutaw on the West. An area 5 blocks from North to South, and 4 blocks East to West.
Shopping Centers-Village of Cross Keys, Mondawmin Mall, Reisterstown Road Plaza, The Gallery at Harborplace, Mt. Clare Junction.
Principal MSA Shopping Areas and Shopping Centers
Anne Arundel County: Major shopping areas-Annapolis, Glen Burnie, Pasadena, Laurel.
Shopping Centers-Annapolis Mall, Glen Burnie Mall, Governor Plaza, Harundale Mall, Jumper's Mall, Laurel Centre, Parole Plz., Marley Station, Crofton Centre.
Baltimore County: Major Shopping Areas-Baltimore, Dundalk, Reisterstown, Towson, White Marsh, Owings Mills.
Shopping Centers-Dundalk Shopping Ctr., Eastpoint Mall, Towson Market Place, Golden Ring Mall, Hunt Valley Mall, Kenilworth Bazaar, Loch Raven Plz., Perring Plz., North Plz. Mall, Reisterstown, Security Square Mall, Towsontowne Center, Westview Mall, White Marsh Mall.
Carroll County: Major Shopping Areas-Westminster, Eldersburg, Hampstead.
Shopping Centers-Carrolltowne Towne Center, Crossroad Square, Westminster, Cranberry Mall.
Harford County: Major Shopping Areas-Edgewood, Bel Air, Fallston, Joppatowne.
Shopping Centers-Campus Hills, Edgewood, Harford Mall, Tollgate Mall.
Howard County: Major Shopping Areas-Ellicott City, Columbia.
Shopping Centers-Chatham Mall, Columbia Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Annapolis Mall	15	Garfinckel's, Hecht, Mont. Ward, JCPenney
Carrolltowne	17	Jamesway, K mart
Chatham Mall	12	K mart, Caldor, Giant
Columbia Mall	15	Hecht's, Sears, Woodward & Lothrop
Cranberry Mall	30	Caldor, Leggett
Crofton Ctr	NA	K mart
Eastpoint Mall	6	Hutzler's, JCPenney, Ames
Towson Market Pl	7	Mont. Ward, Marshalls, Toys R Us
Glen Burnie Mall	9	Epstein's, Mont. Ward, Toys R Us
Marley Station	10	Macy's, Hecht's, JCPenney
Glen Burnie Ctr	8	Sears, Giant
Golden Ring Mall	9	Mont. Ward, Hecht's, Caldor
Harford Mall	30	Mont. Ward, Hecht's
Harundale Mall	8	Hutzler's
Hunt Valley	15	Macy's, Sears
Jumper's Mall	9	K mart
Kenilworth Bazaar	8	
Laurel Centre	25	Hecht's, JCPenney, Mont. Ward
Marley Station	NA	Macy's, Hecht's
Northwood	4	
Owings Mills	15	Anchor's, Saks, Macy's, Hecht's
Parole Pl.	8	K mart, Sears, Woodward & Lothrup
Reisterstown Rd	8	Zayre
Security Sq Mall	8	Hutzler's, Sears, JCPenney, Hecht's
Towsontowne Ctr	8	Hutzler's, Hecht's
Westview Mall	6	Caldor
White Marsh	15	Macy's, Hutzler's, Sears, Woodward & Lothrop

Stores Open Evenings-Downtown-Mon. & Thur. Most suburban stores open six evenings. Some food chains open 24 hours.

Stores Open Sundays-Most.

13 - RETAIL OUTLETS: **Department Stores**-Macy's 4; Hecht's 8; Hutzler's 6; JCPenney 4; Montgomery Ward 8; Sears 7; Woodward & Lothrop 3; Caldor 7; Bradlees 5; Marshall's 4; Saks.

Chain Discount Stores-Aid 28; Ames 4; Epstein's 10; K mart 11; Zayre 3; Jamesway 4.

Variety Stores-Ben Franklin 6; G.C. Murphy 10; S.S. Kresge 5; Woolworth 14; T.J. Maxx 3.

Chain Drug Stores-Drug Fair 27; Giant 28; Howard and Morris 6; Revco 21; Rite Aid 95; People's 13.

Chain Supermarkets-A&P/Superfresh 27; Food-A-Rama 27; Giant 37; Mars 9; Safeway 16; 7-Eleven 84; Valu Food 10; Kash 'N Carry 5; Farm Fresh 7; Santoni's 6; B. Green/Big B 9.

Other Chain Stores-Auto Supplies: Firestone/Ezrine 25; Goodyear 12; Hi-Gear 4; Kimmel 12; Merchant's Tire 18; Midas Muffler 13; Mr. Tire 11; Papa 10; Pep Boys 7; Penn-Jersey 6; RPS 3; Western Auto 10; Furniture: Garon's Ethan Allen 4; Levenson & Klein 3; IKEA 1; Scan 3; Shaivitz 7; Shiller's; This End Up 7; Thomasville Galleries 3; Towne & Country 2; Unclaimed Freight Co. 7; Appliances: Circuit City 2; Ash Himelfarb G.E.-Hotpoint 4; Luskin's 13; Jewelry: Edward Arthur 4; Bailey, Banks & Biddle 3; Oscar Caplan & Sons 3; S & N Katz-Castelberg's 11; Kay Jewelers 4; Shaw's Keepsake Jewelers 5; Stieff-D.P. Paul 5; J. Brown 2; Shoes: Florsheim 7; Foot Locker 4; Gussini 9; Barrett 6; Fayva 13; Naturalizer 8; Hahn 7; Hanover 11; Hess 15; Shoe World; Thom McAn 15; Health Clubs: Spa Lady 13; Holiday Spas 5; Misc. Clothing Stores: Anders 4; Cushner's 2; Finkelstein's 4; Hamburger's; Jos. A. Bank 2; Kuppenheimer 3; Lane Bryant 10; Linda Lynn 5; Pat Arnold's Talls; Princess Shops 27; Briggs 4; Websters 7.

14 - NEWSPAPERS: THE SUN (m-mon to fri) 228,846; (e-mon to fri) 179,030; (m-sat) 373,940; (S) 480,347; Mar. 31, 1988 ABC.

Local Contact for Advertising and Merchandising Data: Diana Zinda, Adv. Dir., THE SUN, 501 N. Calvert St., Baltimore, MD 21278; Tel. (301) 332-6000.

National Representative: Million Market Newspapers/Times Mirror National Marketing.

CAMBRIDGE

1 - LOCATION: Dorchester County. E&P Map C-2. County Seat. Electronics, agric., sea food, timber, mfg. area. On Choptank River near Chesapeake Bay; U.S. Hwy. 50; State Hwy. 16.

2 - TRANSPORTATION: **Railroads**-Conrail.

Motor Freight Carriers-3.

Waterways-Cambridge Port Authority for deep-water import-export traffic.

3 - POPULATION:

Corp. City 80 Cen. 11,703; E&P 88 Est. 11,596
County 80 Cen. 30,584; E&P 88 Est. 30,032
CZ-ABC: (80) 11,703
RTZ-ABC: (80) 18,920
City & RTZ-ABC: (80) 30,623

4 - HOUSEHOLDS:

City 80 Cen. 4,446; E&P 88 Est. 4,291
County 80 Cen. 11,329; E&P 88 Est. 11,446
CZ-ABC: (80) 4,446
RTZ-ABC: (80) 6,883
City & RTZ-ABC: (80) 11,329

5 - BANKS	NUMBER	EST. DEP.
Saving & Loan	3	$82,000,000
Commercial	4	$179,000,000

6 - PASSENGER AUTOS: County 17,301

7 - ELECTRIC METERS: Residence 10,750

8 - GAS METERS: Residence, 1,581

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Electronics 2,000 ($185); Wire Cloth 325 ($175); Shirts 600 ($195); Food Proc. 1,200 ($185); Printing 350 ($280); Total Co. Av. Wkly. Wage ($225).

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-90; Fall 35-70; Winter 30-55. First killing frost, Nov.; last killing frost, Apr.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Areas**-Downtown-4 blocks on one st.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cambridge(20)	1	Ames, Rite Aid
Shoal Creek(10)	1	Sears, Acme, Revco
Dorchester Sq.	NA	Jamesway

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Downtown-Fri. to 8 p.m.; Shopping Ctrs.-every night to 9 p.m.

13 - RETAIL OUTLETS: **Department Stores**-Leggett's; Sears.

Variety Stores-McCrory; Woolworth.

Chain Drug Stores-Rite Aid.

Discount Stores-Ames; Jamesway.

Chain Supermarkets-Quick Shops 5; Acme; 7-Eleven; Meatland; Superfresh.

Other Chain Stores-Revco; Fashion Bug; Accurate Optical.

14 - NEWSPAPERS: BANNER (e-mon to fri) 7,242; Mar. 31, 1988 ABC.

Local Contact for Advertising and Merchandising Data: Bev Travers, Adv. Mgr., BANNER, 320 High St., PO Box 580, Cambridge, MD 21613; Tel. (301) 228-3131.

National Representative: Landon Associates.

CUMBERLAND

1 - LOCATION: Allegany County (In Cumberland, MD-WV MSA). E&P Map A-1. County Seat. Railroad and indust. ctr. of Western Maryland. On the Potomac River, 140 mi. W of Baltimore and Washington; 110 mi. SW of Pittsburgh; on U.S. 40, 48, Horseshoe Trail U.S. 220.

2 - TRANSPORTATION: **Railroads**-Chessie; Amtrak.

Motor Freight Carriers-29.

Intercity Bus Lines-Greyhound; Allegany County Transit Authority.

3 - POPULATION:

Corp. City 80 Cen. 25,933; E&P 88 Est. 22,588
CZ-ABC: (80) 45,296
RTZ-ABC: (80) 122,790
County 80 Cen. 80,669; E&P 88 Est. 76,439
MSA 80 Cen. 107,980; E&P 88 Est. 104,832
City & RTZ-ABC: (80) 168,086

4 - HOUSEHOLDS:

City 80 Cen. 10,669; E&P 88 Est. 9,885
County 80 Cen. 29,669; E&P 88 Est. 28,545
MSA 80 Cen. 39,107; E&P 88 Est. 38,614
CZ-ABC: (80) 17,597
RTZ-ABC: (80) 42,072
City & RTZ-ABC: (80) 59,669

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$4,822,484,283
Savings & Loan	1	$323,195,771
Credit Unions	1	$22,775,378

6 - PASSENGER AUTOS: County 45,020

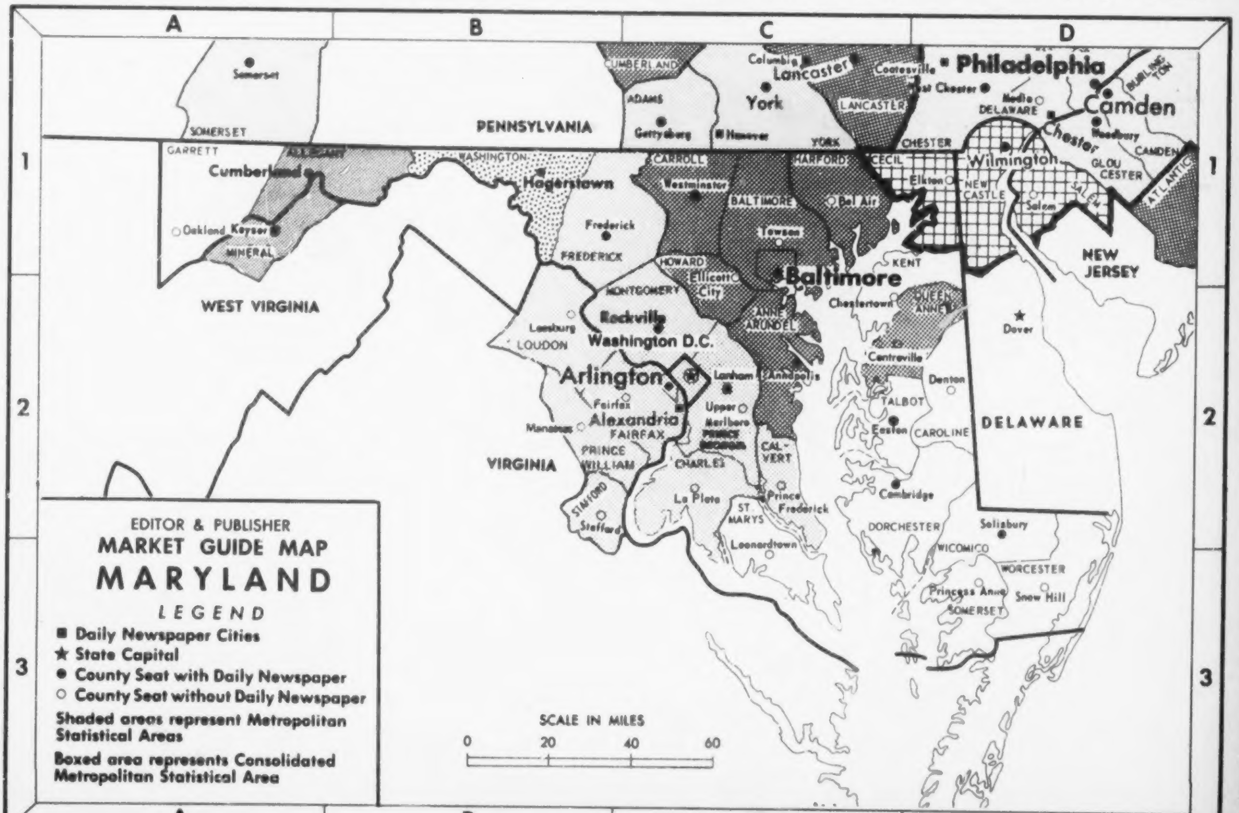
7 - ELECTRIC METERS: Residence 31,120

8 - GAS METERS: Residence 27,570

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Tire Plant 450; PPG Industries 70; R.R. 1,700; Pulp & Paper 2,100; Ballistics Laboratory 835.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-74; Summer 63-86; Fall 34-58; Winter 30-48. First killing frost, Oct. 10; last killing frost, Apr. 30.

11 - TAP WATER: Acid, hard; not fluoridated.


A
B
C
D
1
2
3
EDITOR & PUBLISHER
MARKET GUIDE MAP
MARYLAND
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area
SCALE IN MILES
0
20
40
60
PENNSYLVANIA
WEST VIRGINIA
VIRGINIA
DELAWARE
NEW JERSEY
Philadelphia
Camden
Wilmington
Chester
Lancaster
York
Baltimore
Washington D.C.
Arlington
Alexandria
Cumberland
Hagerstown
Frederick
Rockville
Annapolis
Cambridge
Salisbury
Dover
Somerset
Westminster
Bel Air
Towson
Ellicott City
Elkton
Easton
Denton
Centreville
Chestertown
La Plata
Leonardtown
Prince Frederick
Upper Marlboro
Princess Anne
Snow Hill
Oakland
Keyser
Leesburg
Fairfax
Manassas
Stafford
Lanham
Gettysburg
Hanover
Columbia
Coatesville
West Chester
Media
Woodbury
Salem
New Castle
GARRETT
ALLEGANY
WASHINGTON
FREDERICK
CARROLL
BALTIMORE
HARFORD
CECIL
HOWARD
MONTGOMERY
ANNE ARUNDEL
PRINCE GEORGES
CHARLES
CALVERT
ST. MARYS
KENT
QUEEN ANNES
TALBOT
CAROLINE
DORCHESTER
WICOMICO
WORCESTER
SOMERSET
MINERAL
LOUDON
FAIRFAX
PRINCE WILLIAM
STAFFORD
CUMBERLAND
ADAMS
YORK
LANCASTER
CHESTER
DELAWARE
GLOUCESTER
CAMDEN
BURLINGTON
ATLANTIC
SALEM

12 - RETAILING:

Nearby Shopping Centers

Name (No of stores)	Miles from Downtown	Principal Stores
Country Club(70)	9	JCPenney K mart Eyerly's Sears McCrory's
Cumberland(70)	NA	Gee Bee Burtons Wolf Dollar General
La Vale Plz (26)	9	Martin s People's Drug
Braddock Sq (20)	9	Acme Mkt Thrift Drug Zayre
White Oaks(7)	2	Acme Thrift Drug
Hills Plz (5)	3	Hills A&P

Principal Shopping Days-Mon Thur Sat
Stores Open Evenings-Mon Thur (Center City). Nearby shopping centers Mon through Sat

13 - RETAIL OUTLETS: **Department Stores**-Sears Eyerly's JCPenney
Variety Stores-Murphy McCrory
Discount Stores-Hills Gee Bee Hecks K mart Zayre
Chain Drug Stores-People s Thrift 3 Revco 2 Drug Fair 2, Rite Aid 2
Chain Supermarkets-A&P 4 Acme 2 Martin s County Mkt, Shop 'N Save
Other Chain Stores-Shoes Nobil Hanover Kinney, Super Thom McAn Lerner s Wolf Furn Pearle Vision Ctr, Camelot Music Waldenbooks Hickory Farms Radio Shack Chess King Jewelers Zale's Kay Gordon Royal Fashion Bug Foxmoor General Nutrition 16 Plus

14 - NEWSPAPERS: TIMES-NEWS (m) 29,200, (S) 35,693 Mar 31 1988 ABC
NOTE: Effective Feb 1 1988 this newspaper changed from m-mon to fri e-mon to fri m-sat & Sun to morning and Sunday
Local Contact for Advertising and Merchandising Data J P Buckley Adv Mgr TIMES-NEWS 19 Baltimore St, Cumberland MD 21502 Tel (301) 722-4600
National Representative Landon Associates

EASTON

1 - LOCATION: Talbot County E&P Map C-2 County Seat On Tred Avon River manufacturing and farming area 38 mi W of Salisbury On State Hwys 37, 328 331 & 333, I-50

2 - TRANSPORTATION: **Railroads**-Baltimore & Eastern Conrail
Motor Freight Carriers-3
Intercity Bus Lines-Greyhound Carolina Trailways
Airlines-American Eastern USAir

3 - POPULATION:
Corp City 80 Cen 7,536 E&P 88 Est 8,996
CZ-ABC (80) 7,536
RTZ-ABC (80) 41,211
County 80 Cen 25,656 E&P 88 Est 27,097
City & RTZ-ABC (80) 48,747

4 - HOUSEHOLDS:
City 80 Cen 3,125 E&P 88 Est 3,598
County 80 Cen 9,934 E&P 88 Est 10,949
CZ-ABC (80) 3,125
RTZ-ABC (80) 15,028
City & RTZ-ABC (80) 18,153

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	NA

6 - PASSENGER AUTOS: County 18,750

7 - ELECTRIC METERS: NA

8 - GAS METERS: NA

9 - PRINCIPAL INDUSTRIES: Canning Fruits & Vegetables; Seafood Packing Brick Mfg; Tile; Hosiery; Clothing; Furn; Farming (tomatoes corn, wheat); Nurseries; Printing

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-90; Fall 35-70; Winter 30-55 First killing frost, Nov. 1; last killing frost, Apr 22.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Glebe Road	NA	A&P, Sears, Drug Fair
Talbottown	NA	JCPenney, Hess
Tred Avon Sq.	NA	Acme, Peebles

Principal Shopping Days-Wed., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Peebles.
Chain Drug Stores-Drug Fair.
Chain Supermarkets-A&P; Acme; Safeway.

14 - NEWSPAPERS: STAR-DEMOCRAT (m-mon to fri) 12,555; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Andrea Mock, Adv. Dir., STAR-DEMOCRAT, 1 Airpark Dr Easton MD 21601 Tel (301) 822-1500
National Representative Landon Associates

FREDERICK

1 - LOCATION: Frederick County (In Washington DC-MD-VA MSA) E&P Map B-1 County Seat At intersection of U.S Hwys 40 15 240 340 I 70 I-270, 42 mi NW of Washington DC, 45 mi W of Baltimore

2 - TRANSPORTATION: **Railroads**-Chessie System B&O, WM, Maryland Midland
Motor Freight Carriers-8
Intercity Bus Lines-Greyhound Trailways
Air Charter-Fred Municipal Airport

3 - POPULATION:
Corp City 80 Cen 27,557 E&P 88 Est 35,800
CZ-ABC (80) 28,086
RTZ-ABC (80) 264,854
County 80 Cen 115,418 E&P 88 Est 129,009
MSA 80 Cen 3,258,724 E&P 88 Est 3,584,457
City & RTZ-ABC (80) 292,940

4 - HOUSEHOLDS:
City 80 Cen 10,417 E&P 88 Est 13,883
County 80 Cen 37,269 E&P 88 Est 42,956
MSA 80 Cen 1,173,172 E&P 88 Est 1,346,531
CZ-ABC (80) 10,647
RTZ-ABC (80) 87,654
City & RTZ-ABC (80) 98,301

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	$1,077,000,000
Savings & Loan	8	$3,200,721,600
Multi-Branch	9	NA

6 - PASSENGER AUTOS: County 85,387

7 - ELECTRIC METERS: 63,996

8 - GAS METERS: 5,950

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners (Av Wkly Wage)-Biological Research 1,819 ($421) Cement Limestone 954 ($300) Clothing 772 ($135); Aluminum 910 ($510); Ins 451 ($220) Conveying 372 ($240) Foods 210 ($175) Dairy Prods 180 ($218) Commun 303 ($170)
Principal Pay Days-1st & 15th wkly

10 - CLIMATE: Min & Max Temp -Spring 31-55 Summer 59-84, Fall 54-79, Winter 24-42 First killing frost Oct 18 last killing frost Apr 20

11 - TAP WATER: Nearly neutral very soft

12 - RETAILING: **Principal Shopping Areas**-Downtown 8 blocks on 2 streets 127 stores Westridge Sq Ctr, Waverley Ctr, Hillcrest Plz, College Park Plz, Fairview Ctr Eastgate

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Francis Scott Key Mall(95)	2	Woolworth Hess, Sears Gee Bee's
Frederick Shoppers World(4)	2	Carmack-Jay's, Service Mdse., Revco
County Sq (7)	1	K mart
Frederick Ctr (32)	2	People's, Ames, Woolworth
Frederick Towne Mall(77)	3	JCPenney, McCrory, Mont. Ward, Bon Ton/Eyerly's
Patrick(4)		Drug Fair
Prospect		People's Drug, Safeway

Stores Open Evenings-Downtown-Fri.; Malls-Mon. through Sun.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Routzahn's; JCPenney; Bon Ton/Eyerly's; Montgomery Ward; Hess's; Gee Bees; Anderson Little; Ames; Bradlee's.
Variety Stores-McCrory; Woolworth.
Discount Stores-Gee Bee's; K mart; Bradlees.
Chain Drug Stores-People's Service 4; Drug Fair; Revco; Rite Aid.
Chain Supermarkets-Martins; Farm Fresh; Safeway; Weis Mkt. 3; Giant; Carmack-Jay's 2.
Other Chain Stores-Sherwin-Williams; Thom McAn; Kinney; Glick; Melart; High's Dairy Prods.; 7-Eleven; Pants Corral; Sidney's; Radio Shack.

14 - NEWSPAPERS: POST (m) 23,669; NEWS (e) 15,453; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data. Edward F. Mull, Mktg. Dir. or Ed Gaydos, Adv. Dir., NEWS and POST, 200 E. Patrick St., Frederick, MD 21701; Tel. (301) 662-1177.
National Representatives Landon Associates; U.S. Suburban Press.

HAGERSTOWN

1 - LOCATION: Washington County (MSA). E&P Map B-1. County Seat. Fruit and agricultural belt; miscellaneous manufacturing. NW part of state; 72 mi. W of Baltimore; 70 mi. NW of Washington, DC 73 mi S of Harrisburg PA 64 mi E of Cumberland U.S Hwys 11, 40, I-70 I 81 State Hwys 58 60 64 65 632

2 - TRANSPORTATION **Railroads**-Conrail Chessie System (Western Maryland, Norfolk & Western, B&O Reading)
Intercity Bus Lines-Greyhound
Airlines-Henson

3 - POPULATION:
Corp City 80 Cen 34,132, E&P 88 Est 33,891
CZ-ABC (80) 72,638
RTZ-ABC (80) 137,029
County/MSA 80 Cen 113,353 E&P 88 Est 111,554
City & RTZ-ABC (80) 209,667
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen 13,965 E&P 88 Est 14,459
CZ-ABC (80) 26,957
RTZ-ABC (80) 47,357
County/MSA 80 Cen 39,957 E&P 88 Est 39,981
City & RTZ-ABC (80) 74,314

5 - BANKS	NUMBER	EST DEP
Commercial (Major)	5	$400,277,000
Commercial (Small)	2	$32,871,000
Savings & Loan	5	$228,200,000

6 - PASSENGER AUTOS: County 68,087

7 - ELECTRIC METERS: County 48,048

8 - GAS METERS: County 8,670

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners-Mfg 13,200; Trans, Commun & Util (excl railroads) 2,224, Contract Constr 2,318, Whol Trades 2,112 Ret Trades 6,555; Fin, Ins & R E 1,170, Services & Other (incl State & local gov't) 13,200, Federal Gov't 1,151

10 - CLIMATE: Min & Max Temp -Spring 38-62, Summer 62-85, Fall 42-66, Winter 21-40 First killing frost Sept 11, last killing frost May 4

11 - TAP WATER: Mountain source alkaline very soft River source alkaline hard fluoridated

12 - RETAILING: **Principal Shopping District**-1 1/2 blocks on Washington St., 2 on Potomac St., 2 on Franklin St; 1 on Summit Ave

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Long Meadow(35)	2	Sears
K mart Plz (3)	1	K mart
S. Hagerstown(12)	2	
Valley Mall(90)	2	JCPenney Eyerly's
Zayre Center(11)	1	Zayre Martin's Food

Principal Shopping Days-Thur, Fri, Sat
Stores Open Evenings-Downtown-Mon., Fri.; Shopping center-Mon. through Sat. Food and drug stores open Sun.

13 - RETAIL OUTLETS: **Department Stores**-Bon Ton; Eyerly's; Montgomery Ward, JCPenney, Routzahn's 3, Sears
Variety Stores-McCrory 2, Kresge's
Discount Stores-K mart, Zayre; Nichols
Chain Drug Stores-People's 4, Revco 3 Dart
Chain Supermarkets-A&P; Martin's 3; 7-Eleven 5, High's Dairy 8: Weis 2
Other Chain Stores-Women's Clothing Brooks; Shoes Gallenkamps, Kinney, Hanover, Super Shoes; Auto Supplies Goodyear, Firestone; Furniture & Appliances Routzahn's, Grand Piano & Furniture; Jewelry Kay's, Melarts 3, Miscellaneous Lowe's Lumber & Appliances, Singer Sewing, Radio Shack, Lumber Yard, Channel Home Ctr., Moore's.

14 - NEWSPAPERS: HERALD (m-mon to fri) 20,755; MAIL (e-mon to fri) 21,649; (m-sat) 38,962; (S) 41,282; Mar. 31, 1988 ABC.
Local Contact for Market Information:
Fred Temby, Pub., HERALD-MAIL, 100 Summit Ave., PO Box 439, Hagerstown, MD 21740; Tel. (301) 733-5131.
National Representative: Landon Associates.

LANHAM

1 - LOCATION: Prince George's County (In Washington DC-MD-VA MSA). E&P Map C-2. Suburban WA.

2 - TRANSPORTATION: **Railroads**-Conrail; Chessie.
Motor Freight Carriers-41 in MSA.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-Major airlines at Washington, DC.

3 - POPULATION:
Corp. City 80 Cen. 33,531; E&P 88 Est. NA.
County 80 Cen. 665,516; E&P 88 Est. 670,610
MSA 80 Cen. 3,258,724; E&P 88 Est. 3,584,457
NDM-ABC (80) 665,071

4 - HOUSEHOLDS:
City 80 Cen. 11,169; E&P 88 Est. NA.
County 80 Cen 224,789, E&P 88 Est 236,975
MSA 80 Cen 1,173,172; E&P 88 Est 1,346,531
NDM-ABC (80) 224,789

5 - BANKS	NUMBER	EST. DEP
Comm (MSA)	63	$13,000,000,000
Sav & Loan (MSA)	53	$9,000,000,000

6 - PASSENGER AUTOS: County 436,999

7 - ELECTRIC METERS: Residence 873,200 (MSA)

8 - GAS METERS: Residence 565,320 (MSA)

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners-Whol & Ret Trade 55,000, Services 30,000, State & Local Gov't 49,000, Federal Gov't 25,000

10 - CLIMATE: Min & Max Temp -Spring 45-72, Summer 66-90, Fall 50-71, Winter 20-45 First killing frost Nov 27; last killing frost Mar 10

11 - TAP WATER: Slightly alkaline medium soft

12 - RETAILING: **Principal Shopping Center**-Prince George's Plz
Neighborhood Shopping Centers-Carrollton Mall; BelAir; Beltway Plz; Capital Plz, Dodge Park, Eastover; Iverson Mall; Freestate Mall; Langley Park, Laurel Plz, Laurel Ctr, Marlow Heights; Penn-Mar, Allentown Mall; Hampton Mall; Forestville Mall; Great Eastern Plz
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Most

13 - RETAIL OUTLETS: **Department Stores**-Hecht; Garfinckels; Woodward & Lothrup, Sears; Montgomery Ward
Discount Stores-K mart, Zayre
Chain Drug Stores-People's; Drug Fair; Dart; Revco
Chain Supermarkets-Giant, Safeway, A&P

14 - NEWSPAPERS: PRINCE GEORGE'S JOURNAL (m-mon to fri) 35,735, Mar. 31, 1988 ABC
Local Contact fo Advertising and Merchandising Data Michael Veitch, V.P. Sales & Mktg., JOURNAL NEWSPAPERS Springfield VA 22159, Tel. (703) 750-8100.
National Representative Cresmer Woodward O'Mara & Ormsbee

ROCKVILLE

1 - LOCATION: Montgomery County (In Washington DC-MD-VA MSA) E&P Map C-2 Suburban Washington

2 - TRANSPORTATION: **Railroads**-Chessie
Motor Freight Carriers-41 in MSA
Intercity Bus Lines-Continental Trailways, Greyhound; Gold Line, Colonial Transit
Airlines-Major airlines at Washington DC

3 - POPULATION:
Corp. City 80 Cen 43,811; E&P 88 Est 50,004
NDM-ABC (80) 579,053
County 80 Cen 579,585, E&P 88 Est 662,149
MSA 80 Cen 3,258,724; E&F 88 Est 3,584,457

4 - HOUSEHOLDS:
City 80 Cen 14,885; E&P 88 Est 16,940
NDM-ABC (80) 207,195
County 80 Cen 207,195; E&P 88 Est 252,061
MSA 80 Cen 1,173,172; E&P 88 Est 1,346,531

5 - BANKS	NUMBER	EST. DEP.
Comm. (MSA)	63	$13,000,000,000
Sav & Loan (MSA)	53	$9,000,000,000

6 - PASSENGER AUTOS: County 486,546

7 - ELECTRIC METERS: Residence (MSA) 873,200

8 - GAS METERS: Residence (MSA) 565,320

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Services 73,000; Whol. & Ret. Trade 61,000; Federal Gov't 44,000; State & Local Gov't 12,000

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 66-90; Fall 50-71; Winter 20-45. First killing frost, Nov. 27; last killing frost, Mar. 10.

11 - TAP WATER: Slightly alkaline, medium soft.

12 - RETAILING: **Principal Shopping Center**-White Flint Mall.
Neighborhood Shopping Centers-Congressional Plz.; Hillandale; Montgomery Mall; Potomac Vlg.; Rockville Mall; Twinbrook; Westwood; Wheaton Plz.; White Oak; Wildwood Manor; Huntly Sq.; Village Mall; Lake Forest Mall; Loehman Plz.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Most

13 - RETAIL OUTLETS: **Department Stores**-Hecht; Garfinckels; Woodward & Lothrup; Sears; Montgomery Ward.
Discount Stores-K mart.
Chain Drug Stores-People's; Drug Fair; Dart.
Chain Supermarkets-Giant.

14 - NEWSPAPERS: MONTGOMERY JOURNAL (m-mon to fri) 37,728; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Michael Veitch, V.P. Sales & Mktg., JOURNAL NEWSPAPERS, Springfield, VA 22159; Tel. (703) 750-8100.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SALISBURY

1 - LOCATION: Wicomico County. E&P Map D-2. County Seat. Agric. and poultry area, medical & wholesale ctr. Eastern part of state. 106 mi. from Baltimore; 101 mi. from Wilmington; 129 mi. from Philadelphia.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-13.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Piedmont; USAir.

3 - POPULATION:
Corp. City 80 Cen. 16,429; E&P 88 Est. 17,932
CZ-ABC: (80) 32,369
RTZ-ABC: (80) 166,362
County 80 Cen. 64,808; E&P 88 Est. 67,807
City & RTZ-ABC: (80) 198,731

4 - HOUSEHOLDS:
City 80 Cen. 6,543; E&P 88 Est. 7,385
County 80 Cen. 22,876; E&P 88 Est. 24,292
CZ-ABC: (80) 11,642
RTZ-ABC: (80) 59,438
City & RTZ-ABC: (80) 71,080

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	10	$410,925,000
Savings & Loan	5	$201,608,000

6 - PASSENGER AUTOS: County 41,219.

7 - ELECTRIC METERS: Residence District 21,625.

8 - GAS METERS: Residence 4,416.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Federal Gov't 209 ($440); State Gov't 1,967 ($199); Local Gov't 2,485 ($242); Private Sector 21,752 ($223); Contract Constr. 1,292 ($217); Mfg. 5,699 ($234); Durable 1,567 ($314); Non-durable 4,132 ($204); Trans. 1,537 ($335); Whol. 1,367 ($299); Ret. 5,208 ($165); Fin., Ins. & R.E. ($228); Servs. & other 5,728 ($215).
Principal Pay Days-Wed., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-64; Summer 62-82; Fall 49-67; Winter 27-46. First killing frost, Oct. 21; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blks. on Main St.; 2 on Division St.; 1 on Market St.; 10 on Salisbury Blvd.; 3 on Rt. 50, 55 acres Civic & Glen Aves.; 3 blks. Shoppers World.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ames Plz.(5)	3	Ames Dept., A&P
Clairmont(6)	1	Drug Fair
Downtown Plz.(40)	NA	Hess, JCPenney
Salisbury Mall(75)	2	Sears, Hecht, Hutzler's, Warehouse Food Mkt.
Waverly(16)	1	Super Giant Discount
Twilley(20)	2	Acme
Shopper's World(10)	3	K mart, Super Fresh

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept.-Mon., Fri.; Food, Salisbury Mall Stores, and K mart-nightly.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Hecht; Sears; Peebles.
Discount Stores-Super Giant; Moore's; Nichols; Ames; Lowe's; K mart; Service Mdse.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Rite Aid 2; Eckerd; Drug Fair; Thrift.
Chain Supermarkets-Safeway; Acme; Super Fresh 2; Giant Super; Warehouse Food Mkt.
Other Chain Stores-Firestone; Goodrich; Barett Shoe; Castelberg's (jewelry); Penn-Jersey (auto parts); Pep Boys; Pic 'N Pay (shoes); Kinney; Butler Shoes; Lerner Shops; Parkland Hosiery; Russell Stover; Hanover Shoe; Sherwin-Williams; Webster Clothes; Brooks Fashions; Philipsborn; Toys R Us; Hub Furn.

14 - NEWSPAPERS: TIMES (e) 24,984; (S) 28,345; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Donald H. Brown, Adv. Mgr., TIMES, Carroll St.; PO Box 1937, Salisbury, MD 21801; Tel. (301) 749-7171.
National Representative: Thomson Newspapers.

WESTMINSTER

1 - LOCATION: Carroll County. E&P Map C-1 (In Baltimore MSA). County Seat. Western Maryland College. Carroll County Farm museum. Mfg., warehousing & distribution center. Located in N central MD. 30 mi. W of Baltimore, 50 mi. N of Washington, DC. On MD Routes 140, 30, 26, 97, 27.

2 - TRANSPORTATION: **Railroads**-Chessie System (Maryland Midland & Motor Freight Carrier. No mass transportation).
Motor Freight Carriers-16.
Airlines-Charter only.

3 - POPULATION:
Corp. City 80 Cen. 8,808; E&P 88 Est. 10,706
NDM-ABC: (80) 96,356
County 80 Cen. 97,263; E&P 88 Est. 112,549
MSA 80 Cen. 2,203,011; E&P 88 Est. 2,328,483

4 - HOUSEHOLDS:
City 80 Cen. 3,323; E&P 88 Est. 4,251
NDM-ABC: (80) 30,631
County 80 Cen. 30,631; E&P 88 Est. 35,930
MSA 80 Cen. 765,830; E&P 88 Est. 844,268

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	10	N.A.
Commercial	11	N.A.

6 - PASSENGER AUTOS: County 72,092.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Industrial Power Tools 2,041; Rain Ware & Outerware 591; Book Distribution 590; Rubber Footware 474; Electric Controls 374; Low Voltage Motor Control Ctr. 331; Industrial Heating Ultrasonic Cleaning 318.
Principal Industry Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Av. Year 53.6. Snowfall 27.8 in. First killing frost, Oct. 18; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center**-Cranberry Mall (96 stores); Westminster Ctr., U.S. Rte. 140 & Englar Rd. (29 stores).
Neighborhood Shopping Centers-Carroll Plaza, 140 Village (42 stores); Carrolltowne Mall (73 stores); Fairground Ctr. (6 stores); North Carroll Plaza (11 stores); Crossroad Sq.; Mount Airy Ctr. (14 stores).

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
North Hanover Mall(25)		Sears, Bon-ton, K mart, Kinney's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Leggetts, Hub, JCPenney.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Leggetts.
Discount Stores-K mart; Woolworth; Ames; Caldor.
Chain Drug Stores-Drug Fair; Rite Aid; Sentry.
Chain Supermarkets-Super Fresh; Martins Food; Weiss Markets; Safeway.
Other Chain Stores-Goodyear; RPS; Princess Shop; Fashion Bug.

14 - NEWSPAPERS: CARROLL COUNTY TIMES (m) 20,293; (S) 19,868; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Charles W. Baker, Adv. Mgr., CARROLL COUNTY TIMES, 201 Railroad Ave.; PO Box 346, Westminster, MD 21157; Tel. (301) 848-4400.
National Representatives: Landon Associates; U.S. Suburban Press.

MASSACHUSETTS SURVEYS

METROPOLITAN STATISTICAL AREAS

Fitchburg-Leominster-Ashby town in Middlesex County; Fitchburg and Leominster cities; Ashburnham, Lunenburg and Westminster towns in Worcester County.
New Bedford-New Bedford city; Acushnet, Dartmouth, Fairhaven and Freetown towns in Bristol County; Marion, Mattapoisett and Rochester towns in Plymouth County.
Pittsfield-Pittsfield city; Cheshire, Dalton, Hinsdale, Lanesborough, Lee, Lenox, Richmond and Stockbridge towns in Berkshire County.
Springfield-Chicopee, Holyoke, Springfield and Westfield cities; Agawam, East Longmeadow, Hampden, Longmeadow, Ludlow, Monson, Montgomery, Palmer, Russell, Southwick, West Springfield and Wilbraham towns in Hampden County; Northampton city, Belchertown, Easthampton, Granby, Huntington, Southampton and South Hadley towns in Hampshire County.
Worcester-Worcester city; Auburn, Barre, Boylston, Brookfield, Charlton, Clinton, Douglas, Dudley, East Brookfield, Grafton, Holden, Leicester, Millbury, Northborough, Northbridge, North Brookfield, Oxford, Paxton, Princeton, Rutland, Shrewsbury, Spencer, Sterling, Sutton, Uxbridge, Webster, Westborough and West Boylston towns in Worcester County.

PRIMARY METROPOLITAN STATISTICAL AREAS

Boston-Boston, Chelsea, Revere cities and Winthrop town in Suffolk County; Cambridge, Everett, Malden, Marlborough, Medford, Melrose, Newton, Somerville, Waltham and Woburn cities; Acton, Arlington, Ashland, Ayer, Bedford, Belmont, Boxborough, Burlington, Carlisle, Concord, Framingham, Groton, Holliston, Hopkinton, Hudson, Lexington, Lincoln, Littleton, Maynard, Natick, North Reading, Reading, Sherborn, Shirley, Stoneham, Stow, Sudbury, Townsend, Wakefield, Watertown, Wayland, Weston, Wilmington and Winchester towns in Middlesex County; Mansfield, Norton and Raynham towns in Bristol County; Lynn city; Lynnfield, Nahant and Saugus towns in Essex County; Quincy city; Bellingham, Braintree, Brookline, Canton, Cohasset, Dedham, Dover, Foxborough, Franklin, Holbrok, Medfield, Medway, Millis, Milton, Needham, Norfolk, Norwood, Randolph, Sharon, Stoughton, Walpole, Wellesley, Westwood, Weymouth and Wrentham towns in Norfolk County; Carver, Duxbury, Hanover, Hanson, Hingham, Hull, Kingston, Lakeville, Marshfield, Middleborough, Norwell, Pembroke, Plymouth, Plympton, Rockland and Scituate towns in Plymouth County; Berlin, Bolton, Harvard, Hopedale, Lancaster, Mendon, Milford, Southborough and Uptown towns in Worcester County.
Brockton-Brockton city; Abington, Bridewater, East Bridgewater, West Bridgewater, Halifax and Whitman towns in Plymouth County; Avon town in Norfolk County; Easton town in Bristol County.
Fall River, MA-RI-Fall River city; Somerset, Swansea and Westport towns in Bristol County, MA; Little Compton and Tiverton towns in Newport County, RI.
Lawrence-Haverhill, MA-NH-Lawrence, Haverhill and Newburyport cities; Amesbury, Andover, Boxford, Georgetown, Groveland, Merrimac, Methuen, Newbury, North Andover, Salisbury and West Newbury towns in Essex County, MA; Atkinson, Brentwood, Danville, Derry, East Kingston, Hampstead, Kingston, Newton, Plaistow, Salem, Sandown, Seabrook and Windham towns in Rockingham County, NH.
Lowell, MA-NH-Lowell city; Billerica, Chelmsford, Dracut, Dunstable, Pepperell, Tewksbury, Tyngsborough and Westford towns in Middlsex County, MA; Pelham town in Hillsborough County, NH.
Pawtucket-Woonsocket-Attleboro, RI-MA-Attleboro city; North Attleboro, Rehoboth and Seekonk towns in Bristol County, MA; Central Falls, Pawtucket and Woonsocket cities; Burrillville, Cumberland, Lincoln, North Smithfield and Smithfield towns in Providence County, RI; Plainville town in Norfolk County, MA; Blackstone and Millville towns in Worcester County, MA.
Salem-Gloucester-Beverly, Gloucester, Peabody and Salem cities; Danvers, Essex, Hamilton, Ipswich, Manchester, Marblehead, Middleton, Rockport, Rowley, Swampscott, Topsfield and Wenham towns in Essex County.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Boston-Lawrence-Salem, MA-NH-Includes Boston, MA PMSA; Brockton, MA PMSA; Lawrence-Haverhill, MA-NH PMSA; Lowell, MA-NH PMSA; Nashua, NH PMSA; and Salem-Gloucester, MA PMSA.
Providence-Pawtucket-Fall River, RI-MA-Includes Fall River, MA-RI PMSA; Pawtucket-Woonsocket-Attleboro, RI-MA PMSA; and Providence, RI PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	**1978**	**1980**	**1989**
Under 5 Years	470	337	444
5-14 Years	1,099	836	841
15-24 Years	980	1,101	904
25-44 Years	1,296	1,563	1,920
45-64 Years	1,212	1,173	1,154
65 and Over	633	727	658
TOTAL	5,689	5,737	5,921

Based on U.S. Census

POPULATION ESTIMATES
(Thousands)

Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 census

Cities	**Total Pop.**	**Spanish Origin**	**Percent**
Lawrence	63	10	16.3

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1989 Est.**
Bldg. Mat. Hdwr.	776	1,149	2,628
General Mdse.	2,361	2,987	5,451
Food	4,210	5,875	9,557
Automobiles	2,887	4,582	10,725
Gasoline Stations	1,290	2,319	2,799
Apparel	1,061	1,771	3,098
Furniture	729	1,129	2,503
Eat-Drink Places	1,828	3,059	5,646
Drugs	579	944	1,695
TOTAL SALES	18,474	28,816	51,852

ATHOL

1 - LOCATION: Worcester County (In Worcester-Fitchburg-Leominster NECMA). E&P Map C-1. On Millers Millers River, 15 mi. W of Gardner; 24 mi. E of Greenfield. On State Hwys. 2 and 32; U.S. Hwy. 202.

2 - TRANSPORTATION: **Railroads**-B&M.
Motor Freight Carriers-2.
Intercity Bus Lines-Englander Coach.

3 - POPULATION:
Corp. City 80 Cen. 10,634; E&P 88 Est. 10,748
Co./NECMA 80 Cen. 646,810; E&P 88 Est. 662,621
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,894; E&P 88 Est. 4,211
Co./NECMA 80 Cen. 225,323; E&P 88 Est. 238,163

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	1	$48,500,000
Savings & Loan	2	$80,000,000
Commercial	2	$43,000,000

6 - PASSENGER AUTOS: County 374,705.

7 - ELECTRIC METERS: Residence 4,706.

8 - GAS METERS: None.

9 - PRINCIPAL INDUSTRIES: Tools; Instruments; Toys; Plastics; Textile Mach.; Wood & Metal Furn.
Principal Industrial Pay Days-Thur.

10 - CLIMATE: First killing frost, Oct. 3; last killing frost, May 7.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Main St.; 2 on Exchange St.
Neighborhood Shopping Centers-Upper Main St.; Lord Pond Plaza; Main & Freedom Sts.; Mohawk Shopping Plaza, Rt. 2-A at Orange Town line.
Principal Shopping Days-Dept. Stores-Thur., Fri., Sat.; Food-Thur. & Fri.
Stores Close-Wed.
Stores Open Evenings-Dept.-Thur.; Food-Mon. through Sat.

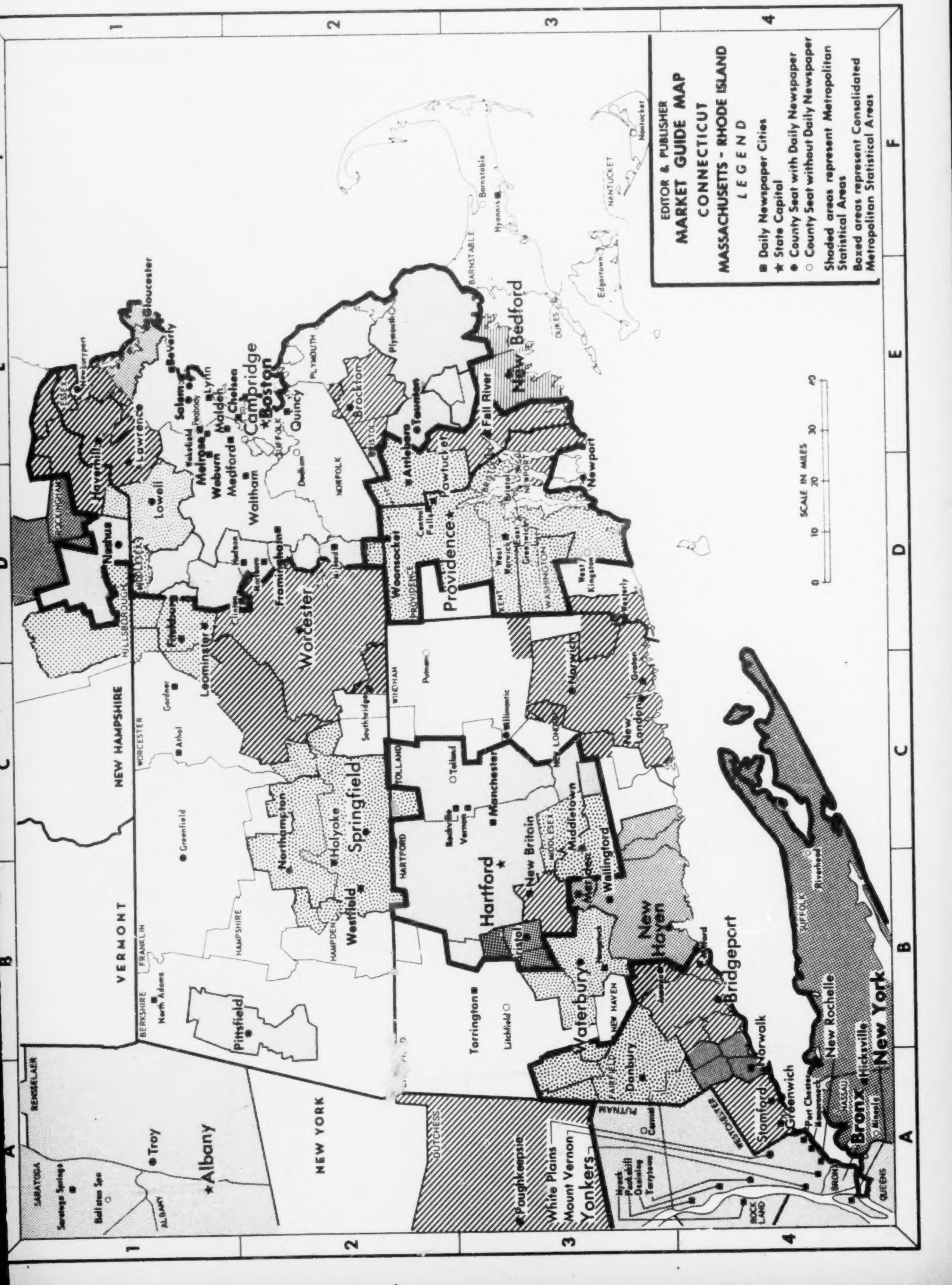
13 - RETAIL OUTLETS: **Variety Stores**-Knapp's True Value; Moskovitz's.
Discount Stores-Mars Bargainland; Brooks Health & Beauty Aids; CVS Pharmacy.
Chain Supermarkets-Victory; Shop & Save.
Other Chain Stores-Western Auto; W.E. Aubuchon; Sears Roebuck; Agway; Sherwin-Williams Paint; Hamshaw Bldg. & Hdwe. Supplies.

14 - NEWSPAPERS: NEWS (e) 5,720; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Bernard C. Cunningham, Natl. Adv. Mgr., NEWS, 225 Exchange St., Athol, MA 01331; Tel. (508) 249-3535.
National Representative: None.

ATTLEBORO

1 - LOCATION: Bristol County (In New Bedford-Fall River-Attleboro NECMA). E&P Map D-2, 32 mi. SW of Boston; 12 mi. N of Providence, RI. U.S. Hwy. 1; State Hwys. 123, 118, 152; I-95-295-495.

2 - TRANSPORTATION: **Railroads**-Amtrak; MBTA.
Motor Freight Carriers-8.
Intercity Bus Lines-Gatra.
Airlines-Mansfield Airport (6 mi.); No. Central Airport, RI (15 mi.); Green State, RI (30 mi.); Logan Intl. (40 mi.).


EDITOR & PUBLISHER
MARKET GUIDE MAP
CONNECTICUT
MASSACHUSETTS - RHODE ISLAND
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas
SCALE IN MILES
0
10
20
30
40
NEW HAMPSHIRE
VERMONT
NEW YORK
Boston
Cambridge
Worcester
Springfield
Providence
Hartford
New Haven
Bridgeport
Waterbury
New Bedford
Fall River
New York
Yonkers
Albany
Troy
Pittsfield
Lowell
Lawrence
Haverhill
Nashua
Gloucester
Beverly
Salem
Lynn
Quincy
Brockton
Taunton
Attleboro
Pawtucket
Woonsocket
Newport
Westerly
Norwich
New London
Middletown
Meriden
Wallingford
New Britain
Manchester
Bristol
Norwalk
Stamford
Greenwich
Danbury
Torrington
New Rochelle
Bronx
Hicksville
White Plains
Mount Vernon
Poughkeepsie
Framingham
Waltham
Leominster
Fitchburg
Northampton
Holyoke
Westfield
Greenfield
North Adams
A
B
C
D
E
F
1
2
3
4

3 - POPULATION:
Corp City 80 Cen 34 196 E&P 88 Est 34 801
CZ-ABC (80) 34 196
RTZ-ABC (80) 67 243
Co /NECMA 80 Cen 476 039 E&P 88 Est 485 320
City & RTZ-ABC (80) 101 439

4 - HOUSEHOLDS:
City 80 Cen 11 898 E&P 88 Est 12 505
Co /NECMA 80 Cen 166 938 E&P 88 Est 174 309
CZ-ABC (80) 11 898
RTZ-ABC (80) 22 269
City & RTZ-ABC (80) 34 167

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	1	$194 370 000
Savings & Loan	2	$85 146 194
Commercial	3	$158 631 217

6 - PASSENGER AUTOS: County 269 025

7 - ELECTRIC METERS: Residence 16 860

8 - GAS METERS: Residence 9 181

9 - PRINCIPAL INDUSTRIES: Jewelry Findings, Jewelry and Silverware, Precious Metals, Tech Instr., Machine Tools, Fab. Metals, Paper Prods., Electronics & Components, Computers, Rings, Plastic Prods. Wage Earners 25 136. Av. Wkly Wage $200-$225
Principal Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70, Summer 70-90, Fall 45-60, Winter 15-40. First killing frost Nov. 1, last killing frost Mar. 20

11 - TAP WATER: Alkaline, soft, fluoridated

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Park St., 2 on S. Main St., 14 on Pleasant, 2 on Union St., 2 on N. Main St.
Neighborhood Shopping Centers-Attleboro Falls, South Attleboro, Pine St., Attleboro, Norton Center, Mansfield, Foxboro, S. Main St., Attleboro, Wilkins Cors., Plainville, Central Plaza, Seekonk, North Plaza, Kelley Blvd., N. Attleboro

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pleasant St	1	Sears, IGA
Swansea Mall(85)	17	Caldor's, Apex, Sears
Tri-Boro Plz (14)	3	K mart, Almac's, Brooks Drug
Fox Field Plz	14	
Attleboro Crossing	2	Mars Bargainland, Rite Aid
Plainville Crossing	7	Brooks Drugs
Foxboro Plz (15)		Bradlees, Almac's, Fayva, Radio Shack
Walpole Mall(43)	20	Bradlees
Taunton Mall(15)	15	Bradlees, Rite Aid, Cherry & Webb
Washington Plz (7)	5	Radio Shack, Zayre, Thom McAn, Star Mkt
Lincoln Mall(65)	15	Zayre, Cherry & Webb, Anderson Little
Route 6	17	Heartland Food
Route 44	8	Valueland

Principal Shopping Days-Dept. stores-Tues. through Fri., Food stores-Mon., Thur. & Fri.
Stores Open Evenings-Wed., Thur.

13 - RETAIL OUTLETS: **Department Stores**-London's; Kidstown; Floyd's; Ryan & Sons.
Discount Stores-Mars; Ann & Hope; Zayre; K mart; Caldor's; ADAP's (automotive).
Chain Drug Stores-Adam's; Brooks; Medicine Shoppe; Thayer Pharmacy; Rite Aid 3; Dunnington's (Norton); CVS Pharmacy.
Chain Supermarkets-Almac 5; Stop 'N Shop; Superplace 4; Star Mkt.; Food Mart; Valueland; IGA; Shaw's; Heartland; Foodland.
Other Chain Stores-General Mills; Benny's; Sears (catalog); Singer Co.; Goodyear; Goodrich; Sherwin-Williams; Thom McAn; Alpine Ski Shop; Radio Shack.

14 - NEWSPAPERS: SUN CHRONICLE (e) 24,757; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Paul Morrissey, Adv. Mgr., SUN CHRONICLE, 34 S. Main St., Attleboro, MA 02703; Tel. (617) 222-7000.
National Representative: Branham/Newspaper Sales.

BEVERLY

1 - LOCATION: Essex County (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). Map E-1. Residential and industrial ctr. located in the northeastern part of the state on the N side of Massachusetts Bay 18 mi. from Boston. U.S. Hwys. 128, 127, 1A, 97 and 62

2 - TRANSPORTATION: **Railroads**-Boston and Maine
Intercity Bus Lines-Michaud
Motor Freight Carriers-42
Airlines-Irish International, Northeast, United, TWA, Eastern, 14 mi. from Logan International Airport

3 - POPULATION:
Corp. City 80 Cen 37 655 E&P 88 Est 38 551
CZ-ABC (80) 37 655
RTZ-ABC (80) 27 439
NECMA 80 Cen 3 665 193 E&P 88 Est 3 767 491
County 80 Cen 634 728 E&P 88 Est 665 317
City & RTZ-ABC (80) 65 094

4 - HOUSEHOLDS:
City 80 Cen 13 578 E&P 88 Est 14 004
County 80 Cen 228 432 E&P 88 Est 248 939
NECMA 80 Cen 1 296 965 E&P 88 Est 1 379 641
CZ-ABC (80) 13 578
RTZ-ABC (80) 9 336
City & RTZ-ABC (80) 22 914

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	1	$260 297 000
National	1	$78 000 844
Co-op	1	$64 982 189
Bay Bank	1	$3 431 471 000

6 - PASSENGER AUTOS: County 373 082

7 - ELECTRIC METERS: Residence 14 027

8 - GAS METERS: Residence 7 246

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Shoe Mach. 1,300, Electronics 720, Metal Hydrides 250, Industrial Mach. 518, Fishing 470. Av. Wkly. Wage $200
Principal Industrial Paydays-Thur., Fri.

10 - CLIMATE: Av. Temp. Summer 71, Winter 34. An. rainfall 42 inches

11 - TAP WATER: Very soft

12 - RETAILING: **Principal Shopping Centers**-North Beverly Plz., 12 blocks on Cabot St. plus 3 on Rantoul St. and Gloucester Crossing, Dawson's Shopping Ctr., North Beverly and Beverly Farms

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
North Shore	5	Jordan Marsh
N.-Beverly	1	Zayre
Endicott Plz (22)	4	K mart
Liberty Tree(108)	4	Ann & Hope, Lechmere
Beverly Plz	NA	Star, Zayre
Cabot St (6)	NA	

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-All shopping ctrs. & plzs., Thur. for Bell Market, most downtown stores, Fri. all

13 - RETAIL OUTLETS: **Department Stores**-Filene's, Jordan Marsh, Sears.
Discount Stores-Zayre; Ann & Hope
Chain Drug Stores-Eaton's; General Sales; Brook's; CVS; Osco; Walgreens
Chain Supermarkets-Star Market; Star; Purity-Supreme 2; Shaw's; DeMoulas.

14 - NEWSPAPERS: TIMES (e) 9,479. Mar. 26, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Joseph Brancelone, Adv. Dir., TIMES, Dunham Road, Beverly, MA 01915. Tel. (617) 922-1234.
National Representative: U.S. Suburban Press.

BOSTON

1 - LOCATION: Suffolk County (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map E-2. State Capital, County Seat. Wholesale, medical, education and research center, principal marketplace of New England.

2 - TRANSPORTATION: **Railroads**-Amtrak; Boston & Maine; Conrail; NYNH&H; North Station (terminal on B&M); South Station (terminal on NYNH&H & B&A); District-owned Metropolitan Bay Transit Authority.
Motor Freight Carriers-More than 500 lines.
Intercity Bus Lines-Boston; Brush Hill; Camper Tours; MBTA; Michaud; Rapid Trans. Inc.; Greyhound; Hudson; Peter Pan; Plymouth & Brockton; Trailways of N.E.; Vermont Transit.
Airlines-Aerlingus; Air Canada; Air France; Alitalia; American; Braniff; British Airways; BWIA International; Catskill Airways; Continental; Continental Express; Delta; Eastern; El Al; Emery Worldwide (freight); Federal Express (freight); First Air; Flying Tiger (freight); Hub Express; Icelandair; Long Island Airlines; Lufthnasa; Midway; Midwest Express; Northwest; Pan Am; Piedmont; Provincetown-Boston, Sabena, Swissair, T. Air Portugal, Trans-World, United, USAir
Shipping-Port of Boston handles 25 944 000 tons of cargo
Steamship Lines and Agents-Approximately 25-30 major steamship lines serving Boston, New York and Halifax

3 - POPULATION:
Corp. City 80 Cen 562 994 E&P 88 Est 554 993
CZ-ABC (80) 1 951 381
RTZ-ABC (80) 1 848 455
NECMA 80 Cen 3 665 193 E&P 88 Est 3 767 491
County 80 Cen 649 814 E&P 88 Est 652 126
City & RTZ-ABC (80) 3 799 836
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen 218 457, E&P 88 Est 224 948
County 80 Cen 251 929 E&P 88 Est 257 231
NECMA 80 Cen 1 296 965 E&P 88 Est 1 379 641
CZ-ABC (80) 723 168
RTZ-ABC (80) 616 097
City & RTZ-ABC (80) 1 339 265

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	15	$18 344 439 000
Savings & Loans	12	$4 045 794 000
Trust Companies	5	$46 418,000
Credit Union	743	$558 000 000
Cooperatives	15	$872 588 000

6 - PASSENGER AUTOS: County 282 646

7 - ELECTRIC METERS: Greater Boston 610 000

8 - GAS METERS: County (Residence) 163 157

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-All Mfg. 608 000, Constr. 124 500, Trans., Util. & Commun. 126 800, Whol. & Ret. Trade 710 800; Fin., Ins. & R.E. 213 200, Servs. 859 200, Gov't 393 800, Mining 2 300

10 - CLIMATE: Min. & Max. Temp.-Spring 31-78, Summer 59-98, Fall 37-78, Winter 4-45. First killing frost, Oct. 22; last killing frost, Apr. 13.

11 - TAP WATER: Metropolitan Water District (combined source, Quabbin Reservoir and Wachusett Reservoir) supplies municipal Boston and the ABC City Zone. Soft & slightly acid water. Total hardness 15 ppm. Calcium Carbonate, PH is 8.7 ppm.

12 - RETAILING: **Central shopping district** has over 2.746 million sq. feet of retail space, accounts for about 39% of retail sales in the metropolitan area. Principal Shopping Center is Downtown Crossing. Department Stores: Jordan Marsh, Filene's; Clothing Stores: Roots, Tello's, Sizes Unlimited, Lane-Bryant, Sumner's; Shoes: Regal, Florsheim, Richard's, Coward, Thom McAn, Flagg, Baker, Burt, Dr. Scholl's; Jewelry: Roger's, E. B. Horn, Stowell's, Homer's, Descenza, Deprisco, Kay's; Variety: Woolworth; Books: B. Dalton, Lauriat's, Barnes & Noble, Waldenbooks, Parklane Hosiery; Osco Drug, CVS, Singer Co.;
Quincy Market & Faneuil Hall Marketplace. A major tourist attraction on the Boston waterfront with 165 stores & restaurants.
LaFayette Place: One of the newest shopping attractions located downtown with over 40 stores and restaurants. Opens into Jordan Marsh.
Back Bay: 402 Stores including Copley Place: Nieman-Marcus, Tiffany, Gucci, Casual Corner, Saint Laurent, Sack Theater Complex, Prudential Center: Louis Men's Elkins Shoe, Lord & Taylor, Saks 5th Ave.; Wallachs; Baily Shoe; Star Market; Newbury St: Ludwig Furs; E.F. Kakas Furs; Charles Sumner's; Bonwit Teller; Brooks Bros., Stuart's Hurwitch Bros., Paine Furniture, Scandinavian Design, Shreve, Crump & Low.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
In Burlington:		
Burlington Mall (100)	NA	Jordan Marsh, Sears, Filene's, Lord & Taylor
In Chestnut Hill:		
Mall at Chestnut Hill(67)	NA	Filenes, Bloomingdale's
In Dedham:		
Dedham Mall(50)	NA	Sears, Bradlees, Woolworth
In Medford:		
Fellsway Plaza(21)	NA	Woolworth, Zayre
Meadow Glen Mall(60)	NA	Bradlees, Marshall's
In Hanover:		
Hanover Mall(100)	NA	Sears, Zayre, Jordan Marsh, Almy's
In Danvers:		
Liberty Tree(118)	NA	Ann & Hope, Lechmere
In Cambridge:		
Harvard Sq.(300)	NA	Harvard Coop., Crate & Barrel
In Natick		
Natick Mall(56)	NA	Filene's, Sears, Woolworth
In Saugus		
New England(27)	NA	Woolworth, Sears
In Revere		
Northgate(31)	NA	Zayre
In Peabody		
Northshore(102)	NA	Jordan Marsh, Sears, Almys, Filenes
In Stoneham		
Redstone(28)	NA	Caldor, Woolworth
In Framingham		
Shopper's World (56)	NA	Jordan Marsh, Bradlees
In Braintree		
South Shore Plaza(130)	NA	Sears, Jordan Marsh, Lord & Taylor, Filenes
In Brockton		
Westgate Mall(60)	NA	Jordan Marsh, Bradlees, Woolworth
In Walpole		
Walpole Mall(38)	NA	Bradlees
In Watertown		
Arsenal Mktpl (106)	NA	Ann & Hope, Marshall's
Watertown Mall(38)	NA	Bradlees
In Somerville		
Assembly Sq Mall(62)	NA	Jordan Marsh, K mart

13 - RETAIL OUTLETS: **Department Stores**-Almys 13, Bloomingdale's, Filene's 8, Jordan Marsh 10, Sears 13, Lord & Taylor 3, Neiman-Marcus, Harvard Coop 3
Discount Stores-Ann & Hope 2, Bradlees 23; Caldor 14; Lechmere 5, Marshall's 18, Zayre 27; K mart 12
Men's Clothing-Brooks Brothers, Josiah Bank; Louis, Matini Carl, Milton's, J. Press, Wallach's.
Women's Clothing-Ann Taylor, Bonwit Teller; Casual Corner, Deerskin Trading, Leo Diutsh; Edward's Fur, Edward Kakas, Lane Bryant; Ludwig; Makanna; Roaman's; Roberts Furs, Anne Star; Charles Summer, The Talbots; Jaeger; Yolanda; Loehmann's, Hoffman's, Cherry Webb & Touraine; Saks 5th Ave.
Family Clothing-Anderson-Little, Kennedy's; Simon & Sons; You & You; Guys & Dolls; Adam & Eve; The Gap; Wrangler Ranch; Syms.
Chain Drug Stores-CVS; Mall; Brooks; Archer Kent; Osco; Medi Mart; Rix; Thayer.
Chain Supermarkets-Stop & Shop 66, Demoulas 27, Purity Supreme 22, Star Mkt. 31, Shawl's 18; Angelos 19.
Furniture-Levitz 3; Paine Furniture 2; Allen Furn.; Ruderman's 3; Summerfield's; Ethan Allen Stores 9; Scandinavian Design 7; Bradford 3; Cabot House 4; Hooper Ames 4; Crate & Barrel 7; Hitchcock 4; Kincaide 4; La-Z-Boy 3; Workbench 2.
Variety Stores-Woolworth, Paperama
Shoes-Bally; Baker's; Pappagalo; Richard's; Florsheim; French Shriner; Hanlon's Regal; Coward; Dr. Scholl's; Fayva; Stride Rite; Thayer McNeil; Thom McAn; Taymor's; George Davis; Footwear House.

14 - NEWSPAPERS: THE CHRISTIAN SCIENCE MONITOR (m-mon to fri) 191,501; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Betsy Tegtmeyer, Nat'l Adv. Mgr., THE CHRISTIAN SCIENCE MONITOR, Syndicate, Inc., One Exeter Plz., Boston, MA 02116; Tel. (617) 262-7770.
National Representative: Million Market Times Mirror Marketing.
GLOBE (m-mon to fri) 498,302; (m-sat) 452,888; (S) 789,392; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: John F. Reid, Jr., Adv. Dir., GLOBE, 135 Morrissey Blvd., Boston, MA 02107; Tel. (617) 929-2000.
National Representative: Million Market Times Mirror Marketing.
BOSTON HERALD (m-mon to fri) 354,342; (m-sat) 276,377; (S) 276,377; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: James E. Blinn, Assoc. Pub., BOSTON HERALD, One Herald Square, Boston, MA 02106; Tel. (617) 426-3000.
National Representatives: Branham/Newspaper Sales; Metropolitan Publishers Representatives.

BROCKTON

1 - LOCATION: Plymouth County, (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map E-2. Industrial center. SE part of the state; 19 mi. S of Boston on main route to Cape Cod from N and W.

2 - TRANSPORTATION: **Railroads**-Conrail.
Interstate Bus Lines-Mass. Bay Trans. Authority; Unda's; Brockton Area Trans. Authority; Plymouth

Brockton Express Service to Boston; Brockton to Logan Bus Service.
Airlines-At Logan Airport, Boston. All major American, Canadian & European lines.

3 - POPULATION:
Corp. City 80 Cen. 95,172; E&P 88 Est. 97,501
CZ-ABC: (80) 198,026
RTZ-ABC: (80) 219,721
NECMA 80 Cen. 3,665,193; E&P 88 Est. 3,767,491
County 80 Cen. 407,078; E&P 88 Est. 444,068
City & RTZ-ABC: (80) 417,747
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 35,955; E&P 88 Est. 32,178
County 80 Cen. 132,580; E&P 88 Est. 149,456
NECMA 80 Cen. 1,296,965; E&P 88 Est. 1,379,641
CZ-ABC: (80) 65,367
RTZ-ABC: (80) 70,015
City & RTZ-ABC: (80) 135,382

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$210,000,000
Savings & Loan	3	$113,031,600
Commercial	3	$50,608,370

6 - PASSENGER AUTOS: County 235,797

7 - ELECTRIC METERS: Residence 29,283

8 - GAS METERS: Residence 14,265

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Leather Prods. 3,500 ($152); Clothing 1,692 ($156); Mfg. 15,200-Metro Area ($162).
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-90; Summer 46-90; Fall 25-87; Winter -9-65. First killing frost, Sept. 30; last killing frost, Apr. 23.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: **Principal Shopping Center**-Westgate Mall; Downtown 12 blocks on Main St. and 12 side sts. off Main; West Shopping Ctr.; East Shopping Center; Eastway Plaza; Southgate Plaza; Oak St. Shopping Center; K mart Plaza; Points West Plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Brockton East Plaza(20)	NA	Caldor, Bradlees, Shaw's, Channel Lumber
East-Way(10)	NA	Ashmont
K mart Plaza(6)	NA	K mart
Park Plaza(9)	NA	T.J. Maxx, Service Merchandise
South(12)	NA	Ames, Shaw's
Tedeschi's	NA	
Westgate(99)	NA	Kennedy's, Jordan Marsh, Bradlees, Child World, Marshalls
West(15)	NA	Sears, Shaw's
Points West(10)	NA	Zayre
Taymore Plz.(7)	NA	
Stonehill Plz.(5)	NA	

Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Dept.-Wed., Fri.; Food & Shopping Centers nightly.

13 - RETAIL OUTLETS: **Department Stores**-Sears, Jordan Marsh.
Variety Stores-Woolworth.
Discount Stores-Bradlees 2; Zayre; K mart; Stuarts; Caldor; Ames.
Chain Drug Stores-Dunnington's 5; Brooks 3; CVS; Drug Mutual 8; Rix; Pharmacity 3; Osco; Easton.
Chain Supermarkets-Shaw's 3; Christy's 3; Fernandes 3; Columbia Farms; Purity-Supreme.
Other Chain Stores-Atherton's Furn.; Child World; Fanny Farmer; Fields Hosiery; Firestone; General Tire; Goodyear; Howard Clothes; Kay Jewelry; Kempton's Ladies; Kennedy's Clothing; Merchants Tire; Mr. Slacks 2; Nugent's Ladies; Radio Shack 2; Thom McAn; Spencer Gifts; Singer; Storey's Ladies; Touraine Ladies; Sherwin-Williams; Anderson-Little; Grossman's; Somerville Lumber; Marshalls.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 56,508; (m-sat) 55,896; (S) 63,963; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Paul H. Daniels, Adv. Dir., ENTERPRISE, 60 Main St., PO Box 1450, Brockton, MA 02403; Tel. (617) 586-6200.
National Representative: Landon Associates.

CAPE COD
See HYANNIS

CHELSEA

1 - LOCATION: Suffolk County, E&P Map E-2 (In Boston-Lawrence-Salem-Lowell-Brockton NECMA), 3 mi. N of Boston, in Metropolitan district and part of Port of Boston. On U.S. Hwy. 1C and State Hwy. 107.

2 - TRANSPORTATION: **Railroads**-Boston & Maine; Boston & Albany.
Motor Freight Carriers-5.
Intercity Bus Lines-M.B.T.A. Service Bus.
Airlines-Served by Logan Intl. Airport (Boston).

3 - POPULATION:
Corp. City 80 Cen. 25,431; E&P 88 Est. 25,177
NECMA 80 Cen. 3,665,193; E&P 88 Est. 3,767,491
County 80 Cen. 649,814; E&P 88 Est. 652,126

4 - HOUSEHOLDS:
City 80 Cen. 9,715; E&P 88 Est. 9,796
County 80 Cen. 251,929; E&P 88 Est. 257,231
NECMA 80 Cen. 1,296,965; E&P 88 Est. 1,379,641

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$115,060,435
Savings & Loan	5	$178,007,903
Credit Unions	10	$24,515,461

6 - PASSENGER AUTOS: County 282,646

7 - ELECTRIC METERS: Residence 11,996

8 - GAS METERS: Residence 8,719

9 - PRINCIPAL INDUSTRIES: Paper Prods.; Clocks; Brass Pipe Fittings; Structural and Ornamental Iron; Composition Sales; Meat Proc.; Whol. Produce Mkts. Ctr.; Rubber Prods.; Sun Glass; Staple Guns; Wallpaper & Wallcoverings.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 60-97; Fall 50-80; Winter 15-60. First killing frost, Nov. 30; last killing frost, Apr. 15.

11 - TAP WATER: Neutral, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Broadway.
Neighborhood Shopping Centers-Prattville, Cary Sq., Mill Hill, Chelsea Sq., Central & Everett Ave., Revere Beach Pkwy.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mystic Mall(45)	NA	DeMoulas, K mart, Osco
Parkway Plz.(21)	NA	Bradlees, Radio Shack

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: **Leading Department and Variety Stores**-Bradlees, Rix, BD's.
Discount Stores-Bradlees, K mart.
Chain Drug Stores-Rexall 4, E&M.
Chain Supermarkets-Stop 'N Shop; IGA; Blackstone; DeMoulas.
Other Chain Stores-Thom McAn; Radio Shack.

14 - NEWSPAPERS: RECORD (e-mon to fri) 5,000; sworn July 31, 1988.
Local Contact for Advertising and Merchandising Data: Norman Brown, Adv. Mgr., RECORD, 18 Fourth St., PO Box 292, Chelsea, MA 02150; Tel. (617) 884-2416.
National Representative: None.

CLINTON

1 - LOCATION: Worcester County. (In Worcester-Fitchburg-Leominster NECMA). E&P Map D-2. 15 mi. N of Worcester on Routes 70 and 110.

2 - TRANSPORTATION: **Railroads**-Amtrak; Boston & Maine.
Intercity Bus Lines-Worcester; Regional Transit Authority.

3 - POPULATION:
Corp. City 80 Cen. 12,771; E&P 88 Est. 12,398
Co./NECMA 80 Cen. 646,810; E&P 88 Est. 662,621
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,662; E&P 88 Est. 4,683
Co./NECMA 80 Cen. 225,323; E&P 88 Est. 238,163

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$1,759,000,000
Co-op	1	$34,000,000
Savings	1	$97,642,000
Credit Union	1	$85,500,000

6 - PASSENGER AUTOS: County 374,705

7 - ELECTRIC METERS: Residence 4,700

8 - GAS METERS: Residence 2,410

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronics 500; Cereal 200; Furn. 120; Plastics 2,000; Wire Insulations 800; Hwy. Signs 60.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 60-90; Fall 40-70; Winter 10-60. First killing frost, Oct. 1; last killing frost, Apr. 30.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center**-6 blocks on High St. (35 stores), 1 block on Main St. (15 stores), 1 block on Union St. (4 stores), Chestnut Hill Plaza, Woodruff Plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Searstown(40)	12	Sears
Lincoln Plaza(28)	10	Zayre

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur. until 9:00 pm.

13 - RETAIL OUTLETS: **Variety Stores**-Lincoln Drug.
Chain Drug Stores-MD Drug, Brooks.

14 - NEWSPAPERS: ITEM (e) 4,356, sworn Mar. 31, 1988.
Local Contact for Advertising and Merchandising Data: Jeannie Cafarelli, Ret. Adv. Mgr., ITEM, 156 Church St., Clinton, MA 01510; Tel. (617) 368-0176.
National Representative: Landon Associates.

DEDHAM

1 - LOCATION: Norfolk County (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map D-2/E-2. County Seat. Manufacturing and residential area; on the Charles River; 9 mi. SW of Boston. On U.S. Hwys. 1, I-95.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-27.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-TWA; Delta; Pan Am; Eastern; United; National; American; USAir; Republic.

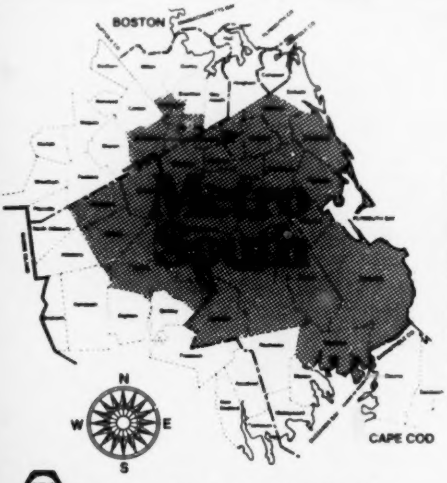
3 - POPULATION:
Corp. City 80 Cen. 25,298; E&P 88 Est. 24,659
NDM-ABC: (80) 68,221
NECMA 80 Cen. 3,665,193; E&P 88 Est. 3,767,491
County 80 Cen. 606,337; E&P 88 Est. 629,750
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,276; E&P 88 Est. 8,327
NDM-ABC: (80) 22,866
NECMA 80 Cen. 1,296,965; E&P 88 Est. 1,379,641
County 80 Cen. 207,823; E&P 88 Est. 225,877

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial (Local)	6	N.A.
Savings	11	N.A.

6 - PASSENGER AUTOS: County 353,004

7 - ELECTRIC METERS: N.A.



The Globe's NOT Here
The Enterprise Is.

The Enterprise covers a very distinct portion of Massachusetts: the area just south of Boston, and just west of Cape Cod. We call it Metro South, consisting of 30 towns, and we fill it every day, more than any other newspaper!

We're the only daily newspaper serving the Metro South region of Plymouth, Norfolk and Bristol counties, exclusively, seven days a week—and this region is the fastest-growing marketplace in Massachusetts—as well as the 4th fastest-growing area in New England.*

We also offer advertisers a full range of options including zoned advertisements, color, Sunday/daily combination discounts, our new "State of The Art TEMCO (Total Market Coverage)" program and much more.

Aim for our target area—Metro South—and advertise in The Enterprise. We can improve your circulation with almost 70% penetration in our primary market area!

The Enterprise
60 Main Street, P.O. Box 1450, Brockton, MA 02403
(508) 586-6200—Boston area (617) 364-2062

ABC Represented by Landon Associates, Inc.
*Source—First Market Research Corporation

(Circle No. 16 on Market Request Card)

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. Envelopes. Corrugated Boxes. Dental & Surgical Instruments. Knit Goods (Sweaters. Garments). Electronic Parts. Hosiery. Printing ink. Cloth for Books. Floor Covering. Printing & Binding of Books. Foundry Work. Controls. Distrib. & Warehousing. Food Proc.. Electronics.

10 - CLIMATE: Min. & Max. Temp.-Spring 58-78. Summer 75-85. Fall 45-62. Winter 26-41. First killing frost Oct. 24. last killing frost Apr. 15.

11 - TAP WATER: Alkaline. hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dedham Mall(48)	9	Sears. Bradlee's. Radio Shack. Woolworth. Child World. Toys R Us
Dedham Plaza(33)	10	Woolworth. Zayre. Cherry Webb & Touraine. Consumers Marketing
Lechmere Sales	10	Lechmere Sales
Walpole Mall(43)	16	Bradlees. Almy's. Stop & Shop

Principal Shopping Days-Wed. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears. Lechmere. Kline's.
Variety Stores-Woolworth.
Discount Stores-Paperama. Bradlee's. Almy's. Zayre. Filene's Basement. Consumers Marketing.
Chain Supermarkets-Star Mkt.. Stop & Shop. Roche Bros.. Farm Stand.

14 - NEWSPAPERS: TRANSCRIPT (e-mon to fri) 11,160. Mar. 31. 1988 ABC.
Local Contact for Advertising and Merchandising Data: Robert S. Katz. Adv. Dir.. TRANSCRIPT. PO Box 70. Dedham. MA 02026. Tel. (617) 329-5000.
National Representatives: Landon Associates. U.S. Suburban Press.

FALL RIVER

1 - LOCATION: Bristol County (In New Bedford-Fall River-Attleboro NECMA). E&P Map E-3. At mouth of Taunton River and Mt. Hope Bay. part of Narragansett Bay. 20 mi. SE of Providence. On U.S. Hwys. 6; I-195; State Hwy. 138.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-25.
Intercity Bus Lines-Bonanza.
Airlines-Delta; American; Eastern; Pan Am; TWA; United; USAir (via Providence or Boston).

3 - POPULATION:
Corp. City 80 Cen. 92,574; E&P 88 Est. 93,184
CZ-ABC: (80) 152,474
RTZ-ABC: (80) 20,194
Co./NECMA 80 Cen. 476,039; E&P 88 Est. 485,320
City & RTZ-ABC: (80) 172,668

4 - HOUSEHOLDS:
City 80 Cen. 34,895; E&P 88 Est. 36,622
Co./NECMA 80 Cen. 166,938; E&P 88 Est. 174,309
CZ-ABC: (80) 54,846
RTZ-ABC: (80) 6,519
City & RTZ-ABC: (80) 61,365

5 - BANKS	NUMBER	DEPOSITS
Savings	6	$726,052,435
Savings & Loan	1	$50,121,889
Commercial	4	$785,241,717

6 - PASSENGER AUTOS: County 269,025

7 - ELECTRIC METERS: Residence 54,434

8 - GAS METERS: Residence 40,718

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 4,300 ($325); Garment 8,775 ($215); Gen. Mfg. 5,740 ($330).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-60; Summer 56-90; Fall 30-60; Winter 15-40. First killing frost, mid Oct.; last killing frost, early Apr.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-7 blocks on Main, incl. S. Main Place, Academy Shpg. Ctr.; Flint-Pleasant St.; S. End-South Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fall River(12)	NA	Value Land
Harbour Mall(31)	NA	Bradlees, K mart
Indian Spring Plaza(13)	NA	Grand Central Mkt.
N. Dartmouth Mall(72)	10	Sears. Zayre. JCPenney
Somerset Plaza(13)	NA	Bradlees. Stop & Shop
Swansea Mall(90)	NA	Sears. Caldor. Apex
K mart(14)	NA	K mart. Almac's

Principal Shopping Days-Fri.. Sat.. Sun.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Cherry & Webb 3. Sears 2. Caldor. Apex.
Discount Stores-Kerr Mills (Topps). Globe Mills. Zayre 2. Bradlees 2. Nira Whol. 2. K mart 2. Ann & Hope. Stuart's.
Variety Stores-Woolworth. McCrory.
Chain Drug Stores-Brooks. CVS 4. Rite Aid 3.
Chain Supermarkets-Stop & Shop 2. Food Mart 3. Valueland. Almac's 3. Shaw's.
Other Chain Stores-Thom McAn. Liss Dept.. Morse Shoe. Firestone. Goodyear. Anderson Little. Zale's Jewelers. So-Fro Fabrics. Fayva Shoes. Hickory Farms. Kay Jewelers.

14 - NEWSPAPERS: HERALD NEWS (e) 37,191. (S) 36,878. Mar. 31. 1988 ABC.
Local Contact for Advertising and Merchandising Data: William M. Long. Adv. Dir.. HERALD NEWS. 207 Pocasset St.. Fall River. MA 02722. Tel. (617) 676-8211.
National Representative: Landon Associates.

FITCHBURG

1 - LOCATION: Worcester County (In Worchester-Fitchburg-Leominster NECMA). E&P Map D-1. County Seat. Northern Worcester County. Industrial city with agricultural region surrounding. Fitchburg State College. 45 mi. NW of Boston.

2 - TRANSPORTATION: **Railroads**-B&M; Conrail.
Motor Freight Carriers-7.
Intercity Bus Lines-Englander; Johnson; Trailways; Short Line; Vermont Transit.

3 - POPULATION:
Corp. City 80 Cen. 39,580; E&P 88 Est. 39,795
CZ-ABC: (80) 74,088
RTZ-ABC: (80) 103,454
Co./NECMA 80 Cen. 646,810; E&P 88 Est. 662,621
City & RTZ-ABC: (80) 177,542
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,323; E&P 88 Est. 15,056
Co./NECMA 80 Cen. 225,323; E&P 88 Est. 238,163
CZ-ABC: (80) 26,846
RTZ-ABC: (80) 35,589
City & RTZ-ABC: (80) 62,435

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$264,597,000
Savings & Loan	1	$42,159,000
Co-operative	1	$59,211,000
Commercial	3	N.A.
Credit Unions	3	$119,644,000

6 - PASSENGER AUTOS: County 374,705

7 - ELECTRIC METERS: Residence 15,065

8 - GAS METERS: Residence 10,322

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Elect. Mach. 4,900; Paper Prods. 1,900; Leather Prods. 600; Textile 1,200; Clothing 700; Plastics 6,000.
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-66; Summer 54-81; Fall 33-56; Winter 22-42. First killing frost, Oct. 16; last killing frost, Apr. 29.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: **Principal Shopping District**-12 blocks on Main St. and several side sts. for one block from Main; 80 stores.
Neighborhood Shopping District-Cleghorn District: Fairmont and Daniel Sts.; Water St. District: Nos. 27 to 400 Water St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
John Fitch Plz.(18)	1	Heartland, Child World
Central Plz.(13)	1	DeMoula's, Stuart's
Parkhill Plz.(7)	2	Victory Mkt.
Searstown(30)	4	Sears, DeMoulas, Bradlees, Sage-Allen
N. Main St.	3	Farmers Whse., Marshall's
Twin City Plz.	1	K mart, Victory Mkt.
Wallace Plz.(6)	NA	DeMoulas, Rich's

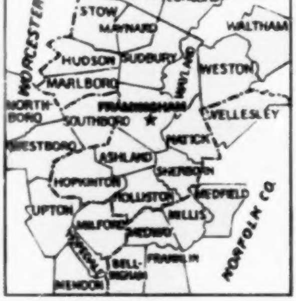
Principal Shopping Days-Fri. & Sat.; Food Thur. & Fri.
Stores Open Evenings-Dept. Stores-Thur. & Fri.; Food Stores-Wed., Thur. & Fri.

13 - RETAIL OUTLETS: **Department Stores**-Sears. Sage-Allen.
Variety Stores-Woolworth.
Discount Stores-Marshall's. Stuart's. K mart. Bradlees.
Chain Drug Stores-Barone's 6. Freedom Drug 2. CVS 2.
Chain Supermarkets-Victory 6. DeMoulas 3.
Other Chain Stores-Firestone. Thom McAn 2. Fanny Farmer Candies. Grossman Sons. Child World. Anderson Little. Touraine. Radio Shack. Kay Jewelers. Piece Good Shops. Capitol Prime Value. Duffy's.

14 - NEWSPAPERS: FITCHBURG-LEOMINSTER SENTINEL AND ENTERPRISE (e) 20,717. Mar. 31. 1988 ABC.
Local Contact for Advertising and Merchandising Data: William White. Adv. Dir.. FITCHBURG-LEOMINSTER SENTINEL AND ENTERPRISE. 808 Main St.. PO Box 507. Fitchburg. MA 01420. Tel. (617) 343-6911.
National Representative: Thomson Newspapers.

FRAMINGHAM

1 - LOCATION: Middlesex County (In Boston-Lawrence-Salem-LowellBrockton NECMA). E&P Map D-2. 20 mi. W of Boston. 20 mi. E of Worcester. 200 mi. from NYC. On State Hwys. 9. 20. 27. 126. 135. 495. Two interchanges on U.S. 90. MA Turnpike.



Middlesex News
(e) 41,798
(S) 50,092 ABC 3/31/88

(Circle No. 30 on Market Request Card)

2 - TRANSPORTATION: **Railroads**-Amtrak.
Intercity Bus Lines-Continental Trailways; Peter Pan; Greyhound; Milford Bus; Graylines.

3 - POPULATION:
Corp. City 80 Cen. 65,113; E&P 88 Est. 62,420
NDM-ABC: (80) 190,531
NECMA 80 Cen. 3,665,193; E&P 88 Est. 3,767,491
County 80 Cen. 1,367,236; E&P 88 Est. 1,376,230

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,943; E&P 88 Est. 23,610
County 80 Cen. 476,201; E&P 88 Est. 498,138
NECMA 80 Cen. 1,296,965; E&P 88 Est. 1,379,641
NDM-ABC: (80) 65,692

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$172,817,000
Savings	4	$285,732,000
Co-operative	2	$76,635,000

6 - PASSENGER AUTOS: County 798,489

7 - ELECTRIC METERS: Residence 32,794

8 - GAS METERS: Residence 16,440

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Prods. 3,200 ($190); Auto Assembly 2,000 ($235); Rubber 250 ($160).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-59; Summer 57-90; Fall 40-63; Winter 19-41.

11 - TAP WATER: Neutral, soft and hard (2 sources).

12 - RETAILING: **Principal Shopping Center**-4 miles on Rt. 9 (400 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colonial(10)	NA	Cumberland Farms
Deerskin Plz.(11)	NA	Unfinished Furn., Tony Roma's
Framingham Mall(28)	NA	Lechmere. Filene's
Nobscott(13)	NA	Wonder Mkt.
Pinefield(14)	NA	Purity Mkt.
Shopper's World(53)	NA	Jordan Marsh. Bradlee's
Sherwood Plz.(26)	NA	Zayre. Heartland
Mini [illegible](3)	NA	Medi Shack. Papa Ginos
Na[illegible](8)	NA	Sears. Star Mkt.. Filene's. Anderson Little
Temple Plz.(8)	NA	Stop & Shop. Medi-Mart. Aries
Cloverleaf Mktpl.(16)	NA	Burlington. Service Mdse.. Paperama
Natick(12)	NA	Rix. Stop & Shop

Principal Shopping Days-Mon.. Thur. & Fri.
Stores Open Evenings-Shpg. Ctrs. every evening except Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Jordan Marsn; Anderson-Little; Filene's; Lechmere.
Discount Stores-K mart; Caldor; Rich's; Bradlee's; Marshall's; Zayre; Service Mdse.; Consumers; Building 19.
Variety Stores-Woolworth.
Chain Drug Stores-Liggett; Bond; Medi-Mart; Rix; Medi Shack; CVS; Brooks.
Chain Supermarkets-Stop & Shop 2; Purity 3; IGA 2; Wonder Mkt.; Star Mkt. 2; Farm Stand 2; Almac's 2; Roche Bros.; Iandoli's; Heartland.
Other Chain Stores-Herman's Sporting Goods; Levitz Furn.; Plywood Ranch; Diamond Intl.; Grossman's; Radio Shack; Tech Hi Fi; Lerner Shops; Lane Bryant; Kennedy's; Thom McAn; Baker's; Ann Taylor; Stowell's; Fanny Farmer; Merchant's Tire; Firestone; Carvel; Garland; Wallach's; Roaman's; Fayva Shoes; Singer; Child World; Hickory Farms; Kinney Shoes; Windsor Button; Channel Homes; Somerville Lumber; Taymor's Shoes; Hoffman's; Toys 'R Us; Liss; Cherry Webb & Touraine.

14 - NEWSPAPERS: MIDDLESEX NEWS (e) 41,798; (S) 50,092. Mar. 31. 1988 ABC.
Local Contact for Advertising and Merchandising Data: Peggy Fitzpatrick. Adv. Dir.. MIDDLESEX NEWS. 33 New York Ave.; PO Box 9157. Framinghem. MA 01701. Tel. (617) 626-3800.
National Representatives: Landon Associates; U.S. Suburban Press.

GARDNER

1 - LOCATION: Worcester County (In Worcester-Fitchburg-Leominster NECMA). Residential ctr. On Routes 2. 68. 101 & 140; 59 mi. W of Boston; 28 mi. from Worcester; 61 mi. to Springfield.

2 - TRANSPORTATION: **Railroads**-Boston and Maine; Transit Service to Boston.
Motor Freight Carriers-30.
Intercity Bus Lines-New England Trailways; Englander Coach; Wilson Bus; Vermont Transit; Bonanza Bus; Mart.

3 - POPULATION:
Corp. City 80 Cen. 17,900; E&P 88 Est. 18,344
CZ-ABC: (80) 17,900
RTZ-ABC: (80) 25,055
Co./NECMA 80 Cen. 646,810; E&P 88 Est. 662,621
City & RTZ-ABC: (80) 42,955
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,038; E&P 88 Est. 7,477
CZ-ABC: (80) 7,038
RTZ-ABC: (80) 8,200
Co./NECMA 80 Cen. 225,323; E&P 88 Est. 238,163
City & RTZ-ABC: (80) 15,238

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$80,003,703
Co-Operative	2	$22,851,000
Savings & Loan	2	$15,270,277
Commercial	2	$560,467,000

6 - PASSENGER AUTOS: County 374,705

7 - ELECTRIC METERS: Residence 7,473

8 - GAS METERS: Residence 1,216

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Furn. & Fixtures 3,018; Mach. 728; Paper & Prods. 314; Misc. Mfg. 528.
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-53; Summer 60-79; Fall 41-59; Winter 16-31. First killing frost, Oct. 1; last killing frost, May 30.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Main St.; 8 on Parker St.; 2 on Pleasant St.; 3 on S. Main St.; 1 on Central.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gardner Plz (12)	NA	Brook's, JCPenney, The Fair, Donelans
Timpany Plz (16)	NA	Rich's, Almy's, Stop & Shop
Pearson Triangle	NA	Food Farm
Pearson Blvd (3)	NA	Grossman, R. Smith

Principal Shopping Days Thur., Fri., Sat.
Stores Close-Some Wed. afternoons summer downtown
Stores Open Evenings-Downtown-Thur. until 9. Ctrs. daily until 9 or 10. Food daily until 9 or 10.

13 - RETAIL OUTLETS: **Department Stores** Goodnow-Pearson, Rose's, Almy's, J.A. LeBlanc, La Chance
Discount Stores-Rich, The Fair
Chain Drug Stores-Rexall 2, Brooks 2, Eckerd
Chain Supermarkets Donelans, Stop & Shop, Atter, IGA, Victory, Lil Peach, Cumberland 6
Other Chain Stores-Aubuchon, Grossman's

14 - NEWSPAPERS: NEWS (e) 9,242, Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: C. Gordon Bell, Pub., NEWS, 309 Central St., Gardner, MA 01440, Tel. (617) 632-8000
National Representative: Landon Associates.

GLOUCESTER

1 - LOCATION: Essex County (Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map E-1. Fishing, mfg., and resort ctr. On S side of Cape Ann Peninsula on State Hwys. 133, 127 & 128, 30 mi. NE of Boston.

2 - TRANSPORTATION: **Railroads**-Boston & Maine.
Motor Freight Carriers-10
Intercity Bus Lines-Community Bus Line

3 - POPULATION:
Corp. City 80 Cen. 27,768; E&P 88 Est. 29,030
CZ-ABC: (80) 34,113
RTZ-ABC: (80) 8,422
County 80 Cen. 634,728; E&P 88 Est. 665,317
City & RTZ-ABC: (80) 42,535
NECMA 80 Cen. 3,665,193; E&P 88 Est. 3,767,491

4 - HOUSEHOLDS:
City 80 Cen. 10,517; E&P 88 Est. 12,215
County 80 Cen. 228,432; E&P 88 Est. 248,939
CZ-ABC: (80) 13,307
RTZ-ABC: (80) 3,064
City & RTZ-ABC: (80) 16,371
NECMA 80 Cen. 1,296,965; E&P 88 Est. 1,379,641

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$80,153,000
Cooperative	1	$38,200,000
Commercial	2	$95,188,000

6 - PASSENGER AUTOS: County 373,082

7 - ELECTRIC METERS: Residence 12,055

8 - GAS METERS: Residence 5,884

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Food Proc. 1,386; Mach. Trades 596; Service 1,494.
Principal Industrial Pay Days-Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-78; Summer 65-97; Fall 24-58; Winter 7-56.

11 - TAP WATER: Acid, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-12 blocks on Main St.
Neighborhood Shopping Centers-East Main St., Washington St., Bass Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northshore	18	Jordan Marsh, Stop & Shop
Beverly Plz.	12	Zayre, Star Mkt.
Liberty Tree Mall(108)	15	Ann & Hope, Lechmere
K mart	15	K mart, DeMoulas
A&P Plz.(7)	NA	DeMoulas
Gloucester(6)	NA	Stop & Shop, Ames

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-Goldman's; Empire.
Discount Stores-Ames.
Chain Drug Stores-Birch; Connor's 2; Brook's; CVS; Osco.
Chain Supermarkets-A&P; Stop & Shop; IGA, Cape Ann.

14 - NEWSPAPERS: TIMES (e) 11,729; Mar. 26, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Joseph Brancaleone, Adv. Dir., TIMES, Whittemore St., Gloucester, MA 01930; Tel. (617) 283-7000
National Representative: U.S. Suburban Press.

GREENFIELD

1 - LOCATION: Franklin County. E&P Map G-1. County Seat. Industrial center on Conn. River 38 mi. N of Springfield, 100 mi. W of Boston. Terminus of Route 91, on Hwys. 2, 5 & 10.

2 - TRANSPORTATION: **Railroads** B&M
Motor Freight Carriers-10
Intercity Bus Lines-Vermont Transit, Englander, Greenfield-Worcester, Boston

3 - POPULATION:
Corp. City 80 Cen. 18,436; E&P 88 Est. 18,552
CZ-ABC: (80) 30,005
RTZ-ABC: (80) 34,312
County 80 Cen. 64,467; E&P 88 Est. 66,069
City & RTZ-ABC: (80) 64,317

4 - HOUSEHOLDS:
City 80 Cen. 7,214; E&P 88 Est. 7,080
County 80 Cen. 24,228; E&P 88 Est. 25,914
CZ-ABC: (80) 11,615
RTZ-ABC: (80) 12,613
City & RTZ-ABC: (80) 24,228

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$202,200,000
Savings & Loan	1	$31,213,605
Commercial	4	$89,300,000

6 - PASSENGER AUTOS: County 36,102

7 - ELECTRIC METERS: Residence 8,830; County 24,200

8 - GAS METERS: Residence 3,140

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Tap & Die 1,642; Silver 160; Machine Parts 407; Small Tools 1,622; Papermaking 580; Electrodes Components 250; Ins. 650.
Principal Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-75; Summer 60-90; Fall 59-80; Winter 0-50. First killing frost, Sept. 25; last killing frost, Apr. 15.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cherry Rum Plaza(3)	1	CVS, Stop & Shop, Tempo Fashions
Greenfield Plz.(9)	1	Rite Aid, Food Mart, Rich's
Ames Plaza(8)	1	Big Y, Ames

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Wilson's, Sears, JCPenney.
Variety Stores-McClellan.
Chain Drug Stores-Rite Aid, Brooks, CVS, Fay's.
Discount Stores-Railroad Salvage, Ames, Rich's.
Chain Supermarkets-IGA, Stop & Shop, Food Mart, Big Y.
Other Chain Stores-R&R Jewelry; Tempo; Sacketts; Kinney; Western Auto; Sherwin-Williams; Goodyear; Bob Weiner Tires; Lodge Tire; Aubuchon.

14 - NEWSPAPERS: RECORDER (e) 15,450; Mar. 26, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Mark Iacuessa, Adv. Dir., RECORDER, 14 Hope St., Greenfield, MA 01301; Tel. (413) 772-0261.
National Representative: Landon Associates.

HAVERHILL

1 - LOCATION: Essex County (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map E-1. NE part of state on Merrimack River. 33 mi. N of Boston; 248 mi. to New York; 6 mi. E of U.S. No. 1 on State Hwys. 97, 108, 110, 113, 125; I-495.

2 - TRANSPORTATION: **Railroads**-Boston & Maine.
Motor Freight Carriers-17.
Water-7 ft., 15 mi. river channel to Atlantic at Newburyport.
Intercity Bus Lines-Mass.; Michaud; Trailways of New England; Appleyard Bus Line; Bos. Com.
Airports-North Andover and Haverhill (Charter Service).

3 - POPULATION:
Corp. City 80 Cen. 46,865; E&P 88 Est. 49,547
CZ-ABC: (80) 46,865
Bal. in NDM-ABC: (80) 156,428
Total NDM-ABC: (80) 203,293
NECMA 80 Cen. 3,665,193; E&P 88 Est. 3,767,491
County 80 Cen. 634,728; E&P 88 Est. 665,317
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,261; E&P 88 Est. 19,010
County 80 Cen. 228,432; E&P 88 Est. 248,939
NECMA 80 Cen. 1,296,965; E&P 88 Est. 1,379,641
CZ-ABC: (80) 17,261
Bal. in NDM-ABC: (80) 54,196
Total NDM-ABC: (80) 71,457

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$252,168,481
Commercial	4	$629,002,518
Cooperative	1	$12,600,000

6 - PASSENGER AUTOS: County 373,082

7 - ELECTRIC METERS: Residence 31,696

8 - GAS METERS: Residence 12,609

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Leather & Shoes 8,200; Paper Prods. 468; Electric 5,000; Computers 180; Others 4,750 ($22,250,000 yearly wages).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-75; Summer 35-105; Fall -12-94; Winter -19-76. First killing frost, Oct. 10; last killing frost, Apr. 20.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Merrimack St., 4 on Washington St., 1 on River St., 2 on Emerson St., 2 on Essex St., 2 on Main St., 2 on Water St., 2 on Winter St., 2 on White St.

Neighborhood Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Haverhill Plz.(21)	2	CVS, Thom McAn, Grossman's, Bldg. 19
Westgate Ctr.(14)	2	DeMoulas Mkt., K mart
Methuen Mall(100)	12	Sears, Howlands, Anderson-Little, Filene's, Jordan Marsh
Rockingham Mall(24)	NA	Bradlees, Stop & Shop

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Food-Mon. through Sat.; Dept. and all other-Fri.; some Tues. evenings.

13 - RETAIL OUTLETS: **Department Stores**-Mitchell's; Maguire's Bradford; Jordan Marsh; Sears; Cummings; Howland's.
Discount Stores-Zayre; King's; K mart; Caldor; Bradlees; Building 19.
Chain Drug Stores-CVS; Freedom Drug.
Chain Supermarkets-Butcher Boy; Harvest Mkt.; De Moulas Mkt. 3.
Other Chain Stores-Barretts (men's clothing); Thom McAn; Hanover; Kinney (shoes); Atherton (furniture); Sherwin-Williams; Hudson's (women's); Cherry & Webb (women's); Best Buy; Service Mdse.; Grossman's (building supply).

14 - NEWSPAPERS: GAZETTE (e) 16,870; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: David B. Winder, Adv. Mgr., GAZETTE, 447 W. Lowell Ave.; PO Box 991, Haverhill, MA 01830; Tel. (617) 374-0321.
National Representatives: Landon Associates; U.S. Suburban Press.

HOLYOKE

1 - LOCATION: Hampden County (In Springfield NECMA). E&P Map B-6. Industrial center, on U.S. Hwys. 5, 202; 3 Exits off I-91; State Hwy. 116; 8 mi. N of Springfield; 3 mi. N of Mass. Tpke., Exit 4.

2 - TRANSPORTATION: **Railroads**-Boston & Maine; Conrail.
Motor Freight Carriers-50.
Intercity Bus Lines-Greyhound; Peter Pan; Interstate Trailways; Vermont Transit; Springfield; Northampton; Holyoke.
Airlines-Altair; American; United; Delta; Eastern; Pilgrim; Trans-World; USAir; Mass. Helicopter.

3 - POPULATION:
Corp. City 80 Cen. 44,678; E&P 88 Est. 40,663
NDM-ABC: (80) 149,625
County 80 Cen. 443,030; E&P 88 Est. 444,537
NECMA 80 Cen. 582,218; E&P 88 Est. 590,764

4 - HOUSEHOLDS:
City 80 Cen. 16,615; E&P 88 Est. 16,092
County 80 Cen. 158,027; E&P 88 Est. 164,080
NECMA 80 Cen. 202,280; E&P 88 Est. 209,446
NDM-ABC: (80) 54,084

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	17	N.A.

6 - PASSENGER AUTOS: County 252,625

7 - ELECTRIC METERS: 18,420

8 - GAS METERS: Residence 24,299

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Food 705; Textile Mill Prods. 1,140; Apparel 917; Furn. 243; Paper Prods. 3,998; Printing & Pub. 3,450; Chem. 250; Rubber Prods. 2,734; Primary Metal 1,125; Fab. Metal 975; Mach. (Ex. Elect.) 1,853; Elect. Mach. 171; Util. 328; Misc. 3,217.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-91; Summer 36-97; Fall 17-84; Winter 4-56. First killing frost, Sept. 17; last killing frost, May 3.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-18 blocks on six streets; Holyoke Mall at Ingleside (180 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairview Plz.(7)	4	Food Mart, CVS, Tessiers Lumber
Main Gate	4	Big-Y
Zayre(11)	4	Zayre
S. Hadley	2	Food Mart
Big Y	4	Big Y
Fairfield Mall	4	Caldor, Bradlees
Hampden Plz.	NA	Shop Rite
Holyoke Plz.	NA	McDonald's
Holyoke Mall(21)	NA	Sears, JCPenney, Steiger's, G. Fox, Service Mdse., Filene's Basement
Lincoln Plaza(4)	NA	Stop & Shop
Mountain Farms	10	Mall Cinemas
South St.(12)	NA	Food Mart, Zals
K mart Plaza	NA	K mart, Rockys, Zayres

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.; some Fri.

13 - RETAIL OUTLETS: **Department Stores**-A. Steiger; JCPenney; Sears; G. Fox; Service Mdse.; Filenes Basement.
Discount Stores-Zayre; K mart; Caldor; Bradlees; Mars; Big Value Outlet.
Chain Drug Stores-Mall Drug; CVS; Rite Aid; Brooks.
Chain Supermarkets-Stop & Shop; Food Mart 3; Big Y 2; Pats 2; Shop Rite 2.
Other Chain Stores-Thom McAn; Fanny Farmer; Sherwin-Williams; Rucki's; Archer Kent; Grossman's; Mall Drug; Fayva Shoes; Hit or Miss; CVS; Rite Aid; Cumberland Farms; 7-Eleven; Dairy Mart; Fays Drug; Brooks Drug; Parade of Shoes.

14 - NEWSPAPERS: TRANSCRIPT-TELEGRAM (e) 23,347; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Dianne Ryan, Adv. Dir., TRANSCRIPT-TELEGRAM, 120 Whiting Farms Rd., Holyoke, MA 01040; Tel. (413) 536-2300.
National Representative: Landon Associates.

HUDSON

1 - LOCATION: Middlesex County (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map D-2. 26 mi. to Boston; 16 mi. to Worcester. State Hwys. 85 & 62; I-495.

2 - TRANSPORTATION: N.A.

3 - POPULATION:
Corp. City 80 Cen. 16,408; E&P 88 Est. 17,056
County 80 Cen. 1,367,236; E&P 88 Est. 1,376,230
NECMA 80 Cen. 3,665,193; E&P 88 Est. 3,767,491

4 - HOUSEHOLDS:
City 80 Cen. 5,320; E&P 88 Est. 5,713
County 80 Cen. 476,201; E&P 88 Est. 498,138
NECMA 80 Cen. 1,296,965; E&P 88 Est. 1,379,641

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$94,594,000
Savings	1	$30,235,000

6 - PASSENGER AUTOS: County 798,489

7 - ELECTRIC METERS: Residence 5,076

8 - GAS METERS: Residence 3,347

9 - PRINCIPAL INDUSTRIES: Textiles; Plastics; Tools; Chem.; Electronics; Automotive.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-63; Summer 64-100; Fall 39-51; Winter 27-40.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hudson Ctr.(12)	1	Victory Mkt., Mars Bargainland
Heritage Mall	NA	

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Gould's, Hudson Dress Shoppe; Poplin's Furniture

Discount Stores-Arthur's, Mar's Bargainland
Chain Drug Stores-Econo, Adams, Brooks
Chain Supermarkets-IGA, Victory Mkt
Other Chain Stores-Aubuchon's, General Automotive Supply, Bergson's, Richard's, Crest Electronics

14 - NEWSPAPERS: SUN (e) 2,525, sworn Nov. 2, 1987
Local Contact for Advertising and Merchandising Data: Marguerite A. Thorsen, Adv. Mgr., SUN, 250 Maple St., Marlborough, MA 01752, Tel. (617) 485-5200
National Representative: None

HYANNIS-CAPE COD

1 - LOCATION: Barnstable County, E&P Map F-3. 50 mi. from New Bedford, 60 mi. from Brockton, 40 mi. from Plymouth and 80 mi. from Boston. On U.S. Hwy. 6 and State Hwy. 28 crossing Cape Cod Canal.

2 - TRANSPORTATION: Railroads-Conrail
Motor Freight Carriers-4
Intercity Bus Lines-Greyhound; Bonanza; Plymouth & Brockton
Passenger Steamship Lines-2
Airlines-Gull Air, Provincetown-Boston

3 - POPULATION:
Hyannis 80 Cen. 10,662; E&P 88 Est. 13,320
NDM-ABC: (80) 147,925
Area includes Barnstable Town (incl. Hyannis) and towns of Bourne, Brewster, Chatham, Dennis, Eastham, Falmouth, Harwich, Mashpee, Orleans, Provincetown, Sandwich, Truro, Wellfleet, Yarmouth-all in Barnstable County
County 80 Cen. 149,080; E&P 88 Est. 179,994

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Hyannis 80 Cen. N.A.; E&P 88 Est. 4,300
County 80 Cen. 58,556; E&P 88 Est. 74,115
NDM-ABC: (80) 58,556

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	12	N.A.
Savings	7	N.A.
Savings & Loan	4	N.A.
Co-operative	6	N.A.

6 - PASSENGER AUTOS: County 114,601

7 - ELECTRIC METERS: Residence 92,000

8 - GAS METERS: Residence 30,000

9 - PRINCIPAL INDUSTRIES: Bldg.; Fishing; Candles; Cement Prods.; Novelties; Boats; Cranberries; Electronics; Plastic Pkg.; Tourism & Resort; Marine Research.
Principal Pay Days-Thur., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-72; Summer 72-85; Fall 50-70; Winter 35-55. First killing frost, Oct. 15; last killing frost, May 1.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-Cape Cod Mall, Hyannis; Downtown Hyannis and outlying shopping centers.
Neighborhood Shopping Centers-Falmouth; Buzzards Bay; Dennisport; Harwichport; Chatham; Orleans; Wellfleet; Provincetown; Yarmouth; Sandwich.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Wareham(12)	30	A&P, Angelo's/ Purity Supreme
Falmouth Mall(26)	20	Bradlees, Angelo's/ Purity Supreme, A&P
South Yarmouth	5	Bradlees, Angelo's/ Purity Supreme
Buzzards Bay	15	A&P
Dennisport	10	Bradlees, Angelo's/ Purity Supreme
Harwichport	13	Buttner's, A&P, Angelo's/ Purity Supreme
Chatham	20	Chatham Furn., A&P
Orleans	20	Mid-Cape Center, A&P, Stop & Shop
Provincetown	50	
Cape Cod Mall (80)	NA	Sears, Woolworth, Marshalls, Filene's, Jordan Marsh

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Dept. Stores-Mon., Thur., Sun. Food-Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-Filene's, Sears, Jordan Marsh
Variety Stores-Woolworth
Discount Stores-K mart, Bradlees 4, T.J. Maxx, Marshall's
Chain Drug Stores-Rexall 10, Brooks 5, CVS 5, Dunnington 5; Osco; Thayer Pharmacies 3
Chain Supermarkets-A&P 10; Stop & Shop 3; Angelo's/ Purity Supreme 9; Star Mkt., Heartland 2
Other Chain Stores-Buttners, Puritan Clothing, Anderson-Little, Kinney Shoes, Lerner's, Cherry & Webb, Fanny Farmer, Morse Shoe, Hanover Shoe, Radio Shack, Thom McAn, Hickory Farms, Mid Cape Center, Grossmans

14 - NEWSPAPERS: CAPE COD TIMES (m) 39,849; (S) 47,425; Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: George Vagenas, Ret. Adv. Mgr., CAPE COD TIMES, 319 Main St., Hyannis, MA 02601, Tel. (617) 775-1200.
National Representative: Branham/Newspaper Sales

LAWRENCE

1 - LOCATION: Essex County (in Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map D-1. County Seat. Industrial and wholesale center. On Merrimack River, on State Hwys. 28, 110, 113, 114, 125, 133, 213; Interstate Routes 93 and 495. 27 mi. NW of Boston.

2 - TRANSPORTATION: Railroads-Boston & Maine
Motor Freight Carriers-69
Intercity Bus Lines-Trailways; Greyhound; Hudson; Michaud; Trombly

3 - POPULATION:
Corp. City 80 Cen. 63,175; E&P 88 Est. 66,029
NDM-ABC: (80) 186,169
RTZ-ABC: (80) 105,153
NECMA 80 Cen. 3,665,193; E&P 88 Est. 3,767,491
County 80 Cen. 634,728; E&P 88 Est. 665,317
Total NDM & RTZ-ABC: (80) 291,322
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,798; E&P 88 Est. 26,365
County 80 Cen. 228,432; E&P 88 Est. 248,939
NECMA 80 Cen. 1,296,965; E&P 88 Est. 1,379,641
NDM-ABC: (80) 64,957
RTZ-ABC: (80) 34,764
Total NDM & RTZ-ABC: (80) 99,721

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	5	$1,226,547,308
Commercial	6	$25,144,183,135
Cooperative	3	$491,974,267

6 - PASSENGER AUTOS: County 373,082

7 - ELECTRIC METERS: Residence 62,000

8 - GAS METERS: Residence 30,766

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Constr. 11,500; Mfg. 56,000; Trans. 6,500; Whol./Ret. Trade 33,500; Fin. 5,300; Service 31,200; Textile Mill 2,551; Apparel & Finished 2,037; Paper & Allied 1,418; Chem. & Allied 1,660; Plastic & Rubber 3,256; Non-Durable Goods 14,600; Leather 2,500; Fabricated Metal 1,161; Mach. 4,808; Elect. Mach. 11,635; Durable Goods 41,400.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-93; Summer 48-101; Fall 24-78; Winter -7-65. First killing frost, Oct. 13; last killing frost, Apr. 20.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Essex St.; 6 blocks on Broadway.
Neighborhood Shopping Centers-Main St. in Andover; Main St. in N. Andover; Hampshire St. in Methuen, & Rt. 28, Salem, NH; Rt. 114 in Lawrence; Rt. 213, Methuen.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Essex Plaza(4)	1	DeMoulas, Stuart's
Merrimack Plz.(3)	5	DeMoulas, Rich's, Osco
N. Andover Mall(7)	4	DeMoulas, Bradlees, T.J. Maxx
Rockingham Mall(24)	10	Channel Home Ctrs., Cherry Webb & Touraine, Bradlees
Salem Plaza(11)	9	DeMoulas, Zayre, Service Merchandise
Shawsheen Plz.(8)	1	DeMoulas, Liss, New England Stores
K mart(2)	10	K mart, Market Basket
Methuen Mall(100)	5	Sears, Jordan Marsh, Filene's Basement
Caldor	5	Caldor, Market Basket, Osco
Zayre	2	Zayre, Barcelos Mkt.
Village Mall	5	New England Home Ctr., So-fro, Fabrics
Breckenridge	13	Fashion Arena

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Tues., Fri., Food 6 nights
MA-NH Shopping Centers-Open every evening and Sun. 1 to 5.

13 - RETAIL OUTLETS: Department Stores-Caldor, Sears, Bradlees, Jordan Marsh, Filene's Basement
Variety Stores-Woolworth
Discount Stores-Stuart's, Marshall's, Zayre 3, K mart, T.J. Maxx, Filene's Basement
Chain Drug Stores-Osco 3, Adams, Nahill 2, CVS 8, Birch, Rite Aid 2
Chain Supermarkets-Alexander's, Purity Supreme; De Moulas 5; DeMoulas/Market Basket 2, Barcelos 2
Other Chain Stores-ADAP, Benetton 2; Cherry & Webb 3; Thom McAn 2; Scott's, Fanny Farmer, Smith's, Sherwin-Williams, Allied Radio Shack 4, Color Tile; Child World; Fayva; Taylor Rent All Ctr. 2; American Handcraft; Anderson Little; Hit or Miss 2; Brooks Fashion; Casual Corner; Chess King; Cummings; Curtis Music; Deering Ice Cream; Diamond Jewelers; Endicott Johnson; Fields Hosiery; Foxmoor; General Nutrition; Hallees Air Step; Hickory Farms; Kay Jewelers; Kiddie Photo; Kinney Shoe; Lauriets; Lerner's; Midland Records; Miles Shoe; Mother-To-Be; National Shirt; N.E. Piano & Organ; Ormonds; Pearl Vision Ctr.; Sackett's; Service Merchandise; Hallmark Cards; So-Fro Fabrics; Spencer Gifts; Spectrum; Sportique; Tello's; Waldenbooks; The Gap; Zale's Jewelers; Baskin Robbins; Hanover Shoe; Orange Bowl; Play 'n Learn; Swiss Pretzel; Orange Julius; This End Up

14 - NEWSPAPERS: EAGLE-TRIBUNE (e) 56,501; (S) 59,913; Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: Vincent Cottone, Adv. Dir., EAGLE-TRIBUNE, PO Box 100, Lawrence, MA 01842; Tel. (617) 685-1000, ext. 154.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee

LOWELL

1 - LOCATION: Middlesex County (In Boston-Lawrence-Salem-Lowell-Brockton NECMA); E&P Map D-1. County Seat. 28 mi. N of Boston at confluence of Merrimack and Concord Rivers. On Rtes. 3, 4, 110, 133; I-495.

2 - TRANSPORTATION: Railroads-Boston & Maine; Conrail.
Motor Freight Carriers-4.
Intercity Bus Lines-Massachusetts Bay Trans. Authority; Greyhound; Continental Trailways; Vermont Transit; Lowell Regional Trans. Authority.

3 - POPULATION:
Corp. City 80 Cen. 92,418; E&P 88 Est. 89,721
CZ-ABC: (80) 225,320
RTZ-ABC: (80) 141,431
NECMA 80 Cen. 3,665,193; E&P 88 Est. 3,767,491
County 80 Cen. 1,367,236; E&P 88 Est. 1,376,230
City & RTZ-ABC: (80) 366,751

4 - HOUSEHOLDS:
City 80 Cen. 32,691; E&P 88 Est. 33,890
County 80 Cen. 476,201; E&P 88 Est. 498,138
NECMA 80 Cen. 1,296,965; E&P 88 Est. 1,379,641
CZ-ABC: (80) 71,934
RTZ-ABC: (80) 44,158
City & RTZ-ABC: (80) 116,092

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$588,900,000
Savings & Loan	1	$179,000,000
Savings	6	$371,500,000

6 - PASSENGER AUTOS: County 798,489

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Gov't 3,903, Agric. 32; Contract Constr. 1,044; Mfg. 15,406; Commun., Util., Trans. 1,307; Whol. Trade 7,012; Fin., Ins., R.E. 1,389; Servs. 8,189.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-98; Summer 36-94; Fall 40-86; Winter 15-65. First killing frost, Sept. 16; last killing frost, Apr. 26.

11 - TAP WATER: Neutral; low in minerals; very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Central St.; 5 on Merrimack St.; 5 on Middlesex St., Alexander's (4 stores); Central Plz (8 stores); Sunrise (9 stores), Sears (4 stores).
Nearby Shopping Centers-Lowell Plz., Rte. 495 Connector; Stadium Plz., Jct. Rte. 38 & 495; Sunrise Shpg. Ctr., Bridge St.; Drum Hill, Jct. Rtes. 4 & 3, Chelmsford; Eastgate Plz., Jct. Rtes. 3 & 110, Chelmsford; Towne Plz., Rte. 3A, Billerica; Tewksbury Shpg. Ctr. Rte 38 Tewksbury; Wilmington Plz., Rte. 38, Wilmington; Pelham Plz., Rte. 38, Pelham, N.H.
Enclosed Malls-Chelmsford Mall, Rte. 110; Oakdale Mall, Tewksbury, Rte. 38; Burlington Mall, Jct. Rtes. 3 & 128, Burlington; Nashua Mall, Rte. 3, Nashua, N.H.; Billerica Mall
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Thur.; Food-every night except Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores-Cherry & Webb; Caldor; Sears 2; T.J. Maxx 2; Jordan Marsh 2; Bradlees 3; JCPenney 2; Marshalls 4
Discount Stores-Zayre 2; Stuarts 4; Brooks; Mars 2; K mart 2
Variety Stores-Woolworth
Chain Drug Stores-Page's 2; Brook's; Osco 2; Birch Drug 2; Rite Aid; CVS 5
Chain Supermarkets-Alexander's 4; Demoulas 9; Purity Supreme 2; Lowell Warehouse; Heartland Food Warehouse
Other Chain Stores-Scott Jewelry; Goodrich; Goodyear; Firestone; Sherwin-Williams; Capital Warehouse; Channel Lumber; Child World 2; Kent Jewelers; McQuades (clothing); Fayva Shoe 4; Service Merchandise; Waldenbooks; Thom McAn 5; Confectionary: Brigham's, Candyland, Fanny Farmer.

14 - NEWSPAPERS: SUN (e-mon to fri) 55,926; (sat-m) 54,494; (S) 55,072; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Kendall Wallace, Gen. Mgr., SUN, 15 Kearney Sq., Lowell, MA 01853; Tel. (617) 458-7100.
National Representative: Landon Associates.

LYNN

1 - LOCATION: Essex County (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map E-1. 10 mi. N of Boston; 4 mi. from I-95 and circumventing Hwy. 128. Also served by Hwys. 1A, 129.

2 - TRANSPORTATION: Railroads-MBTA Rail
Intercity Bus Lines-Mass. Bay Transit Authority.
Airlines-7 mi. to Logan Intl. Airport.

3 - POPULATION:
Corp. City 80 Cen. 78,471; E&P 88 Est. 80,000
CZ-ABC: (80) 121,001
RTZ-ABC: (80) 267,909
NECMA 80 Cen. 3,665,193; E&P 88 Est. 3,767,491
County 80 Cen. 634,728; E&P 88 Est. 665,317
City & RTZ-ABC: (80) 388,910

4 - HOUSEHOLDS:
City 80 Cen. 30,421; E&P 88 Est. 32,271
County 80 Cen. 228,432; E&P 88 Est. 248,939
NECMA 80 Cen. 1,296,965; E&P 88 Est. 1,379,641
CZ-ABC: (80) 45,097
RTZ-ABC: (80) 97,362
City & RTZ-ABC: (80) 142,459

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	10	N.A.
Co-op	2	N.A.
Savings	4	N.A.

6 - PASSENGER AUTOS: County 373,082

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Turbines; Jet Engines; Research; Shoes and Allied Prods.; Electronics; Plastics; Bakery Prods.; Lobster Whol.; Metal Prods.; Precision Machine Tooling; Fluorescent Lamps; Medicine; Clothing; Community College.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-50; Summer 61-95; Fall 40-61; Winter 14-33.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Market St.; Munroe St.; Lynnway; Boston St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Vinnin Sq.(30)	3	Star Mkt., Bradlees
Vinnin Sq. Annex	3	Stop & Shop
Lynngate Plz.(10)	1	Stop & Shop
N.E. Shpg.	4	Sears, Service Mdse., Filene's
Broadway	1	Stop & Shop
Danvers Plaza(15)	7	Highland, Rich's, Purity Supreme
Liberty Tree Mall (Danvers)(108)	7	Ann & Hope, K mart, Lechmere Sales, Marshalls

Northshore (Peabody)(87)	7	Jordan Marsh, Sears, Filene's
Northgate(30)	5	Purity Supreme, Zayre, Fretter's
Hawthorne(20)		Caldor, Heartland

Principal Shopping Days-Thur., Fri., Sat.
Stores **Open Evenings**-Some Thur., most Fri.; Discount Stores-Every night and Sundays.

13 - RETAIL OUTLETS: **Department Stores**-Sears, Filene's 3, Jordan Marsh.
Variety Stores-Woolworth, New England Stores 3.
Discount Stores-Caldor 2, Zayre 3, Rich's 2, Bradlees, Jerry's, Randy's, K mart 2.
Major Size Specialty Stores-Marshalls 2, T.J. Maxx 2, Rooks, Empire, Hoffmans, Jerry's, Cherry Webb & Touraine 2.
Chain Drug Stores-Eaton, CVS, Walgreens, Osco 2, Rite Aid 2.
Chain Supermarkets-Stop & Shop 5, Star Mkts. 4, Richdale 6, Purity Supreme 2, Demoulas, Heartland, Shaw's.
Other Chain Stores-Clothing: Jordan Marsh, Filene's 3, Zayre, Kennedy 2, Rouks 3, Loehmann's, Lerner's, Anderson Little; Paint: Sherwin-Williams 2; Tobacco: Bond Hill; Candy: Connolly, Fanny Farmer 2, Brighams 2, Russo's; Dairy: Cumberland Farms 8, Richdale 10; Sporting Goods: Jerry's, Pennyworth, MVP Sports, Hermans; Jewelry: Long's, Kays, Ross; Shoes: Thom McAn 3, Spencer Morse 2, Kinney, Case, Royce, Wilbar, Flag, Thayer McNeill, Bakers; Taymor Auto Supplies: Firestone, Sears, Strauss, Goodyear, Rayco, Midas Muffler, Meineke, Speedy Muffler; Furniture: Bradford, Furniture Freight, Lexington Furn., Levitz, C.F. Tomkins, Titus.

14 - NEWSPAPERS: ITEM (e-mon to fri) 28,220; (e-sat) 24,461, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Kevin Kelly, Adv. Dir., ITEM, 38 Exchange St., PO Box 951, Lynn, MA 01903; Tel. (617) 593-7700.
National Representatives: Landon Associates, U.S. Suburban Press.

MALDEN

1 - LOCATION: Middlesex County (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map E-2. On Malden River, 5 mi. from Boston.

2 - TRANSPORTATION: **Railroads**-MBTA, Boston & Maine.
Motor Freight Carriers-13.
Intercity Bus Lines-Mass. Bay Trans. Authority, Hudson.
Airlines-All major lines (Boston).

3 - POPULATION:
Corp. City 80 Cen. 53,386; E&P 88 Est. 51,081
NDM-ABC: (80) 53,386
County 80 Cen. 1,367,236; E&P 88 Est. 1,376,230
NECMA 80 Cen. 3,665,193; E&P 88 Est. 3,767,491

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 20,746; E&P 88 Est. 20,553
NDM-ABC: (80) 20,746
County 80 Cen. 476,201; E&P 88 Est. 498,138
NECMA 80 Cen. 1,296,965; E&P 88 Est. 1,379,641

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$480,000,000
Commercial	6	$600,000,000
Other	2	$440,000,000

6 - PASSENGER AUTOS: County 798,489

7 - ELECTRIC METERS: Residence 15,400

8 - GAS METERS: Residence 15,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of WAge Earners (Av. Wkly. Wage)-Constr. 1,243 ($350); Mfg. N.A. ($280); Trans., Commun. & Util. 1,187 ($320); Whol. & Ret. Trade 3,528 ($300); Fin., Ins. & R.E. 716 ($225); Services 4,500 ($300); Jewelry 100; Electronics 100. Total 1,077 firms; 18,000 employees. An. payroll $400,000,000 (town).

10 - CLIMATE: Min. & Max. Temp.-Spring 42-63; Summer 64-100; Fall 39-51; Winter 27-40.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Centers**-Pleasant St.; Main St.; Irving St.; Ferry St.; Exchange St.; Eastern Ave.; Highland Ave.
Other Shopping Centers-Townline Plaza, Northgate, New England, Bryant Terrace, Stuarts Village.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Stuart's; Caldor.
Discount Stores-Sparks; FFDC.
Variety Stores-FFC.
Chain Drug Stores-CVS; Pharmacity.
Chain Supermarkets-Star Mkt.; Johnnie's Foodmaster; Stop & Shop; Heartland.
Other Chain Stores-Hanlon's Shoes; Tru-Value Hardware.

14 - NEWSPAPERS: NEWS (e-mon to fri) 5,878, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Gregory Krollman, Adv. Mgr., NEWS, 277 Commercial St., Malden, MA 02148; Tel. (617) 321-8000.
National Representatives: Landon Associates, U.S. Suburban Press.

MARLBOROUGH

1 - LOCATION: Middlesex County (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map D-2. Situated 26 mi. W of Boston; 16 mi. E of Worcester. State Hwys. 20, 9, 85, I-495, I-290.

2 - TRANSPORTATION: **Railroads**-Boston & Maine.
Motor Freight Carriers-10.
Intercity Bus Lines-Hughes, Boston & Worcester.

3 - POPULATION:
Corp. City 80 Cen. 30,617; E&P 88 Est. 31,105
County 80 Cen. 1,367,236; E&P 88 Est. 1,376,230
NECMA 80 Cen. 3,665,193; E&P 88 Est. 3,767,491

4 - HOUSEHOLDS:
City 80 Cen. 10,925; E&P 88 Est. 11,695
County 80 Cen. 476,201; E&P 88 Est. 498,138
NECMA 80 Cen. 1,296,965; E&P 88 Est. 1,379,641

5 - BANKS	NUMBER	EST. DEP.
Savings	1	$100,000,000
Commercial	3	$250,000,000

6 - PASSENGER AUTOS: County 798,489

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Computers, Paper Prods., Sporting Goods, Boxes, Stamped Metal Prods., Metal Plate Prods., Scale Models, Chem., Tool & Die, Research, Electronics, Plastics, Containers.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-63; Summer 65-100; Fall 39-51; Winter 27-40.

11 - TAP WATER: Neutral, very soft, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Post Road(15)	1	Big Discount, Rich's
Village Plz.(17)	NA	Yankee Gift House
Indian Head(8)	2	Stop & Shop, Zayre, Marshall's

Principal Shopping Days-Thur., Fri., & Sat.

13 - RETAIL OUTLETS: **Department Stores**-Golden's; Concannon's.
Discount Stores-Rich's; Marshall's; Zayre.
Chain Drug Stores-Rexall; CVS; Adams; Walgreens; Brooks.
Chain Supermarkets-Stop & Shop; IGA; Big D; Star Mkt.
Other Chain Stores-Town Paint, Consumer Auto Parts, Radio Shack, Fayva Shoe; Friendly's, Somerville Lumber.

14 - NEWSPAPERS: ENTERPRISE (e) 3,800; sworn Nov. 2, 1987.
Local Contact for Advertising and Merchandising Data: Marquente A. Thorsen, Adv. Mgr., ENTERPRISE, 250 Maple St., Marlborough, MA 01752; Tel. (617) 485-5200.
National Representative: None.

MEDFORD

1 - LOCATION: Middlesex County, (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map E-2. Situated 5 mi. NW of Boston on U.S. Hwy. 1 and State Hwys. 16, 28, 38, 60.

2 - TRANSPORTATION: **Railroads**-MBTA, Boston & Maine.
Motor Freight Carriers-12.
Intercity Bus Lines-Mass. Bay Trans. Authority, Hudson.

3 - POPULATION:
Corp. City 80 Cen. 58,076; E&P 88 Est. 53,959
NDM-ABC: (80) 58,076
NECMA 80 Cen. 3,665,193; E&P 88 Est. 3,767,491
County 80 Cen. 1,367,236; E&P 88 Est. 1,376,230

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 20,206; E&P 88 Est. 19,198
NDM-ABC: (80) 20,206
County 80 Cen. 476,201; E&P 88 Est. 498,138
NECMA 80 Cen. 1,296,965; E&P 88 Est. 1,379,641

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$264,282,141
Commercial	7	$510,000,000

6 - PASSENGER AUTOS: County 798,489

7 - ELECTRIC METERS: 19,000

8 - GAS METERS: Residence 15,000

9 - PRINCIPAL INDUSTRIES: Agric. & Mining; Constr.; Mfg.; Trans., Commun. & Util.; Whol. & Ret.; Fin., Ins. & R.E.; Services.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-63; Summer 64-100; Fall 39-51; Winter 27-40.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-2 blocks on Riverside Ave.; 4 on High St.; 2 on Main St.; 1 on Forest St.; 1 on Salem St.; Wellington Circle; Steven's Sq.
Neighborhood Shopping Centers-Steven's Sq.; Harvard Sq.; West Medford Sq.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fellsway Plz.(22)	1	Zayre, Stop & Shop
Food Masters/ Turnstyle(3)	1	
Meadow Glenn(50)	1	Bradlees, Marshall's
Medford(17)	1	Woolworth
Mystic Mall(20)	1	K mart, Market Basket
Wellington Circle(4)	1	First National, Child World
Town Line Plz.	1	Star

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Marshall's.
Discount Stores-Zayre; Osco; Bradlees; B.J.'s.
Variety Stores-Child World; N.E. Stores.
Chain Drug Stores-Liggett-Rexall 2; CVS; Craddock 2; Archer-Kent; Pharmacity.
Chain Supermarkets-Stop & Shop 2; Johnnie's, Heartland.
Other Chain Stores-Lerner's; Thom McAn; S&H Green Stamps; Goodyear.

14 - NEWSPAPERS: MERCURY (e-mon to fri) 4,547, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Norman J. Morrison, Mktg. Dir., MERCURY, 277 Commercial St., Malden, MA 02148; Tel. (617) 321-8000.
National Representatives: U.S. Suburban Press; Landon Associates.

MELROSE

1 - LOCATION: Middlesex County (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map E-2. 7 mi. from Boston. Off U.S. Hwy. 1.

2 - TRANSPORTATION: **Railroads**-Boston & Maine.
Motor Freight Carriers-9.
Intercity Bus Lines-Mass. Bay Transportation Authority.
Airlines-All at Boston Airport.

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THE SUN
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(Circle No. 17 on Market Request Card)

3 - POPULATION:
Corp. City 80 Cen. 30,055; E&P 88 Est. 27,276
NDM-ABC: (80) 30,055
NECMA 80 Cen. 3,665,193; E&P 88 Est. 3,767,491
County 80 Cen. 1,367,236; E&P 88 Est. 1,376,230

4 - HOUSEHOLDS:
City 80 Cen. 10,649; E&P 88 Est. 9,966
NDM-ABC: (80) 10,649
County 80 Cen. 476,201; E&P 88 Est. 498,138
NECMA 80 Cen. 1,296,965; E&P 88 Est. 1,379,641

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	N.A.
Savings	2	N.A.

6 - PASSENGER AUTOS: County 798,489

7 - ELECTRIC METERS: Residence 12,000 (Est.)

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: 414 firms; 4,988 employees; An. Payroll $104,000,000. Mfg.: Chem.; Transistors; Radios; Food Prods.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-78; Summer 58-98; Fall 35-78; Winter -4-45. First killing frost, Oct. 22; last killing frost, Apr. 13.

11 - TAP WATER: Acid, soft.

12 - RETAILING: Principal Shopping Centers-Main St.; Franklin St.; Essex St.; W. Wyoming Ave.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Chain Drug Stores-CVS; Big 2; Brooks.
Chain Food Stores-Gallahue's; Cerretani's 4.

14 - NEWSPAPERS: NEWS (e-mon to fri) 1,417; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Norm Morrison, Mktg. Dir., MELROSE EVENING NEWS, 277 Commercial St., Malden, MA 02148; Tel. (617) 321-8000.
National Representatives: Landon Associates; U.S. Suburban Press.

MILFORD

1 - LOCATION: Worcester County (In Worcester-Fitchburg-Leominster NECMA). E&P Map D-2. On State Hwys. 16, 85, 109, 122 & 140; I-495; 18 mi. SE of Worcester; 30 mi. SW of Boston; 30 mi. N of Providence, RI.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Grayline; Milford Framingham Bus; Brush Hill; Milford-Boston P&B Bus.
Airlines-Hopedale Airways.

3 - POPULATION:
Corp. City 80 Cen. 23,390; E&P 88 Est. 25,514
NDM-ABC: (80) 82,161
Co./NECMA 80 Cen. 646,810; E&P 88 Est. 662,621

4 - HOUSEHOLDS:
City 80 Cen. 8,216; E&P 88 Est. 9,088
Co./NECMA 80 Cen. 225,323; E&P 88 Est. 238,163
NDM-ABC: (80) 26,498

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	1	$209,171,000
Commercial	3	$246,420,000
Savings & Loan	1	$129,000,000

6 - PASSENGER AUTOS: County 374,705

7 - ELECTRIC METERS: Residence 9,643

8 - GAS METERS: Residence 3,675

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Loom Mfg. 700; Glass 300; Mfg. Scientific Inst. 1,300; Hospital Care 1,100.

10 - CLIMATE: Av. Temp.-Winter 35; Summer 75.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Milford Plaza(12)	1	Sears
Shoppers World(53)	16	Bradlees, Jordan Marsh
Natick Mall(38)	16	Filene's, Sears
Auburn Mall(57)	17	Outlet, Sears
Worcester Galleria	18	
Walnut Hill Mall	12	

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Mon. through Fri. to 9.

13 - RETAIL OUTLETS: Department Stores-Mars; K mart; Zayre; Hit or Miss; Casual Male; Piece Goods; Bradlees; Sears Outlet; Marshall's.
Chain Drug Stores-Big L; Brooks Discount; Med X; Lincoln Pharmacy; Thayer Pharmacy; Adams.
Chain Supermarkets-Stop & Shop; Super Store; Almacs; Iandolis; Big D; Star Market; Rico's.

14 - NEWSPAPERS: NEWS (e) 13,293; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Thomas C. Sawyer, Pub., NEWS, 159 S. Main St., Milford, MA 01757; Tel. (617) 473-1111.
National Representative: Landon Associates.

NEW BEDFORD

1 - LOCATION: Bristol County (In New Bedford-Fall River-Attleboro NECMA). E&P Map E-3. Situated on Buzzards Bay. 56 mi. S of Boston. On I-95 and Mass. 140.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-23.
Intercity Bus Lines-Whaling City Transit; Southeastern Regional Transit Authority; Medeiros; American Eagle; Bonanza; Reliable.
Freight Steamship Lines-9.
Airlines-Eastern Express; Spectrum Air; Express Air.

3 - POPULATION:
Corp. City 80 Cen. 98,478; E&P 88 Est. 99,180
CZ-ABC: (80) 140,485
RTZ-ABC: (80) 80,769
Co./NECMA 80 Cen. 476,039; E&P 88 Est. 485,320
City & RTZ-ABC: (80) 221,254
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 37,388; E&P 88 Est. 39,118
Co./NECMA 80 Cen. 166,938; E&P 88 Est. 174,309
CZ-ABC: (80) 51,933
RTZ-ABC: (80) 27,262
City & RTZ-ABC: (80) 79,195

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	18	$1,590,562,000
Savings & Loan	1	$47,139,750
Commercial	12	$920,568,900

6 - PASSENGER AUTOS: County 269,025

7 - ELECTRIC METERS: Res. & Comm. 70,973

8 - GAS METERS: Res. & Comm. 43,836

9 - PRINCIPAL INDUSTRIES: Total Wage Earners 156,330; Apparel 8,500; Rubber Chem. & Plastics 8,200; Metals & Mach. 7,000; Food Prods. 2,000; Constr. 4,487; Gov't 12,500; Trans. & Pub. Util. 2,400; Financial & R.E. 6,321; Services 8,900; Fishing 3,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-57; Summer 66-82; Fall 55-68; Winter 22-48.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Purchase St. (Spring to Middle); 7 on Union St. (Second to County); 6 on Pleasant St. (Spring to Middle); 3 on Williams St. (Pleasant to Second).
Neighborhood Shopping Centers-24 blocks on Acushnet Ave. (from Coggeshall St. to Belleville Rd.).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
N. Dartmouth Mall(72)	5	Sears, Zayre, JCPenney, Peerless
King's Hwy.	4	Shaw's, Ashmont
Berdon Plaza(8)	3	Radio Shack
Rio Plaza(2)	3	Food Mart
Builders Sq.	NA	Builders Sq.
Shaw's	3	K mart
Smith Mill	3	Bed & Bath, AT&T
Sunshine Plaza(3)	3	Food Mart, Building 19
Vanity Fair(7)	5	Kay Windsor
Wareham Plz.(12)	15	Ames

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.; Some Fri.; Shopping centers and Supermarkets-every night.

13 - RETAIL OUTLETS: Department Stores-Cherry-Webb & Touraine 2; Sears; Peerless; JCPenney.
Discount Stores-Cove Discount; Mars Bargainland 2; Zayre; K mart; Ann & Hope; Ashmont; Building 19; Stuarts; Bed & Bath.
Variety Stores-Woolworth.
Chain Drug Stores-Brooks 5; Rite Aid 3; Osco; CVS 3; Archer Kent.
Chain Supermarkets-A&P 2; Super Stop & Shop; Angelo's; Shaw's 3; Fernandes 2; Almac's 2; Food Mart 2; Super Place.
Other Chain Stores-Singer Co.; Benny's; National Hard Goods; Kay Jewelry; ADAP; C&R Fashions; Grossman; Child World; Anderson-Little Clothes; Goodrich; Goodyear 2; Peerless Clothing; Sawyer's; Agway.

14 - NEWSPAPERS: STANDARD TIMES (e-mon to fri) 46,775; (m-sat) 46,560; (S) 50,844; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Rita Thieme, Adv. Dir., STANDARD TIMES, 555 Pleasant St., New Bedford, MA 02742; Tel. (617) 997-7411.
National Representative: Branham/Newspaper Sales.

NEWBURYPORT

1 - LOCATION: Essex County (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map E-1. On Merrimack River. 3 mi. from Atlantic Ocean; 38 mi. NE of Boston. On Newburyport Tpke., Rte. 1 and Shore Line Route 1A.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Boston & Maine Trans. Co.; Interstate.

3 - POPULATION:
Corp. City 80 Cen. 15,900; E&P 88 Est. 17,152
CZ-ABC: (80) 29,871
RTZ-ABC: (80) 56,968
County 80 Cen. 634,728; E&P 88 Est. 665,317
NECMA 80 Cen. 3,665,193; E&P 88 Est. 3,767,491
City & RTZ-ABC: (80) 86,839
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,892; E&P 88 Est. 6,787
County 80 Cen. 228,432; E&P 88 Est. 248,939
NECMA 80 Cen. 1,296,965; E&P 88 Est. 1,379,641
CZ-ABC: (80) 10,918
RTZ-ABC: (80) 20,465
City & RTZ-ABC: (80) 31,383

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$52,582,000
Savings	3	$42,303,422

6 - PASSENGER AUTOS: County 373,082

7 - ELECTRIC METERS: Residence 5,222

8 - GAS METERS: Residence 3,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Apparel 323; Furn. 131; Plastics 136; Leather Prods. 1,058; Leather Mfg. 153; Elect. Mach. 1,472; Trans. incl. Marine 622; Silversmiths 351; Gov't and R.R. 1,280; Self-Employed Domestic and Family 2,000; Local Agric. 180.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Central Shopping District-Downtown area has 100 shops.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Crossroads(11)	NA	Mars
Port Plz.(16)	NA	K mart, Shaw's

Stores Open Evenings-Fri.
Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-H.W. Pray.
Discount Stores-K mart.
Chain Drug Stores-Brooks.
Chain Supermarkets-Shaw's.

14 - NEWSPAPERS: NEWS (e) 12,339; Mar. 26, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Rachel Carignan, Adv. Mgr., NEWS, 23 Liberty St., Newburyport, MA 01950; Tel. (617) 462-6666.
National Representative: U.S. Suburban Press.

NORTH ADAMS

1 - LOCATION: Berkshire County (In Pittsfield NECMA). E&P Map B-1. In NW corner of state. Industrial and shopping center. 135 mi. W of Boston; 45 mi. E of Troy; 170 mi. N of New York. State Hwys. 2, 8. Mohawk Trail western terminus.

2 - TRANSPORTATION: Railroads-Boston & Maine (Boston-Troy line); Conrail; Boston & Albany.
Motor Freight Carriers-25.
Intercity Bus Lines-Bonanza; Vermont Transit; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 18,063; E&P 88 Est. 16,459
CZ-ABC: (80) 35,532
RTZ-ABC: (80) 13,217
Co./NECMA 80 Cen. 145,087; E&P 88 Est. 142,739
City & RTZ-ABC: (80) 48,749
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,638; E&P 88 Est. 5,930
Co./NECMA 80 Cen. 52,400; E&P 88 Est. 53,076
CZ-ABC: (80) 12,726
RTZ-ABC: (80) 4,682
City & RTZ-ABC: (80) 17,408

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$151,244,539
Commercial	3	$240,143,590

6 - PASSENGER AUTOS: County 72,949

7 - ELECTRIC METERS: Residence 18,150

8 - GAS METERS: Residence 7,479

9 - PRINCIPAL INDUSTRIES: Elect.; Textile; Paper; Mach.; Chem.; Employees: 6,580. Non-Agric. 14,850; Non-Mfg.
Principal Industrial Pay Days-Wed., Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-70; Summer 50-95; Fall 30-80; Winter -10-45. First killing frost, Oct. 10; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-(North Adams)-3 blocks on Main St., and following adjacent sts.: Asland, State, Marshall, Holden, Eagle and Veterans Dr.; Adams Shpg. District: 4 blocks on Park St., 1 on Ctr. St., 4 on Summer St.; Williamstown: 1 on Spring St., Water St.; Colonial Shpg. Ctr. on State Rd. between N. Adams and Williamstown.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
North Adams Plz.(3)	NA	Price Chopper
Artery Arcade(4)	NA	Big Y Supermkt.

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Thur.; Food-6 nights.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Robert's Co.; Shea's.
Discount Stores-Zayre; K mart.
Variety Stores-Newberry; Woolworth.
Chain Supermarkets-Big Y; Price Chopper; Grand Union.
Other Chain Stores-Goodyear; Sears; Firestone; Brook's Health & Beauty Aids; Agway; Big L; Rite Aid; Cumberland Farms; Radio Shack; Endicott-Johnson; Fayva.

14 - NEWSPAPERS: TRANSCRIPT (e) 10,748; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Walter Stred, Jr., Adv. Dir., TRANSCRIPT, 124 American Legion Dr., North Adams, MA 01247; Tel. (413) 663-3741.
National Representative: Landon Associates.

NORTHAMPTON

1 - LOCATION: Hampshire County (In Springfield NECMA), E&P Map B-2. County Seat. Pioneer Valley Education Center. In NW section of state. 17 mi. NW of Springfield; 90 mi. from Boston. Near Connecticut River. On U.S. Hwys. 5, 10, I-91; State Hwys. 9 & 66.

2 - TRANSPORTATION: Railroads-B&M (freight).
Motor Freight Carriers-5.
Intercity Bus Lines-Peter Pan; Vermont Transit; Greyhound; Trailways, US Express.

3 - POPULATION:
Corp. City 80 Cen. 29,286; E&P 88 Est. 30,423
NDM-ABC: (80) 99,357
NECMA 80 Cen. 582,218; E&P 88 Est. 590,764
County 80 Cen. 139,188; E&P 88 Est. 146,227
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,227; E&P 88 Est. 10,906
County 80 Cen. 44,253; E&P 88 Est. 45,366
NECMA 80 Cen. 202,280; E&P 88 Est. 209,446
NDM-ABC: (80) 30,860

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	N.A.
Savings	9	N.A.

6 - PASSENGER AUTOS: County 70,018

7 - ELECTRIC METERS: Residence 11,208

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Brushes 700 ($234); Optical Goods 462 ($354); Crating & Packaging 138 ($369); Printing & Publishing 170 ($271); Health Service 2,417 ($278); Cutlery 165 ($225); Colleges 1,238 ($297); Bottling 177 ($215).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: **Principal Shopping Centers**-24 blocks on 10 streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kingsgate(7)	1	Bradlees, Stop & Shop
Amherst Campus Plz	5	Stop & Shop
Amherst Shoppers Park(15)	7	Price Chopper
Hampshire Mall (95)	5	K mart, JCPenney, Steigers
Pot Pourri(6)	1	
Hamp Plz	2	Caldor, Food Mart
Hill & Dale(H)	1	Price Chopper

Principal Shopping Days-Thur. & Sat.
Stores Open Evenings-Department Stores-Thur.; Food-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Steigers.
Discount Stores-K mart, Serv-U, Bradlees, Caldor; Ames.
Chain Drug Stores-CVS, Brooks, Genovese, Fay's.
Chain Supermarkets-Big Y, Stop & Shop 2, Food Mart; Price Chopper 2.
Other Chain Stores-Sears, Sherwin-Williams, Pay Saver, Anderson-Little, Firestone, Grossman's, Agway, Aubuchon.

14 - NEWSPAPERS: HAMPSHIRE GAZETTE (e) 20,835; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Donna Goll, Adv. Dir., HAMPSHIRE GAZETTE, 115 Conz St., PO Box 299, Northampton, MA 01061; Tel. (413) 584-5000.
National Representative: Landon Associates.

PEABODY

1 - LOCATION: Essex County. (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map E-1. Residential and industrial center. Located in northeastern part of state on N side of MA Bay 18 mi. from Boston on U.S. Hwys. 128, 114, 127, 97 & 62.

2 - TRANSPORTATION: **Motor Freight Carriers**-42.
Intercity Bus Lines-Michaud.
Airlines-Served by Logan Intl. Airport (Boston).

3 - POPULATION:
Corp. City 80 Cen. 45,976; E&P 88 Est. 47,210
CZ-ABC: (80) 45,976
RTZ-ABC: (80) 11,267
NECMA 80 Cen. 3,665,193; E&P 88 Est. 3,767,491
County 80 Cen. 634,728; E&P 88 Est. 665,317
City & RTZ-ABC: (80) 57,243

4 - HOUSEHOLDS:
City 80 Cen. 15,804; E&P 88 Est. 16,191
County 80 Cen. 228,432; E&P 88 Est. 248,939
NECMA 80 Cen. 1,296,965; E&P 88 Est. 1,379,641
CZ-ABC: (80) 15,804
RTZ-ABC: (80) 3,525
City & RTZ-ABC: (80) 19,329

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	N.A.
Savings & Loan	7	N.A.

6 - PASSENGER AUTOS: County 373,082.

7 - ELECTRIC METERS: 20,658.

8 - GAS METERS: 7,706.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Shoe & Leather 1,955; Chem. 263; Fab. Metals 584; Paper Prods. 220; Electronics 820; Apparel 300.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-52; Summer 61-84; Fall 46-55; Winter 14-34. First killing frost, Nov. 9; last killing frost, May 19.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-North Shore; Peabody Place.
Neighborhood Shopping Centers-Lowell St. 2 blocks; Main St. 6 blocks; W Peabody-Main Hwy., Rte. 1.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
North Shore(103)	1	Jordan Marsh, Sears, Filenes, Shaw's
Peabody Place(15)	2	Purity Supreme, T.J. Maxx
Syms Plaza(8)	4	Syms
Liberty Tree Mall (105)	3	Ann & Hope, Lechmere, Marshalls
Endicott Plz.(20)	3	K mart, DeMoulas
Danvers Plz.(15)	4	Rich's, Purity Supreme

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-All shopping ctrs. & plzs.; Most downtown-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Jordan Marsh, Filenes, Sears.
Discount Stores-Zayre, Ann & Hope, Lechmere, Levitz, Syms, Marshalls, Filenes Basement.
Chain Drug Stores-Walgreens, Medi Mart, Brooks, CVS, Thayer.
Chain Supermarkets-DeMoula's, Star, Purity Supreme, Farm Stand, Shaw's.
Other Chain Stores-Paperama.

14 - NEWSPAPERS: PEABODY TIMES (e) 3,319; Mar. 26, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Joseph Brancaleone, Adv. Dir., TIMES, Times Park, Dunham Rd., Beverly, MA 01915; Tel. (617) 532-1005.

PITTSFIELD

1 - LOCATION: Berkshire County (NECMA). E&P Map B-2. County Seat. 35 mi. E of Albany on Route 20; 75 mi. N of Danbury, CT on Route 7; 56 mi. NW of Springfield on Mass. Tpke. Center of Berkshire County Mfg., dairy and agricultural industry. On U.S. Hwys. 20, 7; State Hwys. 8, 9.

2 - TRANSPORTATION: **Railroads**-Conrail; Amtrak.
Motor Freight Carriers-10.
Intercity Bus Lines-New York & Boston, Western New England, Greyhound, Arrow, Vermont, Rutland, Manchester & Burlington.

3 - POPULATION:
Corp. City 80 Cen. 51,974; E&P 88 Est. 47,306
NDM-ABC: (80) 74,672
RTZ-ABC: (80) 30,652
Co./NECMA 80 Cen. 145,087; E&P 88 Est. 142,739
Total NDM & RTZ-ABC: (80) 105,324

4 - HOUSEHOLDS:
City 80 Cen. 19,436; E&P 88 Est. 17,092
Co./NECMA 80 Cen. 52,400; E&P 88 Est. 53,076
NDM-ABC: (80) 26,932
RTZ-ABC: (80) 11,198
Total NDM & RTZ-ABC: (80) 38,130

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$291,600,000
Savings & Loan	2	$325,700,000
Commercial	3	$377,800,000

6 - PASSENGER AUTOS: County 72,949.

7 - ELECTRIC METERS: Residence 62,138.

8 - GAS METERS: Residence 22,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Firms (An. Payroll), No. of Wage Earners: Agric. & Mining 2 ($252,500) 50; Constr. 197 ($5,850,000) 1,100; Mfg. 91 ($94,500,000) 15,000; Trans., Commun. & Util. 50 ($6,000,000) 1,350; Whol. Trade 60 ($3,750,000) 650; Ret. Trade 562 ($12,500,000) 4,100; Fin., Ins. and R.E. 97 ($5,000,000) 1,000; Service Ind. 438 ($5,500,000) 2,075; Textile Mill Prods. 1 ($4,004,000) 700; Apparel 3 ($633,400) 180; Paper and Prod. 8 ($12,000,000) 2,200; Printing & Pub. 12 ($3,200,000) 300; Elect. N.A. ($207,000,000).

10 - CLIMATE: Min. & Max. Temp.-Spring 21-74; Summer 46-79; Fall 16-69; Winter 12-40. First killing frost, Sept. 18.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Areas**-Elm St.; Tyler St.; W. Housatonic St.; Wahconah St.; North St.; Allendale; South St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Main & Central A-Z(8)		Zayre
Allendale(23)	2	T.J. Maxx, Sears
Berkshire Commons (20)		
Bradlees(7)	2	Bradlees
Stop & Shop Plz.(6)	NA	Stop & Shop
Pittsfield Plz.(15)	1	Halperin's Furn.
Berkshire Mall(90)	4	Sears, JCPenney, Filene's, Hills
K mart Plz.(9)	2	K mart, Price Chopper

Principal Shopping Days-Thur. through Sun.
Stores Open Evenings-Thur.; shopping centers nightly.

13 - RETAIL OUTLETS: **Department Stores**-Sears.
Variety Stores-Newberry.
Discount Stores-Zayre; Bradlees; K mart; Ames.
Chain Drug Stores-Flynn Rexall; Brooks; CVS 2; Mall Drug; Rite Aid.
Chain Supermarkets-A&P; Big Y 3; Stop & Shop; Price Chopper 4.
Other Chain Stores-Thom McAn; Firestone; Champion Factory Outlet; Hit or Miss; Parade of Shoes; Kids Port.

14 - NEWSPAPERS: BERKSHIRE EAGLE (m) 33,059; (S) 31,532; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Betty Harrington, Adv. Mgr., BERKSHIRE EAGLE, 33 Eagle St., Pittsfield, MA 01201; Tel. (413) 447-7311.
National Representative: Landon Associates.

QUINCY

1 - LOCATION: Norfolk County (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map E-2. 8 mi. S of Boston on shores of Quincy Bay with harbor facilities, 5-8 ft. channel, 35 ft. channel on Fore River; 27 ft. channel at Town River. On State Hwys. 3-3A, 28, 37, 53, 95, 128 and Southeast Expwy.

2 - TRANSPORTATION: **Railroads**-Conrail (freight); Amtrak; MBTA "T".
Motor Freight Carriers-86.
Intercity Bus Lines-MBTA Bus & Rapid Transit; Plymouth-Brockton Coach.
Airlines-Major airlines at Boston's Logan Airport.

3 - POPULATION:
Corp. City 80 Cen. 84,743; E&P 88 Est. 85,235
CZ-ABC: (80) 176,681
RTZ-ABC: (80) 155,997
NECMA 80 Cen. 3,665,193; E&P 88 Est. 3,767,491
County 80 Cen. 606,337; E&P 88 Est. 629,750
City & RTZ-ABC: (80) 332,678

4 - HOUSEHOLDS:
City 80 Cen. 33,492; E&P 88 Est. 35,419
County 80 Cen. 207,823; E&P 88 Est. 225,877
NECMA 80 Cen. 1,296,965; E&P 88 Est. 1,379,641
CZ-ABC: (80) 64,405
RTZ-ABC: (80) 49,485
City & RTZ-ABC: (80) 113,890

5 - BANKS	NUMBER	DEPOSITS
Savings	14	$1,818,727,107
Savings & Loan	5	$154,584,209
Commercial	5	$2,851,428,767
Co-op Banks	9	$528,360,896
Credit Unions	9	$153,750,000

6 - PASSENGER AUTOS: County 353,004.

7 - ELECTRIC METERS: Residence (City) 34,000.

8 - GAS METERS: Residence (City) 24,225.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Constr. 2,431; Mfg. 8,003; Commun. 1,796; Util., Sanitary 778; Whol. Trade 1,690; Food stores 1,113; Restaurants 1,440; Retailing 2,456; Ins. and Real Estate 1,762; Hospitals 1,819; Schools 2,264; Legal, Engineering and Misc. Prof. Services 1,217; Public Admin. 2,079.

10 - CLIMATE: Min. & Max. Temp.-Spring 58-79; Summer 75-86; Fall 46-63; Winter 26-42. First killing frost, Oct. 24; last killing frost, Apr. 17.

11 - TAP WATER: Acid, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Hancock St., areas surrounding two downtown public parking lots (Charles A. Ross Parking Area and John Hancock Parking Lot), Maple St., 2 on Granite St., Foster St., Chestnut St., 3 on School St., Cottage Ave., Temple St., Revere Rd., Depot St., Saville St., 3 on Washington St.; South Shore Plaza in City Zone town of Braintree on Southeast Expressway; 104 stores.
Neighborhood Shopping Areas-Wollaston areas: 2 blocks on Hancock St., 3 on Beale St.; Norfolk Downs areas: 2 on Hancock St., 4 on Billings Rd.; Quincy Point area: 6 on Washington St.; Southern Artery: Approx. 1 mile.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Shore (Braintree)	4	Sears, Filene's, Lord & Taylor, Jordan Marsh
Hanover Mall (Rte.53)(78)	12	Childworld, Zayre, Sears, Jordan Marsh, Filene's
Hingham Plaza (Rte.53)(16)	8	Hoffman's, Bradlees, Building 19, Osco
Dedham Plaza (Rte.1)(48)	14	Zayre, Walgreens, Tweeter, Inc.
Quintree(13) (Braintree)	3	Zayre, Side One
President's Plz.(7)	3	Radio Shack, Bradlees
Queen Ann's Plz. (Norwell)(11)	9	Brooks Drug, Caldor, Star Market
Granite St.(22)	1	Osco, Star, Grossman's
Cushing Plz.(22) (Cohasset)	9	Casual Male
Harborlight Mall (Weymouth)(28)	7	Purity Supreme, CVS, Stuarts
Cobb's Corner (Canton)(24)	10	Marshalls, Shaw's, Hoffman's, Caldor
Dedham Mall (Rte.1)(48)	11	Sears, Super Stop & Shop, Woolworth, Bradlees
Weymouth(Rte 53 at Rte 18)(10)	8	Channel Home Centers, Caldor
North River Plz. (Pembroke)(18)	21	Caldor, Super Stop & Shop, Shoe Town
Kingsbury Plaza	23	Angelo's, Bradlees
Marshfield Plz.(14)	19	Angelo's, Marshall's, CVS
Pleasant Shops (Weymouth)	/	CVS, Marshall's, Purity Supreme

Other Shopping Centers-(No. of Stores)-Pembroke Plaza (8); Grossman's (7); Seaside (7); Southern Artery (7); Rich's Plaza (25).
Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Food & Almost all others-Thur. & Fri.; some Mon.; Malls-some every night.

13 - RETAIL OUTLETS: **Department Stores**-Sears 3; Clothing: Jordan Marsh 2, Filene's 2, Lord & Taylor.
Variety Stores-Woolworth 4.
Discount Stores-Zayre 4, Bradlees 6, Osco; Paperama 4; Caldor 4; Stuart's.
Chain Supermarkets-Angelo's 9, Stop & Shop 11; Star Mkt. 2, Purity Supreme 4, Shaw Market 8, Roxie's.
Chain Drug Stores-Osco 6, CVS 19, Rite Aid 2, Brooks 9, Walgreens 8, Rix/Dunnington 4.
Other Chain Stores-Building Supplies & Contractors: Sherwin-Williams, Somerville Lumber, Channel Home Centers, Color Tile, Grossman's, Tile City; Clothing Stores: Lerner's, T.J. Maxx, Anderson's Little, Cummings, Milton's, Dress Barn; Automotive: Goodyear, Firestone, Merchants Tire, Sullivan Tire; Shoe Stores: Shoe Town, Stride-Rite, Foot Locker, Taymor, Fayva, Thom McAn, Child Teen, Hanlon Shoes, Crown; Furn. & Appliances: Cabot House, Levitz, Ethan Allen, Paine's, Fretters, Lechmere, Suburban TV, Manufacturers Marketplace, Siesta Sleep Shop; Jewelry: Rogers, Harts, Stone's, Karten's, Kay's, Lander's, Hills; Fabrics: Ryder's, Sewfisticated Fabrics, Piece Goods.

14 - NEWSPAPERS: PATRIOT LEDGER (e-mon to fri) 87,873; (m-sat) 95,841; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: George F. White, Adv. Dir., PATRIOT LEDGER, 13-19 Temple St., Quincy, MA 02169; Tel. (617) 786-7000.
National Representative: Landon Associates.

SALEM

1 - LOCATION: Essex County (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). County Seat. E&P Map E-1. On Salem Harbor; 16 mi. N of Boston; On U.S. Hwy. 1A.

2 - TRANSPORTATION: **Railroads**-Boston & Maine.
Motor Freight Carriers-8.
Intercity Bus Lines-Mass. Bay Transit Authority; Michaud.

3 - POPULATION:
Corp. City 80 Cen. 38,220; E&P 88 Est. 39,482
CZ-ABC: (80) 128,478
RTZ-ABC: (80) 117,968
NECMA 80 Cen. 3,665,193; E&P 88 Est. 3,767,491
County 80 Cen. 634,728; E&P 88 Est. 665,317
City & RTZ-ABC: (80) 246,446

4 - HOUSEHOLDS:
City 80 Cen. 15,065; E&P 88 Est. 15,919
County 80 Cen. 228,432; E&P 88 Est. 248,939
NECMA 80 Cen. 1,296,965; E&P 88 Est. 1,379,641
CZ-ABC: (80) 46,760
RTZ-ABC: (80) 40,517
City & RTZ-ABC: (80) 87,277

5 - BANKS	NUMBER	DEPOSITS
Savings	7	$730,200,000
Savings & Loan	6	$90,000,000
Commercial	12	$461,552,339

6 - PASSENGER AUTOS: County 373,082.

7 - ELECTRIC METERS: Residence 34,377.

8 - GAS METERS: Residence 22,259.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronics 7,147; Leather & Products 6,521; Mach. 5,521; Paper, Printing, Publishing 139; Chem. 1,038; Plastics 357. Av. Wkly. Wage $400.
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-52; Summer 61-84; Fall 46-55; Winter 14-34. First killing frost, Nov. 9; last killing frost, May 19.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Essex St., 3 on Washington St., 1 on Central St., 1 on New Derby St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northshore(54)	3	Jordan Marsh, Sears, Filene's, Herman's, Toys R Us, Shaw's
Beverly Plz (19)	3	Zayre, Woolworth, Star
Danvers Plaza(12)	4	Rich's, Purity Supreme
Highlander Plaza	2	Highland Superstore, Rich's
Vinnin Plaza	2	Marshall's, Loehmann's, Rooks Star, CWT
Vinnin Sq.(30)	2	New England Stores, Stop & Shop
Liberty Tree Mall(115)	4	Lechmere, Ann & Hope, Levitz, Anderson Little, Radio Shack, Marshall's
Russel Plaza(10)	5	Syms
Swampscott Mall (17)	2	Bradlees, Fayva, Walgreen's
Hawthorne Mall(20)	2	Caldor, Heartland
Endicott Plaza(13)	5	K mart, DeMoulas, Osco
Peabody Pl	NA	T.J. Maxx, Purity Supreme

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept. & Food-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Empire 2, Jordan Marsh, Filene's, Sears.
Discount Stores-Rich's 2, Zayre, Jerry's, Lechmere, Bradlees, Levitz, Marshall's 2, Ann & Hope, K mart, Highland Superstores.
Chain Drug Stores-Eaton 7, Brooks 4, CVS 9, Osco, Archer Kent, Rite Aid 2, Thayer Phcy.
Chain Supermarkets-Stop & Shop, Star Market 2, Harvest Market 2, Purity Supreme 4, DeMoulas, Heartland, Shaw's, Crosby's 2.
Other Chain Stores-Thom McAn, Singer Co., Sherwin-Williams, Kinney Shoe, Grossman's, Touraine, Kay Jewelers, Goodyear, Firestone, Brigham's, Kennedy's, Radio Shack 2, Wallach's, Miltons.

14 - NEWSPAPERS: NEWS (e) 31,206, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth R. Newbegin, Pub. Aff. Dir., NEWS, 155 Washington St., Salem, MA 01970, Tel. (617) 744-0600.
National Representative: Landon Associates.

SOUTHBRIDGE

1 - LOCATION: Worcester County (In Worcester-Fitchburg-Leominster NECMA). E&P Map C-2. On State Hwys. 169 and 131. On Quinebaug River. 22 mi. from Worcester; 60 mi. from Boston; 50 mi. from Hartford, CT; 40 mi. Providence. In Tricommunity area of Southbridge, Sturbridge, & Charlton. 5 mi. from center of Southbridge is Old Sturbridge Village, visited annually by over 500,000.

2 - TRANSPORTATION: **Railroads**-Providence & Worcester.
Intercity Bus Lines-Bonanza; Peter Pan.

3 - POPULATION:
Corp. City 80 Cen. 16,665; E&P 88 Est. 16,827
Co./NECMA 80 Cen. 646,810; E&P 88 Est. 662,621

4 - HOUSEHOLDS:
City 80 Cen. 6,225; E&P 88 Est. 6,499
Co./NECMA 80 Cen. 225,323; E&P 88 Est. 238,163

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	N.A.
Savings	3	$157,000,000

6 - PASSENGER AUTOS: County 374,705

7 - ELECTRIC METERS: Residence & Ind. 6,668

8 - GAS METERS: Residence 3,350

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Optical 3,570 ($184); Tools 500 ($195); Cutlery 650 ($164).
Principal Industrial Pay Days-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-67; Summer 54-97; Fall 29-66; Winter -2-41. First killing frost, Oct. 17; last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Big Bunny(9)	1	Big Bunny Mkt.
Southbridge Plz.(11)	2	Park & Shop, The Fair
Sturbridge Plz.(5)	2	Ames, JCPenney, Iandoli Mkt.

Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Discount Stores-Ames, The Fair.
Chain Supermarkets-Iandoli, Park N Shop.
Chain Drug Stores-Rite Aid, CVS, Brooks.
Other Chain Stores-Cantwell Hardware, Aubuchon Hdwe., Book Corner, Radio Shack, Friendly Ice Cream, Consumer Auto Parts.

14 - NEWSPAPERS: NEWS (e) 7,033, sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Ron Chapdelaine, Sales Dir., NEWS, 25 Elm St., Southbridge, MA 01550, Tel. (617) 764-4325.
National Representative: None.

SPRINGFIELD

1 - LOCATION: Hampden County (NECMA). E&P Map C-2. County Seat. 136 mi. N of New York, 89 mi. W of Boston. State Hwys. 5, 20, 21, 33, 57, 83, 90, 91, 116, 202, 291, 391.

2 - TRANSPORTATION: **Railroads**-Amtrak, Conrail.
Motor Freight Carriers-173.
Intercity Bus Lines-Bonanza, Continental, Greyhound, Peter Pan, Trailways of New England, Vermont Transit.
Airlines-American, Bar Harbour, Delta, Eastern, Continental, Northwest, Pan Am, Pilgrim, Piedmont, TWA, United, USAir, Republic.

3 - POPULATION:
Corp. City 80 Cen. 152,319; E&P 88 Est. 143,931
CZ-ABC: (80) 361,363
RTZ-ABC: (80) 288,881
County 80 Cen. 443,030; E&P 88 Est. 444,537
NECMA 80 Cen. 582,218; E&P 88 Est. 590,764
City & RTZ-ABC: (80) 650,244

4 - HOUSEHOLDS:
City 80 Cen. 55,329; E&P 88 Est. 54,416
County 80 Cen. 158,027; E&P 88 Est. 164,080
NECMA 80 Cen. 202,280; E&P 88 Est. 209,446
CZ-ABC: (80) 128,779
RTZ-ABC: (80) 95,108
City & RTZ-ABC: (80) 223,887

5 - BANKS	NUMBER	DEPOSITS
Savings	27	$4,129,206,000
Co-operative	9	$363,119,000
Commercial	10	$2,698,233,000
Federal Farm Loan	1	$1,218,111,000
Total Banks	47	$8,408,669,000

6 - PASSENGER AUTOS: County 252,625

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Ordnance & Accessories 2,720; Food & Kindred Prods. 2,614; Textile Mill Prods. 2,459; Apparel 2,373; Lumber & Wood Prods. 704; Furn. & Fixtures 167; Paper & Allied Prods. 9,116; Printing & Pub. 7,111; Chem. & Allied Prods. 3,089; Rubber Prods. 5,246; Leather & Leather Prods. 1,750; Stone, Clay & Glass Prods. 873; Primary Metal Industries 2,299; Fab. Metal Prods. 11,183; Mach.(ex. electrical) 13,248; Elect. Mach. 3,279; Trans. 750; Prof. & Scientific 1,232; Misc. Mfg. 7,162.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-61; Summer 62-85; Fall 43-66; Winter 19-36.

11 - TAP WATER: Acid, very soft; minimum fluoride.

12 - RETAILING: **Downtown Shopping Area**-From Union St. on Main to Lyman St. Main; Dwight St. to E Columbus Ave. including all side sts. in this area, includes Baystate West Mall, Marketplace and Center Square.
Neighborhood Shopping Areas-(the "X" in Forest Park) Brightwood Section; South End (Mill St. & Columbus Ave.); Sixteen Acres Shopping Center; Winchester Square.

Regional Enclosed Malls

Name (No. of stores)	Miles from Downtown	Principal Stores
Baystate West(53)	NA	Steiger, A.O. White
Eastfield Mall(73)	6	Anderson-Little, Sears, Steiger, JCPenney
Enfield Sq.(57)	8	G. Fox, Steiger, JCPenney
Fairfield Mall(60)	6	Anderson-Little, Caldor, Bradlees, Motomart
Hampshire Mall(40)	24	Steiger, JCPenney, K mart
Springdale Mall(20)	6	Lechmere, Bradlees, Stop & Shop
Holyoke Mall(160)	8	Steiger, JCPenney, Sears, G. Fox
Major Strip Centers		
Agawam(49)	3	Zayre, Food Mart
Boston Rd.(3)	6	K mart, Marshall's
Century(21)	1	Childworld
Longmeadow Shops	6	Steiger
Ludlow(6)	10	Mars, Big Y
Springfield Plz.(37)	3	Steiger, K mart, Stop & Shop
Stateline Plz.(20)	8	Zayre, Levitz
Riverdale Shpg. Ctr.	3	Stop & Shop, Heartland, Bradlees
K mart Shpg. Ctr.	8	K mart, Zayre, Shop-Rite
Westfield Shops(16)	8	Steiger, JCPenney, K mart, Food Mart, Edwards, Ames

Stores Open Evenings-Mon., Thur.

13 - RETAIL OUTLETS: **Department Stores**-Steiger; Sears; G. Fox; JCPenney.
Discount Stores-Bradlees; Caldor; Mars; Lechmere; Marshall's; Zayre; K mart; Ames.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Charkoudian; Dearborn; Liberty Heights; Louis & Clark; Rite Aid; Parker; Ryan; Terminal; Triangles; Brooks; Genovese; CVS; Fay's; Maxi-Drug; Walgreens.
Chain Shoe Stores-Thom McAn; Thayer McNeil; J. Baker; Health Spot Regal; Florsheim; Scholls; Kinney; Educator; Flagg Bros.; Huston's; Morse; Fayva; Stride Rite.
Chain Supermarkets-A&P; Edwards; Waldbaum's; Food Mart; Big Y; Stop & Shop; Shop-Rite; Price Chopper; Adams; Grand Union; Heartland.
Chain Convenience Stores-Jane Alden; Dairy Mart; Lil Peach; Mini Food Basket; Open Pantry; Cumberland Farms; 7-Eleven.
Other Chain Stores-B.F. Goodrich; Firestone; Anderson Little; Lerner's; Grossman's; Levitz Furn.; Paysaver; Stuart's; A.O. White; Stowell's; Singer; Waldenbooks; Child World; Toys-R-Us; Pier 1 Imports; Chess King; General Nutrition; Hickory Farms; Kay Jewelers; Parklane; Radio Shack; Cohoes; Loehmann's.

14 - NEWSPAPERS: UNION-NEWS (all day) 110,593; REPUBLICAN (S) 153,648; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Dwight L. Brouillard, Adv. Dir., UNION-NEWS & REPUBLICAN, 1860 Main St., Springfield, MA 01102; Tel. (413) 788-1108.
National Representative: Newhouse Newspapers Metro Suburbia.

TAUNTON

1 - LOCATION: Bristol County (In New Bedford-Fall River-Attleboro NECMA). E&P Map E-2. County Seat. On Taunton River, 34 mi. S of Boston.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-25.
Intercity Bus Lines-Brandei; Union St. Railway; Bonanza; H&L Bloom; G.A.T.R.A.

3 - POPULATION:
Corp. City 80 Cen. 45,001; E&P 88 Est. 46,752
CZ-ABC: (80) 45,001
RTZ-ABC: (80) 66,821
Co./NECMA 80 Cen. 476,039; E&P 88 Est. 485,320
City & RTZ-ABC: (80) 111,822
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,795; E&P 88 Est. 17,121
Co./NECMA 80 Cen. 166,938; E&P 88 Est. 174,309
CZ-ABC: (80) 15,795
RTZ-ABC: (80) 20,954
City & RTZ-ABC: (80) 36,749

5 - BANKS	NUMBER	EST. DEP.
Savings	3	$126,000,000
Cooperative	2	$105,000,000
Commercial	4	$259,000,000
Fed. Sav. & Loan	1	$73,000,000

6 - PASSENGER AUTOS: County 269,025

7 - ELECTRIC METERS: Residence 16,936

8 - GAS METERS: Residence 9,242
(Items 6, 7 and 8 figures include towns of Raynham, Dighton and Berkley.)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Silver 1,739; Plastic 805; Textile Finishing 1,580; Printing and Paper Prod. 685; Jewelry 450; Metals and Related Prod. 1,380; Whol. & Ret. 3,050; Servs. 1,885; Constr. 404; Fin., Ins., R.E. 471; Trans. & Util. 220; Av. Wkly. Wage N.A.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-66; Summer 62-86; Fall 35-71; Winter 15-39. First killing frost, Sept. 25; last killing frost, May 1.

11 - TAP WATER: Acid, soft; not fluoridated.

12 - RETAILING: **Downtown Shopping Centers**-4 blocks on Main St.; 2 on Broadway; 2 on Weir St.; 1 on Taunton Green.
Neighborhood Shopping Centers-Whittenton, North; Weir Village, South; E Taunton, East.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Raynham(6)	3	Shaw's
Rte. 44 Plaza	2	Shaw's
Trucchi's Plz.(12)	1	Trucchi's Mkt.
Taunton Mall(15)	1	Bradlees
Cape Rd. Plz.	3	K mart, Food Mart

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur., Fri.; Food-Mon. through Sun.

13 - RETAIL OUTLETS: **Department Stores**-Bradlees; K mart; Caldor.
Variety Stores-Woolworth; Lechmere; Marshall's; Manufacturers Marketplace.
Chain Supermarkets-Shaw's 2; Trucchi's 2; Food Mart; Cumberland Farms.
Chain Drug Stores-Brook's; Rite Aid; CVS.
Other Chain Stores-Goodyear; Benny's Auto supplies; Sears (catalog); Montgomery Ward; Goodrich; Firestone; Radio Shack; Cherry, Webb & Touraine; Pobers (Empire Clothing); JCPenney (catalog); Anderson-Little; True Value Hdwe.

14 - NEWSPAPERS: GAZETTE (e) 13,622, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Peter S. McClellan, Adv. Mgr., GAZETTE, 5 Cohannet St., Taunton, MA 02780, Tel. (617) 822-7121.
National Representative: Thomson Newspapers.

WAKEFIELD

1 - LOCATION: Middlesex County. (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map E-1. 10 mi. N of Boston. On State Hwys. 128, 129. 3 mi. from U.S. Hwy. 1.

2 - TRANSPORTATION: **Railroads**-B&M.

3 - POPULATION:
Corp. City 80 Cen. 24,895; E&P 88 Est. 24,032
County 80 Cen. 1,367,236; E&P 88 Est. 1,376,230
NECMA 80 Cen. 3,665,193; E&P 88 Est. 3,767,491

4 - HOUSEHOLDS:
City 80 Cen. 8,650; E&P 88 Est. 8,518
County 80 Cen. 476,201; E&P 88 Est. 498,138
NECMA 80 Cen. 1,296,965; E&P 88 Est. 1,379,641

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$43,310,039
Savings	2	$477,433,142
Co-Op	1	$13,821,276

6 - PASSENGER AUTOS: County 798,489

7 - ELECTRIC METERS: Residence 8,627

8 - GAS METERS: Residence 4,472

9 - PRINCIPAL INDUSTRIES: Type of Mfg.-Apparel; Lumber & Wood Prods.; Furn. & Fixt.; Printing & Pub.; Chem.; Leather; Stone; Clay & Glass; Metal & Fab.; Mach. (not electrical); Elect. Goods; Rattan Furn.; Shoes; Valves; Fibre Prods. and Mats; Jewelry; Model Airplanes; Celluloid Novelties; Elect. Equip. and Apparatus; Furn. Frames; Handcraft Materials; Oilless Bearings; Fuel Oil; Storage Tanks; Cement Blocks; Electronics; Gears; Transistors.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Burlington Mall(64)	8	Filene's, Radio Shack, Jordan Marsh
New England(34)	5	Sears, Woolworth
Northshore(87)	12	Filene's, Sears, Jordan Marsh
Redstone(27)	2	Almy's, Caldor, Star Mkt.
Saugus	4	T.J. Maxx
Saugus Plaza(17)	4	Osco, Zayre

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Kline's.

14 - NEWSPAPERS: ITEM (e-mon to fri) 6,705; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Judy Brown, Adv. Dir., ITEM, 26 Albion St.,

Wakefield, MA 01880; Tel. (617) 245-0080.
National Representative: None

WALTHAM

1 - LOCATION: Middlesex County (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map D-2. 9 mi. W of Boston, 5 mi. NW of Newton. On U.S. Hwy. 20; State Hwys. 128, 60, 117.

2 - TRANSPORTATION: **Railroads**-Amtrak, Local Transit Service: MBTA.
Motor Freight Carriers-10
Intercity Bus Lines-MBTA, Boston & Worcester, Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 58,200; E&P 88 Est. 54,796
CZ-ABC: (80) 58,200
RTZ-ABC: (80) 191,852
NECMA 80 Cen. 3,665,193; E&P 88 Est. 3,767,491
County 80 Cen. 1,367,236; E&P 88 Est. 1,376,230
City & RTZ-ABC: (80) 250,052

4 - HOUSEHOLDS:
City 80 Cen. 20,594; E&P 88 Est. 19,998
County 80 Cen. 476,201; E&P 88 Est. 498,138
NECMA 80 Cen. 1,296,965; E&P 88 Est. 1,379,641
CZ-ABC: (80) 20,594
RTZ-ABC: (80) 66,730
City & RTZ-ABC: (80) 87,324

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	N.A.
Savings	7	N.A.
Co-operative	2	N.A.

6 - PASSENGER AUTOS: County 798,489

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 26,274; Whol. & Ret. 9,320; Contract Constr. 1,141; Trans. & Commun. 1,302; Servs.: Research & Development 15,694; Gov't 6,354; Fin., Ins. & R.E. 1,696. 200 Industrial Establishments in City.
Principal Industrial Pay Days-Thur., Fri.

11 - TAP WATER: Soft.

12 - RETAILING: **Principal Shopping Center**-10 blocks on Moody St.; 13 on Main St., Lexington St.; River St.
Neighborhood Shopping Centers-Warren St., Upper Main St., Newton & Main Sts., South St., High St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arsenal Marketplace	4	Ann & Hope, Marshall's
Auburndale(8)	2	Star, Garb Drug
Chestnut Hill	6	Star, Stop & Shop, Bloomingdale's, Filene's
Newton Corner	4	Hi-Lo
Newton Centre	5	106 specialty shops
Newtonville	3	Star, Purity-Supreme
Newton Nonantum	4	
Newton Highlands	5	Purity-Supreme, Siesta Sleep Shop
Newton Lower Falls	5	Grossman's
Newton Upper Falls	6	Marshall's
River St. Plz	2	Zayre, Osco, Anderson-Little
Wal-Lex(18)	2	Stop & Shop
Waltham Plz.(10)	2	Star Mkt., Osco
Watertown Mall(44)	4	Bradlees, Anderson-Little

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Wed. & Fri.; Furniture-Mon., Wed., Fri.; Food-Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-Grover Cronin; Bloomingdale's; Filene's.
Variety Stores-Woolworth.
Discount Stores-Zayre; Marshall's; Bradlees; Ann & Hope.
Chain Drug Stores-Osco; CVS; Garb; Hubbard; Heartland.
Chain Supermarkets-Star Mkt. 5; Stop & Shop 4; Purity Supreme 2; Waltham Super Mkt.; Heartland.
Other Chain Stores-Singer Sewing; Cummings (women's fashions); Anderson-Little; Hanlon's Shoes; Hit or Miss (women's fashions); Radio Shack; Fayva; Firestone; Goodyear; Grossman's; Midas Muffler; Women's World Health Spa.

14 - NEWSPAPERS: NEWS-TRIBUNE (e-mon to fri) 11,601; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Robert Katz, Adv. Dir., NEWS-TRIBUNE, 18 Pine St.; PO Box 69, Waltham, MA 02254; Tel. (617) 893-1670.
National Representatives: Landon Associates; U.S. Suburban Press.

WESTFIELD

1 - LOCATION: Hampden County, (In Springfield NECMA). E&P Map B-2. 10 mi. W of Springfield; on Hwys. 10, 20, 202, the MA Tpke. and I-91. Situated in the foothills of the Berkshires on Exit 3 of the MA Tpke.

2 - TRANSPORTATION: **Railroads**-Conrail.
Intercity Bus Lines-Peter Pan-Springfield which is accessible to Greyhound, Vermont Transit, Interstate Trailways.
Airlines-American, United, Northeast, Trans-World, USAir, New England Air, Mass. Helicopter and daily airline flights to La Guardia at Bradley International Field.
Local Airport-Barnes Airport with private facilities. Also Cessna Aircraft. Barnes Airport is home base of 104th Tactical Fighter Squadron A.N.G.F.A.A. Control Tower Operations.

3 - POPULATION:
Corp. City 80 Cen. 36,465; E&P 88 Est. 36,749
County 80 Cen. 443,030; E&P 88 Est. 444,537
NECMA 80 Cen. 582,218; E&P 88 Est. 590,764

4 - HOUSEHOLDS:
City 80 Cen. 12,404; E&P 88 Est. 12,860
County 80 Cen. 158,027; E&P 88 Est. 164,080
NECMA 80 Cen. 202,280; E&P 88 Est. 209,446

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$800,000,000
Cooperative	1	$33,000,000
Savings & Loan	1	$635,000,000
Savings	3	$754,053,724

6 - PASSENGER AUTOS: County 252,625

7 - ELECTRIC METERS: Residence Est. 10,000

8 - GAS METERS: Residence Est. 8,000

9 - PRINCIPAL INDUSTRIES: Bicycles, School Furn., Boilers & Heating Apparatus, Firearms, Abrasive Grains & Powders, Tools, Dies, Gauges, Precision Parts, Envelopes and Stationery. Whol. & Ret. Lumber, Cigars, Radiators, Household Brushes and Cleaners, Fine Papers, Grinding Wheels & Greeting Cards, Computer Hardware Peripherals.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-91; Summer 36-100; Fall 17-84; Winter 4-56. First killing frost, Sept. 17; last killing frost, May 3.

11 - TAP WATER: Combination of two sources. Very soft and very hard (well water). Not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Westgate Plaza(15)	NA	First National, Ames
Big Y(6)	NA	Big Y Foods
Little River Plz.(6)	NA	Shop Rite, Genovese
Westfield Shops (16)	NA	Steiger's, Food Mart, JCPenney
K mart Plz.(6)	NA	K mart
Holyoke Mall	10	G. Fox, JCPenney, Sears, Steiger's

13 - RETAIL OUTLETS: **Department Stores**-Ames.
Variety Stores-K mart, Caldor, Newberry.
Chain Drug Stores-Rite Aid; Brooks, Genovese.
Chain Food Stores-Food Mart; Big Y; A&P; Open Pantry Foods; Silver Superette; Edward's Food Warehouse; Shop Rite; Wemette's; Dairy Mart.
Other Chain Stores-Thom McAn; Sherwin-Williams; JCPenney; Singer.

14 - NEWSPAPERS: NEWS (e) 6,700; sworn Aug. 5, 1987.
Local Contact for Advertising and Merchandising Data: E. Carol Mazza, Pub., NEWS, 62 School St., Westfield, MA 01085; Tel. (413) 562-4181.
National Representative: Landon Associates.

WOBURN

1 - LOCATION: Middlesex County, (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). 10 mi. NW of Boston; State Hwys. 3, 38, 128; Interstate Hwy. 93.

2 - TRANSPORTATION: **Railroads**-Boston & Maine.
Intercity Bus Lines-MBTA.

3 - POPULATION:
Corp. City 80 Cen. 36,626; E&P 88 Est. 35,805
County 80 Cen. 1,367,236; E&P 88 Est. 1,376,230
NECMA 80 Cen. 3,665,193; E&P 88 Est. 3,767,491

4 - HOUSEHOLDS:
City 80 Cen. 12,393; E&P 88 Est. 12,447
County 80 Cen. 476,201; E&P 88 Est. 498,138
NECMA 80 Cen. 1,296,965; E&P 88 Est. 1,379,641

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	8	$180,000,000
Commercial	10	$431,000,000

6 - PASSENGER AUTOS: County 798,489

7 - ELECTRIC METERS: 18,326

8 - GAS METERS: Residence 5,240

9 - PRINCIPAL INDUSTRIES: Mfg.: Gelatin.
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-65; Summer 62-100; Fall 38-65; Winter 0-40. First killing frost, Sept. 27; last killing frost, May 15.

11 - TAP WATER: Acid, very hard, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Main St.; 1 on Montvale Ave.; Bradlees Ctr.; E-Z Way Ctr.; Star Mkt.; Radio Shack; Osco; Toys 'R Us; Barnes & Noble; Woburn Mall (35 units); Lechmere Discount Fabric; De Moulas Mkt.
Neighborhood Shopping Centers-Central Sq.; S. End; E. Woburn; N. Woburn.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grant City Plz.(12)	NA	Zayre
Economy(70)	NA	Almy's, Lee Ward's
N. Woburn Plz.(6)	2	Zayre, Purity Mkt.
Woburn Plz.(19)	2	Star Mkt., Toys 'R Us
Burlington Vlg Mall(28)	4	Caldor, De Moulas, Loehman's
Burlington Mall (64)	5	Sears, Filene's, Lord & Taylor, Kennedy's, Herman's, Jordan Marsh
Crossroads Plz (23)	3	Heartland, Ethan Allen, Value Mdse., Service Mdse.
Redstone Plz.(27)	NA	Woolworth, Almy's, Star Mkt., Caldor

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-Gorin's; Lechemere.
Discount Stores-Zayre, Bradlees, Toys 'R Us.
Variety Stores-Gorin's.
Chain Drug Stores-CVS; Osco, Big L.
Chain Supermarkets-Purity, Star, De Moulas.

14 - NEWSPAPERS: TIMES CHRONICLE (e-mon to fri) 14,827; June 30, 1987 CAC.
Local Contact for Advertising and Merchandising Data: Thomas R. Kirk, Adv. Mgr., TIMES CHRONICLE, 25 Montvale Ave., Woburn, MA 01801; Tel. (617) 933-3700.
National Representatives: American Newspaper Representatives; U.S. Suburban Press.

WORCESTER

1 - LOCATION: Worcester County (In Worcester-Fitchburg-Leominster NECMA). E&P Map D-2. County Seat. Worcester County has 2 County Seats-Worcester and Fitchburg. Industrial, wholesale, medical and educational center. Located central Massachusetts, 38 mi. W of Boston; 25 mi. S of Fitchburg; 53 mi. E of Springfield. On U.S. Hwys. 20; I-90, 190, 290, 395, 495; Rte. 9, 12, 70, 122, 122A, 140, 146.

2 - TRANSPORTATION: **Railroads**-Conrail; Boston & Maine; Providence & Worcester; Amtrak.
Motor Freight Carriers-111.
Intercity Bus Lines-Greyhound; Trailways; Peter Pan; A-B-C; Gray Lines; Marathon Lines.
Airlines-Euro-American Airfreight; Piedmont; Continental; Northwest; Eastern Express; Parker Helicopter Service.

3 - POPULATION:
Corp. City 80 Cen. 161,799; E&P 88 Est. 159,678
CZ-ABC: (80) 258,582
RTZ-ABC: (80) 335,605
City & RTZ-ABC: (80) 594,187
Co./NECMA 80 Cen. 646,810; E&P 88 Est. 662,621
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 58,720; E&P 88 Est. 59,363
Co./NECMA 80 Cen. 225,323; E&P 88 Est. 238,163
CZ-ABC: (80) 91,803
RTZ-ABC: (80) 115,840
City & RTZ-ABC: (80) 207,643

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	28	$3,374,595,000
Commercial	13	$2,944,534,009

6 - PASSENGER AUTOS: County 374,705

7 - ELECTRIC METERS: Residence 59,304

8 - GAS METERS: Residence 34,845

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. (except Electrical) 10,064 ($601); Fab. Metals 6,730 ($513); Primary Metals 5,281 ($406); Textile Prods. 2,742 ($391); Leather Prods. 775 ($297); Mfg. 45,723 ($503); Constr. 10,369 ($490); Trans. & Util. 8,384 ($499); Whol. & Ret. Trade 47,439 ($285); Fin., Ins. & R.E. 13,625($431); Servs. 45,734 ($343).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-53; Summer 58-77; Fall 41-59; Winter 18-33. First killing frost, Oct. 3; last killing frost, Apr. 26.

11 - TAP WATER: Neutral, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-Central Business District (Census Tract 7317) (76 blks. in 285 acres).
Neighborhood Shopping Centers-16 blks. at Main & Park Ave.; 5 at W Boylston & Norton Co.; 6 at Lincoln & Burncoat; 6 at Pleasant & Chandler (Tatnuck Sq.); 8 at Grafton & Hamilton; 6 at Water & Millbury Sts.; 2 at Millbury & Greenwood; 4 at Burncoat & Mountain.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Worcester Ctr.(100)	NA	Jordan Marsh, Filene's
Country Club Plz (13)	2	Caldor, Food World
Gold Star(5)	2	Food Village
Grafton Hill Plz.(15)	2	Stuart's, Goretti's, Zayre
Lincoln Plz.(36)	2	Zayre, Big Discount
Mill St. Plz.(4)	2	Stop & Shop
The Fair(10)	4	The Fair, Big Discount
Webster Sq. Plz.(21)	2	Zayre, Food World
Auburn Mall(64)	4	Sears, Caldor
Auburn Plz.(9)	6	T.J. Maxx, Park 'N Shop
Drury Sq. Plz.(3)	4	Service Merchandise
Country Plz.(8)	6	Stuart's
Holden Plz.(6)	6	Food Fair
White City(38)	2	Bradlees, Food World
Fairlawn(10)	3	Wonder Food Whse.
Meadowbrook(8)	5	IGA
W. Boylston(12)	6	The Fair
Westmeadow Plz (28)	9	Bradlees, Stop & Shop
Julio's(34)	10	Caldor, Julio's
Iandoli's Westboro (4)	10	Iandoli's

Principal Shopping Days-Wed., Fri., Sat., Sun.
Stores Open Evenings-Gen. Mdse.-every evening; Food-every evening.

13 - RETAIL OUTLETS: **Department Stores**-Filene's; Sears; Jordan Marsh.
Discount Stores-Bradlees; Spag's; Zayre 3; The Mart; The Fair 2; Caldor 2; Stuarts 2; Lechmere.
Chain Drug Stores-Apple 3; Beacon 2; CVS 15; Rix; Monahan 5; Walgreens; Rite Aid; Archer Kent 2; Douglas.
Chain Supermarkets-Stop & Shop; Iandoli's 7; Big Discount 7.
Other Chain Stores-Clothing: Anderson Little 2, Shacks 2, Wallachs, Chess King 2; Women's Wear: Casual Corner, Lerner Shops 2, Lane Bryant, T.J. Maxx 2, Foxmoor 2, Cherry Webb & Touraine 2; Auto Accessories: Sears, Western Auto, Firestone 2, Goodyear 3; Shoes: Thom McAn 8, Regal, Morse 2, Hanover, Fayva 4; Other: Fanny Farmer 2, Toys-R-Us, Herman's.

14 - NEWSPAPERS: TELEGRAM (m-mon to fri) 56,974; GAZETTE (e-mon to fri) 76,690; THE SATURDAY PAPER (sat) 120,564; TELEGRAM (S) 130,474; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: John P. Connolly, Gen. Adv. Mgr., TELEGRAM & GAZETTE, 20 Franklin St., Worcester, MA 01613-0666; Tel. (508) 793-9100.
National Representative: Sawyer-Ferguson-Walker Co.

MICHIGAN SURVEYS

METROPOLITAN STATISTICAL AREAS

Battle Creek-Calhoun County.
Benton Harbor-Berrien County.
Flint-Genesse County.
Grand Rapids-Kent and Ottawa Counties.
Jackson-Jackson County.
Kalamazoo-Kalamazoo County.
Lansing-East Lansing-Clinton, Eaton and Ingham Counties.

Muskegon-Muskegon County
Saginaw-Bay City-Midland-Bay, Midland and Saginaw Counties

PRIMARY METROPOLITAN STATISTICAL AREAS

Ann Arbor-Washtenaw County
Detroit-Lapeer, Livingston, Macomb, Monroe, Oakland, St. Clair and Wayne Counties

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Detroit-Ann Arbor-Includes Ann Arbor PMSA and Detroit PMSA

POPULATION ESTIMATES

(Thousands)

Age Group	1970	1980	1989
Under 5 Years	805	685	820
5-14 Years	1,906	1,526	1,452
15-24 Years	1,577	1,793	1,434
25-44 Years	2,087	2,544	3,016
45-64 Years	1,757	1,795	1,674
65 and Over	750	912	863
TOTAL	8,882	9,255	9,255

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1989 Est.
Bldg. Mat./Hdwr	1,683	1,756	3,686
General Mdse	4,381	4,928	8,234
Food	6,608	8,350	12,429
Automobiles	7,433	7,432	16,026
Gasoline Stations	2,591	3,981	4,419
Apparel	1,642	2,222	3,574
Furniture	1,491	1,631	3,338
Eat-Drink Places	2,696	3,755	6,350
Drugs	1,050	1,494	2,472
TOTAL SALES	31,677	39,216	64,843

ADRIAN

1 - LOCATION: Lenawee County. E&P Map C-5. County Seat. Agriculture and dairy area. 83 industries, 2 colleges. 75 mi. SW of Detroit, 35 mi. NW of Toledo. 210 mi. E of Chicago, in SE corner of state. On U.S. Hwy. 223; State Hwys. 34, 52.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western; Conrail (freight); Toledo & Ironton (freight).
Motor Freight Carriers-14
Intercity Bus Lines-North Star.
Airlines-Betz; Morenci; Adrian Mnpl.; Tecuseh.

3 - POPULATION:
Corp. City 80 Cen. 21,186; E&P 88 Est. 19,891
CZ-ABC: (80) 21,276
RTZ-ABC: (80) 68,672
County 80 Cen. 89,834; E&P 88 Est. 89,170
City & RTZ-ABC: (80) 89,948

4 - HOUSEHOLDS:
City 80 Cen. 8,676; E&P 88 Est. 6,618
County 80 Cen. 30,044; E&P 88 Est. 30,749
CZ-ABC: (80) 7,241
RTZ-ABC: (80) 22,803
City & RTZ-ABC: (80) 30,044

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$291,321,764
Savings & Loan	2	$202,182,219

6 - PASSENGER AUTOS: County 51,200

7 - ELECTRIC METERS: Residence 30,240

8 - GAS METERS: Residence 9,768

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Aluminum 500 ($250); Auto Parts 2,562 ($300); Paper Prods. 167 ($178); Laboratory Equip. 269 ($230); Woodworking 894 ($235); Planting 80 ($215); Refrigeration 1,906 ($250); Screw Mach. Prods. 622 ($250); Plastic Parts Prods. 904 ($230); Chem. 330 ($210).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-69; Summer 60-72; Fall 47-70; Winter 23-36. First killing frost, Oct. 10-20; last killing frost, May 1-10.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Main St.; 3 on Maumee St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Adrian Mall(35)	3	Sears, JCPenney, Woolworth
Adrian Plaza(7)	5	County Market, Super Valu
Delco Plaza	NA	
Southland Plz.(7)	NA	Big & Small Lots
Spielman(7)	NA	
Westgate(2)	NA	Kroger, K mart

Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Klines; Sears.
Discount Stores-K mart; Meijer's Thrifty Acres.
Variety Stores-Woolworth.
Chain Drug Stores-Muir's; SupeRx; Arbor; Rite Aid.
Chain Supermarkets-Kroger 2; Meijer's Thrifty Acres; County Market.
Other Chain Stores-Firestone; Ace Hardware; Jo-Ann Fabrics; Singer Co.; Acme Paint; Auto Parts, Inc.; Allen Shoes; Osterman Jewelers; Fanny Farmer Candies; American Greetings; Pick Way; Quality Farm & Fleet; TG&Y; Valuland; Hallmark; True Value Hdwe.; Fashion Bug; Kinney Shoes; Uhlman's; Endicott Johnson Shoes; Waldenbooks; Parklane Hosiery; Sagebrush.

14 - NEWSPAPERS: TELEGRAM (e) 16,357; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Michelle Micklewright, Adv. Mgr., TELEGRAM, 133 N. Winter St., Adrian, MI 49221; Tel. (517) 265-5111.
National Representative: Thomson Newspapers.

ALBION

1 - LOCATION: Calhoun County. (In Battle Creek MSA). E&P Map C-5. 96 mi. W of Detroit; 180 mi. E of Chicago. On U.S. Hwy. I-94, halfway between Battle Creek and Jackson; State Hwy. M-99.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,059; E&P 88 Est. 9,497
County/MSA 80 Cen. 141,102; E&P 88 Est. 133,057

4 - HOUSEHOLDS:
City 80 Cen. 3,999; E&P 88 Est. 3,124
County/MSA 80 Cen. 51,123; E&P 88 Est. 53,190

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$54,750,000
Savings & Loan	2	$45,500,000

6 - PASSENGER AUTOS: County 81,530

7 - ELECTRIC METERS: Residence 2,105

8 - GAS METERS: Residence 3,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Foundries 650; Wire Prods. 275; Insulation 350; Machine Tools 45. Ind. Wkly. Wages $310.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-22-102.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Superior St. & 1 W. on 5 cross sts.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Stadium Plaza	1	Family Dollar Perry Drugs
K mart Plz.(3)	1	K mart

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Chain Drug Stores**-American Drug Discount; Perry's.
Chain Supermarkets-Felpausch; Foodland.
Other Chain Stores-Nu Vision.

14 - NEWSPAPERS: RECORDER (m-mon to fri) 2,795; sworn Oct. 2, 1987.
Local Contact for Advertising and Merchandising Data: Paul Bedient, Adv. Mgr., RECORDER, 111 W. Center St., Albion, MI 49224; Tel. (517) 629-3984.

National Representative: None.

ALMA
See MOUNT PLEASANT

ALPENA

1 - LOCATION: Alpena County, E&P Map D-3, County Seat. Located 234 mi. N of Detroit, on Thunder Bay, Lake Huron. On U.S. Hwy. 23 and State Hwy. M-32.

2 - TRANSPORTATION: **Railroads**-Detroit and Mackinac.
Motor Freight Carriers-Jones Transfer; Yellow Freight.
Intercity Bus Lines-Rainbow; Greyhound.
Airlines-Simmons.

3 - POPULATION:
Corp. City 80 Cen. 12,214; E&P 88 Est. 10,846
CZ-ABC: (80) 22,366
RTZ-ABC: (80) 33,276
County 80 Cen. 32,311; E&P 88 Est. 31,170
City & RTZ-ABC: (80) 55,642
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,574; E&P 88 Est. 3,577
County 80 Cen. 11,151; E&P 88 Est. 11,487
CZ-ABC: (80) 7,936
RTZ-ABC: (80) 11,613
City & RTZ-ABC: (80) 19,549

5 - BANKS	NUMBER	EST. DEP.
Full Service	2	$200,000,000
Savings & Loan	2	$65,000,000

6 - PASSENGER AUTOS: County 17,845

7 - ELECTRIC METERS: Residence 12,060

8 - GAS METERS: Residence 9,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Cement 400 ($540); Machines 450 ($440); Auto Trim 100 ($200); Paper 300 ($300); Hardboard 550 ($400); Foundry 100 ($275).

10 - CLIMATE: Min. & Max. Av. Temp.-Spring 41-59; Summer 54-72; Fall 30-43; Winter 15-30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alpena(12)		Spartan Foods, Kresge, Perry
Mall(28)	1	K mart, JCPenney
Thunder Bay(12)	1	Super Foods IGA, Revco
Ripley Sq.(4)	1	A&P, Fisher Big Wheel
Giantway(3)	2	Midway Fam., Rite Aid

Principal Shopping Days-Mon., Fri., Sat.; stores open 6 nights & Sunday afternoon.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Vaughn; Kotwicki's.
Discount Stores-Big Wheel; Midway Family Ctr.; K mart.
Variety Stores-McCrory's; Kresge's; Ben Franklin; Disco.
Chain Drug Stores-Spen's Walgreens; Perry; Revco; Rite Aid.
Chain Supermarkets-A&P; Midway 2; Super Foods IGA; Perch's IGA; Lakeshore Spartan.
Other Chain Stores-Kinney Shoes; Gen. Nutrition Ctr.; Sherwin-Williams; Singer; Sears (catalog); Gately's; Western Auto; Radio Shack; Erb Lumber; Wickes Lumber; Fashion Bug; Beverleys; Gambles; Holiday Station; Circus World; Waldenbooks; Shifrin Jewelers.

14 - NEWSPAPERS: NEWS (e) 12,863; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Mardi Couture, Adv. Mgr., NEWS, 130 Park Place, Alpena, MI 49707; Tel. (517) 354-3111.
National Representative: US Suburban Press.

ANN ARBOR

1 - LOCATION: Washtenaw County. (PMSA), E&P Map D-5, County Seat. Home of University of Michigan; 36 mi. W of Detroit. On U.S. Hwys. I-94 & 23; State Hwy. 14.

2 - TRANSPORTATION: **Railroads**-Conrail; Amtrak.

Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Brooks; Shortway; AATA.

Airlines-14 major airlines at Detroit Met. Airport (23 mi.).

3 - POPULATION:
Corp. City 80 Cen. 107,316; E&P 88 Est. 106,408
CZ-ABC: (80) 124,056
RTZ-ABC: (80) 234,677
County/PMSA 80 Cen. 265,117; E&P 88 Est. 268,666
CZ & RTZ-ABC: (80) 358,733
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 39,976; E&P 88 Est. 38,528
County/PMSA 80 Cen. 92,937; E&P 88 Est. 96,468
CZ-ABC: (80) 45,344
RTZ-ABC: (80) 78,984
CZ & RTZ-ABC: (80) 124,328

5 - BANKS	NUMBER	DEPOSITS
Savings	6	$1,345,998,000
Savings & Loan	3	$602,700,000

6 - PASSENGER AUTOS: County 162,365

7 - ELECTRIC METERS: County 119,000

8 - GAS METERS: County 77,900

9 - PRINCIPAL INDUSTRIES: Appliance & Automotive; Bearings, Balls; Research & Dev. Space Trans.; Remote Sensing & X-Ray; Research & Dev. New Drugs; Microfilm Mfg.
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-56; Summer 60-81; Fall 43-60; Winter 19-33. First killing frost, Oct. 24; last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Areas**-5 blocks on Main St.; 3 on Liberty St.; 3 on Washington St.; 3 on Huron St.; 2 on Fourth Ave.; 2 on Ashley St. Campus Area; 3 on State St.; Nickels Arcade; 1 on E. Liberty St.; 1 on N. University Ave.; 1 on Maynard; 3 on S. University Ave.
Neighborhood Shopping Centers-Packard and State Sts.; 2 blocks on Packard St.; 1 block on State St.; E. Ann Arbor.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arborland(30)	NA	Service Mdse., Marshall's, Burlington Coat, Toys 'R Us
Westgate(14)	NA	Kroger, Perry Drugs
Maple Village(34)	NA	K mart
Briarwood(120)	NA	Sears, Hudsons, Lord & Taylor, JCPenney
Georgetown Mall(24)	NA	Perry Drugs, Kroger
Lamp Post(7)	NA	
Plymouth Green(9)	NA	Kroger, SupeRx
Plymouth Mall(24)	NA	Perry Drugs, Showerman's
Carpenter/ Packard(14)	NA	Farmer Jack, Best Products

Stores Open Evenings-Dept. Stores-Mon., Fri.; Briarwood-Mon. through Sat.; Food-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Klines; Jacobsons; JCPenney; Hudsons; Lord & Taylor; Mervins.
Discount Stores-K mart; Meijer's; Best Products; Service Mdse.
Chain Drug Stores-Richardson's 3; Food & Drug Mart; Perry; Arbor.
Chain Supermarkets-Kroger 6; Farmer Jack 2; Meijer's.
Other Chain Stores-Singer Co.; Firestone; Fotomat; Gantos; J. Riggings; Englanders; Kinney; Winkelman's; Bakers; Marshall's; Burlington Coat.

14 - NEWSPAPERS: NEWS (e) 49,239; (S) 60,451; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Roger Grossman, Adv. Dir., NEWS, 340 E. Huron St., Ann Arbor, MI 48104; Tel. (313) 994-6989.
National Representative: Newhouse Newspapers Metro Suburbia.

BAD AXE

1 - LOCATION: Huron County, E&P Map D-4. 85 mi. to Port Huron, 60 mi. NE of Bay City.

2 - TRANSPORTATION: **Railroads**-Chesapeake & Ohio.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 3,184; E&P 88 Est. 3,159
CZ-ABC: (80) 3,184
RTZ-ABC: (80) 39,410
County 80 Cen. 36,379; E&P 88 Est. 36,528
City & RTZ-ABC: (80) 42,594

4 - HOUSEHOLDS:
City 80 Cen. 1,185; E&P 88 Est. 930
County 80 Cen. 12,764; E&P 88 Est. 13,428
CZ-ABC: (80) 1,185
RTZ-ABC: (80) 13,646
City & RTZ-ABC: (80) 14,831

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$165,900,000
Savings & Loan	1	$130,345,155

6 - PASSENGER AUTOS: County 21,472

7 - ELECTRIC METERS: Residence County 19,134

8 - GAS METERS: Residence County 9,650

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Machines 1,350 ($250); Food 30 ($190).

10 - CLIMATE: Min. & Max. Temp.-Spring 44-56; Summer 66-77; Fall 48-56; Winter 24-31.

11 - TAP WATER: Hard (22 gr. per gal.); Iron (0.2 parts per million).

12 - RETAILING: Principal Shopping Center-Downtown Bad Axe on Huron Ave. (open until 9 pm on Fri.).
Neighborhood Shopping Centers-Westland-3/4 mile on West Huron (4 stores); Northgate, 1/2 N on M-53 (9 stores).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Polewach Stores; Kritzman's; Fishers Big Wheel; JCPenney (catalog).
Discount Stores-Mill End Store; Norman's Discount Clothing; K mart.
Variety Stores-Glass; Ben Franklin; D&C.
Chain Drug Stores-Perry; K mart.
Chain Supermarkets-Farmer Jack; Spartan.

14 - NEWSPAPERS: HURON TRIBUNE (e-mon to fri) 8,502, Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Dennis M. Mesnard, Adv. Dir., HURON TRIBUNE, 211 N. Heistermann, Bad Axe, MI 48413; Tel. (517) 269-6461.
National Representative: Branham/Newspaper Sales.

BATTLE CREEK

1 - LOCATION: Calhoun County (MSA), E&P Map C-5. At merging of Battle Creek & Kalamazoo Rivers, 24 mi. from Kalamazoo; 45 mi. SW of Lansing, midway bet. Detroit & Chicago. On U.S. Hwy. I-94; State Hwys. 37, 66, 196, 89, 96.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail (freight); Grand Trunk (freight).
Motor Freight Carriers-31.
Intercity Bus Lines-Greyhound; Indian Trails.

3 - POPULATION:
Corp. City 80 Cen. 56,339; E&P 88 Est. 51,495
CZ-ABC: (80) 92,311
RTZ-ABC: (80) 164,626
County/MSA 80 Cen. 141,102; E&P 88 Est. 133,057
City & RTZ-ABC: (80) 256,937
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 14,124; E&P 88 Est. 20,897
County/MSA 80 Cen. 51,123; E&P 88 Est. 53,190
CZ-ABC: (80) 34,476
RTZ-ABC: (80) 55,982
City & RTZ-ABC: (80) 90,458

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 81,530

7 - ELECTRIC METERS: Residence 29,378

8 - GAS METERS: Residence 32,173

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 6,600; Mach. (non-elect.) 2,500; Metal 2,400; Paper 1,100; Av. Wkly. Wage N.A.
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Av. Temp.-Spring 13-92; Summer 40-100; Fall 10-72; Winter -3-51. First killing frost, Oct. 13; last killing frost, May 10.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Michigan Ave., Lakeview Square Mall.
Neighborhood Shopping Centers-3 blocks on Capital Ave. SW; 2 on Michigan Ave.; 1 on Capital NE; 2 on Main St.; Columbia Plaza on 20th St.; Urbandale Plaza on W. Michigan.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Columbia Plz.(24)	3	Woolworth, Rite Aid, Felpausch, Big Lots
Lakeview	3	
Lakeview Sq.(82)		Sears, JCPenney, Hudson's
Urbandale Pl.(14)	3	Felpausch, Rite Aid
Meijer's Thrifty Acres	4	Meijer's
Minges Creek Plz.	NA	K Mart
Capital Sq.	NA	Rite Aid, Aco Hdwe., Action Auto

Principal Shopping Days-Wed., Fri., Sat., Mon.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; J.L. Hudson; Robinson's.
Discount Stores-Meijer's Thrifty Acres, K mart 2.
Variety Stores-Woolworth; Ben Franklin; G.L. Perry.
Chain Drug Stores-Rite Aid 3; Walgreens; Osco; Perry; CVS.
Cha[illegible] Supermarkets-Meijer; Felpausch 4; Jewel Foods.
Other Chain Stores-Shoes: Nobil's, Kinney, Butler's, Hanover's, Sibley's; Auto Supply: Goodyear; Paint: Sherwin-Williams; Candy: Fanny Farmer, Fannie May.

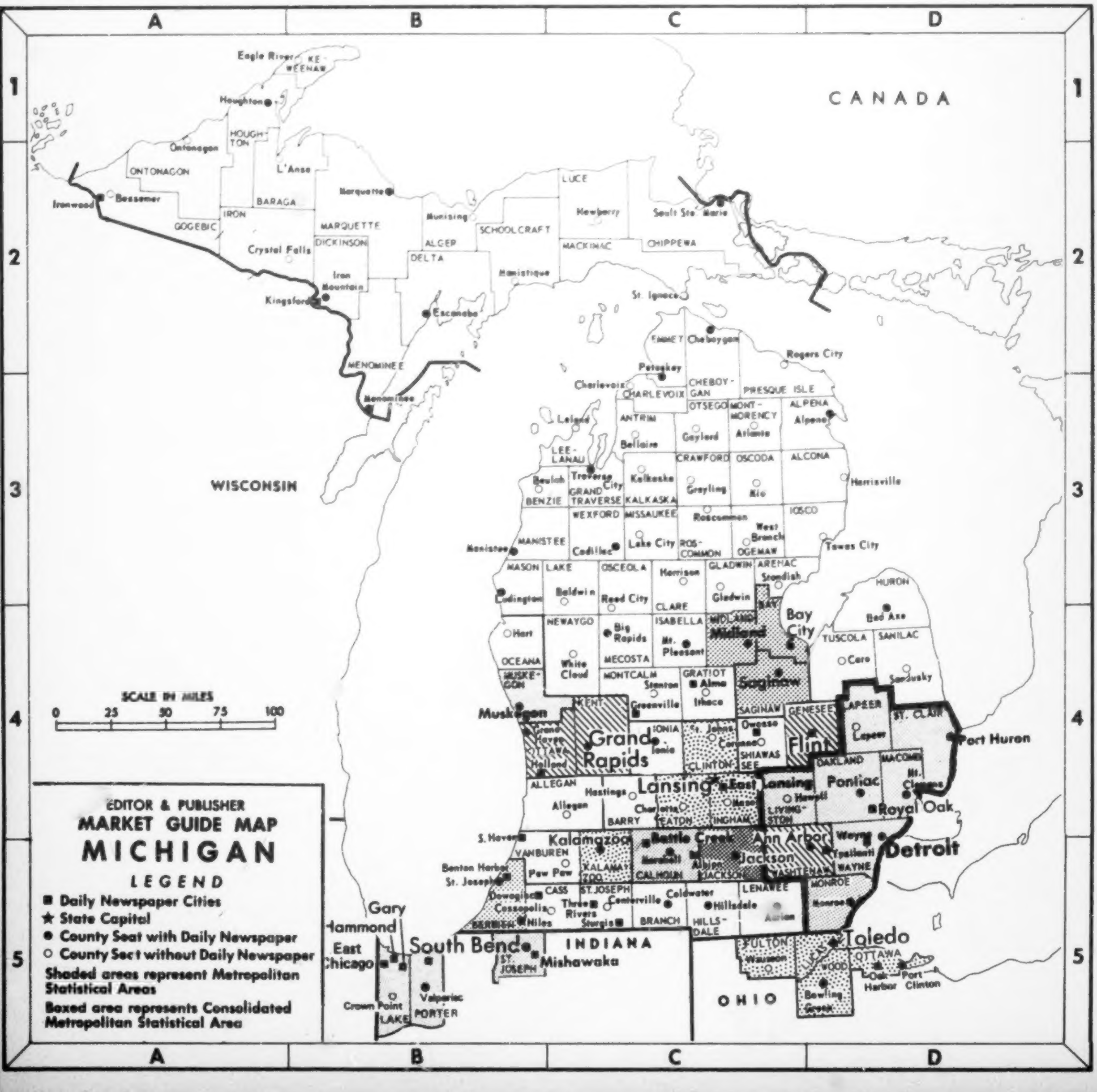
14 - NEWSPAPERS: ENQUIRER (e-mon to fri) 29,866; (m-sat) 29,626; (S) 38,465; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: J. F. Newman, Adv. Dir., ENQUIRER 155 W. Van Buren, Battle Creek, MI 49016; Tel. (616) 964-7161.
National Representative: Gannett National Newspaper Sales.

BAY CITY

1 - LOCATION: Bay County (In Saginaw-Bay City-Midland MSA), E&P Map C-4, County Seat. Industrial center. Situated on Saginaw River 3 mi. from its junction with Saginaw Bay, an arm of Lake Huron. Served by Lake Freighters, sea-going freighters & oil tankers. On U.S. Hwys. 23, I-75 & 10, and State Hwys. 15, 13, 25, 84 and 247.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio; Detroit & Mackinac; Grand Trunk; Western.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Indian Trails.
Airlines-United; Freedom; Simmons; Northwest.

3 - POPULATION:
Corp. City 80 Cen. 41,593; E&P 88 Est. 35,927


A
B
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1
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CANADA
WISCONSIN
INDIANA
OHIO
SCALE IN MILES
0
25
50
75
100
EDITOR & PUBLISHER
MARKET GUIDE MAP
MICHIGAN
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area
Houghton
Ironwood
Marquette
Escanaba
Menominee
Sault Ste. Marie
Traverse City
Muskegon
Grand Rapids
Lansing
Flint
Saginaw
Bay City
Midland
Kalamazoo
Battle Creek
Jackson
Ann Arbor
Pontiac
Royal Oak
Detroit
Port Huron
Toledo
South Bend
Mishawaka
Gary
Hammond
East Chicago

CZ-ABC: (80) 78,776
Bal. In Bay Co.-ABC: (80) 41,105
Total Bay Co.-ABC: (80) 119,881
Bal. in NDM-ABC: (80) 96,527
Total NDM-ABC: (80) 216,408
County 80 Cen. 119,416; E&P 88 Est. 117,637
MSA 80 Cen. 421,039; E&P 88 Est. 410,932
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,545; E&P 88 Est. 13,904
County 80 Cen. 41,348; E&P 88 Est. 43,012
CZ-ABC: (80) 28,453
Bal. in Bay Co.-ABC: (80) 12,895
Total Bay Co.-ABC: (80) 41,348
Bal. in NDM-ABC: (80) 34,073
Total NDM-ABC: (80) 75,421
MSA 80 Cen. 141,962; E&P 88 Est. 145,575

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 67,256

7 - ELECTRIC METERS: Residence 28,706

8 - GAS METERS: Residence 22,783 (Bay City, Essexville, Bangor and Hampton Twsps.)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Auto Parts Mfg. 4,900 ($420); Elec. Trans. & Welding Mach. 725 ($320); Wood Mfg. 200 ($300); Clothing Mfg. 220 ($210); Chem. Mfg. 700 ($360).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-83; Summer 40-91; Fall 24-88; Winter 5-52. First killing frost, Oct. 5; last killing frost, May 12.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Washington; 4 on Ctr.; 3 on N. Water; Hampton Sq. Mall on Ctr. Ave. Road, 2 miles E. Bay City.
Neighborhood Shopping Centers-6 blocks on Midland St.; 2 on N. Johnson; 5 on Columbus; 4 on Broadway; 4 on Salzburg; 10 on Euclid; K mart Plz.

Principal Shopping Days-Fri., Sat., Mon., Wed.

Stores Open Evenings-Fri., Mon.; Discount Stores-6 nights; Hampton S. Mall-evenings; Sun.

13 - RETAIL OUTLETS: Department Stores-W.R. Knepp; JCPenney; Sears; Wiechmann's; Mill End.
Discount Stores-K mart; Unclaimed Freight Store; Meijer's Thrifty Acres; Tepes.
Chain Drug Stores-SupeRx; Rite Aid; Perry Drugs.
Chain Supermarkets-Kroger; A&P; Ray's Food Fair 5; IGA 3; Meijers.
Other Chain Stores-Paint: Sherwin-Williams, Shoes: Sibley, Picway, Thom McCann, Kinney; Misc.: Fanny Farmer Candy, Singer, Zale's Jewelry, Firestone, Goodyear.

14 - NEWSPAPERS: TIMES (e) 38,942; (S) 48,101; Mar. 31, 1988 ABC.
Local Contact for Advertising and Marketing Data: Eugene Elridge, Natl. Adv. Mgr., TIMES, 311 Fifth St., Bay City, MI 48706; Tel. (517) 895-8551.
National Representative: Newhouse Newspapers Metro Suburbia.

BENTON HARBOR-ST. JOSEPH

1 - LOCATION: Berrien County, (MSA Benton Harbor), E&P Map B-5, County Seat. Industrial and agricultural center. On U.S. Hwys. 12, 31, 63; State Hwy. M-139; I-94, I-196; 85 mi. from Chicago; 77 mi. from Grand Rapids; 48 mi. from Kalamazoo; 35 mi. from South Bend; 184 mi. from Detroit.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio; Conrail; Amtrak.
Motor Freight Carriers-17.
Intercity Bus Lines-Indiana Motor; Greyhound; Indian Trails; Dial-A-Ride; Berrien County Public Transit.
Airlines-United Express.
Lake Shipping-Great Lakes vessels supply area on year round basis with coal, petroleum, cement, limestone, chloride and other commodities. Access to East Coast and overseas ports is available through the St. Lawrence Seaway.

3 - POPULATION:
Corp. Cities 80 Cen. 24,329; E&P 88 Est. 21,161
Benton Harbor 80 Cen. 14,707; E&P 88 Est. 12,898
St. Joseph 80 Cen. 9,622; E&P 88 Est. 8,263
NDM-ABC: (80) 209,441
County/MSA 80 Cen. 170,740; E&P 88 Est. 158,683
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 8,893; E&P 88 Est. 7,697
Benton Harbor 80 Cen. 4,597; E&P 88 Est. 4,129
St. Joseph 80 Cen. 4,296; E&P 88 Est. 3,568
County/MSA 80 Cen. 60,276; E&P 88 Est. 63,598
NDM-ABC: (80) 72,846

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 96,646

7 - ELECTRIC METERS: Residence 66,703

8 - GAS METERS: Residence 32,574

9 - PRINCIPAL INDUSTRIES: 354 Plants (Av. Wkly. Wage $359)-Foundry; Heavy Mach.; Plastics; Aviation Supplies; Fruit Packers; Electronics; Paper Containers; Aluminum Castings; Lab. Equip.; Ind. Rubber Goods.; Home Laundry Equip.; Auto Parts; Hi-Fi Equip.; Lawn Equip. Mfg.; Printing Prod.; Hydraulic Pumps; Concrete; Cement Storage; Petroleum Dist.; Resorts; House Trailers; World's Largest Outdoor Fresh Fruit Mkt.; Trans. Equip. & Production; Wineries; Food Proc.
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-80; Summer 62-90; Fall 32-75; Winter 10-42. First killing frost Oct. 15; last killing frost, May 15.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: Principal Shopping District-14 blocks on 8 streets.
Neighborhood Shopping Centers-Benton Heights, Fairplain, Red Arrow/Glenlord, Cleveland/Hawthorne, Lakeshore, Central St. Joseph Business District.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mid-America's Manufacturer's Ctr (20)	2	Woolworth
Benton Sq.(4)	4	MC Sports
Southtown(14)	2	Hilltop Foods
Fairplain(2)	4	Jewel Foods
Village Sq.(10)	7	Lakeshore Tru-Valu
Scottdale(5)	4	Ace Hardware
Orchard Mall(66)	1	JCPenney, Sears
Pipestone(2)	4	K mart, Meijer's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri.
Stores Open Sundays-Larger Shpg. Ctrs.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Meijer's.
Variety Stores-Woolworth; Murphy's.
Discount Stores-Tru-Valu; K mart; Bargain Center; The Hilltop; Odd Lots.
Chain Drug Stores-Rite Aid; Osco; Revco; Walgreens; Hooks.
Chain Supermarkets-Jewel Family; Hilltop 3; Hardings; Meijer's.
Other Chain Stores-Sherwin-Williams; Endicott-Johnson; Zale's; Goodyear; Leath's; PicWay Shoes; Pittsburgh Paint; Fox Jewelers; Radio Shack; Seiferts; Curtis-Mathes; Payless Shoes; Baker Shoes; Beverly's; Footlocker; Gordon Jewelers; Kinney Shoes; Lerner's Shop; Thom McAn; Naturalizer; Recordtown; Richman Bros.; Foxmoor; Susie's Casual; Chess King; Kaybee Toys; Card America; Hanover Shoes; General Nutrition; B. Dalton Books; Motherhood Maternity; Just Pants; Jean Nicole; Casual Corner; York Steak House.

14 - NEWSPAPERS: HERALD-PALLADIUM (e) 35,220; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: William H. Rauh, Natl. Adv. Mgr., HERALD-PALLADIUM, 3450 Hollywood Rd., St. Joseph, MI 49085; Tel. (616) 429-2400.
National Representative: Landon Associates; Thompson Newspapers.

BIG RAPIDS

1 - LOCATION: Mecosta County, E&P Map C-4, County Seat. Exact center of Lower Peninsula on U.S. Hwy. 131; State Hwy. M-20. Home of Ferris State College; Mfg., recreation and agric. ctr.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-4.
Intercity Bus Lines-Short Way.

3 - POPULATION:
Corp. City 80 Cen. 14,361; E&P 88 Est. 12,966
County 80 Cen. 37,099; E&P 88 Est. 38,629
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,120; E&P 88 Est. 2,195
County 80 Cen. 11,134; E&P 88 Est. 12,835

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$4,393,654
Commercial	3	$42,446,904

6 - PASSENGER AUTOS: County 16,565

7 - ELECTRIC METERS: Residence 12,038

8 - GAS METERS: Residence 2,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Machine Shops 22; Furn. 62; Box Mfg. 62; Tool & Die 19; Industrial Mach. & Equip. 140; Shoes 1,100; Univ. Faculty 561; Univ. Serv. Staff 674.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-88; Summer 35-99; Fall 7-87; Winter 20-54.

11 - TAP WATER: Medium alkalinity, medium hardness.

12 - RETAILING: Principal Shopping Center-Four blocks on Michigan Ave., two blocks on Maple and two blocks on Elm St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Big Rapids(14)	NA	K mart, Revco, Carter's, IGA
Southland(8)	NA	Boorsma's

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-All Fri. evenings.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Klines.
Variety Stores-Dibble's.
Discount Stores-Giant Way; K mart; Little Red Shoe House.
Chain Supermarkets-Giant; Carter's; IGA; Boorsma's.
Chain Drug Stores-Revco.
Other Chain Stores-Western Auto; Sears; Gittleman's; Maurice's; Payless Shoe Source; Trio; Discount Auto; Radio Shack.

14 - NEWSPAPERS: PIONEER (m) 5,231; Sept. 30, 1987 Sworn.
Local Contact for Advertising and Merchandising Data: John A. Batdorff, Pub., PIONEER, 502 N. State St., Big Rapids, MI 49307; Tel. (616) 796-4831.
National Representative: None.

CADILLAC

1 - LOCATION: Wexford County, E&P Map C-7, County seat. Shopping, resort, wholesale and manufacturing center; 96 mi. N of Grand Rapids. On U.S. Hwy. 131; State Hwy. M-115, M-55.

2 - TRANSPORTATION: Motor Freight Carriers-14.

3 - POPULATION:
Corp. City 80 Cen. 10,199; E&P 88 Est. 10,853
County 80 Cen. 25,188; E&P 88 Est. 28,359

4 - HOUSEHOLDS:
City 80 Cen. 3,822; E&P 88 Est. 3,478
County 80 Cen. 8,983; E&P 88 Est. 10,444

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$337,256,000
Savings & Loan	2	$15,751,000

6 - PASSENGER AUTOS: County 14,621

7 - ELECTRIC METERS: County 12,725

8 - GAS METERS: Residence 4,700

9 - PRINCIPAL INDUSTRIES: Malleable & Aluminum Castings; Machine Prods.; Garments; Heaters; Air Conditioners; Aircraft Pallets; Cement Prods.; Tools & Dies; Material Handling Devices; Rubber Prods.; Fiberglass Boats; Horns. 3,352 employees.
Principal Industrial Pay Days-Staggered.

10 - CLIMATE: Av. Winter 18; Summer 69.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Mitchell St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cadillac Sq.(7)	1	Carter's
K mart Plz.(4)	3	K mart
Oleson(3)	NA	Oleson Foods
Giantway Plz.(2)	1	Giantway

Principal Shopping Days-Department Stores-Mon., Fri., Sat. Food-Thur., Fri., Sat.
Stores Open Evenings-Food & Drug; Others-Fri.

13 - RETAIL OUTLETS: Department Stores-Cochranes; JCPenney; Sears; Clark's; Milliken.
Variety Stores-Green; Ben Franklin.
Discount Stores-Giant Way; K mart.
Chain Drug Stores-Revco; Perry.
Chain Supermarkets-Giantway; Oleson; Eberhard; Carter's.
Other Chain Stores-Van Drie Furn.; Wickes Lumber; Ace Hardware; Sherwin-Williams.

14 - NEWSPAPERS: NEWS (m) 8,863; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: James O. Young, Mktg. Mgr., NEWS, 130 N. Mitchell; PO Box 640, Cadillac, MI 49601; Tel. (616) 775-6565.
National Representative: Landon Associates.

CHEBOYGAN

1 - LOCATION: Cheboygan County, E&P Map C-2, County Seat. 180 mi. N of Bay City; 80 mi. NW of Alpena. On U.S. Hwys. 23, 27; State Hwys. 33, 68.

2 - TRANSPORTATION: Railroads-Conrail; Detroit & Mackinaw.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-3.
Airlines-Simmons; Private Charter.

3 - POPULATION:
Corp. City 80 Cen. 5,106; E&P 88 Est. 5,187
County 80 Cen. 20,706; E&P 88 Est. 21,813

4 - HOUSEHOLDS:
City 80 Cen. 1,803; E&P 88 Est. 1,251
County 80 Cen. 7,277; E&P 88 Est. 8,137

5 - BANKS	NUMBER	EST. DEP.
Savings	3	$114,000,000

6 - PASSENGER AUTOS: County 12,321

7 - ELECTRIC METERS: Residence 1,877

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Mill 664 ($225); Tool & Die 41 ($292); Tube Forming 50 ($200); Wire Harness 120 (N.A.); Welding 8 ($330); Instruments 60 ($150); Other Mfg. 61 ($150).

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Center-6 blocks on Main and 4 blocks on State; 40 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cheboygan Mall(6)	NA	K mart, Revco, Carter's
Lincoln Bridge Plz.(6)	NA	Gamble's, Sears

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; some Sat., Mon.
Stores Open Sundays-Some larger stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; B&C Family Center (food & general mdse.); Gittlemans; Vieus; Fashion Nook; Sports Wear Shop; Stork's Landing.
Variety Stores-River Town Cargo.
Discount Stores-K mart.
Other Chain Stores-Radio Shack; Little Red Shoe House.

14 - NEWSPAPERS: TRIBUNE (m-mon to fri) 4,751; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Roger Gaynor, Gen. Mgr., TRIBUNE, 308-310 N. Main St., Cheboygan, MI 49721; Tel. (616) 627-7144.
National Representative: Landon Associates.

COLDWATER

1 - LOCATION: Branch County, E&P Map C-5, County Seat. 30 mi. S of Battle Creek; 45 mi. W of Jackson. On U.S. Hwy. 12; I-69.

2 - TRANSPORTATION: Railroads-H.C.R.C.
Intercity Bus Lines-Short.

3 - POPULATION:
Corp. City 80 Cen. 9,461; E&P 88 Est. 8,645
County 80 Cen. 40,112; E&P 88 Est. 38,784

4 - HOUSEHOLDS:
City 80 Cen. 4,843; E&P 88 Est. 2,835
County 80 Cen. 14,014; E&P 88 Est. 13,832

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$332,000,000

6 - PASSENGER AUTOS: County 21,577

7 - ELECTRIC METERS: Residence 2,803

8 - GAS METERS: Residence 1,050

9 - PRINCIPAL INDUSTRIES: Store Fixtures; Furn.; Pressed Metals; Molybdenum Proc.; Aluminum Extrusion; Wood Veneer Prods.; Plastics; Foundry; Auto Tubing; State Prison.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Shopping Centers-Fairfield (Kroger, Coast-to-Coast, Felpaush, Radio Shack, Fisher Big Wheel); East End; Glover Drugs; Red

Shoe Barn.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's; Sears.
Discount Stores-Fisher Big Wheel; K mart.
Chain Supermarkets-A&P; Kroger; Felpaush.

14 - NEWSPAPERS: REPORTER (e) 7,434; sworn Sept. 14, 1987.
Local Contact for Advertising and Merchandising Data: Richard Piatt, Gen. Mgr., REPORTER, 15 W. Pearl St., Coldwater, MI 49036; Tel. (517) 278-2318.
National Representative: Landon Associates.

DETROIT

1 - LOCATION: Wayne County (PMSA). E&P Map D-5. County Seat. Manufacturing and wholesale center for SE part of state. University and technical college center. Lake port on Detroit River 18 mi. above Lake Erie. On Interstate Hwys. 94, 96, 75; U.S. Hwys. 10, 12, 16, 24, 25, 112; Michigan Hwys. 14, 17, 85, 29, 53, 97, 102, 150, 153, 175, 194 & 196. 268 mi. E of Chicago; 164 mi. W of Cleveland. Willow Run Airport is 31 mi. from city, 219 mi. from Chicago & 105 mi. from Cleveland. Detroit Metro Airport is 17 mi. from city.

2 - TRANSPORTATION: **Railroads**-B&O; C&O; Canadian Pacific; Detroit, Toledo & Shoreline; Detroit, Toledo & Ironton; Grand Trunk Western; Conrail; Norfolk & Western; Amtrak.
Motor Freight Carriers-200.
Intercity Bus Lines-De Lux Motor Stages; Greyhound; Detroit & Canada Tunnel Corp.; Martin Lines; Short Way; Brooks; Continental Trailways; Semta; Gray Line Tours.
Airlines-At Metropolitan Wayne County Airport: Air Metro; American; British Airways; Delta; Eastern; Midway; New York Air; Northwest; Ozark; Pan Am; Piedmont; Southwest; Sabina; Continental; Trans World; USAir; United; Wright.
At City Airport-Wright; Hubb Airlines; Southwest.

3 - POPULATION:
Corp. City 80 Cen. 1,203,339; E&P 88 Est. 979,325
CZ-ABC: (80) 1,437,286
RTZ-ABC: (80) 3,334,674
County 80 Cen. 2,327,776; E&P 88 Est. 2,053,428
PMSA 80 Cen. 4,481,602; E&P 88 Est. 4,272,196
City & RTZ-ABC: (80) 4,771,960
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 433,488; E&P 88 Est. 376,691
County 80 Cen. 823,971; E&P 88 Est. 756,353
PMSA 80 Cen. 1,551,942; E&P 88 Est. 1,552,249
CZ-ABC: (80) 521,217
RTZ-ABC: (80) 1,139,512
City & RTZ-ABC: (80) 1,660,729

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	21	$62,000,000,000
Savings & Loan	20	N.A.

6 - PASSENGER AUTOS: County 1,236,392.

7 - ELECTRIC METERS: County 1,391,197.

8 - GAS METERS: County 643,405.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 416,000 ($514); Durables 439,800 ($530); Lumber & Wood Prods. 2,100 ($235); Furn. & Fixt. 1,800 ($302); Metals 110,900 (N.A.); Primary Metals 40,800 ($552); Fab. Metals 70,100 ($465); Non-electrical Mach. 94,400 ($503); Elect. Mach. 7,600 ($340); Trans. Equip. 205,200 ($590); Motor Vehicles & Equip. 198,600 ($590); Other Trans. & Equip. 6,600 (N.A.); Other Durables 17,800 (N.A.); Nondurables 85,200 ($445); Food & Kindred Prods. 18,700 ($356); Textiles 13,800 ($329); Paper & Allied Prods. 4,200 ($363); Printing & Pub. 16,100 ($385); Chem. & Petroleum 17,100 ($363); Other Nondurables 15,300 (N.A.); Non-manufacturing 906,000 (N.A.); Constr. 53,600 ($534); Trans., Commun., & Util. 84,400 (N.A.); Whol. Trade 84,300 ($328); Ret. Trade 281,500 ($162); Fin., R.E. & Ins. 89,600 ($208); Servs. 345,000 (N.A.); Mining 1,200 (N.A.); Gov't 18,000 (N.A.); Federal 34,100 (N.A.); State 33,700 (N.A.); Local 192,700 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 27-68; Summer 59-82; Fall 33-73; Winter 19-35. First killing frost, Oct. 21; last killing frost, Apr. 23.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Neighborhood Shopping Districts in PMSA
Community Centers-Baldwin Plaza, Pontiac (Oakland City); Belmont Shopping Center, 8 Mile & Dequindre (Wayne City); Bloomfield Plaza, Maple & Telegraph (Oakland Cty.); Blue Water Plaza, Kraft & U.S. 25 Port Huron (St. Clair Cty.); Carousel Center, 8 mile & Schoehherr (Macomb Cty.); Campbell Corners, Campbell & 14 Mile Rd., Madison Heights (Oakland Cty.); Cherry Hill Plaza, Cherry Hill & Inkster Rds., Inkster (Wayne Cty.); Clawson Shopping Ctr., 14 Mile near Crooks, Clawson (Oakland Cty.); Delco Plaza of Sterling Heights, SEC Hall Rd. & Van Dyke Expwy., (Macomb Cty.); Downtown Farmington Ctr., Grand River & Farmington Rd., (Oakland Cty.); Drayton Plains Shopping Ctr., Dixie Hwy. near Midland, (Oakland Cty.); Dykeland, Metro Pkwy. & Vandyke (Macomb Cty.); Eastgate Shopping Ctr., 10 Mile Rd. & Gratiot, Roseville (Macomb Cty.); Eight Mile Beech Ctr., 8 Mile & Beech, Southfield (Oakland Cty.); Farmington Towne Shopping Ctr., Halstead & Grand River (Oakland Cty.); Ford Middlebelt Shopping Ctr., Garden City (Wayne Cty.); Garden Plaza, Ford Rd. & Middlebelt (Wayne Cty.); Gault Village, Washtenaw & Golfside (Washtenaw Cty.); Glenwood Plaza, Glenwood & Perry, Pontiac Oakland Cty.); Grant Plaza, 16 Mile & Dequindre, Sterling Heights (Macomb Cty.); Green Acres Shopping Ctr., 13 Mile Rd. & Mound, Warren (Macomb Cty.); Green "8" Shopping Ctr., 8 Mile & Greenfield Rd., Detroit (Wayne City); Hazel Park Shopping Ctr., E 8 Mile Rd., Detroit (Wayne Cty); Hoover Eleven Shopping Ctr., Warren (Macomb Cty.); Ingleside Ctr., Gratiot & Metro Bch. Hwy., Mt. Clements (Macomb Cty); Kendallwood Shopping Ctr., Twelve Mile & Farmington Rds. (Oakland Cty.); K mart Plaza, Seven Mile & Farmington, Livonia (Wayne Cty.); Lake Wood Shopping Ctr., Rawsonville Rd., Van Buren Township (Wayne Cty.); Lincoln Park Plaza Shopping Ctr., Fort St. & New York (Wayne Cty.); Lincoln Shopping Ctr., Greenfield Rd., Oak Park (Oakland Cty); Madison Center, John R & 12 Mile Rd., Madison Heights (Wayne Cty.); McSchaefer Shopping Ctr., Schaefer & McNichols Rds., Detroit (Wayne Cty.); Meadowbrook Village Mall, N Adams, Rochester (Oakland Cty.); Melvindale Shopping Ctr., Oakwood & Greenfield (Wayne Cty.); Metro Place Mall, Central Business District, Wayne (Wayne Cty.); Michigan-Schaefer Shopping Ctr., Dearborn (Wayne Cty.); Mid-Michigan Shopping Ctr., Middlebelt & Michigan, Inkster (Wayne Cty.); New Town Ctr., Ford & Sheldon Rds., Canton Township (Wayne Cty.); North Hill Plaza, Tienken Rd. & N Rochester, Rochester (Oakland Cty.); Northville Square, (Wayne Cty.); Northwood Ctr., 13 Mile & Woodward, Royal Oak (Oakland Cty.); Orion Plaza, SEC Rte. 24 & Clarkston Rd., Orion Township (Oakland Cty.); Riverland Shopping Ctr., Riverland & Van Dyke Aves., Sterling Heights (Macomb Cty.); Sears Lincoln Park Shopping Ctr., Southfield & Dix, Lincoln Park (Wayne Cty.); 7 -Grand Shopping Ctr., Seven Mile Rd. & Grand River, Detroit (Wayne Cty.); Shores Shopping Ctr., Harper Ave. & 13 Mile Rd., St. Clair Shores (Macomb Cty.); Southfield Shopping Ctr., Southfield Rd., (Oakland Cty.); Southgate Shopping Ctr., Fort & Pennsylvania (Wayne Cty.); Spira-Mart Shopping Ctr., W Maple & Tr., Walled Lake (Oakland Cty.); Stadium Plaza, Pine Grove & Holland Ave., Port Huron (St. Clair Cty.); Taylor Town Shopping Ctr., Ecorse Rd. & Pardee (Wayne Cty.); Redford Shopping Ctr., Schoolcraft & Telegraph (Wayne Cty.); Trenton Plaza Shopping Ctr., Fort & King, Trenton (Wayne Cty.); Warren-Conner Shopping Ctr., E Warren & Conner, Detroit (Wayne Cty.); Wildwood Shopping Ctr., Ford & Wildwood (Wayne Cty.).
Regional Centers-Clinton Valley Mall, Hall & Schoenherr Rd., Sterling Heights (Macomb City); Forest City Mall, Wayne & Cown, Westland (Wayne Cty.); Great Oaks, Livernois & Walton (Oakland Cty.); Bloomfield Square, Telegraph & Square Lake, Pontiac (Oakland Cty.); Regional Shopping Ctr., Gratiot Ave. & 15 Mile Rd., Mt. Clemens (Macomb Cty.); Somerset Mall, Big Beaver at Coolidge, Troy (Oakland Cty.); Southgate Shopping Ctr., Eureka & Trenton Rds., Southgate (Wayne Cty.); Tel-Twelve Mall, Telegraph Rd., Southfield (Oakland Cty.); Universal Mall, Twelve Mile & Dequindre, Warren (Macomb Cty.); Westborn Shopping Ctr., Michigan & W Outer Drive, Dearborn (Wayne Cty.); Winchester Mall, S Rochester Rd. & Avon Rd., Rochester (Oakland Cty.); Wonderland Ctr., Plymouth & Middlebelt Rd., Livonia (Wayne Cty.); Trappers Alley, Greektown, Detroit (Wayne Cty.); Renaissance Ctr., Jefferson Ave., Detroit (Wayne Cty.)
Super Regional-Eastland Ctr., Kelly, 8 Mile & Vernier Rd., Harper Woods (Wayne Cty.); Fairlane Town Ctr., M-39 Hubbard Drive & Michigan Ave., Dearborn (Wayne Cty.); Lakeside, Hall Rd., M-59 & Schoenherr Rd., Sterling Heights (Macomb Cty.); Livonia Mall, Seven Mile-Middlebelt, Livonia (Wayne Cty.); Macomb Mall Ctr., Gratiot & Masonic, Roseville (Macomb Cty.); Northland Shopping Ctr. Northwestern, Greenfield & 8 Mile, Southfield (Oakland Cty.); Oakland Mall, John R & I-75, Troy (Oakland Cty.); Summit Place, Elizabeth Lake & Telegraph Rds., Waterford (Oakland Cty.); Southland Shopping Ctr., Eureka & Pardee Rds., Taylor (Wayne Cty.); Twelve Oaks Mall, 12 Mile & Novi Rds., Novi (Oakland Cty.); Westland Shopping Ctr. Wayne, Warren & Cowan Rds., Westland (Wayne Cty.).
Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: (PMSA) Department Stores-Crowley 9; Lord & Taylor 3; Hudsons 9; Montgomery Ward 8; JCPenney 13; Sears 9.
Variety Stores-Kresge 22; Woolworth 3.
Discount Stores-Forest City 8; K mart 55; Meijer's Thrifty Acres 9; Service Mdse. 6; A.J. Foland 6.
Chain Drug Stores-Revco 50; Arbor 69; Apex 18; Perry 126.
Chain Supermarkets-Farmer Jack 77; Kroger 35; A&P 45; Great Scot 22; Spartan 118; IGA 15; Hollywood 5; Danny's 11; Foodland 26; OOB.
Other Chain Stores-Women's Apparel: Bonwit Teller, Sizes Unlimited, T.J. Maxx, Loehmann's, Gantos, Saks, Jacobsons, Winkelmans, Alberts, Lerner's, Marianne, Alcove, Today, Marshall's; Men's Apparel: Capper & Capper, Jack Stevens, Jos. A. Bank, John Kent, Max Greens', Kosins, Kuppenheimer, Osmuns', Richmond Brothers, Sims, United Shirt, Valente, Van Horn, Target, Mervyn's, Mainstreet; Appliance Stores: Fretters 12, Highland 13, Good ABC Warehouse 8; Shoes: Famous Footwear, Fayva, Shoetown, Mr. Allans, Baker's, Father & Son, Chandler's, Flagg Bros., Haig, Kinney, Sibleys, Thom McAn, Knapp, Phillips, Pic-Way, Sherman, Payless; Furniture: Leeds, Tri State, Art Van, Gardner-White, Dobb's, Towne & County, New York Carpet World, Beckwith Evans.

14 - NEWSPAPERS: FREE PRESS (m-mon to fri) 647,763; (m-sat) 583,285; (S) 721,676; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Dave Munch, Vice Pres.-Adv., FREE PRESS, 321 W. Lafayette Blvd., Detroit, MI 48231; Tel. (313) 222-8840.
National Representatives: Knight-Ridder Newspaper Sales; Metropolitan Publishers Representatives.
THE DETROIT NEWS (all day-mon to fri) 688,211; (m-sat) 628,538; (S) 836,331; Mar. 31, 1988 ABC.

Local Contact for Advertising and Merchandising Data: George J. Kiefer, Adv. Mgr. Natl., DETROIT NEWS, 615 Lafayette Blvd., Detroit, MI 48231; Tel. (313) 222-2490.
National Representative: Million Market Newspapers/Times Mirror National Marketing.

DOWAGIAC

1 - LOCATION: Cass County. E&P Map B-5. Shipping center for manufacturing, agricultural & hog production area; 25 mi. N of South Bend, IN; 115 mi. E of Chicago, IL; 45 mi. SW of Kalamazoo. On State Hwys. M-51, M-62.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-6.
Intercity Bus Lines-Indian Trails.

3 - POPULATION:
Corp. City 80 Cen. 6,307; E&P 88 Est. 6,061
County 80 Cen. 49,600; E&P 88 Est. 48,552
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,276; E&P 88 Est. 1,942
County 80 Cen. 17,236; E&P 88 Est. 17,210

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$43,533,376
Savings & Loan	1	$56,535,000

6 - PASSENGER AUTOS: County 25,931.

7 - ELECTRIC METERS: Residence 2,521.

8 - GAS METERS: Residence 4,384.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Machine Shops 150 ($240); Refrigeration Equip. 1,300 ($240); Die Casting 355 ($220); Wood Prods. 151 ($225).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-75; Summer 40-102; Fall 25-70; Winter 5-40. First killing frost, Oct. 12; last killing frost, May 12.

11 - TAP WATER: Neutral, fluoridated; de-ironized.

12 - RETAILING: Principal Shopping Centers-3 blocks on N. and S. Front Sts.; 1 on Commercial St.; 1 on Division; 1 on Penn; 1 on Main.
Nearby Shopping Center-M-51 South (Hale's Hdwe., Fisher's Big Wheel); Wonderland; Donker's.
Principal Shopping Days-Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Paul's.
Variety Stores-Woolworth; Big Wheel.
Discount Stores-Wonderland; Big Wheel.
Chain Drug Stores-CVS Discount; Hook's.
Chain Supermarkets-Village Market 4; Harding's.
Other Chain Stores-Gamble's; Firestone; Hale's True Value Hdwe.; Uniroyal Grames & Martin; NuVision Optical; Sears (catalog).

14 - NEWSPAPERS: NEWS (m-mon to fri) 2,992; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Danny Dean, Pub., NEWS, 205 Spaulding St., Dowagiac, MI 49047; Tel. (616) 782-2101.
National Representative: None.

ESCANABA

1 - LOCATION: Delta County. E&P Map B-2. County Seat. Retail, wholesale, industrial, education and residential center. On Bay of Noquet, natural, deepwater harbor. NW corner of Lake Michigan in central part of Upper Peninsula of Michigan. 325 mi. from Chicago. Intersection U.S. Hwys. 2, 41, State Hwy. M-35. Iron Ore shipping port.

2 - TRANSPORTATION: **Railroads**-Chicago & North Western; Escanaba & Lake Superior; Soo Line (freight); Connects with Milwaukee Road.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.
Airlines-Simmons.

3 - POPULATION:
Corp. City 80 Cen. 14,355; E&P 88 Est. 14,218
CZ-ABC: (80) 19,536
RTZ-ABC: (80) 30,610
County 80 Cen. 38,862; E&P 88 Est. 39,997
City & RTZ-ABC: (80) 50,146
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,467; E&P 88 Est. 4,807
County 80 Cen. 13,568; E&P 88 Est. 14,670
CZ-ABC: (80) 7,113
RTZ-ABC: (80) 10,236
City & RTZ-ABC: (80) 17,349

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$144,525,000

6 - PASSENGER AUTOS: County 20,979.

7 - ELECTRIC METERS: Residence 8,553.

8 - GAS METERS: Residence 2,946.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Wood 200; Paper 1,200; Heavy Mach. 11,050; Rail Process 252.
Principal Pay Days-Fri., every other Tues.; 14 & 29.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-44; Summer 55-72; Fall 39-53; Winter 11-26. First killing frost, Oct. 5; last killing frost, May 12.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-11 blocks on Ludington St.; Delta Plz. Shpg. Center (24 stores-Red Owl Family Center, Woolworth, K mart).
Neighborhood Shopping Center-Stephenson Ave.
Principal Shopping Days-Dept. stores: Mon., Fri., Sat.; Food: Thur., Fri., Sat.
Stores Open Evenings-Fri.; some every night.

13 - RETAIL OUTLETS: Department Stores-F&G; Leader; Fair; Montgomery Ward; JCPenney.
Discount Stores-K mart; Shopko.
Variety Stores-Merricks; Woolworth.
Chain Supermarkets-Red Owl; Super Valu; IGA; United Foods; Northland Foods.
Other Chain Stores-Sherwin-Williams; Gamble's; Sears (catalog); Mode O'Day; Mr. Marks; Maurice's; Radio Shack; The Vogue; Nobil's; Ward's.

14 - NEWSPAPERS: PRESS (e) 10,564; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Thomas Dufour, Adv. Mgr., PRESS, 600-2 Ludington, Escanaba, MI 49829; Tel. (906) 786-2021.
National Representatives: Landon Associates; Thomson Newspapers.

FLINT

1 - LOCATION: Genesee County (MSA). E&P Map D-4, County Seat. On Flint River. Industrial and wholesale center for 4-county area. Chief production center of General Motors. 60 mi. from Detroit, 75 mi. W of Port Huron. On U.S. Hwys. 10, 23; Interstates 69, 75, 475; State Hwy. 56.

2 - TRANSPORTATION: **Railroads**-Chesapeake & Ohio; Grand Trunk; Amtrak.
Motor Freight Carriers-35.
Intercity Bus Lines-Greyhound; Michigan Trailways; Indian Trails; Flint MTA; Ridgeway Coach Lines.
Airlines-Midstate; Allegheny; Piedmont; Sim-

mons; Air Wisconsin.

3 - POPULATION:
Corp. City 80 Cen. 159,611; E&P 88 Est. 133,428
CZ-ABC: (80) 305,933
RTZ-ABC: (80) 339,733
MSA/County 80 Cen. 449,989; E&P 88 Est. 433,793
City & RTZ-ABC: (80) 645,666
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 57,653; E&P 88 Est. 50,046
MSA/County 80 Cen. 154,642; E&P 88 Est. 158,618
CZ-ABC: (80) 107,989
RTZ-ABC: (80) 106,148
City & RTZ-ABC: (80) 214,137

5 - BANKS	**NUMBER**	**DEPOSITS**
Banks	11	N.A.
Savings & Loan	4	N.A.
Credit Unions	17	N.A.

6 - PASSENGER AUTOS: County 265,129

7 - ELECTRIC METERS: County 176,150

8 - GAS METERS: County 143,019

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-$638.24; Total Mfg. 56,900; Total Non-Mfg. 87,700; Total Gov't 24,500; Civilian Labor Force 203,600. Total No. of Wage Earners and Salary Jobs 174,400.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-88; Summer 46-94; Fall 14-88; Winter 9-64. First killing frost, Sept. 17; last killing frost, May 24.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Downtown, 21 blocks, 7 streets.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Oak Brook Sq.	6	T.J. Maxx, Kids 'R Us, MC Sports
Mid-America Plz.	5	Sears Outlet
Courtland Ctr.	3	The Fair, JCPenney, Crowley's
Genesee Valley	6	Sears, J.L. Hudson, JCPenney
Northwest	5	The Fair, Hamady
North Flint	3	Landmark Foods
South Flint	4	Value City, Hamady
Grand Mall	10	

Retail Outlets-K mart Stores: Miller & Ballenger Hwy., N. Saginaw near Coldwater Rd., Dort Hwy. & Atherton Rd., Pierson Rd. & I-75; Belsay Rd. & I-69; and in Lapeer, Fenton and Grand Blanc. Meijer's, Thrifty Acres; Pierson Rd. & I-75; Center & Atherton Rd.; Hill & Torrey Rds.
Neighborhood Shopping Areas-Thompson's Shopping Center, Richfield & Averill; Westgate Plaza, Beecher & Calkins; Mayfair Plaza, Clio Rd., S. of Carpenter; Yorkshire Plaza, Miller Rd., W. of I-75; Carman Plaza, Corunna Rd., E. of I-75; Diplomat Plaza, Flushing Rd., W. of Ballenger.
Principal Shopping Days-Sun., Sat. & Mon.
Stores Open Evenings-Downtown, Mon. & Fri.; Centers, week nights.
Stores Open Sundays-Retail, discount, variety, food, drugs, furniture, appliances and most shopping centers except downtown.

13 - RETAIL OUTLETS: **Department Stores**-J.L. Hudson; Sears 2; The Fair 2; JCPenney 2; Crowley's.
Variety Stores-Ben Franklin 6.
Discount Stores-Super City 2; Meijer's 3; K mart 8; Best Products.

Chain Drug Stores-Corrigall 2; Rite Aid 6; Ideal Pharmacy 5; Kilbourn's 3; Perry's 16; Union Prescription 5.
Chain Supermarkets-A&P 3; Kessel 6; Hamady Bros. 23; 23 Supermarkets 3; Meijer's 3; VG's 4.
Other Chain Stores-Winkelman's; Albert's; Lane Bryant; Lerner; Marianne; Baker's; Haig; Dr. Scholl's; Kinney; Nobil; Thom McAn; Firestone; Goodrich; MC Sports; Glenn Roy; Art Van; Highland Appliances; Ace Hdwe.; Ollie Fretter; Chess King; Alvin's; Beverly's; Circus World; Toys R Us; Fisher Wallpaper & Paint; Hanover; Skaff; Robinson's; Shifrin-Willens; ABC Warehouse.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 108,065; (m-sat) 108,305; (S) 122,467; Mar. 31, 1988 ABC.

Local Contact for Advertising and Merchandising Data: Ed Mitchell, Adv. Dir., JOURNAL, 200 E. First St., Flint, MI 48502; Tel. (313) 766-6100.

National Representative: Newhouse Newspapers Metro Suburbia.

GRAND HAVEN

1 - LOCATION: Ottawa County (In Grand Rapids MSA). E&P Map B-4. County Seat. E Shore of Lake Michigan at the mouth of Grand River, 30 mi. W of Grand Rapids, 170 mi. from Chicago.

2 - TRANSPORTATION: **Railroads**-Chesapeake & Ohio.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; North Star.
Airlines-Air Wisconsin; Simmons; Midstate; (8 mi. to Muskegon Airport).

3 - POPULATION:
Corp. City 80 Cen. 11,763; E&P 88 Est. 12,178
CZ-ABC: (80) 16,934
RTZ-ABC: (80) 20,649
MSA 80 Cen. 603,747; E&P 88 Est. 655,826
County 80 Cen. 157,995; E&P 88 Est. 177,085
City & RTZ-ABC: (80) 37,583
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,765; E&P 88 Est. 4,912
County 80 Cen. 50,444; E&P 88 Est. 58,130
MSA 80 Cen. 206,047; E&P 88 Est. 230,655
CZ-ABC: (80) 6,356
RTZ-ABC: (80) 6,692
City & RTZ-ABC: (80) 13,048

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	2	N.A.
Commercial	4	$500,000,000

6 - PASSENGER AUTOS: County 102,358

7 - ELECTRIC METERS: Residence 8,031

8 - GAS METERS: Residence 6,348

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Woodworking 300 ($282); Metal Working 3,400 ($309); Leather & Plastics 610 ($226); Electronics 250 ($228).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-54; Summer 64-69; Fall 50-61; Winter 24-38. First killing frost, Oct. 19; last killing frost, May 1.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Washington St.
Neighborhood Shopping Centers-7th & Washington Sts.; Beechtree St.; 1100 Block on Washington St.; Beacon Plz. 400 Block N. Beacon Blvd.; 1000 Block on Robbins Rd.; South Shore Plaza.
Principal Shopping Days-Mon., Thur.
Stores Open Evenings-Downtown Shopping Center, Mon., Thur.; K mart, Meijer, every evening.

13 - RETAIL OUTLETS: **Department Stores**-Steketee's.
Variety Stores-K mart; Meijer's Thrifty Acres.
Chain Supermarkets-D&W; Meijer Mkt.; H. Casemier 2; Leppinks.

14 - NEWSPAPERS: TRIBUNE (e) 10,288; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Matt Danielson, Adv. Dir., TRIBUNE, 101 N. Third St., Grand Haven, MI 49417; Tel. (616) 842-7180.

National Representative: Branham/Newspaper Sales.

GRAND RAPIDS

1 - LOCATION: Kent County (In Grand Rapids MSA). E&P Map C-4. County Seat. On Grand River, 150 mi. W of Detroit, 30 mi. E of Lake Michigan. On U.S. Hwys. 16, 131; State Hwys. 11, 44, 50, 21, 37; Interstate Hwys. 96, 196, 296.

2 - TRANSPORTATION: **Railroads**-C&O; Grand Trunk Western; Conrail.
Motor Freight Carriers-32.
Intercity Bus Lines-Greyhound; North Star.
Airlines-United; Republic; USAir; Piedmont; Northwest; American; Simmons.

3 - POPULATION:
Corp. City 80 Cen. 181,843; E&P 88 Est. 182,180
CZ-ABC: (80) 387,964
RTZ-ABC: (80) 379,997
MSA 80 Cen. 603,747; E&P 88 Est. 655,826
County 80 Cen. 445,752; E&P 88 Est. 478,741
City & RTZ-ABC: (80) 767,961
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 68,433; E&P 88 Est. 68,095
County 80 Cen. 155,598; E&P 88 Est. 172,525
MSA 80 Cen. 206,047; E&P 88 Est. 230,655
CZ-ABC: (80) 136,748
RTZ-ABC: (80) 124,341
City & RTZ-ABC: (80) 261,089

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	23	$2,362,258,000
Savings & Loan	4	$604,330,000

6 - PASSENGER AUTOS: County 302,638

7 - ELECTRIC METERS: Residence 157,795

8 - GAS METERS: Residence 111,375

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 79,200 ($182); Lumber & Wood Prods. 1,800 ($150); Furn. & Fixts. 12,400 ($176); Primary Metal Ind. 4,500 ($176); Trans. Equip. 2,100 ($170); Food Prods. 4,400 ($152); Textiles & Apparel 3,800 ($165); Paper 1,700 ($150); Printing & Pub. 3,200 ($180); Chem. 3,000 ($180); Fab. Metal Prods. 14,600 ($196).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-57; Summer 61-83; Fall 45-60; Winter 20-33.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Downtown Monroe Mall & E. Fulton, projecting on all cross-streets.
Neighborhood Shopping Centers-Division & Fulton extending 3 miles S. to Division and 44th St.; Plainfield & Coit; Plainfield & Kenwood; Plainfield from Fuller to E. Beltline; Leonard & Fuller; Leonard & Ball; Michigan between Ransom and Fuller; E. Fulton; Jefferson between Fulton & Wealthy; State Street; Cherry & Lake Dr.; Wealthy and Eastern; Wealthy from Diamond to Fuller; Wealthy & Lake Dr.; Wealthy at Lakeside; Franklin & Eastern; Madison and Hall; Eastern and Oakdale; Kalamazoo from Adams to Boston; Burton at Eastern; Alger at Eastern; Breton at Burton; 28th St. from Division to E. Beltline; Kalamazoo and 44th St. & Clyde Park; 36th St. at Clyde Park; 28th St. from Division to Wilson; Burton & Godfrey; Chicago Dr. at Godfrey; Chicago Dr. from Clyde Park to Wilson; Grandville & Clyde Park; W. Fulton from Lexington to Garfield; Bridge from Front to Straight; Lake Michigan Dr. at Covell; Lake Michigan Dr. at W. Beltline; Stocking from Bridge to 7th; Leonard from Front to Valley; Leonard from Walker to Covell; Alpine Ave. NW West River Dr.; Comstock Pk.; North Pk.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Breton Vlg.(55)	3	D&W
Eastbrook(69)	7	Steketee's
Gaslight(50)	3	Jacobson's
Grand Vlg. Mall	7	
N. Kent(60)	7	K mart, Mont. Ward
Rogers(51)	4	Mont. Ward
Wyoming Vlg.(17)	4	Herp's
Woodland(97)	7	Sears, J.L. Hudson, JCPenney

13 - RETAIL OUTLETS: **Department Stores**-Steketee's 2; Herpolsheimers 2; Montgomery Ward 2; JCPenney; Sears; J. L. Hudson.
Discount Stores-K mart 5; Thrifty Acres 5.
Variety Stores-S. S. Kresge.
Chain Drug Stores-Revco 5; Muir's 9; Medical Arts 2; Thrifty Acres 5; White & White 3; Apothecary Shop & Prof. Phcy.; CVS; Remes 5.
Chain Supermarkets-Eberhard 7; Meijer 8; Shop Rite 7; D&W 10; Family 2; Daanes 3.
Other Chain Stores-Women's Apparel: Jacobson, Marianne 2, Beverly's 4, Sarret's 2, Gantos 7, Tall Girls; Men's Clothing: Cardinal, Richman, May's 3, Bulliss, Jurgens & Holtyluwer 6; Shoes: Baker 2, Florsheim 2, Kinney 2, Dr. Scholl, Flagg Bros. Maling Bros., Nobil 2; Miscellaneous: Singer Co. 3; Goodyear 2; Firestone 3; General 2; Fanny Farmer 2; S&H Green Stamps; Top Value.

14 - NEWSPAPERS: PRESS (e) 137,695; (S) 181,020; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Kevin Dykema, Adv. Mgr. Display, PRESS, 155 Michigan St. N.W., Grand Rapids, MI 49503; Tel. (616) 459-1400.
National Representative: Newhouse Newspapers/Metro Suburbia.

GREENVILLE

1 - LOCATION: Montcalm County, E&P Map C-4. Mfg. and farming ctr. 32 mi. NE of Grand Rapids.

2 - TRANSPORTATION: **Railroads**-Pere Marquette Div. of C&O; Grant Trunk Western.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 8,019; E&P 88 Est. 8,977
CZ-ABC: (80) 8,019
RTZ-ABC: (80) 45,406
County 80 Cen. 47,678; E&P 88 Est. 53,141
City & RTZ-ABC: (80) 53,425

4 - HOUSEHOLDS:
City 80 Cen. 3,098; E&P 88 Est. 2,997
County 80 Cen. 16,543; E&P 88 Est. 18,937
CZ-ABC: (80) 3,098
RTZ-ABC: (80) 15,381
City & RTZ-ABC: (80) 18,479

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$71,000,000

6 - PASSENGER AUTOS: County 27,242

7 - ELECTRIC METERS: Residence 2,669

8 - GAS METERS: Residence 2,473

9 - PRINCIPAL INDUSTRIES: Refrigerators; Auto Bearings; Metal Stampings; Tools & Dies; Furniture; Food Proc.; Plastics.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Oct. 10; last killing frost, May 24.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Lafayette St. in Greenville; 3 blocks on Main St. in Belding.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Belding(15)	6	Rite Aid, Leppink's
Stanton	15	Jorgenson, Leppink's
Sheridan	10	IGA
Edmore	20	Viking, IGA

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears.
Variety Stores-McLellan.
Chain Drug Stores-Meijer's; Lipperts; Rite Aid.
Discount Stores-Meijer Thrifty Acres; Fisher Big Wheel.
Chain Supermarkets-Meijers; Jorgensons.
Other Chain Stores-Gamble's; Gittleman; Montgomery Ward; Clothes Tree; Jack's Automotive; Radio Shack.

14 - NEWSPAPERS: DAILY NEWS (e) 8,359; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Zeke Fleet, Adv. Dir., DAILY NEWS, 109 N. Lafayette St., Greenville, MI 48838; Tel. (616) 754-9301.
National Representative: American Newspaper Representatives.

HILLSDALE

1 - LOCATION: Hillsdale County, E&P Map C-5, County Seat. Agric., industrial and educ. ctr. 65 mi. from Toledo; 90 mi. WSW of Detroit; 5 mi. S of U.S. Hwy. 12; State Hwys. M-34 and M-99.

2 - TRANSPORTATION: **Railroads**-Hillsdale County.
Intercity Bus Lines-Dial-A-Ride.
Motor Freight Carriers-14.

3 - POPULATION:
Corp. City 80 Cen. 7,432; E&P 88 Est. 7,508
County 80 Cen. 42,093; E&P 88 Est. 42,454

4 - HOUSEHOLDS:
City 80 Cen. 3,396; E&P 88 Est. 2,559
County 80 Cen. 14,383; E&P 88 Est. 14,540

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	7	$480,866,314
Commercial	3	$188,234,000

6 - PASSENGER AUTOS: County 22,766

7 - ELECTRIC METERS: Residence 3,235

8 - GAS METERS: Residence 2,403

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Tool, Die 710; Plastics 470; Plumbing 125; Food Prods. 305.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-80; Summer 45-95; Fall 30-80; Winter 12-50. First killing frost, Sept. 15; last killing frost, May 17.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Howell St. and Broad St.; Ames Plz.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ames Plz.	1	Ames, Kroger, Perry Drugs

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-2 Mkts. & 2 Supermkts., Ames Plz.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Ames; Touse; Gelzer's.
Variety Stores-Consumer's Discount Ctr.
Chain Drug Stores-Perry Drugs; Nash.
Chain Supermarkets-Kroger; Mkt. House (Spartan).
Other Chain Stores-Radio Shack; Sears Catalog Outlet; The Peak; McCall Home Ctr. (Ace Hdwe.);

7-Eleven; Little Red Shoe House; Nash Hallmark.

14 - NEWSPAPERS: NEWS (e) 8,608; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Kim Benedict, Adv. Mgr., NEWS, 33 McCollum St., Hillsdale, MI 49242; Tel. (517) 437-7351.
National Representative: None.

HOLLAND

1 - LOCATION: Allegan & Ottawa Counties. E&P Map B-4 (In Grand Rapids MSA). On Lake Macatawa, 27 mi. SW of Grand Rapids (adj. Allegan County).

2 - TRANSPORTATION: Railroads-C&O; Amtrak.
Motor Freight Carriers-12.
Intercity Bus Lines-Taxibus Service; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 26,281; E&P 88 Est. 29,300
NDM-ABC: (80) 67,736
RTZ-ABC: (80) 27,681
MSA 80 Cen. 603,747; E&P 88 Est. 655,826
Counties 80 Cen. 239,844; E&P 88 Est. 264,961
Allegan 80 Cen. 81,849; E&P 88 Est. 87,876
Ottawa 80 Cen. 157,995; E&P 88 Est. 177,085
NDM & RTZ-ABC: (80) 95,417
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,110; E&P 88 Est. 10,474
Counties 80 Cen. 77,681; E&P 88 Est. 88,137
Allegan 80 Cen. 27,232; E&P 88 Est. 30,007
Ottawa 80 Cen. 50,449; E&P 88 Est. 58,130
MSA 80 Cen. 206,047; E&P 88 Est. 230,655
NDM-ABC: (80) 22,648
RTZ-ABC: (80) 8,976
NDM & RTZ-ABC: (80) 31,624

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	6	$408,856,658
Savings & Loan	2	$197,110,890

6 - PASSENGER AUTOS: Counties: Allegan 45,139; Ottawa 102,358.

7 - ELECTRIC METERS: Residence 12,165.

8 - GAS METERS: Residence 9,105.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Furn. & Wood Prods. 3,892; Metal & Mach. 3,687; Food & Drug 2,956; Automotive Components 1,034; Other 3,727. (Av. Wkly. Wage $335).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-56; Summer 59-84; Fall 40-61; Winter 16-31. First killing frost, Oct. 12; last killing frost, Apr. 25.

11 - TAP WATER: Lake Michigan Water 8.0 g.p.g. hardness.

12 - RETAILING: Principal Shopping Centers-6 blocks on 8th St.; 6 blocks on River Ave.
Neighborhood Shopping Centers-Washington Sq.; Central Sq.; Maplewood; Northgate Plaza; Michigan Ave.; N. Bypass M-21; Montello Park; Lakewood Plaza; Airport Plaza; Van Ratte Sq.; Ottawa Village.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Eastown(12)	4	
Van Raalte Sq.(16)	5	Family Fare
Ottawa Vlg.(8)	6	Family Fare
Westshore Mall	NA	Sears, K mart, Penney's, Pranges, Steketee's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. & Fri. to 9.
Stores Open Sundays-Drug & groceries (summer).

13 - RETAIL OUTLETS: Department Stores-Du Mez; JCPenney; Steketee's; Witmark; Sears; Pranges.
Discount Stores-Meijer; K mart; Teerman's; Hills.
Variety Stores-Woolworth.
Chain Drug Stores-OB; Meijer; Perry.
Chain Supermarkets-Town & Country; Meijer; Wilt's; Family Fare.
Other Chain Stores-Goodrich; Goodyear; Cashway Lumber.

14 - NEWSPAPERS: HOLLAND SENTINEL (e) 18,290; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Michael K. Floch, Adv. Mgr., SENTINEL, 54 West 8th, Holland, MI 49423; Tel. (616) 392-2311.
National Representative: Branham/Newspaper Sales.

HOUGHTON

1 - LOCATION: Houghton County, E&P Map A-1, County Seat, 450 mi. from Chicago, IL; 230 mi. from Green Bay, WI; 572 mi. from Detroit; NW part of the Upper Peninsula; on Portage Lake. Isle Royale National Park Hdqtrs.; Michigan Technological University; Suomi College.

2 - TRANSPORTATION: Railroads-Soo Line.
Motor Freight Carriers-1.
Intercity Bus Lines-Greyhound.
Airlines-Simmons.

3 - POPULATION:
Corp. City 80 Cen. 7,512; E&P 88 Est. 6,796
CZ-ABC: (80) 12,634
RTZ-ABC: (80) 44,790
County 80 Cen. 37,761; E&P 88 Est. 38,684
City & RTZ-ABC: (80) 57,424

4 - HOUSEHOLDS:
City 80 Cen. 1,748; E&P 88 Est. 1,334
County 80 Cen. 12,975; E&P 88 Est. 13,897
CZ-ABC: (80) 3,605
RTZ-ABC: (80) 16,386
City & RTZ-ABC: (80) 19,991

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$126,638,000
Savings & Loan	1	$205,000,000
Credit Union	2	$4,897,000

6 - PASSENGER AUTOS: County 16,327.

7 - ELECTRIC METERS: Residence 7,510.

8 - GAS METERS: Residence 12,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Educational 3,800; Industrial Mfg. 250; Food & Beverages 272; Lumbering 158.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-62; Summer 55-85; Fall 45-70; Winter 10-35. First killing frost, Oct. 10; last killing frost, May 10.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-6 blocks on Houghton; 4 blocks on Hancock; 6 blocks on Calumet.
Shopping Centers-Hancock; Calumet; Copper Country Mall.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Grocery; Pamida; Mall.
Stores Open Sunday-Grocery; Pamida; Mall.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Gartners; Spurgeon's.
Variety Stores-Woolworth; K mart; Pamida.
Chain Drug Stores-Snyder; Medicine Shop.
Chain Supermarkets-Northland 12; IGA 4; Festival Foods; Super Valu 3.
Other Chain Stores-Sears (catalog); Coast-to-Coast; Holiday; True Valu; Ace; Erickson.

14 - NEWSPAPERS: MINING GAZETTE (e) 11,915; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Don Moran, Ret. Adv. Mgr., MINING GAZETTE, 206 Shelden Ave.; PO Box 32, Houghton, MI 49931; Tel. (906) 482-1500.
National Representatives: Landon Associates; Thomson Newspapers.

IONIA

1 - LOCATION: Ionia County, E&P Map C-4, County Seat. 34 mi. E of Grand Rapids, on the Grand River, On State Hwys. M-21, M-66, U.S. Hwy. I-96, 7 mi. S.

2 - TRANSPORTATION: Railroads-Grand Trunk; C&O.
Motor Freight Carriers-4.
Intercity Bus Lines-North Star.

3 - POPULATION:
Corp. City 80 Cen. 5,920; E&P 88 Est. 5,824
County 80 Cen. 51,904; E&P 88 Est. 52,851
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,151; E&P 88 Est. 2,249
County 80 Cen. 16,230; E&P 88 Est. 16,236

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$185,000,000
Savings & Loan	1	$120,000,000

6 - PASSENGER AUTOS: County 27,472.

7 - ELECTRIC METERS: Residence 2,720.

8 - GAS METERS: Residence 2,728.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Automotive Plastics 700 ($423); Metal Stamping & Assemblies 130 ($375); Fireplace Inserts 50 ($300); State Institutions 1,200 ($385); Anodizing, Painting, Polishing 23 ($310); Automotive Press 100 ($325); Wear Plate Guides 80 ($350).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-55; Summer 42-88; Fall 40-60; Winter 10-28.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
K mart Plaza(6)		K mart, Eberhards
Meijer's Thrifty Acres(5)	2	Meijer's
Bosley Ctr.(3)		Bosley Drug

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Discount Stores-K mart; Meijer's Thrifty Acres.
Chain Supermarkets-Meijer's; Fred's; Eberhards Foods.
Chain Drug Store-Revco.
Other Chain Stores-Sears (catalog); Sherwin-Williams; LeAnn; Clevelands; Goodyear; Western Auto; Jean Scene; Hallmark; Nu Vision.

14 - NEWSPAPERS: SENTINEL-STANDARD (m) 4,308; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Howard A. Kaiser, Pub., SENTINEL-STANDARD, 114-116 N. Depot, Ionia, MI 48846; Tel. (616) 527-2100.
National Representative: None.

IRON MOUNTAIN-KINGSFORD

1 - LOCATION: Dickinson County, E&P Map B-2, County Seat. Manufacturing and wholesale center. 245 mi. from St. Paul; 260 mi. from Chicago. On U.S. Hwys. 2, 141; State Hwy. 95.

2 - TRANSPORTATION: Railroads-C&NW (freight), Escanaba & Lake Superior.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Wisconsin-Michigan.
Airlines-Simmons.

3 - POPULATION:
Corp. Cities 80 Cen. 13,631; E&P 88 Est. 14,606
Iron Mountain 80 Cen. 8,841; E&P 88 Est. 9,014
Kingsford 80 Cen. 5,290; E&P 88 Est. 5,592
CZ-ABC: (80) 13,631
RTZ-ABC: (80) 35,774
County 80 Cen. 25,255; E&P 88 Est. 26,789
City & RTZ-ABC: (80) 49,405
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 5,358; E&P 88 Est. 5,424
Iron Mountain 80 Cen. 3,371; E&P 88 Est. 3,468
Kingsford 80 Cen. 1,987; E&P 88 Est. 1,956
County 80 Cen. 9,536; E&P 88 Est. 10,521
CZ-ABC: (80) 5,358
RTZ-ABC: (80) 13,292
City & RTZ-ABC: (80) 18,650

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	$217,399,000
Savings & Loan	1	$84,551,000
Credit Unions	3	$21,507,000

6 - PASSENGER AUTOS: County 14,703.

7 - ELECTRIC METERS: Residence 10,114.

8 - GAS METERS: Residence 4,800 (County), Bottled Gas Customers; Natural Gas Available.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Wood Prods. 660 ($300); Mach. 920 ($368); Tools & Casting 942 ($376); Labels & Wrappings 245 ($250); Paper Mill 725 ($270); Concrete Prods. 210 ($250).

10 - CLIMATE: Min. & Max. Temp.-Spring 29-74; Summer 42-92; Fall 16-64; Winter 14-41. First killing frost, Sept. 2; last killing frost, May 10.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Stephenson Ave.; 2 on Ludington St.; 3 on Hughitt St.; 2 on "B"; 2 on "A"; Midtown Mall, South Stephenson; Birchwood Mall, Kingsford.
Shopping Centers-Midtown Mall, South Stephenson; Birchwood Mall, Kingsford.
Neighborhood Shopping Centers-2 blocks Carpenter at "I"; 2, Breen at Maple; 2, Vulcan at Main; Shopko, Carpenter Ave; K mart on Carpenter Ave.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-S.S. Kresge; K mart; ShopKo.
Chain Drug Stores-The Drug Store.
Chain Supermarkets-Red Owl; IGA Foodliner; Super Valu; Warehouse Foods; Econo-Foods.
Other Chain Stores-Selins; Western Auto; Coast-to-Coast; Sears (catalog); Montgomery Ward.

14 - NEWSPAPERS: NEWS (e) 10,610; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Robert J. Johnson, Pub., NEWS, 215 E. Ludington; PO Box 460, Iron Mountain, MI 49801; Tel. (906) 774-2772.
National Representatives: Landon Associates; Thomson Newspapers.

IRONWOOD

1 - LOCATION: Gogebic County, E&P Map A-2. Mining; agric.; forest industry and vacation ctr. 432 mi. to Chicago, 107 mi. to Duluth. On U.S. Hwys. 2, 51; MI Hwy. 28; WI Hwy. 77.

2 - TRANSPORTATION: Railroads-Soo Line.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Zephyr; Michigan-Wisconsin Bus.

3 - POPULATION:
Corp. City 80 Cen. 7,741; E&P 88 Est. 7,327
CZ-ABC: (80) 12,342
RTZ-ABC: (80) 40,814
County 80 Cen. 19,538; E&P 88 Est. 19,758
City & RTZ-ABC: (80) 53,156

4 - HOUSEHOLDS:
City 80 Cen. 4,042; E&P 88 Est. 2,411
County 80 Cen. 7,578; E&P 88 Est. 7,958
CZ-ABC: (80) 5,003
RTZ-ABC: (80) 15,150
City & RTZ-ABC: (80) 20,153

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$98,841,693
Savings & Loan	2	$24,462,849

6 - PASSENGER AUTOS: County 9,149.

7 - ELECTRIC METERS: Residence 3,898.

8 - GAS METERS: Residence 4,672.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Copper Mining 213 ($420); Clothing 209 ($205); Forest 1,106 ($215); Flooring 58 ($210); Plastics ($210); Fishing Rods 21 ($225).

10 - CLIMATE: Min. & Max. Temp.-Spring 15-72; Summer 39-86; Fall 1-75; Winter -30-40. First killing frost, Sept. 28; last killing frost, June 13.

11 - TAP WATER: Acid, soft.

12 - RETAILING: Principal Shopping Center-3 blocks on Aurora; 3 on Suffolk; 2 on McLeod; 1 on Ayer St.
Neighborhood Shopping Centers-Hurley, Wis., 5 blocks on one street; Wakefield, Bessemer 5 blocks in each city.
Principal Shopping Days-Dept. Stores-Mon., Fri., Sat. Food-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Vertin's; JCPenney; S&L; Sears.
Discount Stores-Pamida; Copp's; K mart.
Variety Stores-McClellan; Ben Franklin.
Chain Supermarkets-Red Owl; IGA; Super Valu.

14 - NEWSPAPERS: GLOBE (e) 8,232; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Robert Trevarthan, Adv. Dir., GLOBE, 118 E. McLeod Ave., Ironwood, MI 49938; Tel. (906) 932-2211.
National Representative: Landon Associates.

JACKSON

1 - LOCATION: Jackson County (In Jackson MSA), E&P Map C-5, County Seat. 72 mi. W of Detroit, 208 mi. E of Chicago.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail (freight).
Motor Freight Carriers-25.
Intercity Bus Lines-Greyhound; Short Way.
Airlines-NW Airlink.

3 - POPULATION:
Corp. City 80 Cen. 39,739; E&P 88 Est. 35,096
CZ-ABC: (80) 79,703
County/MSA 80 Cen. 151,299; E&P 88 Est. 144,416
Bal. in Jackson Co.-ABC: (80) 71,792
Total Jackson Co.-ABC: (80) 151,495
Bal. in NDM-ABC: (80) 75,664
Total NDM-ABC: (80) 227,159
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,005; E&P 88 Est. 13,370
County/MSA 80 Cen. 50,974; E&P 88 Est. 54,048
CZ-ABC: (80) 29,401

Bal. in Jackson Co.-ABC: (80) 21,573
Total Jackson Co.-ABC: (80) 50,974
Bal. in NDM-ABC: (80) 24,973
Total NDM-ABC: (80) 75,947

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	4	$599,994,000
Savings & Loan	3	$280,467,533

6 - PASSENGER AUTOS: County 84,773

7 - ELECTRIC METERS: Residence 75,801

8 - GAS METERS: Residence 13,062

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Trans. Equip. 3,100; Mach. (Non-Elect.) 2,500; Fabricated Metal Prods. 2,500; Prime Metals 700; Utililty 1,675.
Principal Pay Days-Fri., Thur., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-73; Summer 53-90; Fall 48-64; Winter 1-45. First killing frost, Oct. 8; last killing frost, May 6.

11 - TAP WATER: Alkaline, softened, fluoridated.

12 - RETAILING: **Principal Shopping Center**-Downtown, Michigan Ave. at Jackson St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Center Plz.(6)	NA	Denny's Shop Rite
Eastgate(5)	NA	Polly's
Paka Plz.(36)	NA	Sears, Woolworth, Kroger, Rite Aid
Westwood Mall(60)	NA	JCPenney, Mont. Ward

Principal Shopping Days-Sat., Mon., Thur., Fri.
Stores Open Evenings-Dept. Mon., Fri. Shopping Centers 6 evenings; Sun. 12 to 5.

13 - RETAIL OUTLETS: **Department Stores**-Montgomey Ward; Sears; JCPenney; Jacobsons.
Discount Stores-K mart 2; Sid Young Distributors; Meijer's Thrifty Acres.
Variety Stores-Woolworth.
Chain Drug Stores-Rite Aid; Welcome Pharmacies; Walgreens; Perry; Osco.
Chain Supermarkets-Kroger 2; IGA 3; Polly's 4; Meijer's Thrifty Acres 2; Jewel Food.
Other Chain Stores-Furniture: Vermeulen's; Auto Supplies: Action Auto, Goodyear, Firestone; Shoes: Shoeland, L. G. Haig, Nobil, Kinney, Sibley's, Father & Son; Men's: Furman's.

14 - NEWSPAPERS: CITIZEN PATRIOT (e) 37,437; (S) 42,336; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: J.C. Gerdes, Adv. Dir., CITIZEN PATRIOT, 214 S. Jackson St., Jackson, MI 49204; Tel. (517) 787-2300.
National Representative: Newhouse Newspapers Metro Suburbia.

KALAMAZOO

1 - LOCATION: Kalamazoo County (MSA), E&P Map C-5, County Seat. Industrial, wholesale & educational center. On U.S. Hwy. 131, I-94 & State Hwy. M-43; 141 mi. E of Chicago; 142 mi. W of Detroit.

2 - TRANSPORTATION: Railroads-Conrail; Grand Trunk; Amtrak.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound; Indian Trails; Indiana Motor; Short-Way.
Airlines-Northwest; Piedmont; Air Wisconsin; American Eagle; United.

3 - POPULATION:
Corp. City 80 Cen. 79,722; E&P 88 Est. 76,307
CZ-ABC: (80) 148,436
RTZ-ABC: (80) 183,133
County/MSA 80 Cen. 212,581; E&P 88 Est. 218,153
City & RTZ-ABC: (80) 331,569

4 - HOUSEHOLDS:
City 80 Cen. 28,375; E&P 88 Est. 28,578
County/MSA 80 Cen. 75,405; E&P 88 Est. 78,929
CZ-ABC: (80) 53,022
RTZ-ABC: (80) 63,648
City & RTZ-ABC: (80) 116,670

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	9	$1,279,846,000
Savings & Loan	3	$629,546,000

6 - PASSENGER AUTOS: County 132,979

7 - ELECTRIC METERS: Residence 131,298

8 - GAS METERS: Residence 64,271

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper & Allied Prods. 4,700; Chem. & Allied Prods. 7,200; Metal 5,500; Constr. 3,800; Trans. Equip. 2,900; Average wages for all industries ($404).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-67; Summer 60-80; Fall 31-45; Winter 16-31. First killing frost, Oct. 9; last killing frost, May 16.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on Michigan Ave.; 6 on Burdick St.
Neighborhood Shopping Centers-Portage at Lovers Lane; E. Main at Nazareth Rd.; W. Main at Drake Rd.; Portage at Paddington; Portage at Bloomfield; Shoppers' Lane, Parchment; S. Westnedge at Milham Rd.; I-94 at Portage; S. Westnedge at Kilgore; Maple Hill Mall; W. Main Mall; Crossroads Mall; E. Towne Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Airport Plaza(3)	4	Zayre
Bloomfield Plaza(22)	NA	Stop-N-Go Foods
Cork-Lane(9)	2	Rite Aid, Libin's Men's Store
Eastwood Plaza(11)	NA	Rite Aid
Kalamazoo Ctr. Fashion Mall(30)	NA	Hallmark Cards, The Greenery
Kalamazoo Mall(55)	NA	Jacobson's, Walgreens, Gilmore's
Maple Hill Mall(70)	NA	Mont. Ward, Gilmore's, Meijer's
Southland Mall(30)	NA	Highland Appliance, T.J. Maxx, Gilmore's
Westmain Mall(55)	NA	Zayre
Crossroads Mall	NA	JCPenney, Sears, Hudson's

Principal Shopping Days-Sat., Sun., Wed., & Fri.
Stores Open Evenings-Wed., some also on Fri.; some department stores 6 nights weekly; all malls every evening.

13 - RETAIL OUTLETS: Department Stores-Gilmore Bros. 3; Sears; JCPenney; Jacobson's; Wards; Steketees; Hudson's; Hills.
Variety Stores-G.L. Perry.
Discount Stores-Zayre 2; Thrifty Acres 3; Osco 2; K mart 3; T.J. Maxx.
Chain Drug Stores-Walgreens; Perry 3; Rite Aid.
Chain Supermarkets-IGA 2; Spartan 8; Harding's 38; Meijer's 3; Jewel Food 3; Family Foods 4; Viking Foods.
Other Chain Stores-Fox's; Nobil; L.G. Haig; Firestone; Goodrich; Goodyear; Highland Appliance; Fretter Appliance; Quality Farm & Fleet 2; Toys 'R' Us; Radio Shack 6; Frank's Nursery 2.

14 - NEWSPAPERS: GAZETTE (e) 62,179; (S) 77,520; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: James Pulliam, Dis. Adv. Mgr., GAZETTE, 401 S. Burdick St., Kalamazoo, MI 49003; Tel. (616) 345-3511.
National Representative: Newhouse Newspapers Metro Suburbia.

KINGSFORD
See IRON MOUNTAIN

LANSING

1 - LOCATION: Ingham County (In Lansing-East Lansing MSA), 559 sq. miles, E&P Map C-4. State capital, university center, mfg.; in central Mi; 84 mi. W of Detroit; 37 mi. NW of Jackson; U.S. Hwys. 27, 127, I-69, I-96, I-496; State Hwys. M-43, M-99 & M-143.

2 - TRANSPORTATION: Railroads-C&O; Grand Trunk Western; Conrail.
Motor Freight Carriers-26.
Suburban Bus Lines-Greyhound; Short Way; Indian Trails; North Star.
Airlines-Northwest; Piedmont; American Eagle; ComAir; United Express; Midway.

3 - POPULATION:
Corp. City 80 Cen. 130,414; E&P 88 Est. 122,080
CZ-ABC: (80) 263,601
RTZ-ABC: (80) 175,695
MSA 80 Cen. 417,091; E&P 88 Est. 426,574
County 80 Cen. 272,564; E&P 88 Est. 273,778
City & RTZ-ABC: (80) 446,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 47,742; E&P 88 Est. 47,978
County 80 Cen. 95,179; E&P 88 Est. 95,563
MSA 80 Cen. 143,071; E&P 88 Est. 147,648
CZ-ABC: (80) 92,838
RTZ-ABC: (80) 55,570
City & RTZ-ABC: (80) 148,408

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	17	$2,624,500,000
Savings & Loan	2	$779,634,000

6 - PASSENGER AUTOS: County 170,489

7 - ELECTRIC METERS: Residence 84,126

8 - GAS METERS: Residence 81,118

9 - PRINCIPAL INDUSTRIES: Industry (Metro Area), No. of Wage Earners (Av. Wkly. Wage)-Trans. Equip. 26,500 ($703); Fab. Metals N.A. (N.A.); Non-Elect. Mach. 3,200 (N.A.).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-56; Summer 54-78; Fall 40-60; Winter 19-33. First killing frost, Oct. 10; last killing frost, May 4. Rainfall 30-66 inches.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown Lansing 7 blocks: Michigan 15; S. Cedar 20; W. Saginaw 8; E. Grand River 6; Larch 15; 10 on Grand River, E. Lansing across from Michigan State Univ.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cedar Park Ctr.	10	Kroger, Rite Aid
Haslett Village Sq.	14	Goff
Country Meadows	3	
Frandor(89)	1	Sears, Kroger, Hooks Drugs
Brookfield	7	Country Mkt., Rite Aid
Edgemont Park(12)	3	Schmidt
Colonial Village(15)	2	Rite Aid,Schmidt
Lansing Mall(105)	6	Mont. Ward, JCPenney, Hudson's, Mervyn's
Meridian Mall(115)	6	JCPenney, Hudson's, Serv. Mdse., Mervyn's
W. Saginaw(8)	3	Stabler's, Shop-Rite
Logan Center Sq.(25)	2	Kroger, Hooks Drugs, Witmark, Sears Surplus
Waverly Plz.(11)	2	Kroger, Value City
Delta Ctr.(20)		T.J. Maxx, Serv. Mdse., Kids R Us, A.L. Price
Elmwood Plz.	NA	ACO Hdwe., So Fro

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Most nightly.

13 - RETAIL OUTLETS: Department Stores-Hudson's 2; Jacobson's; JCPenney 2; Sears; Montgomery Ward.
Discount Stores-Meijer's Thrifty Acres 4; K mart 3; Mervyn's 2.
Variety Stores-Woolworth 2; D&C Stores 3.
Chain Drug Stores-Rite Aid 3; Hooks Drugs 2; Revco 2; Thrifty Acres 4; A.L. Price; Perry Drug.
Chain Supermarkets-Goff 3; Kroger 5; Schmidt 6; Food City 4; Shop-Rite 11; Meijer's Thrifty Acres 4; Quality Dairy 27; Thriftway 4.
Other Chain Stores-Ladies' Wear: Brooks, The Gap, Savvy, Women's World, Wilson's Suede, Leather Loft, Jacobson's, Lane Bryant, Town & Country, Casual Corner, Marti Walker, Tempo, Hit or Miss, Tansy, Albert's, Foxmoor, Gantos, Mother to Be, Marianne's, Jean Nicole, Suzys Casuals, The Limited, Paul Harris, Schottenstein's Value City, T.J. Maxx, Lerner, Rowe, Lerner Woman, Limited Express, Seiferts, 16 plus, Winkleman's, Deb Shop, Fashion Bug, Marianne's Dress Barn, Greens, ID; Men's Wear: Edward's, Leather Loft, Wilson's Suede, Silvermans, His Place, J. Riggings, Redwood & Ross, Kuppenheimer's, Holden Reid, Webster, Kositcheks, Chess King, President Tuxedo, Jeans West; Shoes: The Wild Pair, Red Cross, Foot Locker, Shepard's, Thom McAn, Kinney, Barker, Shoeland, Butler, Father & Son, Sibley, Nobil, Maling, Stride-Rite, Cartwright, Naturalizer, Imperial Sports, Famous Footwear, El Bee Shoes, Hush Puppies; Confections: Fanny Farmer, Baskin-Robbins, Russell Stover, Fannie Mae, Sam Pretzels, Cookie Factory, Morrow's Nut House, Orange Julius, Mrs. Fields Cookies, Popcorn Planet, Sbarro, Hotdogs and more, Hobies; Jewelry: Claire's Boutique, Corey's Jewelry Box, Shifrin-Willins, Fox's, J.B. Robinson, Linn & Owen, Zale's, Morgan's, Leroys Jewelers; Auto Supplies: Firestone, General Tires, Goodyear, Goodrich, Capitol Tires, Discount Tires, Giant Discount, Action Automotive, Capital Automotive.

14 - NEWSPAPERS: STATE JOURNAL (m) 67,947; (S) 87,147; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: J.Michael Price, Adv. Dir., STATE JOURNAL, 120 E. Lenawee St., Lansing, MI 48919; Tel. (517) 377-1000.
National Representative: Gannett National Newspaper Sales.

LUDINGTON

1 - LOCATION: Mason County, E&P Map B-3, County Seat. Residential center. On E shore of Lake Michigan at mouth of Pere Marquette River. On U.S. Hwys. 10, 31; State Hwy. M-116; 240 mi. N of Chicago, IL; 110 mi. NW of Grand Rapids; 60 mi. from Muskegon.

2 - TRANSPORTATION: Railroads-C&O.
Ferries-Michigan-Wisconsin Transportation Co.
Motor Freight Carriers-3.
Passenger & Freight Steamship Lines-1.
Intercity Bus Lines-North Star Shortway.
City Bus-Dart.

3 - POPULATION:
Corp. City 80 Cen. 8,937; E&P 88 Est. 8,799
CZ-ABC: (80) 8,937
RTZ-ABC: (80) 31,753
County 80 Cen. 26,477; E&P 88 Est. 26,974
City & RTZ-ABC: (80) 40,690

4 - HOUSEHOLDS:
City 80 Cen. 3,576; E&F 88 Est. 2,843
County 80 Cen. 9,693; E&P 88 Est. 10,176
CZ-ABC: (80) 3,576
RTZ-ABC: (80) 11,417
City & RTZ-ABC: (80) 14,993

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$75,000,000
Savings & Loan	2	$40,927,254

6 - PASSENGER AUTOS: County 14,183

7 - ELECTRIC METERS: Residence 7,384

8 - GAS METERS: Residence 3,027; Commercial 492

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-R.R. & Car Ferries 250; Chem. 250; Vibrator Mach. 350; Light Industry Plants.
Principal Industrial Pay Days-Thur., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 58-85; Fall 30-72; Winter 0-57. First killing frost, Oct. 8; last killing frost, May 10.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown Ludington, 30-35 stores.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Giant Plz.(6)	1	Giantway
Eastgate Plz.(6)	1	Bonser's Eastgate
K mart(7)	1	K mart
Scottville	7	Del Foods

Principal Shopping Days-Tues., Wed., Thur., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety Stores-Ben Franklin 2.
Discount Stores-Giant Way; K mart.
Chain Drug Stores-Rexall; Revco.
Chain Supermarkets-Bonser's; Giantway; Eberhards; Del.
Other Chain Stores-Sears (catalog); Goodyear; Payless Shoes; Little Red Shoe Store; Mole Hole; Mariellen's; Hallmark; Radio Shack; Thompson's; Toggery.

14 - NEWSPAPERS: NEWS (e) 7,386; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Robert E. Natzel, Adv. Mgr., NEWS, 202 N. Rath; PO Box 340, Ludington, MI 49431; Tel. (616) 845-5181.
National Representative: None.

MANISTEE

1 - LOCATION: Manistee County, E&P Map B-3, County Seat. On E shore of Lake Michigan midway between Chicago and Straits of Mackinac (175 mi.) On U.S. Hwy. 31; State Hwys. M-22, M-55 and M-110; 90 mi. N of Muskegon; 122 mi. NW of Grand Rapids.

2 - TRANSPORTATION: **Railroads**-C&O.
Motor Freight Carriers-2.
Intercity Bus Lines-North Star.

3 - POPULATION:
Corp. City 80 Cen. 7,566; E&P 88 Est. 7,083
County 80 Cen. 22,994; E&P 88 Est. 22,715

4 - HOUSEHOLDS:
City 80 Cen. 3,036; E&P 88 Est. 2,037
County 80 Cen. 8,490; E&P 88 Est. 8,772

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	1	$9,803,000
Savings	1	$15,934,000
Savings & Loan	1	$600,000

6 - PASSENGER AUTOS: County 12,732

7 - ELECTRIC METERS: Residence 3,609

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Salt 525 ($205); Garment 500 ($150); Paper 563 ($205); Metal 232 ($205); Boat Mfg. 300 ($200); Chem. 300 ($200).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 40-100; Fall 25-85; Winter 10-50. First killing frost, Oct. 14; last killing frost, May 12.

11 - TAP WATER: Neutral hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on River St.; 2 blocks on Division St.; 2 on

Maple St.; 3 on First St.; 4 on Washington St.

Shopping Centers-K mart, Shoppers Square; Cypress Plaza.

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney.

Discount Stores-K mart; Ben Franklin; Gambles.

Chain Drug Stores-Revco.

Variety Stores-Woolworth.

Chain Supermarkets-Spartan; Plumb's; Big E. Oleson's Farm Market.

Other Chain Stores-Sears (catalog).

14 - NEWSPAPERS: NEWS-ADVOCATE (e) 5,550; sworn Sept. 30, 1987.

Local Contact for Advertising and Merchandising Data: Dennis Marsh, Pub., NEWS-ADVOCATE, 75 Maple St., Manistee, MI 49660, Tel. (616) 723-3593.

National Representative: None.

MARQUETTE

1 - LOCATION: Marquette County, E&P Map B-2. County Seat. Industrial, medical, educational, residential center. On the S shore of Lake Superior. Centrally located in Upper Peninsula of MI. On U.S. Hwy. 41; State Hwys. 28 & 94.

2 - TRANSPORTATION: Railroads-Soo Line; Lake Superior & Ishpeming; Chicago-Northwestern.

Intercity Bus Lines-Greyhound; Marquette Transit Authority.

Airlines-Simmons/American Eagle; Republic Express; Northwest Airlink; Capital City Express.

3 - POPULATION:

Corp. City 80 Cen. 23,288; E&P 88 Est. 19,756

CZ-ABC: (80) 23,288

RTZ-ABC: (80) 52,822

County 80 Cen. 73,875; E&P 88 Est. 73,760

City & RTZ-ABC: (80) 76,110

4 - HOUSEHOLDS:

City 80 Cen. 7,555; E&P 88 Est. 5,843

County 80 Cen. 24,514; E&P 88 Est. 25,054

CZ-ABC: (80) 7,555

RTZ-ABC: (80) 17,673

City & RTZ-ABC: (80) 25,228

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$1,258,266,000
Credit Unions	3	$30,000,000

6 - PASSENGER AUTOS: County 35,331

7 - ELECTRIC METERS: Residence 7,443

8 - GAS METERS: Residence 9,000

9 - PRINCIPAL INDUSTRIES: Iron Ore Mining; Medical; Iron Ore Proc.; Wood Prods.; Lumber; Northern Michigan Univ.; Dairy Prods.; Baked Goods; Military; Olympic Training Center.

10 - CLIMATE: Min. & Max. Temp.-Spring 5-85; Summer 40-98; Fall 10-85; Winter 20-60. First killing frost, Oct. 1-15; last killing frost, June 15.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-4 blocks on Front St.; 3 on Washington St.; Third St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Marquette Mall(41)	2	Woolworth, Super Valu
Westwood Plaza(13)	4	Pranges, K mart

Principal Shopping Days-Tues., Fri.

Stores Open Evenings-Shopping centers every evening to 9 and Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Getz; Prange's; American; Northland.

Variety Stores-Woolworth; Ben Franklin; Merrick's.

Discount Stores-Shopko; K mart.

Chain Supermarkets-Red Owl 2; IGA 7; Super Valu; Northland Foods 5.

14 - NEWSPAPERS: MINING JOURNAL (e) 18,221; Mar. 31, 1988 ABC.

Local Contact for Advertising and Merchandising Data: Willie J. Peterson, Adv. Mgr., MINING JOURNAL, 249 W. Washington, Marquette, MI 49855; Tel. (906) 228-2500.

National Representatives: Landon Associates; Thomson Newspapers.

MARSHALL

1 - LOCATION: Calhoun County (In Battle Creek MSA). E&P Map C-5, County Seat. 11 mi. W of Albion. Intersection of U.S. Hwys. I-94 & I-69.

2 - TRANSPORTATION: Railroads-Conrail.

Intercity Bus Lines-Greyhound; Shortway.

Motor Freight Carriers-6.

3 - POPULATION:

Corp. City 80 Cen. 7,201; E&P 88 Est. 6,732

County/MSA 80 Cen. 141,102; E&P 88 Est. 133,057

4 - HOUSEHOLDS:

City 80 Cen. 2,707; E&P 88 Est. 2,577

County/MSA 80 Cen. 51,123; E&P 88 Est. 53,190

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$1,272,016,149
Savings & Loan	2	$108,880,000

6 - PASSENGER AUTOS: County 81,530

7 - ELECTRIC METERS: Residence 2,900

8 - GAS METERS: Residence 2,575

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Automatic Doors 67; Automotive Insulation 135; Automobile Pumps & Transmissions 907; Refrigerator Display Cases 233; Carton Mfg. 190; Foods 191; Ins. 575; Castings 139; Plumbing Prods. 185; Pre-fab Homes 64; Material Handling Equip. 34; Packaging.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 40-99; Fall 15-75; Winter 0-30. First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Michigan Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Marshall Plz.(7)	NA	K mart
Redfield Plz.(12)	NA	Redfield Appl., Felpaush Mkt.

Principal Shopping Days-Fri.

Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Chain Drug Stores-Rexall.

Chain Supermarkets-Felpausch.

Other Chain Stores-K mart.

14 - NEWSPAPERS: CHRONICLE (m) 2,729; sworn Sept. 30, 1987.

Local Contact for Advertising and Merchandising Data: N. P. Costianes, Adv. Dir., CHRONICLE, 115 S. Grand St., Marshall, MI 49068; Tel. (616) 781-3943.

National Representative: None.

MENOMINEE

1 - LOCATION: Menominee County, E&P Map B-3. On W shore of Green Bay (Upper Peninsula), at mouth of Menominee River, 50 mi. from Escanaba; 57 mi. from Green Bay. On U.S. Hwy. 41; State Hwys. 41, 35, & 64.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern; Chicago, Milwaukee, St. Paul & Pacific.

Motor Freight Carriers-4.

Intercity Bus Lines-Greyhound.

Airlines-Simmons.

3 - POPULATION:

Corp. City 80 Cen. 10,099; E&P 88 Est. 9,807

CZ-ABC: (80) 10,099

RTZ-ABC: (80) 33,846

County 80 Cen. 26,160; E&P 88 Est. 26,556

City & RTZ-ABC: (80) 43,945

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 80 Cen. 5,272; E&P 88 Est. 3,432

County 80 Cen. 9,283; E&P 88 Est. 9,832

CZ-ABC: (80) 3,945

RTZ-ABC: (80) 12,052

City & RTZ-ABC: (80) 15,997

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$52,900,000
Savings & Loan	1	$3,768,000

6 - PASSENGER AUTOS: County 13,613

7 - ELECTRIC METERS: Residence 6,582

8 - GAS METERS: Residence 3,781

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper Prods. 1,230; Lumber Prods. 790; Chem. 565; Furn. 760; Fans, Saws, Elect. Motors 600; Gloves 325; Food 270; Marine 305; Comm. Fish & Sports Nets 60; Cement Prods. & Constr. 260; Non-Elect. Goods 285; Printing 100.

Principal Industrial Pay Days-Wed., Thur., Fri.; 1st & 15th; 10th & 25th.

10 - CLIMATE: First killing frost, Sept. 26; last killing frost, May 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-10th Ave.; M&M Plz.

Neighborhood Shopping Centers-10th St.; 13th St.

Shopping Centers-M&M Plz., K mart, (enclosed Mall-McCrory, Super Valu, Snyder Drug). Pine Tree Mall, U.S. 41, Marinette, includes Prange's, Prange-Way, Sears, JCPenney.

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-All on Fri.; Super Mkts. and Shopping Ctr. 6 nights; 4 Super Mkts. open Sun.

13 - RETAIL OUTLETS: Department Stores-Lauermans; JCPenney; Sears.

Discount Stores-Holiday; K mart.

Variety Stores-McCrory.

Chain Drug Stores-Cross; Lundgren's 2; Rexall 2; Osco; Snyder.

Chain Supermarkets-IGA 8; Super Valu; Red Owl.

14 - NEWSPAPERS: HERALD-LEADER (e) 4,502; Mar. 31, 1988 ABC.

Local Contact for Advertising and Merchandising Data: Jim Hofer, Adv. Mgr., HERALD-LEADER, 1809 Dunlap Ave., Marinette, WI 54143; Tel. (715) 735-6611.

National Representative: Landon Associates.

MIDLAND

1 - LOCATION: Midland County, (In Saginaw-Bay City-Midland MSA), E&P Map C-4, County Seat. E Central part of state. 125 mi. NW of Detroit. U.S. Hwy. 10; State Hwy. 20.

2 - TRANSPORTATION: Railroads-Grand Trunk; C&O (freight only).

Motor Freight Carriers-8.

Intercity Bus Lines-Greyhound; Mercury; Valley Coach.

Airlines-United; Northwest.

3 - POPULATION:

Corp. City 80 Cen. 37,250; E&P 88 Est. 37,335

CZ-ABC: (80) 39,658

RTZ-ABC: (80) 75,789

County 80 Cen. 73,723; E&P 88 Est. 77,190

MSA 80 Cen. 421,039; E&P 88 Est. 410,932

City & RTZ-ABC: (80) 115,447

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 80 Cen. 13,737; E&P 88 Est. 13,329

County 80 Cen. 24,498; E&P 88 Est. 26,818

MSA 80 Cen. 141,962; E&P 88 Est. 145,575

CZ-ABC: (80) 13,835

RTZ-ABC: (80) 24,509

City & RTZ-ABC: (80) 38,344

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$520,000,000
Savings & Loan	2	$130,000,000

6 - PASSENGER AUTOS: County 47,335

7 - ELECTRIC METERS: Residence 28,137

8 - GAS METERS: Residence 18,365

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Chem. 4,400; Salaried 6,000; Silicones 634 hourly and 5,500 full time; Pkg. 110.

Principal Industrial Pay Day-Thur.

10 - CLIMATE: First killing frost, Oct. 7; last killing frost, May 2.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St. and 1 each side of Main.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ashman Circle	1	Knopics Hdwe.
Circle Mall(16)	1	SupeRx
Eastlawn(13)	1	Giant Foods
Stadium Plaza	2	Giant Foods
Giantway Plz.	2	Giant Foods
Midland Plz.(13)	1	K mart, A&P

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-Hansens; JCPenney.

Discount Stores-Clinton Discount; K mart; 3-D.

Variety Stores-Woolworth.

Chain Drug Stores-Hooks Pharmacy; Community 2; Perry; Rite Aid.

Chain Supermarkets-A&P; Giant Super 3; Kroger.

Other Chain Stores-Firestone; Goodyear; Singer Co.; Nobils Shoes; Gittleman's; Jo-Ann Fabrics; Sherwin-Williams; Kid's Port; So Fro Fabrics.

14 - NEWSPAPERS: DAILY NEWS (e) 17,161; Mar. 31, 1988 ABC.

Local Contact for Advertising and Merchandising Data: Jenny Anderson, Adv. Dir., DAILY NEWS, 124 S. McDonald St., Midland, MI 48640; Tel. (517) 835-7171.

National Representatives: Branham/Newspaper Sales; U.S. Suburban Press.

MONROE

1 - LOCATION: Monroe County (In Detroit PMSA). E&P Map D-5, County Seat. Diversified farming. Large manufacturing center of paper, paper products, containers, auto parts, commercial stokers. Southeastern part of state. 40 mi. SW of Detroit; 25 mi. N of Toledo, OH; U.S. Port on Lake Erie. On U.S. Hwy. 24 and State Hwys. 50, 125; Detroit-Toledo Expwy. I-75.

2 - TRANSPORTATION: Railroads-Conrail; Chessie Systems; Norfolk & Western; Ann Arbor; Grand Trunk.

Motor Freight Carriers-8.

Intercity Bus Lines-Greyhound; Short Way; Lake Erie Transportation.

3 - POPULATION:

Corp. City 80 Cen. 23,531; E&P 88 Est. 20,426

CZ-ABC: (80) 30,786

RTZ-ABC: (80) 107,133

PMSA 80 Cen. 4,481,602; E&P 88 Est. 4,272,196

County 80 Cen. 134,801; E&P 88 Est. 133,121

City & RTZ-ABC: (80) 137,919

4 - HOUSEHOLDS:

City 80 Cen. 8,057; E&P 88 Est. 7,179

County 80 Cen. 43,110; E&P 88 Est. 44,598

PMSA 80 Cen. 1,551,942; E&P 88 Est. 1,552,429

CZ-ABC: (80) 10,756

RTZ-ABC: (80) 33,510

City & RTZ-ABC: (80) 44,266

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$919,720,000
Savings & Loan	1	$411,346,000

6 - PASSENGER AUTOS: County 78,554

7 - ELECTRIC METERS: Residence City 8,110

8 - GAS METERS: Residence City 14,618

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage of all manufacturing employees $240)-Automotive & Related 2,580; Glass & Pottery 752; Paper, Plastics & Allied Prods. 2,273; Primary Metal & Scrap 937; Fab. Metal Prods. 459; Trans. 1,200; Mach., Non-Elect. 843; Power Generation & Cable 10,603; Concrete & Stone 355; Wood & Furn. 516.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-89; Summer 51-98; Fall 23-99; Winter 4-68. First killing frost, Sept. 15; last killing frost, May 10.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal shopping Centers-5 blocks on Front St.; 3 on Monroe St.; 1 on Washington.

Neighborhood Shopping Centers-Winchester, 3 blocks; East 2nd, 2; East 1st, 1.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Monroe(25)	3	JCPenney, Woolworth
Foodtown(6)	2	Foodtown, Radio Shack
N. Monroe(2)	2	K mart
Monroe Mall(11)	3	Kash 'n Karry Ace Hardware
S. Monroe(9)	4	Kroger, Perry Drug, ACO Hardware
Frenchtown Sq.(60)	3	Sears, Hills, Elder-Beerman
Manufacturers Market Place(45)	4	Westpoint Pepperell

Principal Shopping Days-Mon., Thur., Fri., Sat.

Stores Open Evenings-Downtown Fri.; Shopping Centers 7 days-7 nights.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Kline's; Elder-Beerman; Hills; Sears.

Variety Stores-Woolworth.

Discount Stores-Kaybee Drug and Cosmetics; K mart; Fisher Big Wheel.

Chain Drug Stores-Arbor; Professional Village 3; Weisel's Rexall; Perry 2; FIP 2; Valu Rite.

Chain Supermarket-Kroger; Bazley's; Food Town 7; Gruber's 2; Spartan 3; Danny's Fine Foods 2; Kash 'n Karry.

Other Chain Stores-Carter Lumber; Wickes Lumber; Firestone; L.C. Haig; Sherwin-Williams; Keidan's; Hadley-Arden; ACO Hardware, ACE Hardware; Radio Shack; Baskin-Robbins; Friendly Ice Cream; New York Carpet; Kinney Shoes; Pic Way Shoes; Jo-Ann Fabrics; Milkin Jewelers; M.A. Mans Lumber; Lane Bryant; Braun's; Osterman Jewelers; LeRoy's Jewelers; Record Den; Waldenbooks; Kay Bee Toys; Sibley's Shoes; Footlocker; Lerners; Fashion Bug; General Nutrition Center; Westpoint Pepperell.

14 - NEWSPAPERS: NEWS (e) 27,308; Mar. 31, 1988 ABC.

Local Contact for Advertising and Marketing Data: George Stoner, Adv. Dir., NEWS, 20-22 W. First St., Monroe, MI 48161; Tel. (313) 242-1100.

National Representative: None.

MOUNT CLEMENS

1 - LOCATION: Macomb County (In Detroit PMSA). E&P Map D-4. County Seat. 12 mi. NE of Detroit on Lake St. Clair. On U.S. Hwys. 94, 696. State Hwys. M-3, M-29, M-53, M-59, M-97, M-102.

2 - TRANSPORTATION: **Railroads**-Grand Trunk, Green Bay, Western.
Bus Lines-Greyhound, Tower Bus, Southeast Michigan Transportation Association.

3 - POPULATION:
Corp. City 80 Cen. 18,806; E&P 88 Est. 18,175
NDM-ABC: (80) 273,047
PMSA 80 Cen. 4,481,602; E&P 88 Est. 4,272,196
County 80 Cen. 695,652; E&P 88 Est. 700,075
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 7,052; E&P 88 Est. 7,164
County 80 Cen. 229,820; E&P 88 Est. 247,127
PMSA 80 Cen. 1,551,942; E&P 88 Est. 1,552,429
NDM-ABC: (80) 91,760

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	19	N.A.
Savings	11	N.A.

6 - PASSENGER AUTOS: County 486,707

7 - ELECTRIC METERS: County 240,000

8 - GAS METERS: County 177,000

9 - PRINCIPAL INDUSTRIES: Pottery, Greenhouses, Metal Prods., Tools & Dies, Auto Plastics, Pleasure Boats, Plastic Signs, Mfg., Automotive Related Fab. Metals, Mach.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Roseville Plz.(24)	NA	Service Mdse., Marshalls, A&P
Shores(14)	NA	Burlington Coat Factory, Great Scott, A.C.O.
Eastland(145)	NA	Hudsons, JCPenney, Main Street
Universal Mall(100)	NA	Mont. Ward, Crowley's, Mervyn's, Woolworth
Oakland Mall(130)	NA	JCPenney, Hudsons, Sears
Regional(32)	NA	Perry, Woolworth, Mont. Ward, Chatham
Lakeside(175)	NA	J.L. Hudson, Sears, JCPenney, Crowley's, Lord & Taylor
Macomb(83)	NA	Sears, Crowley's, Main Street
Clinton Vly.(26)	NA	Marshalls, Service Mdse.

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Mon., Fri., every night in shopping centers.

13 - RETAIL OUTLETS: **Department Stores**-Crowley's; JCPenney; Sears; Montgomery Ward; J.L. Hudson; Lord & Taylor; Marshalls; Main Street; Mervyn's; T.J. Maxx.
Discount Stores-K mart; Target; Meijer; Thrifty Acres.
Variety Stores-Woolworth.
Chain Drug Stores-Perry; Revco; Hook's; Arbor; M&R Drugs; A.L. Price; Sav-Mor.
Chain Supermarkets-A&P; Chatham; Farmer Jack; Great Scott; Kroger; Valu Land; IGA.

14 - NEWSPAPERS: MACOMB DAILY (e) 50,444; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Gerald A. Bloch, Ret. Adv. Mgr., MACOMB DAILY, 67 Cass Ave.; PO Box 707, Mt. Clemens, MI 48043; Tel. (313) 469-4510.
National Representatives: Landon Associates; U.S. Suburban Press.

MOUNT PLEASANT-ALMA

1 - LOCATION: Mount Pleasant in Isabella County, Alma in Gratiot County, E&P Map C-4, County Seat. Central part of state. On U.S. Hwy. 27; State Hwy. M-20; 70 mi. N of Lansing.

2 - TRANSPORTATION: **Railroads**-Ann Arbor; Pere Marquette Div. of C&O; Grand Trunk; Michigan Northern.
Motor Freight Carriers-3.
Intercity Bus Lines-Mercury; Michigan Trailways.
Airline-Charter only.

3 - POPULATION:
Corp. Cities 80 Cen. 33,398; E&P 88 Est. 30,959
  Mount Pleasant 80 Cen. 23,746; E&P 88 Est. 22,082
  Alma 80 Cen. 9,652; E&P 88 Est. 8,877
Counties 80 Cen. 94,504; E&P 88 Est. 99,014
  Isabella 80 Cen. 54,072; E&P 88 Est. 59,152
  Gratiot 80 Cen. 40,432; E&P 88 Est. 39,862
NDM-ABC: (80) 69,487
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Cities 80 Cen. 9,235; E&P 88 Est. 8,283
  Mount Pleasant 80 Cen. 6,145; E&P 88 Est. 5,400
  Alma 80 Cen. 3,090; E&P 88 Est. 2,883
Counties 80 Cen. 29,363; E&P 88 Est. 31,034
  Isabella 80 Cen. 16,044; E&P 88 Est. 17,537
  Gratiot 80 Cen. 13,319; E&P 88 Est. 13,497
NDM-ABC: (80) 21,187

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$700,000,000
Savings & Loan	2	N.A.
Credit Unions	4	N.A.

6 - PASSENGER AUTOS: Counties: Isabella 23,807; Gratiot 21,239

7 - ELECTRIC METERS: Residence Mt. Pleasant 4,734; Alma 3,820

8 - GAS METERS: Residence Mt. Pleasant 5,007; Alma N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil & Gas Explor., Prods. & Rel. Servs. 7,000; Restaurant Equip. 700; Wood Harvesting Equip. 350; Central Michigan Univ. 2,000; Plastics 150; Automotive Parts 1,200; Tool & Die 275; Agric. N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-60; Summer 37-92; Fall -11-85; Winter -17-60.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Mt. Pleasant Shpg. Ctr.; Stadium Mall; Westown Shpg. Ctr.; 501 Plaza.
Principal Shopping Days-Wed., Fri.
Stores Open Evenings-Mon. through Fri. in shopping centers; downtown, Fri.
Stores Open Sundays-Food, drug, discount & dept.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears (catalog); Spurgeons.
Discount Stores-Giantway; K mart; TG&Y; Arthur's Catalog Showroom.
Variety Stores-D&C.
Chain Drug Stores-Downtown, SupeRx, Post, Perry; Spencers.
Chain Supermarkets-Giant 3; Ric's; Kroger; IGA 9; Farmer Jack's; D&M.
Other Chain Stores-Evenknit Hosiery; Western Auto; Ace Hdwe.; 7-Eleven; True Value; Radio Shack; Lloyds Shoes; Nobil Shoes; Little Red Shoe House; Payless Shoes; Fox's Jewelry; Gittleman's; Erb Lumber; Midas Muffler; Sagebrush; Shoe Horn.

14 - NEWSPAPERS: SUN (m) 10,807; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Nan P. Bartlett, Mktg. Dir., SUN, 215 N. Main St.; PO Box 447, Mt. Pleasant, MI 48858; Tel. (517) 772-2971.
National Representative: Landon Associates.

MUSKEGON

1 - LOCATION: Muskegon County, (In Muskegon MSA), E&P Map B-4, County Seat. Industrial, wholesale and shipping center for W Michigan. On I-96; U.S. Hwy. 31 and State Hwys. 46, 120; 190 mi. NW of Detroit; 77 mi. E of Milwaukee; 112 mi. NE of Chicago; 38 mi. NW of Grand Rapids.

2 - TRANSPORTATION: **Railroads**-Conrail; C&O; Grand Trunk Western.
Motor Freight Carriers-8.
Steamship Lines-4 Foreign Freight.
Intercity Bus Lines-Greyhound; North Star.
Airlines-American Eagle; Republic Express; Northwest Airlink; Simmons.

3 - POPULATION:
Corp. City 80 Cen. 40,823; E&P 88 Est. 40,608
CZ-ABC: (80) 96,383
RTZ-ABC: (80) 124,058
County/MSA 80 Cen. 157,433; E&P 88 Est. 154,649
City & RTZ-ABC: (80) 220,441
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,241; E&P 88 Est. 15,815
County/MSA 80 Cen. 54,526; E&P 88 Est. 57,748
CZ-ABC: (80) 34,913
RTZ-ABC: (80) 41,354
City & RTZ-ABC: (80) 76,267

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	4	$708,943,000
Savings & Loan	3	$494,330,000

6 - PASSENGER AUTOS: County 91,931

7 - ELECTRIC METERS: Residence Co. 55,400

8 - GAS METERS: Residence Co. 48,116

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total Mfg. 18,900 ($472); Non-Elect. Mach. 6,800 ($455); Primary Metals 2,900 ($411); Fabricated Metals 1,200 ($429).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-64; Summer 55-85; Fall 33-46; Winter 19-33. First killing frost, Oct. 16; last killing frost, May 1.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Downtown, Muskegon Mall.
Neighborhood Shopping Centers-Henry Street, Norton Shores; Broadway and Peck St., Muskegon Heights; Ruddiman and Center Sts., N. Muskegon; Lake Shore Drive Lakeside; Apple Ave. & U.S. 31.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Glenside	4	Plumb's
Beltline Plaza	3	Plumb's
West Vlg.	3	Witmark
Thrifty Acres	4	Thrifty Acres
Family Foods	3	Walgreens
K mart Plaza	4	K mart
Park Row	4	JCPenney
Outlets, Etc.(28)	2	

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Shopping centers every evening to 9.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Hardy-Herpolsheimers (Allied); JCPenney; Steketee's.
Discount Stores-Meijer's Thrifty Acres; K mart 2; Outlets, Etc.
Chain Drug Stores-Revco 2; Walgreens 2; SupeRx.
Chain Supermarkets-Plumb 6; Meijer's; Eberhard's 6; Family Foods; Gov's 2; 7-Eleven 2; Convenient Food Mart 3; Thriftway 14; IGA 4; DTW Food.
Other Chain Stores-Sherwin-Williams; Kindy; House of Vision; Zale's Jewelry; Radio Shack; Pic-Way; Midas Muffler; Firestone; Goodyear 2; Montgomery Ward; S&H Green Stamps; Jo-Ann Fabric Shops; Nobil Shoes; Lerner's; Ganto's; M.C. Sport Goods; Tuffy Muffler; Ziebart.

14 - NEWSPAPERS: CHRONICLE (e) 47,199; (S) 51,557; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: David Kennedy, Asst. Adv. Dir., CHRONICLE, 981 Third St., Muskegon, MI 49443; Tel. (616) 722-3161.
National Representative: Newhouse Newspapers Metro Suburbia.

NILES

1 - LOCATION: Berrien County (In Benton Harbor MSA). E&P Map B-5. 6 mi. N of MI-IN state line. Miscellaneous manufacturing. On U.S. Hwys. 31, 33, and 12; State Hwys. 51, 60 and 140.

2 - TRANSPORTATION: **Railroads**-Amtrak; Conrail; Big Four.
Motor Freight Carriers-13.
Airlines-Republic; United; Air Wisconsin (at South Bend, IN Airport); Britt.
Intercity Bus Lines-Greyhound; Indian Trails; Northern Indiana Transit.
Local Bus Service-Dial-A-Ride.

3 - POPULATION:
Corp. City 80 Cen. 13,115; E&P 88 Est. 11,4 4
County/MSA 80 Cen. 170,748; E&P 88 Est. 158,683

4 - HOUSEHOLDS:
City 80 Cen. 5,522; E&P 88 Est. 4,397
County/MSA 80 Cen. 60,276; E&P 88 Est. 63,598

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	4	$433,500,000
Savings & Loan	1	$600,500,000

6 - PASSENGER AUTOS: County 96,646

7 - ELECTRIC METERS: City Residence 5,746

8 - GAS METERS: City Residence 5,410

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Sewing Patterns 644; Wire Mfg. 650; Store Fronts 650; Store Fixt. 650; Air Moving Equip. 200; Paper Mfg. 175; Elect. Prod. 200; Food Proc. 301; Truck Axles & Heavy Equip. (6 mi. distant) 6,623; Automotive Urethane Steering Wheels 140.
Principal Pay Days-Fri., 5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-80; Summer 56-92; Fall 33-51; Winter 15-33. First killing frost, Oct. 4; last killing frost, May 10.

11 - TAP WATER: Neutral, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-16 blocks on 5 streets.
Neighborhood Shopping Centers-Main & Oak, 17th & Oak; Eastgate; Oak and 21st; Brandywine and Belle Plaza; Belle Rd. & U.S. 31.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Eastgate(30)	3	JCPenney, DeMonds Foods, G.L. Perry Disc., Perry Drugs

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon.-Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety Stores-G.L. Perry, Perry Drug.
Discount Stores-Wonderland, Clinton Drug; K mart.
Chain Supermarkets-West Side Super; Westside Open Pantry; Tony's; Peel's; Save Mart; Shelton's; DeMond's SuperValu; Eagles.
Other Chain Stores-Western Auto Tire; Sherwin-Williams; Falveys; Majerek's; D&D Tire; Hook's Drugs; Guarantee Auto; Radio Shack; CVS; Thornburgs Drugs; Pic Way Shoes; Nu Vision; Coast-to-Coast Hdwe.; Sycamore.

14 - NEWSPAPERS: STAR (m) 4,703; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Polli M. Smith, Adv. Mgr., STAR, 217 N. Fourth St., Niles, MI 49120; Tel. (616) 683-2100.
National Representative: None.

OWOSSO

1 - LOCATION: Shiawassee County, E&P Map C-4. Centrally located, 85 mi. from Detroit, 80 mi. from Grand Rapids. On State Hwys. M-21, M-52 and M-71.

2 - TRANSPORTATION: **Railroads**-Grand Trunk.
Motor Freight Carriers-5.
Intercity Bus Lines-Indian Trail.

3 - POPULATION:
Corp. City 80 Cen. 16,455; E&P 88 Est. 14,812
County 80 Cen. 71,150; E&P 88 Est. 69,504

4 - HOUSEHOLDS:
City 80 Cen. 6,382; E&P 88 Est. 5,690
County 80 Cen. 23,359; E&P 88 Est. 23,734

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Comm.	3	$453,709,383
Savings & Loan	2	$242,000,000

6 - PASSENGER AUTOS: County 40,083

7 - ELECTRIC METERS: City 7,500; County 27,651

8 - GAS METERS: City 6,440; County 15,981

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Motors & Generators 935; Batteries 435; Motor Vehicle Parts 685; Plastic Prods. 970; Abrasive Prods. 82; Blowers & Fans 122; Mach. 305; Corrugated Boxes 156; Furn. 135; Clay Prods. 113; Screw Machine Prods. 143; Metal Prods. Concrete Prods. 242; Truck/Bus Rebuilders 100; Baker College-750 Students; Auto Floor Coverings 100.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-65; Summer 62-90; Fall 41-61; Winter 0-30. First killing frost, Nov. 6; last killing frost, May 15.

11 - TAP WATER: Lime-soda softening, fluoridated 1 ppm.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main St.; 5 blocks on Washington St.; 3 blocks on Exchange St.
Neighborhood Shopping Centers-6 other Shopping Centers: 1400 N. M-52; 200 to 1100 W. Main St., at E. Limits of City; Corunna Ave.; Monroe Plaza; State Rd. and M-21; South M-52.
Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-W.C. Wiechman Co.; JCPenney; Sears (catalog).
Discount Stores-K mart; 3-D; Fisher's Big Wheel; Fairway Discount; Price Rite.
Variety Stores-G.C. Murphy.
Chain Drug Stores-Plaza 2; Perry; Sobak's Pharmacy 2.
Chain Supermarkets-Hamady; Kessel; Brady's-Bannan's Foodlands; IGA; VG's.
Other Chain Stores-Walter's Shoes; Firestone; Wickes Lumber; Quality Fleet; TSC Store; True Value Hardware; Norm Henry Fine Shoes; Gittle-

man's. Fashion Bug. Valley Lumber Co.; Pine Cashway, Tri State Furn.; Auto Works; Action Auto; Car Quest. Tire Factory. ACO Hdwe.; Fashion Crossroads; Maurice's; Sagebrush Tansy; Goodyear Dealer

14 - NEWSPAPERS: ARGUS-PRESS (e) 13,988; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Geo. T. Campbell, Natl. Adv. Mgr., ARGUS-PRESS, 201 E. Exchange St., Owosso, MI 48867; Tel. (517) 725-5136.
National Representative: None.

PETOSKEY

1 - LOCATION: Emmet County. E&P Map C-2. County Seat. Winter and summer vacation resort. In Little Traverse Bay, N end of Lake Michigan, 200 mi. N of Grand Rapids and 28 mi. S of the Straits of Mackinac. On U.S. Hwys. 31 & 131, State Hwys. M-119 & M-68.

2 - TRANSPORTATION: **Motor Freight Carriers**-Parker; Central Transport.
Intercity Bus Lines-North Star, Wolverine Stages; Delta.
Airlines-American Eagle; Republic Express; Simmons.

3 - POPULATION:
Corp. City 80 Cen. 6,097; E&P 88 Est. 6,051
NDM-ABC: (80) 42,899
County 80 Cen. 23,023; E&P 88 Est. 24,176
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 2,355; E&P 88 Est. 1,728
County 80 Cen. 8,107; E&P 88 Est. 8,866
NDM-ABC: (80) 15,163

5 - BANKS	NUMBER	DEPOSITS
Savings	6	$396,300,000
Savings & Loan	2	$14,600,000

6 - PASSENGER AUTOS: County 15,373

7 - ELECTRIC METERS: Residence 2,580

8 - GAS METERS: Residence 4,400

9 - PRINCIPAL INDUSTRIES: Cement (Boatloads), Chrome Plating Wire Prods.; Screws & Bolts; Elect. Car Switches; Plastic Bags; Guidance Systems; Aluminum Castings; Maple Hardwood Prods.; Wood Prods.; Concrete Blocks; Street Light Globes; Auto Parts; Conveyor Belts; Resort (Golf & Downhill Skiing) Complexes; Pottery; Wooden Shipping Skids; Automated Institution Equip.; Cross Country Skiing; Conventions.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-65; Summer 40-90; Fall 30-75; Winter 10-60.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Charlevoix(20)	18	Oleson's.
Captain's Corners	20	Glen's
Crago Plaza(7)	1	Oleson's
Giant Plaza(8)	2	Giantway Family Ctr.
K mart Plaza(8)	1	IGA, K mart, Revco
Glen's Plz.(3)	17	Glen's
Harbor Plz.(5)	7	McRae-Simmons

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Gittleman's; Sears; Country Casuals; The Clothes Post; Maurices.
Variety Stores-Woolworth; McCrory; Ben Franklin.
Discount Stores-Holiday; Giantway; K mart.
Chain Drug Stores-Revco; Rite Aid.
Chain Supermarkets-IGA; Oleson's; Giant; Glen's.
Other Chain Stores-Horizon Book Stores; Wicke's; The Clothes Tree; Gately's House Furnishings; Sherwin-Williams; Radio Shack; JoAnn Fabrics; Pappagallo; Midas Muffler; Northern Auto Parts; Nu Vision Optical; Payless Shoes; Comfort Center; Symon's General Stores; Russell's Shoes; The Bahnhof Shops; Mettler's by the Bay; Fotchman Motor Company; CJ's Warehouse; Kilwins Candy Kitchens; Meyer Hdwe.; Little Red Shoe House; Parts Plus Automotive; Golden Shoes; LaShack; Gattles' Linens; Richard Hanten for Children; Benneton; Hilda of Iceland; Mole Hole.

14 - NEWSPAPERS: NEWS-REVIEW (e-mon to fri) 10,653; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: John Dallos, Adv. Mgr., NEWS-REVIEW, 319 State St., Petoskey, MI 49770; Tel. (616) 347-2544.
National Representative: American Newspaper Representatives.

PONTIAC

1 - LOCATION: Oakland County (In Detroit PMSA). E&P Map D-4. County seat and principal buying center of Oakland and parts of adjoining counties. Wholesale center, in SE Michigan. In center of the nations leading market for automated manufacturing technology, services and major automotive manufacturing area of MI, 26 mi. NW of Detroit on U.S. Hwys. 10, 24, I-75.

2 - TRANSPORTATION: **Railroads**-Grand Trunk Western.
Motor Freight Carriers-27.
Intercity Bus Lines-SEMTA, Greyhound.
Airlines-Charter only.

3 - POPULATION:
Corp. City 80 Cen. 76,715; E&P 88 Est. 69,048
NDM-ABC: (80) 467,285
PMSA 80 Cen. 4,481,602; E&P 88 Est. 4,272,196
County 80 Cen. 1,012,569; E&P 88 Est. 1,066,237
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 30,928; E&P 88 Est. 24,756
County 80 Cen. 355,187; E&P 88 Est. 398,532
PMSA 80 Cen. 1,551,942; E&P 88 Est. 1,552,429
NDM-ABC: (80) 155,055

5 - BANKS	NUMBER	DEPOSITS
Oakland County	31	$8,672,975,000
Commercial	262	N.A.

6 - PASSENGER AUTOS: County 714,912

7 - ELECTRIC METERS: Residence City 25,950

8 - GAS METERS: Residence City 18,953

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Automotive Mfg. and Trans. Equip. 102,000; Servs. 166,000; Trade 149,000.
Principal Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-90; Summer 47-96; Fall 16-90; Winter 0-50. First killing frost, Oct. 15; last killing frost, May 6.

11 - TAP WATER: Medium-hard.

12 - RETAILING: **Principal Shopping Centers in Oakland County**-Summit Place-Open 12-5 Sun.; Tel-12 Mall Open 12-5 Sun.; Northland Mall-Open 12-5 Sun.; Somerset Mall-Open 12-5 Sun.; Oakland Mall-Open 12-5 Sun.; Orchard Mall-Open 12-5 Sun.; Meadowbrook Mall-Open 12-5 Sun.; Twelve Oaks Mall-Open 12-5 Sun.; Lakeside Mall-Open 12-5 Sun. Most open weekdays 10-9.
Neighborhood Shopping Centers-8 blocks on N. Perry St.; 5 on W. Huron St.; 2 on Orchard Lake Rd.; 3 on Auburn Ave.; 6 on Oakland Ave.; 3 blocks on Telegraph at Huron; 10 acres on Elizabeth Lake Rd.; 6 on Union Lake Rd.; 14 acres on S. Telegraph Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bloomfield Town Square(52)	2	Shop-Rite, Leeds, Lion Store
Campus Corners(16)	9	Kroger, Radio Shack, Drug Mart
Draytor Plains(12)	7	K mart
Glenwood Plz.(18)	1	K mart, Farmer Jack, Kay Furn.
Great Oaks(20)	8	Jacobson's
Harvard Plaza(13)	7	Kroger, Perry Drug, Hallmark
Lakeside Mall(180)	15	Hudson's, Sears, Lord & Taylor JC Penney
Meadowbrook Mall(44)	6	Frank's Nursery, Osmun's
Northland Ctr.(170)	15	Hudson, JC Penney
North Hill Plaza(8)	10	Chatham
Oakland Pointe(50)	2	Toys R Us, Kids R Us, Mervyn's
Novi Town Ctr.(45)	14	Mervyn's, TJ Maxx, Childrens Palace
Oakland Mall(133)	14	Hudson's, Sears, JCPenney
Old Orchard(19)	8	Farmer Jack
Orchard Mall(39)	8	Shopping Ctr. Mkt.
Pine Lake(32)	5	Kroger
Rochester Hills Plaza(15)	9	Great Scott, Perry
Somerset Fashion Mall(50)	8	Saks 5th Ave., Bonwit-Teller
Summit Place(65)	2	Hudson's, Sears, Mont. Ward, JC Pennney
Tel-Huron(23)	1	Concord Drugs
Tel-Twelve(70)	10	Mont. Ward, Osmun's, K mart, Crowley's
Twelve Oaks(180)	14	Lord & Taylor, Sears, JCPenney, Hudson's
Univ. Sq.(30)	6	ACO, IGA-Shop Rite, Arbor Drugs
Waterford Plz.(14)	7	A.C.O. Hardware
Waterfall Plaza(25)	7	La Treille's, Waterfall Jewelers
West Oaks(14)	14	K mart, Service Mdse., Kroger
Winchester Mall(37)	10	Foland's, K mart, Marshalls, Farmer Jack

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Mon., Thur., Fri.; Shopping Center, 6 nights; Sun. 12-5pm.

13 - RETAIL OUTLETS: **Department Stores in Oakland County**-Sears 3; JCPenney 5; Montgomery Ward 2; Hudson's 4; Crowley's 3; The Lion Store; Jacobson 2; Marshalls; Lord & Taylor.
Variety Stores-S.S. Kresge 4; D&C Stores 2.
Discount Stores-K mart 14.
Chain Drug Stores-Thrifty 2, Perry 38, Revco 5; Arbor 22.
Chain Supermarkets-A&P 16; Great Scott 6; Meijers 3; Kroger 9; Farmer Jack 20; Foodtown 4.
Other Chain Stores-Shoes: Thom McAn, Kinney, Baker's, Sibley's, Father & Son, A.S. Beck, Burt's Shoes, Picway; Men's Wear: Osmun's; Women's Wear: Albert's, United Shirt, The Barn, Marianne Shop, Lane Bryant, Jacobson's, The Fashion Bug, Hadley's, R & M, Winkleman's; Candies: Sanders, Ross' Candies, Truan, Sidney Bogg; Rubber Products: Goodrich, Goodyear, Firestone, Michelin, Dayton Tire, Uni-Royal; Jewelry: Zale's, Shifrin; Misc.: Sherwin-Williams, Singer Co., Highland Appliance, Fretter Appliance, Service Merchandise, Toys 'R Us, ACO Hardware, ABC Whse., Danny Pans, ACE Hardware, So-Fro Fabrics, Minnesota Fabrics; Furniture: Art Van, Thomas, Kay, Englander Triangle; Carpet: Beckwith, Karen's, New York Carpet World.

14 - NEWSPAPERS: OAKLAND PRESS (e-mon to fri) 73,550; (m-sat) 72,676; (S) 81,315; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Al Derusha, Adv. Mgr., OAKLAND PRESS, H8W. Huron St.; P.O. Box 9, Pontiac, MI 48058; Tel. (313) 332-8181.
National Representative: Sawyer-Ferguson-Walker.

PORT HURON

1 - LOCATION: St. Clair County (In Detroit PMSA). E&P Map D-4. County Seat. Industrial, agricultural center and vacation resort. On Lake Huron and St. Clair River; 57 mi. from Detroit. On main highway Chicago to Niagara Falls and the East Coast. Hwys. M-25, I-94, I-69 West.

2 - TRANSPORTATION: **Railroads**-Amtrak to Chicago; Toronto, Chesapeake & Ohio, Port Huron-Detroit.
Intercity Bus Line-Great Lakes Greyhound.
Motor Freight Carriers-12.

3 - POPULATION:
Corp. City 80 Cen. 33,981; E&P 88 Est. 33,368
CZ-ABC: (80) 75,398
Bal. in NDM-ABC: (80) 104,193
PMSA 80 Cen. 4,481,602; E&P 88 Est. 4,272,196
County 80 Cen. 138,839; E&P 88 Est. 140,932
Total NDM-ABC: (80) 179,591

4 - HOUSEHOLDS:
City 80 Cen. 12,782; E&P 88 Est. 12,458
County 80 Cen. 47,308; E&P 88 Est. 49,913
PMSA 80 Cen. 1,551,942; E&P 88 Est. 1,552,429
CZ-ABC: (80) 26,657
Bal. in NDM-ABC: (80) 34,610
Total NDM-ABC: (80) 61,267

5 - BANKS	NUMBER	DEPOSITS
Commercial	1	$76,000,000
Savings	3	$1,700,000,000
Savings & Loan	2	$77,000,000

6 - PASSENGER AUTOS: County 86,547

7 - ELECTRIC METERS: Residence 44,800

8 - GAS METERS: Residence 11,150

9 - PRINCIPAL INDUSTRIES: Auto Parts; Paper; Brass; Paints; Die Casting; Salt; Elect. Prods.; Adhesives; Trailers; Steel Fab.; R.R. Car Bldg.; R.R. Repair Shops; Industrial Tapes; Colloidal Graphite; Boat Tops; Coffee; Chicory; Rubber Prods.; Cement; Boats; Food Proc.; Fish Poles & Reels; Plastic Prods.; Electric Power Plants; Bean Elevator & Proc.; Lumbering; Seaport for Foreign Shipping; Electric Recording Instruments; Iron Foundries; Mach. & Tools; Metal Auto Trimming; Marine and Industrial Engines; Pre-Cast Concrete; Battery Mfg. Equip.; Cutting Tools; Farm Mach.; Automatic Screw Machines. Industrial Emp.-18,500.

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(Circle No. 18 on Market Request Card)

Principal Industrial Pay Days-N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Hard; source is St. Clair River; municipal ownership.

12 - RETAILING: **Principal Shopping Center**-8 blocks of Downtown Port Huron on Huron and Military Streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
St. Clair Sq.	12	Kroger, Thompson's
Colonial(22)	3	Marengo Appl., A&P, Ben Franklin
Village Green	5	Ben Franklin, Revco
Court of Flags	4	True Value Hdwe.

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.

Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-J.B. Sperry; JCPenney; Sears.
Variety Stores-Ben Franklin 2.
Discount Stores-K mart 2; CVS; 3-D.
Chain Drug Stores-Revco 2; SupeRx 2; Farmer Jack's; K mart 2.
Chain Supermarkets-A&P 4; Kroger 2; IGA 3; Spartan 3; Farmer Jack.
Other Chain Stores-Marx; Fox; Sherwin-Williams; Ace Hdwe.; Pic-Way Shoes; Wickes Lumber; Carter Lumber; Aco Hardware; Perry Auto; TSC Store; Kinney Shoes.

14 - NEWSPAPERS: TIMES HERALD (e) 28,265; (S) 33,446; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Robert Sweet, Adv. Dir., TIMES HERALD, 911 Military St., Port Huron, MI 48060; Tel. (313) 985-7171.
National Representative: Gannett National Newspaper Sales.

ROYAL OAK

1 - LOCATION: Oakland County (In Detroit PMSA) E&P Map D-4. Residential center. Miscellaneous light manufacturing area. 10 mi. NW of Detroit on U.S. Hwy. 10 and State Hwy. 150.

2 - TRANSPORTATION: **Railroads**-Grand Trunk.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Great Lakes Tower; Deluxe Motor Stages; Indian Trails; National Trails.
Airlines-American; Delta; Eastern; Mohawk; Northwest; TWA; United; Republic; Pan Am; Northwest; USAir; Midway Metrolink; New York Air; Ozark; Simmons; Scandinavian; Southwest; World Airways; Wright.

3 - POPULATION:
Corp. City 80 Cen. 70,893; E&P 88 Est. 65,192
CZ-ABC: (80) 228,840
RTZ-ABC: (80) 164,691
County 80 Cen. 1,012,569; E&P 88 Est. 1,066,237
PMSA 80 Cen. 4,481,602; E&P 88 Est. 4,272,196
City & RTZ-ABC: (80) 393,531
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 30,944; E&P 88 Est. 26,242
County 80 Cen. 355,187; E&P 88 Est. 398,532
PMSA 80 Cen. 1,551,942; E&P 88 Est. 1,552,429
CZ-ABC: (80) 84,936
RTZ-ABC: (80) 60,846
City & RTZ-ABC: (80) 145,782

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	31 Br.	$967,561,345
Savings	74 Br.	$1,605,872,554

6 - PASSENGER AUTOS: County 714,912

7 - ELECTRIC METERS: Residence 28,496

8 - GAS METERS: Residence 21,726

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Tools 950 ($425); Auto Prods. 1,100 ($455); Stamping 480 ($340); Millwork 800 ($340).

10 - CLIMATE: Min. & Max. Temp.-Spring 18-86; Summer 46-95; Fall 16-89; Winter -3-63; First killing frost, Oct. 9; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-One mi. on Main St., Half mi. on Washington; 4 blocks on 4th St.; Woodward at 13 Mile Rd. (26 stores).
Neighborhood Shopping Centers-Ferndale; 4 blocks on 9 Mile Road; 4 on Woodward Ave., Hazel Park; 5 on John R. Clawson; 4 on Main and 14 Mile Road, Berkley; 4 on 12 Mile Road, Troy; Somerset Mall; 1 on Rochester Road, Southfield; J.L. Hudson.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northland(168)	4	J.L. Hudson, JCPenney
Northwood	2	JCPenney, Kroger
Clawson	3	A&P
Universal(68)	4	Mont. Ward, Crowley's
Oakland Mall(130)	5	J.L. Hudson, Sears, JCPenney
Southfield Plz.(13)	4	Marshall's, Farmer Jack
Tel-Twelve(57)	6	Mont. Ward, K mart, Crowley's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept. Stores-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Montgomery Ward; J. L. Hudson; Sears; Bonwit Teller; Saks 5th Ave.; Crowley's.
Variety Stores-Woolworth 3.
Discount Stores-Meijer; K mart.
Chain Drug Stores-Perry 10; Arbor 3; Revco; Sav-On; Sentry; Romeyn.
Chain Supermarkets-A&P 5; Foodland 3; Kroger 5; Hollywood 3; Farmer Jack; Meijer 3; Oakridge 4.
Other Chain Stores-Men's Clothing: Van Horns, Osmuns, John Kent, Brooks Brothers, The Bottom Half, Jos. A. Banks Clothiers, Antons, American Eagle Outfitters, The King Size Co., The Gap, Kosins, Kuppenheimer Direct, Pendleton Sportswear, Nawrot Inc., Silverman's, Sims, United Shirt; Women's Apparel: Winkleman's, Alberts, Alcove, Jos. A. Banks Clothiers, Coats Unlimited, Dress Barn, Fashion Conspiracy, Ganio's, Gucci Shops Inc., Hadley Arden, Hit or Miss, Kay Baum, Lane Bryant, The Limited Express, Marianne, Merry Go Round, P.S. Shandell, Sizes Unlimited, Patti Smith, T.J. Maxx, Tansy, Women's World; Shoes: Alfano's Stride Rite Bootery, Allen-Edmonds, Baker's, Bally of Switzerland, Buster Brown, Chandler's, Sherman's, Eastown's Tall & Wide, Famous Footwear, Fanfare, Father & Son, Fayva, Flagg Bros., Florsheim, Foot Locker, Greg, Gucci Shops, Gussini, Hack Shoe Co., Hanover, Johnston & Murphy, Joyce Selby, Kinney, Knapp Shoes, MC Sporting Goods, McBrydes, Mr. Alan's, Ms Sibley, Naturalizer, Nunn-Bush, The Pappagallo Shop, Philip Layne, Phillips, Pic Way, Red Cross, Red Wing, Redden & Rawlinson, Roby's, Roots Natural Footwear, Sandilar, Scholl, Sheldon, Shoe Town, Sibley's, Stride Rite, Thom McAn, Van Dykes, Wild Pair; Furniture: Art Van, Bed 'n' Bunk Sleep Shoppe, Corey Dinette, Dobbs, Domicile, Englanders, Ethan Allen, Furniture Wholesale Dist. of Michigan, Gardener White, Gorman's Gallery, House of Denmark, La-Z-Boy Showcase Shoppes, Lasky, Metal Masters, RJ Leeds, Roche Bubois, Scandinavian Design, Tri-State.

14 - NEWSPAPERS: TRIBUNE (e) 39,009; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Studer, Mktg. Dir., TRIBUNE, 210 E. Third St., Royal Oak, MI 48068; Tel. (313) 541-3000.

National Representatives: Landon Associates; U.S. Suburban Press.

SAGINAW

1 - LOCATION: Saginaw County (Saginaw-Bay City-Midland MSA). E&P Map C-4. On Saginaw River, 93 mi. NW of Detroit; 15 mi. S of Saginaw Bay on Lake Huron. On U.S. Hwys. 10, 23, I-75; State Hwys. 13, 46, 47, 81, 84.

2 - TRANSPORTATION: **Railroads**-C&O; Grand Trunk and Conrail Carloading.
Motor Freight Carriers-21.
Intercity Bus Lines-Greyhound; Indian Trails; Saginaw Transit System (local).
Airlines-United; Republic; Simmons.

3 - POPULATION:
Corp. City 80 Cen. 77,508; E&P 88 Est. 66,544
CZ-ABC: (80) 155,975
Bal. in NDM-ABC: (80) 72,084
County 80 Cen. 227,900; E&P 88 Est. 216,105
MSA 80 Cen. 421,039; E&P 88 Est. 410,332
Total NDM-ABC: (80) 228,059
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 27,369; E&P 88 Est. 24,436
County 80 Cen. 76,116; E&P 88 Est. 75,745
MSA 80 Cen. 141,962; E&P 88 Est. 145,575
CZ-ABC: (80) 53,877
Bal. in NDM-ABC: (80) 22,239
Total NDM-ABC: (80) 76,116

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$421,777,000
Savings & Loan	3	$297,134,000

6 - PASSENGER AUTOS: County 131,302

7 - ELECTRIC METERS: Residence 26,252

8 - GAS METERS: Residence 24,364

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 23,700 ($517); Metal 5,900 ($386); Non Elect. 2,800 ($415); Trans. Equip. 11,400 ($559); Food 1,500; Ret. 16,000; Constr. 2,200; Whol. 2,400; Servs. 15,200.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-82; Summer 47-103; Fall 28-88; Winter 7-49.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown: 8 blocks on E. Genesee; 3 on W. Genesee; 4 on Federal; 2 on S. Washington; 2 on N. Washington; 2 on N. Franklin; 1 on S. Baum; 1 on N. Baum; 2 on S. Jefferson; 1 on N. Jefferson; 2 on Lapeer Sts.
Neighborhood Shopping Centers-W. Side Shopping Center, 2 blocks on court; 5 on S. Michigan; 3 on Hamilton; 1 on Hancock St.; State Rd. 2 miles from Passolt to Midland Rd.; Bayroad from Weiss to Tittabawassee Rd., 4 mi.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ft. Saginaw Mall(45)	3	K mart
Green Acres(36)	4	A&P, Perry Drugs, Kresge, JCPenney
Pere Marquette(12)	1	Vescio, Revco
Fashion Square Mall(90)	4	Sears, JCPenney, J.L. Hudson

Principal Shopping Days-Department Stores-Thur., Fri., Sat.; Food-Thur., Fri., Sat.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-Jacobson's; K mart 3; JCPenney 2; Sears; Seitners 2; Wiechmann's 2; Winkelman's; Hudson's.
Variety Stores-Kresge.
Discount Stores-Century; K mart 2; CVS; Tepes; Meijer's Thrifty Acres 2.
Chain Drug Stores-Muirs; SupeRx; Revco; Byron & Barber 2; Dudewicz-Epting 2; Princing & Brennan 2; Rite Aid 3; Perry 4.
Chain Supermarkets-A&P 2; Kessels 2; Ray's 4; Hamady 5.
Other Chain Stores-Fanny Farmer 2; Firestone 2; Gately; Goodrich; Goodyear; Kinney's 2; Leath's 2; Beverly's; Nobil Shoe 3; Singer Co. 2; Thom McAn 2; Alberts 3; Gantos; Homemaker 2; Mangel's; Highland Appliance; Fretter Appliance.

14 - NEWSPAPERS: NEWS (e) 56,330; (S) 63,046; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Larry Dodge, Adv. Dir., NEWS, 203 S. Washington Ave., Saginaw, MI 48605; Tel. (517) 752-7171.
National Representative: Newhouse Newspapers Metro Suburbia.

ST. JOSEPH

See BENTON HARBOR

SAULT STE. MARIE

1 - LOCATION: Chippewa County, E&P Map C-2. County Seat. NE tip of Upper Peninsula of Michigan on Canadian border; 340 mi. N of Detroit; on U.S. Hwy. 2; I-75; Canadian 17; State M-28, M-129.

2 - TRANSPORTATION: **Railroads**-Soo Line; DSS&A; Canadian Pacific.
Intercity Bus Lines-North Star; Greyhound.
Airlines-Air Canada; Simmons.

3 - POPULATION:
Corp. City 80 Cen. 14,448; E&P 88 Est. 13,504
NDM-ABC: (80) 21,131
RTZ-ABC: (80) 24,735
County 80 Cen. 28,698; E&P 88 Est. 28,460
NDM & RTZ-ABC: (80) 45,866

4 - HOUSEHOLDS:
City 80 Cen. 5,166; E&P 88 Est. 3,304
County 80 Cen. 9,931; E&P 88 Est. 10,222
NDM-ABC: (80) 7,361
RTZ-ABC: (80) 8,442
NDM & RTZ-ABC: (80) 15,803

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$109,568,000

6 - PASSENGER AUTOS: County 14,046

7 - ELECTRIC METERS: Residence 7,089

8 - GAS METERS: Residence 3,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber & Veneer 50; U.S. Gov't Corps. (Engrs.) 450; Education 250; Correctional Facility N.A. (Av. Wkly. Wage $250)

10 - CLIMATE: Min. & Max. Temp.-Spring 20-82; Summer 38-89; Fall 22-71; Winter -18-49. First killing frost, Sept. 30; last killing frost, May 27.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-11 blocks on Ashmun St.; 5 on Portage Ave.; 2 on Spruce; Shopping Center: 2 miles from downtown.
Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept. and food stores.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Barish Bros.; Sears (catalog); Montgomery Ward; K mart; Woolworth; Big Wheel.
Chain Drug Stores-Revco.
Chain Supermarkets-Red Owl; Nordens; Super Valu; Foodland.
Other Chain Stores-Traverse Bay Woolen; CJ's Wearhouse; JoAnn Fabrics; Maurice's; Fashion Crossroads; Mode O'Day.

14 - NEWSPAPERS: NEWS (e-mon to fri) 7,979; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jack Mitchell, Gen. Mgr., NEWS, 109 Arlington St., Sault Ste. Marie, MI 49783; Tel. (906) 632-2235.
National Representative: Landon Associates.

SOUTH HAVEN

1 - LOCATION: Van Buren County, E&P Map B-4. Port of entry on Lake Michigan, 30 mi. S of Holland, 25 mi. N of Benton Harbor. Manufacturing, fruit growing and resort center.

2 - TRANSPORTATION: **Railroads**-Chessie System (freight).
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.
Airlines-Non-scheduled; Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 5,943; E&P 88 Est. 6,191
County 80 Cen. 66,966; E&P 88 Est. 67,570

4 - HOUSEHOLDS:
City 80 Cen. 3,777; E&P 88 Est. 2,302
County 80 Cen. 23,121; E&P 88 Est. 23,687

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$150,000,000
Savings & Loan	2	$30,000,000

6 - PASSENGER AUTOS: County 36,160

7 - ELECTRIC METERS: Residence 2,289

8 - GAS METERS: Residence 2,762

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Metal 1,000; Mach. 300; Woodworking 250; Fruit Proc. 135; Rubber 338; Electronic 218; Chem. N.A.; Plastics 50; Paper 25.
Principal Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 60-90; Fall 30-80; Winter 0-50. First killing frost, Sept. 30; last killing frost, May 15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Center and Phoenix Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bailey Ave.(8)	1	Buy-Low
Phoenix Sq.	1	

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Mon. through Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-M. Hale; Montgomery Ward; Sears (catalog).
Variety Stores-G.C. Murphy; Fisher's Big Wheel.
Discount Stores-Dale's True Value Family Ctr.; Downtown; State Discount.
Chain Drug Stores-Walgreens; Rexall.
Chain Supermarkets-Jack's Super Dollar; Village Mkt.; Hardings.
Other Chain Stores-Radio Shack.
14 - NEWSPAPERS: SOUTH HAVEN DAILY TRIBUNE (m) 2,214; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Andrea Horan, Adv. Mgr., TRIBUNE, 259 Kalamazoo St., South Haven, MI 49090; Tel. (616) 637-1104.
National Representative: None.

STURGIS

1 - LOCATION: St. Joseph County, E&P Map C-5. SW part of State. 2 1/2 mi. from Indiana Line; 50 mi. S of Kalamazoo.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-11.
Intercity Passenger Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,468; E&P 88 Est. 9,529
CZ-ABC: (80) 9,468
RTZ-ABC: (80) 38,987
County 80 Cen. 56,245; E&P 88 Est. 59,304
City & RTZ-ABC: (80) 48,455

4 - HOUSEHOLDS:
City 80 Cen. 4,332; E&P 88 Est. 3,622
CZ-ABC: (80) 3,668
RTZ-ABC: (80) 13,305
County 80 Cen. 19,794; E&P 88 Est. 21,041
City & RTZ-ABC: (80) 16,973

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$187,230,000
Savings & Loan	2	$42,697,000

6 - PASSENGER AUTOS: County 32,282

7 - ELECTRIC METERS: Residence 3,825

8 - GAS METERS: Residence 3,425

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Drapery Hdwe. 1,050 ($240); Paper Prods. 342 ($210); Tool & Die 240 ($230); Dairy Prods. 467 ($215); Foundry 150 ($210); Office Furn. 345 ($184); Home Furn. 100 ($195); Mach. 185 ($185); Plastic 249 ($210); Truck Bodies 350 ($270). An. Payroll $36,570,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-58; Summer 58-80; Fall 41-61; Winter 17-32. First killing frost, Oct. 12; last killing frost, May 2.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Chicago Rd., 3 on Nottawa; Maplecrest Plaza, 9 stores on E. Chicago Rd.; Sturgis Plaza, 14 stores on S. Centreville Rd.
Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Danner's 3-D; Sears.
Discount Stores-K mart; Murphy's Mart.
Chain Drug Stores-SupeRx.
Chain Supermarkets-Kroger; Harding.
Other Chain Stores-Ace Hardware; Firestone; Radio Shack; Autoworks.

14 - NEWSPAPERS: JOURNAL (e) 8,443, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Titus Workman, Adv. Dir., JOURNAL, 209 John St., Sturgis, MI 49091; Tel. (616) 651-5407.
National Representative: Gannett National Newspaper Sales.

THREE RIVERS

1 - LOCATION: St. Joseph County. E&P Map C-5. 25 mi. S of Kalamazoo. At junction of St. Joseph, Portage and Rocky Rivers.

2 - TRANSPORTATION: **Intercity Bus Lines**-Greyhound; Rapid Transit; Short Way.

3 - POPULATION:
Corp. City 80 Cen. 7,015; E&P 88 Est. 8,624
County 80 Cen. 56,245; E&P 88 Est. 59,304

4 - HOUSEHOLDS:
City 80 Cen. 2,659; E&P 88 Est. 3,225
County 80 Cen. 19,794; E&P 88 Est. 21,041

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$53,755,000
Savings & Loan	3	$31,186,089

6 - PASSENGER AUTOS: County 32,719

7 - ELECTRIC METERS: Residence 5,421

8 - GAS METERS: Residence 3,917

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper Converting 955; Mach. Shop 910; Gas & Elect. line installation 320; Rubber Prods. 200; Wire Extrusion 250; Automotive 1,700; Other 305.

10 - CLIMATE: Average Temp.-Winter 24, Summer 72. Growing Season-May 6 to Oct. 12.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center**-Main St., Downtown-2 blocks, 48 stores.
Shopping Centers-Peterson Plaza (4 stores); Maple Lane S.C.; Westland (5 stores).
Principal Shopping Days-Mon., Thur., Fri.
Stores Open Evenings-Thur.
Stores Open Sundays-Drug, Grocery, Big Wheel, JCPenney.

13 - RETAIL OUTLETS: **Department Stores**-McCrory's; JCPenney; Sears (catalog); Fisher's Big Wheel.
Discount Stores-CVS; Big Lots; Hook's Drugs.
Chain Supermarkets-Hardings; Fred's Market; Village Market.
Other Chain Stores-Firestone; Fairways; McDonalds; Burger King.

14 - NEWSPAPERS: COMMERCIAL-NEWS (e) 4,360, sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Richard Milliman, Pres., COMMERCIAL NEWS, 124 N. Main St., Three Rivers, MI 49093; Tel. (616) 279-7488.
National Representative: Michigan Newspapers.

TRAVERSE CITY

1 - LOCATION: Grand Traverse County. E&P Map C-3. 150 mi. N of Grand Rapids. On U.S. Hwy. 31, State Hwys. 22, 37, 72.

2 - TRANSPORTATION: **Railroads**-C&O; Michigan Northern.
Motor Freight Carriers-3.
Intercity Bus Lines-Shortway/North Star.
Airlines-Simmons; Mid-State.

3 - POPULATION:
Corp. City 80 Cen. 15,516; E&P 88 Est. 15,290
NDM-ABC: (80) 100,888
County 80 Cen. 55,342; E&P 88 Est. 63,004
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,747; E&P 88 Est. 5,032
County 80 Cen. 19,167; E&P 88 Est. 22,692
NDM-ABC: (80) 35,625

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	5	$639,035,000
Savings & Loan	2	$93,963,000

6 - PASSENGER AUTOS: County 40,327

7 - ELECTRIC METERS: Residence County 24,546

8 - GAS METERS: Residence County 18,028

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Frozen Food 1,100; Clothing 100; Wood Prods. 100; Textile 350; Metal Mfg. 1,200; Medical 2,000; Cherry Farming 1,000.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-56; Summer 52-76; Fall 47-68; Winter 26-36. First killing frost, Oct. 10; last killing frost, May 20.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on E. Front. Also S. Union St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cherryland Mall(60)	4	K mart, Prange, Sears
Eastfield(27)	2	Ben Franklin
Garfield Vlg.(11)	3	Oleson's Foods, Witmark
Giant Plaza(7)	3	Giant
Meijer(12)	2	Meijer
Tom's Family Ctr.	1	
West Bay(7)	1	Tom's Mkt.
Logan's Landing	5	Manhattan Factory Outlet
Campus Plaza	2	Country Squire
All Seasons Plz.	5	Radio Shack

Principal Shopping Days-Wed., Fri., Sun.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Milliken's; Prange.
Discount Stores-Witmark; Giant Discount; K mart; Meijer.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Walgreens; Rexall; Prescription Shop 2; Revco.
Chain Supermarkets-Oleson's 2; Prevo's 3; Tom's 4; Giant Mkt.; Meijer.
Other Chain Stores-Singer Co.; Thom McAn; Kinney Shoes; Marianne; Beverly's; Circus World; Fox's Jewelry; Payless Shoes; Little Red Shoe House; Radio Shack; American Eagle; Clothesworks.

14 - NEWSPAPERS: RECORD-EAGLE (e) 25,029, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Terese A. Almquist, Ret. Adv. Mgr., RECORD-EAGLE, 120 W. Front St., Traverse City, MI 49684; Tel. (616) 946-2000.
National Representative: Branham/Newspaper Sales.

YPSILANTI

1 - LOCATION: Washtenaw County (in Ann Arbor PMSA). E&P Map D-5. Residential, manufacturing, and educational center. On Huron River on U.S. Hwy. 12, I-94, State 17, U.S. 23. 30 mi. SW of Detroit.

2 - TRANSPORTATION: **Railroads**-Conrail; Amtrak.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Short Way.
Airlines-Capital; TWA; American; United; Northwest; Delta; USAir; Eastern; Pan Am; British Airways; Frontier; Air Wisconsin.

3 - POPULATION:
Corp. City 80 Cen. 24,031; E&P 88 Est. 21,877
CZ-ABC: (80) 66,212
RTZ-ABC: (80) 116,503
County/PMSA 80 Cen. 265,117; E&P 88 Est. 268,666
City & RTZ-ABC: (80) 182,715
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 24,585; E&P 88 Est. 8,079
County/PMSA 80 Cen. 92,937; E&P 88 Est. 96,468
CZ-ABC: (80) 23,367
RTZ-ABC: (80) 39,944
City & RTZ-ABC: (80) 63,311

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$241,159,581

6 - PASSENGER AUTOS: County 162,365

7 - ELECTRIC METERS: Residence City & Township 24,585

8 - GAS METERS: Residence City & Township 24,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 37,100 ($596); Nondurables 4,600 ($452); Non-Mfg. 59,600 (N.A.); Gov't 49,200 (N.A.).
Principal Industrial Pay Days-Fri., Wed.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 55-95; Fall 45-75; Winter 5-45. First killing frost, Oct. 24; last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Michigan Ave., 3 on Washington St., 1 block on N. Huron St., 2 on Pearl St.
Neighborhood Shopping Centers-2 blocks on W. Cross St., 1 on E. Cross St., 1 on E. Michigan Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Briarwood(104)	8	Hudson's, Lord & Taylor, JCPenney, Sears
Gault Village(15)	2	ACO, K mart, Farmer Jack
Thrifty Acres(2)	1	Meijer's
Sun-Rise(6)	2	Savewell, Metro Pro
Arborland(36)	3	Marshall's, Burlington Coat Factory
Lakewood(24)	5	K mart, Pak 'n Save
Roundtree(15)	2	Savewell, Perry Drug

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Hudson's; Lord & Taylor.
Variety Stores-D&C.
Discount Stores-K mart 3; Meijer's 2; Best Products; Service Merchandise.
Chain Drug Stores-Maple Village; Richardson's 2; Perry 4.
Chain Supermarkets-Kroger 2; IGA 2; Farmer Jacks 2; Pak 'n Save.

14 - NEWSPAPERS: PRESS (e-mon to fri) 15,505 (m-sat) 15,223 (S) 15,384, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Rob Mason, Adv. Dir., PRESS, 20 E. Michigan Ave., Ypsilanti, MI 48198; Tel. (313) 482-2000.
National Representatives: Landon Associates; Garden State Newspapers.

MINNESOTA SURVEYS

METROPOLITAN STATISTICAL AREAS

Duluth, MN-WI-St. Louis County, MN; Douglas County, WI.
Fargo-Moorhead, N.D.-MN-Cass County, N.D.; Clay County, MN.
Minneapolis-St. Paul, MN-WI-Anoka, Carver, Chisago, Dakota, Hennepin, Isanti, Ramsey, Scott, Washington and Wright Counties, MN; St. Croix County, WI.
Rochester-Olmsted County.
St. Cloud-Benton, Sherburne and Stearns Counties.

POPULATION ESTIMATES

(Thousands)

Age Group	**1970**	**1980**	**1989**
Under 5 Years	332	317	371
5-14 Years	818	632	650
15-24 Years	666	761	658
25-44 Years	851	1,136	1,411
45-64 Years	730	741	759
65 and Over	407	480	477
TOTAL	3,806	4,077	4,361

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1989 Est.**
Bldg. Mat. Hdwr.	1,136	1,580	2,586
General Mdse.	1,851	2,288	1,774
Food	2,476	3,818	5,791
Automobiles	2,001	3,467	7,610
Gasoline Stations	1,198	2,053	2,327
Apparel	507	695	1,474
Furniture	578	744	1,536
Eat Drink Places	1,175	1,761	1,023
Drugs	373	554	829
TOTAL SALES	11,567	15,770	27,894

ALBERT LEA

1 - LOCATION: Freeborn County. E&P Map C-5. County Seat. Wholesale, shipping, misc. mfg., dairy and agricultural center. 90 mi. S of St. Paul, 61 mi. SW of Rochester, 100 mi. S of Minneapolis. On U.S. Hwys. 65, 69, 16; State Hwy. 13; I-35, I-90.

2 - TRANSPORTATION: **Railroads**-Rock Island & Peoria; Chicago and Northwestern; Illinois Central; Milwaukee.
Motor Freight Carriers-8.
Intercity Bus Lines-Jefferson Trans.; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 19,190; E&P 88 Est. 17,301
CZ-ABC: (80) 20,875
RTZ-ABC: (80) 30,189
County 80 Cen. 36,201; E&P 88 Est. 34,691
City & RTZ-ABC: (80) 51,064

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,418; E&P 88 Est. 6,861
County 80 Cen. 13,224; E&P Est. 13,418
CZ-ABC: (80) 7,977
RTZ-ABC: (80) 10,862
City & RTZ-ABC: (80) 18,839

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$144,000,000
Savings & Loan	2	$151,000,000

6 - PASSENGER AUTOS: County 13,745

7 - ELECTRIC METERS: Residence 7,133

8 - GAS METERS: Residence 5,423

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 2,224 ($210); Lumber Prods. 145 ($240); Constr. 182 ($350); Trans. & Util. 460 ($225); Furn. 508 ($235); Meat Packing 1,680 ($350).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-70; Summer 52-94; Fall 33-88; Winter 20-40. First killing frost, Oct. 5; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Broadway, 2 on Clark, 2 on Washington, 2 on Main St., 2 on William, 1 block on Bridge St., 2 on Marshall St., 3 on S. Broadway.
Neighborhood Shopping Centers-Skyline Mall (25 stores), West of edge of city (Osco, Ben Franklin, JCPenney, Wal-Mart, Stevenson's, Spurgeons); Northbridge Mall (60-75 stores), Herberger's, Shopko, Radio Shack, Leutholds, Maurice's, Gant House.
Principal Shopping Days-Mon., Thur., Fri., Sat., and Sun. (1 to 5 p.m.)
Stores Open Evenings-Shop. Ctr. Mon. through Fri.; Downtown and others Thur.

13 - RETAIL OUTLETS: **Department Stores**-Herberger's; Wallaces; JCPenney; Spurgeons.
Discount Stores-Pamida; Shopko; Wal-Mart.
Variety Stores-Ben Franklin.
Drug Stores-Osco; Rexall 2; Walgreens; North Park; Snyder.

Chain Supermarkets-Super-Valu; Red Owl; Hy-Vee; Food Bonanaza.
Other Chain Stores-St. Paul Clothiers; Stevenson's; Coast-to-Coast; Tradehome Shoes; Gallenkamp Shoes.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 8,846; (S) 9,169; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: James Shawback, Adv. Mgr., Adv. Mgr., TRIBUNE, 808 W. Front St., Albert Lea, MN 56007; Tel. (507) 373-1411.
National Representative: Thomson Newspapers.

AUSTIN

1 - LOCATION: Mower County, E&P Map C-5. Located 95 mi. S of Minneapolis and St. Paul at junction of U.S. Hwys. 218 and I-90.

2 - TRANSPORTATION: Railroads-Milwaukee; Chicago and North Western.
Motor Freight Carriers-37.
Intercity Bus Lines-Jefferson.
Airlines-Charter Service from municipal airport.

3 - POPULATION:
Corp. City 80 Cen. 23,020; E&P 88 Est. 21,151
CZ-ABC: (80) 23,273
RTZ-ABC: (80) 21,250
County 80 Cen. 40,110; E&P 88 Est. 39,282
City & RTZ-ABC: (80) 44,523

4 - HOUSEHOLDS:
City 80 Cen. 9,138; E&P 88 Est. 8,624
County 80 Cen. 14,969; E&P 88 Est. 15,768
CZ-ABC: (80) 9,235
RTZ-ABC: (80) 7,213
City & RTZ-ABC: (80) 16,448

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$168,000,000
Savings & Loan	3	$410,000,000
Trust Co's.	1	$1,500,000
Credit Unions	3	$29,871,421

6 - PASSENGER AUTOS: County 22,507

7 - ELECTRIC METERS: Residence 8,383

8 - GAS METERS: Residence 9,110

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Meat Pkg. 1,056 ($400); Medical Care 460 ($260); Education ($330); Fin. & Ins. 759 ($150); Public Util. 250 ($320); Other 4,872 (N.A.).
Principal Pay Days-Thur., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-79; Summer 49-89; Fall -2-74; Winter -15-53. First killing frost, Oct. 4; last killing frost, Apr. 14.

11 - TAP WATER: Neutral, medium hard.

12 - RETAILING: Principal Shopping Center-10 blocks on Main St.
Neighborhood Shopping Centers-3 blocks at Sterling; 4 on 10th St.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads(6)	1	K mart
Oak Park Mall(55)	4	Younkers, JCPenney, Hy Vee, ShopKo
Shoppers Plaza	NA	Wallaces
Lakeside Mall	2	Red Owl, Coast-to-Coast
Sterling(27)	2	Walgreens, IGA Foodliner

Stores Open Evenings-Downtown-Mon., Thur.; Shopping Centers nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Younkers.
Discount Stores-K mart; ShopKo.
Chain Drug Stores-Rexall; Walgreens 2; Snyder.
Chain Supermarkets-Red Owl; IGA; Hy Vee.
Other Chain Stores-Wallace (dry goods, apparel); Cook's Paint; Goodyear; Firestone; True Value; Sherwin-Williams; United Bldg. Ctr.; Fabricland; Radio Shack.

14 - NEWSPAPERS: HERALD (e-mon to fri) 8,268; (S) 8,350; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: John Uecker, Adv. Mgr., HERALD, 310 N.E. 2nd St., Austin, MN 55912; Tel. (507) 433-8851.
National Representative: Thomson Newspapers.

BEMIDJI

1 - LOCATION: Beltrami County, E&P Map B-2, County Seat. 90 mi. E of Crookston; 113 mi. E of Grand Forks, ND; 100 mi. N of Brainerd; 228 mi. N of Minneapolis; 113 mi. S of Intl. Falls; on U.S. Hwys. 71, 2, 371.

2 - TRANSPORTATION: Railroads-Burlington Northern; Soo Line.
Intercity Bus Lines-Greyhound; Triangle.
Airlines-Bemidji; Mesaba (Northwest Orient).

3 - POPULATION:
Corp. City 80 Cen. 10,949; E&P 88 Est. 11,533
County 80 Cen. 31,054; E&P 88 Est. 34,820

4 - HOUSEHOLDS:
City 80 Cen. 3,654; E&P 88 Est. 3,280
County 80 Cen. 10,023; E&P 88 Est. 11,204

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$182,600,000
Savings & Loan	1	$68,000,000

6 - PASSENGER AUTOS: County 13,900

7 - ELECTRIC METERS: Residence 17,957

8 - GAS METERS: Residence 1,894

9 - PRINCIPAL INDUSTRIES: Boat Mfg.; Hardboard Mfg.; Lumber; Boxes; Christmas Decorations; Door Mfg.; Culvert Mfg.; Cedar Poles; Computer Components; Road Contracting; University; Printing; Medical Center.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-46; Summer 58-80; Fall 29-46; Winter -15-13. First killing frost, Sept. 11; last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Shopping Center-Paul Bunyan Mall, 3 mi. from downtown stores. K mart, JCPenney. Bostwick's.
Principal Shopping Days-Mon., Thur., Sat., Sun.
Stores Open Evenings-Downtown Fri.; Shpg. Ctrs. Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-O'Meara's; JCPenney; S&L; Wilsons; Pattersons; Bostwicks.
Discount Stores-Fleet Distributors; Holiday Service; Western; K mart; Pamida.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Rexall; Walgreens; Synder's.
Chain Supermarkets-Hartz 2; IGA 2; Red Owl 2; Fairway Foods 2.
Other Chain Stores-Hardware Hank; Vanity; Brauns; Elhers; Radio Shack; So-Fro; Hal's; Stuarts; Maurice's; Champion Auto; Big A Auto.

14 - NEWSPAPERS: PIONEER (m-mon to fri) 7,543; (S) 7,607; Dec. 31, 1987 VAC.
Local Contact for Advertising and Merchandising Data: Merlyn Star, Adv. Dir., PIONEER, 1320 Nielson Ave. S.E., Bemidji, MN 56601; Tel. (218) 751-3740.
National Representatives: Minnesota Newspaper Association; Papert Companies.

BRAINERD

1 - LOCATION: Crow Wing County, E&P Map B-3, County Seat. On U.S. Hwys. 210, 371; 128 mi. from Minneapolis; 125 mi. from Duluth.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.
Airlines-Northwest; Airmotive Charter.

3 - POPULATION:
Corp. City 80 Cen. 11,489; E&P 88 Est. 11,397
County 80 Cen. 41,888; E&P 88 Est. 46,106
CZ-ABC: (80) 16,207
Bal. in NDM-ABC: (80) 60,305
Total NDM-ABC: (80) 76,557
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,568; E&P 88 Est. 2,982
County 80 Cen. 15,171; E&P 88 Est. 17,423
CZ-ABC: (80) 5,986
Bal. in NDM-ABC (80): 21,413
Total NDM-ABC (80): 27,399

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$172,810,000
Savings & Loan	2	$131,829,000
Credit Unions	2	$30,000,000

6 - PASSENGER AUTOS: County 23,056

7 - ELECTRIC METERS: Residence 5,009

8 - GAS METERS: Residence 4,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Rail Road 188; Paper 730; Hospitals 1,290; Educ. 685; Larco Mfg. 275.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 56-75; Fall 42-65; Winter 2-21. First killing frost, Sept. 30; last killing frost, May 2.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-5 blocks on Laurel St.; 5 on Front St.; 6 on 6th St.; 5 on 7th St.; 2 on 8th St.; 7 blocks on Washington.
Neighborhood Shopping Centers-Oak and 13th St.; Mill Ave. & H St. N.E.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brainerd Mall(14)	NA	Mont. Ward, Sears, JCPenney
Midtown(8)	NA	Rainbow Foods
Tyrol Hills(6)	NA	Ace Hdwe., Super Valu, Ben Franklin
Westgate Mall(25)	NA	Herbergers, K mart
Westport(10)	NA	

Principal Shopping Days-Mon., Thur., Fri. & Sat.
Stores Open Evenings-Thur.; Brainerd Mall, Mon. through Fri.; Westgate Mall, Mon. through Fri.
Stores Open Sundays-Supermarkets, drugs, Brainerd Mall, Westgate Mall.

13 - RETAIL OUTLETS: Department Stores-Ehler's; Montgomery Ward; JCPenney; Bostwick's; Herberger's.
Variety Stores-Ben Franklin.
Discount Stores-Fleet Store; Super America; Erickson Holiday; Pamida; Mills Fleet Farm; K mart.
Chain Drug Stores-Thrifty; Snyder.
Chain Supermarkets-Red Owl; Super One; Caseys; Super Valu; Tom Thumb; County Market; Rainbow Foods.
Other Chain Stores-Gamble's; Sears (catalog); Schiff Shoes; Stevenson's; Three Sisters; Hardware Hank; Lampert Lumber; Standard Lumber; Floor To Ceiling; Benson Optical; Pearle Vision Ctr.; Jo Ann Fabrics; Kinney's; Maurices; Lanzers; Midwest Vision; Tradehome Shoes; Winona Knits.

14 - NEWSPAPERS: DISPATCH (e-mon to fri) 13,743; (S) 15,935; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Tim A. Bogenschutz, Adv. Mgr., DISPATCH, 215 S. 6th St., Brainerd, MN 56401; Tel. (218) 829-4705.
National Representatives: Minnesota Newspaper Association; Papert Companies.

BRECKENRIDGE

See WAHPETON, ND

CROOKSTON

1 - LOCATION: Polk County, E&P Map A-2, County Seat. Agricultural, wholesale, education center. Univ. of MN. On Red Lake River, 20 mi. from Grand Forks, ND and 45 mi. SW of Thief River Falls. On U.S. Hwys. 2, 75; State Hwy. 9.

2 - TRANSPORTATION: Railroads-Winnipeg (Can.) lines of Burlington Northern.
Motor Freight Carriers-4.
Intercity Bus Lines-Triangle; Red River Trails.

3 - POPULATION:
Corp. City 80 Cen. 8,628; E&P 88 Est. 7,427
County 80 Cen. 34,766; E&P 88 Est. 33,964

4 - HOUSEHOLDS:
City 80 Cen. 3,098; E&P 88 Est. 2,491
County 80 Cen. 12,154; E&P 88 Est. 12,750

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$47,300,000
Commercial	2	$121,600,000

6 - PASSENGER AUTOS: County 16,161

7 - ELECTRIC METERS: Residence 3,124

8 - GAS METERS: Residence 1,816

9 - PRINCIPAL INDUSTRIES: Sugar; Potato Proc.; Alfalfa Dehydration; Sunflowers; Sugar Beets; Vegetables; Small Grains; Aluminum Casting; Wind Generator; Propeller Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-52; Summer 58-78; Fall 45-70; Winter -7-15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Town & Country; Stevenson's; Allied; Logan's; Devon's Clothing.
Variety Stores-Ben Franklin.
Discount Stores-D&B Freight Sales; Pamida.
Chain Drug Stores-Rexall; Synder; Medicine Shoppe.
Chain Supermarkets-Piggly Wiggly; Hugo's; Super Valu.
Other Chain Stores-Coast-to-Coast; Wm. H. Ziegler; OK Trustworthy; Fleet Farm Supply; Radio Shack; Goodyear.

14 - NEWSPAPERS: TIMES (e-mon to fri) 4,491, sworn Sept. 22, 1987.
Local Contact for Advertising and Merchandising Data: Peyton Narum, Adv. Mgr., TIMES, 124 S. Broadway, Crookston, MN 56716; Tel. (218) 281-2730.
National Representatives: Minnesota Newspaper Association; Papert Companies.

DULUTH

1 - LOCATION: St. Louis County, E&P Map C-3 (In Duluth MN-WI MSA). At head of navigation on Lake Superior, 144 mi. N of Twin Cities via 35. Major shipping center on the St. Lawrence Seaway. Manufacturing, mining, jobbing, wholesaling, food processing, rail center, serving upper lakes area of MN, WI & MI.

2 - TRANSPORTATION: Railroads-DM&IR; DW&P; Soo Line; Milwaukee Road; Duluth & Northeastern; Chicago & Northwestern; Burlington Northern.
Motor Freight Carriers-18.
Steamship Lines-54 U.S., Canadian & foreign.
Intercity Bus Lines-Duluth Transit Authority; Northland Greyhound.
Airlines-Republic; Charter & Jet Service; Northwest Airlink.

3 - POPULATION:
Corp. City 80 Cen. 92,811; E&P 88 Est. 75,851
CZ-ABC: (80) 104,406
Bal. in NDM-ABC: (80) 333,537
County 80 Cen. 222,218; E&P 88 Est. 208,395
MSA 80 Cen. 266,755; E&P 88 Est. 250,461
Total NDM-ABC: (80) 437,943
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 35,363; E&P 88 Est. 26,608
County 80 Cen. 81,482; E&P 88 Est. 79,307
MSA 80 Cen. 97,949; E&P 88 Est. 95,438
CZ-ABC: (80) 39,049
Bal. in NDM-ABC: (80) 119,822
Total NDM-ABC: (80) 158,871

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$279,190,000
Commercial	9	$631,849,000

6 - PASSENGER AUTOS: County 103,386

7 - ELECTRIC METERS: Residence 42,000

8 - GAS METERS: Residence 19,504

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 1,015 ($444); Mfg. 3,318 ($396); Trans., Commun., Public Util. 2,884 ($467); Trade 10,833 ($209); Gov't 10,832 ($345); Servs. 10,707 ($233).
Principal Pay Days-2nd & 4th Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-88; Summer 27-97; Fall -23-95; Winter -39-55. First killing frost, Oct. 12; last killing frost, May 8.

11 - TAP WATER: Neutral, very soft; fluoridated; filtered.

12 - RETAILING: Principal Shopping Center-8 blocks on Superior and First Sts. and in Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Plaza(10)	1	IGA
East 4th	1	Daugherty Hdwe., IGA
West Duluth	4	Super Valu, IGA, Super One
Kenwood(13)	5	Red Owl, Ben Franklin
West End	2	Becks, Anderson's, M&K
Lakeside	4	Super Valu, Red Owl, Marshall Hdwe., Bridgemans
Woodland	5	Bridgeman's, OK Hdwe.
Mount Royal(10)	3	Super Valu
Pike Lake	10	Super Valu, Gamble's
Miller Hill(50)	3	Mont. Ward, JCPenney, Glass Block, Sears
Village Mall	3	K mart, Super Valu, Super One

Principal Shopping Days-Mon., Wed., Fri., Sat. & Sun.
Stores Open Evenings-Department Stores-Mon. through Fri.; Super Mkts.-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Glass Block; Montgomery Ward; JCPenney; Prange's; Sears.
Discount Stores-Target; K mart; Prange-Way.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Snyders; Walgreens 3.
Chain Supermarkets-IGA 4; Red Owl 2; Super Valu 5; Super "1" 5.
Other Chain Stores-Firestone; Baker's; Fanny Farmer; Goodyear; Gamble's; Hickory Farms; Hanover Shoes; Flagg Bros.; Gallenkamps; Waldenbooks; Musicland; Wilson's; Kinney; Singer Co.; Maurice's; Payless Shoes; Knox Lumber; Ace Hdwe.; Menard's.

14 - NEWSPAPERS: DULUTH NEWS-TRIBUNE (m-mon to fri) 61,911; (S) 82,947; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising

Data: Robert W. Thomson, Adv. Dir., DULUTH NEWS-TRIBUNE, 424 W. 1st, Duluth, MN 55801; Tel. (218) 723-5281.
National Representative: Knight-Ridder Newspaper Sales.

EAST GRAND FORKS
See GRAND FORKS, ND

FAIRMONT

1 - LOCATION: Martin County, E&P Map B-5, County Seat. Interstate 90; State Hwy. 15. In S Central part of state. 130 mi. SW of Minneapolis.

2 - TRANSPORTATION: **Railroads**-CM&St.P, CSt PM&O, C&NW.
Motor Freight Carriers-3.
Airlines-Great Lakes Aviation.

3 - POPULATION:
Corp. City 80 Cen. 11,506; E&P 88 Est. 12,001
County 80 Cen. 24,679; E&P 88 Est. 25,546
CZ-ABC: (80) 11,506
RTZ-ABC: (80) 62,984
City & RTZ-ABC: (80) 74,490
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,615; E&P 88 Est. 4,911
County 80 Cen. 9,321; E&P 88 Est. 10,032
CZ-ABC: (80) 4,615
RTZ-ABC: (80) 23,576
City & RTZ-ABC: (80) 28,191

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$173,473,000
Savings & Loan	2	$80,645,000

6 - PASSENGER AUTOS: County 13,439

7 - ELECTRIC METERS: Residence 4,679

8 - GAS METERS: Residence 4,468

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. Hand Cars 325 (N.A.); Ribbons 250 ($160); Freezing 400 ($150); Prepared Foods 250 (N.A.); Plastics 100 (N.A.).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-87; Summer 43-92; Fall 26-85; Winter -21-57. First killing frost, Sept. 28; last killing frost, May 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-12 blocks on five streets.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fair Mall(37)	NA	JCPenney, Walgreens, Woolworth

Principal Shopping Days-Thur., Fri., Sat.; Shopping Centers Mon. to Fri.-9.
Stores Open Evenings-Mon.

13 - RETAIL OUTLETS: **Department Stores**-Bob Wallace Mercantile; JCPenney.
Discount Stores-Pamida; ShopKo.
Variety Stores-Woolworth.
Chain Drug Stores-J&R Rexall; Fair Mall; Walgreens.
Chain Supermarkets-Gunther; Madsen's; Hy-Vee.
Other Chain Stores-Coast-to-Coast; Sears (mail order); Gen. Trading; Firestone; Goodyear; Fleet Motor Sup. (hard lines).

14 - NEWSPAPERS: SENTINEL (m) 10,855; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Charles Schaaf, Adv. Mgr., SENTINEL, 64 Downtown Plaza, Fairmont, MN 56031; Tel. (507) 235-3303.

National Representatives: Minnesota Newspaper Association; Papert Companies.

FARIBAULT

1 - LOCATION: Rice County, E&P Map C-4, County Seat. 50 mi. from Minneapolis and St. Paul. On U.S. Hwys. 3, 35; State Hwys. 21, 60, 65.

2 - TRANSPORTATION: **Railroads**-Chicago, Rock Island; Chicago, Milwaukee & Chicago Great Western.
Bus Lines-Jefferson.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 16,241; E&P 88 Est. 16,925
CZ-ABC: (80) 16,241
RTZ-ABC: (80) 51,560
County 80 Cen. 46,161; E&P 88 Est. 48,578
City & RTZ-ABC: (80) 67,801
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,836; E&P 88 Est. 6,096
County 80 Cen. 14,276; E&P 88 Est. 14,854
CZ-ABC: (80) 5,836
RTZ-ABC: (80) 15,797
City & RTZ-ABC: (80) 21,633

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	4	$220,000,000

6 - PASSENGER AUTOS: County 24,230

7 - ELECTRIC METERS: Residence 6,130

8 - GAS METERS: Residence 5,483

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Residence schools for retarded, vision, hearing impaired 1,350; Mfg., Commercial 300; Turkey Proc. 400; Ret. 1,800; Vegetable Proc. 300; Container Mfg. 200; Gov't (City and County) 300; Sheet Metal Fab. 150; Woolen Blanket Mfg. 650; Plastics Fab. 150; Hospital and Nursing Homes 650; Blue Cheese Mfg. 65.

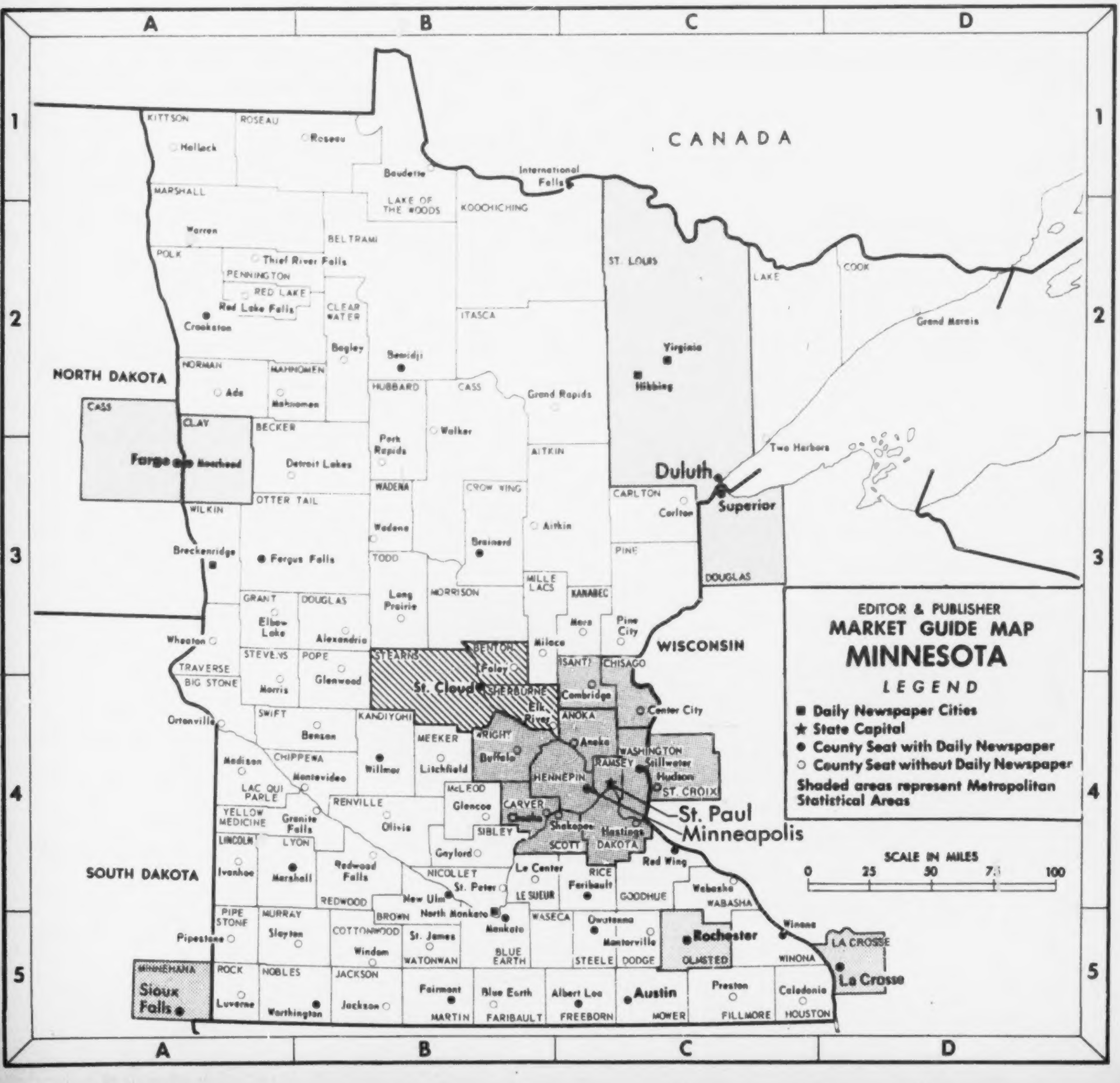
10 - CLIMATE: Min. & Max. Temp.-Spring 19-90; Summer 48-98; Fall 10-90; Winter -20-42.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Central Ave.; 2 on Fourth St.

Nearby Shopping Centers

Name (No.	**Miles from**	**Principal**


A
B
C
D
1
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4
5
CANADA
NORTH DAKOTA
SOUTH DAKOTA
WISCONSIN
KITTSON
ROSEAU
Hallock
Roseau
Baudette
International Falls
LAKE OF THE WOODS
KOOCHICHING
MARSHALL
Warren
BELTRAMI
POLK
Thief River Falls
PENNINGTON
RED LAKE
Red Lake Falls
Crookston
CLEAR WATER
ITASCA
ST. LOUIS
LAKE
COOK
Grand Marais
Virginia
Hibbing
Bagley
Bemidji
NORMAN
MAHNOMEN
Ada
Mahnomen
HUBBARD
CASS
Grand Rapids
CASS
CLAY
BECKER
Park Rapids
Walker
Fargo
Moorhead
Detroit Lakes
AITKIN
Two Harbors
Duluth
Superior
WADENA
CROW WING
CARLTON
Carlton
WILKIN
OTTER TAIL
Wadena
Aitkin
Breckenridge
Fergus Falls
Brainerd
TODD
PINE
DOUGLAS
GRANT
DOUGLAS
Long Prairie
MORRISON
MILLE LACS
KANABEC
Elbow Lake
Alexandria
Mora
Pine City
Wheaton
Milaca
STEVENS
POPE
STEARNS
BENTON
Foley
ISANTI
CHISAGO
TRAVERSE
BIG STONE
Morris
Glenwood
St. Cloud
SHERBURNE
Elk River
Cambridge
Center City
Ortonville
SWIFT
KANDIYOHI
ANOKA
Anoka
Benson
MEEKER
WRIGHT
Buffalo
WASHINGTON
Stillwater
Hudson
ST. CROIX
Madison
CHIPPEWA
Montevideo
Willmar
Litchfield
HENNEPIN
RAMSEY
LAC QUI PARLE
McLEOD
Glencoe
CARVER
Chaska
St. Paul
Minneapolis
YELLOW MEDICINE
RENVILLE
Granite Falls
Olivia
SIBLEY
Shakopee
Hastings
SCOTT
DAKOTA
LINCOLN
LYON
Gaylord
Red Wing
Ivanhoe
Marshall
Redwood Falls
NICOLLET
Le Center
RICE
Faribault
St. Peter
LE SUEUR
GOODHUE
Wabasha
WABASHA
REDWOOD
New Ulm
North Mankato
Mankato
BROWN
WASECA
Owatonna
Mantorville
PIPE STONE
MURRAY
COTTONWOOD
St. James
Rochester
Winona
LA CROSSE
Pipestone
Slayton
Windom
WATONWAN
BLUE EARTH
STEELE
DODGE
OLMSTED
WINONA
MINNEHAHA
ROCK
NOBLES
JACKSON
La Crosse
Sioux Falls
Luverne
Worthington
Jackson
Fairmont
Blue Earth
Albert Lea
Austin
Preston
Caledonia
MARTIN
FARIBAULT
FREEBORN
MOWER
FILLMORE
HOUSTON
EDITOR & PUBLISHER
MARKET GUIDE MAP
MINNESOTA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
25
50
75
100

of stores)	Downtown	Stores
Fairibo Town Sq (3)	2	Red Owl
Fairbo West Mall (35)	3	Brett's, Hy-Vee, White Mart, Ehler's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Thur., Food-super markets and shopping ctrs. nightly.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Bretts.
Variety Stores-Woolworth.
Discount Stores-F & D Farm Supply; Faribo Farm & Home; White Mart; K mart; Snyder Drug.
Chain Supermarkets-Super Valu; Food Bonanza; Hy-Vee.
Other Chain Stores-Sherwin-Williams; St. Paul Clothiers; Sears; United Building Center; Lamperts; Brown Photo; Crown Auto; NAPA Auto Parts; Radio Shack; Maurices; Kinney Shoes; Vanity; Ehlers.

14 - NEWSPAPERS: NEWS (e) 8,396; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Dale Hellickson, Adv. Mgr., NEWS, 514 Central Ave., Faribault, MN 55021; Tel. (507) 334-1853.
National Representatives: Minnesota Newspaper Association; Papert Companies.

FERGUS FALLS

1 - LOCATION: Otter Tail County, E&P Map A-3, County Seat. Center of large dairy and small grains area Gateway to 1,000 lakes. River Valley, 56 mi. SE of Moorhead; 188 mi. NW of Minneapolis; 217 mi. W of Duluth. On U.S. Hwys. 52, 59, I-94; State Hwy. 210.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern.
Motor Freight Carriers-5.
Intercity Bus Lines-Northland Greyhound.
Airlines-West Central Airways.

3 - POPULATION:
Corp. City 80 Cen. 12,519; E&P 88 Est. 14,784
CZ-ABC: (80) 12,519
RTZ-ABC: (80) 66,307
County 80 Cen. 52,097; E&P 88 Est. 46,278
City & RTZ-ABC: (80) 78,826

4 - HOUSEHOLDS:
City 80 Cen. 4,686; E&P 88 Est. 4,183
County 80 Cen. 18,549; E&P 88 Est. 19,850
CZ-ABC: (80) 4,686
RTZ-ABC: (80) 23,476
City & RTZ-ABC: (80) 28,162

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$161,949,000
Savings & Loan	2	$120,650,000

6 - PASSENGER AUTOS: County 26,516

7 - ELECTRIC METERS: Residence 5,066

8 - GAS METERS: Residence 2,299

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Bakery 131 ($350); Farm Equip. 80 ($350); Util. 452 ($500); Dairy 85 ($400).
Principal Industrial Pay Days-Mon., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-77; Summer 47-94; Fall 29-83; Winter 25-35. First killing frost, Sept. 30; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Lincoln Ave.; 4 on Court St.; 4 on Mill St.; 2 shopping centers and a 50-store mall within city limits.
Principal Shopping Days-Mon. Thur., Sat., Sun.
Stores Open Evenings-Thur. Mall open Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-Bostwicks; JCPenney; Herberger's.
Discount Stores-Pamida; K mart.
Variety Stores-Woolworth.
Chain Drug Stores-White Drugs; Stemsrud & Emerson Rexall; Medicine Shoppe Pharmacy.
Chain Supermarkets-More 4; Super Valu; Country Store.
Other Chain Stores-Sears (catalog); Tradehome Shoes; Maurice's; Navistar; Sherwin-Williams; Fleet-Farm; Firestone; Goodyear; Kordel (furn.); Trustworthy Hardware; B. Dalton Bookseller; Team Electronics; Morrey A; Norby's; Ben Franklin; Lampert (lumber); Stop-N-Go; Fergus Falls Equipment; Interstate, Inc.; Triple R. Equip., Inc.; Mr. Steak; McDonalds; Country Kitchen; Wendy's; Hardees; Dairy Queen; Ponderosa.

14 - NEWSPAPERS: JOURNAL (e) 12,442; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Glenn E. Olson, Adv. Dir., JOURNAL, 914 E. Channing, Fergus Falls, MN 56537; Tel. (218) 739-4441.
National Representatives: Thomson Newspapers; Papert Companies.

HIBBING

1 - LOCATION: St. Louis County, (In Duluth, MN-WI MSA), E&P Map C-2, 75 mi. N of Duluth; 185 mi. from MN. On Minneapolis. Hwys. 73, 37, 53, 216; U.S. Hwy. 169. Agriculture, mining & wood products center.

2 - TRANSPORTATION: **Railroads**-Great Northern; DM&IR; Burlington Northern.
Motor Freight Carriers-1.
Intercity Bus Lines-Mesaba; Shubat; Greyhound; Northern Transportation.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 21,193; E&P 88 Est. 18,397
MSA 80 Cen. 266,755; E&P 88 Est. 250,461
County 80 Cen. 222,218; E&P 88 Est. 208,395

4 - HOUSEHOLDS:
City 80 Cen. 7,868; E&P 88 Est. 6,368
County 80 Cen. 81,482; E&P 88 Est. 79,307
MSA 80 Cen. 97,949; E&P 88 Est. 95,488

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$136,420,000
Savings & Loan	1	$53,610,000

6 - PASSENGER AUTOS: County 103,386

7 - ELECTRIC METERS: Residence 7,905

8 - GAS METERS: Residence 1,895

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Metal Mining 654; Constr. 2,014; Trans. 303; Mfg. 256; Whol. Trade 217; Fin. 186; Gov't 1,076; Ret. Trade 1,093; Servs. 1,641.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-45; Summer 50-92; Fall 30-70; Winter 0-55. First killing frost, Sept. 24; last killing frost, May 5.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: **Principal Shopping Center**-8 blocks on Howard St., 7 on First Ave., 2 on Second Ave., 4 on Third Ave., 3 on 19th St.
Neighborhood Shopping Centers-6 blocks in Brooklyn-East Hibbing.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Graysher(12)	2	Piggly Wiggly
Mesabi Mall(22)	3	Red Owl
Irongate(26)	4	K mart, Bostwicks, Zale's

Principal Shopping Days-Sun. through Sat.
Stores Open Evenings-Mon., Thur.

13 - RETAIL OUTLETS: **Department Stores**-Felman's; JCPenney.
Variety Stores-Woolworth; Ben Franklin; Pamida.
Discount Stores-K mart; L&M Supply.
Chain Drug Stores-Shapiro's; Snyder 2.
Chain Supermarkets-IGA; Red Owl; Piggly Wiggly; Super Valu; Spies; Super One; Country Store.
Other Chain Stores-Singer; General Trading; Goodyear; Firestone; Goodrich; Gallenkamp; House of Fabrics; Coast-to-Coast; Montgomery Ward; Maurice's; Team Electronics; Western Stores; Holiday; Boy Blue; Erickson; Fashion Crossroads; Bostwicks; Spurgeons; Sears (catalog).

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 10,566;(S) 11,056; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: B.J. Krauth, Gen. Mgr., TRIBUNE, 2142 First Ave., Hibbing, MN 55746; Tel. (218) 262-1011.
National Representatives: Papert Companies; Minnesota Newspaper Association.

INTERNATIONAL FALLS

1 - LOCATION: Koochiching County, E&P Map C-1, County Seat. Port of entry. 300 mi. N of Twin Cities; 165 mi. NW of Duluth. On State Hwys. 11, 53 and 71.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-Century Motor Freight; Transport America; Wenberg Transfer.
Intercity Bus Lines-Greyhound.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 5,611; E&P 88 Est. 4,375
County 80 Cen. 17,552; E&P 88 Est. 16,195

4 - HOUSEHOLDS:
City 80 Cen. 2,191; E&P 88 Est. 1,659
County 80 Cen. 6,131; E&P 88 Est. 5,914

5 - BANKS	NUMBER	EST. DEP.
Savings	2	$93,000,000
Savings & Loan	1	$14,000,000
Credit Unions	1	$10,000,000

6 - PASSENGER AUTOS: County 7,005

7 - ELECTRIC METERS: Residence 4,103

8 - GAS METERS: Residence 2,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper 800 ($500); Jig Tackle 100 ($180).
Principal Industrial Pay Days-Pay Mfg., alternate Fri. R.R. 8th & 22nd. Others, 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-55; Summer 51-90; Fall 38-59; Winter 4-24. First killing frost, Sept. 7; last killing frost, June 15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Third St.; 3 blocks on Fourth, plus connecting sts.
Neighborhood Shopping Centers-South end of Third Ave.; West End of Third St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
International Mall(40)	2	JCPenney, Red Owl, Bostwick's
International Sq.	NA	JCPenney

Principal Shopping Days-Wed., Thur., Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Bostwick's.
Discount Stores-Border Bargains; K mart; Pamida.
Chain Drug Stores-Snyder.
Chain Supermarkets-Super One; Red Owl; IGA.
Other Chain Stores-Coast-to-Coast; Ace; Sears.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 4,774; sworn Sept. 28, 1987.
Local Contact for Advertising and Merchandising Data: David Ramrces, Gen. Mgr., JOURNAL, 500 3rd St., International Falls, MN 56649; Tel. (218) 283-8411.
National Representative: Minnesota Newspaper Association.

MANKATO-NORTH MANKATO

1 - LOCATION: Blue Earth and Nicollet Counties, E&P Map B-5, 76 mi. SW of St. Paul. On U.S. Hwys. 14, 169; State Hwys. 22, 60, 68, 83.

2 - TRANSPORTATION: **Railroads**-Chicago & Northwestern.
Motor Freight Carriers-21.
Intercity Bus Lines-Greyhound; Jack Rabbit Lines; Land to Air.
Airlines-Bemidji.

3 - POPULATION:
Corp. Cities 80 Cen. 37,796; E&P 88 Est. 41,455
  Mankato 80 Cen. 28,651; E&P 88 Est. 30,958
  N. Mankato 80 Cen. 9,145; E&P 88 Est. 10,497
CZ-ABC: (80) 39,704
RTZ-ABC: (80) 126,557
Counties 80 Cen. 79,332; E&P 88 Est. 81,163
  Blue Earth 80 Cen. 52,362; E&P 88 Est. 52,116
  Nicollet 80 Cen. 26,970; E&P 88 Est. 29,047
City & RTZ-ABC: (80) 166,261

4 - HOUSEHOLDS:
Cities 80 Cen. 13,227; E&P 88 Est. 14,370
  Mankato 80 Cen. 9,969; E&P 88 Est. 10,548
  N. Mankato 80 Cen. 3,258; E&P 88 Est. 3,822
Counties 80 Cen. 26,591; E&P 88 Est. 27,693
  Blue Earth 80 Cen. 18,011; E&P 88 Est. 18,401
  Nicollet 80 Cen. 8,580; E&P 88 Est. 9,292
CZ-ABC: (80) 13,832
RTZ-ABC: (80) 44,061
City & RTZ-ABC: (80) 57,893

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$337,000,000
Savings & Loan	4	$206,000,000
Fed. Credit Union	1	N.A.

6 - PASSENGER AUTOS: Counties: Blue Earth 27,175; Nicollet 12,975

7 - ELECTRIC METERS: Residence 14,385

8 - GAS METERS: Residence 11,512

9 - PRINCIPAL INDUSTRIES: Flour & Feed; Vegetables; Can Mfg.; Farm Equip.; Soybean Processors; Generator Mfg.; Fishing Reel Mfg.; Electrical Equip.; Quarrying; Paper Prods.; Plastics; Warehousing & Distribution; Printing. Total employment in Blue Earth & Nicollet Counties 38,288.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 55-96; Fall 20-80; Winter -30-50.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belle Mar(12)	3	Red Owl
Eastgate(5)	NA	Lewis, Mueller's
Galleria East(5)	4	
K mart(5)	NA	K mart,
Madison East(60)	NA	Walgreens, Sears, Woolworth
Mankato Mall(68)	15	Bretts, JCPenney, Osco
Old Town(25)	7	
Open Mall(8)	3	

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Department stores-Mon. through Fri. Food-supermarkets every night.

13 - RETAIL OUTLETS: **Department Stores**-Geo. E. Brett; JCPenney; Sears.
Variety Stores-Woolworth.
Discount Stores-Randall's; Valu Center; Shopko; K mart.
Chain Drug Stores-Lewis; Osco; Walgreens; Snyders.
Chain Supermarkets-The Country Store; Hy Vee; Randall's 3; Jack & Jill; 7-Eleven 2; Mueller's; Cubs.

14 - NEWSPAPERS: FREE PRESS (e) 25,647; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Madeline Hoppe, FREE PRESS, 418 S. Second St., Mankato, MN 56001; Tel. (507) 625-4451.
National Representative: Branham/Newspaper Sales.

MARSHALL

1 - LOCATION: Lyon County, E&P Map A-4, County Seat. Manufacturing, agricultural and retailing area. SW portion of state, about 75 mi. NE of Sioux Falls, SD; on U.S. Hwy. 59; State Hwys. 19, 23.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-2, Yellow, Lakeville.
Intercity Bus Lines-Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 11,161; E&P 88 Est. 11,438
CZ-ABC: (80) 11,161
RTZ-ABC: (80) 34,688
County 80 Cen. 25,222; E&P 88 Est. 26,296
City & RTZ-ABC: (80) 45,849

4 - HOUSEHOLDS:
City 80 Cen. 3,808; E&P 88 Est. 3,995
CZ-ABC: (80) 3,808
RTZ-ABC: (80) 12,425
County 80 Cen. 8,679; E&P 88 Est. 9,284
City & RTZ-ABC: (80) 16,233

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	N.A.
Commercial	3	$214,287,155

6 - PASSENGER AUTOS: County 13,645

7 - ELECTRIC METERS: Residence 5,429

8 - GAS METERS: Residence 2,271

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass Assembly 240 ($220); Meat & Poultry 600 ($165); Agri-building, Equip. & Supplies 300 ($145); Electronic Assembly 175 ($165); Dairy Proc. 500 ($190).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-80; Summer 48-94; Fall 20-75; Winter 20-60. First killing frost, Oct. 2; last killing frost, May 8.

11 - TAP WATER: Hard.

12 - RETAILING: **Principal Shopping Center**-4 blocks downtown, 50 stores; Marshall Mall, 26 stores.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety/Discount Stores-Alco; Shopko; Ben Franklin; Woolworth.
Chain Drug Stores-Snyder Thrifty; Sward-Kemp.
Chain Food Stores-Super Valu; Hy-Vee; Red Owl; Fairway.
Other Chain Stores-Sears; True Value; Coast-to-Coast; Gambles.

14 - NEWSPAPERS: INDEPENDENT (m) 8,746; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Connie Nuese, Adv. Mgr., INDEPENDENT, Box 411, Marshall, MN 56258; Tel. (507) 537-1551.
National Representatives: Papert Companies; Minnesota Newspaper Association.

MINNEAPOLIS

1 - LOCATION: Hennepin County, (In Minneapolis-St. Paul, MN-WI MSA). E&P Map C-4, County Seat.

Transportation center for MN, ND and SD, and 16 counties in western WI; Industrial and wholesale center of the Upper Midwest area; in east central part of state. 419 mi. from Chicago; 351 mi. from Milwaukee; 355 mi. from Omaha; 459 mi. from Winnipeg. On Mississippi River. On U.S. Interstate Freeways 35, 94, 494 and 694. On U.S. Hwys. 10, 12, 52, 61, 169, 212. On State Hwys. 5, 7, 36, 47, 51, 55, 56, 95, 120, 149, 152, 190, 242.

2 - TRANSPORTATION: Railroads-Amtrak; Milwaukee Road; Burlington Northern; Soo Line; Chicago & NorthWestern; Norfolk Southern; Southern Pacific; Union Pacific.
Motor Freight Carriers-Over 100 truck lines.
Interstate Bus Lines-Greyhound; Jefferson; Zephyr.
Airlines-American; USAir; Braniff International; Bemidji Air; Continental; Time Air; Delta; Eastern; Air Ontario; Midway; Northwest; Pan American World Airways; Piedmont; TWA; United; Midwest Aviation; Great Lakes Air; America West.

3 - POPULATION:
Corp. City 80 Cen. 370,951; E&P 88 Est. 353,996
NDM-ABC: (80) 2,184,960
RTZ-ABC: (80) 1,140,055
Total NDM & RTZ-ABC: (80) 3,325,015
County 80 Cen. 942,033; E&P 88 Est. 991,558
MSA 80 Cen. 2,142,990; E&P 88 Est. 2,347,088
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 161,858; E&P 88 Est. 162,684
County 80 Cen. 365,536; E&P 88 Est. 406,512
MSA 80 Cen. 755,112; E&P 88 Est. 885,232
NDM-ABC: (80) 785,115
RTZ-ABC: (80) 365,670
Total NDM & RTZ-ABC: (80) 1,180,785

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$10,592,753
Commercial	188	$22,171,736,000

(Figures include 11 county MSA)

6 - PASSENGER AUTOS: County 659,174

7 - ELECTRIC METERS: Residence and Commercial (est.) 459,541

8 - GAS METERS: City & Suburbs-Residence (est.) 300,000

9 - PRINCIPAL INDUSTRIES: (11 Metro Counties) Industry, No. of Wage Earners (Av. Wkly. Wage)-Trans., Commun. 69,879 ($546); Nonelectrical Mach. 62,372 ($481); Constr. 53,669 ($634); Fabricated Metal Prods. 25,746 ($536); Printing and Pub. 30,300 ($413); Paper and Allied Prods. 25,182 ($459); Food and Kindred Prods. 18,301 ($438); Elect. Mach. 15,735 ($370).
Principal Pay Days-Thur., Fri.; 1st, 15th, 16th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-55; Summer 61-82; Fall 39-61; Winter 9-26. First killing frost, Oct. 8; last killing frost, Apr. 29.

11 - TAP WATER: Alkaline, soft, fluoridated. In suburbs (400,000 people) hard.

12 - RETAILING: Principal Shopping Center-8 blocks on Hennepin, Nicollet and Marquette Ave.
Community, Neighborhood and Specialty Centers-Anoka; Anthony; Apple Sq.; Apple Valley Ctr.; Arden Plz.; Bandana Sq.; Bloomdale; Bloomington Ave. & East Lake St. (dist.); Bonaventure; Brandon Sq.; Brighton Village; Broadway Ave. W. from Wash. to Lyndale Ave. N.; Broadway Ave. W. (dist.); Brookdale Sq.; Brooksville; Burnhaven Mall; Burnhill Plz.; Burnside Plz.; Calhoun Sq.; Camden (dist.); Cedarville; Central Ave. N.E. (dist.); Central Plz.; Champlin Plz.; Chicago Ave. & East Lake St. (dist.); Chicago Ave. & 48th St. (dist.); Clover; Cobblestone Court; Colonial Sq.; Columbia Heights Ctr.; Columbia Heights Downtown (dist.); Coon Rapids Family Ctr.; Coon Rapids; Coon Rapids Village; Cottage Grove; Country Village; Crystal; Diamondhead; Eastgate; Excelsior Ave. from France Ave. S. to Hwy. 10; Excelsior Downtown (dist.); Excelsior, Hwy. 10 & University Ave. (dist.); Factory Outlet Ctr.-Eden Prairie; Factory Outlet Ctr.-Oakdale; Fairdale Shoppes; 50th St. N.E. & France Ave. S. (dist.); 50th St. & France (dist.); 54th St. N. & Lyndale Ave. S. (dist.); 46th to Morningdale Rd. on France Ave. S.; 43rd St. & Upton Ave. S. (dist.); Four Seasons; Franklin Ave.; Galleria; Galtier Plz.; Glenhaven Mall; Glenwood Hills; Golden Valley; Granada; Great Bear; Grove Plz.; Hamline Plz.; Hennepin Ave. & East Lake St. (dist.); Hennepin Ave. E. Main to Central (dist.); Hi-Lake; Highland; Highland Village Ctr.; Hillcrest; Holly; Hopkins Downtown (dist.); Humboldt Sq.; Jerry's; Jet Plaza; Keller Lake; Ken Rose; Knollwood Village; Lakeland Plz.; Leisure Lane; Lexington Plz.; Lilac Way; Lilydale Mall; Little Canada Mall; Loehmann's Plz.; Lowry Ave. N. & Emerson Ave. (dist.); Lowry Ave. N. & Penn Ave. N. (dist.); Maple Grove Mall; Maplewood Plz.; Mendota Plz.; Midland; Midtown; Midway; Minnehaha Mall; Minnesota Valley Mall; Minnetonka Plz.; Miracle Mile; Mounds View Sq.; New Hope; Nicollet Ave. & Lake St. (dist.); North St. Paul Shoppes; Northbrook; Northdale; Northgate; Northway; Oak Park Plz.; Pavillion Place; Penn Lake; Phalen; Pioneer Village; Plaza 94; Plaza 3000; Plymouth; Post Haste Sq.; Prairie Village Mall; Preserve Village; Rice Creek; Richfield Hub; Richfield Shoppes; Ridge Sq. North; Ridge Sq. South; Ridgehaven Mall; Riverplace; Robin; Roseville St. Anthony Main; St. Anthony; St. Croix Mall; 7-Hi; 76th to 78th Sts. & Lyndale (dist.); Shoreview Mall; Shorewood Plz.; Shorewood Village; Sibley Plz.; Sioux Trail; 6th St. to Hwy. 52 on Central Ave. N.E. (dist.); 65th & Nicollet Ave. (dist.); 64th to 69th Sts. & Lyndale Ave. S. (dist.); Skywood Mall; Southdale Sq.; Southview; Southview Sq.; Springbrook Mall; Springgate Mall; Sun Ray; Texa-Tonka; The Market Place; Thompson Grove; 21st Ave. N.E. (dist.); 27th Ave. & East Lake St. (dist.); Uni-Dale; Valley Creek Mall; Valley Plaza; Valley Ridge; Valley West; Victoria Crossing East/West; Village North; Village Sq.-Bloomington; Village Sq.-Inver Grove Heights; Village Ten; Ward's-Terrace; Wayzata Bay Ctr.; Wayzat[illegible] Downtown (dist.); West View; Westbrook; Westvie[illegible] Ctr.; Westwind Plz.; Westwood; White Bea[illegible]; Yankee Sq.; Yorktown; Zachary Square.

Regional Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brookdale(82)	6	Daytons, Sears, Donaldson's, JCPenney
Burnsville(158)	18	Daytons, JCPenney, Carson's, Sears
City Center(88)		Carson's, Jackson Graves
Eden Prairie(83)	17	Carson's, Sears
Knollwood Mall(100)	9	Mont. Ward, JCPenney, Carson's
Maplewood(119)	10	Carson's, Sears
Northtown(107)	11	Mont. Ward, Woolworth, Carson's
Ridgedale(129)	9	JCPenney, Daytons, Carsons, Sears
Rosedale(151)	5	Daytons, Mont. Ward, Carson's
Southdale(140)	7	Daytons, JCPenney, Carson's

Principal Shopping Days-Dept. Stores: Mon., Thur., Fri. & Sat.; Food Stores: Thur., Fri., Sat.

Stores Open Evenings-Mon. to Fri.

Stores Open Sundays-Food & Dept. Stores.

13 - RETAIL OUTLETS: Department Stores-Dayton's 7; Sears 7; JCPenney 8; Montgomery Ward 6; Donaldson's 12; Marshalls 5.
Discount Stores-Target 16; Holiday 4; K mart 18; Best Products 5.

Chain Supermarkets-Red Owl 11; Lund's 6; IGA 23; Rainbow 22; 7-Eleven 60; Brooks Superettes 12; Country Club 45; Holiday 4; Kenny's Markets 25; Knowlan's 3; PDQ 28; Schiller's 4; Super Valu 24; New Market 13; Tom Thumb 89; Byerly's 6 in metro, 1 in St. Cloud; Cub 8; Thriftway; Star Markets 20; Country Stores 14.

Other Chain Stores-Auto: Big A, Car Quest, Genuine Parts, Firestone, Coast-to-Coast, Goodrich, Goodyear, Crown Auto, Big Wheel, Champion, 10,000 Auto Parts, NAPA; Shoes: Connco, Famous Footware, Kinney, Florsheim, Freeman, Baker's, Burt's, Chandler's, Schuler Shoes, Foot Locker, Naturalizer, Payless; Women's Apparel: Casual Corner, Brauns, Buttery's, House of Large Sizes, Lane Bryant, Peck & Peck, Liemandts, Marshalls, The Limited, Three Sisters, Shirley's Maternity; Men's Apparel: Foreman & Clark, Hubert W. White, Brooks Brothers, Lancers, Juster's; Candy: Darveaux, Fanny Farmer, Fannie Mae; Speciality Shops: Bachman's, Frank's; Furniture: Gabberts, Slumberland, Levitz, Wickes, Scandinavian Design; Appliances: Best Buy Co., Highland Superstores, Audio King, Radio Shack; Building Supplies & Hardware: Builder's Square, Plywood Minnesota, OK Hdwe., Our Own Hdwe., True Value, Warner Hdwe., Menards, Color Tile, Knox, Budget Power; Paints: Sherwin-Williams; Musical Instruments: Bodine's, Schmitt Music; Camera & Photo Supplies: Century Camera, Black Photography; T.J. Maxx, S&L Gen. Mdse.; Minnesota Fabrics; Singer Sewing.

14 - NEWSPAPERS: STAR TRIBUNE (m) 406,246; (S) 648,062; Mar. 31, 1988 ABC.

Local Contact for Advertising and Merchandising Data: Tom Whelan, Natl. Adv. Mgr., STAR TRIBUNE, 425 Portland Ave., Minneapolis, MN 55488; Tel. (612) 372-4136.

National Representative: Sawyer-Ferguson-Walker; American Publishing Reps.

MOORHEAD

See FARGO, ND

NEW ULM

1 - LOCATION: Brown County, E&P Map B-4. County Seat. Agricultural center. 97 mi. SW of Twin Cities; 30 mi. W of Mankato; 50 mi. N of Fairmont. On U.S. Hwy. 14; State Hwy. 15.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern.
Motor Freight Carriers-12.
Intercity Bus Lines-Jack Rabbit.

3 - POPULATION:
Corp. City 80 Cen. 13,755; E&P 88 Est. 12,980
CZ-ABC: (80) 13,755
RTZ-ABC: (80) 40,555
County 80 Cen. 28,565; E&P 88 Est. 28,286
City & RTZ-ABC: (80) 54,310
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,938; E&P 88 Est. 4,807
CZ-ABC: (80) 4,938
RTZ-ABC: (80) 13,996
County 80 Cen. 9,988; E&P 88 Est. 10,192
City & RTZ-ABC: (80) 18,934

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$203,100,000
Savings & Loan	2	$62,100,000

6 - PASSENGER AUTOS: County 15,760

7 - ELECTRIC METERS: Residence 5,191

8 - GAS METERS: Residence 4,545

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 3,911; Trade 2,539; Servs. 1,984; Gov't 1,121; Trans. and Util. 580; Constr. 470; Fin. 404.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-60; Summer 37-99; Fall 33-90; Winter 25-48. First killing frost, Oct. 1; last killing frost, May 4.

11 - TAP WATER: Neutral, hard (495 ppm); fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on three sts.; shopping ctr. on South side of Town, with Hy-Vee Super Mkt.; Pamida; K mart; shopping ctr. on North side of town, Randall Valu Center; Country Store.
Principal Shopping Days-Fri., Sat., Sun., Mon., Wed.
Stores Open Evenings-Mon., Thur.; Food-Daily.

13 - RETAIL OUTLETS: Department Stores-Herberger's; Ehler's; JCPenney.
Variety Stores-Ben Franklin.
Discount Stores-Pamida; K mart; Big Bear; Thrifty Drug; Runnings Big R.
Chain Supermarkets-Country Store; Randall Valu Ctr.; Hy-Vee.
Other Chain Stores-General Trading; Lampert's; Maurice's; Stevensons; Sears.

14 - NEWSPAPERS: JOURNAL (m-tues to sat) 10,986; (S) 11,258; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Bruce Fenske, Pub., JOURNAL, 303 N. Minnesota, New Ulm, MN 56073; Tel. (507) 359-2911.

National Representatives: Minnesota Newspaper Association; Papert Companies.

NORTH MANKATO

See MANKATO

OWATONNA

1 - LOCATION: Steele County, E&P Map C-5, County Seat. Shipping center for agricultural and dairy area. Miscellaneous small manufacturing center. SE part of state, 70 mi. S of Minneapolis; On U.S. Hwys. 65, 14, 218; I-35.

2 - TRANSPORTATION: Railroads-Chicago, Milwaukee, St. Paul & Pacific; Northwestern.
Motor Freight Carriers-14.
Intercity Bus Lines-Jefferson Transportation.

3 - POPULATION:
Corp. City 80 Cen. 18,632; E&P 88 Est. 18,067
CZ-ABC: (80) 18,632
RTZ-ABC: (80) 12,736
County 80 Cen. 30,353; E&P 88 Est. 30,057
City & RTZ-ABC: (80) 31,368
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,746; E&P 88 Est. 6,674
County 80 Cen. 10,600; E&P 88 Est. 10,859
CZ-ABC: (80) 6,746
RTZ-ABC: (80) 4,201
City & RTZ-ABC: (80) 10,947

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$178,500,000
Savings & Loan	2	$97,000,000

6 - PASSENGER AUTOS: County 17,289

7 - ELECTRIC METERS: Residence 6,985

8 - GAS METERS: Residence 6,457

9 - PRINCIPAL INDUSTRIES: Total Industrial, Retail and Professional Wage Earners 16,453.
Principal Pay Days-Wed., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-97; Summer 54-98; Fall -16-70; Winter -21-61. First killing frost, Sept. 6; last killing frost, Apr. 18.

11 - TAP WATER: Neutral; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown; Oakdale Shopping Center; Cedar Mall.
Shopping Area-Oakdale-18 blocks S. of Downtown area on S. Cedar, Cedar Mall, over 40 stores; Downtown-140 stores.
Principal Shopping Days-Wed. through Sun.
Stores Open Evenings-Mall-Mon. through Fri. Downtown-Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's; Brett's; Wal-Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Thrifty Snyder; Cedar Mall Walgreens.
Chain Supermarkets-Red Owl; Wayne's Fairway; Hy-Vee; County Market.
Other Chain Stores-Sears; Champion Auto; Firestone; Coast-to-Coast; Kinney Shoes; Sherwin-Williams; Maurice's; Dahl House; Tradehome Shoes; Trustworthy Hdwe.; Radio Shack; Hurrah; Schultz's; Orschlen's; Crown Auto; Car Quest Auto Parts; Stevensons; Napa Auto.

14 - NEWSPAPERS: PEOPLE'S PRESS (m-tues to sat) 7,297; (S) 7,506; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Steven Jessop, Adv. Mgr., PEOPLE'S PRESS, 135 W. Pearl St.; PO Box 346, Owatonna, MN 55060; Tel. (507) 451-2840.
National Representative: Branham/Newspaper Sales.

RED WING

1 - LOCATION: Goodhue County, E&P Map C-4. County Seat. Manufacturing, shopping, recreational center. On U.S. Hwys. 61, 63 and State Hwys. 19, 58. 48 mi. SE of St. Paul; 53 mi. from Minneapolis.

2 - TRANSPORTATION: Railroads-Soo Line; Amtrak; Burlington Northern.
Motor Freight Carriers-15.
Steamship Lines-10 barge lines on Mississippi River.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 13,736; E&P 88 Est. 15,514
CZ-ABC: (80) 13,736
RTZ-ABC: (80) 41,981
County 80 Cen. 38,779; E&P 88 Est. 40,555
City & RTZ-ABC: (80) 55,717
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,185; E&P 88 Est. 5,999
County 80 Cen. 13,628; E&P 88 Est. 14,718
CZ-ABC: (80) 5,185
RTZ-ABC: (80) 14,048
City & RTZ-ABC: (80) 19,233

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$239,704,000
Savings & Loan	1	$32,222,000

6 - PASSENGER AUTOS: County 22,117

7 - ELECTRIC METERS: Residence 5,989

8 - GAS METERS: Residence 5,140

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Shoe Mfg. 880 ($315); Leather (Tannery) 265 ($353); Metal Fab. 225 ($352). Total Labor Force 13,756.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-85; Summer 44-96; Fall 22-80; Winter 13-55. First killing frost, Oct. 21; last killing frost, Apr. 15.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Bush St.; 3 on Main St.; 4 on Plum St.; 2 on Third St.; 1 on Fourth St.

Neighborhood Shopping Centers-Six blocks on W. Main St.; 4 blocks in suburban Burnside.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Thur.; some Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Ehler's; JCPenney; L & K Hobbs; Spurgeons.
Variety Stores-Ben Franklin.
Discount Stores-K mart; Pamida; Warehouse Mkt.; F & D Supply.
Chain Drug Stores-Rexall; Snyder; Erickson's.
Chain Supermarkets-Super Valu; Red Owl; Erickson More 4.
Other Chain Stores-Deb Shops; Maurices; Permans; Bostwicks; Dahl House; Sears; Our Own Hdwe., Sherwin-Williams; Coast-to-Coast; Big Wheel Auto; Trade Home Shoes; Color Lab; Vaserette; NAPA; Carquest; Bannister Shoes; Little Red Shoe House; Clothworks; The Woolen Mill; Winona Knits.

14 - NEWSPAPERS: REPUBLICAN EAGLE (e) 8,588; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: James L. Edlund, Gen. Mgr., REPUBLICAN EAGLE, 433 W. Third St., Red Wing, MN 55066; Tel. (612) 388-8235.
National Representatives: Minnesota Newspaper Association; Papert Companies.

ROCHESTER

1 - LOCATION: Olmsted County, (MSA). E&P C-5 76 mi. SE of Minneapolis/St. Paul.

2 - TRANSPORTATION: Railroads-C&NW.
Motor Freight Carriers-8.
Intercity Bus Lines-Rochester; Interstate; Jefferson; Greyhound.
Airlines-Northwest; Ozark; Mesaba (N.W.D. Airlink).

3 - POPULATION:
Corp. City 80 Cen. 57,855; E&P 88 Est. 61,759
CZ-ABC: (80) 71,482
RTZ-ABC: (80) 90,957
County/MSA 80 Cen. 92,017; E&P 88 Est. 102,593
City & RTZ-ABC: (80) 162,439
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 21,946; E&P 88 Est. 24,342
County/MSA 80 Cen. 32,663; E&P 88 Est. 38,413
CZ-ABC: (80) 26,162
RTZ-ABC: (80) 31,210
City & RTZ-ABC: (80) 57,372

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	4	$274,648,000
Commercial	5	$324,240,000

6 - PASSENGER AUTOS: County 61,047

7 - ELECTRIC METERS: Residence 25,291

8 - GAS METERS: Residence 19,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mayo Clinic 14,000; IBM 7,400.
Principal Pay Days-Fri., Mon.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-80; Summer 55-100; Fall 24-80; Winter -30-40. First killing frost, Sept. 10; last killing frost, May 9.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Broadway; 4 on 1st Ave. SW.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Miracle Mile(28)	1	Donaldson's, Ron's Red Owl, Snyder Drug
Silver Lake(9)	1	Mr. P's, Hunt Drug
Barclay Sq.	1	International Health Spa, T.J. Maxx
Crossroads(28)	1	Mr. P's, Sears, Snyder Drug
Northbrook(18)	1	Wise Buys Foods
Apache Mall(80)	2	Dayton's, JCPenney, Woolworth, Mont. Ward, Osco Drug
K mart	1	

Principal Shopping Days-Dept. stores-Mon., Thur., Fri., Sat., Sun.; Food-Wed., Thur., Fri. eve., Sat., Sun.
Stores Open Evenings-Dept.-Weekday eves.; Food-24 hours, 7 days; Miracle Mile, Crossroads. Apache Mall-every night & Sun. afternoon.

13 - RETAIL OUTLETS: Department Stores-C.F. Massey's; Montgomery Ward; Dayton's; Donaldson; Stevenson's; Sears; JCPenney.
Variety Stores-Woolworth.
Discount Stores-K mart; Target; Shopko 2; Fleet Farm.
Chain Drug Stores-Osco 2; Synder 2; Ruffalo 2.
Chain Supermarkets-Ron's Red Owl 2; IGA 2; Hy-Vee; Mr. P's 2; Cubs Foods; Barlow Foods.

14 - NEWSPAPERS: POST-BULLETIN (e-mon to fri) 38,680; (wknd) 41,110; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jim Schmitz, Adv. Dir., POST-BULLETIN, 18 First Ave. SE, Rochester, MN 55904; Tel. (507) 285-7640.
National Representative: Branham/Newspaper Sales.

ST. CLOUD

1 - LOCATION: Stearns, Sherburne and Benton Counties (MSA). E&P Map B-4, County Seat: 70 mi. NW of Minneapolis on the Mississippi; Shipping Center for Stearns, Sherburne and Benton Counties; On State Hwys. 23, 15, 152, 95; U.S. Hwys. 10, 52, I-94.

2 - TRANSPORTATION: Railroads-Burlington Northern; Amtrak.
Motor Freight Carriers-5.
Intercity Bus Lines-St. Cloud; Greyhound.
Airlines-Nearest airfield with scheduled service at Minneapolis-St. Paul served by 7 airlines.

3 - POPULATION:
Corp. City 80 Cen. 42,566; E&P 88 Est. 43,978
CZ-ABC: (80) 60,373
RTZ-ABC: (80) 78,519
MSA 80 Cen. 163,726; E&P 88 Est. 186,697
Counties 80 Cen. 163,708; E&P 88 Est. 186,697
  Benton 80 Cen. 25,257; E&P 88 Est. 29,032
  Sherburne 80 Cen. 30,234; E&P 88 Est. 38,684
  Stearns 80 Cen. 108,217; E&P 88 Est. 118,981
City & RTZ-ABC: (80) 138,892
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,920; E&P 88 Est. 13,765
MSA 80 Cen. 49,359; E&P 88 Est. 58,279
Counties 80 Cen. 49,369; E&P 88 Est. 58,279
  Benton 80 Cen. 8,275; E&P 88 Est. 10,061
  Sherburne 80 Cen. 8,971; E&P 88 Est. 11,656
  Stearns 80 Cen. 32,113; E&P 88 Est. 36,562
CZ-ABC: (80) 19,517
RTZ-ABC: (80) 22,589
City & RTZ-ABC: (80) 42,106

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$480,662,700
Savings & Loan	3	$205,332,300

6 - PASSENGER AUTOS: Counties: Stearns 59,217; Sherburne 17,352; Benton 12,679.

7 - ELECTRIC METERS: Residence 16,561

8 - GAS METERS: Residence 7,884

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. 1,818 ($333); Scientific Instruments 1,084 ($234); Paper, Printing, Pub. 1,679 ($441); Mfg. 9,987 ($283); Constr. 2,830 ($458); Trans., Commun., Public Util. 3,409 ($422); Trade 15,211 ($160); Fin., Ins., R.E. 1,935 ($178); Health Servs. & Misc. 10,509 ($227); Total Work Force 54,921 ($242).

10 - CLIMATE: Min. & Max. Temp.-Spring 2-92; Summer 39-92; Fall 10-85; Winter 3-39. First killing frost, Sept. 24; last killing frost, Apr. 24.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-25 blocks on 7 St.; 6 on St. Germain; 4 on E. St. Germain; 3 on 5th, 6th, 7th, 9th Aves.; 3-Block Mall Downtown.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Centennial(11)	1	Coborn's Mkt.
Crossroads(125)	3	JCPenney, Sears, Target, Woolworth, Dayton's, Walgreens
K mart(4)	2	K mart
Miller(8)	2	True Value Hdwe.
Westgate(9)	2	Byerly's, Shopko
Midtown Sq.(24)	2	Chuck E. Cheese, Pier I

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Dept. Mon., Fri.; Food & Shopping Ctr. Nightly. Sears, JCPenney, Dayton's, Target. Discount stores open Sundays.

13 - RETAIL OUTLETS: Department Stores-Herberger's; Sears; JCPenney; Dayton's; Stevenson; Target.
Variety Stores-Woolworth; Jupiter; K mart.
Chain Drug Stores-Osco; Walgreens; Dan Marsh 2; Snyder's.
Chain Supermarkets-Tom Thumb 9; Warehouse Mkt.; Coborn's 6; Byerly's; Super Valu; Red Owl Country; 7-Eleven 2.
Other Chain Stores-Three Sisters; Bonne's Shoes; Trade Home Shoes; Barker Shoes; Kinney; Warren Shoes; Payless Shoes; St. Clair Menswear; Shirt Shack; Northwest Fabrics; Coast-to-Coast; Scheel's Hdwe.; Radio Shack; Schaak Electronics; Team Electronics; Crown Auto; Firestone; Goodyear; Goodman Jewelers; Musicland; Farmer Seed & Nursery; Lumber: Menard's Cashway, Simonson Cashway, Robertson; Big Bear Farm Store; Holiday Stores; Nutrition World; Susie's Casuals; Hal's Sportswear; Pako Film; Photo Hut; Midwest Vision Center; Maurices; Kirby Co.; JoAnn Fabrics; Hallmark Cards; Fanny Farmer; Berman Buckskin; Stereo 1; County Seat; Eichten Shoe Inn; B. Dalton Bookseller; Thom McAn; The Barbers; Norby's; Team Electronics; Now & Then; Northsea Imports; Claires Boutique; Gordon Jewelers; Color Tile; Mills Fleet Farm; Singer Sewing; So-Fro Fabrics; Schmitt Music; Peck & Peck; Pearle Vision; Hickory Farms; Super America; Seifert's; Floor To Ceiling; Vanity; Morry A; Foot Locker; Brown Photo; Pier I Imports.

14 - NEWSPAPERS: TIMES (e-mon to fri) 28,446; (m-sat) 34,375; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Leo Pien, Adv. Dir., TIMES, 3000 7th St. N., St. Cloud, MN 56301; Tel. (612) 255-8799.
National Representative: Gannett National Newspaper Sales.

ST. PAUL

1 - LOCATION: Ramsey County, (In Minneapolis-St. Paul, MN-WI MSA). E&P Map C-4, State Capital, County Seat. Industrial, agricultural, wholesale center; Vacation & resort area. At head of navigation on Mississippi River adjoining City of Minneapolis. 144 mi. S of Duluth; 350 mi. NW of Chicago.

2 - TRANSPORTATION: Railroads-Burlington Northern; Chicago Northwestern; Soo Line; Amtrak; Canadian National R.R.; Conrail; Kansas City Southern Lines; Norfolk Southern; Southern Pacific; Union Pacific; Milwaukee Road; Missouri, Kansas, Texas Railroad.
Motor Freight Carriers-100; 37 Truck Terminals.
Intercity Bus Lines-Greyhound; Jefferson; Trailways; Metropolitan Transit Commission.
Airlines-Northwest; Eastern; Ozark; United; Delta; American; Continental; Midway; Piedmont; Trans-World; US Air; Air Ontario/Air Canada; America West; Bemidji; Braniff; Great Lakes Aviation; Mesaba NW Airlink; Midwest Aviation; Pan Am; Simmons; Northwest Airlink/Express Airlines I; Time Air/Canadian Pacific.

3 - POPULATION:
Corp. City 80 Cen. 270,230; E&P 88 Est. 250,082
Total NDM-ABC: (80) 1,194,950
County 80 Cen. 459,844; E&P 88 Est. 470,032
MSA 80 Cen. 2,142,990; E&P 88 Est. 2,347,088
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 106,223; E&P 88 Est. 103,039
County 80 Cen. 170,505; E&P 88 Est. 181,931
MSA 80 Cen. 755,112; E&P 88 Est. 885,232
Total NDM-ABC: (80) 415,204

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	18	N.A.
Savings & Loan	6	$8,000,000,000

6 - PASSENGER AUTOS: County 280,533

7 - ELECTRIC METERS: Residence Corp. City 121,300

8 - GAS METERS: Residence Corp. City 90,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Printing & Pub. 22,700 ($344); Computer Industry Defense Systems (N.A.); Mach. (Non-Elect.) 64,600 ($338); Food Prods. 18,000 ($304); Textile & Apparel 4,300 ($197); Lumber 4,700 ($375).
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-54; Summer 58-81; Fall 36-58; Winter 5-25. First killing frost, Oct. 1; last killing frost, May 20.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Midway(40)	4	Lerner's, Rainbow, Mont. Ward
Hillcrest(24)	5	Country Club
Sun Ray(35)	5	JCPenney, Country Store, Rainbow, T.J. Maxx
Highland Vlg.(16)	6	Country Store, Donaldson's, Lunds
Signal Hills(60)	3	Herberger's, JCPenney
Phalen(40)	8	Mont. Ward, New Market
Har Mar(55)	5	Rainbow, Marshall's
Rosedale(151)	5	Dayton's, Donaldson's, Mont. Ward, JCPenney
Maplewood(108)	7	Sears, Donaldson's, Main Street
Burnsville(142)	18	JCPenney, Dayton's, Sears, Donaldson's
Eagan Town Ctr.	11	Rainbow, Walgreens
Roseville Ctr.(22)	5	Country Club
Cottage Grove(11)	11	K mart, Rainbow Foods
Saint Paul Ctr.	NA	Donaldson's, Dayton's

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Department Stores-Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-Donaldson's; Dayton's; Montgomery Ward; Sears; JCPenney; MainStreet.
Discount Stores-K mart; Target; Best Co.; COMB; Marshall's; Wholesale Club; Holiday Plus; Loehmann's.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Snyders Rexall 14; Snyder Bros. 9; Walgreens 4.
Chain Supermarkets-Country Club Markets 19; Knowlans 9; Cub Foods 5; Super Valu/Jerry's; IGA/Gateway; Lunds; Byerly's; Kowalski's; Christy's; Super America; Tom Thumb 29; 7-Eleven 24; Speedy Markets 7; Country Store 10; Rainbow Foods 11.

14 - NEWSPAPERS: PIONEER PRESS & DISPATCH (all day-mon to fri) 195,297; (m-sat) 179,363; (S) 251,126; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Tom Golden, Vice Pres./Adv. Dir., PIONEER PRESS & DISPATCH, 345 Cedar St., St. Paul, MN 55101; Tel. (612) 222-5011.
National Representative: Knight-Ridder Newspaper Sales.

STILLWATER

1 - LOCATION: Washington County, (In Minneapolis-St. Paul, MN-WI MSA). E&P Map C-4. County Seat. On St. Croix River; 18 mi. ENE of St. Paul.

2 - TRANSPORTATION: Railroads-Northern Pacific; Chicago & Northwestern; CM & St. P; C. St. P M&O.
Intercity Bus Lines-Zephyr; Twin City; Stillwater.
Airlines-St. Paul Intl. Airport-Minneapolis.
Water-Aiple Towing Co.

3 - POPULATION:
Corp. City 80 Cen. 12,290; E&P 88 Est. 13,306
CZ-ABC: (80) 17,813
Bal. in NDM-ABC: (80) 18,204
MSA 80 Cen. 2,142,990; E&P 88 Est. 2,347,088
County 80 Cen. 114,188; E&P 88 Est. 139,302
Total NDM-ABC: (80) 36,017

4 - HOUSEHOLDS:
City 80 Cen. 4,065; E&P 88 Est. 4,537
County 80 Cen. 35,088; E&P 88 Est. 45,535
MSA 80 Cen. 755,112; E&P 88 Est. 885,232
CZ-ABC: (80) 5,697
Bal. in NDM-ABC: 5,460
Total NDM-ABC: (80) 11,156

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$97,792,531
Savings & Loan	1	$33,472,678

6 - PASSENGER AUTOS: County 74,423

7 - ELECTRIC METERS: Residence 4,120

8 - GAS METERS: Residence 3,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Dairy Proc. 200; Shoes 175; Outer Clothing; Graphic Systems 110; Windows 3,800.

10 - CLIMATE: Av. Temp.-Summer 83; Winter 50; Yearly Av. 44.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Shopping Area-4 blocks on Main St.; 2 blocks on Chestnut St. (70 stores).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
St. Croix(35)	2	Mont. Ward, Snyder's, Dueber's Big V

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-Koliner's; Montgomery Ward (ret.); Farho's; K mart.
Variety Stores-Dueber's Big V.
Chain Drug Stores-Rexall; Reed's; Snyder Bros.
Chain Supermarkets-Hooley's; Brooks; Zolldan's; Brine's; Warehouse Mkt.; Cub Foods; Tom Thumb.

14 - NEWSPAPERS: GAZETTE (e-mon to fri) 4,351; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising

Data: John Easton, Pub., GAZETTE, 102 S. 2nd St., Stillwater, MN 55082; Tel. (612) 439-3130.
National Representatives: Minnesota Newspaper Association; Papert Companies.

VIRGINIA

1 - LOCATION: St. Louis County (In Duluth, MN-WI MSA). E&P Map C-2. 65 mi. N of Duluth; 205 mi. N of Minneapolis. On U.S. Hwys. 53, 169.

2 - TRANSPORTATION: **Railroads**-Great Northern; Duluth, Missabe & Iron Range; Duluth, Winnipeg & Pacific.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Northern Transportation.
Intracity Bus Lines-Dial-A-Ride; Arrowhead Transit.
Airlines-Republic; Mesaba.

3 - POPULATION:
Corp. City 80 Cen. 11,056; E&P 88 Est. 8,739
MSA 80 Cen. 266,755; E&P 88 Est. 250,461
County 80 Cen. 222,218; E&P 88 Est. 208,395

4 - HOUSEHOLDS:
City 80 Cen. 4,757; E&P 88 Est. 3,485
County 80 Cen. 81,482; E&P 88 Est. 79,307
MSA 80 Cen. 97,949; E&P 88 Est. 95,488

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$402,000,000
Savings & Loan	1	$111,000,000
Credit Union	1	7,000,000

6 - PASSENGER AUTOS: County 103,386.

7 - ELECTRIC METERS: Residence 6,119.

8 - GAS METERS: Residence 528.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Iron Mining 1,990 ($368); Mfg. 950 ($340); Constr. 560 ($340).
Principal Industrial Pay Days-8th & 22nd.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-85; Summer 45-97; Fall 35-82; Winter -20-52. First killing frost, Sept. 15; last killing frost, June 1.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Chestnut St. and 6th Ave. North.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
North Gate Plaza(14)	NA	Ben Franklin, Spies Super Value
Thunderbird Mall(40)	NA	Red Owl, K Mart, Herbergers

Principal Shopping Days-Fri., Sat., Mon., Wed.
Stores Open Evenings-Thur.; Mall 9:00 daily.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Herberger's; Stevenson.
Discount Stores-L&M Store; Pamida; K Mart.
Variety Stores-Ben Franklin.
Chain Drug Stores-Snyder; White; North Star.
Chain Supermarkets-Red Owl; Super Valu; Super One; Lehrkes IGA.
Other Chain Stores-Gamble's Hdwe., Payless; House of Fabrics; Maurice's; Winslows; Kinney.

14 - NEWSPAPERS: MESABI NEWS (eS) 15,064; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: L.R. Asbach, Gen. Mgr. or Marlin J. Hofmeyer, Adv. Dir., MESABI NEWS, 704 Seventh Ave. S., Virginia, MN 55792; Tel. (218) 741-5544.
National Representatives: Papert Companies; Minnesota Newspaper Association.

WILLMAR

1 - LOCATION: Kandiyohi County, E&P Map B-4. 94 mi. W of Minneapolis, at crossing of Main U.S. Hwy. 12 E&W; U.S. Hwy. 71 N&S; State Hwys. 23 and 40. Agricultural, railroad, poultry processing center. Miscellaneous small manufacturing; grain, fertilizer & seed distributing point; auto parts & accessories; tourism & vacation; government; retailing.

2 - TRANSPORTATION: **Railroads**-Burlington Northern (division point).
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 15,895; E&P 88 Est. 16,958
County 80 Cen. 36,951; E&P 88 Est. 39,489

4 - HOUSEHOLDS:
City 80 Cen. 5,799; E&P 88 Est. 5,676
County 80 Cen. 12,871; E&P 88 Est. 14,228

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$316,000,000
Savings & Loan	1	$65,000,000

6 - PASSENGER AUTOS: County 20,019.

7 - ELECTRIC METERS: Residence 7,300.

8 - GAS METERS: Residence 4,325.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total Employment 14,288; Ret. 3,130 ($156); Whol. 911 ($355); Servs. 2,691 ($237); Trans., Util. 467 ($316); Gov't 3,390 ($442); Mfg. 1,955 ($281); Constr. 614 ($385); Fin. 471 ($290); Other 657 ($328).

Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-80; Summer 48-94; Fall 20-75; Winter -20-60. First killing frost, Oct. 2; last killing frost, May 8.

11 - TAP WATER: Alkaline, very hard, fluoridated, partially softened.

12 - RETAILING: **Principal Shopping Centers**-15 blocks on 8 sts., 2 Suburban Centers.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Skylark(10)	2	Red Owl, White Drug
Kandi Mall(61)	2	K mart, Herberger, JCPenney

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun. Food Shopping days are Wed. through Sat.
Stores Open Evenings-Downtown-Mon., Thur., Food, every evening.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Bostwick's; Habichts; Herbergers; Spurgeons.
Discount Stores-Orschelens; K mart; Pamida.
Variety Stores-R&M; Ben Franklin.
Chain Drug Stores-White's; Thrifty Snyder 2.
Chain Supermarkets-Tom & Bill's Red Owl; Cashwise; Juba's Super Value.
Other Chain Stores-Hardware Hank; Tom Thumb; JoAnn Fabrics; Maurice's; Kinney Shoes; Tradehome Shoes; Gordons Jewelers; Deb Shop; Seiferts; GNC; Lamperts; Standard Lumber; Menards; Claire's Boutique; Vanity; Curtis Mathes; Beata's.

14 - NEWSPAPERS: WEST CENTRAL TRIBUNE (m) 16,926; Dec. 31, 1987 VAC.
Local Contact for Advertising and Merchandising Data: Rebecca Taibl, Mktg. Mgr., WEST CENTRAL TRIBUNE, 2208 W. Trott Ave.; PO Box 839, Willmar, MN 56201; Tel. (612) 235-1150.
National Representative: Branham/Newspaper Sales.

WINONA

1 - LOCATION: Winona County, E&P Map C-5. County Seat. Industrial, transportation, agricultural, educational and recreational ctr. Situated on the Mississippi River. 113 mi. SE of St. Paul on U.S. Hwys. 14, 61 and State Hwys. 43 and 76.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Chicago Great Western; Chicago, Milwaukee, St. Paul & Pacific; Chicago & Northwestern; Green Bay & Western; Amtrak.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 25,075; E&P 88 Est. 25,073
CZ-ABC: (80) 27,642
RTZ-ABC: (80) 99,473
County 80 Cen. 46,164; E&P 88 Est. 47,283
City & RTZ-ABC: (80) 127,115

4 - HOUSEHOLDS:
City 80 Cen. 8,786; E&P 88 Est. 9,024
County 80 Cen. 15,606; E&P 88 Est. 16,165
CZ-ABC: (80) 9,664
RTZ-ABC: (80) 34,226
City & RTZ-ABC: (80) 43,890

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$154,735,800
Savings & Loan	2	$96,865,000

6 - PASSENGER AUTOS: County 23,477.

7 - ELECTRIC METERS: Residence 9,861.

8 - GAS METERS: Residence 6,234.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Household Prods. 650 (N.A.); Antiskid Chains Mfg. 350 ($155); R.R. 135 ($160); Fertilizer 50 ($141).
Principal Pay Days-Mon., Tues., Thur.; 1st, 15th and 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-84; Summer 46-93; Fall 20-66; Winter 12-56. First killing frost, Oct. 27; last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Second St.; 9 blocks on Third St.; 4 blocks on Fourth St.; West Service Dr.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Winona Mall	NA	Snyder Drug, Four Season Dept.
Westgate(10)	3	Randall's Super Valu, Pamida
Goodview	6	Red Owl Country Store

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.; Shopping Centers every night and Sun.

13 - RETAIL OUTLETS: **Department Stores**-Spurgeon's.
Discount Stores-K mart; Pamida; Shopko.
Variety Stores-Woolworth.
Chain Supermarkets-Country Store; Randall's; IGA; Whse. Market; Mark-It Foods.
Other Chain Stores-Ace Hdwe.; Sherwin-Williams; Payless.

14 - NEWSPAPERS: NEWS (m) 14,659; (S) 14,723, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Steve Barge, Adv. Dir., NEWS, 601 Franklin St., Winona, MN 55987; Tel. (507) 454-6500.
National Representative: Branham/Newspaper Sales.

WORTHINGTON

1 - LOCATION: Nobles County, E&P Map B-5. County Seat. Agric. ctr. In SW part of state 60 mi. E of Sioux Falls. On U.S. Hwy. 59, I-90, State Hwys. 60, 266.

2 - TRANSPORTATION: **Railroads**-Chicago & Northwestern.
Motor Freight Carriers-5.
Intercity Bus Lines-Jackrabbit.
Airlines-Bemidji.

3 - POPULATION:
Corp. City 80 Cen. 10,243; E&P 88 Est. 9,316
County 80 Cen. 21,768; E&P 88 Est. 21,165
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,904; E&P 88 Est. 3,680
County 80 Cen. 7,812; E&P 88 Est. 7,946

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	5	$190,000,000
Savings & Loan	1	$41,000,000

6 - PASSENGER AUTOS: County 11,912.

7 - ELECTRIC METERS: Residence 4,700.

8 - GAS METERS: Residence 3,828.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Poultry Proc. 570; Meat Packing 488; Aerial Spray Mfg.; Plastics 170; Mobile Homes 75.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-60; Summer 40-95; Fall 20-65; Winter 25-32. First killing frost, Oct. 3; last killing frost, May 6.

11 - TAP WATER: Alkaline, very hard; filtered, fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Main St.
Neighborhood Shopping Centers-Oxford St. and Hwy. 59-The Big Corner; Northland Mall (K mart, Bostwick Fashions) 210,000 sq. ft.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Rickbeils; Bostwick's; Fleet Family; TSC.
Discount Stores-Alco; K mart; Shopko.
Chain Supermarkets-Hy Vee; Country Mkt.

14 - NEWSPAPERS: GLOBE (m) 14,026, sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Tari Calouette, Gen. Mgr. or Tari Calouette, Adv. Mgr., GLOBE, 300 11th St.; Box 639, Worthington, MN 56187; Tel. (507) 376-9711.
National Representatives: Papert Companies; Minnesota Newspaper Association.

MISSISSIPPI SURVEYS

METROPOLITAN STATISTICAL AREAS

Biloxi-Gulfport-Hancock and Harrison Counties.
Jackson-Hinds, Madison and Rankin Counties.
Memphis, TN-AR-MS-Shelby and Tipton Counties, TN; Crittenden County, AR; De Soto County, MS.
Pascagoula-Jackson County.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1989**
Under 5 Years	210	215	269
5-14 Years	491	445	446
15-24 Years	407	493	439
25-44 Years	466	632	800
45-64 Years	422	448	433
65 and Over	221	290	275
TOTAL	2,217	2,523	2,662

Based on U.S. Census.

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1989 Est.**
Bldg. Mat. Hdwr.	343	464	929
General Mdse.	737	1,169	1,856
Food	1,552	2,281	3,236
Automobiles	1,552	1,740	3,555
Gasoline Stations	454	688	725
Apparel	316	435	661
Furniture	249	313	607
Eat-Drink Places	371	597	958
Drugs	193	331	520
TOTAL SALES	6,184	9,044	14,192

BILOXI-GULFPORT

1 - LOCATION: Harrison County, (In Biloxi-Gulfport MSA). E&P Map C-6. On Gulf of Mexico (Mississippi Sound); Home of Keesler Air Force Base and US Navy Seabee Command Center; 70 mi. from New Orleans; 70 mi. from Mobile; 155 mi. from Jackson. On U.S. Hwys. 49, 90.

2 - TRANSPORTATION: **Railroads**-Illinois Central; L&N; Amtrak.
Motor Freight Carriers-35.
Freight Steamship Lines-3.
Intercity Bus Lines-Greyhound; Continental Trailways; Intracity Buslines; Mississippi Coast Transportation Authority.
Airlines-Republic; Eastern Metro; Continental-Northwest.

3 - POPULATION:
Corp. Cities 80 Cen. 88,987; E&P 88 Est. 90,763
Biloxi 80 Cen. 49,311; E&P 88 Est. 49,077
Gulfport 80 Cen. 39,676; E&P 88 Est. 41,686
CZ-ABC: (80) 161,552
RTZ-ABC: (80) 92,707
MSA 80 Cen. 182,569; E&P 88 Est. 204,809
County 80 Cen. 157,817; E&P 88 Est. 171,780
City & RTZ-ABC: (80) 254,259
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 30,807; E&P 88 Est. 32,525
Biloxi 80 Cen. 16,096; E&P 88 Est. 16,694
Gulfport 80 Cen. 14,711; E&P 88 Est. 15,831
County 80 Cen. 52,202; E&P 88 Est. 58,199
MSA 80 Cen. 60,383; E&P 88 Est. 69,501
CZ-ABC: (80) 54,347
RTZ-ABC: (80) 29,073
City & RTZ-ABC: (80) 83,420

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$460,737,000
Commercial	11	$2,430,627,000

6 - PASSENGER AUTOS: County 122,284 (All Vehicles)

7 - ELECTRIC METERS: County 48,894

8 - GAS METERS: County 34,506

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)- Gov't 18,190; Whol. & Ret. Trade 17,680; Servs. & Misc. 11,750; Mfg. 9,540; Trans. & Pub. Util. 3,780; Fin., Ins., & R.E. 3,000; Food 1,010; Apparel 840; Constr. 3,540.

10 - CLIMATE: Min. & Max. Temp.-Mar. 55-73; June 71-93; Sept. 66-89; Dec. 50-69. Total precip. (ins.) Mar. (7.6); June (6.8); Sept. (1.7); Dec. (10.36).

11 - TAP WATER: Slightly alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-(No. of Stores) Harbor Sq. (Downtown Gulfport) (84); Vieux Marche (Downtown Biloxi) (29); Edgewater Mall (115); Hardy Court (20).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Singing River	20	Service Mdse., McRae's,

Mall(60)		JCPenney, Sears
Norwood Vlg (46)	6	A&P, T-D Drugs
Cedar Popps(18)	5	Winn-Dixie, Eckerd, Majik Mart
Spring Plaza(18)	12	Winn-Dixie, Eckerd
Popps Ferry(15)	6	TG&Y, Winn-Dixie
Edgewater Sq (10)	6	Delchamps, K&B
Del Mar Plaza(7)	6	K mart, Delchamps
Orange Grove(6)	6	TG&Y, Winn-Dixie
Gulf Mart(5)	1	A&P
Bay Vista(5)	6	Calvert & Carroway
K mart/Ocean Springs	12	K mart, Otasco, National
Edgewater Mall	6	Gayfer's, Sears, JCPenney

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Most Mon., Thur., Fri.; Many 6 nights.

13 - RETAIL OUTLETS: Department Stores-Sears; Gayfer's; JCPenney; Austin's.
Discount Stores-K mart 5; TG&Y 4; Fred's; Hudson's; Service Merchandise; Wal-Mart 2; Zayre.
Variety Stores-McCrory; TG&Y 3; Woolworth 2; Dollar General 3; Kents 2; G.C. Murphy Co.; K mart 5; Magic Mart.
Chain Drug Stores-Eckerd 3; Super D Discount; Katz & Besthoff 7; T-D Drugs 2; Walgreens; Revco Discount; Big B 4.
Chain Supermarkets-A&P 6; Jitney Jungle 4; National Supermarkets 2; Winn-Dixie 8; Kroger 4; Sunflower; Delchamps 6; Piggly Wiggly.
Other Chain Stores-Western Auto; Kinney; Lerner's; Rhodes Furn.; Goodyear; Goodrich; Firestone; Pacer Tire & Auto; Singer; Shoes: Gryder's, Thom McAn, Shoe City, Baker's, Payless; Jewelers: Sweeny, Hausmann's, Nacol's, Gordon; Food Jr. Food Mart; Lil General; Majik Mkt.; Harry's Grocery; Radio Shack; Pak-A-Sak; 7-Eleven; Otasco; True Value Hdwe.; Hallmark; Tux-N-Tails; Control Business Systems; City Lumber; Pier I Imports; Sherwin-Williams; Sound Advice; National Shirt Shop; Werlein's; Ace Hdwe., Lawrence's.

14 - NEWSPAPERS: SUN HERALD (m) 49,372; (S) 51,484; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Robert Long, Adv. Dir., SUN HERALD, PO Box 4567, Biloxi, MS 39535; Tel. (601) 896-2100.
National Representative: Knight-Ridder Newspaper Sales.

BROOKHAVEN

1 - LOCATION: Lincoln County. E&P Map B-4. County Seat. 60 mi. S of Jackson.

2 - TRANSPORTATION: Railroads-Amtrak; Illinois Central Gulf.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,800; E&P 88 Est. 11,463
CZ-ABC: (80) 10,800
RTZ-ABC: (80) 40,989
County 80 Cen. 30,280; E&P 88 Est. 31,427
City & RTZ-ABC: (80) 51,789
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,778; E&P 88 Est. 4,068
CZ-ABC: (80) 3,778
RTZ-ABC: (80) 13,563
County 80 Cen. 10,125; E&P 88 Est. 10,791
City & RTZ-ABC: (80) 17,341

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$180,000,000
Savings & Loan	2	$40,000,000

6 - PASSENGER AUTOS: County 23,782 (all vehicles)

7 - ELECTRIC METERS: 4,458

8 - GAS METERS: 3,644

9 - PRINCIPAL INDUSTRIES: Lumber Milling; Lawn Mowers; Wire Prods.; Thermometers; Dairy; Oil; Tree Farming; Automobile Wiring Assemblies; Commercial Scaffolding; Grocery Distribution; Retail Warehouse Distribution.

10 - CLIMATE: Mean Temp.-66.

11 - TAP WATER: Wells.

12 - RETAILING: Principal Shopping Center-Downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Westbrook(12)	1	Sears, Dollar General, JCPenney, Sunflower
Lincoln Plz.(10)	3	Otasco, Family Dollar, SuperD, Payless Shoes
Brookway Plz.(5)	3	Gibson's, Ashley's
Highland Vlg.(6)	3	Kroger, TG&Y, K&B Drugs, Shoe City
Brookway Vlg.	NA	Wal-Mart; Del Champs.
Village Sq.(8)	1	Sack & Save
Highland Vlg.	NA	Winn-Dixie, Revco
Brookhaven	NA	Winn-Dixie, Revco

13 - RETAIL OUTLETS: Department Stores-JCPenney; Lofton's; McCrory.
Discount Stores-Gibson's; Fred's; Wal-Mart; Family Dollar; Dollar General.
Variety Stores-Woolworth; TG&Y; G.C. Murphy; Gibson; SOS.
Chain Drug Stores-Super-D; K&B; Revco.
Chain Supermarkets-Winn-Dixie; Super-Valu; Sunflower 4; Kroger; Sack & Save; Del Champs.

14 - NEWSPAPERS: LEADER (e-mon to fri) 7,998; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth Cothern, Adv. Dir., LEADER, N. Railroad Ave.; PO Box 551, Brookhaven, MS 39601; Tel. (601) 833-6961.
National Representatives: Papert Companies; Landon Associates.

CLARKSDALE

1 - LOCATION: Coahoma County. E&P Map B-2. County Seat. 75 mi. from Memphis; 154 mi. from Jackson; 9 mi. from Mississippi River. On U.S. Hwys. 49, 61; State Hwys. 1, 6.

2 - TRANSPORTATION: Railroads-Mississippi Delta Railroad; Gulf.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 21,137; E&P 88 Est. 20,360
CZ-ABC: (80) 22,380
RTZ-ABC: (80) 51,718
County 80 Cen. 36,761; E&P 88 Est. 33,983
City & RTZ-ABC: (80) 74,098
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,169; E&P 88 Est. 6,798
County 80 Cen. 11,692; E&P 88 Est. 11,919
CZ-ABC: (80) 7,169
RTZ-ABC: (80) 15,631
City & RTZ-ABC: (80) 22,800

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$406,485,000
Savings & Loans	3	$15,500,000

6 - PASSENGER AUTUS: County 18,247 (all vehicles)

7 - ELECTRIC METERS: County 8,157

8 - GAS METERS: County 8,555

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Metal & Metal Prods. 567; Food & Fiber 596; Textiles 100; Rubber Prods. 230; Chem. Prods. 380; Furn. Lumber Bldg. 298; Paper & Printing 100.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Av. Temp.-63; Av. Annual Rainfall-49 inches.

11 - TAP WATER: Artesian, very soft.

12 - RETAILING: Principal Shopping Centers-3 blocks on Delta Ave.; 4 on Yazoo Ave.; 5 on Issaquena Ave.; 5 on Second St.; 5 on Third St.; 7 on Fourth St.
Neighborhood Shopping Centers-1 block on Anderson Blvd.; 6 on State St.; Delta Sunflower Sq.; 2 blocks on Sunflower, Delta, Third, First. 18 downtown specialty shops.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads	1	Piggly Wiggly
Village	2	Village Grocery
Westgate(17)	2	Sound Center
Clarksdale(4)	3	Auto Shack, Cato
Plaza	1	Price Slasher
Commerce(5)	2	Sack-N-Save, Hardware Country

Principal Shopping Days-Tues., Thur. through Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Powers; Landry's; Family Dollar; Cato's; Freds.
Variety Stores-Woolworth; Walls; Alan's Outlet.
Discount Stores-Wal-Mart; Auto Shack; Fred's Discount; Ronny's.
Chain Drug Stores-Henderson Rexall; Economy; Westgate; Haggards; Revco; Super-D; Delta Discount Drugs; Williams Rexall.
Chain Supermarkets-Kroger 2; Piggly Wiggly; Sack-N-Save; Price Slasher; Liberty Cash; Junior Food Mar 4; Village; Wong's Foodland; D&T; Corner 2; Stacks.
Other Chain Stores-Goodyear; Goodrich; Otasco; Firestone; West Building Materials; Ace Hardware; True Value Hardware & Lumber; Radio Shack; Sherwin-Williams; Payless Shoes; Style Shoppe.

14 - NEWSPAPERS: PRESS-REGISTER (e-mon to fri) 7,417; (wknd) 7,607; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: John P. "Pat" Brown, Adv. Mgr., PRESS-REGISTER, 123 Second St.; PO Box 1119, Clarksdale, MS 38614; Tel. (601) 627-2201.
National Representative: Papert Companies.

CLEVELAND

1 - LOCATION: Bolivar County. E&P Map B-2. County Seat. Agricultural and Manufacturing area; Delta State University, 35 mi. NE of Greenville; On State Hwy. 8; U.S. 61.

2 - TRANSPORTATION: Railroads-C & G.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 14,524; E&P 88 Est. 14,254
NDM-ABC: (80) 60,229
County 80 Cen. 45,816; E&P 88 Est. 43,865
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,491; E&P 88 Est. 4,456
County 80 Cen. 13,571; E&P 88 Est. 13,954
NDM-ABC: (80) 17,322

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$188,049,000
Savings & Loan	2	$33,274,000

6 - PASSENGER AUTOS: County 20,857 (all vehicles)

7 - ELECTRIC METERS: Residence 4,932

8 - GAS METERS: Residence 6,109

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-I.V. Solution Mfg. Plant 1,000; Auto Trim 500; Rice Mill 144; Tile Mfg. 250; Nail-Making 175.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-90; Summer 55-95; Fall 40-90; Winter 16-80. First killing frost, Oct. 30; last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Areas-Downtown: 5 blocks on Sharpe Ave.; Shopping Centers: Western Plaza (4 stores); Cleveland Shopping City (7 stores); Eastgate (4 stores); Delta Square (8 stores).

13 - RETAIL OUTLETS: Discount Stores-Alco; K mart.
Chain Supermarkets-Kroger; Sunflower; Market Basket; Jitney Jungle.
Other Chain Stores-Brad Ragan; Firestone; Otasco; Dollar General; Anthony's; Western Auto.

14 - NEWSPAPERS: BOLIVAR COMMERCIAL (e-mon to fri) 6,311; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Norman C. Van Liew, Pub./Gen. Mgr., BOLIVAR COMMERCIAL, 821 N. Chrisman; PO Box 1050, Cleveland, MS 38732; Tel (601) 843-4241.
National Representative: Landon Associates.

COLUMBUS

1 - LOCATION: Lowndes County, E&P Map C-3. NE Mississippi. 165 mi. from Memphis, TN; 125 mi. W of Birmingham, AL.

2 - TRANSPORTATION: Railroads-Norfolk Southern; Burlington Northern; Columbus & Greenville; Illinois Central Gulf; Golden Triangle.
Motor Freight Carriers-20.
Intercity Bus Lines-Continental Trailways.
Airlines-Republic Express; Atlantic Southeastern (Delta); American Eagle (American).

3 - POPULATION:
Corp. City 80 Cen. 27,383; E&P 88 Est. 28,045
County 80 Cen. 57,233; E&P 88 Est. 62,447

4 - HOUSEHOLDS:
City 80 Cen. 9,294; E&P 88 Est. 9,842
County 80 Cen. 18,664; E&P 88 Est. 21,054

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$60,053,215
Commercial	5	$316,091,991

6 - PASSENGER AUTOS: County 39,528 (all vehicles)

7 - ELECTRIC METERS: Residence 20,019

8 - GAS METERS: Residence 7,741

9 - PRINCIPAL INDUSTRIES: Chem.; Lumber; Garment; Rubber; Marble & Metal; Vinyl Wall Covering; Elect. Motors; Plastics; Wood Prods.; Bathroom Seats; Glossy Paper.

10 - CLIMATE: An. Av. Temp.-63; Summer-81; Winter-45. First killing frost, Nov. 2; last killing frost, Mar. 25.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-13 blocks on Main and Markets Sts.; Mid-City Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gateway(18)	4	Fred's, Winn-Dixie, Revco, Dollar General, Bargain Town USA
Fairlane	3	Fairlane
Leigh Mall(44)	1	Sears, Eggers, JCPenney, K mart
Northgate	2	Kroger, Payless Shoes, K&B Drug
Northgate Plaza	2	Shoe City
Towne Square(16)	2	Jitney Jungle, Revco
Eastgate Village	2	Sunflower, Harco
Mid City(9)	2	Kroger
University Mall	3	McRae's
Wal-Mart	1	Traditional Jewelers

Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Egger's; JCPenney; Ruth's; Sears; McRae's.
Discount Stores-Gibson's; Fred's; Wal-Mart; K mart; Dollar General; Family Dollar; Bargain Town USA.
Variety Stores-McCrory.
Chain Drug Stores-Rexall 3; SuperRx; Gibson's; Harco; K&B; Revco.
Chain Supermarkets-Sunflower 2; Winn-Dixie 2; Jitney Jungle; Mr. Quik 8; Kroger 2; Shirley's Minit Mart 2; Snappy Sacker 4; Warehouse; Big Star 2.
Other Chain Stores-Shoes: Butler's, Endicott-Johnson; Jewelry: Driefus, Busch, Zale's, Traditional Jewelers; Three Sisters; Casual Corner; Sherwin-Williams; Radio Shack; Auto Shack; Handy TV & Appliance.

14 - NEWSPAPERS: COMMERCIAL DISPATCH (e-mon to fri) 14,332; (S) 15,152; VAC. Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: George R. Dodea, Adv. Mgr., COMMERCIAL DISPATCH, 516 Main St., Columbus, MS 39701; Tel. (601) 328-2424.
National Representative: Landon Associates.

CORINTH

1 - LOCATION: Alcorn County, E&P Map C-1, County Seat. In NE corner of State, 4 mi. from TN State Line; 30 mi. from AL State Line. On State Hwys. 2, 45, 72.

2 - TRANSPORTATION: Railroads-Southern; Illinois Central Gulf; Corinth-Counce; Gulf & Miss.
Motor Freight Carriers-22.

3 - POPULATION:
Corp. City 80 Cen. 13,839; E&P 88 Est. 12,949
NDM-ABC: (80) 45,641
County 80 Cen. 33,191; E&P 88 Est. 33,097

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,502; E&P 88 Est. 5,375
County 80 Cen. 11,940; E&P 88 Est. 12,286
NDM-ABC: (80) 16,453

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$250,000,000
Savings & Loan	3	$100,000,000

6 - PASSENGER AUTOS: County 23,922 (all vehicles)

7 - ELECTRIC METERS: County Residence 15,185

8 - GAS METERS: Residence 4,535

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 1,500 ($160); Mach. Shop 300 ($170); Brick & Tile 60 ($140); Wood Prods. 604 ($150); Electronics 1,500 ($170); Plastics 450 ($200); Steel 661 ($225); Printing 1,550 ($170).
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-88; Summer 76-95; Fall 58-90; Winter 34-53. First killing frost, Nov. 1; last killing frost, Mar. 1.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Area-32 blocks on 18 Sts.; 3 shopping Centers.
Principal Shopping Days-Tues., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk-

Hudson; JCPenney; Reid's.
Discount Stores-Alco; Fred's.
Variety Stores-Wal-Mart; Family Dollar.
Chain Drug Stores-Rexall; Walgreens; Super D.
Chain Supermarkets-M&H 4; Piggly Wiggly 2; Rogers; Kroger; Gardner's 2; Super Value.
Other Chain Stores-Firestone; Goodyear; Conley's; Otasco; Auto Shack; Ashley's.

14 - NEWSPAPERS: CORINTHIAN (e-mon to fri) 9,911, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: John E. Newhouse, II, Pub., CORINTHIAN, 1607 S. Harper Road; PO Box 109, Corinth, MS 38834; Tel. (601) 287-6111.
National Representative: Branham/Newspapers Sales.

GREENVILLE

1 - LOCATION: Washington County, E&P Map B-3. County Seat. Industrial and agricultural center. Mississippi River port. On Lake Ferguson, still water harbor, opens into Mississippi River. 150 mi. S of Memphis; 8 mi. W of Arkansas; 40 mi. NW of Louisiana, on State Hwy. 1.

2 - TRANSPORTATION: **Railroads**-Columbus & Greenville (freight only).
Motor Freight Carriers-9.
Airlines-Republic Express; Atlantic Southeast.

3 - POPULATION:
Corp. City 80 Cen. 40,613; E&P 88 Est. 36,963
CZ-ABC: (80) 40,613
RTZ-ABC: (80) 53,034
County 80 Cen. 72,164; E&P 88 Est. 72,535
City & RTZ-ABC: (80) 93,647

4 - HOUSEHOLDS:
City 80 Cen. 13,240; E&P 88 Est. 12,321
CZ-ABC: (80) 13,240
RTZ-ABC: (80) 16,172
County 80 Cen. 22,948; E&P 88 Est. 24,108
City & RTZ-ABC: (80) 29,412

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$266,991,134
Savings & Loan	3	$64,989,097

6 - PASSENGER AUTOS: County 41,648 (all vehicles)

7 - ELECTRIC METERS: Residence 12,729

8 - GAS METERS: Residence 15,750

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles 1,200; Lumber & Wood Prods. 1,065; Paper & Prods. 450; Plastics 175; Screws & Fasteners 385; Stone, Clay, Glass & Concrete Prods. 450; Chem. & Allied Prods. 255; Automobile Parts 390; Grain Proc. & Storage 97; Saws 625; Stoppers 75; Steam Boilers 65; Marine Towing 945; Shipbuilding 312; Rice Proc. 435; Aircraft Refurbishing 400.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-74; Summer 70-91; Fall 76-52; Winter 35-55. First killing frost, Nov. 12; last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-7 blocks on Washington.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Goyer(4)	NA	Sunflower, McCrory
Greenville(28)	NA	JCPenney, Sears, McRae's
K mart(2)	NA	K mart, Jitney Jungle
Mainstream Mall(20)	NA	Otasco, Wal-Mart
Village(13)	NA	Sunflower Mkt.

Principal Shopping Days-Mon., Wed., Thur., Fri.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sam Stein; Goodman; McRae's; Sears.
Discount Stores-Stein Mart; Fred's Dollar; K mart; Lowe's; Wal-Mart; Duckwall.
Variety Stores-Dollar General.
Chain Drug Stores-Super D; Eckerd.
Chain Supermarkets-Kroger; Jitney Jungle; Sunflower; Mega Market.
Other Chain Stores-Butler's; Mangels; Busch; Singer; Goodyear; Firestone; Western Auto; Otasco; Pay-Less; Casual Corner; Dreifus; Waldenbooks.

14 - NEWSPAPERS: DELTA DEMOCRAT-TIMES (e-mon to fri) 14,369; (S) 15,578; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Dot Bryant, Adv. Mgr., DELTA DEMOCRAT-TIMES, PO Box 1618, Greenville, MS 38701; Tel. (601) 335-1155.
National Representative: Papert Companies.

GREENWOOD

1 - LOCATION: Leflore County, E&P Map B-2. County Seat. Residential. On U.S. Hwys. 7, 49W, 82; 97 mi. N of Jackson; 130 mi. S of Memphis, TN; 50 mi. E of Greenville.

2 - TRANSPORTATION: **Railroads**-Illinois Central; Columbus & Greenville.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 20,115; E&P 88 Est. 19,844
CZ-ABC: (80) 25,434
RTZ-ABC: (80) 43,194
County 80 Cen. 41,460; E&P 88 Est. 41,452
City & RTZ-ABC: (80) 68,628

4 - HOUSEHOLDS:
City 80 Cen. 7,371; E&P 88 Est. 7,458
County 80 Cen. 13,003; E&P 88 Est. 13,512
CZ-ABC: (80) 8,903
RTZ-ABC: (80) 12,800
City & RTZ-ABC: (80) 21,761

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$3,819,626,000
Savings & Loan	2	$117,044,514

6 - PASSENGER AUTOS: County 20,494 (all vehicles)

7 - ELECTRIC METERS: Residence 8,678

8 - GAS METERS: Residence 6,763

9 - PRINCIPAL INDUSTRIES: industry, No. of Wage Earners-Agric. 1,170; Automotive Interior Prods. 540; Pianos and Organs 535; Metal Lockers and Storage Cabinets 500; Picture Frames 350; Jeans 290; Catfish Processing 125; Automotive Distribution Center 110; Electronic Test Equip. 100; Cottonseed Prods. 100.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-80; Summer 68-100; Fall 54-80; Winter 10-78. First killing frost, Oct. 25; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Principal Shopping Centers**-12 blocks on Howard, Main and Carrollton Ave.; West Park Ave.; U.S. Hwy. 82; MS Hwy. 7.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastgate(3)	3	Big Star, Wal-Mart
Greenwood(3)	2	Eckerd, JCPenney, Jitney Jungle
Highland Park(22)	2	Otasco, Big Star, Family Dollar, Radio Shack

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-JCPenney, Wal-Mart, Eckerd, Fred's.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Antoon's; Kornfeld's; Stanley's; Sears (catalog).
Variety Stores-Otasco 2; Family Dollar.
Discount Stores-Wal-Mart; Fred's 2; Super Ten.
Chain Supermarkets-Big Star 2; Piggly Wiggly 2; Jitney Jungle; County Market; Bypass Wholesale; Woody's Liberty Cash; Jitney Jr. 4.
Chain Drug Stores-Eckerd; Chaney's Rexall.
Other Chain Stores-Lowe's; Cato; Radio Shack; Auto Shack; Brad Ragan Tire and Appliance; Payless Shoes; Furniture Center; Shoe City; Ashley's Outlet; Sherwin-Williams; Hancock Fabrics; Curtis Mathes; Firestone; Western Auto.

14 - NEWSPAPERS: COMMONWEALTH (e-mon to fri) 8,797; (S) 8,975; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Tim Kalich, Gen. Mgr. or Ray Durbin, Adv. Mgr., COMMONWEALTH, PO Box 8050, Greenwood, MS 38930; Tel. (601) 453-5312.
National Representative: Papert Companies.

GRENADA

1 - LOCATION: Grenada County, E&P Map B-2, 35 mi. NE of Greenwood. On U.S. Hwy. 51; State Hwy. 8, I-55.

2 - TRANSPORTATION: **Railroads**-ICG; Y&MV.
Intercity Bus Lines-Trailways; Greyhound.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 12,641; E&P 88 Est. 13,429
County 80 Cen. 21,026; E&P 88 Est. 21,956

4 - HOUSEHOLDS:
City 80 Cen. 4,460; E&P 88 Est. 4,779
County 80 Cen. 7,111; E&P 88 Est. 7,772

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 15,046 (all vehicles)

7 - ELECTRIC METERS: Residence 7,380

8 - GAS METERS: Residence 4,500

9 - PRINCIPAL INDUSTRIES: Women's Silk Hosiery; Lumber; Mirrors; Refrigeration Components & Equip.; Automobile Wheel Covers; Cooperage Staves; Hardwood Flooring & Veneering; Furniture; Oriented Strand board.

10 - CLIMATE: Min. Temp.-13; Max Temp.-104

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grady Green(9)	NA	Okla. Tire
Whitaker(7)	NA	Sunflower Foods
Whitehaven(6)	NA	Sherwin-Williams
Grenada Plz.(10)	NA	Alco, Piggly Wiggly
Village Creek Mall(14)	NA	Benson's
Mini-Mall(9)	NA	International Paper
Town & Country Plz.(3)	NA	Warehouse

Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-Dattel's; Cato; Walls; Stubbs.
Variety Stores-Sam's Super Saver; Dollar General.
Discount Stores-Gibson's; Alco; TG&Y; Family Ctr.; Wal-Mart; Fred's.
Chain Drug Stores-Gibson's Pharmacy; Chaney; Sav-more; Bristers; Dyre-Kent.
Chain Supermarkets-Grocery Basket; Piggly Wiggly; Spain's; Sunflower; Warehouse Food Ctr.
Other Chain Stores-Okla. Tire; Firestone; B.F. Goodrich; Michellin.

14 - NEWSPAPERS: DAILY SENTINEL-STAR (e-mon to fri) 4,850; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Joseph B. Lee, III, Pub., DAILY SENTINEL-STAR, 159 Green St., Grenada, MS 38901; Tel. (601) 226-4321.
National Representative: Papert Companies.

GULFPORT
See BILOXI

HATTIESBURG

1 - LOCATION: Forrest County, E&P Map C-5. County Seat. 85 mi. SW of Meridian; 122 mi. NE of New Orleans; 90 mi. SE of Jackson; 144 mi. E of Natchez; 96 mi. NW of Mobile.

2 - TRANSPORTATION: **Railroads**-Ill. Central Gulf; Southern; Mid South.
Intercity Bus Lines-Greyhound; Trailways; Gulf Transport.
Motor Freight Carriers-15.
Airlines-ASA; Air New Orleans.

3 - POPULATION:
Corp. City 80 Cen. 40,829; E&P 88 Est. 42,447
CZ-ABC: (80) 60,471
RTZ-ABC: (80) 98,309
County 80 Cen. 66,088; E&P 88 Est. 70,549
City & RTZ-ABC: (80) 158,780

4 - HOUSEHOLDS:
City 80 Cen. 14,517; E&P 88 Est. 15,644
County 80 Cen. 22,978; E&P 88 Est. 24,571
CZ-ABC: (80) 21,269
RTZ-ABC: (80) 31,985
City & RTZ-ABC: (80) 53,254

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	$264,417,000
Savings & Loan	5	$450,000,000

6 - PASSENGER AUTOS: County 42,035 (all vehicles)

7 - ELECTRIC METERS: Bus. & Res. 30,255

8 - GAS METERS: Residence 16,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Mining 96; Constr. 2,860; Food Proc. 1,480; Lumber & Wood Prods. 1,350; Printing & Publishing 140; Stone & Clay Prods. 340; Fabricated Metals 207; Mfg. 2,444; Trans. Util. 1,960; Whol. & Rct. Trade 8,970; Fin., Ins. & R.E. 1,650; Gov't N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-78; Summer 69-92; Fall 53-80; Winter 40-62.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: **Shopping Centers**-McGregors on Hardy St. bet. 12th & 13th Ave.; Hardy St. Mart (9 units) on Hardy St. bet. S. 19th Ave. & Patton Ave.; Cloverleaf on Hwy. 49 & 11; K mart on U.S. Hwy. 49 & 11; University Mall on Hardy St. at 40th; Westwood Square on Hwy. 98 W.; Gibson Ctr. on West Pine; Lincoln Sq. on Lincoln Rd.; Broadway Mart on Broadway Dr.; Oak Grove Shopping Ctr. on Hwy. 98 W.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadacres(5)	NA	The Krystal, Delchamps
Broadway Mart(7)	NA	Big Star, Southwest Drug
University Mall(22)	NA	A&P, Rose Dept. Radio Shack
Oak Grove(8)	8	Wal-Mart, Delchamps

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Mall-Mon. to Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Fine Bros.-Matison; JCPenney; McRaes; Family Dollar; Waldoff's.
Variety Stores-Bargain World; Fred's Dollar General.
Discount Stores-McCrory; Rose's; K mart; Wal-Mart.
Chain Supermarkets-A&P; Sunflower 3; Delchamps 2; Jitney Jungle 4; Midget Marts 2; Minit Mart 5; Big Star 2; County Market; Jr. Food Mart 7.
Chain Drug Stores-Eckerd 2; K&B 3; Revco.
Other Chain Stores-Firestone; Goodrich; Western Auto 2; Pay Less; Smart & Thrifty; Thom McAn;

BILOXI-GULFPORT-PASCAGOULA
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THE SUN HERALD
Ferry death toll rises to 51

THE SUN HERALD
SERVING BILOXI-GULFPORT-PASCAGOULA ADI

(Circle No. 19 on Market Request Card)

Butler Shoes; Hallmark Cards; Morrisons; Radio Shack 2; Auto Shack; Gordon's; Wilsons; Shoe Town; Rex Appliance; Goodyear; Shoe City.

14 - NEWSPAPERS: AMERICAN (e) 25,290 (S) 28,133; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: William M. Joyner, Jr., Adv. Dir.; Debbie Thomsen, Ret. Adv. Mgr., AMERICAN, 825 N. Main St., Hattiesburg, MS 39401; Tel. (601) 582-4321.
National Representative: Gannett National Newspaper Sales.

JACKSON

1 - LOCATION: Hinds County, (MSA). E&P Map B-4, State Capital. In geographic center of state. Government, retail, wholesale, distribution, manufacturing and medical center.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf; Burlington Northern; Amtrak.
Motor Freight Carriers-32.
Intercity Bus Lines-Greyhound; Continental Trailways; JaTran.
Airlines-United; Southern Airways; Northwest Airlink; Delta; American.

3 - POPULATION:
Corp. City 80 Cen. 202,895; E&P 88 Est. 211,146
CZ-ABC: (80) 250,970
RTZ-ABC: (80) 376,015
County 80 Cen. 251,484; E&P 88 Est. 259,274
MSA 80 Cen. 363,366; E&P 88 Est. 399,060
City & RTZ-ABC: (80) 626,985

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 71,490; E&P 88 Est. 76,546
County 80 Cen. 85,902; E&P 88 Est. 91,766
MSA 80 Cen. 120,354; E&P 88 Est. 136,992
CZ-ABC: (80) 87,529
RTZ-ABC: (80) 119,222
City & RTZ-ABC: (80) 206,751

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$6,173,469,000
Savings & Loan	5	$1,695,779,123

6 - PASSENGER AUTOS: County 175,475(all vehicles)

7 - ELECTRIC METERS: Residence 134,300

8 - GAS METERS: Residence 70,948

9 - PRINCIPAL INDUSTRIES: Furniture & Wood Prods.; Block & Tile; Feeds; Mach.; Cotton Oil & Prods.; Glass Bottles & Containers; Kitchen Ware; Fluorescent Lamps; Meat Packing; Cement; Hydraulic Aircraft Parts-Missiles; Corrugated Boxes; Work Clothes; Women's Sport Clothes; Vinyl Tile; Fertilizer; Ice Cream; Milk Prods.; Store Fixtures; Burlap & Cotton Bags; Power Mowers; Household Cleansers; School Furniture; Mattresses; Bedding; Poultry & Egg Proc.; Auto Batteries; Elect. Transformers & Switch Gear; Automotive Elect. Harnesses; Food Prods., etc. Total: 317 Plants, 18,142 Employees.

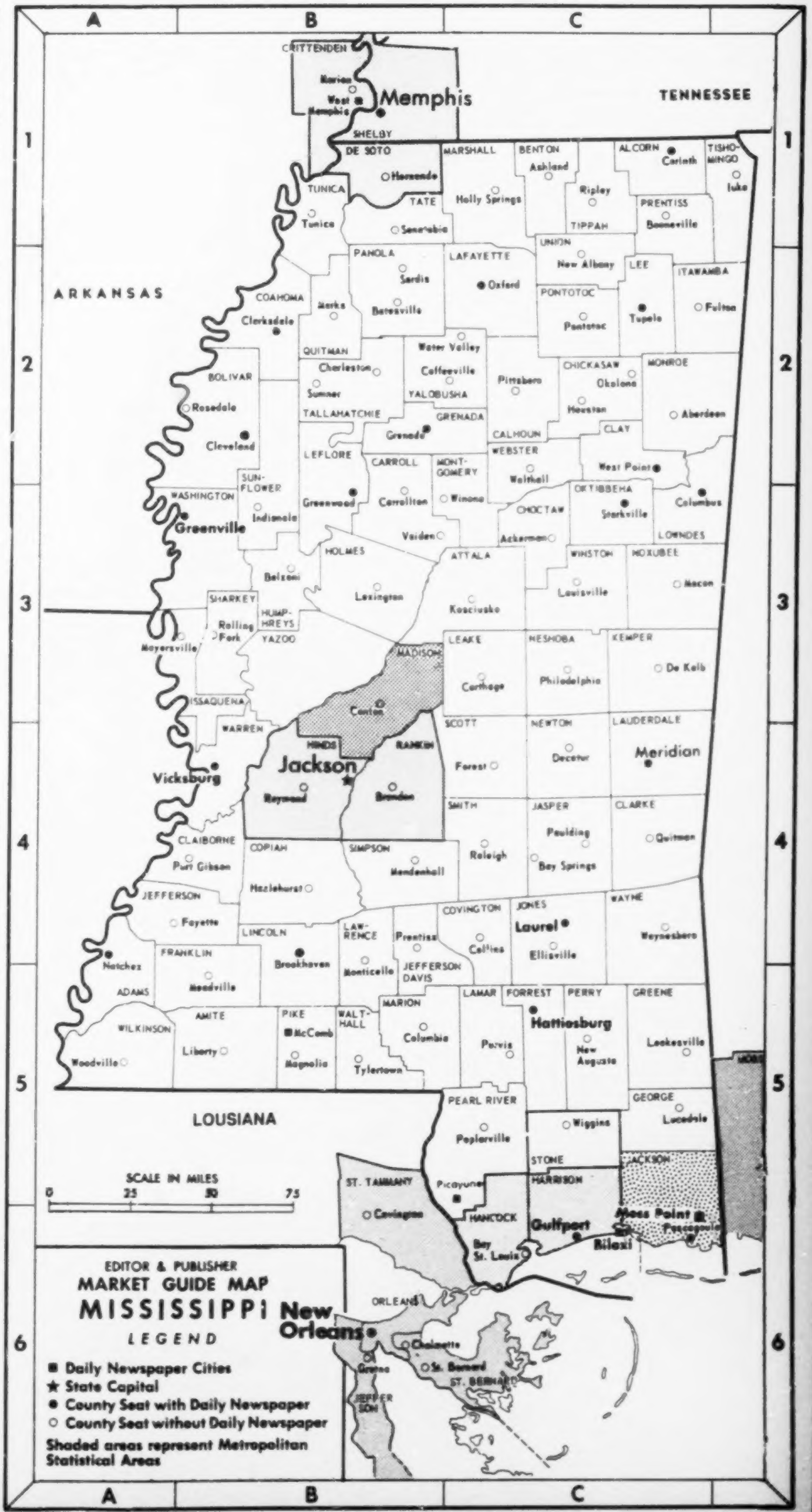
10 - CLIMATE: Min. & Max. Temp.-Spring 44-85; Summer 68-93; Fall 43-88; Winter 37-60.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Area-Downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Delta Mart(9)	8	Southwest Drug, Family Dollar, Jitney Jungle
Metrocenter(146)	6	Sears, McRae's, D.H. Holmes, Gayfers
Northwood(10)	11	Broadmoor Drug, King Weathersby
Meadowbrook Mart(12)	11	McRae's, Super D Drugs, Jitney Jungle
Woodland Hills(5)	6	Jitney Jungle
Colonial Mart(16)	12	Sunflower Foods
Jackson Mall(81)	7	Gayfers, Sunflower Foods
Jackson Square(23)	NA	Zayre, Eckerd, Family Dollar, Radio Shack
Maywood(25)	7	Sunflower Foods, Casual Corner, Beeman Drugs, Ace Hardware
Mid City(4)	3	Jitney Jungle
Mart 51(21)	4	Hooper Sound, Mart 51 Mkt., Family Dollar/ Dian Mills Studeo
Battlefield Center(11)	3	White Swan Cleaners


A
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TENNESSEE
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Memphis
CRITTENDEN
Marion
West Memphis
SHELBY
DE SOTO
Hernando
MARSHALL
Holly Springs
BENTON
Ashland
ALCORN
Corinth
TISHOMINGO
Iuka
TUNICA
Tunica
TATE
Senatobia
Ripley
TIPPAH
PRENTISS
Booneville
UNION
New Albany
LEE
Tupelo
ITAWAMBA
Fulton
PANOLA
Sardis
Batesville
LAFAYETTE
Oxford
PONTOTOC
Pontotoc
COAHOMA
Clarksdale
Marks
QUITMAN
Water Valley
Coffeeville
YALOBUSHA
Charleston
Sumner
TALLAHATCHIE
Pittsboro
CHICKASAW
Okolona
Houston
MONROE
Aberdeen
BOLIVAR
Rosedale
Cleveland
GRENADA
Grenada
CALHOUN
CLAY
West Point
LEFLORE
Greenwood
CARROLL
Carrollton
MONTGOMERY
Winona
WEBSTER
Walthall
SUNFLOWER
Indianola
WASHINGTON
Greenville
CHOCTAW
Ackerman
OKTIBBEHA
Starkville
Columbus
LOWNDES
Vaiden
HOLMES
Lexington
ATTALA
Kosciusko
WINSTON
Louisville
NOXUBEE
Macon
Belzoni
SHARKEY
Rolling Fork
HUMPHREYS
YAZOO
Mayersville
MADISON
Canton
LEAKE
Carthage
NESHOBA
Philadelphia
KEMPER
De Kalb
ISSAQUENA
WARREN
Vicksburg
HINDS
Jackson
Raymond
RANKIN
Brandon
SCOTT
Forest
NEWTON
Decatur
LAUDERDALE
Meridian
SMITH
Raleigh
JASPER
Paulding
Bay Springs
CLARKE
Quitman
CLAIBORNE
Port Gibson
COPIAH
Hazlehurst
SIMPSON
Mendenhall
JEFFERSON
Fayette
LINCOLN
Brookhaven
LAWRENCE
Monticello
Prentiss
JEFFERSON DAVIS
COVINGTON
Collins
JONES
Laurel
Ellisville
WAYNE
Waynesboro
Natchez
ADAMS
FRANKLIN
Meadville
WILKINSON
Woodville
AMITE
Liberty
PIKE
McComb
Magnolia
WALTHALL
Tylertown
MARION
Columbia
LAMAR
Purvis
FORREST
Hattiesburg
PERRY
New Augusta
GREENE
Leakesville
PEARL RIVER
Poplarville
Wiggins
GEORGE
Lucedale
STONE
HARRISON
JACKSON
Picayune
ST. TAMMANY
Covington
HANCOCK
Bay St. Louis
Gulfport
Biloxi
Moss Point
Pascagoula
ORLEANS
New Orleans
Chalmette
St. Bernard
ST. BERNARD
Gretna
JEFFERSON
SCALE IN MILES
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EDITOR & PUBLISHER
MARKET GUIDE MAP
MISSISSIPPI
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas

Cook's Ctr.(13)	7	Super D Drugs, Jitney Jungle, K&B Drugs
Ellis Ave. Plz.(16)	4	Radio Shack
Westland Plz.(42)	4	Family Dollar Jitney Jungle, Super D, Auto Shack, Radio Shack
Highland Vlg.(60)	7	Super D Drugs
Apple Ridge(21)	6	Ashley's, Sunflower
North Park Mall(76)	110	McRaes, D.H. Holmes, JCPenney, Gayfer's
Candlestick Park(9)	12	Sunflower Mkt.
Greenbriar(8)	7	Southwest Drug, Sherwin-Williams
Triangle Mart(6)	11	Freds, Ashleys, Rex TV Glidden Paint
Southport Mall(15)	5	Sunflower Foods
Bel Air(12)	NA	Radio Shack
Brights Ctr.(24)	NA	Star Mkt., United Dollar
Clinton Plz.(11)	NA	Clinton, Jitney Jungle, McCrory
English Vlg.(7)	2	Parkins Pharmacy, Jitney Jungle
McLaurin Mart(21)	NA	Sunflower, Goodyear, Sherwin-Williams
Plain Mart(9)	NA	Star Mkt., United Dollar
Mid City Mart(6)	NA	Jitney Jungle
Quarter Speciality(9)	5	Country Squire, Poets
Ellis Isle(19)	NA	Sack 'N Save Foods
DeVille Plz.(15)	9	Wal-Mart, Service Mdse., Eckerd, Stein Mart
McDowell Sq.(13)	7	Jitney Jungle, McCrory, Eckerd
Jacksonian Plz.(6)	2	Howard Bros., Kroger
Rankin Sq.(10)	NA	Jitney Jungle, McCrory, Eckerd
Canton Mart(20)	13	Briarwood Yard & Garden
Hanging Moss(7) Vlg.	12	Jitney Jungle
Southgate(13)	NA	Kroger, Rose's Dept., Treasury Drugs
Queens Mall W.(2)	13	Rose's, Sunflower
Country Club Vlg.(6)	NA	Jitney Jungle, Treasury Drugs

Principal Shopping Days-Department Stores Fri., Sat., Mon. Food-Thur., Fri., Sat.
Stores Open Evenings-Numerous Dept. Stores.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; McRae's 3; Zayre; Gayfer's 2; Lerner's 2; D.H. Holmes 2; Rose's 3; Service Merchandise 3; K mart 2.
Variety Stores-Ben Franklin; McCrory 4.
Chain Supermarkets-Jitney Jungle 14; New Deal 2; Star; Kroger 7; Sunflower 9; Sack'N Save 2; County Market.
Chain Drug Stores-Southwest 4; Parkin's 2; Super "D" 9; Eckerd 6; Treasury 4; K&B 4; Revco; Mr Discount 3.
Other Chain Stores-Thom McAn; Busch Jewelry 2; Singer Co.; Goodyear 3; Goodrich; Zale's; Baker Shoes 3; Firestone 6; S&H Green Stamps; Radio Shack 11; Casual Corner 3; Stevens 2; Dreifus Jewelers; Spencer Gifts; Mori Luggage & Gifts 3; Florsheim Shoes; Kinney Shoes 2; Kay Jewelers; Hale & Jones 5; Hardy Shoe Store 2; The Limited 3; World Bazaar; Butler Shoes 2; Hanover Shoes; Rex TV; Stein Mart; Rhodes Furn.; Color Tile; 84 Lumber; Pier I Imports; Bombay Co.; Kirkland's; Toys 'R Us; Auto Shack 7; Toys Plus; American Home Video; Merle Norman; Hallmark; National Video; Adventureland Video; Brooks; Ormand; Ulmers; Hausmans; Spences Gifts; Waldenbooks; B. Dalton Books.

14 - NEWSPAPERS: CLARION-LEDGER (m-mon to fri) 72,488; DAILY NEWS (e-mon to fri) 28,327; CLARION-LEDGER/DAILY NEWS (m-sat) 96,454; (S) 117,598; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising **Data**: Robert Blake, Ret. Mgr., CLARION-LEDGER/DAILY NEWS, 311 E. Pearl St.; PO Box 40, Jackson, MS 39205; Tel. (601) 961-7143.
National Representative: Gannett National Newspaper Sales.

LAUREL

1 - LOCATION: Jones County, E&P Map C-4, County Seat. 120 mi. NE of New Orleans; 85 mi. SE of Jackson. On Hwys. 11, 15, 28, 84; I-59.

2 - TRANSPORTATION: Railroads-Norfolk Southern; Illinois Central; Gulf.
Motor Freight Carriers-6.
Airlines-Air Freight-Purolator; ASA (Atlanta Southeast).

3 - POPULATION:
Corp. City 80 Cen. 21,897; E&P 88 Est. 22,118
CZ-ABC: (80) 21,897
RTZ-ABC: (80) 82,613
County 80 Cen. 61,910; E&P 88 Est. 64,994
City & RTZ-ABC: (80) 104,510

4 - HOUSEHOLDS:
City 80 Cen. 8,178; E&P 88 Est. 8,492
County 80 Cen. 21,549; E&P 88 Est. 23,454
CZ-ABC: (80) 8,178
RTZ-ABC: (80) 27,391
City & RTZ-ABC: (80) 35,569

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$3,134,234,976
Savings & Loan	4	$61,682,760

6 - PASSENGER AUTOS: County Est. 47,473 (all vehicles)

7 - ELECTRIC METERS: Residence 11,113

8 - GAS METERS: Residence 10,708

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Masonite 1,800; Petroleum 500; Garment 225; Wood Working 1,500; Foods 975; Howard Industries 800.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-89; Summer 61-105; Fall 31-90; Winter 10-83.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Gardiner(21)	NA	Sears, A&P, Jitney Jungle
N. Laurel(17)	NA	Sunflower
Parkside Plz.(18)	NA	Rose's
Westland Mart(10)	NA	Piggly Wiggly
Northwood Vlg.(4)	NA	Piggly Wiggly, K&B
Sawmill Sq. Mall(54)	NA	McRaes, JCPenney
Pine Tree(15)	NA	Jitney Jungle, Revco

Principal Shopping Days-Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Efird's; Gibson's; Rose's; McRaes.
Variety Stores-Otasco; Fred's Dollar.
Discount Stores-Gibson's; Wal-Mart.
Chain Drug Stores-Wallace Rexall; Eckerd; K&B; Revco.
Chain Supermarkets-A&P; Jitney Jungle 3; Kroger; Sunflower; Piggly Wiggly 2.

14 - NEWSPAPERS: LEADER-CALL (e) 9,901, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Ruth Bryant, Adv. Mgr., LEADER-CALL, 130 Beacon St., Laurel, MS 39441; Tel. (601) 428-0551.
National Representatives: Papert Companies; Thomson Newspapers.

McCOMB

1 - LOCATION: Pike County, E&P Map B-5. 7 mi. N of Magnolia; 81 mi. S of Jackson; 109 mi. N of New Orleans. On State Hwys. 24, 44, 48, and 570; U.S. Hwys. 51 and 98; I-55.

2 - TRANSPORTATION: Railroads-ICG.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 12,331; E&P 88 Est. 12,811
CZ-ABC: (80) 17,501
RTZ-ABC: (80) 64,796
County 80 Cen. 36,203; E&P 88 Est. 36,657
City & RTZ-ABC: (80) 82,297

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,691; E&P 88 Est. 5,002
County 80 Cen. 12,348; E&P 88 Est. 12,804
CZ-ABC: (80) 6,356
RTZ-ABC: (80) 21,169
City & RTZ-ABC: (80) 27,525

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$102,835,000
Savings & Loan	2	$32,399,857

6 - PASSENGER AUTOS: County 25,814 (all vehicles)

7 - ELECTRIC METERS: Residence 8,120

8 - GAS METERS: Residence 5,813

9 - PRINCIPAL INDUSTRIES: County-Locomotives and Car Shops; Lumber and Millwork; Dairy Prods.; Women's and Children's Lingerie; Other Textile Prods.; Aluminum Windows & Doors; Crude Oil & Gas Production; Wirebound & Corrugated Boxes; Livestock Feed; Ready-Mixed Concrete; Liquid Animal Feeds; Dyeing & Textile Oper.; Woodchips; Pine & Hardwood Lumber; Quilts; Mattress Pads & Dust Ruffles; Polyethylene Bags; United Parcel Service Distribution Center; Wood Shipping; Pallets.

10 - CLIMATE: (Monthly Av.) Jan. 49; July 81.

11 - TAP WATER: Very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Delaware Ctr.(8)	1	Kroger, Alco, Eckerd
Pike Ctr.(20)	1	A&P, Otasco, TG&Y, Sears
Southwest(16)	1	Rose's, K&B, Winn-Dixie
Delaware West(10)	1	Jitney Jungle, Revco, National Shoe Whse.
Edgewood Mall(16)	NA	Wal-Mart, JCPenney, Beall-Ladymon

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Denman-Alford; Fred's Dollar Store; Vests; Tailor's Bench; Felders Fashions; Cato; Richmonds Menswear.
Discount Stores-Freds; (bldg. mat.); West Cash & Carry; Ashley's; Roses; Family Dollar; Wal-Mart; National Shoe Warehouse; Allied; Alco.
Variety Stores-McCrory; TG&Y; Kent's; Alco.
Chain Drug Stores-K&B; Revco; Eckerd.
Chain Supermarkets-Jitney Jungle; Sunflower; Winn-Dixie; Kroger; Super-Value.
Other Chain Stores-Firestone; Goodyear; West Cash & Carry; Western Auto; Auto Shack.

14 - NEWSPAPERS: ENTERPRISE-JOURNAL (e-mon to fri) 12,663; (S) 12,633; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Otis R. Bardwell, Adv. Dir., ENTERPRISE-JOURNAL, Oliver Emmerich Dr.; P.O. Box 910, McComb, MS 39648; Tel. (601) 684-2421.
National Representative: Landon Associates.

MERIDIAN

1 - LOCATION: Lauderdale County, E&P Map C-4, County Seat. Industrial, cattle raising, lumber, distribution, medical, and agricultural center. 95 mi. from Jackson; 158 mi. from Birmingham; 208 mi. from New Orleans; 136 mi. from Mobile.

2 - TRANSPORTATION: Railroads-Midsouth Rail; Meridian & Bigbee; Norfolk Southern; Gulf & Mississippi.
Motor Freight Carriers-29.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Atlantic Southeast; Republic.

3 - POPULATION:
Corp. City 80 Cen. 46,577; E&P 88 Est. 47,410
CZ-ABC: (80) 48,525
RTZ-ABC: (80) 226,998
County 80 Cen. 77,364; E&P 88 Est. 80,733
City & RTZ-ABC: (80) 275,523

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,379; E&P 88 Est. 18,119
County 80 Cen. 26,903; E&P 88 Est. 28,550
CZ-ABC: (80) 18,047
RTZ-ABC: (80) 73,864
City & RTZ-ABC: (80) 91,911

5 - BANKS	**NUMBER**	**DEPOSITS**
Banks/Loan Assns.	9	$600,000,000

6 - PASSENGER AUTOS: County 53,030 (all vehicles)

7 - ELECTRIC METERS: Residence 27,762

8 - GAS METERS: Residence 14,334

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food Prods. 849; Textiles 837; Apparel 545; Lumber & Wood 2,070; Printing and Pub. 191; Stone, Clay & Glass 304; Other Mfg. (Incl. Furn. & Fixt.; Paper & Allied; Chem. & Mach.) 1,450; Constr. 1,380; Trans. & Pub. Util. 1,810; Whol. & Ret. 5,370; Fin., Ins. and R.E. 1,010; Servs. 2,950; Gov't 4,470.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-75; Summer 75-100; Fall 60-75; Winter 32-50. First killing frost, Oct. 21; last killing frost, Mar. 18.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Front St.; 3 on 5th; 3 on 6th; 3 on 22nd Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Broadmoor Mart(19)	4	Winn-Dixie, McCrory
Cloverleaf(16)	2	
College Park(25)	3	Otasco, McCrory, Winn-Dixie
Greenwood Plz.(12)	3	Jitney Jungle
Village Fair(55)	2	JCPenney, McRae's, Winn-Dixie
Westland Plz.	2	Sunflower
Eastgate(18)	2	Winn-Dixie, Revco

Principal Shopping Days-Dept. Stores-Mon., Thur., Fri., Sat. Food-Thur., Fri., Sat.

Stores Open Evenings-Dept. Thur.; Shopping Centers, Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Marks-Rothenberg; McRae's.
Variety Stores-Woolworth; McCrory; Fred's.
Discount Stores-Wal-Mart; Lowes; West Cash & Carry; Fred's; Dollar General; McCrory; Service Merchandise.
Chain Drug Stores-Rexall; Howard's; Tutor; Eckerd 2; Revco 3; K&B; Mr. Discount 5.
Chain Supermarkets-Winn-Dixie 4; Kroger; Sunflower; Super Stop 32; Jitney Jungle 2; Sack & Save.
Other Chain Stores-Watson's; Michael's; Butler's (women's); Mangel (women); Lerner Dress; Diana Shop; The Vogue; Goodrich; Goodyear; Firestone; Billups; Busch (jewelry); Anders Furn.; Lott Furn.; Warnoc Furn.; Rhodes Furn.; Auto Shack; Mary Carter; Sherwin-Williams; S&H Green Stamps; Eleanor Shop; Otasco.

14 - NEWSPAPERS: STAR (e) 21,916 (S) 24,694, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jack Bynum, Adv. Dir., STAR, 810-12 22nd Ave.; PO Box 1591, Meridian, MS 39301; Tel. (601) 693-1551.
National Representative: Papert Companies.

NATCHEZ

1 - LOCATION: Adams County, E&P Map A-4. On the Mississippi River. 95 mi. SW of Jackson. On U.S. Hwys. 61, 65, 84; State Hwys. 20, 24.

2 - TRANSPORTATION: Railroads-Illinois Central.
Intercity Bus Lines-Greyhound; Continental Trailways.
Intracity Bus Line-Natchez.
Airlines-Royale.

3 - POPULATION:
Corp. City 80 Cen. 22,015; E&P 88 Est. 23,538
County 80 Cen. 38,017; E&P 88 Est. 39,103
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,818; E&P 88 Est. 8,652
County 80 Cen. 12,806; E&P 88 Est. 13,765

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$485,900,900
Savings & Loan	2	$26,839,456

6 - PASSENGER AUTOS: County 26,195 (all vehicles)

7 - ELECTRIC METERS: Residence 8,624

8 - GAS METERS: Residence 8,488

9 - PRINCIPAL INDUSTRIES: Oil Production & Related Prods.; Tires; Pulp & Paper Prods.; Lumber; Pecan Shelling; Asbestos Prods.; Steel Prods.; Chem.; Farming; Tourism.

10 - CLIMATE: Min. & Max. Temp.-Spring 58-75; Summer 70-95; Fall 50-65; Winter 38-56. First killing frost, Nov. 15; last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main; 4 on Commerce; 8 on Franklin; several Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Liberty(10)	NA	Pik-Quick Mkt.
Magnolia(21)	NA	A&P, West Dept.
Nosser City(9)	NA	Jitney Jungle
Trace Town(21)	NA	Sears, Winn-Dixie, McCrory, Radio Shack
Riverfront(5)	NA	Supr. Furn.
St. Catherine(8)	NA	Piggly Wiggly, United Dollar
Lewis-Vidalia(10)	NA	Otasco, Sterling, United Dollar
Howard Bros.(2)	NA	Howard Bros., Jitney Jungle
Kroger Ctr.	NA	K&B Drugs, Kroger
Natchez Mall(45)	NA	JCPenney, Beall's, McRae's Dept.

Principal Shopping Days-Mon., Wed., Sat.

13 - RETAIL OUTLETS: Department Stores-H.F. Byrne; Sears; West Bros.; JCPenney; Ullman's; Beall's; McRae's.
Variety Stores-S.H. Kress; Sterling; McCrory; United Dollar; Howard Bros.; Kent's Otasco; TG&Y; Dollar General.
Discount Stores-Howard Bros.; Discount City.
Chain Drug Stores-Gilbert Rexall 2; Natchez Super 2; K&B; Treasury; Eckerd.
Chain Supermarkets-A&P 2; Big Star 4; Jitney Jungle 3; Winn-Dixie; Piggly Wiggly; Shadyside 2;

Minit Man 6; Natchez Super 2; Dixie Dandy; In-n-Out 2; Pik Quick 2; Kroger; Red & White; IGA; Budget Saver.
Other Chain Stores Mangels; Firestone; Goodyear; Western Auto; Busch Jewelry; Diamond Shop; Goodyear; Butler's Shoe; International KB; Goodrich; Sherwin-Williams; Singer; U.S. Paint.

14 - NEWSPAPERS: DEMOCRAT (m-tues to sat) 13,757; (S) 14,200; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Jim Elsberry, Adv. Mgr., DEMOCRAT, 503 N. Canal St., Natchez, MS 39121; Tel. (601) 442-9101.
National Representative: Landon Associates.

OXFORD

1 - LOCATION: Lafayette County, E&P Map C-2. County Seat. Agricultural, lumber area, 62 mi. SE of Memphis, TN on State Hwys. 6, 7; 22 mi. E of I-55; U.S. 35.

2 - TRANSPORTATION: **Railroads** Natchez Trace Railway.
Motor Freight Carriers-Rebel; Freeman Truck Lines 18.
Airlines-Jeff Meaders Air Service.

3 - POPULATION:
Corp. City 80 Cen. 9,882; E&P 88 Est. 3,468
County 80 Cen. 31,069; E&P 88 Est. 38,813

4 - HOUSEHOLDS:
City 80 Cen. 3,932; E&P 88 Est. 3,716
County 80 Cen. 9,623; E&P 88 Est. 10,383

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$155,000,000
Savings & Loan	3	$315,000,000

6 - PASSENGER AUTOS: County 18,118 (all vehicles)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Chamber's Corp.; Kellwood; Champion Building Prods.; Emerson Electric; Outboard Marine; Oxford Wire & Cable.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-88; Summer 70-96; Fall 22-88; Winter 16-75. First killing frost, Nov. 1; last killing frost, Mar. 13.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Oxford Mall	NA	JCPenney, Beall Ladymon
East Gate Plz.	NA	Big Star, Otasco, Chaney's Drugs
Kiamie's	NA	
Mid Town(8)	NA	Sears, Joy Foodway
Oakwood Plz.	NA	Wal-Mart, Joy Foodway
Rainbow Ctr.	NA	
Tradeswinds	NA	Kroger, Treasury Drugs

13 - RETAIL OUTLETS: **Department Stores**-J.E. Neilson Co.; JCPenney; Beall-Ladymon.
Discount Stores-Johnson's Furn.; Nationwide Salvage; Wal-Mart.
Chain Drug Stores-Chaney's; K&B; Super D.
Other Chain Stores-Goodyear; Otasco; Sears.

14 - NEWSPAPERS: EAGLE (e-mon to fri) 4,930; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Nina Goolsby, Ed., EAGLE, 916 Jackson Ave.; PO Box 866, Oxford, MS 38655; Tel. (601) 234-4331.
National Representative: Papert Companies.

PASCAGOULA

1 - LOCATION: Jackson County, (In Pascagoula MSA), E&P Map C-5. County Seat. Shipbuilding, papermaking, oil refinery, commercial fishing, chemicals, import, export, small diversified industries. SE part of State. 100 mi. E of New Orleans, LA; 40 mi. SW of Mobile, AL; On U.S. Hwy. 90; State Hwy. 63; I-10.

2 - TRANSPORTATION: **Railroads**-Louisville & Nashville; Mississippi Export.
Motor Freight Carriers-7.
Intercity Bus Lines-Teche Greyhound; Gulf Transport; Trailways.
Water-10 Barge Lines. Cargo Liners through Port.

3 - POPULATION:
Corp. City 80 Cen. 29,318; E&P 88 Est. 30,104
NDM-ABC: (80) 133,738
County/MSA 80 Cen. 117,832; E&P 88 Est. 127,000

4 - HOUSEHOLDS:
City 80 Cen. 10,033; E&P 88 Est. 10,627
County/MSA 80 Cen. 37,589; E&P 88 Est. 42,280
NDM-ABC: (80) 42,296

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$697,765,486
Commercial	8	$1,838,152,719

6 - PASSENGER AUTOS: County 83,585 (all vehicles)

7 - ELECTRIC METERS: County 29,417

8 - GAS METERS: County 5,689

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Shipbuilding 9,200; Paper & Allied 2,150; Food & Kindred 790; Chem. & Allied 600; Apparel 1,280; Seafood 540; Oil Refinery 1,250; Pet Food 120.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-87; Summer 73-98; Fall 41-92; Winter 18-60. First killing frost, Dec. 30; last killing frost, Feb. 12.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Areas**-3 blocks on Delmas, 1 on Krebs, 40 stores; Moss Point, 4 blocks on Main, 3 on McInnis, 20 stores.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Deep South(11)	NA	Family Dollar, Rhodes Furn., Firestone
Bel Air(12)	NA	G & G Supermarket
Searstown(18)	NA	Eckerd, Goodyear
K mart Plz.(3)	NA	K mart.
Wal-Mart Plz.	NA	Delchamps, Wal-Mart, K&B Drugs
Bellview Plz.(5)	NA	Winn-Dixie, Kent's
One Jefferson Place	NA	Food World, Hale's
Singing River(74)	NA	JCPenney, McRaes, Beall's, Service Mdse., Sears, Brumfield's

Principal Shopping Days-Mon., Thur., Fri.
Stores Open Evenings-Some on Thur. and Fri.; few on Sat.; Supermkts. Thur., Fri., & Sat.

13 - RETAIL OUTLETS: **Department Stores**-Alco; Brumfield's; Sears; JCPenney; Family Dollar; Hale's; K mart; McRaes; Beall's; Service Mdse.
Discount Stores-Bargain Annex.
Variety Stores-McClellan; Fred's; TG&Y.
Chain Drug Stores-Southwest; Eckerd; Central; K&B.
Chain Supermarkets-Winn-Dixie 2; Greer's; Delchamps 2; Food World.
Other Chain Stores-Auto Accessories: Firestone; Goodyear 2; Otasco; Jewelry: Felts; Johnson Bros.; Lorch's; Zale's; Hausmanns; Furniture: McGregor's; Rhodes; Gulf; Blackman's; Alberts; Shoes: Gryder's; Baker; Kinney; Paints: Sherwin-Williams; Harris; Burk Hall; Napko; Var-Tung Devoe; Dutch Boy BLP.

14 - NEWSPAPERS: MISSISSIPPI PRESS (e-mon to fri) 22,321; PRESS-REGISTER (S) 23,722; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Floyd A. Davis, Bus. Mgr. or Ralph Williams, Adv. Mgr., MISSISSIPPI PRESS-REGISTER, 405 Delmas Ave.; PO Box 849, Pascagoula, MS 39567; Tel. (601) 762-1111.
National Representative: Newhouse Newspapers/Metro Suburbia.

PICAYUNE

1 - LOCATION: Pearl River County, E&P Map C-5. Manufacturing, agriculture, and nearby government installation (NASA, Navy, Army). SE portion of state, 45 mi. N of New Orleans. On U.S. Hwy. 11, State Hwy. 43, I-59.

2 - TRANSPORTATION: **Railroads**-Southern; Amtrak.
Motor Freight Carriers-Roadway; Highway Express; Red Ball; Ryder.
Intercity Bus Lines-Greyhound.
Airlines-See New Orleans International Airport.

3 - POPULATION:
Corp. City 80 Cen. 10,361; E&F 88 Est. 12,269
County 80 Cen. 33,966; E&P 88 Est. 38,266

4 - HOUSEHOLDS:
City 80 Cen. 3,479; E&P 88 Est. 3,984
County 80 Cen. 11,004; E&P 88 Est. 12,610

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$420,221,000
Commercial	3	$726,000,000

6 - PASSENGER AUTOS: County 28,821 (All Vehicles)

7 - ELECTRIC METERS: Residence 4,055

8 - GAS METERS: Residence 3,340

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Chem. 201; Electrical 588; Containers 298; Wood Proc. 300.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-98; Summer 58-98; Fall 36-92; Winter 14-82. First killing frost, Nov. 10; last killing frost, Mar. 10.

11 - TAP WATER: Soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mississippi Mall	1	Winn-Dixie, Eckerd Drugs
Pine Tree Plz.	1	K&B Drugs
Northgate(6)	1	IGA, Sears (catalog)
Picayune Sq.(5)	1	Allied, Freds, Cato, Wal-Mart, Delchamps

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-9 p.m., Sun. 1-6.

13 - RETAIL OUTLETS: **Department Stores**-Boston Store; Salloums; Allied; Cato.
Discount Stores-Fred's; Dollar General.
Variety Stores-Wal-Mart.
Chain Drug Stores-K&B; Eckerd.
Chain Supermarkets-Winn-Dixie; Delchamps; IGA; Sunflower.
Other Chain Stores-Shoetown; Goodyear; Sears (catalog); Western Auto; Radio Shack 2; Otasco.

14 - NEWSPAPERS: PICAYUNE ITEM (e-tues to fri) 6,160; (S) 7,533; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Tom Andrews, Adv. Dir., PICAYUNE ITEM, 214 Curran Ave.; PO Box 580, Picayune, MS 39466; Tel. (601) 798-4766.
National Representative: Papert Companies.

STARKVILLE

1 - LOCATION: Oktibbeha County, E&P Map C-3 in Northeastern part of MS.

2 - TRANSPORTATION: **Railroads**-Gulf and Mississippi.
Motor Freight Carriers-7.
Airlines-Northwest Airlink; American Eagle; Atlantic Southeastern.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 15,169; E&P 88 Est. 17,551
County 80 Cen. 36,060; E&P 88 Est. 40,386
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,520; E&P 88 Est. 6,390
County 80 Cen. 10,980; E&P 88 Est. 12,065

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$909,446,000
Savings & Loan	2	$323,500,000

6 - PASSENGER AUTOS: County 20,839

7 - ELECTRIC METERS: Residence 6,480

8 - GAS METERS: Residence 5,125

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-State & Federal Agric. Research 1,050 ($350); Apparel 275 ($310); Felt Mfg. 210 ($300); Furn. Mfg. 380 ($300); Commercial metal blades ($300); Metal Bldg. Mfg. 450 ($325); Univ. Educ. 1,700 Faculty & other employees; Copper Fab. 250 ($350); Soft drink Mfg., 95 ($275).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-88; Summer 78-104; Fall 30-88; Winter 18-75. First killing frost, Nov. 4; last killing frost, Mar. 12.

11 - TAP WATER: Neutral, medium soft.

12 - RETAILING: **Principal Shopping Center**-8 blocks on Main and Lafayette Sts.; Jackson and Washington.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
82 Plz.(9)	1	Sunflower, Bargain Town, Sun Rentals
Southdale(11)	2	Sears, Semco, ValueRite
State(13)	2	Withit, Piggly Wiggly, Otasco, Allied
Village Mall(20)	3	Wal-Mart, Cato's, Payless Shoes
La Galarie(10)	1	APB Photo, Gerri's Apparel
University Sq.(7)	2	Sack and Save, Harco Drugs
College Park	1	George Sherman, Hallmark, Dixie's, Nikki's, Town & Campus

Principal Shopping Days-Wed., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Mullins; Ashley's.
Variety Stores-Bargain Town; Family Dollar.
Discount Stores-Fred's Dollar Store; Wal-Mart; Semco; Richey's; Withit; Habit; Foxx's Closet.
Specialty Shops-Cory's; Suzanne Shop; Mothers-n-Others; Lazy S Western; Dixie's Dress Shop; McMurray Shoes; Saxons Shoes; Thomas'; George Sherman Clothiers; Towne & Campus Dress Shoppe.
Chain Drug Stores-Revco; Value Rite; Harco.
Chain Supermarkets-Kroger; Sunflower Foods; Food Ctr. Warehouse; Sack and Save; Piggly Wiggly.
Other Chain Stores-Western Auto; Bob Caldwell Furn.; Smith & Byars Clothing; Spot Cash Tire; Sears (catalog); Kenwin Dress Shops; Otasco; Cato's Dress Shop; Shoe City; Payless Shoe Source; Radio Shack; Sherwin-Williams; Firestone; Goodyear.

14 - NEWSPAPERS: NEWS (m) 8,083; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Thomas Ball, Ed., NEWS, 316 University Dr.; PO Drawer 1068, Starkville, MS 39759; Tel. (601) 323-1642.
National Representative: Landon Associates.

TUPELO

1 - LOCATION: Lee County, E&P C-2. County Seat. Manufacturing, shopping and wholesale center for NE MS and NW AL. Located in NE part of state, 106 mi. SE of Memphis and 150 mi. NW of Birmingham.

2 - TRANSPORTATION: **Railroads**-Gulf & Mississippi; Burlington Northern.
Motor Freight Carriers-30.
Intercity Bus Lines-Greyhound; Continental.
Airlines-Republic Express; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 23,905; E&P 88 Est. 26,843
CZ-ABC: (80) 27,322
RTZ-ABC: (80) 258,907
County 80 Cen. 57,215; E&P 88 Est. 63,337
City & RTZ-ABC: (80) 286,229

4 - HOUSEHOLDS:
City 80 Cen. 8,925; E&P 88 Est. 10,274
County 80 Cen. 19,970; E&P 88 Est. 22,844
CZ-ABC: (80) 10,116
RTZ-ABC: (80) 87,894
City & RTZ-ABC: (80) 98,010

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$1,039,877,000
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 49,631 (all vehicles)

7 - ELECTRIC METERS: Residence 9,845

8 - GAS METERS: Residence 10,020

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. 2,120 ($336); Elect. Prods. 1,125 (N.A.); Food 1,110 ($295); Apparel 2,350 ($213); Furn. 2,320 ($346).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-88; Summer 70-97; Fall 22-88; Winter 16-75. First killing frost, Nov. 1; last killing frost, Mar. 12.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Main St.; 2 on Spring & Bdwy.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
West Main(9)	1	Howards, Fred P. Gattis
Downtown Mall(32)	1	JCPenney, Super D
Hancock	2	Hancock Fabrics
All American Plz.	2	National Menswear, Rick's TV & Appliance
Tupelo Mall(41)	1	Walgreens, Sears, McRae's, Kroger
Traceway	2	Wal-Mart, Blount's
Food Ctr.	2	Wal-Mart, Super D, Blount's

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Dept. 9 p.m.; Food 9 or midnight.

13 - RETAIL OUTLETS: **Department Stores**-Reed's; Black's; Sears; JCPenney; McRae's.
Variety Stores-McCrory.
Discount Stores-Howard's; Fred's Dollar; Wal-Mart 2.
Chain Drug Stores-Roy's; Thomas-Kincannon-Elkin; Medical Center; T&S; SupeRx; Walgreens; Super D 2; Community Discount.
Chain Supermarkets-Kroger; Todd's Big Star; Turner's; Palmer's Big Star; Blount's Foodarama 3; Sack & Save; Food World; Sav-A-Lot.

Other Chain Stores-Quality Stamps; Firestone; Goodyear; Western Auto; Lowe's; Wickes; Radio Shack; Red Rooster; Hancock Fabrics; Western Auto; Natl. Men's Wear; Furn. Ctr.; Dreifus Jewelry; Hofheimer's; Royce; Gallenkamp Shoes; Audio Systems; Mid-America Sewing; Planters Lumber; TSC; Nesco; Osco; Raymons; McDuffie's Furn. Ctr.

14 - NEWSPAPERS: JOURNAL (m) 37,478; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Johnnie Kelso, Controller, JOURNAL, 1655 S. Green; Box 909, Tupelo, MS 38802; Tel. (601) 842-2611.
National Representative: Branham/Newspaper Sales.

VICKSBURG

1 - LOCATION: Warren County, E&P Map B-4. County Seat. On western border of state. 45 mi. W of Jackson; 220 mi. S of Memphis, TN; 235 mi. N of New Orleans, LA.

2 - TRANSPORTATION: **Railroads**-Mid-South Railway.
Motor Freight Carriers-5.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 25,434; E&P 88 Est. 26,458
CZ-ABC: (80) 25,434
RTZ-ABC: (80) 90,880
County 80 Cen. 51,751; E&P 88 Est. 52,703
City & RTZ-ABC: (80) 116,314

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,292; E&P 88 Est. 9,684
County 80 Cen. 17,355; E&P 88 Est. 18,182
CZ-ABC: (80) 9,292
RTZ-ABC: (80) 28,132
City & RTZ-ABC: (80) 37,424

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$47,632,428
Commercial	4	$327,900,074

6 - PASSENGER AUTOS: County 35,923 (all vehicles)

7 - ELECTRIC METERS: Residence 18,865

8 - GAS METERS: Residence 8,480

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Trailers 200; Chem. 139; Lighting Fixtures 500; Lumber 1,082; R.R. Shops 300; Feed Mills 98; Children's Apparel 301; Cement 100; Rubber Reclaiming 100; Tank Mfg. 73; Pole Line Hdwe. 28; Ship Building 1,345; Paper Mill 265; Oil Mill 60; Federal Gov't 4,480; State Gov't 917.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-97; Summer 52-104; Fall 20-94; Winter -1-84. First killing frost, Nov. 3; last killing frost, Mar. 6.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Washington St., 3 on Clay St., 3 on Crawford St., 3 on South St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Battlefield Village(52)	2	Sears, Walgreens
Dixie Plz.(14)	2	
Pemberton Mall(52)	2	Wal-Mart, JCPenney, McRaes, Beall's

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Shopping Centers every evening until 9; Sears until 7 on Tues.-Thur.

13 - RETAIL OUTLETS: **Department Stores**-Charlie's; Sears; JCPenney; McRae's; Beall-Ladymon; Wal-Mart.
Chain Drug Stores-Walgreens; K&B; Treasury; Revco.
Chain Supermarkets-A&P 2; Super G; Kroger; Whse. Food Ctr.; Big Star; County Market; Delchamps; Sack N Save.
Other Chain Stores-Singer Co.; Firestone; Goodrich; Thom McAn; Murphy's; Zale's Jewelers; Regents; Fred's Dollar Store; Gordon's; Radio Shack; Lerner's Shop; Endicott-Johnson; Hallmark; Dollar General; Cato's; Lane Bryant; Brooks Fashions; Merle Norman; Nutrition Ctr.; Regis.

14 - NEWSPAPERS: POST (e) 15,401; (S) 15,782; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Louis P. Cashman, III, Pub., POST, 920 South St., Vicksburg, MS 39180; Tel. (601) 636-4545.
National Representative: Papert Companies.

WEST POINT

1 - LOCATION: Clay County, E&P Map C-2. County Seat. Agric. Ctr.; 90 mi. N of Meridian; 120 mi. W of Birmingham, AL; 150 mi. SE of Memphis, TN. On State Hwys. W45, 50, 23, 46 and 47.

2 - TRANSPORTATION: **Railroads**-Illinois Central Gulf; Columbus & Greenville.
Intercity Bus Lines-Tri-State Trailways.
Motor Freight Carriers-12.

3 - POPULATION:
Corp. City 80 Cen. 8,811; E&P 88 Est. 9,367
County 80 Cen. 21,093; E&P 88 Est. 22,342

4 - HOUSEHOLDS:
City 80 Cen. 3,141; E&P 88 Est. 3,438
County 80 Cen. 6,776; E&P 88 Est. 7,427

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$535,163,000
Savings & Loan	2	$205,055,790

6 - PASSENGER AUTOS: County 13,653 (all vehicles)

7 - ELECTRIC METERS: Residence 3,754

8 - GAS METERS: 3,350

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Boiler Making 1,216; Textiles 455; Meat Packing 1,629; Rubber Prods. 253; Metal Prods. 100; Concrete Prods. 52; Agric. Prods. 175.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-81; Summer 71-103; Fall 42-95; Winter 11-70.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: **Shopping Centers**-Point Plz. (Sunflower, Plz. Drugs); West Main Shopping Ctr. (Wal-Mart, Kroger, Harco Drug, Pay-Less Shoes, Kent's, Otasco); Westland (Gibson's Discount & Drugs, Big Star).
Principal Shopping Days-Thur., Fri. and Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Hill's; Fred's; Kenwin Dress Shop; Cato's; Showbarn; Rebecca's.
Variety Stores-Gibson; General Store.
Discount Stores-Fred's; Wal-Mart; Kent's; Payless Shoes.
Chain Drug Stores-Plaza; Rose; Gibson's Pharmacy; Harco.
Chain Supermarkets-Big Star; Kroger; Sunflower.
Other Chain Stores-Western Auto; Goodyear; Sherwin-Williams; Smith & Byars; Otasco.

14 - NEWSPAPERS: DAILY TIMES LEADER (m) 4,200; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Peggy Walls, Natl. Adv. Mgr., DAILY TIMES LEADER, 227 Court St.; PO Drawer 1176, West Point, MS 39773; Tel. (601) 494-1422.
National Representative: Papert Companies.

MISSOURI SURVEYS

METROPOLITAN STATISTICAL AREAS

Columbia-Boone County.
Joplin-Jasper and Newton Counties.
Kansas City, MO-KS-Cass, Clay, Jackson, Lafayette, Platte, Ray Counties, MO; Johnson, Leavenworth, Miami and Wyandotte Counties, KS.
St. Joseph-Buchanan County.
St. Louis, MO-IL-St. Louis City, Franklin, Jefferson, St. Charles and St. Louis Counties, MO; Clinton, Jersey, Madison, Monroe, St. Clair Counties, IL.
Springfield-Christian and Greene Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1989**
Under 5 Years	371	354	445
5-14 Years	920	738	767
15-24 Years	785	907	782
25-44 Years	1,061	1,300	1,661
45-64 Years	982	977	961
65 and Over	559	648	518
TOTAL	4,678	4,924	5,236

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1989 Est.**
Bldg. Mat./Hdwr	903	1,073	2,301
General Mdse	2,227	2,777	4,691
Food	3,296	4,754	7,192
Automobiles	3,545	3,992	6,730
Gasoline Stations	1,497	2,228	2,516
Apparel	691	992	1,598
Furniture	658	780	1,600
Eat-Drink Places	1,321	1,986	3,397
Drugs	445	610	1,016
TOTAL SALES	15,920	21,655	36,284

BLUE SPRINGS

1 - LOCATION: Jackson County (In Kansas City, MO-KS MSA). E&P Map A-3. 20 mi. E of Kansas City, MO.

2 - TRANSPORTATION: **Railroads**-Chicago, Missouri & Western Railway.
Motor Freight Carriers-154.
Intercity Bus Lines-Area Transportation Authority.
Airlines-18.

3 - POPULATION:
Corp. City 80 Cen. 25,927; E&P 88 Est. 36,411
County 80 Cen. 628,731; E&P 88 Est. 623,148
MSA 80 Cen. 1,435,071; E&P 88 Est. 1,524,435

4 - HOUSEHOLDS:
City 80 Cen. 8,300; E&P 88 Est. 12,298
County 80 Cen. 242,053; E&P 88 Est. 247,938
MSA 80 Cen. 536,800; E&P 88 Est. 580,006

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$251,055,000
Savings & Loan	5	$114,300,000

6 - PASSENGER AUTOS: County 386,121

7 - ELECTRIC METERS: 14,547

8 - GAS METERS: 12,831

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Whol./Ret. 1,350; Educ. 1,200; Railroad Equip. 575; Mfg. 490; Servs. 400; Hospital 350; Gov't 220. (Av. Wkly. Wage-$195)

10 - CLIMATE: Min. & Max. Temp.-Summer 60-95; Winter 0-40.

11 - TAP WATER: Fluoridated.

12 - RETAILING: **Neighborhood Shopping Centers**-White Oak Plaza, Kingsridge Center, Country Club Center; Neighborhood Shopping Areas-Hwy. 7 from Duncan Road to Clark Road; U.S. Hwy. 40.

13 - RETAIL OUTLETS: Discount Stores-Wal-Mart; K mart.
Chain Drug Stores-Revco; Drug Depot; Osco.
Chain Supermarkets-Price Chopper; United Super; Food Barn.
Other Chain Stores-Western Auto, Goodyear; Firestone; Goodrich.

14 - NEWSPAPERS: EXAMINER (e) 5,056; Sept. 30, 1987 VAC.
Local Contact for Advertising and Merchandising Data: Charles F. Shiels, Adv. Mgr., EXAMINER, PO Box 1057, Blue Springs, MO 64015; Tel. (816) 229-9161.
National Representatives: Missouri Press Service; U.S. Suburban Press.

BOONVILLE

1 - LOCATION: Cooper County, E&P Map B-3. County Seat. On I-70 & State Hwys. 40, 5, 87, 98. 100 mi. E of Kansas City; 150 mi. W of St. Louis. Incorporated city limits extend beyond I-70, Hwy. 5.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Southwestern Greyhound.
Airport-Jesse P. Viertel Memorial Airport, 1 mile.
River Port-Missouri River.

3 - POPULATION:
Corp. City 80 Cen. 6,959; E&P 88 Est. 6,884
County 80 Cen. 14,677; E&P 88 Est. 14,639
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,606; E&P 88 Est. 2,704
County 80 Cen. 5,382; E&P 88 Est. 5,390

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$84,325,000
Savings & Loan	2	$174,339,312

6 - PASSENGER AUTOS: County 7,263

7 - ELECTRIC METERS: Residence 2,583

8 - GAS METERS: Residence 2,244

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Small Elect. Appliances 250 ($255); Bakery 165 ($300); Fiberboard 65 ($255); Mobile Homes 75 ($255); Clothing Mfg. 93 ($200); Baseboard Heaters 140 ($255).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-80; Summer 46-103; Fall 25-80; Winter 12-70. First killing frost, Oct. 17; last killing frost, Apr. 23.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Main St.; 5 side street blocks.
Neighborhood Shopping Centers-Ashley Rd. from Main to Sportsman Rd. and Hwy. 5 intersection; Boone Village Shopping Center-south of town.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
New Franklin	3	IGA, United Super
North Boonville	1	Wal-Mart

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: **Discount Stores**-Orschein's; Places; Dollar General; Wal-Mart.
Chain Supermarkets-IGA; Boonville United Super; Price Chopper.
Other Chain Stores-Western Auto; Rupp Automotive; Gerling's Parts Stop; Boonville Auto Parts (NAPA).

14 - NEWSPAPERS: NEWS & ADVERTISER (m-mon to fri) 3,479; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Pete Rogers, Adv. Dir., NEWS & ADVERTISER, E. 412 High St., Boonville, MO 65233; Tel. (816) 882-5335.
National Representative: Missouri Press Service.

BROOKFIELD

1 - LOCATION: Linn County, E&P Map B-2. 366 mi. SW of Chicago; 125 mi. NE of Kansas City. On U.S. Hwy. 36; State Hwys. 5, 11.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern.
Motor Freight Carriers-10.

3 - POPULATION:
Corp. City 80 Cen. 5,555; E&P 88 Est. 6,385
County 80 Cen. 15,498; E&P 88 Est. 15,591

4 - HOUSEHOLDS:
City 80 Cen. 2,423; E&P 88 Est. 2,817
County 80 Cen. 6,312; E&P 88 Est. 6,480

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$122,695,000

6 - PASSENGER AUTOS: County 8,139

7 - ELECTRIC METERS: Residence 2,340

8 - GAS METERS: Residence 2,044

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. 100 ($200); Uniforms 150 (N.A.); Auto assemblies 222 (N.A.); Pharmaceutical Supplies 100 (N.A.); Steel Fabricating 36; Truck Trailer 43.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-87; Summer 52-101; Fall 11-88; Winter-6-50. First killing frost, Nov. 8; last killing frost, Apr. 24.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Food, Discount, Dept. Stores.

13 - RETAIL OUTLETS: Discount Stores-Wal-Mart.
Chain Drug Stores-Mart's; Sam's Presciption Shop.
Chain Supermarkets-Cash Saver; IGA Foodliner; Howard's Market.

14 - NEWSPAPERS: NEWS-BULLETIN (e-mon to fri) 4,637; sworn Sept. 23, 1987.
Local Contact for Advertising and Merchandising Data: Patricia Farrell, Adv. Mgr., NEWS-BULLETIN, 107-109 N. Main, Brookfield, MO 64628; Tel. (816) 258-4237.
National Representative: None.

CAMDENTON

1 - LOCATION: Camden County, E&P Map B-3. County Seat. U.S. Hwys. 5 & 54. South central part of state.

2 - TRANSPORTATION: Motor Freight Carriers-Beaufort.
Intercity Bus Lines-Kincaid.

3 - POPULATION:
Corp. City 80 Cen. N.A.; E&P 88 Est. N.A.
County 80 Cen. 20,125; E&P 88 Est. 26,027

4 - HOUSEHOLDS:
City 80 Cen. N.A.; E&P 88 Est. N.A.

County 80 Cen. 8,004; E&P 88 Est. 10,496

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 13,895

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: None

9 - PRINCIPAL INDUSTRIES: Electronics; Sun-Strand Tublar.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-60; Summer 70-95; Fall 50-65; Winter 20-45. First killing frost, mid-Oct.; last killing frost, mid-Apr.

11 - TAP WATER: Hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Harper-Foster(6)	NA	Dale Jewelry
High Point(4)	NA	Consumers, Revco
Osage Plz.(6)	NA	Ozark Opry

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Discount Stores**-Wal-Mart.
Chain Supermarkets-Dillon's.

14 - NEWSPAPERS: REVEILLE (m-mon to fri) 7,050; sworn Sept. 25, 1987.
Local Contact for Advertising and Merchandising Data: Wayne Dominick, Adv. Mgr., REVEILLE, 114 N. Hwy. 5, PO Box 126, Camdenton, MO 65020; Tel. (314) 346-2132.
National Representative: None.

CAPE GIRARDEAU

1 - LOCATION: Cape Girardeau County, E&P Map D-4. Education, industrial and agricultural center for approximate 20 county area. On U.S. Hwys. 61, I-55; State Hwys. 34, 72, 74, 146.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Missouri Pacific.
Motor Freight Carriers-8.
Intercity Bus Lines-Trailways; Greyhound; Great Southern.
Airlines-Northwest Airlink; Trans World Express.

3 - POPULATION:
Corp. City 80 Cen. 34,361; E&P 88 Est. 35,807
CZ-ABC: (80) 34,361
RTZ-ABC: (80) 76,889
County 80 Cen. 59,166; E&P 88 Est. 62,650
City & RTZ-ABC: (80) 111,250

4 - HOUSEHOLDS:
City 80 Cen. 12,505; E&P 88 Est. 13,285
County 80 Cen. 20,968; E&P 88 Est. 22,351
CZ-ABC: (80) 12,505
RTZ-ABC: (80) 27,272
City & RTZ-ABC: (80) 39,777

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$409,492,000
Savings & Loan	4	$737,671,324

6 - PASSENGER AUTOS: County 31,909

7 - ELECTRIC METERS: Residence 15,455

8 - GAS METERS: Residence 10,622

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Non Agric. (except domestics) 25,793; Mfg. 5,180; Non-Mfg. 20,613; Contract Construction 1,173; Trans., Communication & Pub. Utilities 1,381; Whol. & Retail Trade 7,266; Fin., Insurance & Real Estate 1,079; Services (execept private household) 5,839; Gov't 3,755; Other unclassified Industries 120.
Principal Pay Days-Fri., Sat., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-68; Summer 66-86; Fall 49-69; Winter 29-40. First killing frost, Oct. 25; last killing frost, Mar. 20.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: **Principal Shopping Area**-West Park Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Town Plaza(35)	1	Sears, Schnucks, K mart, Silo, Food Giant
West Park Mall(85)	1	Venture, JCPenney, Famous-Barr

Principal Shopping Days-Thurs., Fri., Sun.
Stores Open Evenings-Mall-until 9:30 Mon. through Sat., Downtown until 8 on Thur., Town Plz. until 7 Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Famous Barr; JCPenney; Sears.
Variety Stores-Woolworth; V&S.
Discount Stores-K mart; Wal-Mart; Venture.
Chain Supermarkets-Schnuck's; National/Del-Farm; Food Giant; Ward's Food Mart; Save-A-Lot; Aldi's.
Other Chain Stores-Silo; Dollar General; Naturalizer; Footworks; Maurice's; Lerner's; Glik's; Red Cross Shoe; Goodyear; Radio Shack; So-Fro Fabrics; Singer; Camelot Music; Disc Jockey; Worth's; Orschein's; 7-Eleven; Thom McAn; Waldenbooks; Dreifus Jewelers; The Fly; First Place; Footlocker; Formoor; Footprints; The Gap; General Nutrition Center; Gift Horse; Goldmine; Hickory Farms; Hot Line; Kay-Bee Toy & Hobby Shop; Kinney's Shoes; Kirlin's Hallmark; Merle Norman; Mothercare; Pass Pets; Payless Shoes; Spencer Gifts; Robin's Shoes; Hardee's; McDonald's; Burger Chef; Arby's; Chick-Fil-A; York Steak House; A&W Root Beer; Great Hot Dog Experience; Pasta House.

14 - NEWSPAPERS: SOUTHEAST MISSOURIAN (e-mon to fri) 17,029; (S) 21,230 Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Irvin Landewee, Adv. Dir., SOUTHEAST MISSOURIAN, 301 Broadway, Cape Girardeau, MO 63701; Tel. (314) 335-6611.
National Representative: Landon Associates.

CARROLLTON

1 - LOCATION: Carroll County, E&P Map B-2, County Seat. Agric. ctr. Situated 66 mi. ENE of Kansas City. On U.S. Hwys. 24, 65, State Hwy. 10.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western; AT&SF.

3 - POPULATION:
Corp. City 80 Cen. 4,700; E&P 88 Est. 4,145
County 80 Cen. 12,163; E&P 88 Est. 11,184

4 - HOUSEHOLDS:
City 80 Cen. 1,986; E&P 88 Est. 1,740
County 80 Cen. 4,769; E&P 88 Est. 4,816

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$74,422,000
Savings & Loan	2	$20,710,000

6 - PASSENGER AUTOS: County 6,022

7 - ELECTRIC METERS: Residence 2,019

8 - GAS METERS: Residence 2,135

9 - PRINCIPAL INDUSTRIES: Frozen Dinners; Oil Refining; Sportswear; Quarry & Ready Mix; Portable Livestock Seeds; Hybrid Seeds; Printing; Pipelines; Feed & Grain Elevators.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Days**-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Nancy's Fashions; Minnis (Ladies'); Carl's Men's Wear; Dickson's Men's Clothing; Freeman Furniture; Carroll Furn.; Shirley's Boots & Shoes.
Discount Stores-Dollar General; Places.
Chain Drug Stores-Fellers; Main; Roseberry.
Chain Supermarkets-Faulk's Quality Mkt.; Walt's Warehouse Grocery; Harold's Market; Mulchs United; Super.
Other Chain Stores-A&B Hdwe.; Sears (catalog); Ace Hdwe.; Carrollton Lumber Co.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 3,400; sworn Oct. 2, 1987.
Local Contact for Advertising and Merchandising Data: Daryl DeVries, Pub., DEMOCRAT, Hwy. 65 S., Carrollton, MO 64633; Tel. (816) 542-0881.
National Representative: Missouri Press Service.

CARTHAGE

1 - LOCATION: Jasper County, (In Joplin MSA) E&P Map A-4, County Seat. Agric., dairy, and mfg. area. 150 mi. S of Kansas City.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Union Pacific Systems.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Crown Coach; American.

3 - POPULATION:
Corp. City 80 Cen. 11,104; E&P 88 Est. 11,448
County 80 Cen. 87,150; E&P 88 Est. 91,351
MSA 80 Cen. 127,873; E&P 88 Est. 138,763

4 - HOUSEHOLDS:
City 80 Cen. 4,379; E&P 88 Est. 4,687
County 80 Cen. 33,560; E&P 88 Est. 35,561
MSA 80 Cen. 48,436; E&P 88 Est. 53,279

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$812,898,142
Commercial	3	$1,863,741,166

6 - PASSENGER AUTOS: County 50,574

7 - ELECTRIC METERS: Residence 4,957

8 - GAS METERS: Residence 5,203

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 1,225; Marble & Limestone 150; Bed & Cushion Spring 851; Clothing 452; Adjacent Area Explosives and Fertilizers 879.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-88; Summer 48-96; Fall 18-77; Winter 6-72. First killing frost, Nov. 5; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-19 blocks on 5 sts.
Neighborhood Shopping Centers-Mound at Central; U.S. 71A at Grand; Fairlawn Drive; Central at Lincoln.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Garrison & Centennial	2	Family Foods IGA
Wal-Mart City Vlg.(6)	3	Wal-Mart
	3	Dollar General

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Thur. & Fri.
Stores Open Sundays-10.

13 - RETAIL OUTLETS: **Department Stores**-Belk-Simpson.
Variety Stores-Dollar General.
Discount Stores-Wal-Mart; Family Dollar.
Chain Supermarkets-Family Foods IGA; Consumers; Ramey's.
Other Chain Stores-Oklahoma Supply; Coast-to-Coast.

14 - NEWSPAPERS: PRESS (e) 4,898; sworn Sept. 28, 1987.
Local Contact for Advertising and Merchandising Data: Fred Hall, Adv. Mgr., PRESS, 527 S. Main; PO Box 678, Carthage, MO 64836; Tel. (417) 358-2191.
National Representatives: Thomson Newspapers; Missouri Press Service.

CHILLICOTHE

1 - LOCATION: Livingston County, E&P Map B-2, County Seat. Center 6-county grain, livestock and dairy area. Light manufacturing. 240 mi. from St. Louis; 100 mi. from Kansas City; 140 mi. from Des Moines; 250 mi. from Springfield, IL. On U.S. Hwys. 36, 65.

2 - TRANSPORTATION: **Railroads**-North Missouri Railroad Co.; Norfolk & Western.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental.

3 - POPULATION:
Corp. City 80 Cen. 9,089; E&P 88 Est. 8,702
County 80 Cen. 15,693; E&P 88 Est. 15,135

4 - HOUSEHOLDS:
City 80 Cen. 3,678; E&P 88 Est. 3,550
County 80 Cen. 6,021; E&P 88 Est. 6,235

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$243,340,000
Savings & Loan	2	$148,440,954

6 - PASSENGER AUTOS: County 7,531

7 - ELECTRIC METERS: Residence 3,635

8 - GAS METERS: Residence 2,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Gloves 450; Brick & Tile 75; Creamery 145; Air Cleaners 230; Truck Line 98; Tool & Dye 10.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 1-95; Summer 41-116; Fall -5-100; Winter -29-83. First killing frost, Oct. 13; last killing frost, Apr. 20. Av. An. Rainfall-33.7 in.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Washington; 4 on Locust; 1 on Calhoun; 2 on Webster; 3 on Jackson; 1 on Clay.
Neighborhood Shopping Centers-6 blocks on South Washington; 11 Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Park Center(11)	NA	Place's
Southtown(9)	NA	Craig's United Super
Walnut Shpg. Ctr.	NA	Aldi, McDonald's

Principal Shopping Days-Thur., Fri., Sat., Mon.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Wal-Mart.
Variety Stores-Place's.
Discount Stores-Orscheln Farm & Home Supply; Westlake Ace Hardware; Wal-Mart.
Chain Supermarkets-United Super; HyVee; Aldi's.

14 - NEWSPAPERS: CONSTITUTION-TRIBUNE (e-mon to fri) 5,463; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Chris Cox, Natl. Adv. Mgr., CONSTITUTION-TRIBUNE, 818 Washington St., Chillicothe, MO 64601; Tel. (816) 646-2411.
National Representatives: Missouri Press Service; Landon Associates.

CLINTON

1 - LOCATION: Henry County, E&P Map B-3, County Seat. Shipping ctr. for 3-county agric., mining, industrial and tourism area 85 mi. from Kansas City; 95 mi. from Springfield.

2 - TRANSPORTATION: **Railroads**-Frisco Missouri-Kansas-Texas.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental.

3 - POPULATION:
Corp. City 80 Cen. 8,366; E&P 88 Est. 8,789
County 80 Cen. 19,709; E&P 88 Est. 19,661
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,431; E&P 88 Est. 3,515
County 80 Cen. 7,763; E&P 88 Est. 8,117

5 - BANKS		
Commercial	4	$145,897,497
Savings & Loan	2	$128,000,000

6 - PASSENGER AUTOS: County 11,204

7 - ELECTRIC METERS: Residence 3,703

8 - GAS METERS: Residence 3,302

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Garments 121; Fireworks 25; Punch Press Mfg. 32; Coal Mining 119; Cheese 445; Power Plant 161; Caskets 3; Can Openers, Blenders, Washing Machines 370; Screen Printing 14.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 70-102; Fall 39-90; Winter 0-45. First killing frost, Sept. 30; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, medium hard, fluoridated.

12 - RETAILING: **Principal Shopping Center**-Town Square on 20 Sts.
Neighborhood Shopping Centers-2nd S., Hwy. 13; Jct. Hwy. 7; Plaza; Truman Lake Mall; Cedar Woods; Eastgate; Clinton Corners; Harmon Gaines.
Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney.
Variety Stores-Variety Discount.
Discount Stores-Sam's; Wal-Mart; Dollar General.
Chain Drug Stores-Kreisler; Rexall; Drugs Plus.
Chain Supermarkets-Safeway; Plaza United; Food-4-Less; Consumer's; Aldi's.
Other Chain Stores-Sherwin-Williams Paint; Adventureland Video; Coast-to-Coast; McDonald's; Wendy's; Hardee's; Pizza Hut.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 3,960; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Kathy Miles, Adv. Mgr., DEMOCRAT, 212 S. Washington St.; PO Box 586, Clinton, MO 64735; Tel. (816) 885-2281.
National Representative: Missouri Press Service.

COLUMBIA

1 - LOCATION: Boone County (MSA), E&P Map B-3. Part of state educational center; on U.S. Hwys. 40, 63, I-70.

2 - TRANSPORTATION: **Intercity Bus Lines**-Greyhound; Transcontinental; Kincaid.
Motor Freight Carriers-15.
Airlines-Air Midwest; (Columbia Regional Airport); TW Express; Northwest Airlink.

3 - POPULATION:
Corp. City 80 Cen. 62,061; E&P 88 Est. 64,608
NDM-ABC: (80) 100,376
County/MSA 80 Cen. 100,864; E&P 88 Est. 109,036

Demographic Information available from The Columbia Missourian. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 21,452; E&P 88 Est. 23,115
County/MSA 80 Cen. 35,296; E&P 88 Est. 37,240
NDM-ABC: (80) 35,296

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$653,613,000
Savings & Loan	6	N.A.

6 - **PASSENGER AUTOS**: County 56,657

7 - **ELECTRIC METERS**: Res. & Bus. 23,893

8 - **GAS METERS**: Res. & Bus. 19,610

9 - **PRINCIPAL INDUSTRIES**: Insurance Home 1,000 Emp.; Educ. (2 colleges, state university); Mfg., Printing, Toasters & Toaster Ovens; Filters; Elect.; Medical (7 hospitals); Car Parts; Chem. Prods.; Visual/Electronic Prods.; e Clamps; Plastic Pipes; Truck Bodies; Building Products & Services; Circuit Breakers; Industrial Heating Elements.

10 - **CLIMATE**: Av. Annual Temp. 54; Jan. Av. Low; July Av. High 79.

11 - **TAP WATER**: Alkaline, hard.

12 - **RETAILING**: **Principal Shopping Centers**-4 blocks on Broadway, 3 on 9th St., 2 on 8th St., 3 on Walnut.
Shopping Centers (No. of Stores): Biscayne Mall (40); Broadway (18); Columbia Mall (120); Columbia Plaza (7); Eastgate Plaza (7); Forum (14); K mart (7); Parkade Plaza (30); North County Shopping Center (10); North Providence (5); Temple Stephens (7); Crossroads West (25); Whitegate (6); Columbia Mall (100); Rock Bridge Center (17); Village South (13); Green Meadows (7).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept.-Thur., food & shopping centers every night.

13 - **RETAIL OUTLETS**: **Department Stores**-JCPenney; Sears; Roth's; Montgomery Ward; Dillard's.
Discount Stores-K mart; Osco; Wal-Mart 3; Target.
Chain Drug Stores-D&H 3; Osco; Revco.
Chain Supermarkets-Nowell's 3; IGA; Gerbes 2; Schnuck's; Price Chopper; 7-Eleven; Fast Break 3; Casey's 3; Food Barn; Columbia AF Super; Aldis; Shop 'N Save; Temple Stephens.
Other Chain Stores-Firestone; Midwest Auto; Goodyear; Zale's Jewelers; Sherwin-Williams; Cook Paint; Sutherland Lumber.

14 - **NEWSPAPERS**: MISSOURIAN (m-mon to fri) 5,390; (S) 5,416; June 30, 1987 CAC.
Local Contact for Advertising and Merchandising Data: Tom Turner, Adv. Mgr., MISSOURIAN, 301 S. Ninth St., Columbia, MO 65201; Tel. (314) 442-3161.
National Representative: Missouri Press Service.
TRIBUNE (e-mon to fri) 18,261; (m-sat) 17,667; (S) 22,047; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Tim Holt, Adv. Dir., TRIBUNE, 4th & Walnut Sts., PO Box 798, Columbia, MO 65205; Tel. (314) 449-3811.
National Representative: Papert Companies.

CRYSTAL CITY
See FESTUS

DEXTER

1 - **LOCATION**: Stoddard County, E&P Map D-4. Manufacturing & agricultural area, 40 mi. SW of Cape Girardeau. On U.S. Hwy. 60, State Hwy. 25.

2 - **TRANSPORTATION**: **Railroads**-Missouri Pacific; St. Louis-Southwestern.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways.
Airlines-Ozark at Cape Girardeau (40 mi.).

3 - **POPULATION**:
Corp. City 80 Cen. 7,043; E&P 88 Est. 11,801
County 80 Cen. 29,067; E&P 88 Est. 28,623

4 - **HOUSEHOLDS**:
City 80 Cen. 2,885; E&P 88 Est. 4,766
County 80 Cen. 10,694; E&P 88 Est. 11,603

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$110,000,000
Commercial	2	$56,000,000

6 - **PASSENGER AUTOS**: County 13,779

7 - **ELECTRIC METERS**: Residence 3,950

8 - **GAS METERS**: Residence 3,950

9 - **PRINCIPAL INDUSTRIES**: Industry, No. of Wage Earners (Av. Wkly. Wage)-Shirt and Pants Mfg. 400 ($150); Automotive Exhaust Systems 830 ($190); Straw and Felt Hats 285 ($155); Automotive Oil Filters 320 ($195); Poultry Packing 155 ($140); Shoes 100 (N.A.).

10 - **CLIMATE**: Min. & Max. Temp.-Spring 50-72; Summer 60-90; Fall 55-80; Winter 35-59. First killing frost, Oct. 1; last killing frost, Mar. 14.

11 - **TAP WATER**: Alkaline, hard.

12 - **RETAILING**: **Principal Shopping Center**-5 blocks W. of main business district (17 stores). Also Town & Country Shopping Ctr.-7 stores.

13 - **RETAIL OUTLETS**: **Department Stores**-Sears; Fred's.
Discount Stores-Wal-Mart; Discount City; Dollar General.
Variety Stores-Ben Franklin.
Chain Supermarkets-Rebel Mkt.; IGA; Town & Country; Piggly Wiggly.
Other Chain Stores-Orschelen Farm Supply; Western Auto; Stovall's.

14 - **NEWSPAPERS**: STATESMAN (e-mon to fri) 4,665; sworn Sept. 29, 1987.
Local Contact for Advertising and Merchandising Data: Marilyn Tucker, Adv. Mgr., STATESMAN, 200 W. Stoddard St., Dexter, MO 63841; Tel. (314) 624-4545.
National Representatives: Landon Associates; Missouri Press Service; American Newspaper Representatives.

EXCELSIOR SPRINGS

1 - **LOCATION**: Clay County (In Kansas City, MO-KS PMSA), E&P Map A-2. Health Resort 12 mi. NE of Kansas City on U.S. Hwy. 69 and State Hwy. 10.

2 - **TRANSPORTATION**: **Railroads**-Milwaukee; CRI&P.
Motor Freight Carriers-4.

3 - **POPULATION**:
Corp. City 80 Cen. 10,424; E&P 88 Est. 10,766
PMSA 80 Cen. 1,435,071; E&P 88 Est. 1,524,435
County 80 Cen. 136,535; E&P 88 Est. 148,594

4 - **HOUSEHOLDS**:
City 80 Cen. 3,798; E&P 88 Est. 4,340
County 80 Cen. 49,743; E&P 88 Est. 56,414
PMSA 80 Cen. 344,092; E&P 88 Est. 580,006

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$100,000,000
Savings & Loan	1	N.A.

6 - **PASSENGER AUTOS**: County 96,711

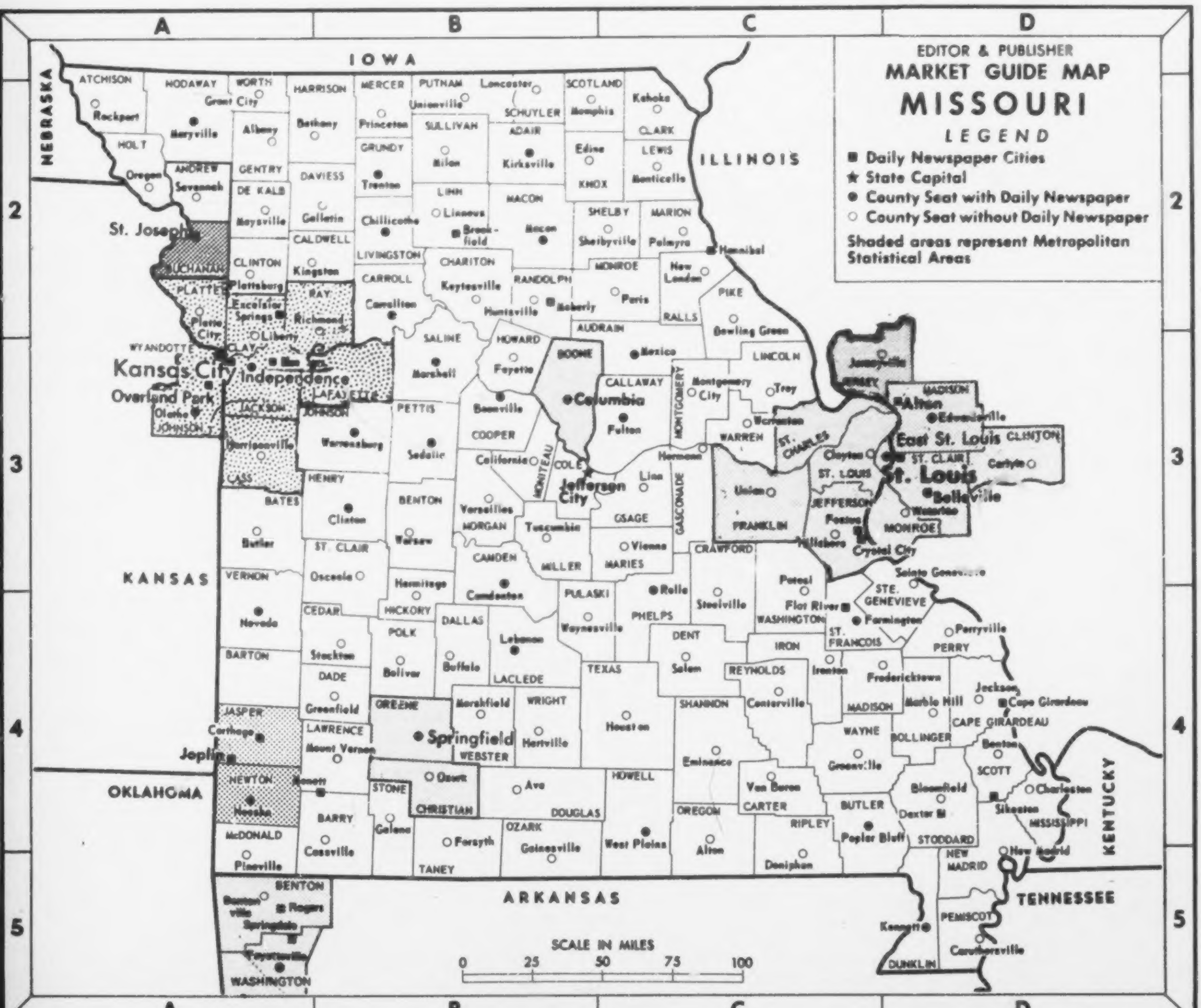
7 - **ELECTRIC METERS**: Residence 3,731

8 - **GAS METERS**: Residence 3,712

9 - **PRINCIPAL INDUSTRIES**: Hospitals & Hotels 200 emp. ($165); Plastic Factories 840 emp. ($160).
Principal Industrial Pay Days-1st & 15th.

10 - **CLIMATE**: Min. & Max. Temp.-Spring 35-70; Summer 60-105; Fall 35-70; Winter 5-50. First killing frost, Nov. 1; last killing frost, Apr. 1.

11 - **TAP WATER**: Neutral, soft.


EDITOR & PUBLISHER
MARKET GUIDE MAP
MISSOURI
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
A
B
C
D
2
3
4
5
IOWA
ILLINOIS
KANSAS
OKLAHOMA
ARKANSAS
TENNESSEE
KENTUCKY
NEBRASKA
Kansas City
Independence
Overland Park
St. Joseph
Columbia
Jefferson City
Springfield
Joplin
St. Louis
East St. Louis
Belleville
Alton
Hannibal
Cape Girardeau
Crystal City
Excelsior Springs
SCALE IN MILES
0
25
50
75
100

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Thompson; 8 on Broadway; 3 on South; 3 on Spring; 3 on Marietta; Junction Hwys. 10 & 69; 900 block Isley; 1400 block N. Jesse James.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crown Hill(19)	NA	Price Shopper
"Y"(21)	NA	Food Barn
Bob's IGA(15)	NA	IGA

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Ruth King's; Style Shop; John Lewis.
Variety Stores-Wal-Mart; Dollar General; Sears.
Chain Drug Stores-Rexall; Revco.
Chain Supermarkets-IGA; Thriftway; Safeway; Price Shopper; Food Barn; Aldi.
Other Chain Stores-Coast-to-Coast; Sentry Hardware; HWI Hardware.

14 - NEWSPAPERS: STANDARD (e-mon to fri) 2,536; sworn Oct. 2, 1987.
Local Contact for Advertising and Merchandising Data: Jimmy Watson, Pub., STANDARD, 417 Thompson Ave., Excelsior Springs, MO 64024; Tel. (816) 637-3147.
National Representative: Missouri Press Association.

FESTUS-CRYSTAL CITY

1 - LOCATION: Jefferson County, E&P Map C-3 (In St. Louis, MO-IL MSA). 35 mi. S of St. Louis. On State Hwys. 61 and 67, I-55.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Union Pacific.
Bus Lines-Greyhound; Trailways.
Motor Freight Carriers-3.
Airport-2,200 ft. paved & lighted.

3 - POPULATION:
Corp. Cities 80 Cen. 11,147; E&P 88 Est. 13,647
Festus 80 Cen. 7,574; E&P 88 Est. 9,517
Crystal City 80 Cen. 3,573; E&P 88 Est. 4,130
MSA 80 Cen. 2,376,748; E&P 88 Est. 2,468,035
County 80 Cen. 147,913; E&P 88 Est. 171,006
Note: Festus and Crystal City are divided only by a street in business section.

4 - HOUSEHOLDS:
Cities 80 Cen. 4,132; E&P 88 Est. 5,075
Festus 80 Cen. 2,756; E&P 88 Est. 3,455
Crystal City 80 Cen. 1,376; E&P 88 Est. 1,620
County 80 Cen. 47,385; E&P 88 Est. 56,501
MSA 80 Cen. 844,814; E&P 88 Est. 912,136

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$160,001,000

6 - PASSENGER AUTOS: County 88,811

7 - ELECTRIC METERS: Residence 4,200

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Glassware; Nuclear; Fuel; Chem.; Lead Smelter; Can Mfg.; Bottle Mfg.

10 - CLIMATE: Min. & Max. Av. Temp.-Summer 82-92; Fall 65-85; Winter 0-25.

11 - TAP WATER: Wells; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown Shopping Area-2 blocks on Bailey Rd. (Crystal City), and 6 blocks on Main St. (Festus)

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Industrial Court	2	Kroger, Gasen's
Twin City Mall(25)		Venture, National Foods, Golde's Dept.
Gannon's Ctr.	1	Wal-Mart

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. through Sat. & days on Sun. at nearby shopping centers; downtown open 9:00 a.m. to 5:30 p.m. Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Golde's; Venture; Wal-Mart.
Chain Supermarkets-Kroger; National; Mountford's; Bi-Rite.
Other Stores-Gasen's Drug; Glaser-Medicare Drug; Dollar General; Fashion Gal/Kingscourt; Payless Shoes; Colonel Day's; Wabash-Goodyear Tires; Western Auto; Radio Shack; Auto Shack; Midas Muffler; Sears (catalog).

14 - NEWSPAPERS: NEWS DEMOCRAT (m-mon to fri) 5,945; sworn Oct. 23, 1987.
Local Contact for Advertising and Merchandising Data: Roger Reinhart, Pub., NEWS DEMOCRAT, 3 Industrial Drive, Festus, MO 63028; Tel. (314) 937-9811.
National Representatives: American Newspaper Representatives; Missouri Press Association.

FLAT RIVER

1 - LOCATION: St. Francois County, E&P Map C-3. 67 mi. S of St. Louis.

2 - TRANSPORTATION: **Railroads**-Missouri Illinois.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 4,443; E&P 88 Est. 4,644
CZ-ABC: (80) 11,293
RTZ-ABC: (80) 25,669
County 80 Cen. 42,913; E&P 88 Est. 45,479
City & RTZ-ABC: (80) 36,962
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 1,733; E&P 88 Est. 1,851
CZ-ABC: (80) 4,265
RTZ-ABC: (80) 9,058
County 80 Cen. 15,189; E&P 88 Est. 16,292
City & RTZ-ABC: (80) 13,323

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	4	$155,000,000
Commercial	5	$190,000,000

6 - PASSENGER AUTOS: County 24,580

7 - ELECTRIC METERS: County 21,752

8 - GAS METERS: County 7,200

9 - PRINCIPAL INDUSTRIES: County-Shoe Mfg.; Clothing; Precision Machine Parts; Furn.; Pre-Fab Homes; Electronics Mfg.; Glass Mfg.; State Hospital; Regional Postal Ctr.; State Employment Office; Regional Social Security Office; Mushroom Cannery; Plastics; Playground & Picnic Tables.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: **Shopping Centers**-Plaza (10 stores); Mineral Area (8 stores).
Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Golde's.
Discount Stores-Wal-Mart.
Chain Drug Stores-Ragan Rexall; Medicate; Wal-Mart.
Chain Supermarkets-IGA 3; Kroger; Tom-Boy; Aldi's; Karsch's; Town & Country; Piggly Wiggly; Sav-A-Lot 2.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 9,541; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Ron Weir, Pub., JOURNAL, 1513 Saint Joe Dr., Flat River, MO 63601; Tel. (314) 431-2010.
National Representatives: Scripps League Newspapers; Papert Companies.

FULTON

1 - LOCATION: Callaway County, E&P Map C-3, County Seat. Agricultural, educational center. 24 mi. N of Jefferson City; on U.S. Hwys. 54 and I-70 (7 mi. N).

2 - TRANSPORTATION: Railroads-Illinois Central Gulf.
Motor Freight Carriers-4.
Intercity Bus Lines-Northeast Missouri; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,046; E&P 88 Est. 10,241
County 80 Cen. 32,487; E&P 88 Est. 34,430

4 - HOUSEHOLDS:
City 80 Cen. 3,468; E&P 88 Est. 3,235
County 80 Cen. 10,658; E&P 88 Est. 11,076

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	4	$15,000,000
Commercial	2	$50,000,000

6 - PASSENGER AUTOS: County 15,516

7 - ELECTRIC METERS: Residence 3,473

8 - GAS METERS: Residence 3,004

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Brick 100; Farm Mach. 120; Printing 100; State Mental Hosp. 500; 2 Colleges; Nuclear Power Plant 1,500.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-62; Summer 62-100; Fall 41-63; Winter -[illegible]

11 - TAP WATER: Neutral, very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Briggs Wal-Mart(3)	NA	IGA, Wal-Mart
Winston Plz.(5)	NA	K mart, Gerbes

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.
Stores Open Sundays-Some grocery; drug; hardware & retail.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Blattner's.
Variety Stores-V&S.
Discount Stores-Wal-Mart; K mart.
Chain Supermarkets-Moser's; Gerbes; Harmon's IGA; Aldi's.
Other Chain Stores-Westlakes; Orschelin.

14 - NEWSPAPERS: SUN (m-tues to sat; S) 4,380; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Barbara Johnson, Adv. Mgr., SUN, 5th and Ravine, Fulton, MO 65251; Tel. (314) 642-7272.
National Representatives: Papert Companies; Missouri Press Service.

HANNIBAL

1 - LOCATION: Marion and Ralls Counties, E&P Map C-2. Industrial and agricultural center. On U.S. Hwys. 36, 61; State Hwys. 19, 168. St. Louis, 120 mi. S; Kansas City, 200 mi. W; Chicago, 290 mi. NE.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern; Norfolk & Western and freight.
Motor Freight Carriers-2.
Intercity Bus Lines-Trailways; Mid-American.

3 - POPULATION:
Corp. City 80 Cen. 18,811; E&P 88 Est. 20,080
CZ-ABC: (80) 18,941
RTZ-ABC: (80) 78,820
Counties 80 Cen. 37,673; E&P 88 Est. 39,557
Marion 80 Cen. 28,692; E&P 88 Est. 30,294
Ralls 80 Cen. 8,981; E&P 88 Est. 9,263
City & RTZ-ABC: (80) 97,761

4 - HOUSEHOLDS:
City 80 Cen. 7,164; E&P 88 Est. 7,943
CZ-ABC: (80) 7,164
RTZ-ABC: (80) 29,401
Counties 80 Cen. 13,879; E&P 88 Est. 14,380
Marion 80 Cen. 10,696; E&P 88 Est. 11,104
Ralls 80 Cen. 3,183; E&P 88 Est. 3,276
City & RTZ-ABC: (80) 36,565

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$142,404,000
Savings & Loan	7	$5,488,696,000

6 - PASSENGER AUTOS: Counties: Marion 14,610; Ralls 3,345

7 - ELECTRIC METERS: Residence 7,143

8 - GAS METERS: Residence 7,152

9 - PRINCIPAL INDUSTRIES: Industry-Food, Dairy & Bev.; Bldg. Matls.; Mach. & Tools; Shoes; Furnaces & Metal Stamping; Cement; Agric. Chem.; Heating Element Mfg.; Canning; Plastics.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-95; Summer 44-108; Fall 14-93; Winter 17-73. First killing frost, Oct. 14; last killing frost, Apr. 13.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-25 blocks Main St., Broadway and Market St.
Neighborhood Shopping Centers-South Side; Mark Twain Ave.; St. Mary's Ave.; McMasters Ave.; Oakwood; Huck Finn Shopping Center (25 stores including Wal-Mart, Westlakes, JCPenney, Kroger's); Steamboat Bend Center (TG&Y Family Center, Food for Less).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.
Stores Open Sundays-Shopping Centers.

13 - RETAIL OUTLETS: Department Stores-Dollar General; JCPenney.
Variety Stores-TG&Y.
Discount Stores-K mart; TG&Y; Wal-Mart.
Chain Drug Stores-SupeRx; Best Buy; Medi-Cap.
Chain Supermarkets-Kroger's; Natl. Food; Hy-Klas; Aldi; Food-For-Less.
Other Chain Stores-Sears (catalog); Chanen Auto; Westlake Hardware; Autowise; Christa Rentals; Crown Shoe; Pic-Way Shoes; Autoworks; Right-A-Way Auto Parts.

14 - NEWSPAPERS: COURIER-POST (e) 10,994; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: John D. Goossen, Pub./Ed., Don Smith, Sales Mgr., COURIER-POST, 200 N. Third St., Hannibal, MO 63401; Tel. (314) 221-2800.
National Representatives: Missouri Press Service; Landon Associates.

INDEPENDENCE

1 - LOCATION: Jackson County, (In Kansas City, MO-KS MSA). E&P Map A-3, County Seat. Joins Kansas City on East.

2 - TRANSPORTATION: **Railroads**-Missouri-Pacific; GM&O; Kansas City Southern; Illinois Central/Golf; Amtrak.
Intercity Bus Lines-K.C.; Greyhound.
Motor Freight Carriers-154.
Airlines-TWA; Continental; Delta; C&S; United; Eastern; Braniff.

3 - POPULATION:
Corp. City 80 Cen. 111,806; E&P 88 Est. 84,455
MSA 80 Cen. 1,435,071; E&P 88 Est. 1,524,435
County 80 Cen. 628,731; E&P 88 Est. 623,148

4 - HOUSEHOLDS:
City 80 Cen. 42,429; E&P 88 Est. 33,860
County 80 Cen. 242,053; E&P 88 Est. 247,938
MSA 80 Cen. 536,800; E&P 88 Est. 580,006

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$468,175,000
Savings & Loan	9	$2,100,000,000

6 - PASSENGER AUTOS: County 386,121

7 - ELECTRIC METERS: Residence 49,980

8 - GAS METERS: Residence 42,952

9 - PRINCIPAL INDUSTRIES: City Zone-Steel Prods.; Furn.; Bedding; Chem.; Fuel Oils; Crushed Stone; Memo Books; Munitions; Grain Combines; Farm & Industrial Mach.; Ice Cream; Pop; Asphalt; Jet Fuel; Propane Gas; Space Heaters; Gas Furnaces; Architectural Panels; Dyes; Plastics; Archery Equip.; Cooling Towers; Hydryers; Wall Tile; Aluminum & Fiberglass Awnings; Agricultural Lime; Liquid Nitrogen; Custom Software; Industrial Trucks; Playing Cards; Concrete Forms & Pipes; Drive Shafts; Rail Spikes; Meat Proc.; Rock Phosphate; Potash; Religious Books; Oil Circ. Pumps; Concrete & Haydite Blocks; Steel Tanks; Kitchen Cabinets & Mops; Dairy Equip.; Salad Oil; Electronic Equip.; Cement; Printing & Pub.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-60; Summer 60-100; Fall 30-60; Winter -15-45. First killing frost, Oct. 25; last killing frost, Apr. 21.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Shopping Centers**-(Distance from Shopping District): Englewood, 1 mi.; Fairmont, 4 mi.; Maywood, 2 mi.; Blue Ridge, 4 mi.; Independence Center, 4 mi.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alton Plaza(4)	NA	Thriftway, TG&Y
Chrisman Plz.(12)	NA	Save Mart, TG&Y
Susquehanna(12)	NA	Ben Franklin, United Super
Gaslight Sq.(15)	NA	Fashion Gal, Robinson's, United Super
Hi Way 24(11)	NA	Thriftway, Dollar General
Hub Regional(10)	NA	Wal-Mart
Independence(120)	NA	Dillard's, Jones, Sears
Noland Plaza(9)	NA	Uniroyal
Noland South	NA	Children's Palace, Payless Cashways, Clothworld
Plaza 71(11)	NA	Radio Shack, Drug Emporium
Sterling View	NA	Food Barn
39th & Noland(11)	NA	Marshalls, Venture
Independence Corners(7)	NA	Price Chopper, Revco
Hawthorn Sq.(6)	NA	Builders Square, Food 4 Less, Best Buy
Generals Plaza	NA	Walton's Whol. Club, Dot Drug
Noland Fashion Sq.	NA	Toys R Us, 1/2 Price Store, T.J. Maxx, Treasury Drug
Market Place	NA	Shoplers, Service Mdse., Price Chopper

Principal Shopping Days-Mon., Tues., Fri., Sat.
Stores Open Evenings-Tues., Fri.; Shopping Centers, some 2 nights, some 6.
Stores Open Sundays-All.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Montgomery Ward; Sears; Dillard's; Jones Store; Walton's Wholesale Club.
Discount Stores-K mart; Venture; Wal-Mart.
Variety Stores-Woolworth; TG&Y 3; Ben Franklin 2.
Chain Drug Stores-K mart; Revco 3; Osco 3; Dot Drug.
Chain Supermarkets-Food Barn 2; U.S. Supers 5; Thriftway 2; Price Chopper 2; Save Mart 2; Food Barn; Mr. B's; Foodland 2.
Other Chain Stores-J.C. Sloan; Children's Palace; Western Auto; Hancock Fabrics; Levitz Furniture;

Payless Shoes; Davis Paint; Goodrich; Uniroyal; Sutherland's P.

14 - NEWSPAPERS: EXAMINER (e) 15,069; Oct. 1, 1987 VAC.
Local Contact for Advertising and Merchandising Data: Charles F. Shiels III, Adv. Dir., EXAMINER, 410 S. Liberty, Independence, MO 64051; Tel. (816) 254-8600.
National Representatives: Missouri Press Service; Papert Companies.

JEFFERSON CITY

1 - LOCATION: Cole County, E&P Map B-3. State Capital, County Seat. On S Bank of Missouri River. Fort Leonard Wood (Army) 130 mi. W of St. Louis, 150 mi. SE of Kansas City. On U.S. Hwys. 50, 63, 54. Connected to I-70.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific; MO-KS-TX; Amtrak.
Water-River Barge Line; Federal Barge; Adrian Dock.
Motor Freight Carriers-5.
Intercity Bus Lines-Kincaid Bus Lines; Trailways.
Airlines-TW Express; Braniff Express; Northwest Air Link. Columbia Regional Airport 26 miles north on Hwy. 63.

3 - POPULATION:
Corp. City 80 Cen. 33,619; E&P 88 Est. 36,861
CZ-ABC: (80) 43,723
RTZ-ABC: (80) 110,126
County 80 Cen. 57,037; E&P 88 Est. 64,448
City & RTZ-ABC: (80) 153,849

4 - HOUSEHOLDS:
City 80 Cen. 12,639; E&P 88 Est. 14,538
County 80 Cen. 19,781; E&P 88 Est. 22,144
CZ-ABC: (80) 15,837
RTZ-ABC: (80) 38,252
City & RTZ-ABC: (80) 54,089

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	4	$366,832,337
Commercial	4	$826,161,000

6 - PASSENGER AUTOS: County 36,051.

7 - ELECTRIC METERS: City Res. 16,175.

8 - GAS METERS: City Res. 10,962.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Steel Fabrication 145; Printing & Bookbinding 357; State Gov't 13,000; Cosmetics 812; Elect. Assembly 1,100; Shoe Dist. 183; Automotive seating 112; Heavy Duty Radiators 116; Magazine/book dist. 500; Mfg. of washer parts 100.
Principal Pay Days-28th to 30th monthly.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-75; Summer 60-100; Fall 38-80; Winter -10-60. First killing frost, Oct. 27; last killing frost, Apr. 16.

11 - TAP WATER: Neutral, medium hardness; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Capital & Downtown Malls 4 blocks on High St., East and West, with one block off High St., North and South.

Neighborhood Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Southside(10)	1	Milo Walz
Jefferson Plaza(20)	1	Super D Drug Store
Southwest Plaza	3	Montgomery Ward
Mart Center(12)	4	Wal-Mart, Westlakes, Food For Less
K mart Center	4	K mart, Price Chopper
Apache Flats	6	Home of Bargains
Capitol Mall	5	Dillard, Goldes, Penney, Sears

Principal Shopping Days-Sat., Sun. **Stores Open Evenings**-Every day at Capitol Mall; Downtown, Wed. only. Sundays after noon: Capitol Mall, Mart Center, K mart Center, Apache Flats.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Herman's; Golde's; Sears; Dillards.
Discount Stores-House of Bargains; Wal-Mart; K mart.
Chain Drug Stores-Super D; Medicare Glaser.
Chain Supermarkets-IGA 2; Safeway; Gerbes 2; Aldi Benner; HyVee; Food 4 Less; Price Chopper.
Other Chain Stores-Western Auto; Firestone; Singer; Hallmark.

14 - NEWSPAPERS: CAPITAL NEWS (m-tues to sat) 4,076; POST-TRIBUNE (e-mon to fri) 17,904; NEWS and TRIBUNE (S) 24,102, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Gary Pasley, Adv. Dir., CAPITAL NEWS and POST-TRIBUNE, 210 Monroe St., Jefferson City, MO 65102; Tel. (314) 636-3131.
National Representative: Papert Companies.

JOPLIN

1 - LOCATION: Jasper and Newton Counties (MSA), E&P Map A-4. Industrial, agricultural, recreational, distributional and chemical center.

2 - TRANSPORTATION: **Railroads**-KCS; Missouri Pacific; Burlington Northern.
Motor Freight Carriers-135.
Bus Lines-Greyhound; Jefferson Lines; Trailways.
Airlines-Northwest Airlink; Trans World Express.

3 - POPULATION:
Corp. City 80 Cen. 39,023; E&P 88 Est. 40,780
CZ-ABC: (80) 60,603
RTZ-ABC: (80) 201,674
Counties/MSA 80 Cen. 127,873; E&P 88 Est. 138,763
  Jasper 80 Cen. 87,150; E&P 88 Est. 91,351
  Newton 80 Cen. 40,723; E&P 88 Est. 47,412
City & RTZ-ABC: (80) 262,277
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,400; E&P 88 Est. 17,497
Counties/MSA 80 Cen. 48,436; E&P 88 Est. 53,279
  Jasper 80 Cen. 33,560; E&P 88 Est. 35,561
  Newton 80 Cen. 14,876; E&P 88 Est. 17,718
CZ-ABC: (80) 24,127
RTZ-ABC: (80) 75,078
City & RTZ-ABC: (80) 99,205

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$170,171,960
Commercial	6	$363,083,033

6 - PASSENGER AUTOS: Counties-Jasper 50,574; Newton 23,365.

7 - ELECTRIC METERS: Residence 26,215.

8 - GAS METERS: Residence 18,833.

9 - PRINCIPAL INDUSTRIES: Steel Castings; Hydraulic Pumps; Electronics; Explosives; Chem.; Fertilizers; Batteries; Insulation; Clothing; Dog Foods; Graphic Equip.; Feed Mills; Earth Crushers; Store Fixt.; Furn.; Roofing; Creosoted Prods.; Smelting; Tool Mfg.; Missile Parts; Frozen Meats; Aluminum Furn.; Bearings; Offset Printing Presses.
Principal Industrial Pay Days-Wed. and Fri.

10 - CLIMATE: First killing frost, Oct. 20; last killing frost, Mar. 27.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-10 blocks on Main and Joplin Sts.
Neighborhood Shopping Centers-S. Joplin and 20th to 30th on Main.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bel-Aire	4	Cloth World
East-Gate(4)	3	Wal-Mart
Eastmoreland	1	Sears
North Park(79)	3	JCPenney, Mont. Ward, Famous Barr, Venture
Wal-Mart Ctr. W.	3	Wal-Mart

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Montgomery Ward; Famous Barr.
Discount Stores-May's City 2; Wal-Mart 3; K mart; Venture.
Chain Drug Stores-Walgreens.
Chain Supermarkets-IGA Thriftway 2; Consumers 3; Dillon's; Smitties.

14 - NEWSPAPERS: GLOBE (m) 36,510; (S) 44,999; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Terri Heckmaster, Ret. Adv. Mgr., GLOBE, 117 E. 4th St., Joplin, MO 64801; Tel. (417) 623-3480.
National Representative: Branham/Newspaper Sales.

KANSAS CITY

1 - LOCATION: Jackson County, E&P Map A-3 (In Kansas City, MO-KS MSA). On Missouri and Kansas border at junction of Kansas and Missouri Rivers.

2 - TRANSPORTATION: **Railroads**-11 Trunklines serving Kansas City, including Santa Fe, Burlington Northern, Illinois Central Gulf, Norfolk Southern and Union Pacific.
Motor Freight Carriers-150.
Freight Steamship Lines-3.
Interstate Bus Lines-Greyhound; Jefferson Lines; Trailways.
Airlines-Trans World; Ozark; Continental; United; Delta; Midway; Republic; Eastern; American; Northwest; Southwest; USAir; Braniff.

3 - POPULATION:
Corp. City 80 Cen. 448,159; E&P 88 Est. 437,770
CZ-ABC: (80) 1,175,637
RTZ-ABC: (80) 586,457
County 80 Cen. 628,731; E&P 88 Est. 623,148
MSA 80 Cen. 1,435,071; E&P 88 Est. 1,524,435
City & RTZ-ABC: (80) 1,762,094
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 175,227; E&P 88 Est. 189,264
County 80 Cen. 242,053; E&P 88 Est. 247,938
MSA 80 Cen. 536,800; E&P 88 Est. 580,006
CZ-ABC: (80) 442,066
RTZ-ABC: (80) 206,151
City & RTZ-ABC: (80) 648,217

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	115	$13,888,402,000
Savings & Loan	27	$5,316,949,000

6 - PASSENGER AUTOS: County 386,121.

7 - ELECTRIC METERS: 500,000.

8 - GAS METERS: PMSA 400,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 118,700 ($440); Durable Goods 67,700 ($471); Lumber & Furn. 3,400 ($265); Stone, Clay & Glass Prods. 4,200 ($420); Primary Metal Ind. 3,600 ($393); Fab. Metal Prods. 9,400 ($386); Mach. except Elect. 7,600 ($409); Elect. Equip. & Supplies 20,100 ($418); Trans. Equip. 15,500 ($684); Motor Vehicles & Equip. 15,200 ($690); Other Durable Goods 4,000 ($248); Non-Durable Goods 51,000 ($388); Food & Kindred Prods. 9,300 ($418); Apparel & Textile Prods. 2,500 ($189); Paper & Allied Prods. 5,700 ($427); Printing & Pub. 19,800 ($405); Chem. & Allied Prods. 8,800 ($418); Petroleum & Coal Prods. 600 ($453); Other Non-Durable Goods 4,300 ($302).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-74; Summer 65-89; Fall 36-80; Winter 24-40. First killing frost, Oct. 25; last killing frost, Apr. 27.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks east to west, McGee to Baltimore; 5 blocks north to south, 9th to 14th Sts.
Shopping Centers-Neighborhood 131; Regional 11; Community 38.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Department & Food nightly; stores open Sunday.

13 - RETAIL OUTLETS: **Department Stores**-Halls; JCPenney; Jones; Montgomery Ward; Saks Fifth Avenue; Sears; Dillard's; Bonwit Teller.
Discount Stores-Half Price Store; K mart; Service Merchandise; Venture; Best; Richman Gordman; Wal-Mart.
Variety Stores-Ben Franklin; McCrory's; Walton's Wholesale Club.
Chain Drug Stores-Revco 35; Osco 18; Treasury 11; Bruce Smith 4; Dot 3; Drug Emporium 3; Medicine Shoppe Pharmacies 5.
Chain Supermarkets-Aldi 8; Bob's IGA 9; Food Barn 20; Food-For-Less 3; Hen House 2; Justrite 3; Payless 5; Price Chopper 15; Safeway 18; Thriftway 28; United Super 38; Foodland 11.

14 - NEWSPAPERS: TIMES (m) 280,713; STAR (e-mon to fri) 200,069; STAR (S) 412,728; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Mark Johnston, Ret. Adv. Mgr., STAR & TIMES, 1729 Grand Ave., Kansas City, MO 64108; Tel. (816) 234-4156.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

KENNETT

1 - LOCATION. Dunklin County, E&P Map D-5, County Seat. Heart of rich agricultural area. 100 mi. NW of Memphis; 225 mi. SW of St. Louis; 400 mi. radius includes Chicago, Louisville, Tulsa, Birmingham.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-Film Trans.; Inman; Jones; American; Elfrink.
Intercity Bus Lines-Great Southern.

3 - POPULATION:
Corp. City 80 Cen. 10,145; E&P 88 Est. 9,531
County 80 Cen. 36,129; E&P 88 Est. 36,208

4 - HOUSEHOLDS:
City 80 Cen. 4,024; E&P 88 Est. 3,763
County 80 Cen. 13,588; E&P 88 Est. 13,953

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	4	$243,790,000
Savings & Loan	1	(incl. above)

6 - PASSENGER AUTOS: County 15,803.

7 - ELECTRIC METERS: Residence 4,024.

8 - GAS METERS: Residence 3,872.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Elect. 1,100 ($160); Elevators 340 (N.A.); Auto Equip. 150 (N.A.); Printing 200 ($175).

10 - CLIMATE: Mean Temp.-Jan. 38; Apr. 60; July 80; Oct. 64.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: **Principal Shopping Districts**-8 blocks on Court Square; 3 blocks S.; 2 blocks W.; 9 blocks E.; 2 blocks N.
Shopping Areas-8 blocks Hwy. 25 N.; 11 E. on Hwy. 412; 10 W. on Hwy. 84; 5 blocks on S. By-Pass.

13 - RETAIL OUTLETS: **Department Stores**-James Kahn; JCPenney; Wilcoxson's; Sears (catalog); Smith's; Hallmark; Singer Co.; Cato's; Wall's Discount; Montgomery Ward; Something Special; Fabric Shop; Little Caboose; Heritage; Jackson Shoes.
Discount Stores-Riggs Supply; Wal-Mart; Lambertson's; Alco; Fred's; K mart; Family Dollar Store.
Chain Supermarkets-Gowan's Foods; Safeway; Parr's; Kroger; Jr. Food Marts 2.
Other Chain Stores-Firestone; Goodyear; Barton Lumber Co.; Revco Drug; Sonic; True Value; Parts Plus.

14 - NEWSPAPERS: DUNKLIN DEMOCRAT (e) 6,714; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Michael Goodrich, Adv. Dir., DUNKLIN DEMOCRAT, 212-4 N. Main St., Kennett, MO 63857; Tel. (314) 888-4505.
National Representative: Landon Associates.

KIRKSVILLE

1 - LOCATION: Adair County, E&P Map B-2. County Seat. Residential; 200 mi. NW of St. Louis. On U.S. Hwy. 63, State Hwys. 6, 11.

2 - TRANSPORTATION: **Railroads**-Norfolk-Western; AT&SF.
Motor Freight Carriers-4.
Intercity Bus Lines-Missouri Transit.
Airlines-Green Hills.

3 - POPULATION:
Corp. City 80 Cen. 17,167; E&P 88 Est. 17,192
County 80 Cen. 24,944; E&P 88 Est. 25,821

4 - HOUSEHOLDS:
City 80 Cen. 6,264; E&P 88 Est. 6,108
County 80 Cen. 8,947; E&P 88 Est. 9,533

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$189,000,000
Savings & Loan	2	$113,108,000
Federal Land Bank	1	N.A.

6 - PASSENGER AUTOS: County 10,411.

7 - ELECTRIC METERS: County 9,000.

8 - GAS METERS: County 6,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Hourly Wage)-Plastics 550 ($5.05); Concrete 100 ($5.00); Bus. Forms 260 ($5.31); Shoes 600 ($4.53); Hospitals 1,250 ($7.10); Colleges 1,700 ($6.85); Meat Proc. 231 ($5.75).
Principal Industrial Pay Days-Fri., 15th & last day of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-90; Summer 41-98; Fall -5-80; Winter -13-65. First killing frost, Oct. 13; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Shopping Centers**-Central Business District (25 stores); Lincoln Square Shops (6 stores-Tarkim Discount, Sears); Hwy. 63 South (Wal-Mart, JCPenney, Fashion Bug); Hwy. 63 North (K mart, Pamida, Westlake).
Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Tarkim.
Discount Stores-Pamida; Wal-Mart; K mart.
Chain Drug Stores-Mont; Rexall Associate.
Chain Supermarkets-Hy Vee; Cash Saver; Easter's; Foodbarn; Safeway.
Other Chain Stores-Western Auto; Farm & City Supply; Midwest Auto; West Lake; True Value Hdwe.

14 - NEWSPAPERS: EXPRESS & NEWS (e-mon to fri) 8,910; (S) 9,476; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising

Data: Ed E. Swain, Jr., Adv. Mgr., EXPRESS & NEWS, 110 E. McPherson St., Kirksville, MO 63501; Tel. (816) 665-2808.
National Representative: Missouri Press Service.

LEBANON

1 - LOCATION: Laclede County. E&P Map B-4. County Seat. Light industrial center. Dairy, agricultural & resort center. 165 mi. SW of St. Louis, 55 mi. NE of Springfield. On I-44; State Hwys. 5, 32, 64.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Mo. Transit; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 9,507; E&P 88 Est. 10,773
County 80 Cen. 24,388; E&P 88 Est. 29,029

4 - HOUSEHOLDS:
City 80 Cen. 3,965; E&P 88 Est. 4,618
County 80 Cen. 9,023; E&P 88 Est. 10,989

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$202,000,000
Savings & Loan	1	$400,000,000

6 - PASSENGER AUTOS: County 13,922

7 - ELECTRIC METERS: Residence 10,500

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Cloth Mfg. 526 ($150); Metal & Tool 187 ($150); Timber Prods. 240 (N.A.); Furn. 65 ($150); Milk Plant 115 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-75; Summer 70-101; Fall 30-75; Winter 0-70.

11 - TAP WATER: Alkaline, ve[illegible]

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southdale	1	Wal-Mart
Interstate(14)	NA	Consumers Mkt.
Jefferson Isle(13)	NA	
South Hwy.(5)	NA	K mart
Wal-Mart	NA	Wal-Mart

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shopping Centers-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Scott's Clothing; Downtown Lebanon; Haydon's; Jim 'N I.
Variety Stores-Anthony's; Bill's Farm & Home; O'Neils; Dollar General.
Discount Stores-Wal-Mart; Consumers Family Center; K mart.
Chain Drug Stores-Medicare; Wal-Mart.
Chain Supermarkets-Consumer's; M.F.A. Exchange; Ramey's.

14 - NEWSPAPERS: RECORD (e-mon to fri) 5,996; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Beth Chism, Gen. Mgr., RECORD, 290 S. Madison; PO Box 192, Lebanon, MO 65536; Tel. (417) 532-9131.
National Representative: Missouri Press Service.

MACON

1 - LOCATION: Macon County, E&P Map B-2, County Seat. Agricultural and mining center. 150 mi. E of Kansas City; 175 mi. NW of St. Louis. On U.S. Hwys. 36, 63.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western; Burlington.
Motor Freight Carriers-3.
Intercity Bus Lines-Missouri Transit; Continental Trailways; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 5,680; E&P 88 Est. 6,427
County 80 Cen. 16,336; E&P 88 Est. 17,089
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,348; E&P 88 Est. 2,623
County 80 Cen. 6,386; E&P 88 Est. 6,614

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$2,729,058
Commercial	5	$188,905,000

6 - PASSENGER AUTOS: County 8,411

7 - ELECTRIC METERS: Residence 3,200

8 - GAS METERS: Residence 2,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Canning 600 ($250); Elect. Appliances 750 ($225); Screw Machine Prods. 21 ($250); Mining 200 ($500).

10 - CLIMATE: Min. & Max. Temp.-Spring 24-93; Summer 55-112; Fall 16-33; Winter 5-67.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Shopping Centers**-Macon Plz.; Wal-Mart.
Principal Shopping Days-Fri., Sat., Sun., Mon.
Stores Open Evenings-Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Places; Dollar General; Wal-Mart.
Variety Stores-Ben Franklin.
Chain Drug Stores-Miller's (Rexall).
Chain Supermarkets-Prenger's IGA; Consumers Mkt.; Jack's Cash Saver.
Other Chain Stores-Sears (catalog); Orschein's; Westlakes.

14 - NEWSPAPERS: CHRONICLE-HERALD (e-tues to fri) 4,056; sworn Sept. 18, 1987.
Local Contact for Advertising and Merchandising Data: Pat Quinly, Adv. Dir., CHRONICLE-HERALD, 217 W. Bourke St., Macon, MO 63552; Tel. (816) 385-3121.
National Representatives: Papert Companies; Missouri Press Service.

MARSHALL

1 - LOCATION: Saline County. E&P Map B-3. County Seat. 80 mi. E of Kansas City; 190 mi. W of St. Louis on Hwys. 65, 240 and 41.

2 - TRANSPORTATION: **Railroads**-I.C.G.; Missouri Pacific.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 12,781; E&P 88 Est. 12,165
County 80 Cen. 25,007; E&P 88 Est. 24,935
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 4,729; E&P 88 Est. 4,538
County 80 Cen. 9,363; E&P 88 Est. 9,364

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$154,000,000
(Saline County; 3 in Marshall)		
Savings & Loans	2	N.A.

6 - PASSENGER AUTOS: County 12,504

7 - ELECTRIC METERS: Residence 6,844

8 - GAS METERS: Residence 5,800

9 - PRINCIPAL INDUSTRIES: Shoe Factory; Feed Mills; Poultry Proc.; Hybrid Corn Proc. Plants 2; Frozen Foods Prods.; Precast Concrete Building Panels; Welding Works; Hog Proc.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Soft, treated; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Plaza Mall	NA	Wal-Mart
Marshall Plaza	NA	Safeway, Payless

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur., Fri.
Stores Open Sundays-Grocery.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Dollar General.
Discount Stores-Sam's Bargain Town; Wal-Mart.
Chain Supermarkets-IGA 2; Food Barn; Consumers.
Other Chain Stores-Sears; Firestone; Goodyear; Gamble's; Payless Shoes.

14 - NEWSPAPERS: DEMOCRAT-NEWS (e) 5,003; sworn Sept. 29, 1987.
Local Contact for Advertising and Merchandising Data: Shelby Arth, Adv. Mgr., DEMOCRAT-NEWS, 121 N. Lafayette, Marshall, MO 65340; Tel. (816) 886-2233.
National Representatives: Papert Companies; Missouri Press Service.

MARYVILLE

1 - LOCATION: Nodaway County, E&P Map A-2, County Seat. NW portion of state, 40 mi. N of St. Joseph; 90 mi. N of Kansas City; 120 mi. S of Omaha. Industry, agriculture, and education center on U.S. Hwy. 71, State Hwy. 136.

2 - TRANSPORTATION: **Intercity Bus Lines**-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,558; E&P 88 Est. 9,626
County 80 Cen. 21,996; E&P 88 Est. 21,312

4 - HOUSEHOLDS:
City 80 Cen. 2,639; E&P 88 Est. 3,163
County 80 Cen. 7,687; E&P 88 Est. 7,371

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$155,847,524
Savings & Loan	2	$150,329,645

6 - PASSENGER AUTOS: County 10,104

7 - ELECTRIC METERS: Residence 2,985

8 - GAS METERS: Residence 2,671

9 - PRINCIPAL INDUSTRIES: Tire Chains; Lightning Rods; Steel Tubing; Alkaline Batteries; Steel Prods.; Educ. (State University); Pre-Packaged Diapers; Commercial Printing.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Maryville Mall(5)	NA	JCPenney, K mart
Mary Mart(4)	NA	Watkin's Hdwe., Sears (catalog)
Village(4)	NA	HyVee Mkt., Easter's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Village Shpg. Ctr. every evening until 9; Mary Mart Center every evening until 7; Downtown Thur. until 9; Maryville Mall every evening until 9.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Dollar General; Sears (catalog); Pamida.
Variety Stores-K mart; Wal-Mart.
Chain Supermarkets-Thomas; HyVee; Easter's Super Valu; Sack 'n Save.
Other Chain Stores-Firestone Tires; Brown's Shoes; Livingston Clothing; Tober's; Goodrich Dairy; Rupp Automotive; L&L Auto Parts; Maurice's; Regis; Caseys; Shop & Hop; Fields Clothing.

14 - NEWSPAPERS: DAILY FORUM (e) 4,312; sworn Mar. 31, 1988.
Local Contact for Advertising and Merchandising Data: Jodee Roush, Adv. Mgr., DAILY FORUM, 111 E. Jenkins St.; PO Box 188, Maryville, MO 64468; Tel. (816) 562-2424.
National Representative: Papert Companies.

MEXICO

1 - LOCATION: Audrain County. E&P Map C-3. County Seat. Residential, manufacturing and agricultural center. 110 mi. W of St. Louis, on Hwys. 54, 22 and 15.

2 - TRANSPORTATION: **Railroads**-Norfolk & Southern; ICG.
Motor Freight Carriers-8.

3 - POPULATION:
Corp. City 80 Cen. 12,276; E&P 88 Est. 11,300
CZ-ABC: (80) 12,276
RTZ-ABC: (80) 41,223
County 80 Cen. 26,517; E&P 88 Est. 26,152
City & RTZ-ABC: (80) 50,946
Demographic Information available from Chamber of Commerce.

4 - HOUSEHOLDS:
City 80 Cen. 4,773; E&P 88 Est. 4,553
County 80 Cen. 9,779; E&P 88 Est. 9,735
CZ-ABC: (80) 4,773
RTZ-ABC: (80) 14,548
City & RTZ-ABC: (80) 18,807

5 - BANKS	NUMBER	EST. DEP.
Savings	2	$120,800,000
Savings & Loan	2	$210,500,000

6 - PASSENGER AUTOS: County 12,544

7 - ELECTRIC METERS: Residence 4,759

8 - GAS METERS: Residence 4,111

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fire Brick 1,183 (N.A.); Food 197 (N.A.); Plastic Prods. 131.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-65; Summer 63-100; Fall 44-68; Winter 10-38. First killing frost, Nov. 10; last killing frost, Mar. 1.

11 - TAP WATER: Softened; fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Washington and Jefferson; 2 blocks on Monroe, Promenade, Jackson and Liberty.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Trail(9)	3	Wal-Mart
West Plaza(15)	1	TG&Y, Dollar General, Kline's, IGA

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Dollar General; Goodyear; Kline's; Ashley's.
Variety Stores-TG&Y.
Discount Stores-Wal-Mart.
Chain Drug Stores-Rexall; Medicare-Glaser.
Chain Supermarkets-IGA; Hoffman's; Aldi's; Hickman's.
Other Chain Stores-Westlake's.

14 - NEWSPAPERS: LEDGER (e) 10,625; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Joe A. May, Adv. Dir., LEDGER, Ledger Plaza, Mexico, MO 65265; Tel. (314) 581-1111.
National Representatives: Papert Companies; Missouri Press Service.

MOBERLY

1 - LOCATION: Randolph County. E&P Map C-2. 148 rail mi. NW of St. Louis; 131 mi. E of Kansas City, near center of state. On U.S. Hwys. 24 and 63. Agricultural, manufacturing, transportation, distribution and retail center. County, state and federal offices.

2 - TRANSPORTATION: **Railroads**-Norfolk & Southern service to Kansas City, St. Louis, Omaha, Des Moines.
Motor Freight Carriers-5.
Intercity Bus Lines-Kincaid Bus Lines.

3 - POPULATION:
Corp. City 80 Cen. 13,418; E&P 88 Est. 13,454
CZ-ABC: (80) 13,418
RTZ-ABC: (80) 48,606
County 80 Cen. 25,575; E&P 88 Est. 26,216
City & RTZ-ABC: (80) 62,024
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,365; E&P 88 Est. 5,514
County 80 Cen. 9,240; E&P 88 Est. 9,809
CZ-ABC: (80) 5,365
RTZ-ABC: (80) 17,743
City & RTZ-ABC: (80) 23,108

5 - BANKS	NUMBER	EST. DEP.
Savings	3	$210,000,000
Savings & Loan	2	$125,000,000

6 - PASSENGER AUTOS: County 12,450

7 - ELECTRIC METERS: Res. City 6,790; County 9,482

8 - GAS METERS: Res. City 5,161; County 6,397

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Moberly Regional Medical Center 353; Electricity 600; Gas 74; Chem. 250; Leasing 96; Telephone 75; Fabricators 35; Coal 190; Junior College 250.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-84; Summer 55-111; Fall 40-90; Winter 10-65. First killing frost, Oct. 20; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Temple Stephens Shopping Center; Northgate Shopping Center; Northgate Plaza Shopping Center.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Dollar General.
Discount Stores-TG&Y; Family Store; Wal-Mart.
Chain Drug Stores-McKenzie Prescription; Burton's Rexall; The Medicine Shop.
Chain Supermarkets-IGA 2; Price Chopper; Food Barn; Food 4 Less.
Other Chain Stores-Firestone; Goodyear; M.F.A. (farm); Davis Paint; Pay Less Shoes; Westlake's Ace Hardware; Orscheln Farm & Home; Rupp Automobile; Super 8; Aldis; Meller's Photo; Sonic; Sears (catalog); O'Riley Automotive.

14 - NEWSPAPERS: MONITOR-INDEX & DEMOCRAT (e-mon to fri) 9,080; (S) 9,632; Mar. 31, 1987 ABC (Latest available statement).
Local Contact for Advertising and Merchandising Data: Bob Cunningham, Gen. Mgr., MONITOR-INDEX & DEMOCRAT, 218 N. Williams, Moberly, MO 65270; Tel. (816) 263-4123.
National Representatives: Papert Companies; Missouri Press Service.

MONETT

1 - LOCATION: Barry and Lawrence Counties, E&P Map B-4. 50 mi. W of Springfield; 40 mi. SE of Joplin. On Hwys. 60 and 37.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 6,148; E&P 88 Est. 5,745
Counties 80 Cen. 53,588; E&P 88 Est. 58,861
Barry 80 Cen. 24,514; E&P 88 Est. 28,093
Lawrence 80 Cen. 29,074; E&P 88 Est. 30,768

4 - HOUSEHOLDS:
City 80 Cen. 2,460; E&P 88 Est. 2,093
Counties 80 Cen. 20,046; E&P 88 Est. 22,271
Barry 80 Cen. 9,305; E&P 88 Est. 10,820
Lawrence 80 Cen. 10,741; E&P 88 Est. 11,451

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$169,888,000
Savings & Loan	2	$32,000,000

6 - PASSENGER AUTOS: Counties: Barry 13,788; Lawrence 15,285

7 - ELECTRIC METERS: Residence 3,187

8 - GAS METERS: Residence 2,844

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Poultry Proc. 700; Aluminum Fab. 300; Tool & Machine Parts 120; Clothing 250; Shoes 400.
Principal Pay Days-Mon., Fri., Sat., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-74; Summer 75-101; Fall 41-88; Winter 22-70. First killing frost, Oct. 1; last killing frost, Apr. 13.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on B'way.; 2 on Fourth; 1 on Fifth; 2 on Cleveland; 6 on U.S. 60 Bypass.
Principal Shopping Days-Department Stores: Tues., Fri., Sat. Food-Thur., Fri., Sat.
Stores Open Evenings-Fri.
Stores Open Sundays-Supermarkets, one drug.

13 - RETAIL OUTLETS: Department Stores-Fashion Crossroads; Brownsberger's; Mansfield; The Niche.
Variety Store-Modern Variety.
Discount Stores-Wal-Mart.
Chain Drug Stores-Bruner (Assoc. Druggists).
Chain Supermarkets-Ramey (Assoc. Whol. Grocers) 2; Consumers Market; G & W Foods.
Other Chain Stores-Otasco; She's So Fine; Jerry's Clothing; Fashion Corner; Silhouette; Little Boutique.

14 - NEWSPAPERS: TIMES (e) 4,350; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: C.R. Brady, Pub., TIMES, 505 Broadway, Monett, MO 65708; Tel. (417) 235-3135.
National Representative: Missouri Press Service.

NEOSHO

1 - LOCATION: Newton County, (In Joplin MSA). E&P Map A-4, County Seat. Trading & shipping center. SW part of State, 170 mi. S of Kansas City on State Hwys. 60 & 71.

2 - TRANSPORTATION: Railroads-Kansas City Southern; Burlington Northern.
Motor Freight Carriers-7.
Intercity Bus Lines-Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 9,493; E&P 88 Est. 11,103
County 80 Cen. 40,723; E&P 88 Est. 47,412
MSA 80 Cen. 127,873; E&P 88 Est. 138,763

4 - HOUSEHOLDS:
City 80 Cen. 3,827; E&P 88 Est. 4,578
County 80 Cen. 14,876; E&P 88 Est. 17,718
MSA 80 Cen. 48,436; E&P 88 Est. 53,279

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$148,000,000
Savings & Loan	2	$86,000,000

6 - PASSENGER AUTOS: County 22,893

7 - ELECTRIC METERS: Residence 4,246

8 - GAS METERS: Residence 3,619

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 494 ($250); Textile 750 ($230); Electronics 500 ($350); Furn. 500 ($340).
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-70; Summer 65-89; Fall 45-73; Winter 25-47. First killing frost, Nov. 9; last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, hard.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.; Discount & Food nightly.
Stores Open Sundays-Food; Drug; Wal-Mart Discount.

13 - RETAIL OUTLETS: Department Stores-McGinty's.
Discount Stores-Wal-Mart.
Variety Stores-Dollar General; Family Dollar; Pic 'N Save.
Chain Drug Stores-Wal-Mart Pharmacy.
Chain Supermarkets-Consumer's; McClintock's IGA; Rameys.
Other Chain Stores-Sears; Goodyear.

14 - NEWSPAPERS: NEWS (e-mon to fri; S) 5,981; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Dan Corporon, Adv. Mgr., NEWS, 1006 W. Harmony St., Neosho, MO 64850; Tel. (417) 451-1520.
National Representative: Missouri Press Service.

NEVADA

1 - LOCATION: Vernon County, E&P Map A-4, County Seat. Agric. & wholesale ctr. Light manufacturing. Women's junior college. West Central part of state. 90 mi. S of Kansas City; 270 mi. SW of St. Louis; 15 mi. E of Kansas border. On U.S. Hwys. 54, 71.

2 - TRANSPORTATION: Railroads-Missouri Pacific (freight); M-K-T (freight).
Motor Freight Carriers-5.
Intercity Bus Lines-Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 9,044; E&P 88 Est. 9,001
County 80 Cen. 19,824; E&P 88 Est. 19,856
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,514; E&P 88 Est. 3,528
County 80 Cen. 7,497; E&P 88 Est. 7,649

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$90,912,000
Savings & Loan	1	$2,221,485,672

6 - PASSENGER AUTOS: County 9,613

7 - ELECTRIC METERS: Residence 5,180

8 - GAS METERS: Residence 3,255

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-State Hospital 1,137 (N.A.); Garment Mfg. 270 ($175); Decorative Prods. 450 ($200); Heavy Duty Air Filters 190 (N.A.).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-92; Summer 48-117; Fall 18-95; Winter 27-79. First killing frost, Oct. 3; last killing frost, Apr. 15.

11 - TAP WATER: Treated deep wells; state approved.

12 - RETAILING: Principal Shopping Center-7 blocks on Sq.
Neighborhood Shopping Centers-Osage and Austin, East Austin, W. city limits & Hwy. 54.
Principal Shopping Days-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-Place.
Discount Stores-Wal-Mart; Save Mart.
Chain Supermarkets-Paul & Jerry's; IGA; Thriftway; Aldi.
Other Chain Stores-Country Kitchen; Tapjac Home Center; Sears (catalog); McDonald's; Maurices; Roberts; The Ladies Peddler.

14 - NEWSPAPERS: MAIL (e-mon to fri) 4,774; HERALD (S) 5,210; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Jeff Tweten, Adv. Dir., MAIL & HERALD, 131 S. Cedar, Nevada, MO 64772; Tel. (417) 667-3344.
National Representatives: Missouri Press Service; Papert Companies.

POPLAR BLUFF

1 - LOCATION: Butler County, E&P Map C-4. On the Black River at head of navigation. 160 mi. S of St. Louis; 180 mi. N of Little Rock; 160 mi. N of Memphis. On U.S. Hwys. 60, 160, 67 and State Hwys. 142, 51 and 53.

2 - TRANSPORTATION: Railroads-Union Pacific; Amtrak.
Intercity Bus Lines-Continental.
Motor Freight Carriers-9.

3 - POPULATION:
Corp. City 80 Cen. 17,139; E&P 88 Est. 17,690
CZ-ABC: (80) 17,139
RTZ-ABC: (80) 112,486
County 80 Cen. 37,644; E&P 88 Est. 38,503
City & RTZ-ABC: (80) 129,625

4 - HOUSEHOLDS:
City 80 Cen. 6,936; E&P 88 Est. 7,249
County 80 Cen. 14,181; E&P 88 Est. 14,784
CZ-ABC: (80) 6,936
RTZ-ABC: (80) 41,586
City & RTZ-ABC: (80) 48,522

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$197,527,000
Commercial	4	$208,744,138

6 - PASSENGER AUTOS: County 18,082

7 - ELECTRIC METERS: Residence 6,764

8 - GAS METERS: Residence 6,000

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Shoes 500 ($312); Paper Box 150 ($200); Upholstered Furn. 500 ($160); Machine Parts 85 ($240); Rubber Co. 247 ($275); Lingerie 82 ($200).
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-75; Summer 60-90; Fall 55-80; Winter 35-60. First killing frost, Oct. 1; last killing frost, Mar. 15.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St.; 4 on Broadway; 3 on Vine St.; 2 on Fifth St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mansion Mall(25)	NA	Wal-Mart, Ward's
Valley Plz.(31)	NA	JCPenney, Newberry's
Poplar Bluff Sq.(10)	NA	Snider's IGA, American Superstore
Westwood Vlg.(12)	NA	Morgan Jewelry

Stores Open Evenings-Downtown Fri.; Shopping Ctrs. Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Roth's; JCPenney; Newberry; Sears (catalog).
Variety Stores-Newberry.
Discount Stores-Wal-Mart, K mart.
Chain Supermarkets-Gowan's; Snider's IGA 2; Barnes Grocer Co. 2; Ward's; Kroger.
Other Chain Stores-Firestone; Raben; Singer Co.; Sherwin-Williams; Oklahoma Tire & Supply; Dollar General.

14 - NEWSPAPERS: DAILY AMERICAN REPUBLIC (e-mon to fri) 14,888; (S) 15,394; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Robert M. Wolpers, Pub., AMERICAN REPUBLIC, 206 Poplar St., Poplar Bluff, MO 63901; Tel. (314) 785-1414.
National Representatives: Landon Associates; Missouri Press Service.

RICHMOND

1 - LOCATION: Ray County, E&P Map B-2 (In Kansas City, MO PMSA). County Seat.

2 - TRANSPORTATION: Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 5,499; E&P 88 Est. 5,372
PMSA 80 Cen. 1,435,071; E&P 88 Est. 1,524,435
County 80 Cen. 21,482; E&P 88 Est. 23,651

Demographic Information available from Mid America Regional Council, Kansas City, MO.

4 - HOUSEHOLDS:
City 80 Cen. 2,500; E&P 88 Est. 2,573
County 80 Cen. 7,512; E&P 88 Est. 8,256
PMSA 80 Cen. 344,092; E&P 88 Est. 580,006

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$83,038,000
Savings & Loan	2	$53,688,428

6 - PASSENGER AUTOS: County 10,899

7 - ELECTRIC METERS: Residence 3,151

8 - GAS METERS: Residence 2,446

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Plastics 200; Candy 90; Storm Doors 19; Sheltered Workshop N.A.; Ideal Industries 38.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 60-105; Fall 35-70; Winter 5-50. First killing frost, Oct. 20; last killing frost, Apr. 15.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-8 blocks on Main, Thornton & College St. (34 stores). Richmond Hills Shopping Ctr. 1 mile away (9 stores).

13 - RETAIL OUTLETS: Discount Stores-Wal-Mart.
Other Chain Stores-Hallmark; United Super; Pic 'N Save.

14 - NEWSPAPERS: NEWS (e-mon to fri) 3,335; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Jennifer Werner, Adv. Mgr., NEWS, 116 N. Main St., Richmond, MO 64085; Tel. (816) 776-5454.
National Representative: Missouri Press Service.

ROLLA

1 - LOCATION: Phelps County, E&P Map C-3, County Seat. Education, industrial center and vacation resort. 63 mi. S of Jefferson City; 108 mi. SW of St. Louis. On State Hwy. 72, I-44 and U.S. Hwy. 63.

2 - TRANSPORTATION: Railroads-Burlington-Northern (Main St. Louis to Southwest).
Motor Freight Carriers-5.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 13,303; E&P 88 Est. 14,602
County 80 Cen. 33,672; E&P 88 Est. 36,648

4 - HOUSEHOLDS:
City 80 Cen. 5,501; E&P 88 Est. 4,800
County 80 Cen. 11,529; E&P 88 Est. 12,435

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	3	$84,635,421
Commercial	3	$199,757,378

6 - PASSENGER AUTOS: County 18,287

7 - ELECTRIC METERS: City 4,804

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: industry, No. of Wage Earners-Automotive Cooling Fans 149; Dog & Cat Foods 49; Commun. Servs. 174; Plastic Pipes 64; Medical Servs. 600; Gov't Servs. 2,448; China Dolls 20; Pub. & Printing 57.

10 - CLIMATE: Avg. Temp.-Jan. 33; July 78. Avg. rainfall 41"; snowfall 15.9".

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center-7 blocks on Pine St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Hillcrest(4)	NA	Darr's, Dollar General, Piggly Wiggly, Hillcrest Drug
Forum(19)	NA	JCPenney, McCrory's, National

Principal Shopping Day-Sat.
Stores Open Evenings-Forum-Mon. through Sat.
Stores Open Sundays-Grocery.

13 - RETAIL OUTLETS: Department Stores-Sears (catalog); JCPenney.
Discount Stores-Wal-Mart; K mart; McCrory's.
Chain Drug Stores-Revco.
Chain Supermarkets-Kroger; Piggly Wiggly; National; Save A Lot; Aldi.

14 - NEWSPAPERS: NEWS (e-mon to fri) 7,011; (S) 7,641; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Laraine Creighton, Ret. Adv. Mgr., NEWS, 101 W. 7th St., Rolla, MO 65401; Tel. (314) 364-2468.
National Representatives: Missouri Press Service; American Newspaper Representatives.

ST. JOSEPH

1 - LOCATION: Buchanan County, (MSA). E&P Map A-2, County Seat. Agricultural, industrial, livestock and wholesale center.

2 - TRANSPORTATION: Railroads-Atchison, Topeka & Santa Fe; Burlington Northern; Missouri Pacific; Union Pacific.
Motor Freight Carriers-42.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 76,691; E&P 88 Est. 70,966
CZ-ABC: (80) 79,935
RTZ-ABC: (80) 154,338
County/MSA 80 Cen. 87,763; E&P 88 Est. 86,023
City & RTZ-ABC: (80) 234,273
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 29,088; E&P 88 Est. 27,737
County/MSA 80 Cen. 32,917; E&P 88 Est. 34,084
CZ-ABC: (80) 30,229
RTZ-ABC: (80) 57,143
City & RTZ-ABC: (80) 87,372

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$962,650,492
Savings & Loan	6	$706,659,585

6 - PASSENGER AUTOS: County 46,278

7 - ELECTRIC METERS: Residence 53,860

8 - GAS METERS: Residence 27,906

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg., Durable Goods: Walnut, Concrete, Structural Steel, Wire Rope, Auto Cables, Hydraulic Jacks, Medical Kits, Fire Fighting Equip., Boats, Elect. Signs 2,800; Nondurable Goods: Meat Pkg. 600, Apparel, Chems. & Allied Prods. 800, Pub., Stationers, Paper Prods. 1,850; Nonmanufacturing: Construction 1,300, Trans. & Util. including Railroads; Whol. Trade 1,900; Ret. Trade 6,800. (Av. Wkly. Wage-Mfg. $320).
Principal Industrial Pay Days-Fri., 1st & 115th.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-92; Summer 45-102; Fall 18-91; Winter 8-60. First killing frost, Oct. 14; last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, very hard; not fluondated.

12 - RETAILING: Principal Shopping Centers-Downtown 4th to 8th St.; Edmond to Francis St.
Neighborhood Shopping Centers (No. of Stores)-Ashland 12; 26th and Frederick Ave. 8; Beck Road Plaza 6; Jakes Center 5; Valley 6; 6100 King Hill Ave. 20; Lake and Illinois 14; Maplewood Manor 13; Midland Shopping 7; Frederick Plaza 5; St. Joseph Ave. Mall 4; Woodlawn 8.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belt Center(10)	4	McCrory's, Westlake Hdwe.
Belt & Mitchell(13)	4	Green Hills
East Hills(45)	3	JCPenney, Mont. Ward, Osco
East Ridge Vlg.(11)	3	
Hillcrest Plz.(16)	4	Half Price Store
King Hill Plz.(4)	10	Kovac's
K mart Plz.(2)	4	K mart
Mart Plz.(13)	4	Paris Plus
Northgate(9)	3	Wal-Mart

Principal Shopping Days-Sat., Sun., Mon.

13 - RETAIL OUTLETS: Department Stores-Hirsch; Sears; Montgomery Ward; JCPenney.
Discount Stores-K mart; Wal-Mart; Half Price Store; Venture.
Variety Stores-Woolworth; McCrory's.
Chain Drug Stores-Osco 2; Melmed 3; Rexall; Revco.
Chain Supermarkets-Affiliated Supers 11; Green Hills 5; Drive-In 6; Thomas Mkts. 2; 7-Eleven 5; Convenient Food Mart 4; Kings 4; Casey's; Food Barn 2; Food 4 Less 2.
Other Chain Stores-Best; Firestone; Goodyear; Goodrich; Duling Optical; Zale's; Sherwin-Williams; Father & Son Shoes; Kinney; Naturalizer Shoes; Pay Less; Steve's Shoes; Redwing Shoes; Pearle Vision Ctr.; Thom McAn; A.J. August; Singer; So-Fro Fabrics; Zercher Photo; Payless Cashways; Sutherland Lumber; Western Auto.

14 - NEWSPAPERS: GAZETTE (m-mon to fri) 44,371; NEWS-PRESS (e-mon to fri) 13,489; NEWS-PRESS/GAZETTE (m-sat) 48,046; (S) 49,409; Mar. 31, 1988 ABC.
Note-As of July 1, 1988, the Gazette (m-mon to fri) and News-Press (e-mon to fri) will merge to become the News-Press/Gazette (m).
Local Contact for Advertising and Merchandising Data: Richard A. Heath, Adv. Dir., NEWS-PRESS and GAZETTE, 9th & Edmond Sts., St. Joseph, MO 64502; Tel. (816) 279-5671.
National Representative: Branham/Newspaper Sales.

ST. LOUIS

1 - LOCATION: Independent City (In St. Louis, MO-IL MSA). E&P Map D-3. Distribution center. In East central part of state near junction of Mississippi and Missouri Rivers. 285 mi. from Chicago; 242 mi. from Indianapolis; 229 mi. from Kansas City.

2 - TRANSPORTATION: Railroads-B&O; C&EI; CB&Q; ICG; IT; C&NW; LN; MK&T; Missouri Pacific; Rock Island; Conrail; N&W; St. L&SF; St. LSW; Southern; three shortline & railroads for switching only. 10 trunk lines, 132, 136 track mileage. St. Louis has most complete package car system for handling LCL freight.
Motor Freight Carriers-350.
Freight Barge Lines-14.
Intercity Bus Lines-14.
Airlines-American; British Airways; Delta; Eastern; Northwest; Continental; Jet America; United; TransAmerica; TWA; USAir; Pan American; Britt; Resort Air; Mississippi Valley; Southwest.

3 - POPULATION:
Corp. City 80 Cen. 450,507; E&P 88 Est. 393,716
NDM-ABC: (80) 2,000,539
County 80 Cen. 975,663; E&P 88 Est. 1,050,228
MSA 80 Cen. 2,376,748; E&P 88 Est. 2,468,035
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 178,048; E&P 88 Est. 160,253
County 80 Cen. 344,870; E&P 88 Est. 389,999
MSA 80 Cen. 844,814; E&P 88 Est. 912,136
NDM-ABC: (80) 714,965

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	45	$10,700,000,000
Commercial	256	$21,240,795,000

6 - PASSENGER AUTOS: County 678,276

7 - ELECTRIC METERS: Residence City & County 505,000

8 - GAS METERS: Residence City & County 500,000

9 - PRINCIPAL INDUSTRIES: No. of Wage Earners-Total Mfg. 212,800; Durable Goods 130,900-Lumber & Furn. 4,300; Stone, Clay & Glass 3,300; Primary Metal Industries 13,400; Fab. Metal Prods. 16,200; Machinery (except Electrical) 17,300; Elect. & Electronic Equip. 14,100; Trans. Equip. 49,800; Instruments & Misc. Mfg. 12,500. Non-Durable Goods 81,900-Food & Kindred Prods. 22,400; Textiles & Apparel 6,500; Paper & Paper Prods. 5,700; Printing & Pub. 16,500; Chem. & Allied Prods. 18,500; Petroleum & Coal Prods. 2,500; Leather & Leather Prods. 4,600; Other Non-Durable Goods 5,200. Total Non-Mfg. 880,200: Mining 3,400; Construction 53,900; Trans. & Public Util. 74,000; Whol. & Ret. Trade 258,000; Fin., Ins. & R.E. 72,500; Service, except Domestic 281,100; Total Gov't 137,300.
Principal Pay Days-Bldg. Fri., Railroads 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-66; Summer 67-87; Fall 47-68; Winter 23-41.

11 - TAP WATER: St. Louis-Alkaline, moderately hard; fluoridated. East St. Louis, Belleville, Madison, Venice and Granite City, Illinois-Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Areas-Alton Square, Belz Factory Outlet, Chesterfield Mall, Concord Plaza, Crestwood Plaza, Cross Keys, Des Peres Square, Eastgate Plaza, Florissant Meadows, Galleria, Grandview Plaza, Hampton Village, Jamestown Mall, Lakeview Plaza, Mark Twain, Nameoki Village, Normandy S.C., Northland, Northwest Plaza, Plaza Frontenac, River Roads, St. Clair Square, St. Louis Centre, St. Louis Union Station, South County Center, Sunset Hills Plaza, Town & Country Mall, Village Square, Warson Village, West County Center, West Port Plaza.
Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Downtown-Mon., Thur.; Suburban-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Famous Barr 14: Alton Square, Chesterfield, Clayton, Crestwood, Downtown, Mid Rivers Mall, Northland, Northwest Plaza, Plaza Frontenac, St. Clair Square, South County, Southtown, Warehouse, West County. Dillard's/Stix, Baer & Fuller 9: Chesterfield Mall, Crestwood Plaza, Downtown, Galleria, Jamestown Mall, River Roads, St. Clair Square; South County; Sears 6; South Grand, St. Clair Square; JCPenney 9; Grandview Plaza, Hampton Village, Mark Twain, South County, Town & Country Mall, West County Center.
Variety Stores-Woolworth 13; Kresge; Ben Franklin 15.
Discount Stores-Best Buy 4; Best Products 4; Grandpa's 6; K mart 22; Target 10; Venture 13; Service Merchandise 4.
Chain Drug Stores-Drug Emporium 9; Gasen 12; Glaser/Medicare 59; Kare 14; Walgreens 38; Schnucks Pharmacy 17.
Chain Supermarkets-AG 190; Aldi Discount Foods 10; Dierberg's 10; IGA 61; Overland Dairy 7; National 63; Schnuck's 63; Tom Boy/Tru Buy 59; Wetterau 182.
Other Chain Stores-Aronson's 2; Boyd's 7 (2 subway shops); Central Hdwe. 13; Firestone 19; Florsheim 6; BF Goodrich; Golde's 4; Goodyear 12; Hill-Behan 15; Lane Bryant 7; Richman Brothers 4; Western Auto 16; Brooks Brothers; Jeans West 7; The Limited 10; Montaldo's; Neiman-Marcus; J. Riggins 5; Saks Fifth Avenue; Union Jack; Helen Wolff 4; Casual Corner 8; Marshall's 4; Fashion Gal 21; DeBasio 2; Carafiols 3; Craig; Crossroads 2; Fair Mercantile; Lammert's; Levitz; Pat Riley 11; Rothman 6; Tipton Electric 14; Wood Works 4; Gucci; Radio Shack 47; Coats 'n Things 7; Albert's 5; Pier One 4.

14 - NEWSPAPERS: POST-DISPATCH (m-mon to fri) 378,135; (m-sat) 336,648; (S) 554,658; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Edward Newsome, Adv. Dir., POST-DISPATCH, 900 N. Tucker Blvd., St. Louis, MO 63101; Tel. (314) 622-7416.
National Representatives: Leonard Co.; Newhouse Newspapers Metro Suburbia.

SEDALIA

1 - LOCATION: Pettis County, E&P Map B-3. County Seat. Industrial & agric. ctr. On U.S. Hwys. 50, 65; 65 mi. W of Jefferson City; 93 mi. ESE of Kansas City.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Missouri-Kansas-Texas.
Motor Freight Carriers-11.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 20,927; E&P 88 Est. 19,305
CZ-ABC: (80) 20,927
RTZ-ABC: (80) 50,484
County 80 Cen. 36,419; E&P 88 Est. 36,325
City & RTZ-ABC: (80) 71,411

4 - HOUSEHOLDS:
City 80 Cen. 8,589; E&P 88 Est. 8,194
County 80 Cen. 13,839; E&P 88 Est. 13,944
CZ-ABC: (80) 8,589
RTZ-ABC: (80) 17,889
City & RTZ-ABC: (80) 26,496

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$350,000,000
Commercial	5	$284,019,000

6 - PASSENGER AUTOS: County 18,496

7 - ELECTRIC METERS: Residence 10,852

8 - GAS METERS: Residence 9,559

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. 159 ($350); Glass 132 ($329); Textile 429 ($365); Shoes 538 ($255); Util. 221 ($356); Road Constr. 366 ($369); Metal Proc. 467 ($251); Elect. Motor Housewares 337 ($199); Dairy Prods. 41 ($294); Photo Proc. 198 ($242); Truck Bodies 480 ($268); Disinfectants 119 ($251); Steel Rope Cable 142 ($341); Alum. Cable 391 ($309); Chem. 46 ($304); Auto Wheels 458 ($241); Air Compressors 137 ($325); Metal Tool Boxes 467 ($290); Printing-Pub. 145 ($318); Civ. Emp. WAFB 377 ($284); City, County, State & Fed. Emp. 242 ($283).

10 - CLIMATE: Average Temp.-Spring 64; Summer 74; Fall 44; Winter 34. First killing frost, Oct. 10; last killing frost, Apr. 25.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Ohio St.; 4 on Main St.; 5 on Osage St.; 4 on Second St.; 3 on Third St.
Neighborhood Shopping Centers-Fifth and Engineers Sts.; 3 blocks on W. 16th (Vermont to Grand); 12 blocks on South Limit Ave. (Broadway to 20th St.); West Broadway-13 blocks (Warren to Thompson Blvd.).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Thompson Hills(22)	2	JCPenney, Beall-Ladymon, Consumers, Wal-Mart
State Fair(28)	2	Bing's, K mart, Sherwin-Williams
Consumer's	4	Place's, Consumer's

Principal Shopping Days-Fri., Sat., Mon.
Stores Open-Mon., Fri. Eve.; Sun.

13 - RETAIL OUTLETS: Department Stores-C.W. Flower; JCPenney; Beall-Ladymon.
Discount Stores-Town & Country (Shoes); Wal-Mart; K mart; Place's.
Chain Drug Stores-Osco; Bing's Rexall 2.
Chain Supermarkets-Consumer's 2; Bing's 3; AF Super, Safeway; Aldi's.
Other Chain Stores-Sears; Singer Co.; Firestone; Merle Norman; Payless Shoes; Westlake Hdwe.; Western Auto; Sherwin-Williams Paint; Volume Shoe; Sutherland Lumber; Herrman Lumber; Fashion Crossroads; MFA Tire; Show Me Electronics; Radio Shack; B.F. Goodrich; Computerland; Maurice's; Brass Buckle.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 14,157; (S) 15,720; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Nelson Collins, Adv. Mgr., DEMOCRAT, 7th & Massachusetts Aves., Sedalia, MO 65301; Tel. (816) 826-1000.
National Representative: Papert Companies.

SIKESTON

1 - LOCATION: Scott County, E&P Map D-4. Trade center, grain & cotton market. Midway between St. Louis and Memphis. U.S. Hwys. 60, 61, 62; Interstate 55, 57.

2 - TRANSPORTATION: Railroads-Frisco; Missouri Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; St. Louis-Cape; Connor.

3 - POPULATION:
Corp. City 80 Cen. 17,431; E&P 88 Est. 17,851
CZ-ABC: (80) 17,431
RTZ-ABC: (80) 75,194
County 80 Cen. 39,839; E&P 88 Est. 40,772
City & RTZ-ABC: (80) 92,625

4 - HOUSEHOLDS:
City 80 Cen. 6,344; E&P 88 Est. 6,662
CZ-ABC: (80) 6,344
RTZ-ABC: (80) 26,552
County 80 Cen. 13,967; E&P 88 Est. 14,710
City & RTZ-ABC: (80) 32,896

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$288,830,304
Commercial	3	$151,583,266

6 - PASSENGER AUTOS: County 20,717

7 - ELECTRIC METERS: Residence 6,700

8 - GAS METERS: Residence 5,279

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 200; Lock 292; Milk Cartons 125; Wooden Pallets 116; Concrete Block 520; Bakery Prods. 130; National Lock 290; Leather Jackets; Plastic Wire & Cable 118.
Principal Industrial Pay Days-Fri., 1st, 15th.

10 - CLIMATE: Av. Temp.-Spring 58; Summer 78; Fall 61; Winter 38.

11 - TAP WATER: Alkaline, hard (8 gpg).

12 - RETAILING: Principal Shopping Centers-2 blocks on Front St.; 2 on Center; 2 on New Madrid St.; 2 on Kings.
Neighborhood Shopping Centers-U.S. Hwy. 61 S. (S. Kings Highway); U.S. Hwy. 62 E. (Malone Ave.)

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kingsway Plz.(45)	NA	Piggly Wiggly, JCPenney
Mid-Towner Vlg.(18)	NA	Wal-Mart, Sears, P.N. Hirsch
Kingway Shops(15)	NA	Kroger
North Main Port(12)	NA	

Principal Shopping Days-Fri., Sat., Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-Buckner Ragsdale; JCPenney; Accent Shop; Eubank Finney; Falkoffs; Mary's Botique; Golde's.
Discount Stores-Homestead; Wal-Mart; Dollar General; Mills Dist.; Riverside Lumber, Inc.; Moore's Firestone.
Chain Drug Stores-Super D 2.
Chain Supermarkets-IGA; Piggly Wiggly; Stan's.
Other Chain Stores-Goodyear; Malone & Hyde; Sears; Mode O'Day; Baskin-Robbins; Radio Shack; Singer; Otasco.

14 - NEWSPAPERS: STANDARD (e-mon to fri) 8,677; (S) 8,930; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Howard Harper, Adv. Dir., STANDARD, 205 S. New Madrid, Sikeston, MO 63801; Tel. (314) 471-1137.
National Representatives: Papert Companies; Thomson Newspapers; Missouri Press Service.

SPRINGFIELD

1 - LOCATION: Greene County (MSA). E&P Map B-4, County Seat. Shipping, wholesale, distribution, manufacturers, agricultural and dairying center, health care and education. On I-44. U.S. Hwys. 60, 65, 66, 160, 266 and State Hwy. 13. In SW part of the state; 185 mi. SE of Kansas City, 221 mi. SW of St. Louis; 302 mi. NW of Memphis, TN.

2 - TRANSPORTATION: Railroads-Burlington-Northern; Missouri Pacific.
Motor Freight Carriers-22.
Intercity Bus Lines-Continental Trailways; Greyhound; Sunnyland Stages; Springfield City Utilities.
Airlines-Northwest; Continental; TWA; American Eagle; Air Midwest; TW Express.

3 - POPULATION:
Corp. City 80 Cen. 133,116; E&P 88 Est. 143,798
CZ-ABC: (80) 133,116
RTZ-ABC: (80) 357,248
MSA 80 Cen. 208,408; E&P 88 Est. 229,193
County 80 Cen. 185,840; E&P 88 Est. 202,409
City & RTZ-ABC: (80) 490,364
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 51,702; E&P 88 Est. 58,286
County 80 Cen. 69,199; E&P 88 Est. 76,470
MSA 80 Cen. 77,178; E&P 88 Est. 86,128
CZ-ABC: (80) 51,702

RTZ-ABC: (80) 131,417
City & RTZ-ABC: (80) 183,119

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	7	$917,169,000
Commercial	12	$1,561,172,000

6 - PASSENGER AUTOS: County 109,961

7 - ELECTRIC METERS: Residence 61,779

8 - GAS METERS: Residence 53,706

9 - PRINCIPAL INDUSTRIES: Clothing; Furn., Paper Cups & Containers; Tablets & Pub.; Dairy; Auto Trailers & Truck Beds; R.R. Equip.; Agric. Prods.; Food Proc.; U.S. Gov't Offices; Chem. Prods.; Meat Packing; Fab. Metals; Paint; Shoes; Boats; Candy; Electronics; Fractional Hp. Motors; Color Television; Apparel; Textiles; Paper Prods.; Pub.; Lumber; Plastics; Optical Prods.; Prestressed Concrete.

10 - CLIMATE: Min. & Max. Temp.-Spring 4-48; Summer 45-113; Fall 9-92; Winter 20-92. First killing frost, Sept. 27; last killing frost, Apr. 9.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Battlefield Mall; Downtown Park Central Mall; North Town Mall; Plz. Shopping Ctr., South Oaks Mall, Kickapoo Corners, The Galleria.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Battlefield Mall(140)	NA	Dillard's, JCPenney, Mont. Ward, Sears, Famous Barr
Battlefield Sq.	NA	Venture
Brentwood(32)	NA	Cloth World, Western Auto, Radio Shack, Tempo Fashions
Country Club(40)	NA	Consumers
Crighton Ctr.(8)	NA	Crighton Supply
Downtown Park Central(90)	NA	Heer's, Savage Juliette
Fremont Ctr.(24)	NA	Cosmetique, Rag Merchants
The Galleria	NA	J. Parrino's, Clip Joint
Glen Isle(19)	NA	Ed V. Williams, Missouri Mill
Hill Crest(7)	NA	Consumers, College of Cosmetology
Kickapoo Corners	NA	Carol Jones, Computerland
Marwood Shpg. Ctr.	NA	State Beauty Supply South
Montclair Ctr.	NA	TBCY Yogurt, World Radio
Shamrock Shpg. Ctr.	NA	O'Reilly Automotive
South Oaks Ctr.	NA	Wal-Mart, Radio Shack, Fantastic Sam's
K mart(10)	NA	K mart
North Town Mall(50)	NA	Wal-Mart, Consumers, Medicare Glaser
Old Town(19)	NA	Ethan Allen
Parkcrest(28)	NA	Consumers, Ben Franklin
Plaza(50)	NA	Freeman's
Plaza Tower's Ctr.(33)	NA	Scruples
Southern Hills(23)	NA	Consumers, Ben Franklin
Tiffany Sq.(43)	NA	Circle J; Western Wear
Town & Country(9)	NA	Radio Shack, Beggar's
Village(13)	NA	Sears
Wedgewood(9)	NA	Maschino's Hdwe., Consumers
Commercial St.(100)	NA	

Principal Shopping Days-Mon., Thur. through Sun.
Stores Open Evenings-Mon. and Fri., Battlefield Mall open 6 nights.
Stores Open Sundays-Food, Drug, Discount Houses, and Dept. Stores.

13 - RETAIL OUTLETS: **Department Stores**-Busy Bee 2; Dillard's; Heers, Inc. 2; JCPenney; Montgomery Ward; Sears; Golde's; Famous Barr.
Catalog-Sears; Service Mdse.; JCPenney.
Variety Stores-Ben Franklin.
Discount Stores-Skaggs 2; Barnes General Store; Venture; K mart 3; Wal-Mart 5; Service Merchandise; Sam's Wholesale Club.
Chain Drug Stores-Skaggs; Medicare Glaser 5; Cotter's Rexall; Grove Pharmacy 2; Venture Drugs; Pay-Rite.
Chain Supermarkets-Rameys 7; So-Lo 7; Dillons 4; Smitty's 3; Consumers 9.
Other Chain Stores-Auto Supplies: Western Auto, Goodyear 2, Goodrich, Firestone, Stinger's 7, O'Reilly Auto 12, Otasco 2, Midas Muffler 2; Shoes: Allen Barker's, Dryer-Williams 5, Pay-Less 3, Kinney's, Quali-Craft, Thom McAn, Jarmen, Hush Puppies 2, Buster Brown, Women's Apparel: Farris 3, Paris, Stuarts, Tempo Fashions; Jewelry & Optical: Hess & Culbertson, Zale's, Douglas Optical 2, Pearl Optical 2, King Optical, The Spec Shop; Furniture: Edward Keith, Mulhollan's, Porter's, Wheeler's, Ethan Allen Carriage House, King Comfort, La-Z-Boy, Furniture World; Others: Cook Paint & Varnish, Russell Stover, Fuggit, Git & Go 21, 7-Eleven 5.

14 - NEWSPAPERS: NEWS-LEADER (m) 58,155; (S) 99,235; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Becky Koch, Adv. Mgr., NEWS-LEADER, 651 Boonville, Springfield, MO 65801; Tel. (417) 836-1100.
National Representative: Gannett National Newspaper Sales.

TRENTON

1 - LOCATION: Grundy County, E&P Map B-2, County Seat. Agricultural and residential center. 104 mi. NE of Kansas City; 81 mi. NE of St. Joseph in N central part of State. On U.S. Hwy. 65 and State Hwy. 6.

2 - TRANSPORTATION: **Railroads**-Chicago and Northwestern.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 6,811; E&P 88 Est. 6,928
County 80 Cen. 11,942; E&P 88 Est. 11,226

4 - HOUSEHOLDS:
City 80 Cen. 2,957; E&P 88 Est. 3,020
County 80 Cen. 4,866; E&P 88 Est. 5,014

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$103,846,000

6 - PASSENGER AUTOS: County 5,668

7 - ELECTRIC METERS: County 7,326

8 - GAS METERS: County 3,691

9 - PRINCIPAL INDUSTRIES: R.R.; Cement & Sand Prods.; Vaults & Bldg. Materials; Farm Prods.; Foods; Chem.; Meat Proc.; Radiator Mfg.
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-90; Summer 70-103; Fall 50-93; Winter -10-55. First killing frost, Oct. 1; last killing frost, Mar. 15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Shopping Center**-Eastgate (15 stores-Dollar General, Hy-Vee Foods, IGA Foodliner, Place's Family Ctr., Ben Franklin, JCPenney).
Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Dollar General.
Variety Stores-Ben Franklin.
Discount Stores-Place's.
Chain Supermarkets-Hy-Vee; IGA Foodliner.
Other Chain Stores-Sears (catalog).

14 - NEWSPAPERS: REPUBLICAN-TIMES (e) 4,013; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Wendell Lenhart, Pres., REPUBLICAN-TIMES, 122 E. Eighth St.; PO Box 548, Trenton, MO 64683; Tel. (816) 359-2212.
National Representative: Missouri Press Service.

WARRENSBURG

1 - LOCATION: Johnson County, E&P Map B-3, County Seat. Agricultural Center. Central Missouri State University and Whiteman AFB. On U.S. 50 Hwy.; State Hwy. 13; 50 mi. E of Kansas City; 90 mi. W of Jefferson City.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.
Airlines-Non-scheduled flights only.

3 - POPULATION:
Corp. City 80 Cen. 13,807; E&P 88 Est. 12,495
CZ-ABC: (80) 13,807
RTZ-ABC: (80) 25,252
County 80 Cen. 39,203; E&P 88 Est. 39,200
City & RTZ-ABC: (80) 39,059

4 - HOUSEHOLDS:
City 80 Cen. 4,100; E&P 88 Est. 3,815
CZ-ABC: (80) 4,100
RTZ-ABC: (80) 8,439
County 80 Cen. 12,539; E&P 88 Est. 13,737
City & RTZ-ABC: (80) 12,539

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$47,000,000
Commercial	3	$177,623,000

6 - PASSENGER AUTOS: County 18,773

7 - ELECTRIC METERS: Residence 5,799

8 - GAS METERS: Residence 5,484

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Gates Energy Prods. 400; Rival Mfg. Company 250; Stahl Specialty Co. 88; Harmon Industries, Inc. 130; Unitog Co. 370.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 60-102; Fall 40-80; Winter -2-50. First killing frost, Oct. 20; last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, very hard; fluoridation 0.55.

12 - RETAILING: **Downtown Shopping**-2 jewelry stores, 1 shoe store, 1 hardware store, 1 flower shop, 1 greeting card shop, 2 framing shops, business machines, 1 furniture store, 1 sports clothing shop, office supplies, 1 pet store.
Neighborhood Shopping Centers-Business Rt. 50, 6 blocks; South Maguire, 4 near College Plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Wal-Mart(4)	1	Wal-Mart, Sears, Cripps Drugs
Northpark(12)	1	Price Chopper, JCPenney, Maurice's, Payless Shoe Source, Sherwin-Williams Paint
Midtown(7)	1	Super Food Barn, Revco Drug, TJ's Sports Center
South Mall(4)	1	Bi-Lo United Super, Carter's TV & Appliance Cripps Drug

Principal Shopping Days-Mon., Wed., Thur., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety Stores-Wal-Mart.
Chain Drug Stores-Cripps, Revco.
Chain Supermarkets-Bi-Lo 2; Food Barn; Price Chopper.
Other Chain Stores-Sears; Payless Shoes; Sherwin-Williams; Brown's Shoe Fit.

14 - NEWSPAPERS: STAR-JOURNAL (e-mon to fri) 5,526; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Don Kirkpatrick, Adv. Dir., STAR-JOURNAL, 135 East Market St., Warrensburg, MO 64093; Tel. (817) 747-8123.
National Representative: Missouri Press Service.

WAYNESVILLE

1 - LOCATION: Pulaski County, E&P Map B-4. County agricultural center; near Fort Leonard Wood Military Base; in center of state. 75 mi. NE of Springfield; on U.S. I-44; State 17 & 133.

2 - TRANSPORTATION: **Railroads**-St. Louis-San Francisco.

3 - POPULATION:
Corp. City 80 Cen. 2,879; E&P 88 Est. 4,108
County 80 Cen. 41,726; E&P 88 Est. 42,360

4 - HOUSEHOLDS:
City 80 Cen. 1,087; E&P 88 Est. 1,627
County 80 Cen. 10,525; E&P 88 Est. 10,882

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$18,000,000

6 - PASSENGER AUTOS: County 18,177

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Military Base; Farming Corn & Wheat.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-75; Summer 70-100; Fall 30-75; Winter 0-70. First killing frost, Oct. 15; last killing frost, Apr. 3.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Centers**-Bobby's Shopping Ctr. (17 stores); Gateway (9 stores); Main Gate (8 stores); Mini-Mall (21 stores).

13 - RETAIL OUTLETS: **Chain Stores**-Sav-A-Lot; Wal-Mart; IGA; JCPenney; Sears.

14 - NEWSPAPERS: FORT GATEWAY GUIDE (e-mon to fri) 4,710; (S) 4,900; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Chris Cox, Gen. Mgr., FORT GATEWAY GUIDE, Box 578, Waynesville, MO 65583; Tel. (314) 336-3711.
National Representatives: Missouri Press Service; American Newspaper Representatives.

WEST PLAINS

1 - LOCATION: Howell County, E&P Map C-4, County Seat. Shipping & wholesale ctr.; agriculture, dairy & oak lumber area. South central part of state; 270 mi. from Kansas City; 215 mi. from St. Louis; 115 mi. from Springfield; 170 mi. from Memphis; 190 mi. from Little Rock. On U.S. Hwys. 63, 160; State Hwys. 14, 17.

2 - TRANSPORTATION: **Bus Lines**-Continental Trailways.
Motor Freight Carriers-3.
Airlines-2 charter planes.

3 - POPULATION:
Corp. City 80 Cen. 7,741; E&P 88 Est. 8,219
County 80 Cen. 28,835; E&P 88 Est. 32,118
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,232; E&P 88 Est. 3,522
County 80 Cen. 10,759; E&P 88 Est. 12,204

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$187,250,000
Savings & Loan	2	$20,900,000

6 - PASSENGER AUTOS: County 14,982

7 - ELECTRIC METERS: Residence 3,548

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Shoes 565 (N.A.); Sawmill 436 (N.A.); Woodworking 153 (N.A.); Truck Bodies 345 (N.A.); Elect. 595 (N.A.); Sales and Service 1,250 (N.A.).
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-75; Summer 62-98; Fall 30-75; Winter 0-40.

11 - TAP WATER: Neutral, hard; chlorinated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Court Sq.; 1 on S. Main; 4 on W. Main; 3 E. Main; 3 on Washington Ave.; 2 W. Broadway; 4 Hwy. 63 N.
Shopping Centers-Park-Way (20 stores); West Main Plaza (15 stores); Southern Hills, West 160 (15 stores).
Principal Shopping Days-Mon., Sat.
Stores Open Evenings-Parkway Shopping Ctr., Southern Hills Shopping Ctr.; McCrory on the Square.

13 - RETAIL OUTLETS: **Department Stores**-Aid's; Dollar General; Richards Bros. Dry Goods; Padgett Hardware; J.W. Mushrush Co.
Discount Stores-McCrory; Wal-Mart; Family Dollar; Dollar General.
Chain Drug Stores-Red Apple; Rexall; Revco; Medicine Shoppe; Burton Creek Pharmacy; Palace Drug.
Chain Supermarkets-Nu-Way; Richards Bros. 6; Wallace Owens; Ramey's Foodland; Stanley's Thriftway Foodliner; Price Chopper.
Other Chain Stores-Herrman Lumber; Goodyear; Sears; Meeks Building Center; Parts Pro; O'Reilly Automotive; Furniture World; Computer Tyme; Radio Shack; Fashion Crossroads; Busy Bee.

14 - NEWSPAPERS: QUILL (e-mon to fri) 8,669; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Judith Hurler, Adv. Mgr., QUILL, 125 N. Jefferson, West Plains, MO 65775; Tel. (417) 256-9191.
National Representative: Missouri Press Service.

MONTANA SURVEYS

METROPOLITAN STATISTICAL AREAS

Billings-Yellowstone County.
Great Falls-Cascade County.

POPULATION ESTIMATES

(Thousands)

Age Group	**1970**	**1980**	**1989**
Under 5 Years	57	65	75
5-14 Years	151	123	125
15-24 Years	122	149	128
25-44 Years	155	221	278
45-64 Years	141	145	146
65 and Over	68	85	88
TOTAL	694	788	840

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1989 Est.
Bldg. Mat./Hdwr	260	266	500
General Mdse	245	300	648
Food	599	927	1,234
Automobiles	604	730	1,414
Gasoline Stations	272	388	384
Apparel	137	197	284
Furniture	122	164	304
Eat-Drink Places	275	413	627
Drugs	99	135	200
TOTAL SALES	2,848	3,955	5,996

ANACONDA
See BUTTE

BILLINGS

1 - LOCATION: Yellowstone County (MSA), E&P Map D-3, County Seat. Shipping, small mfg. Oil exploration, supply and refining, trans., agric., livestock shipping & wholesaling ctr. On U.S. Hwys. 10, 12, 87, 310; I-90 and 94. 900 mi. W of Minneapolis; 600 mi. NNW of Denver; 600 mi. NNE of Salt Lake City; and 560 mi. SE of Spokane, WA.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-39.
Intercity Bus Lines-Rimrock Stages; Intermountain Lines; Karst Bus Lines; KAL Lines.
Airlines-Northwest; Continental; Big Sky; United; Delta.

3 - POPULATION:
Corp. City 80 Cen. 66,842; E&P 88 Est. 74,004
CZ-ABC: (80) 86,493
RTZ-ABC: (80) 174,086
County/MSA 80 Cen. 108,366; E&P 88 Est. 124,225
City & RTZ-ABC: (80) 260,579
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 26,265; E&P 88 Est. 30,265
County/MSA 80 Cen. 39,891; E&P 88 Est. 48,128
CZ-ABC: (80) 32,732
RTZ-ABC: (80) 61,439
City & RTZ-ABC: (80) 94,171

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	$764,370,000
Savings & Loan	2	$269,451,473

6 - PASSENGER AUTOS: County 66,227

7 - ELECTRIC METERS: Residence 32,786

8 - GAS METERS: Residence 31,464

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 2,100 ($527); Mfg. 3,900 ($401); Trans., Commun., Pub. Util. 3,900 ($376); Trade 15,700 ($196); Fin., R.E., Ins. 2,300 ($210); Servs. 11,300 ($194); Gov't 8,000 (N.A.).
Principal Pay Days-1st & 15th; Railroad 5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-67; Summer 55-82; Fall 28-48; Winter 17-36. First killing frost, Sept. 25; last killing frost, May 15.

11 - TAP WATER: Alkaline; very soft in spring and summer; very hard in winter. Not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-2 blocks on N. 27 St.; 1 on S. 27 St.; 5 on N. Bdwy.; 4 on N. 29 St.; 2 on S. 29 St.; 3 on N. 30 St.
Neighborhood Shopping Centers-Thirteenth St. & Grand Ave.; Billings Heights; 1st St. W. at Cook Ave.; 10th St. W. on Broadwater Ave.; 24th St. W. & Central; 13th & 16th St. W. & Grand Ave.; Wicks Lane & Highway 10E.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Evergreen(15)	2	
Broadwater(10)	1	
West Park(70)	2	Albertson's, Sears
Buttrey(16)	1	Buttrey's
K mart(2)	4	K mart
Best(5)	4	Best
Rimrock Mall(100)	4	Hennessy's, Wards, JCPenney
Downtown(50)		IGA, Ernst, Pay 'N Pak, Anthony's
Target Store	4	Target

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: **Department Stores**-Hart Albin; Cole's; JCPenney; Anthony's; Sears; Hennessy's; Montgomery Ward; Herberger's.
Chain Drug Stores-Osco 2; Payless.
Variety Stores-Club Wholesale.
Discount Stores-Gibson's; K mart 2; Best; Target; Ernst; Pay 'N Pak.
Chain Supermarkets-Albertson's 2; Buttrey's 5; K mart 2; IGA 7; 12 independent supermarkets.
Other Chain Stores-Goodyear; Firestone; Sherwin-Williams; Marshall-Wells; Columbia Paint; Kinney's; Scheel's Hdwe.; Big Bear; Three Sisters; K-G Men's; House of Fabrics; Zale's Jewelry; Baker Shoes; Dahle's; Stevenson's; Kay-Bee Toys.

14 - NEWSPAPERS: GAZETTE (m) 54,209; (S) 58,071; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: John Lamphiear, Adv. Dir., GAZETTE, 401 N. Broadway, Billings, MT 59101; Tel. (406) 657-1352.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

BOZEMAN

1 - LOCATION: Gallatin County, E&P Map C-3, County Seat. South central part of state. Shopping; wholesale; small mfg.; small grain and hay farming; livestock; tourist and ski center; home of Montana State Univ.; 85 mi. E of Butte; 146 mi. W of Billings on I-90; Hwys. 10 and 191.

2 - TRANSPORTATION: **Railroads**-Montana Rail Link; CMStP&P.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Intermountain Stage; Karst Stage.
Airlines-Continental; Delta; Sky West; Big Sky.

3 - POPULATION:
Corp. City 80 Cen. 21,645; E&P 88 Est. 25,465
CZ-ABC: (80) 27,305
RTZ-ABC: (80) 28,117
County 80 Cen. 43,224; E&P 88 Est. 52,532
City & RTZ-ABC: (80) 55,422

4 - HOUSEHOLDS:
City 80 Cen. 7,512; E&P 88 Est. 8,343
County 80 Cen. 14,923; E&P 88 Est. 18,350
CZ-ABC: (80) 9,415
RTZ-ABC: (80) 10,399
City & RTZ-ABC: (80) 19,814

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$306,884,000
Savings & Loan	3	$92,000,000

6 - PASSENGER AUTOS: County 26,747

7 - ELECTRIC METERS: Residence 11,153

8 - GAS METERS: Residence 6,689

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Forest Prod. 450 ($185); Electronics ($185); Heavy Constr. 400 ($255); Cement 110 ($235).
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-80; Summer 39-90; Fall 34-76; Winter 14-50.

11 - TAP WATER: Alkaline, 2 sources hard; 1 source soft.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Main St. and 2 N. and S. of Main; 11 on N. 7th; W. Main from 10th to 20th Sts.; Main Mall and University Shopping Center W. edge of town.
Neighborhood Shopping Centers-College St. at 8th & 9th; Northgate Ctr., N. 7th; Valley Ctr., Belgrade.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Groceries; Drugs; Discounts; Main Mall.

13 - RETAIL OUTLETS: **Department Stores**-Hart Albin; JCPenney; Conrad's; The Bon; Anthony's.
Discount Stores-Gibson's; K mart; Ernst; Payless; Price Rite Drug.
Chain Drug Stores-Western Drug; Usco.
Chain Supermarkets-Safeway; Buttrey's; IGA; Albertsons.

14 - NEWSPAPERS: CHRONICLE (e-mon to fri) 11,605; (S) 12,861; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Mike Smit, Adv. Mgr., CHRONICLE, 32 S. Rouse, PO Box 1188, Bozeman, MT 59715; Tel. (406) 587-4491.
National Representative: Newspaper Advertising Service.

BUTTE-ANACONDA

1 - LOCATION: Butte in Silver Bow County; Anaconda in Deer Lodge County, E&P Map B-3, County Seat. Mining and agric., ret., whol., trans. and miscellaneous mfg. ctr. Southwest part of the state (Butte); 66 mi. SW of Helena; 449 mi. N of Salt Lake City, UT; 1,141 mi. W of Minneapolis, MN; 329 mi. E of Spokane, WA; U.S. Hwys. 10S, 91, I-15, I-90.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern; Union Pacific.
Motor Freight Carriers-18.
Bus Lines-Intermountain Trans.; Greyhound.
Airlines-Big Sky; Delta.

3 - POPULATION:
Corp. Cities 80 Cen. 49,723; E&P 88 Est. 42,712
Butte 80 Cen. 37,205; E&P 88 Est. 32,849
Anaconda 80 Cen. 12,518; E&P 88 Est. 9,863
CZ-ABC: (80) 42,518
RTZ-ABC: (80) 84,062
Counties 80 Cen. 50,207; E&P 88 Est. 45,289
Silver Bow 80 Cen. 37,807; E&P 88 Est. 34,531
Deer Lodge 80 Cen. 12,400; E&P 88 Est. 10,758
City & RTZ-ABC: (80) 126,580
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 18,677; E&P 88 Est. 16,527
Butte 80 Cen. 14,256; E&P 88 Est. 12,803
Anaconda 80 Cen. 4,421; E&P 88 Est. 3,724
CZ-ABC: (80) 16,484
RTZ-ABC: (80) 29,186
Counties 80 Cen. 19,026; E&P 88 Est. 18,687
Silver Bow 80 Cen. 14,605; E&P 88 Est. 14,740
Deer Lodge 80 Cen. 4,421; E&P 88 Est. 3,947
City & RTZ-ABC: (80) 45,670

5 - BANKS	NUMBER	EST. DEP.
Savings	5	$307,137,000
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: Counties: Silver Bow 19,157; Deer Lodge 5,635

7 - ELECTRIC METERS: Residence 18,506; Butte 14,241; Anaconda 4,265

8 - GAS METERS: Residence 15,523; Butte 12,133; Anaconda 3,390

9 - PRINCIPAL INDUSTRIES: N.A.
Principal Pay Days-Fri., Sat., 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-51; Summer 43-85; Fall 26-55; Winter 4-30. First killing frost, Sept. 16; last killing frost, May 29.

11 - TAP WATER: Butte and Anaconda-Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Butte: 6 blocks on Park St., 4 on Main St., 3 on Broadway; 6 on Harrison Ave. (neighborhood shopping ctr.). Anaconda: 5 blocks on Park St. and 5 on Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Harrison Ave.	1	Safeway
Butte Plaza(40)	4	Buttrey's, Osco, Woolworth
East Gate IGA	2	IGA
JCPenney	5	JCPenney

Stores Open Evenings-Shopping ctr. & food: Daily to 9; Sun. 12-5; Food to Midnight; Auto Dealers: Mon.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney (Butte and Anaconda); Lutey's; Woolworth.
Variety Stores-Woolworth; Ben Franklin; Bonanza 88; Coast-to-Coast (Butte and Anaconda); Marchion Hardware (Anaconda).
Chain Drug Stores-Skaggs; Thrifty Rexall; Osco (Anaconda).
Chain Supermarkets-Safeway 2; Buttrey's 2; Lens; Terminal; IGA; Albertson's; Eggers Foods; Orvilles (Anaconda).
Other Chain Stores-Gallenkamp Shoes; Sherwin-Williams; Singer Co.; United Building Center; Gamer Shoe; AG Grocers; Pittsburgh Paints; Geo. Steel Co.; Cenex; House of Fabrics.

14 - NEWSPAPERS: MONTANA STANDARD (m) 16,149; (S) 16,763; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Dan J. Kilroy, Adv. Dir., MONTANA STANDARD, 25 W. Granite, Butte, MT 59701; Tel. (406) 782-8301.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

GREAT FALLS

1 - LOCATION: Cascade County (MSA), E&P Map C-2, County seat. Agric. and livestock, oil & gas; Tourism, Regional trade ctr.; Malmstrom AFB. In the center of the state. On U.S. Hwys. 87, 89, 91, I-15.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-7.
Intercity Bus Lines-Intermountain.
Airlines-Northwest Orient; United; Big Sky; Continental; Delta.
Charter Air Service-Rocky Mountain Air; Valley Aviation; Falcon Aviation; Dan Gliko Helicopters.

3 - POPULATION:
Corp. City 80 Cen. 56,725; E&P 88 Est. 54,046
CZ-ABC: (80) 71,239
RTZ-ABC: (80) 95,514
County/MSA 80 Cen. 79,974; E&P 88 Est. 81,472
City & RTZ-ABC: (80) 166,753
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 21,879; E&P 88 Est. 21,585
County/MSA 80 Cen. 29,385; E&P 88 Est. 31,467
CZ-ABC: (80) 26,170
RTZ-ABC: (80) 33,270
City & RTZ-ABC: (80) 59,440

5 - BANKS	NUMBER	DEPOSITS
Savings	7	$528,992,000
Savings & Loan	2	$110,821,999

6 - PASSENGER AUTOS: County 44,152

7 - ELECTRIC METERS: Res. 24,029; Comm. 3,324

8 - GAS METERS: Res. 20,334; Comm. 1,939

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-In Cascade Co.-Agric., Forestry 1,100 ($240); Oil & Mining 18 ($584); Constr. 1,499 ($427); Mfg. 1,082 ($364); Trans., Commun., & Pub. Util. 1,361 ($360); Whol. Trade 2,001 ($361); Ret. Trade 6,055 ($220); Fin., Ins., & R.E. 1,918 ($336); Servs. 6,600 ($273); Gov't 4,832 ($356); Air Force 4,400 ($353).
Principal Industrial Paydays-Mon., 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-66; Summer 47-85; Fall 24-71; Winter 16-34. First killing frost, Sept. 28; last killing frost, May 9.

11 - TAP WATER: Alkaline, moderately hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-11 blocks on Central Ave.; 8 on 1st Ave. N.; 5 on 1st Ave. S.; 54 blocks on 10th Ave. S.
Neighborhood Shopping Centers-6th Ave. N. bet. 25th and 26th Sts.; 1st Ave. N.W. bet. 6th & 7th Sts.; 10 Ave. S. bet. 35th & 36th Sts.; 10th & 11th Ave. S. bet. 9th & 13th Sts.; Riverview and Smelter Ave., 10th Ave. S. bet. 26th & 27th Sts.; 10th Ave. S. bet. 48th & 49th Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
25th St. North(12)	2	Reds IGA
10th Ave. South(4)	NA	Denny's IGA
West Side	1	Noble's Foodland
2100 10th Ave. S.	3	Buttreys, Target
Holiday Vlg.(90)	2	Albertson's, Mont. Ward, JCPenney
Westgate(18)	2	Buttreys
NW Bypass(5)	2	K mart, Shopko

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Bon Marche (Allied Stores); Sears; Montgomery Ward; JCPenney; C.R. Anthony; Herbergers; Poulsen's.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-K mart 2; Malmstrom Air Force Base Exchange; Fleet Wholesale Supply; Big R Supply; Big Bear; Shopko; Target.
Chain Drug Stores-Western 2; Osco 2; Buttrey 2; ShopKo.
Chain Supermarkets-Ryan Merc.; IGA 3; Buttrey Foods 3; Albertson's; Circle K 8; Mini-Mart 5; Kwik Pik; Super America 2.
Other Chain Stores-Coast-to-Coast; Conrad's; Firestone; Sherwin-Williams; Columbia Paint; K-G Mens Store; Red Wing Shoes; Claire's Boutique; Our Own Hardware; Swiss Colony; Zale's Jewelry; House of Fabrics; Whipples Card Shop; OK Hardware; Ernst Home Center; Best.

14 - NEWSPAPERS: TRIBUNE (m) 33,964; (S) 40,955; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Daniel L. Henderson, Natl. Adv. Mgr., TRIBUNE, 205 River Dr. S.; PO Box 5468, Great Falls, MT 59403; Tel. (406) 751-6666.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

HAMILTON

1 - LOCATION: Ravalli County, E&P Map B-3, County Seat. 48 mi. S of Missoula; on U.S. Hwy. 93.

2 - TRANSPORTATION: **Railroads**-Montana Rail Link.
Intercity Bus Lines-Bitter Root Stage.

3 - POPULATION:
Corp. City 80 Cen. 2,661; E&P 88 Est. 3,226
County 80 Cen. 22,802; E&P 88 Est. 26,918

4 - HOUSEHOLDS:
City 80 Cen. 1,254; E&P 88 Est. 1,513
County 80 Cen. 8,008; E&P 88 Est. 9,528

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$96,258,000

6 - PASSENGER AUTOS: County 13,451

7 - ELECTRIC METERS: Residence 2,591

8 - GAS METERS: Residence 2,201

9 - PRINCIPAL INDUSTRIES: Lumber Mills; Dairy Prods. Processing; Fruit & Vegetable Cannery; Branch Laboratory U.S.P.H.S.; Headquarters Bitter Root Natl. Forest; Trapper Creek Conservation Camp; Tourism & Recreation; Winter Ski Area; Medical Equip. Mfg.; Log Home Mfg.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline; hard, deep well water.

12 - RETAILING: **Principal Shopping Days**-Mon., Wed. & Sat.
Stores Open Evenings-Grocery, sporting goods, variety, wine, video.

13 - RETAIL OUTLETS: **Variety Stores**-Sprouse-Reitz; Yellow Front.
Chain Drug Stores-Downing's Rexall; Walgreens.
Chain Supermarkets-Safeway; Economy; IGA; Excell Low Cost Ctr.
Other Chain Stores-Anthony's; Coast-to-Coast; Farmers Union Co-op; Sears (catalog); UBC.

14 - NEWSPAPERS: RAVALLI REPUBLIC (m-mon to fri) 3,970; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Craig Stirling, Adv. Mgr., RAVALLI REPUBLIC, 232 Main St., Hamilton, MT 59840; Tel. (406) 363-3300.
National Representative: None.

HAVRE

1 - LOCATION: Hill County, E&P Map D-1. County Seat. Shipping, education, agricultural and livestock center.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.

Intercity Bus Lines-Intermountain.

Airlines-Big Sky.

3 - POPULATION:
Corp. City 80 Cen. 10,891; E&P 88 Est. 11,088
County 80 Cen. 17,967; E&P 88 Est. 18,674

4 - HOUSEHOLDS:
City 80 Cen. 4,069; E&P 88 Est. 4,013
County 80 Cen. 6,305; E&P 88 Est. 6,854

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$137,157,000
Savings & Loan	2	$69,319,956

6 - PASSENGER AUTOS: County 8,904

7 - ELECTRIC METERS: Residence 4,958

8 - GAS METERS: Residence 4,303

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Railroad 900.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-82; Summer 52-102; Fall 33-57; Winter -20-52. First killing frost, Sept. 21; last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on 4 sts.; the Atrium, downtown shopping mall (30 units); Holiday Village (42 units).
Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Gamble's; JCPenney, Woolworth's, Coast-to-Coast; Herbergers; K mart.
Variety Stores-Fleet Wholesale; Bonanza 88; Sandvig's.
Chain Drug Stores-Western 3, Osco.
Chain Supermarkets-Buttrey; IGA.
Other Chain Stores-Montgomery Ward; Sears (catalog); Kinney Shoes; House of Fabrics; Anita Shops; Maurice's; Hallmark; Desmonds; Zale's.

14 - NEWSPAPERS: DAILY NEWS (e-mon to fri) 4,224; sworn Mar. 31, 1988.
Local Contact for Advertising and Merchandising Data: Dwight Tracy, Pub., DAILY NEWS, 119 2nd St.; PO Box 431, Havre, MT 59501; Tel. (406) 265-6796.
National Representative: None.

HELENA

1 - LOCATION: Lewis and Clark County, E&P Map C-2. State Capital, County Seat. On U.S. Hwys. 12 and 91; I-15; 65 mi. NE of Butte; 94 mi. SW of Great Falls. A telephone communications ctr.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Garrett Freightlines; Salt Creek Freightways.
Bus Lines-Intermountain.
Airlines-Northwest; Big Sky; Delta; Morrison Flying Service; Capital Aero-air taxi.

3 - POPULATION:
Corp. City 80 Cen. 23,938; E&P 88 Est. 25,555
NDM-ABC: (80) 38,853
RTZ-ABC: (80) 11,191
County 80 Cen. 43,299; E&P 88 Est. 47,807
Total NDM & RTZ-ABC: (80) 50,044

4 - HOUSEHOLDS:
City 80 Cen. 9,475; E&P 88 Est. 9,837
County 80 Cen. 16,066; E&P 88 Est. 18,344
NDM-ABC: (80) 14,565
RTZ-ABC: (80) 3,859
Total NDM & RTZ-ABC: (80) 18,424

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$126,973,000
Commercial	5	$224,935,000

6 - PASSENGER AUTOS: County 26,271

7 - ELECTRIC METERS: Residence 21,196

8 - GAS METERS: Residence 11,595

9 - PRINCIPAL INDUSTRIES: Mining; Ranching; Sand Gravel; Smelting & Refining; Cement; Gov't.
Principal Pay Days-1st, 15th, 20th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-55; Summer 52-83; Fall 32-57; Winter 7-27. First killing frost, Oct. 2; last killing frost, May 2.

11 - TAP WATER: Neutral (2 systems); 1 very soft; 1 very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-Downtown, 8 blocks on N. & S. Main St.; Capital Hill Ctr., 11th & Roberts; Lundy Ctr., Euclid & N. Benton; Northgate Plz., N. Montana & Cluster.
Neighborhood Shopping Centers-Montana and Boulder Aves.; Lyndale at National Ave.; 11th & Montana; Benton at Euclid; 11th & Prospect; Montana & Cedar.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Capital Hill(44)	NA	JCPenney, Hennessy's, Thriftway
Lundy's(8)	NA	Bergum, Thriftway, Ben Franklin
Northgate(6)	NA	Gibson's, Thriftway, Power-Townsend Co.
Downtown(45)	NA	

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Some Mon.; Food every night, Shopping Ctrs. every night, some Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Hennessy's.
Variety Stores-Ben Franklin.
Discount Stores-Gibson's; K mart.
Chain Drug Stores-Osco; Bergum.
Chain Supermarkets-Buttrey's; Safeway; Thriftway; Albertson's; Heritage IGA.
Other Chain Stores-Goodyear; Sears (catalog); Coast-to-Coast; K-G Men's Stores; Conrad's; Gallenkamp Shoes; Radio Shack; Woolcott's; Leslie's Hallmark; Maurice's.

14 - NEWSPAPERS: INDEPENDENT RECORD (e) 12,966; (S) 13,757; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Mike McGrorty, Adv. Dir., INDEPENDENT RECORD, 317 Cruse St.; PO Box 4249, Helena, MT 59601; Tel. (406) 442-7190.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

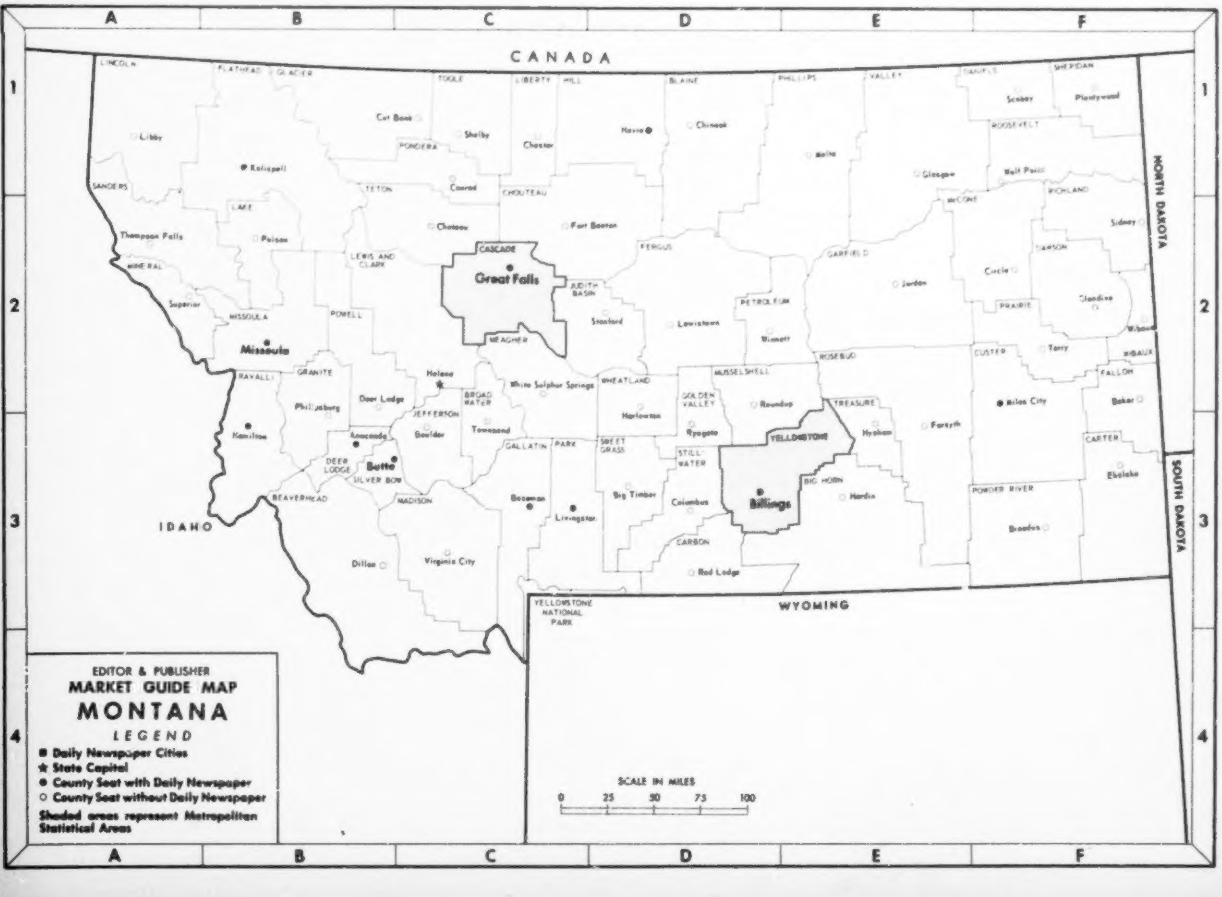
KALISPELL

1 - LOCATION: Flathead County, E&P Map B-1. County Seat. Trading center, on Flathead River in NW part of state; 30 mi. from Glacier Natl. Park; 250 mi. W of Great Falls, 250 mi. E of Spokane; 125 mi. N of Missoula; 260 mi. NW of Helena.

2 - TRANSPORTATION. **Railroads**-Burlington Northern.
Motor Freight Carriers-5.
Intercity Bus Lines-Intermountain Trans.; Brown Bus; Lincoln Stage Line.
Airlines-Cascade.

3 - POPULATION:
Corp. City 80 Cen. 10,648; E&P 88 Est. 12,504
County 80 Cen. 52,352; E&P 88 Est. 57,442
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,396; E&P 88 Est. 4,852
County 80 Cen. 18,790; E&P 88 Est. 21,431


A
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CANADA
NORTH DAKOTA
SOUTH DAKOTA
WYOMING
IDAHO
LINCOLN
FLATHEAD
GLACIER
TOOLE
LIBERTY
HILL
BLAINE
PHILLIPS
VALLEY
DANIELS
SHERIDAN
Scobey
Plentywood
Libby
Cut Bank
Shelby
Chester
Havre
Chinook
Malta
ROOSEVELT
PONDERA
Kalispell
Glasgow
Wolf Point
SANDERS
TETON
Conrad
CHOUTEAU
McCONE
RICHLAND
LAKE
Sidney
Thompson Falls
Polson
Choteau
Fort Benton
DAWSON
MINERAL
LEWIS AND CLARK
CASCADE
Great Falls
FERGUS
GARFIELD
Circle
JUDITH BASIN
Jordan
Superior
POWELL
PETROLEUM
PRAIRIE
Glendive
MISSOULA
Stanford
Lewistown
Winnett
Missoula
MEAGHER
ROSEBUD
CUSTER
Terry
WIBAUX
RAVALLI
GRANITE
Helena
White Sulphur Springs
WHEATLAND
MUSSELSHELL
FALLON
BROADWATER
GOLDEN VALLEY
Roundup
TREASURE
Miles City
Baker
Philipsburg
Deer Lodge
JEFFERSON
Harlowton
Ryegate
Hysham
Forsyth
Hamilton
Anaconda
Boulder
Townsend
YELLOWSTONE
CARTER
DEER LODGE
Butte
GALLATIN
PARK
SWEET GRASS
STILLWATER
BIG HORN
SILVER BOW
Ekalaka
BEAVERHEAD
MADISON
Bozeman
Livingston
Big Timber
Columbus
Billings
Hardin
POWDER RIVER
Broadus
CARBON
Dillon
Virginia City
Red Lodge
YELLOWSTONE NATIONAL PARK
EDITOR & PUBLISHER
MARKET GUIDE MAP
MONTANA
LEGEND
■ Daily Newspaper Cities
★ State Capitol
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
25
50
75
100

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$130,300,000
Commercial	4	$251,304,206

6 - PASSENGER AUTOS: County 32,339

7 - ELECTRIC METERS: Residence 15,500

8 - GAS METERS: Residence 10,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber Mills 1,000 ($370); Wood Prods. 300 ($380); Aluminum 700 ($450); Fruit Packing 250 ($225); Semi Tool High-Tek 60 ($8.00 per hr.); Farming, Grain, Mint Cattle, Dairy, Seed Potatoes 1,500 ($200).
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-83; Summer 24-105; Fall 14-76; Winter 26-56. First killing frost, Sept. 12-13; last killing frost, May 5-30.

11 - TAP WATER: Neutral, hard, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main St.; 2 on 1st Ave. E.; 2 on 1st Ave. W.; 2 on 1st St.; 4 on 2nd St.; 2 on 3rd St.; 2 on E. Idaho St.; on U.S. 93 outskirts of City; Gateway West Mall, Hwy. 2 W.; K mart, Hwy. 2 E.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Whitefish	15	Markus, Safeway
Mountain Mall(30)	NA	
Somers	8	Peoples
Columbia Falls	15	Davall, B&B
Bigfork	12	Lake Hills
B&B(6)	NA	Fred Meyer
Gateway West Mall	3	Drug Fair, Safeway
Kalispell Ctr.	NA	Herbergers, Penneys

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri. to 9.
Stores Open Sundays-Gateway West Mall; K mart; Buttreys-Zauner Boys; Cardinal True Value; B&B; Evergreen Discount; JCPenney.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; B&B; Herbergers.
Discount Stores-Sportsman Surplus; Bonanza; K mart; Drug Fair.
Variety Stores-Woolworth; Bonanza 88.
Chain Drug Stores-Rexall; Walgreens 2; Osco; Drug Fair.
Chain Supermarkets-Safeway; Buttrey's; Rosauers.

14 - NEWSPAPERS: INTER LAKE (e-mon to fri) 13,275; (S) 14,503; Sept. 30, 1987 VAC.
Local Contact for Advertising and Merchandising Data: Roy Wellman, Pub., INTER LAKE, 727 E. Idaho, Kalispell, MT 59901; Tel. (406) 755-7000.
National Representative: Newspaper Advertising Service.

LIVINGSTON

1 - LOCATION: Park County, E&P Map C-3, County Seat. Business entrance Yellowstone Natl. Park. 115 mi. W of Billings; 125 mi. E of Butte. On U.S. Hwy. 89 and I-90.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Intercity Bus Lines-Northland Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,994; E&P 88 Est. 6,906
County 80 Cen. 12,977; E&P 88 Est. 13,835
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,843; E&P 88 Est. 2,605
County 80 Cen. 4,924; E&P 88 Est. 5,570

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$125,000,000
Savings & Loan	1	$60,000,000

6 - PASSENGER AUTOS: County 7,558

7 - ELECTRIC METERS: Residence 4,302

8 - GAS METERS: Residence 3,297

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric. 1,100 ($300); Mfg. 210 ($400); Services, Misc. 425 ($400); Lumbering 500 ($500); Railroad 200 ($800).
Principal Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-53; Summer 49-78; Fall 33-60; Winter 25-40. First killing frost, Sept. 17; last killing frost, June 1.

11 - TAP WATER: Neutral, medium hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Main; 1 on 2nd & connecting sts.
Nearby Shopping Centers-John's IGA; Livingston Plaza; High Country Shopping Mall; Sleeping Giant Trade Ctr.
Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Grocery, Supermarkets, Western Drug, Sleeping Giant Trade Ctr.

13 - RETAIL OUTLETS: **Department Stores**-Anthony's; Robbins, Inc.; Corral West.
Variety Stores-Ben Franklin.
Chain Supermarkets-Wes Sooper; John's IGA.
Chain Drug Stores-Western Drug.
Other Chain Stores-True Value; Jerry's Hardware Hank, Bernina; Sears (catalog); Coast-to-Coast; Goodyear; Mini-Mart; Superamerica; Mode O'Day; Champion Auto Store.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 3,225; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Warren McQuay, Adv. Dir., ENTERPRISE, 401 S. Main St.; PO Box 665, Livingston, MT 59047; Tel. (406) 222-2000.
National Representative: Landon Associates.

MILES CITY

1 - LOCATION: Custer County, E&P Map F-2, County Seat. Shipping and whol. ctr. In SE corner of state at confluence of Tongue and Yellowstone rivers; on U.S. Hwys. 10, 12, 312; State Hwy. 22; I-94.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.
Airlines-Big Sky.

3 - POPULATION:
Corp. City 80 Cen. 9,602; E&P 88 Est. 10,198
County 80 Cen. 13,162; E&P 88 Est. 13,684
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,779; E&P 88 Est. 4,115
County 80 Cen. 4,901; E&P 88 Est. 5,303

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$176,000,000

6 - PASSENGER AUTOS: County 6,621

7 - ELECTRIC METERS: Residence 3,755

8 - GAS METERS: Residence 3,719

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Stockyards 75 (N.A.); R.R. 300 ($247); Medical 150 ($260); Printing 54 ($265).
Principal Industrial Pay Days-2nd & 18th.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 50-105; Fall 25-75; Winter-40-40. First killing frost, Oct. 1; last killing frost, Apr. 30.

11 - TAP WATER: Neutral, medium soft.

12 - RETAILING: **Principal Shopping Centers**-36 blocks on eight streets; Miles City Downtown, Plz. Shopping Ctr.-10 stores.
Principal Shopping Days-Tues., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Shores; Anthony's; K mart.
Variety Stores-Milo's; Squire Shop; Ben Franklin.
Chain Drug Stores-Rexall; Osco.
Chain Supermarkets-Buttrey's; Reynolds; IGA.
Other Chain Stores-Miles & Ulmer; Coast-to-Coast; Sears.

14 - NEWSPAPERS: STAR (e-mon to fri) 3,995; sworn Sept. 28, 1987.
Local Contact for Advertising and Merchandising Data: Dallas Bentley, Adv. Mgr., STAR, 13 N. 6th St.; PO Box 1216, Miles City, MT 59301; Tel. (406) 232-0450.
National Representative: Landon Associates.

MISSOULA

1 - LOCATION: Missoula County, E&P Map B-2, County Seat. Manufacturing, distributing and education center. 210 mi. E of Spokane, WA; 120 mi. NW of Butte on U.S. Hwys. 93, I-90.

2 - TRANSPORTATION: **Railroads**-Montana Rail Link.
Motor Freight Carriers-13.
Intercity Bus Lines-Intermountain; Greyhound; Missouri Valley Trails.
Airlines-Northwest; Delta; Continental; Horizon.

3 - POPULATION:
Corp. City 80 Cen. 33,388; E&P 88 Est. 34,535
CZ-ABC: (80) 56,670
RTZ-ABC: (80) 73,245
County 80 Cen. 76,677; E&P 88 Est. 79,795
City & RTZ-ABC: (80) 129,915
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,604; E&P 88 Est. 14,416
County 80 Cen. 28,019; E&P 88 Est. 30,282
CZ-ABC: (80) 21,643
RTZ-ABC: (80) 25,520
City & RTZ-ABC: (80) 47,163

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	6	$278,649,000
Savings & Loan	2	$135,808,000

6 - PASSENGER AUTOS: County 42,456

7 - ELECTRIC METERS: Residence 22,396

8 - GAS METERS: Residence 17,469

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber 2,693 ($340); U.S. Forest Service 860 ($300); R.R. 300 ($250); Univ. 3,111 (N.A.); Hospitals 1,260 ($180).
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 55-90; Fall 25-65; Winter 0-55. First killing frost, Sept. 20; last killing frost, May 1.

11 - TAP WATER: Neutral, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on N. Higgins; 5 on S. Higgins; 3 on Front St., Main and Broadway.
Neighborhood Shopping Areas-Broadway W., 3 blocks on Front St. E. & Main St. E.; 6 blocks on Broadway E., Hwy. 93 South (2).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Southgate(94)	5	Sears, Hennessey's, Hart-Albin, JCPenney
Tremper's(11)	3	Buttrey
Holiday Vlg.(20)	3	Albertson's, Osco, Sprouse-Reitz
East Gate(2)	2	East Gate Drug, Buttrey
Fairway	3	Buttrey's
South Center	3	
Town & Country(4)	4	

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-All stores, Fri.

13 - RETAIL OUTLETS: **Department Stores**-The Bon; JCPenney; Sears; Hennessey's; Hart-Albin.
Variety Stores-Bonanza.
Discount Stores-Sprouse-Reitz; K mart; ShopKo; Best.
Chain Drug Stores-Buttrey 2; Osco; Medicine Shoppe.
Chain Supermarkets-Safeway 2; Buttrey's 2; Albertson's; Rosauers; Price Plus; Tidyman's.
Other Chain Stores-Firestone; Coast-to-Coast; K-G Men's; House of Fabrics; Radio Shack; Ernst.

14 - NEWSPAPERS: MISSOULIAN (m) 26,950; (S) 29,111; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Sharon Schroeder, Adv. Mgr., MISSOULIAN, 500 S. Higgins Ave.; PO Box 8029, Missoula, MT 59807; Tel. (406) 721-5200.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

NEBRASKA SURVEYS

METROPOLITAN STATISTICAL AREAS

Lincoln-Lancaster County.
Omaha, NE-IA-Douglas, Sarpy and Washington Counties, NE; Pottawattamie County, IA.
Sioux City, IA-NE-Woodbury County, IA; Dakota County, NE.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1989**
Under 5 Years	120	123	142
5-14 Years	301	239	237
15-24 Years	258	296	246
25-44 Years	327	413	510
45-64 Years	296	293	283
65 and Over	183	206	197
TOTAL	1,485	1,572	1,616

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1989 Est.**
Bldg. Mat./Hdwr	357	439	867
General Mdse	686	784	1,219
Food	972	1,420	1,981
Automobiles	1,094	1,295	2,612
Gasoline Stations	530	743	785
Apparel	235	345	514
Furniture	261	328	615
Eat-Drink Places	474	669	1,051
Drugs	139	201	309
TOTAL SALES	5,145	6,995	10,822

ALLIANCE

1 - LOCATION: Box Butte County, E&P Map A-2, County Seat. Wholesale center. On Hwys. 2, 385; 400 mi. from Omaha; 240 mi. from Denver.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern.
Intercity Bus Lines-Star Bus.
Motor Freight Carriers-3.
Airlines-G.P. Express Commuter.

3 - POPULATION:
Corp. City 80 Cen. 9,869; E&P 88 Est. 10,967
CZ-ABC: (80) 9,920
RTZ-ABC: (80) 30,149
County 80 Cen. 13,927; E&P 88 Est. 14,617
City & RTZ-ABC: (80) 40,069

4 - HOUSEHOLDS:
City 80 Cen. 3,718; E&P 98 Est. 4,212
County 80 Cen. 5,038; E&P 88 Est. 5,402
CZ-ABC: (80) 3,718
RTZ-ABC: (80) 11,039
City & RTZ-ABC: (80) 14,757

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$157,916,000
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 7,191

7 - ELECTRIC METERS: Residence 4,380

8 - GAS METERS: Residence 3,492

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 200 ($196); R.R. 2,210 ($491).
Principal Pay Days-Fri.; R.R. 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-56; Summer 54-96; Fall 33-56; Winter 14-39. First killing frost, Sept. 20; last killing frost, Apr. 20.

11 - TAP WATER: Aklaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-8 blocks on Box Butte Ave. and Third St.
Neighborhood Shopping Centers-4 blocks on E. Third; 5 blocks on W. Third; 1400 W. Third.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
West Third	1	Shop & Save, K mart, Alco
East Third	1	Wegner Motor, Safeway, Pamida

Principal Shopping Days-Sat., Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Rhoads; Sears.
Discount Stores-Wheeler's; Pamida; Alco; K mart.
Chain Drug Stores-Walgreens.
Chain Supermarkets-Safeway; Jack & Jill; Shop & Save.
Other Chain Stores-Hardware Hank; Radio Shack; Redman's Shoes.

14 - NEWSPAPERS: TIMES-HERALD (e) 3,831; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Barbara Swanson, Adv. Dir., TIMES-HERALD, 114 E. 4th; PO Box G, Alliance, NE 69301; Tel. (308) 762-3060.
National Representative: Branham/Newspaper Sales.

BEATRICE

1 - LOCATION: Gage County, E&P Map E-3, County Seat. Agric. ctr. Big Blue River, 42 mi. from Lincoln (State capital). On U.S. Hwys. 77, 136; State Hwy. 4.

2 - TRANSPORTATION: **Railroads**-Burlington; U.P.
Motor Freight Carriers-9.

3 - POPULATION:
Corp. City 80 Cen. 12,891; E&P 88 Est. 12,199
CZ-ABC: (80) 12,891
RTZ-ABC: (80) 38,695
County 80 Cen. 24,290; E&P 88 Est. 23,973
City & RTZ-ABC: (80) 51,586

4 - HOUSEHOLDS:
City 80 Cen. 5,255; E&P 88 Est. 5,129
CZ-ABC: (80) 5,255
RTZ-ABC: (80) 14,746
County 80 Cen. 9,245; E&P 88 Est. 9,408
City & RTZ-ABC: (80) 20,001

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$146,859,000
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 13,048

7 - ELECTRIC METERS: 6,371

8 - GAS METERS: 5,205

9 - PRINCIPAL INDUSTRIES: Industry (Av. Wkly Wage)-Assembler Prods. ($214); Chemical Oper ($380); Electrician ($340); Laborer, Material Hdlg ($200); Lathe Oper. ($256); Maintenance Mechanic Plt. ($260); Milling Machine Oper. ($216); Punch Press Oper. ($249); Secretary ($182); Sewing Machine Oper. ($170); Tool & Die Maker ($290); Welder ($240).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-61; Summer 64-85; Fall 43-65; Winter 17-35.

11 - TAP WATER: Neutral; not fluoridated.

12 - RETAILING: **Nearby Shopping Centers**-Indian Creek (K mart, Alco, Super Foods).
Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Kampler's; Alco (Duckwall).
Discount Stores-Pamida; K mart.
Chain Drug Stores-Medicine Chest; Wells' Pharmacy; Health Mart.
Chain Supermarkets-Boogaart's; Super Foods; IGA; Super Market; Price Chopper; Econo-Food.
Other Chain Stores-Sears; Brown Shoe; Cooks Paint; Sherwin-Williams; Earl May Seed; S&H Green Stamps; Payless Shoes; OK Tire Co.; Coast-to-Coast; Ben Franklin; Wheelers; TSC; Ace Hardware; Bobs General Mdse.; Cato.

14 - NEWSPAPERS: SUN (e) 10,442, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Dale H. Sass, Adv. Mgr., SUN, 200 N. 7th, PO Box 847, Beatrice, NE 68310; Tel. (402) 223-5233.
National Representative: Branham/Newspaper Sales.

COLUMBUS

1 - LOCATION: Platte County, E&P Map E-2. County Seat. Agricultural area; manufacturing and retail center; 85 mi. W of Omaha; 75 mi. NW of Lincoln (capital) on Transcontinental Hwy [illegible] & W); U.S. Pan-American 81 (N & S); 544 mi. from Chicago.

2 - TRANSPORTATION: **Railroads**-Union Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound.
Airlines-Mid-Continent Airline.

3 - POPULATION:
Corp. City 80 Cen. 17,328; E&P 88 Est. 19,627
CZ-ABC: (80) 18,061
RTZ-ABC: (80) 46,081
County 80 Cen. 28,894; E&P 88 Est. 29,910
City & RTZ-ABC: (80) 64,142

4 - HOUSEHOLDS:
City 80 Cen. 6,389; E&P 88 Est. 7,329
County 80 Cen. 10,084; E&P 88 Est. 10,935
CZ-ABC: (80) 6,389
RTZ-ABC: (80) 16,703
City & RTZ-ABC: (80) 23,092

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$253,200,000
Savings & Loan	6	$476,300,000

6 - PASSENGER AUTOS: County 17,187

7 - ELECTRIC METERS: Residence 7,179

8 - GAS METERS: Residence 5,749

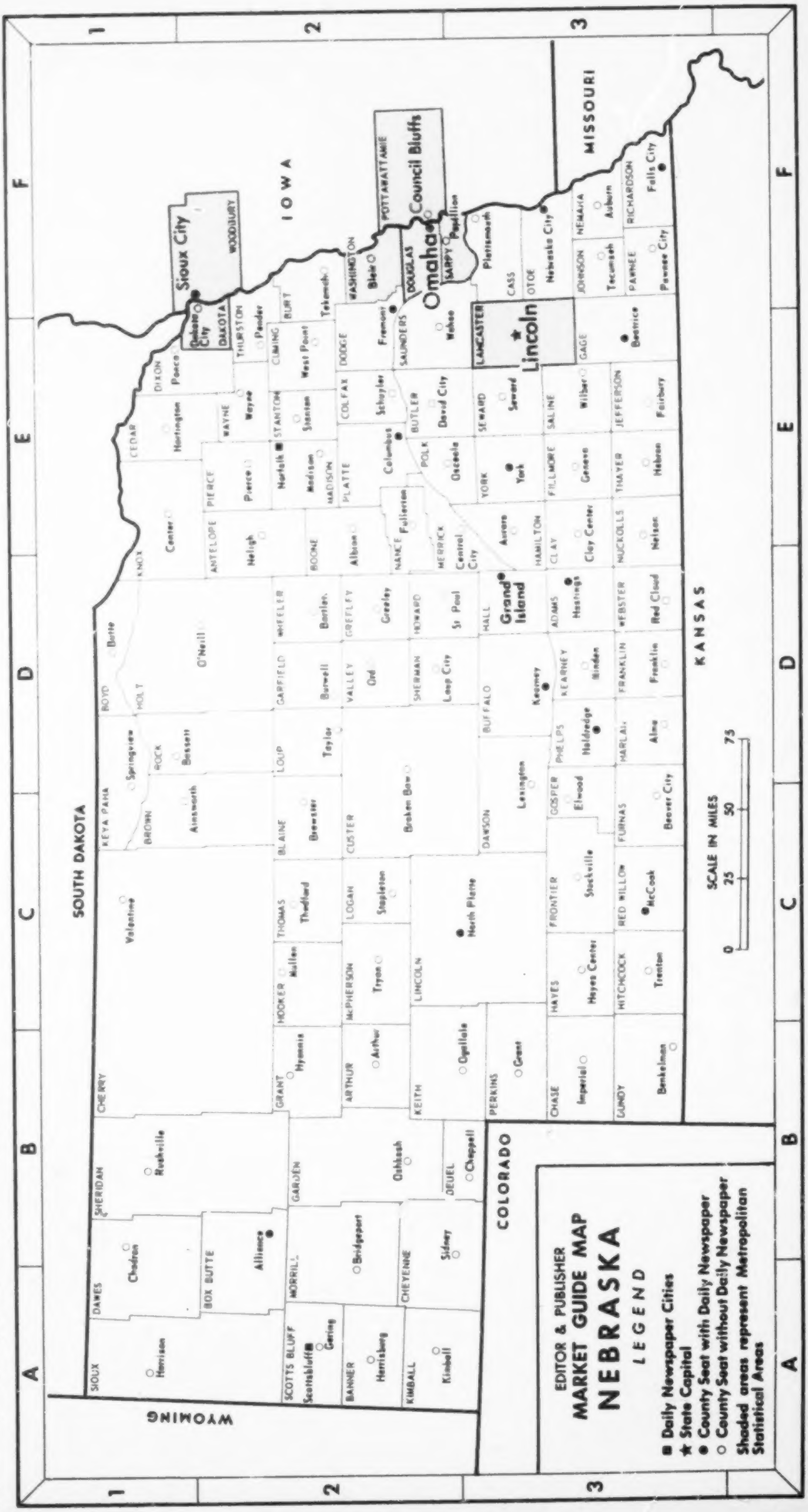
9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Machine Shop 1,425 ($250); Electronics 1,560 ($200); Med. & Surg. Inst. 1,050 ($230); Auto Parts Mfg. 270 ($280); Agricultural Building 1,160 ($280); Agricultural Equip. 2,300 ($280).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-83; Summer 60-88; Fall 26-77; Winter 9-46. First killing frost, Oct. 11; last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on 3 Sts.
Nearby Shopping Center-On U.S. Hwy. 30 (15 blocks). U.S. 30 Center (Pamida); Westgate Shpg. Ctr. (Wal-Mart, Hy Vee).
Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur.; Shopping centers nightly.

13 - RETAIL OUTLETS: **Department Stores**-Geo. Schweser's Sons; JCPenney.
Variety Stores-Woolworth.
Discount Stores-Pamida; Alco; K mart; Wal-Mart.
Chain Drug Stores-Walgreens; Rexall; Tooley.
Other Chain Stores-Sears; Coast-to-Coast; Firestone; True Value Hdwe.; Hy Vee; Food-4-Less;


EDITOR & PUBLISHER
MARKET GUIDE MAP
NEBRASKA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0 25 50 75
SOUTH DAKOTA
IOWA
MISSOURI
KANSAS
COLORADO
WYOMING
A
B
C
D
E
F
1
2
3
Sioux City
Council Bluffs
Omaha
Lincoln
Grand Island
WOODBURY
POTTAWATTAMIE
Dakota City
Norfolk
Columbus
Fremont
Beatrice
Hastings
Kearney
North Platte
McCook
Scottsbluff
Alliance
Nebraska City
York
Valentine
O'Neill
Chadron
Sidney
Ogallala
Lexington
Holdrege
Falls City

Family Thrift Ctr.; Maurice's; Tobers; Brass Buckle.

14 - NEWSPAPERS: TELEGRAM (e-mon to fri) 11,014; (S) 11,295; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Deb Condreay, Adv. Mgr., TELEGRAM, 1254 27th Ave., Columbus, NE 68601. Tel. (402) 564-2741.
National Representative: Branham/Newspaper Sales.

FALLS CITY

1 - LOCATION: Richardson County, E&P Map F-3. Shpg. & medical ctr. 92 mi. SE of Lincoln; 108 mi. S of Omaha; 108 mi. N of Kansas City. On U.S. Hwy. 73; State Hwy. 4.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific (Main Line div. pt.); Burlington.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound (U.P.).

3 - POPULATION:
Corp. City 80 Cen. 5,374; E&P 88 Est. 4,609
County 80 Cen. 11,276; E&P 88 Est. 10,880

4 - HOUSEHOLDS:
City 80 Cen. 2,237; E&P 88 Est. 1,935
County 80 Cen. 4,479; E&P 88 Est. 4,518

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$90,000,000
Savings & Loan	All branches	$60,000,000

6 - PASSENGER AUTOS: County 5,835

7 - ELECTRIC METERS: Residence 2,175

8 - GAS METERS: Residence 1,988

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-R.R. 114; Meat Pkg. 75; Agric. related 65; Misc. 150; Tool & Die 90; livestock trailer mfg. 25.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-90; Summer 50-114; Fall 39-95; Winter -28-80. First killing frost, Oct. 13; last killing frost, Apr. 25.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-18 blocks on Stone, Chase & Harlan.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-Chaney's.
Chain Supermarkets-Nash Finch 2.
Other Chain Stores-Firestone; Coast-to-Coast; Pamida; Brown's Shoe; Mode O'Day; Sears; Tober's; Goodrich Dairy.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 4,683; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Marjorie A. Loucks, Bus. Mgr., JOURNAL, 1810 Harlan St., Falls City, NE 68355; Tel. (402) 245-2431.
National Representative: Branham/Newspaper Sales; Nebraska Press Assn.

FREMONT

1 - LOCATION: Dodge County, E&P Map E-2. County Seat. On Platte River, 35 mi. NW of Omaha. On U.S. Hwys. 30, 77, 275; State Hwy. 8.

2 - TRANSPORTATION: **Railroads**-U.P.; Chicago Northwestern; Burlington Northern.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Arrow-Black Hills.

3 - POPULATION:
Corp. City 80 Cen. 23,979; E&P 88 Est. 23,416
CZ-ABC: (80) 26,151
RTZ-ABC: (80) 47,019
County 80 Cen. 35,944; E&P 88 Est. 35,991
City & RTZ-ABC: (80) 73,170

4 - HOUSEHOLDS:
City 80 Cen. 9,129; E&P 88 Est. 9,010
County 80 Cen. 13,292; E&P 88 Est. 13,656
CZ-ABC: (80) 9,882
RTZ-ABC: (80) 16,791
City & RTZ-ABC: (80) 26,673

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$341,496,520
Savings & Loan	2	$29,950,022

6 - PASSENGER AUTOS: County 20,102

7 - ELECTRIC METERS: Residence 12,173

8 - GAS METERS: Residence 9,721

9 - PRINCIPAL INDUSTRIES: Meat Packing; Poultry Proc.; Seed Proc.; Alfalfa Dehydrating and Meal Pelleting; Soybean Proc.; Flour; Foundry; School Supplies; Concrete, Tile, Block & Well Casing; Metal Well Casing; Metal Grain Storage Bldg.; Corrugated Boxes; Railroad Bearings; Structural Wood Systems; Hydraulic Equip.; Cemetery Markers; Bridal Gowns; Fertilizer; No Boil Pasta; Metal Stamping; Metal Fabricating; Food Proc.; Ornamental Iron; Midland College; Tent & Awning; Refrigerated Whse.; Ladies Slacks & Skirts; Machine Shop; Livestock Feed Additives. Total employ. 16,676.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-70; Summer 76-97; Fall 56-75; Winter 0-29.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: **Principal Shopping Center**-12 Blocks Downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastville Plz.(9)	3	Wal-Mart, Hy-Vee, Walgreens
Fremont Mall(24)	2	Save Mart, 1/2 Price Store, JCPenney
Parkview Ctr.(27)	2	Miller Drug
Gateway Ctr.(7)	2	Gateway Realty
Alco Plz.(7)	2	ALCO (Duckwall)
Pauladon(10)	NA	Baskets & Stuff
Park Place Ctr.(5)	NA	Irv's & ValCom
El Mercado Ctr.(8)	NA	Draperies & More

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown Thur.; Mall every evening exc. Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Schweser's.
Variety Stores-Country General Store; Diers Supply.
Discount Stores-Alco; K mart; 1/2 Price Store; Wal-Mart.
Chain Drug Stores-Walgreens; Medicine Chest.
Chain Supermarkets-Hinky Dinky; Food 4 Less; Save Mart; Hy-Vee.
Other Chain Stores-Firestone; Goodyear; Harding Glass; Goodrich Dairy; Ace Hdwe.; Buck's; Pearle Vision Ctr.; Tober's; So Fro Fabrics; Sears; Sherwin-Williams; Singer; Radio Shack; 7-Eleven; Kwik Shop; Applause Video; Coast-to-Coast; Diamond Vogel Paint; Earl May Garden; Medicine Chest; Payless Shoe Source; ValCom; Cato; 9.99 Store; Dairy Queen; Maurice's; Champion Auto.

14 - NEWSPAPERS: TRIBUNE (e) 11,834; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Mike Casuscelli, Adv. Mgr., TRIBUNE, 135 N Main, Fremont, NE 68025; Tel. (402) 721-5000.
National Representative: Gannett National Newspaper Sales.

GRAND ISLAND

1 - LOCATION: Hall County, E&P Map D-3, County Seat. Meat packing, farm equip. mkt. and shipping ctr.; railroad terminus; on I-80; U.S. Hwys. 30, 34, 281; State Hwy. 2, in S central part of state; 135 mi. W of Omaha; 94 mi. W of Lincoln.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Burlington Northern; CB&QRR.
Motor Freight Carriers-42.
Airlines-Air Midwest; GP Air.
Intercity Bus Lines-Greyhound; Continental Trailways; United Motorways.

3 - POPULATION:
Corp. City 80 Cen. 33,180; E&P 88 Est. 41,590
CZ-ABC: (80) 37,781
RTZ-ABC: (80) 71,194
County 80 Cen. 47,851; E&P 88 Est. 51,082
City & RTZ-ABC: (80) 108,930

4 - HOUSEHOLDS:
City 80 Cen. 12,819; E&P 88 Est. 16,364
County 80 Cen. 17,463; E&P 88 Est. 18,964
CZ-ABC: (80) 12,819
RTZ-ABC: (80) 27,062
City & RTZ-ABC: (80) 39,881

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 27,725

7 - ELECTRIC METERS: Residence 14,804

8 - GAS METERS: Residence 15,611

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Mfg. 3,662, including farm equip., farm and steel bldgs., Automotive, Food proc.; Gov't 2,577; Ret. 3,942; Whol. 930; Trans. and Util. 783; Fin. & R.E. 572; Serv. 2,127; all others 1,615.
Principal Pay Days-1st, 15th; Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-73; Summer 58-90; Fall 38-80; Winter 16-40. First killing frost, Oct. 1; last killing frost, Apr. 29.

11 - TAP WATER: Acid, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-9 blocks on 3rd St.; 6 on 4th St.; 14 on cross streets; Five Points Shpg. Ctr., 4 blocks, 18 units; one 120,000 ft. Super Dept.-Variety Store. 2 Shopping Malls on N. Hwy. 281: 750,000 ft.; 8 blocks on S. Locust.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Conestoga(60)	2	Brandeis, Miller & Paine, JCPenney, Sears
Grand Island(20)	2	Richman Gordman, Shopko

Principal Shopping Days-Wed., Sat., Sun.
Stores Open Evenings-Sears, JCPenney-Wed., Fri.; Food, Malls-nightly & Sun.
Stores Open Sundays-5 Supers; Malls; Discount Stores.

13 - RETAIL OUTLETS: **Department Stores**-Skagway; Brandeis; JCPenneys; Sears; Miller & Paine; Schwesers.
Discount Stores-Skagway; Richman Gordman; K mart; Shopko; Wheelers.
Chain Drug Stores-Ben's; Walgreens.
Chain Supermarkets-Jack & Jill 3; Food 4 Less 2; Econo Foods; Bag & Save; Skagway.
Other Chain Stores-Goodyear; Mode O'Day; Brodkey Jewelers; Singer Co.; Shoes: Kinney, Redman, Brown, National; Gen. Nutrition; So-Fro Fabrics; Jo Ann Fabrics; Zale's; Maurices; Waldenbooks; Sidle's; Sherwin-Williams; Holiday Station; Earl May; Goodyear; Tober's; Morris Paint; Radio Shack; US Tech; Video Kingdom; Northwest Fabrics.

14 - NEWSPAPERS: INDEPENDENT (e) 24,948; (S) 26,083; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Dan Collin, Adv. Mgr., INDEPENDENT, First & Cedar Sts., Grand Island, NE 68802; Tel. (308) 382-1000.
National Representative: Branham/Newspaper Sales.

HASTINGS

1 - LOCATION: Adams County, E&P Map D-3. County Seat. Shipping, wholesale, miscellaneous light manufacturing. College center. South central part of state; 100 mi. W of Lincoln; 150 mi. to Omaha; 640 mi. to Chicago. On U.S. Hwys. 6, 34, 281; 15 mi. S of I-80.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Amtrak; Union Pacific.
Intercity Bus Lines-Arrow; Republic Valley; Hi-Line.
Airlines-GP Air.

3 - POPULATION:
Corp. City 80 Cen. 23,045; E&P 88 Est. 23,450
CZ-ABC: (80) 23,045
RTZ-ABC: (80) 56,656
County 80 Cen. 30,722; E&P 88 Est. 31,085
City & RTZ-ABC: (80) 79,701
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,295; E&P 88 Est. 9,765
County 80 Cen. 11,740; E&P 88 Est. 12,092
CZ-ABC: (80) 9,295
RTZ-ABC: (80) 21,286
City & RTZ-ABC: (80) 30,581

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$27,600,000
Commercial	3	$331,281,000

6 - PASSENGER AUTOS: County 16,897

7 - ELECTRIC METERS: Residence 11,282

8 - GAS METERS: Residence 9,662

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Farm Prods. 250 ($270); Beef Proc. 165 ($275); Instrument Mfg. 300 ($290); Ethanol Prods. 50 ($283); Irrigation Equip. 250 ($297); Various Prods. 220 ($261); Fertilizer 67 ($212); Cartons and IBM Cards 140 ($293); Newspaper Printing, Photography 122 ($270); Cooling and Heating Equip. 118 ($239); Irrigation pipes, engines and equip. 308 ($295); Swine production 90 ($298); Electricity 90 ($212); Natural Gas 149 ($315); Baked Goods 270 ($312); Farm Equip. 498 ($265); Plastic Pipe 46 ($280); Mobile Homes 114 ($285); Hospital 501 ($277).
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-97; Summer 51-103; Fall 13-96; Winter 8-59. First killing frost, Oct. 14; last killing frost, May 1.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: **Principal Downtown Shopping Center**-6 blocks on 1st, 2nd and 3rd Streets.
Neighborhood Shopping Areas-5th and E Side Blvd.; Burlington and J Sts.; South and Elm Sts.; Intersection of Hwys. 6, 34 & 281; K mart on W Marion Rd., Allen's Shopping Center, Downtown, Gibson's on S Burlington. 1/2 Price Store & Econofoods, Western Mall on S Burlington and Imperial Mall on Marion Rd. & 12 St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Imperial Mall(46)	2	Younker's, Sears, Walgreens, Woolworth, Herbergers

Principal Shopping Days-Thur., Fri., Sat., Sun. for Mall.
Stores Open Evenings-All Stores-Thur.

13 - RETAIL OUTLETS: **Department Stores**-Schweser's; Younker's; JCPenney; Allen's.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-Big G; Allen Drug; Gibson's; K mart; 1/2 Price Store.
Chain Drug Stores-Walgreens; Bert's Rexall 2.
Chain Supermarkets-Sun Mart; IGA; Allen's; Econofoods; Gibson's.
Other Chain Stores-Firestone; Sears (catalog); Kinney; Maurice's; Brodkeys; Herbergers; Radio Shack; So-Fro Fabrics; Wheeler's; Video Kingdom; Stevenson's; Fashion Crossroads; Appleby's; Musicland; Lots to Love; Brass Buckle.

14 - NEWSPAPERS: TRIBUNE (e) 16,060; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Don Heath, Gen. Mgr., TRIBUNE, 908 W. 2nd St., Hastings, NE 68901; Tel. (402) 462-2131.
National Representative: Branham/Newspaper Sales.

HOLDREGE

1 - LOCATION: Phelps County, E&P Map C-3. South central part of state. 158 mi. W of Lincoln; 55 mi. SW of Hastings; 70 mi. E of McCook. On U.S. Hwys. 6, 34, 183, 383; State Hwy. 23. 17 mi. S of I-80.

2 - TRANSPORTATION: **Railroads**-Burlington; Amtrak.
Intercity Bus Lines-Black Hills.
Motor Freight Carriers-Ideal.

3 - POPULATION:
Corp. City 80 Cen. 5,624; E&P 88 Est. 6,034
CZ-ABC: (80) 5,624
RTZ-ABC: (80) 23,226
County 80 Cen. 9,758; E&P 88 Est. 10,241
City & RTZ-ABC: (80) 28,850

4 - HOUSEHOLDS:
City 80 Cen. 2,267; E&P 88 Est. 2,472
CZ-ABC: (80) 2,267
RTZ-ABC: (80) 8,852
County 80 Cen. 3,699; E&P 88 Est. 3,940
City & RTZ-ABC: (80) 11,119

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$171,520,000
Saving & Loan	2	$102,475,652

6 - PASSENGER AUTOS: County 5,832

7 - ELECTRIC METERS: Residence 2,490

8 - GAS METERS: Residence 2,501

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 15 ($262); Monument Mfg. 18 (N.A.); Weaving 107 ($235); Medical Supplies 600 ($273).
Principal Industrial Pay Day-Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-98; Summer 60-109; Fall 3-87; Winter 0-97. First killing frost, Oct. 11; last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Days**-Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Wheelers.
Discount Stores-Pamida; Medicine Chest; Coast-to-Coast.
Chain Supermarkets-Jack & Jill; Hinky Dinky.
14 - NEWSPAPERS: CITIZEN (e-mon to fri) 3,667; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Barbara Penrod, Adv. Mgr., CITIZEN, 418 Garfield St.; PO Box 344, Holdrege, NE 68949; Tel. (308) 995-4441.
National Representative: Branham/Newspaper Sales.

KEARNEY

1 - LOCATION: Buffalo County, E&P Map D-3. County Seat. 186 mi. W of Omaha; 373 mi. E of Denver. On U.S. Hwy. 30; I-80; State Hwys. 10, 40, 44.

2 - TRANSPORTATION: **Railroads**-Union Pacific, Burlington.
Motor Freight Carriers-11
Intercity Bus Lines-Interstate, Greyhound
Airlines-GP Express

3 - POPULATION:
Corp. City 80 Cen. 21,158; E&P 88 Est. 24,415
CZ-ABC: (80) 21,750
RTZ-ABC: (80) 48,314
County 80 Cen. 34,917; E&P 88 Est. 35,205
City & RTZ-ABC: (80) 70,064
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 7,485; E&P 88 Est. 8,638
County 80 Cen. 12,284; E&P 88 Est. 13,801
CZ-ABC: (80) 7,485
RTZ-ABC: (80) 17,896
City & RTZ-ABC: (80) 25,381

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$200,000,000
Savings & Loan	6	$81,342,110

6 - PASSENGER AUTOS: County 19,105

7 - ELECTRIC METERS: Residence 9,929

8 - GAS METERS: Residence 8,587

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Kearny State College 700; Metal & Irig. Pumps 149; Oil Filters 685; Pharmaceutical Stoppers & Closures 300; Regional Hospital 650; Truck Generators 185; Grain drying Equip. 95; Auto Valves 715
Principal Industrial Pay Days-Fri

10 - CLIMATE: Min. & Max. Temp.-Spring 37-60; Summer 58-100; Fall 38-87; Winter 15-49. First killing frost, Oct. 10; last killing frost, May 4.

11 - TAP WATER: Alkaline, very hard, minimum fluoridated.

12 - RETAILING: **Downtown Shopping Center**-6 blocks S on Central Ave., 14 N on Hwy. 10, 5 E on Hwy. 30, 8 W on Hwy. 30.
Neighborhood Shopping Centers-6 blocks E. 25 St.
Shopping Centers-North-Hilltop Mall (35 stores), Econofoods, Hinky Dinky, Alco, Scan & Save; Woodridge (6 stores), West-K mart, East-Easton/Bob's Super Store, Ponderosa Mall 7, South - TSC and Wheelers.
Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Food, Discount, Mall

13 - RETAIL OUTLETS: **Department Stores**-Sears, JCPenney, Hellmans, Herberger's.
Variety Stores-Kaufmann-Wernert.
Discount Stores-Wheelers; TSC; Bob's Super-Store; Alco; K mart; Wal-Mart.
Drug Stores-ABC; Valley Prescriptions 2; Medical Arts; Econodrug; B.J.'s; Walgreens.
Chain Supermarkets-Boogaart, Econofoods, IGA, Bob's Super Store, Hinky-Dinky.
Other Chain Stores-Firestone; Goodyear; Wards; S&H Green Stamps; Goodrich; Earl May Nursery; Western Auto; Gambles; Coast-to-Coast; Radio Shack; 7-Eleven; Video Kingdom; Ace Hardware; Brass Buckle; Little Professor; Scweiser's.

14 - NEWSPAPERS: HUB (e) 12,699; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Steve Trybus, Adv. Mgr., HUB, 13 E. 22nd, PO Box 1988, Kearney, NE 68848; Tel. (308) 237-2152.
National Representative: Branham/Newspaper Sales.

LINCOLN

1 - LOCATION: Lancaster County (MSA). E&P Map E-3, State Capital, County Seat. Wholesale, trade, industrial, agricultural, insurance and education center. Veterans Administration and U.S. Dept. of Agriculture regional offices. In SE central part of state; 58 mi. SW of Omaha; 50 mi. W of the Missouri River. On U.S. Hwys. 6, 34, 77, I-80; State Hwys. 2, 79.

2 - TRANSPORTATION: **Railroads**-Amtrak; Burlington-Northern; Union Pacific; Missouri-Pacific.
Motor Freight Carriers-Interstate 26; Regional 22.
Intercity Bus Lines-Lincoln City; Trailways; Greyhound.
Airlines-United; TWA; Continental; Air Midwest; America West; Air Express Service; Federal Express; Emery; Airborne Freight; BN Air Freight; CF Air Freight; Capitol Cartage Company.

3 - POPULATION:
Corp. City 80 Cen. 171,932; E&P 88 Est. 190,494
CZ-ABC: (80) 173,465
RTZ-ABC: (80) 167,872
County/MSA 80 Cen. 193,716; E&P 88 Est. 207,572
City & RTZ-ABC: (80) 341,337
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 64,934; E&P 88 Est. 74,365
County/MSA 80 Cen. 71,769; E&P 88 Est. 78,279
CZ-ABC: (80) 65,415
RTZ-ABC: (80) 61,712
City & RTZ-ABC: (80) 127,127

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	11	$1,198,618,000
Savings	6	$598,824,000

6 - PASSENGER AUTOS: County 107,832

7 - ELECTRIC METERS: Total 85,815; Residence 74,928

8 - GAS METERS: Residence 69,700

9 - PRINCIPAL INDUSTRIES: Total Employment 113,987; Agricultural 2,112; Mfg. 12,769; Durable Goods 5,927; Nondurable Goods 6,842; Constr. 3,889; R.R. Trans. 1,873; Commun., Util. 5,913; Whol. 4,869; Ret. 20,074; Fin., Ins. & R.E. 7,723; Servs. 22,205; Fed. Gov't 2,566; State Gov't 16,595; Local Gov't 10,975

10 - CLIMATE: Min. & Max. Temp.-Spring 26-73; Summer 61-87; Fall 29-78; Winter 13-38. First killing frost, Oct. 12; last killing frost, Apr. 18.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Principal Shopping Center**-Lincoln Center (CBD), including 4 blocks on O St., 4 on N St., 3 on P St.; Gateway at 61st and O Sts.
Neighborhood Shopping Centers-2 blocks at 14th & South, 2 at 27th & Randolph, 3 at 48th & St. Paul, 3 at 61st & Havelock, 3 at 48th & Prescott, 2 at Winthrop Road & Ryons, 2 at 70th & Vine, 4 at 48th & Vine.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Gateway(66)	4	Mont. Ward, Sears, Miller & Paine, JCPenney
Piedmont(17)	3	IGA
Rathbone(12)	3	Leon's, Food Mart
Indian Vlg.(14)	3	Dave's Food Mart
Bishop Heights	4	Shopko
Northridge Ctr.(6)	3	Osco, Hy-Vee
Briarhurst(8)	5	Baker Hdwe.
Meadowlane(16)	5	Jack & Jill
48th & Vine	3	K mart, Rich.-Gord.
Westgate(8)	1	Food Bonanza
Belmont(9)	2	Savemart
Clock Tower(15)	5	Classic Foods
East View(22)	3	Super Saver, Osco, Target
Van Dorn(14)	3	1/2 Price Store
East Park Plz.(57)	4	Osco, IGA, Ardans
Edgewood	6	Osco, IGA

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Mon., Thur., Food-Some Thur., some each weeknight.

13 - RETAIL OUTLETS: **Department Stores**-Younkers; Miller & Paine; Sears; Montgomery Ward; JCPenney; Shopko; Richmond-Gordman; Target.
Discount & Variety Stores-K mart; Osco; T.J. Maxx; 1/2 Price Store.
Chain Drug Stores-Walgreens 5; Wagey 3; Re[illegible]l 5; Four Star 4; Gilmour-Danielson 2; Winter; K-Ray 3; Osco 5; Dot Drug.
Chain Supermarkets-Hy-Vee 4; IGA 9; Hinky Dinky 3; Jack & Jill 2; Food-4-Less 3.
Other Chain Stores-Barker Shoes; Baker Shoes; B. Dalton Books; Kinney Shoe; Famous Footwear; Lawlor's Sporting; DeCosta Sporting; Natelson's; Tober's Fashions; Zale's Jewelry; Coast-to-Coast 3; Bostonian Shoes; Tandy; Colortile; The Limited; Radio Shack; Pier I; True Value; Our Own Hdwe.; Sutherland's; Wheeler's; Gibson; TSC Farm Stores; Land & Sky; Earl May Garden; World Radio; Curtis Mathes; Seiferts; Braums; Olympic Village; Athletes Foot; Casual Corner; Applause Video; The Video Station; Payless Shoes; Goldstein-Chapman; Landon's; Tires Inc.; Best Shot Waterbeds; Westlake Hardware.

14 - NEWSPAPERS: STAR (m) 37,844; JOURNAL (e) 43,840; JOURNAL & STAR (S) 81,611; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Don Shriner, Gen. Sales Mgr., JOURNAL and STAR, 926 P St.; PO Box 81609, Lincoln, NE 68501; Tel. (402) 475-4200.
National Representative: Branham/Newspaper Sales.

McCOOK

1 - LOCATION: Red Willow County, E&P Map C-3, County Seat. Agricultural ctr. U.S. Hwys. 6, 34, 83; 382 mi. NW of Kansas City; 285 mi. E of Denver; 285 mi. SW of Omaha.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Arrow Stage Lines.
Airlines-G.P. Express.

3 - POPULATION:
Corp. City 80 Cen. 8,404; E&P 88 Est. 8,855
CZ-ABC: (80) 8,404
RTZ-ABC: (80) 38,988
County 80 Cen. 12,619; E&P 88 Est. 12,928
City & RTZ-ABC: (80) 47,392

4 - HOUSEHOLDS:
City 80 Cen. 3,309; E&P 88 Est. 3,579
County 80 Cen. 4,795; E&P 88 Est. 5,014
CZ-ABC: (80) 3,309
RTZ-ABC: (80) 14,855
City & RTZ-ABC: (80) 18,164

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$73,081,327
Savings & Loan	3	Est. $7,500,000

6 - PASSENGER AUTOS: County 7,010

7 - ELECTRIC METERS: Residence 3,481

8 - GAS METERS: Residence 3,437

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Ret. & Whol. 1,450; Service 1,050; Constr. 300; Mfg., Trans. 400; Oil Producers 350; Rubber Hose Co. 450; Grain Prods. Co. 50; Burns Lab. 75.
Principal Industrial Pay Days-1st & 15th

10 - CLIMATE: First killing frost, Sept. 15; last killing frost, Apr. 13. Mean annual temp. 60.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Norris Ave., 14 on B St.; 4 on C St.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; DeGroff's; Carmichaels; Vogue; Mode O'Day; Alco; Conrad's; Cato.
Variety Stores-Ben Franklin; Wal-Mart.
Discount Stores-Alco.
Chain Supermarkets-Hinky-Dinky; Safeway; Country Corner; U-Save; Warehouse Foods.
Other Chain Stores-Sidles; Sears; Firestone; Goodyear.

14 - NEWSPAPERS: GAZETTE (e) 9,696; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Ron Crowe, Asst. Pub., GAZETTE, West First & E Sts., McCook, NE 69001; Tel. (308) 345-4500.
National Representative: Branham/Newspaper Sales.

NEBRASKA CITY

1 - LOCATION: Otoe County, E&P Map F-3, County Seat. Agricultural area; Misc. small manufacturing. Wholesale center. 44 hwy. mi. from Omaha on U.S. Hwy. 75; State Hwy. 2; I-29.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Burlington Northern.
Intercity Bus Lines-Greyhound.
River Barge Line-Sioux City-New Orleans; Hoffman Towing.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 7,127; E&P 38 Est. 6,377
County 80 Cen. 15,148; E&P 88 Est. 14,971

4 - HOUSEHOLDS:
City 80 Cen. 2,784; E&P 88 Est. 2,560
County 80 Cen. 5,601; E&P 88 Est. 5,822

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$59,500,000
Savings & Loan	2	$181,000,000

6 - PASSENGER AUTOS: County 8,120

7 - ELECTRIC METERS: Residence 2,850

8 - GAS METERS: Residence 2,585

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Foods 130 ($200); Gas Meters 470 ($240); Garment Mfg. 280 ($170); Packing & Subcontracting 80 ($134).

10 - CLIMATE: First killing frost, Oct. 9; last killing frost, Apr. 24.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-11 blocks on Central Ave.; 10 off Central Ave.
Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Dammast's.
Variety Stores-Woolworth.
Discount Stores-Pamida; Duck Wall Alco.
Chain Supermarkets-Associated Grocers; IGA; Nash Finch.
Other Chain Stores-Tober's Fashion; Earl May; Sears (catalog); Orchein Farm Supply.

14 - NEWSPAPERS: NEWS-PRESS (e-mon to fri; S) 3,186; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Nick Partsch, Pub., NEWS-PRESS, 123 S. 8th St., Nebraska City, NE 68410; Tel. (402) 873-3334.
National Representative: Branham/Newspaper Sales.

NORFOLK

1 - LOCATION: Madison County, E&P Map E-2. Residential center; 60 mi. W of Missouri River, 115 mi. NW of Omaha; 75 mi. SW of Sioux City, 124 mi. N of Lincoln. On U.S. Hwys. 81, 275; State Hwys. 24, 35.

2 - TRANSPORTATION: **Railroads**-C&NW, UP.
Motor Freight Carriers-14
Intercity Bus Lines-Greyhound; P.Y.N. Arrow; Black Hills Stage Line.
Airlines-MidContinent.

3 - POPULATION:
Corp. City 80 Cen. 19,449; E&P 88 Est. 20,976
CZ-ABC: (80) 19,449
RTZ-ABC: (80) 88,867
County 80 Cen. 31,569; E&P 88 Est. 33,402
City & RTZ-ABC: (80) 108,316
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 7,471; E&P 88 Est. 8,356
County 80 Cen. 11,586; E&P 88 Est. 12,480
CZ-ABC: (80) 7,471
RTZ-ABC: (80) 31,711
City & RTZ-ABC: (80) 39,182

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$320,000,000
Savings & Loan	2	$184,836,839

6 - PASSENGER AUTOS: County 17,630

7 - ELECTRIC METERS: Residence 9,617

8 - GAS METERS: Residence & Comm'l 7,397

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronics 628; Dairy & Poultry Proc. 148; Steel 280; Steel Fab. 496; Medical 450; Beef Proc. 150; Bottling 72.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-71; Summer 59-97; Fall 25-75; Winter 8-35. Av. annual precipitation, 23.79 in. Av. length of growing season, 155 days.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: **Principal Shopping Centers**-Downtown Norfolk-1st to 8th Sts. on Norfolk Ave., 1 block each on 3rd, 4th & 5th Sts. N. and S. of Norfolk Ave. Principal stores: Alco; Stinsons, Ashleys, Tom's Music, Bomgaars, Lynn & Sons, Century Lumber, Ballantyne Furn.; Wetzel & Truex Jewelery; The Centrum; Hy-Vee.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Sunset Plz..	1	JCPenney, Herbergers, Schwesers
Westside Plz.	2	Gibson's, Lynn & Sons, Ballantynes
Westgate Plz.	NA	Rexall, Radio Shack
South Hwy. 81	NA	Champion Auto, Thriftway
Country Club Plz.	NA	Pic 'N Save

Principal Shopping Days-Thur., Fri., Sat. Most stores open Thur. until 9 and Sun. 1-5 P.M.

13 - RETAIL OUTLETS: **Department Stores**-Stinson's; JCPenney; Herbergers; Sears (catalog); Schweser's.
Discount Stores-Gibson's; K mart; Alco; ShopKo; Wal-Mart.
Chain Supermarkets-Hy-Vee (East & West); County Mkt. (Super Value); Whse. Mkt.; Affiliated Stores.
Other Chain Stores-Firestone; Singer's; Fashion Crossroads; Goodyear; Brodkey Jewelery; Team Electronics; Century Lumber; Earl Mays; Pearle Optical; Duling Optical; Maurice's; Dairy Queen; Merle Norman; Tober's; Payless Family Shoes; Holiday Station Store; True Value Hdwe.; Kinney Shoes; Cato; Athletes Foot.

14 - NEWSPAPERS: NEWS (e) 22,904; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Larry G. Bartscher, Adv. Mgr., NEWS, 525 Norfolk Ave., Norfolk, NE 68701; Tel. (402) 371-1020.
National Representative: Branham/Newspaper Sales.

NORTH PLATTE

1 - LOCATION: Lincoln County. E&P Map C-3. County Seat. Railroad center. Central part of state; 232 mi. from state capital; 289 mi. from Omaha. At intersection of Interstate 80, U.S. Hwy 83.

2 - TRANSPORTATION: Railroads-Union Pacific.
Motor Freight Carriers-4
Intercity Bus Lines-Greyhound.
Airlines-Continental Express.

3 - POPULATION:
Corp. City 80 Cen. 24,509; E&P 88 Est. 22,328
CZ-ABC: (80) 26,847
Bal. in NDM-ABC: (80) 47,895
County 80 Cen. 36,440; E&P 88 Est. 35,228
Total NDM-ABC: (80) 74,742

4 - HOUSEHOLDS:
City 80 Cen. 9,178; E&P 88 Est. 8,320
County 80 Cen. 13,245; E&P 88 Est. 13,104
CZ-ABC: (80) 9,967
Bal. in NDM-ABC: (80) 17,514
Total NDM-ABC: (80) 27,481

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$145,474,116
Savings & Loan	6	$90,562,000

6 - PASSENGER AUTOS: County 18,426

7 - ELECTRIC METERS: 12,982

8 - GAS METERS: Residence 10,132

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 105 ($138); R.R. 1700 ($350); Meat Packing 125 ($190); Farm Equip. 120 ($130).
Principal Pay Days-R.R. 1st, 15th. Food and Textile: Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-99; Summer 33-109; Fall 25-105; Winter 16-76. First killing frost, Sept. 23; last killing frost, May 24.

11 - TAP WATER: Alkaline, hard. Source-wells; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Dewey St., 12 on Jeffers; 5 on 4th, 5th and 6th; 2 on 3rd.
Neighborhood Shopping Centers-S. Jeffers and W. A; E. 4th St. A & Carr Streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gibson's	1	Gibson, Home Furniture
Westfield(27)	2	Sixth St. Mkt., Coast-to-Coast, Ben Franklin
The Mall(40)	NA	JCPenney, Osco, Safeway, Herberger's
Parkade Plz.(12)	NA	Alco, Sixth St. Mkt.

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Daily except Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Schweser's; Sears; Herberger's; Shopko.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-Gibson's; Alco; K mart; Wheelers; Pay 'N Pak; Shopko.
Chain Drug Stores-Osco.
Chain Supermarkets-Safeway; 6th St. Mkt. 5.
Other Chain Stores-Sherwin-Williams; Firestone; Coast-to-Coast; Maurice's; Claire's Boutique; Swiss Colony; So-Fro Fabrics; Radio Shack; KWAL Paint; 84 Lumber; Goodyear; K-G Men's Store; Ace Hdwe.; Payless; Regis Hairdressers.

14 - NEWSPAPERS: TELEGRAPH (m-tues to sat) 14,795; (S) 15,101; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Harold M. Branting, Bus. Mgr., TELEGRAPH, 621 N. Chestnut, North Platte, NE 69101; Tel. (308) 532-6000.
National Representative: Branham/Newspaper Sales.

OMAHA

1 - LOCATION: Douglas County (In Omaha, NE-IA MSA). E&P Map F-2, County Seat. Food processing, retail/wholesale trade, military, insurance, educational, medical center, livestock market. Eastern portion of state on Missouri River; 476 mi. W of Chicago; 358 mi. S of Minneapolis/St. Paul; 205 mi. N of Kansas City; 540 mi. E of Denver. On I-80, I-29; U.S. Hwys. 6, 30, 75, 275; State Hwys. 36, 38, 50, 64, 85, 92, 131, 133, 370.

2 - TRANSPORTATION: Railroads-Burlington Northern; Chicago & Northwestern; Illinois Central; Norfolk & Western; Union Pacific System (HQ): Union Pacific/Missouri Pacific.
Motor Freight Carriers-90.
Rail Passenger Service-Amtrak.
River Barge Lines-3.
Intercity Bus Lines-Greyhound.
Airlines-United; Northwest Orient; Eastern; TWA; Republic; Ozark; American; America West; Continental.

3 - POPULATION:
Corp. City 80 Cen. 313,911; E&P 88 Est. 337,586
County 80 Cen. 397,473; E&P 88 Est. 421,370
MSA 80 Cen. 585,620; E&P 88 Est. 625,076
NDM-ABC: (80) 483,053
RTZ-ABC: (80) 326,850
NDM & RTZ-ABC: (80) 809,903
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 117,261; E&P 88 Est. 130,033
County 80 Cen. 146,405; E&P 88 Est. 161,673
MSA 80 Cen. 208,746; E&P 88 Est. 232,698
NDM-ABC: (80) 172,432
RTZ-ABC: (80) 118,479
NDM & RTZ-ABC: (80) 290,911

5 - BANKS	NUMBER	DEPOSITS
Commercial	29	$4,115,282,000
Savings & Loan	9	$5,444,027,000

6 - PASSENGER AUTOS: County 221,295

7 - ELECTRIC METERS: Residence 128,094

8 - GAS METERS: Residence 102,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. & Equip. 9,749 ($473); Meat Proc. 2,666 ($362); Other Food 6,025 ($440); Metals 2,520 ($530); Printing & Pub. 4,354 ($392); Chem. 1,044 ($427); Other Mfg. 6,932 ($260).
Principal Pay Days-Industrial, Fri., others 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-62; Summer 64-86; Fall 42-66; Winter 16-36. First killing frost, Oct. 20; last killing frost, Apr. 14.

11 - TAP WATER: Moderately alkaline, moderately soft; fluoridated.

12 - RETAILING: **Principal Shopping Areas**-Westroads, 102nd & Dodge, 161 stores; Crossroads 72nd & Dodge, 36 stores; Southroads, 1001 Fort Crook Road N., Bellevue, 38 stores; Mall of the Bluffs, Madison at Bennett; Midlands Mall, downtwon Council Bluffs, 52 stores; downtown Omaha, 16th & Douglas.
Neighborhood Shopping Area-S. Omaha, 10 blocks at S. 24th & N. Sts.; Benson, 5 blocks at 61st & Maple St.; Florence, 5 blocks at N. 30th & State; Council Bluffs, 14 blocks at 4th & Broadway; Bellevue, 5 blocks at Franklin & Mission; Ralston, 3 blocks at 76th & Main; Millard, 5 blocks at 132nd & L.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
American Plz.(16)	8	Shopko, Food-4-Less
Baker Sq.(23)	11	Younkers-Brandeis, Bakers, Walgreens
Bel-Air Plz.(40)	10	Food City
Bellevue Plz.(13)	7	K mart, No Frills, Walgreens
Bluffs Northway(4)	7	Richman Gordman, Hy-Vee, Drug Town
Brentwood Sq.(41)	12	Richman Gordman, Baker's, Walgreens
The Center(15)	3	Younkers
Center Plz.(13)	7	Walgreens
Crossroads(36)	5	Younkers-Brandeis, Sears, Walgreens
Frederick Sq.(17)	7	Baker's, ShopKo
K mart North(3)	6	K mart
K mart South(6)	5	K mart
K mart N.W.(1)	10	K mmart
K mart S.W.(1)	14	K mart
K mart Sarpy(1)	12	K mart
Mall of the Bluffs (81)	6	Target, JCPenney, Hy-Vee, Drugtown
Maple Plz.(7)	8	Target, Walgreens
Midlands Mall(52)	5	Younkers-Brandeis, Sears, Walgreens
Montclair(27)	11	Half-Price, Service Merchandise
Old Orchard W.(14)	11	Richman Gordman
Orchard Plz.(40)	11	Target
Plaza North(12)	9	Baker's, Richman Gordman
Regency Ct.(27)	8	
Saddle Creek(3)	3	Target, Hinky Dinky, Walgreens
Sherwood Pl.(10)	8	K mart,
Shopko North(1)	9	Shopko
Shopko West(1)	12	Shopko
Southroads Plz.(2)	6	Albertson's, Richman Gordman
Southroads(38)	6	Younkers-Brandeis, Sears, JCPenney
Village Shpg.(17)	8	Osco, Hy-Vee, Half-Price
36th & Q(2)	5	Half-Price, Food-4-Less
Westgate Plz.(15)	7	Younkers-Brandeis
Westroads(161)	8	Mont. Ward, JCPenney, Walgreens, Younkers-Brandeis
Westwood Plz.(38)	10	K mart, Osco, Hy-Vee

Principal Shopping Days-Sat., Thur., Sun., Fri., Wed.
Stores Open Evenings-Food & Shopping Centers-every evening except Sun.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney 3; Richman Gordman 5; Sears 3; Younkers-Brandeis 9.
Discount Stores-K mart 8; Target 4; Half-Price 4; Service Merchandise; Pamida; ShopKo 4.
Variety Stores-Ben Franklin; Mangelsen's/Makin's 2; Woolworth 3.
Chain Drug Stores-Walgreens 17; Osco 7; Keystone 3; Kohll's 5; Central Park 3; Beaton 4; Bogard's 3; Clark 2; Drug Town 2; Seig 2; A&A 8.
Chain Supermarkets-Albertson's 5; Baker's 9; Hinky Dinky 3; Food City 2; Hy-Vee 9; Super Valu 2; Spartan 6; Bag 'N' Save 3; No Frills 5; Jack & Jill 3; Kwik Shop 34; Convenient 11; 7-Eleven 24; Town & Country 8; Casey's 4; IGA 2; Eight eleven 2; Taylor's Quik-Pik 7; Food-4-Less 5; Phil's Foodway 2; Bushy John's 3.
Other Chain Stores-Abigail Uniform; Applause Video; Arts Auto Supply; Baker Shoes; Ben Simon's; Big Sur Waterbeds; J Bragg's; Braun's; Buck's Shoes; Burlington Coat Factory Outlet; Carriage House; Casual Corner; Children's Palace; Catherines Stout Shoppe; Chess King; Color Tile; Crandell's; Cub Foods; Daisy B. Dalton Books; Diamond-Vogel Paint; Earl May; Famous Footwear; Fashion Find; Fashions-at-Large; Firestone; Flagg Bros.; Florsheim; Flower City; Foreman & Clark; Fox Photo; Fredericks of Hollywood; General Nutrition; Genuine Parts; Gibb's Girls; Glidden Paint; Goldstein-Chapmans; F. F. Goodrich; Goodyear; Haney Shoes; Henry Field; Hickory Farms; House of Large Sizes; Iowa Paint; Jaccard's; Jeans West; Jerry Leonard; Johnson Cashway; Junction; Jr. Shoe World; Kay-Bee Toys; Kinney; Lerner's Shops; Landons; Lane Bryant; Lawlor's Sport Gds.; Marshalls; Maternity Modes; Millard Lumber; Mr. Automotive; Motherhood Maternity; Natelson's; Payless Shoe Source; Natl. Shirt; Natl. Uniform; Normans Shoes; Northwest Fabric; Oracle; Paul Harris; Payless Cashway; Peck & Peck; Pioneer Paint; Pioneer Uniforms; Pittsburgh Paint; Radio Shack; Rex; Seiferts; Sherwin-Williams; Singer; So-Fro Fabrics; Sophir-Morris Paint; Spencer Gifts; Stereo West; Susie's Casuals; Sutherland Lumber; T.J. Maxx; Tober's; Toys Plus; Tully's; Uniroyal; Westlake Ace Hdwe.; Waldenbooks; Wheeler's; Wickes Lumber; Wolf Bros. Western; World Radio; Youngtown; Zale's; Zondervan Books.

14 - NEWSPAPERS: WORLD-HERALD (m-mon to fri) 122,050; (e-mon to fri) 100,704; (m-sat) 212,990; (S) 289,104; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: George Kaplan, Natl. Adv. Mgr., WORLD-HERALD, World Herald Sq., Omaha, NE 68102; Tel. (402) 444-1000.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SCOTTSBLUFF

1 - LOCATION: Scotts Bluff County, E&P Map A-2. 450 mi. W of Omaha; 200 mi. NW of Denver. Trading, Shipping and Medical center for irrigated North Platte Valley and surrounding ranch areas. Meat Packing, Manufacturing and Wholesale center. Nebraska Western Community College.

2 - TRANSPORTATION: Railroads-Burlington-Northern at Scottsbluff and Union Pacific at Gering.
Motor Freight Carriers-10.
Intercity Bus Lines-Star.
Airlines-Continental Express; GP Express.

3 - POPULATION:
Corp. City 80 Cen. 14,156; E&P 88 Est. 13,822
CZ-ABC: (80) 24,765
Bal. in NDM-ABC: (80) 82,677
County 80 Cen. 38,420; E&P 88 Est. 38,768
Total NDM-ABC: (80) 107,442

4 - HOUSEHOLDS:
City 80 Cen. 5,516; E&P 88 Est. 5,383
County 80 Cen. 13,813; E&P 88 Est. 14,642
CZ-ABC: (80) 9,115
Bal. in NDM-ABC: (80) 30,462
Total NDM-ABC: (80) 39,577

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$829,143,000
Commercial	2	$235,000,000

6 - PASSENGER AUTOS: County 20,626

7 - ELECTRIC METERS: Residence 15,048

8 - GAS METERS: Residence 13,842

9 - PRINCIPAL INDUSTRIES: Sugar; Feed Lots; Meat Packing; Dog Food; Hydralic Couplers; Telephone Central Switching; Truck Body Mfg.; Trailer; Furn.; Farm Chem.; Feed; Farm Mach. Mfg.; Concrete Pipe & Tile; Steel Fabricating; Iron Foundry; Electronic Components. Av. Wkly. Wage-$275.
Principal Industrial Pay Days-5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-66; Summer 49-76; Fall 36-73; Winter 22-53. First killing frost, Oct. 14; last killing frost, May 17.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Broadway; Monument Mall (40 stores) Hwy. 26 East; 4 on First Ave.; 3 on Avenue A; 5 on Gering; E. 20th Place; 3 on Panhandle Plaza on Boltline.
Neighborhood Shopping Centers-W. 27th at Ave. B; E. Overland Drive, between 5th and 17th Aves.; S. Bway. at 11th St.; 5 blocks on E. 20th Place.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Herbergers; JCPenney.
Discount Stores-Discount Furniture; Yellow Front; Wheeler's; Sacs; K mart; Alco; Pay 'N Pak; Wal-Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Super Drug; Rexall; Mart's Merit; McCosh.
Chain Supermarkets-Safeway; Sun Mart 2; Co-op; Town & Country; Alexanders; Henry's Mkt.; Econo Foods.
Other Chain Stores-Firestone; Sears (catalog); Brown Shoes; S&H Green Stamps; Goodyear; Payless Shoes; Coast-to-Coast; Hallmark; Cato; Maurice's; Yumm's Yogurt; Cindy's; Vanity; 20/20; Copperfields; Payless; Olive's East; Kinney; Hot Line Shoes; Brass Buckle.

14 - NEWSPAPERS: STAR-HERALD (m-tues to sat) 15,451; (S) 16,215; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Charlotte Feldt, Adv. Dir., STAR-HERALD, 1405 Broadway, Scottsbluff, NE 69361; Tel. (308) 632-0632.
National Reoresentative: Branham/Newspaper Sales.

YORK

1 - LOCATION: York County, E&P Map E-3, County Seat. Some light mfg.; 100 mi. from Omaha; 50 mi. from Lincoln; 260 mi. from Kansas City; at junction of U.S. Hwys. 34, 81, I-80.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 7,723; E&P 88 Est. 8,425
County 80 Cen. 14,848; E&P 88 Est. 15,462

4 - HOUSEHOLDS:
City 80 Cen. 2,939; E&P 88 Est. 3,304
County 80 Cen. 5,428; E&P 88 Est. 5,716

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$183,400,000
Savings & Loan	3	$72,000,000

6 - PASSENGER AUTOS: County 8,190

7 - ELECTRIC METERS: Residence & Cml. 5,839

8 - GAS METERS: Residence 3,141

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Irrigation Pipe 75 ($290); Mobile Homes 135 ($321); Aviation Products 250 ($294).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-100; Summer 46-97; Fall 13-86; Winter -14-73. First killing frost, Oct. 23; last killing frost, Apr. 16.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-19 blocks on Lincoln and Grant Aves. (U.S. 81 North & South).
Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Chain Drug Stores-Rexall; Pamida.
Discount Stores-Wheeler's; Pamida; Alco; Wal-Mart.
Chain Supermarkets-Grand Central Super Valu; EconoFoods; Price Chopper.
Other Chain Stores-Sears; Coast-to-Coast; Tober's; S&H Green Stamps; Goodyear; L & W Serv. Ctr. (Firestone); 7-Eleven; Pump & Pantry.

14 - NEWSPAPERS: NEWS-TIMES (e) 6,000; sworn Oct. 1, 1987.

Local Contact for Advertising and Merchandising Data: Don Gillen, Pub., NEWS-TIMES, 327 Platte Ave.; PO Box 279, York, NE 68467; Tel. (402) 362-4478.
National Representative: Branham/Newspaper Sales.

NEVADA SURVEYS

METROPOLITAN STATISTICAL AREAS

Las Vegas-Clark County.
Reno-Washoe County

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1989
Under 5 Years	44	61	83
5-14 Years	100	117	140
15-24 Years	79	147	147
25-44 Years	134	250	379
45-64 Years	101	166	192
65 and Over	31	66	83
TOTAL	489	807	1,024

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1989 Est.
Bldg. Mat./Hdwr	199	261	603
General Mdse	362	595	1,098
Food	593	1,187	1,946
Automobiles	637	947	2,252
Gasoline Stations	295	564	687
Apparel	139	261	464
Furniture	127	203	460
Eat-Drink Places	290	545	1,019
Drugs	149	179	326
TOTAL SALES	3,069	5,343	9,726

CARSON CITY

1 - LOCATION: Carson City, an Independent City (formerly Ormsby County), E&P Map A-3. County Seat. State Capital; commercial, recreation and agricultural center; 30 mi. S of Reno; 14 mi. E of Lake Tahoe, 4,697 ft. elevation; 146.9 sq. mi. area.

2 - TRANSPORTATION: Railroads-Southern Pacific (freight); Amtrak (from Reno), Western Pacific.
Bus Lines-LTP Stage Lines; Gray Lines.
Airlines-(Reno) Air California; Eastern; PSA; United; Delta; Sky West; Sun World; American Eagle; America West; Continental; Northwest; American; Royal West.
Trucking-Consolidated.

3 - POPULATION:
Corp. City 80 Cen. 32,157; E&P 88 Est. 45,525
NDM-ABC: (80) 32,022

4 - HOUSEHOLDS:
City 80 Cen. 12,074; E&P 88 Est. 18,103
NDM-ABC: (80) 12,074

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 25,035

7 - ELECTRIC METERS: Residence 14,879

8 - GAS METERS: City & County 10,622

9 - PRINCIPAL INDUSTRIES: Gov't; Tourism; Light Mfg.; Whol.-Ret. Sales.

10 - CLIMATE: Min. & Max. Temp.-Jan. Av. Low 19; July Av. High 89; Sunshine 266 days a yr.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Carson St.; 6 blocks S. (27 stores); 8 blocks N. (3 major stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carson St.(30)	NA	Sears, Safeway
Silver City(27)	2	K mart, Radio Shack, Albertson's
Carson Mall(33)	2	JCPenney
Frontier Plz.(45)	3	Pay 'N Pak
Mayfair Ctr.(5)	4	Thrifty Drug
Warehouse Ctr. (30)	4	Scolari's, Coast-to-Coast, Ben Franklin
Carson Sq.(20)	4	Long's Drug, Lucky's, Radio Shack
Winnie West(6)	3	Winchells Donuts, 7-Eleven

13 - RETAIL OUTLETS: Department Stores-JCPenney 2; Mervyn's; K mart.

Chain Drug Stores-Raley's; Thrifty; Osco.

Chain Supermarkets-Safeway; Scolari's 2; Albertson's; Lucky's; Safeway; Raley's.

Other Chain Stores-Carson Furn.; Grand Auto; Triple S Tires; 7-Eleven 4, Millers Outpost; True Value Hardware; Ace Hardware; Pay 'N Pak, Radio Shack; Kragen Auto Supply; House of Fabrics; Firestone; Red Wing Shoes; Fotomat; Curtis Mathis; Sherwin-Williams; Karl's Jr.; Bob's Big Boy; Handy Helper; Goodyear Tire.

14 - NEWSPAPERS: NEVADA APPEAL (e-mon to fri) 7,975; (S) 9,146; Mar. 31, 1988 ABC.

Local Contact for Advertising and Merchandising Data: David Coipson, Adv. Dir., NEVADA APPEAL, 200 Bath St.; PO Box 2288, Carson City, NV 89701; Tel. (702) 882-2111.

National Representativa: Papert Companies.

ELKO

1 - LOCATION: Elko County, E&P Map C-2. County Seat. Interstate Hwy. 80 between Salt Lake City and Reno.

2 - TRANSPORTATION: Railroads-Western Pacific; Union Pacific; Amtrak.
Motor Freight Carriers-3
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Sky West.

3 - POPULATION:
Corp. City 80 Cen. 8,758; E&P 88 Est. 12,597
CZ-ABC: (80) 8,758
RTZ-ABC: (80) 12,551
County 80 Cen. 17,387; E&P 88 Est. 24,192
City & RTZ-ABC: (80) 21,309

4 - HOUSEHOLDS:
City 80 Cen. 3,353; E&P 88 Est. 4,543
County 80 Cen. 6,350; E&P 88 Est. 9,131
CZ-ABC: (80) 3,353
RTZ-ABC: (80) 4,393
City & RTZ-ABC: (80) 7,746

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 11,893

7 - ELECTRIC METERS: Residence 4,183

8 - GAS METERS: Residence 2,605

9 - PRINCIPAL INDUSTRIES: City Zone-Tourism; Railroad; Trucking; Constr.; Ranching; Electronics Mfg.; Mining.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-70; Summer 48-91; Fall 19-79; Winter 9-40. First killing frost, Sept. 30; last killing frost, June 1.

11 - TAP WATER: Neutral, very hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elko Shopping Plz.(21)	NA	Fashion Crossroads, JCPenney
Sun Rise Ctr.(10)	NA	Albertson's, Payless, Sprouse-Reitz

Principal Shopping Days-Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Golden Rule; JCPenney; Anacabe's.

Variety Stores-Sprouse-Reitz; Payless; Osco; Raley's.
Chain Drug Stores-Walgreens.
Chain Supermarkets-Mayfair; Albertson's; Raley's; Farmer Jack's.

Other Chain Stores-Western Auto; Bob's Togs; Fashion Crossroads, Beno's.

14 - NEWSPAPERS: FREE PRESS (e) 4,551; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Mae and Mel Steninger, Pub., FREE PRESS, 491 Fourth St.; PO Box 1330, Elko, NV 89801; Tel. (702) 738-3119.
National Representative: Landon Associates.

ELY

1 - LOCATION: White Pine County, E&P Map C-3, County Seat. Mining, tourist and stock center. 246 mi. SW of Salt Lake City. On U.S. Hwys. 6, 50, 93.

2 - TRANSPORTATION: Motor Freight Carriers-4.
Airlines-Sky West.

3 - POPULATION:
Corp. City 80 Cen. 4,882; E&P 88 Est. 4,884
County 80 Cen. 8,027; E&P 88 Est. 8,030

4 - HOUSEHOLDS:
City 80 Cen. 1,841; E&P 88 Est. 1,799
County 80 Cen. 3,003; E&P 88 Est. 2,983

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$40,000,000
Savings & Loan	1	$10,000,000

6 - PASSENGER AUTOS: County 3,826

7 - ELECTRIC METERS: Residence 4,227

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining; Constr. & Mfg.; Trans. & Util.; Total Employed 3,808.
Principal Industrial Pay Day-Tues.

10 - CLIMATE: Min. & Max. Temp.-Jan. 8-37; Apr. 28-59; July 48-88; Oct. 20-64. First killing frost, Oct.; last killing frost, May 28.

11 - TAP WATER: Alkaline, very hard; 197 ppm.

12 - RETAILING: Principal Shopping Center-8 blocks in center of town.
Principal Shopping Days-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Nanette's; Cononelos Furn.; Wilson Bates.
Variety Stores-Sprouse-Reitz.
Chain Drug Stores-Economy; Steptoe; East Ely; Professional Phcy.
Chain Supermarkets-Farmer Jack; IGA; Bradley's.

14 - NEWSPAPERS: TIMES (e-mon to fri) 2,425; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Ken Kliewer, Adv. Dir., TIMES, 655 Aultman, Ely, NV 89301; Tel. (702) 289-4491.

National Representative: Papert Companies.

FALLON

1 - LOCATION: Churchill County, E&P Map B-2, 62 mi. from Reno, NV.

2 - TRANSPORTATION: Motor Freight Carriers-1.
Bus Lines-Sierra Nevada Stage Lines.
Airlines-Served by airport at Reno, Nevada.

3 - POPULATION:
Corp. City 80 Cen. 4,262; E&P 88 Est. 4,850
County 80 Cen. 14,012; E&P 88 Est. 15,432

4 - HOUSEHOLDS:
City 80 Cen. 1,752; E&P 88 Est. 1,977
County 80 Cen. 5,074; E&P 88 Est. 5,793

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 9,086

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Agric.; Navy Base; Mfg. plants; Dairy; Cattle.
Principal Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Summer 103; Winter 18. First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Frontier Village, Raley's.
Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Most open until 9 p.m.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Beno's; Mode O' Day; Sears (catalog).
Variety Stores-Sprouse-Reitz.
Chain Drug Stores-Frontier; Raley's.
Chain Supermarkets-Raley's; Safeway.
Other Chain Stores-Western Auto.

14 - NEWSPAPERS: LAHONTAN VALLEY NEWS & EAGLE STANDARD (m-tues to sat) 3,874; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Joyce Thompson, Adv. Mgr., LAHONTAN VALLEY NEWS & EAGLE STANDARD, PO Box 1297, Fallon, NV 89406; Tel. (702) 423-6041.
National Representative: Landon Associates.

LAS VEGAS

1 - LOCATION: Clark County, Las Vegas (MSA), E&P Map C-5, County Seat. Industrial mining center and vacation resort. Home of Nellis Air Force Base. On U.S. Hwys. 91, 93, 95, 466 and I-15. 290 mi. NE of Los Angeles; 452 mi. SW of Salt Lake City.

2 - TRANSPORTATION: Railroads-Union Pacific; Amtrak.
Motor Freight Carriers-57.
Intercity Bus Lines-Greyhound; Trailways; Las Vegas-Tonapah-Reno Stage Line; Las Vegas Transit System; Ray & Ross; Sun Valley; Westside Charter Service; Funbus Luxury Travel; Gray Line Tours.
Airlines-America West; American; Braniff; Continental; Delta; Eastern; Northwest Orient; Ozark; PSA; Republic; Southwest; Sunworld; TWA; United; Jet America.

3 - POPULATION:
Corp. City 80 Cen. 164,674; E&P 88 Est. 209,720
NDM-ABC: (80) 463,087
County/MSA 80 Cen. 466,805; E&P 88 Est. 602,910
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 62,114; E&P 88 Est. 80,714
County/MSA 80 Cen. 173,563; E&P 88 Est. 237,556
NDM-ABC: (80) 173,891

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$5,390,432,000
Savings & Loan	6	$2,960,924,000

6 - PASSENGER AUTOS: County 335,205

7 - ELECTRIC METERS: Residence, Commercial & Industrial 259,851

8 - GAS METERS: Residence, Commercial & Industrial 117,448

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Hotels, Gaming & Recreation 90,400; Mining 300; Constr. 18,600; Trans./Util. 15,800; Whol./Ret. Trade 57,800; Fin., Ins., R.E. 14,500; Serv. 45,100; Gov't (excluding military) 32,600; Nellis AFB & Indian Spring AFB 15,000; Nellis AFB (civilian) 1,280; Nev. Test Site 8,000.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: June 1985 Av. monthly high 102, low 72; Dec. 1985 Av. monthly high 60, low 36; High temp. 1985, 116. Rainfall 1985, 1.27 in.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Las Vegas is divided east/west by the strip with Boulevard Mall with 85 merchants in the east & Meadows Mall with 144 merchants in the west. The third major mall is The Fashion Show on the Las Vegas Strip with 140 merchants.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Tropicana E. Ctr. (18)	NA	Albertsons, Ole's Plus
Green Valley	NA	Smith's Food King
Commercial Ctr.	NA	Aaron Bros.
Mission Ctr.	NA	Lucky, Osco, Toys R Us
Park Place	NA	Vons, Mervyns, Service Merchandise
Renaissance Ctr. E.	NA	Skaggs Alpha Beta
Spring Oaks Plz.	NA	Lucky, Pic 'N Save
Spanish Oaks	NA	Albertson's, Osco
Decatur Meadows	NA	Vons, Aaron Bros.
Civic Ctr. Plz.(32)	NA	Smith's Food King
College Pk.	NA	Lucky, Osco, Miller's Outpost
Nellis Crossing	NA	Target, Mervyn's
Charleston Plz. Mall	NA	Home Club, Osco

13 - RETAIL OUTLETS: Department Stores-Broadway Southwest; Bullock's; Dillard's; Goldwaters; JCPenney; Montgomery Ward; Mervyn's; Neiman Marcus; Saks Fifth Avenue; Sears.
Discount Stores-K mart; Wonder World; Target; Home Express.
Variety Stores-Woolworth; Sprouse-Reitz; Pic 'N Save.
Chain Drug Stores-Thrifty; White Cross; Osco.
Chain Supermarkets-Albertsons 11; Skaggs Alpha Beta 4; Lucky 12; MayFair; Safeway 9; Smiths Food King 13; Vons 7.
Other Chain Stores-B. Dalton; Breuner's Home Furnishers; Carpet Barn; Chandlers Shoes; C.H. Baker; Checker Auto Parts; Chess King; Color Tile; Fashion Conspiracy; Fischer's Ethan Allen Gallery; Florsheim; Foxmoor Casuals; Fredericks; Gallenkamp's; Hallmark; Harris & Frank; Hickory Farms; Houston Home Lumber; Household Finance; House of Fabrics; J. Herbert Hall; Judy's; Kinneys; Leeds-Qualicraft; Lerner; Merle Norman; McMahan's

Furn.; Millers Outpost; Naturalizer; Ole's; Pittsburgh Paints; Radio Shack; RB Furn.; Red Cross Shoes; Sees Candy; Silverwoods; Singer; Size 5-7-9; Standard Brands; Stride Rite; Tandy Leather; Wallpaper To Go; Western Auto; Zale's; Marshalls; Wherehouse Records; Payless Cashways; Chief Auto Parts; Pep Boys; Builder's Square; Club Wholesale; Home Club; Costco

14 - NEWSPAPERS: REVIEW-JOURNAL (all day-mon to fri) 123,194; (m-sat) 116,830; (S) 142,678; Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: Jack Harpster, Adv. Dir., REVIEW-JOURNAL, PO Box 70, Las Vegas, NV 89125, Tel (702) 383-0365
National Representative: Papert Companies.
SUN (mon to fri) 62,000; (m-sat) 67,000; (S) 75,000; publisher's statement Sept. 30, 1988
Local Contact for Advertising and Merchandising Data: Jim McGlasson, Adv. Dir., SUN, 121 S. Highland, PO Box 4275, Las Vegas, NV 89127, Tel (702) 385-3111
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

RENO

1 - LOCATION: Washoe County. E&P Map A-2 (In Reno MSA). Situated at the eastern base of the Sierra Nevada Mountains, 32 mi. NW by N of Carson City; Reno is 227 hwy. mi. E of San Francisco, CA via I-80. On U.S. Hwys. 395, I-80.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Union Pacific; Amtrak; Missouri Pacific.
Motor Freight Carriers-19.
Intercity Bus Lines-Continental Trailways; Citifare; Grayline Scenic Tours; Greyhound; Las Vegas-Tonapah-Reno (LTR) Stage Lines; Nevada Central Motor Lines.
Airlines-United; American; Delta; USAir; Continental; Northwest; America West; Eastern.

3 - POPULATION:
Corp. City 80 Cen. 100,756; E&P 88 Est. 120,364
NDM-ABC: (80) 245,066
County/MSA 80 Cen. 194,961; E&P 88 Est. 224,171
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 43,705; E&P 88 Est. 52,706
County/MSA 80 Cen. 77,204; E&P 88 Est. 93,058
NDM-ABC: (80) 96,664

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	6	$1,081,254,768
Commercial	5	$2,481,824,823

6 - PASSENGER AUTOS: County 135,224

7 - ELECTRIC METERS: Residence & Bus. 83,010

8 - GAS METERS: Residence & Bus. 47,810

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 8,900 ($457); Mfg. 8,600 ($257); Trans., Commun. & Util. 7,700 ($324); Total Trade 22,700 ($214); Finance, Insurance & Real Estate 5,800 ($203); Hotel, Amusement & Personal Service 44,400 ($178); Gov't 15,000 ($307); Educ. 5,600 ($232).
Principal Industrial Pay Days-10-20, 15-30.

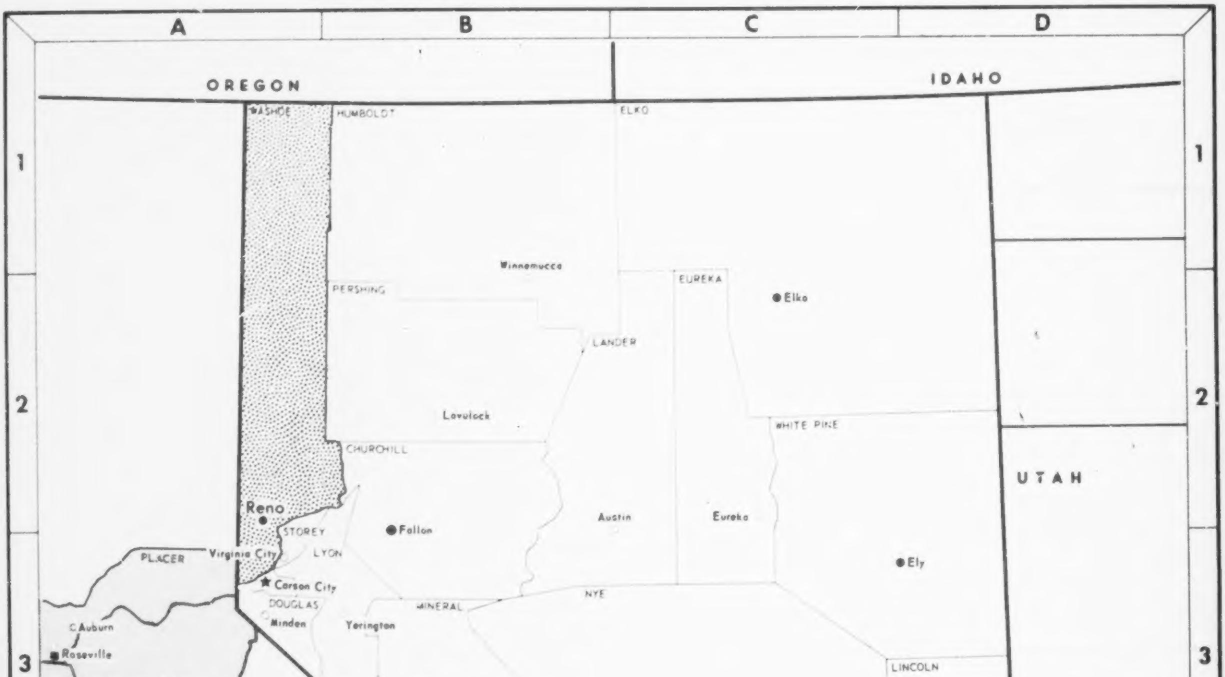
10 - CLIMATE: Min. & Max. Temp.-Spring 30-65; Summer 46-89; Fall 31-70; Winter 16-45. First killing frost, Aug. 29; last killing frost, June 29.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers-Downtown**; 10 blocks on Virginia St. and Sierra St. and connecting sts. Park Lane; Plumb Lane; Meadowood Mall (S. Virginia); Independent Sq.; Lakeside Crossing (Moana Lane).
Neighborhood Shopping Centers-Value Ctr., S Virginia St.; Keystone Sq., Keystone Ave.; Lakeside Plz., Plumb Lane; Plz., 4th St.; Pyramid Park, Kietzke Lane; Ideal Moana Lane; Old Town Mall-S. Virginia; Meadowood Mall-S. Virginia Vlg., California Ave.; Clarkson's Plz., Gentry Way; Town & Country, Vassar Way; Del Monte, S Virginia St.; Moana East, Moana Lane; Greenbrae, Greenbrae St.; K mart, Oddie Blvd.; Sterling Vlg., Denslow Dr.; Bonanza Sq., N. Virginia St.; Oddie Mall, Oddie Blvd.; Silver State Plz., Prater Way; Ross Plz., Rock Blvd.; Green acres; Southwest pavilion/S. Virginia Street.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lakeside Plz.(21)	NA	Albertson's, Thrifty
Park Lane(64)	NA	Sears, Weinstock's
Moana West(30)	NA	
Shoppers Sq.(51)	NA	The Market, Osco
Old Town Mall(50)	NA	Breuner's, Marshall's
Silver State Plz.(19)	NA	Mervyn's, Safeway
Meadowood(110)	NA	Macy's, JCPenney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OREGON
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UTAH
CALIFORNIA
ARIZONA
WASHOE
HUMBOLDT
ELKO
PERSHING
EUREKA
LANDER
CHURCHILL
WHITE PINE
STOREY
LYON
DOUGLAS
MINERAL
NYE
LINCOLN
ESMERALDA
CLARK
PLACER
SACRAMENTO
KERN
SAN BERNADINO
Winnemucca
Elko
Lovelock
Reno
Fallon
Austin
Eureka
Ely
Virginia City
Carson City
Minden
Yerington
Hawthorne
Tonopah
Goldfield
Pioche
Las Vegas
Auburn
Roseville
Sacramento
Bakersfield
Ridgecrest
Taft
Barstow
SCALE IN MILES
0
25
50
75
100
EDITOR & PUBLISHER
MARKET GUIDE MAP
NEVADA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas

Principal Shopping Days-Department Stores-Thur., Fri. & Sat.; Food-Thur., Fri.
Stores Open Evenings-Food-Every night.
Stores Open Sundays-Food and 35% retail.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; JCPenney; Weinstock; Mervyn's; Macy's.
Variety Stores-Woolworth 2; Sprouse-Reitz 3.
Discount Stores-K mart 2; Osco; Marshall's; Ross; Costco; JCPenney Outlet.
Chain Drug Stores-Thrifty; Raley's 5; Rexall 4; Longs.
Chain Supermarkets-Safeway 4; Raley's 6; Albertson's 4; The Market; Scolan's Whse.; 7-Eleven 17; Smith's Food King; Pak 'N Save.
Other Chain Stores-Shopko; Target; Karl's; Leeds; Rogers; Lerner's; Lanz; Zale's; Thom McAn; Pay 'N Pak; Singer; The Tall Shop; McMahon's; Kinney Shoes; Huston's Shoes; Red Wing Shoes; Breuner's; See's Candy; Radio Shack; House of Fabrics; Swiss Colony; Weisfield's; Shaw's Candy; Goodyear; Walden; Baskin-Robbins; Alber's; B F Goodrich; Save Time; Little Professor; Hallmark; RB Furn.; Ethan Allen.

14 - NEWSPAPERS: RENO GAZETTE-JOURNAL (m) 61,962; (S) 75,897; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: John Bennett, Adv. Dir.; John C. Green, Mk'g Dir., RENO GAZETTE-JOURNAL, 955 Kuenzli Lane, Box 22000, Reno, NV 89520; Tel. (702) 788-6200.
National Representative: Gannett National Newspaper Sales.

NEW HAMPSHIRE SURVEYS

METROPOLITAN STATISTICAL AREAS

Manchester-Manchester city; Bedford and Goffstown towns in Hillsborough County; Allenstown and Hooksett towns in Merrimack County; Auburn and Candia towns in Rockingham County.
Portsmouth-Dover-Rochester, NH-ME-Portsmouth city; Exeter, Greenland, Hampton, New Castle, Newfields, Newington, Newmarket, North Hampton, Rye and Stratham towns in Rockingham County, NH; Dover, Rochester and Somersworth cities; Barrington, Durham, Farmington, Lee, Madbury, Milton and Rollinsford towns in Strafford County, NH; Berwick, Eliot, Kittery, North Berwick, Ogunquit, South Berwick, Wells and York towns in York County, ME.

PRIMARY METROPOLITAN STATISTICAL AREAS

Lawrence-Haverhill, MA-NH-Lawrence, Newburyport and Haverhill cities; Amesbury, Andover, Boxford, Georgetown, Groveland, Merrimac, Methuen, Newbury, North Andover, Salisbury and West Newbury towns in Essex County, MA; Atkinson, Brentwood, Danville, Derry, East Kingston, Hamstead, Kingston, Newton, Plaistow, Salem, Sandown, Seabrook and Windham towns in Rockingham County, NH.
Lowell, MA-NH-Lowell city; Billerica, Chelmsford, Dracut, Dunstable, Pepperell, Tewksbury, Tyngsborough and Westford towns in Middlsex County, MA; Pelham town in Hillsborough County, NH.
Nashua-Nashua City; Amherst, Brookline, Hollis, Hudson, Litchfield, Merrimack, Milford, Mont Vernon and Wilton towns in Hillsborough County, Londonderry town in Rockingham County.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Boston-Lawrence-Salem, MA-NH-Includes Boston, MA PMSA; Brockton, MA PMSA; Lawrence-Haverhill, MA-NH PMSA; Lowell, MA-NH PMSA; Nashua, NH PMSA; and Salem-Gloucester, MA PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1989
Under 5 Years	65	63	90
5-14 Years	149	145	164
15-24 Years	126	171	165
25-44 Years	171	266	374
45-64 Years	149	175	199
65 and Over	78	103	113
TOTAL	738	923	1,105

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1982 Census	1989 Est.
Bldg. Mat./Hdwr.	240	332	882
General Mdse.	353	525	1,119
Food	826	1,252	2,349
Automobiles	649	949	2,587
Gasoline Stations	237	398	558
Apparel	135	244	499
Furniture	122	192	500
Eat-Drink Places	253	418	897
Drugs	78	133	277
TOTAL SALES	3,387	5,354	11,183

CLAREMONT

1 - LOCATION: Sullivan County, E&P Map B-5. Shpg. Ctr. for 35 mi. radius in NH and VT. Ctr. for machine tool industry. 100 mi. from Boston. On State Hwys. 11, 12, 103. Near I-91 & I-89.

2 - TRANSPORTATION: Railroads-Boston & Maine; Claremont & Concord.
Motor Freight Carriers-13.
Intercity Bus Lines-Vt. Transit; Sullivan County Transit.
Airlines-Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 14,557; E&P 88 Est. 15,029
CZ-ABC: (80) 14,557
RTZ-ABC: (80) 54,917
County 80 Cen. 36,186; E&P 88 Est. 40,248
City & RTZ-ABC: (80) 69,474
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,967; E&P 88 Est. 5,122
County 80 Cen. 16,486; E&P 88 Est. 15,442
CZ-ABC: (80) 5,653
RTZ-ABC: (80) 19,991
City & RTZ-ABC: (80) 25,644

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$74,280,402
Commercial	5	$63,807,641

6 - PASSENGER AUTOS: County 28,684

7 - ELECTRIC METERS: Residence 4,700

8 - GAS METERS: Residence 1,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Durables & Precision Machine in VT 3,000 ($225); NH 3,300 ($215); Non-Durable-Textiles, Plastics, Paper in VT 1,000 ($175); NH 2,300 ($180).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-66; Summer 54-93; Fall 24-58; Winter 8-40. First killing frost, late Sept.; last killing frost, May 20.

11 - TAP WATER: Acid, soft.

12 - RETAILING: Principal Shopping Centers-4 blocks on Pleasant; 3 on Tremont; 2 on Broad; 2 on Main.
Neighborhood Shopping Centers-6 blocks on Washington St.; 1 on Maple Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Upper Valley Plz.	25	Rich's, Purity Supreme, K mart
Lebanon Mall	25	IGA
Newport	10	Ames, Aubuchon, IGA
Springfield Plz.(22)	16	Young's, Sears, P&C, Ames
Sugar River Plz.(12)	10	Violette's AG, Rite Aid
Washington St. Plz.	NA	K mart, Fayva, Grand Union

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri. Super Markets every evening until 11:00 p.m.

13 - RETAIL OUTLETS: Department Stores-Sears; Ames; Furman's; Marson's; JCPenney.
Variety Stores-Woolworth; K mart.
Chain Drug Stores-Rexall; Adams; CVS; Brooks; Duffys; General Sales; Cus, MD; Rite Aid; Carls; Rite-Aid.
Chain Supermarkets-IGA; P&C; Grand Union.
Other Chain Stores-W. E. Aubuchon Hdwe.; Sherwin-Williams; Goodyear; Radio Shack; Dunkin Donuts.

14 - NEWSPAPERS: EAGLE TIMES (e-mon to fri) 9,460; (S) 10,345; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Stuart McIntosh, Adv. Dir., EAGLE TIMES, 19 Sullivan St., Claremont, NH 03743; Tel. (603) 542-5121.
National Representative: Landon Associates.

CONCORD

1 - LOCATION: Merrimack County, E&P Map C-5. State Capital, County Seat. Railroad, mining, manufacturing, and financial center. South Central part of state. 75 mi. from Boston. At hub of U.S. Hwys. I-89, I-93, 3-4, 202; State Hwys. 3A, 9, 13, 36, 103, 106.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-10.
Intercity Bus Lines-Capital; Vermont Transit; Greyhound; Concord Trailways; Whitney's; Interstate.

3 - POPULATION:
Corp. City 80 Cen. 30,400; E&P 88 Est. 33,001
CZ-ABC: (80) 30,400
RTZ-ABC: (80) 84,159
County 80 Cen. 98,668; E&P 88 Est. 109,848
City & RTZ-ABC: (80) 114,559

4 - HOUSEHOLDS:
City 80 Cen. 11,471; E&P 88 Est. 12,070
County 80 Cen. 34,674; E&P 88 Est. 39,924
CZ-ABC: (80) 11,471
RTZ-ABC: (80) 29,084
City & RTZ-ABC: (80) 40,555

5 - BANKS	NUMBER	EST. DEP.
Savings	4	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 87,503

7 - ELECTRIC METERS: Residence 14,050

8 - GAS METERS: Residence 5,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Gov't 7,344 ($310); Mfg. 4,542 ($299); Trans., Util., Commun. 584 ($359); Trades 5,178 ($236); Fin., Ins., R.E. 2,668 ($339); Servs. 5,326 ($287); Contracting/Bldg. 616 ($278). Total employed in Concord, 26,258 ($285).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-55; Summer 56-79; Fall 38-59; Winter 12-33. First killing frost, Sept. 28; last killing frost, May 5.

11 - TAP WATER: Neutral, very soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on Main; 3 on State; 2 each on Pleasant, Warren, School.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Capitol(12)	NA	Zayre, DeMoulas, Rite Aid
Eddy Plaza(9)	NA	Osco, Shaws, Rich's
Eagle Square	NA	
Bradlees	NA	DeMoulas, Bradlees, JCPenney

Other Neighborhood Shopping Centers-Penacook; West Concord; East Concord; Concord Heights; South St. at Clinton and Broadway.
Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Thur., Fri. Some, every night.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Howlands.
Discount Stores-Bradlees; Rich's; Zayre.
Chain Drug Stores-CVS; Walgreens; Rite Aid; Osco.
Chain Supermarkets-A&P 2; Mr. Grocer 3; IGA; Shaw's; DeMoulas 2.
Other Chain Stores-Scott Jewelry; Sherwin-Williams; Endicott-Johnson; Goodyear; So-Fro Fabrics; Toy City; Solomons; Allied Radio Shack; Grossman's Lumber; Merrimack Furniture; Ralph Pill Electric; Martin's Hosiery; Tru-Value Hdwe.; Wilber's Servistar; Treisman's; Rich's; Steenbeke's Home Supply; Prism Photo; Artisan Outlet; Perfecta Camera; Tom Ray Office Supply; Major Brands; Goulet Supply; Fayva Shoe; Rooks; Dexter Dunham; Bass Shoe; NHD Hardware; Tons of Toys; Napa Auto Parts.

14 - NEWSPAPERS: MONITOR (e) 22,229; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: John Ebbets, Adv. Dir.; Nancy Kyle, Ret. Mgr., MONITOR, 3 N. State St., Concord, NH 03301; Tel. (603) 224-5301.
National Representative: Landon Associates.

DOVER

1 - LOCATION: Strafford County (In Portsmouth-Dover-Rochester NECMA), E&P Map D-5, County Seat. On Cocheco River; 11 mi. NW of Portsmouth; in SE part of state; midway bet. Boston and Portland. Gateway to White Mtns. at entrance of Spaulding Tpke.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-32.
Intercity Bus Lines-Trailways; Greyhound; C&J Airport Limousine Service; C.O.A.S.T.

3 - POPULATION:
Corp. City 80 Cen. 22,377; E&P 88 Est. 24,222
County 80 Cen. 85,542; E&P 88 Est. 99,614
NDM-ABC: (80) 90,023
NECMA 80 Cen. 276,763; E&P 88 Est. 333,772
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,378; E&P 88 Est. 8,859
County 80 Cen. 29,104; E&P 88 Est. 34,544
NECMA 880 Cen. 95,055; E&P 88 Est. 119,113
NDM-ABC: (80) 30,651

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$69,545,000
Savings	3	$692,472,000

6 - PASSENGER AUTOS: County 67,500

7 - ELECTRIC METERS: County 42,958

8 - GAS METERS: County 3,500

9 - PRINCIPAL INDUSTRIES: Tools & Dies; Die Making; Electronic Parts & Accessories; Meters & Transformers; Electroplating; Elect. Components; Fiber Goods; Motors & Blowers; Presses; Urethane moulded products for automotive industry; Sales Registers & Printed Forms; Textile Prods.; Mica Prods.; Steel Fabricators; Leather Prods.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Acid, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dover(50)	NA	Shaw's, Shop 'N Save
Newington Mall(70)	15	Mont. Ward, Shaw's, CVS, Bradlees
Fox Run Mall(100)	15	Sears, Filene's, JCPenney, Jordan Marsh

Principal Shopping Days-Sat., Sun.
Stores Open Evenings-Discount, Variety & Food.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Rich's; Jordan Marsh; K mart; JCPenney; Service Mdse.; Sears; Filene's.
Discount Stores-Off Price Outlets; Bradlees; Pease Air Base PX; Zayre.
Chain Drug Stores-Osco; Welby's; Brooks, CVS.
Chain Supermarkets-Shaw's 2; Shop 'N Save 2; DeMoulas 2; Prescott Farms.
Other Chain Stores-Western Auto; Radio Shack; Rivers Camera Store 5; P.C. Paint; Factory Outlet; Yield House; Red's Shoe Barn.

14 - NEWSPAPERS: FOSTER'S DEMOCRAT (e) 28,378; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Chick, Sales/Mktg. Dir., FOSTER'S DEMOCRAT, 333 Central Ave., Dover, NH 03820; Tel. (603) 742-4455.
National Representative: Landon Associates.

HANOVER

See LEBANON

KEENE

1 - LOCATION: Cheshire County, E&P Map B-6, County Seat. Industrial & retail ctr. in SW part of State on State Hwys. 9, 10, 12, 101. 92 mi. NW of Boston; 55 mi. from Manchester.

2 - TRANSPORTATION: Motor Freight Carriers-25.
Intercity Bus Lines-People's; Vermont Transit.
Airlines-Precision; Eastern Express.

3 - POPULATION:
Corp. City 80 Cen. 21,449; E&P 88 Est. 22,849
NDM-ABC:(80) 62,116
County 80 Cen. 62,193; E&P 88 Est. 68,211

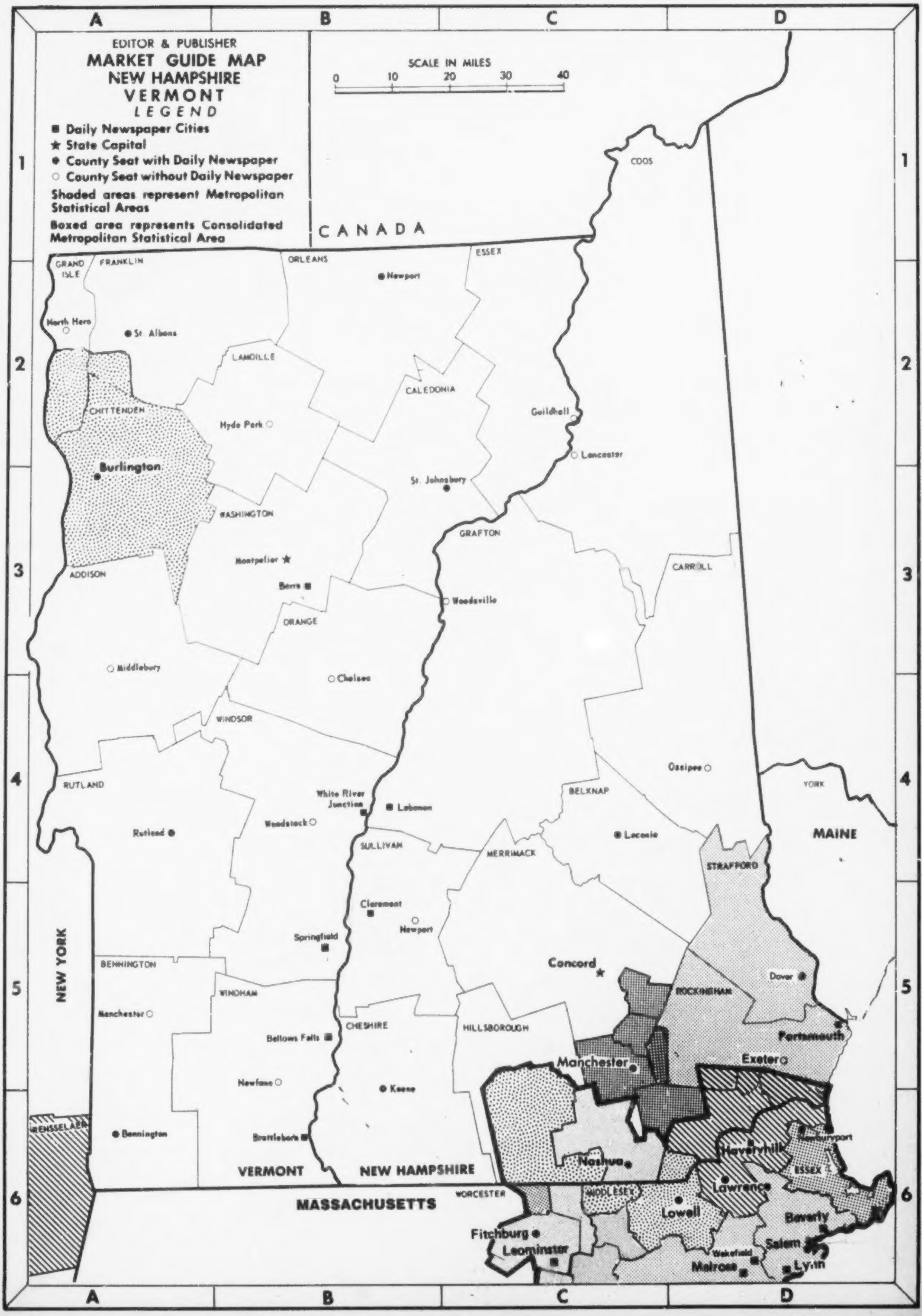
4 - HOUSEHOLDS:
City 80 Cen. 7,601; E&P 88 Est. 7,470
County 80 Cen. 21,832; E&P 88 Est. 24,448
NDM-ABC:(80) 21,832

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$409,174,533
Savings & Loan	1	$105,392,000
Commercial	2	$206,124,444

6 - PASSENGER AUTOS: County 50,315

7 - ELECTRIC METERS: Residence 14,300

8 - GAS METERS: Residence 835


EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW HAMPSHIRE
VERMONT
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area
SCALE IN MILES
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CANADA
COOS
GRAND ISLE
FRANKLIN
ORLEANS
ESSEX
Newport
North Hero
St. Albans
LAMOILLE
CALEDONIA
CHITTENDEN
Hyde Park
Guildhall
Burlington
Lancaster
St. Johnsbury
WASHINGTON
GRAFTON
Montpelier
Barre
CARROLL
ADDISON
Woodsville
ORANGE
Middlebury
Chelsea
WINDSOR
Ossipee
RUTLAND
YORK
BELKNAP
White River Junction
Lebanon
Woodstock
Rutland
Laconia
MAINE
SULLIVAN
MERRIMACK
STRAFFORD
Claremont
Newport
Springfield
NEW YORK
BENNINGTON
Concord
Dover
WINDHAM
ROCKINGHAM
Manchester
CHESHIRE
HILLSBOROUGH
Bellows Falls
Portsmouth
Exeter
Manchester
Newfane
Keene
RENSSELAER
Bennington
Brattleboro
Newburyport
Haverhill
Nashua
VERMONT
NEW HAMPSHIRE
ESSEX
MASSACHUSETTS
WORCESTER
MIDDLESEX
Lawrence
Lowell
Beverly
Fitchburg
Leominster
Salem
Wakefield
Melrose
Lynn

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 9,072 ($414); Durable goods 6,304 ($426); Nondurable goods 2,768 ($386); Non-mfg. 20,661 ($293). Total all industry 29,773 ($330).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 8-77; Summer 41-94; Fall 18-79; Winter-12-51. First killing frost, Oct. 5; last killing frost, May 8.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Principal Shopping Center-Central Sq.; 4 blocks on Main St.; 2 on West St.; 1 on Roxbury St.; 1 on Washington St.; 1 on Marlboro St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colony Mill(40)	1	Joe Jones Ski & Sport, Cherry Webb & Touraine
Fairbanks(15)	1	Super Place, Walgreens
Keene Plz.(2)	1	Edward's, CVS
Riverside Plz.(18)	1	Bradlees
West St.(13)	1	Rich's, CVS, Sun Foods

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Fri., Main St., Shopping Centers every night.
Stores Open Sunday-12 noon to 6.

13 - RETAIL OUTLETS: Department Stores-Goodnow's; Bradlees; Rich's.
Variety Stores-Woolworth; Army/Navy.
Chain Drug Stores-Rexall; Walgreens; CVS 2; Brooks.
Chain Supermarkets-Edward's; Super Place; Wilbers 2; Sun Foods.
Other Chain Stores-Agway Farm & Garden Center; Bass; Blue Seal Feeds & Needs; Cherry Webb & Touraine; Dexter; Dunham; Fayva; Goodyear; Grossman's; Hilson's Home Centers; Joe Jones Ski & Sports Shop; McAuliffe Office Supplies; Computer Town; Perfecta Camera; Radio Shack; R & R Jewelry; Sears; Sherwin-Williams; So-Fro Fabrics; Jo-Ann Fabrics; Poore Simons; Miltner's Shoes; Tons of Toys; Tempo Fashions; Parade of Shoes.

14 - NEWSPAPERS: SENTINEL (e) 15,930; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Colin R. Lyle, Adv. Dir., SENTINEL, 60 West St., P.O. Box 546 Keene, NH 03431; Tel. (603) 352-1234.
National Representative: Landon Associates.

LACONIA

1 - LOCATION: Belknap County, E&P Map C-4, County Seat. In central New Hampshire on Daniel Webster Hwy. U.S. Route 3.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-8.
Intercity Bus Lines-Interstate; Trailways; Concord Coach.
Airlines-Precision.

3 - POPULATION:
Corp. City 80 Cen. 15,575; E&P 88 Est. 17,801
CZ-ABC: (80) 15,575
RTZ-ABC: (80) 81,304
County 80 Cen. 43,046; E&P 88 Est. 48,321
City & RTZ-ABC: (80) 96,879

4 - HOUSEHOLDS:
City 80 Cen. 5,632; E&P 88 Est. 5,243
County 80 Cen. 15,573; E&P 88 Est. 18,161
CZ-ABC: (80) 5,632
RTZ-ABC: (80) 29,886
City & RTZ-ABC: (80) 35,518

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$85,016,000
Savings	2	$122,634,794
Savings & Loan	1	$51,700,000

6 - PASSENGER AUTOS: County 37,540

7 - ELECTRIC METERS: Residence 15,000

8 - GAS METERS: Residence 1,950

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Engineering 125; Woodstove Mfg. 65; Woodworking 250; Knitting 235; Gen. Mfg. 746; Electronics 400.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: First killing frost, Oct. 1; last killing frost, May 15.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main St.; 1 on Court St.; 1 on Union Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Keller's Plaza(4)	4	Timberline Shoes
Lake Region(14)	4	Osco, K mart, Radio Shack, Sears
Belknap Mall(15)	1	Shaw's, Zayre, CVS
Franklin	10	Rite Aid, Steenbek, Newberry
Capital(12)	26	Britt's
Concord	26	Shaws, Howlands, Rich's

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-O'Shea's; Zayre.
Variety Stores-Newberry.
Discount Stores-Globe; K mart.
Chain Drug Stores -Rexall 2; Osco; CVS; Value Plus.
Chain Supermarkets-IGA; Dan's Star Mkt.; Shaw's; Mr. Grocer.
Other Chain Stores-Sanel; Lynch Paints; Fletchers Paint; Lynch's; Signal Auto; Sherwin-Williams; Singer Co.; Sears (catalog); Endicott-Johnson; Grossman's; Diamond National; R&R Jewelry.

14 - NEWSPAPERS: CITIZEN (e) 11,033; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: C. Richard Buckman, Adv. Mgr., CITIZEN, 171 Fair St.; PO Box 40, Laconia, NH 03246; Tel. (603) 524-3800.
National Representative: Landon Associates.

LEBANON-HANOVER, NH-HARTFORD, VT

1 - LOCATION: Grafton County, NH, Windsor County, VT. E&P Map B-4. Mfg. & industrial ctr. At junction of Mascoma, Connecticut & White Rivers, 123 mi. from Springfield, MA; 142 mi. from Boston, MA; 203 mi. from Montreal, Que. On U.S. Hwys. 4, 5, I-89, I-91; NH Hwys. 120, 10, 12A; VT Hwys. 14, 10A.

2 - TRANSPORTATION: Railroads-Boston & Maine; Vermont Central; Canadian Pacific; Canadian National; Amtrak.
Motor Freight Carriers-11.
Intercity Bus Lines-White River; Vermont Transit; Boston & Main; Greyhound.
Airlines-Delta's Business Connection; Eastern Express.

3 - POPULATION:
Corp. Cities 80 Cen. 28,216; E&P 88 Est. 30,819
  Lebanon, NH 80 Cen. 11,134; E&P 88 Est. 11,682
  Hanover, NH 80 Cen. 9,119; E&P 88 Est. 9,876
  Hartford, VT 80 Cen. 7,963; E&P 88 Est. 9,261
Counties 80 Cen. 117,070; E&P 88 Est. 129,388
  Grafton, NH 80 Cen. 66,023; E&P 88 Est. 74,031
  Windsor, VT 80 Cen. 51,047; E&P 88 Est. 55,357
NDM-ABC: (80) 30,614
RTZ-ABC: (80) 36,118
Total NDM & RTZ-ABC: (80) 66,732

4 - HOUSEHOLDS:
Cities 80 Cen. 6,729; E&P 88 Est. 8,899
  Lebanon, NH 80 Cen. 4,504; E&P 88 Est. 3,701
  Hanover, NH 80 Cen. 2,225; E&P 88 Est. 1,906
  Hartford, VT 80 Cen. N.A.; E&P 88 Est. 3,292
Counties 80 Cen. 42,275; E&P 88 Est. 48,070
  Grafton, NH 80 Cen. 23,221; E&P 88 Est. 26,327
  Windsor, VT 80 Cen. 19,054; E&P 88 Est. 21,743
NDM-ABC: (80) 10,594
RTZ-ABC: (80) 13,197
Total NDM & RTZ-ABC: (80) 23,791

5 - BANKS	NUMBER	DEPOSITS
Savings	6	N.A.
Commercial	22	N.A.

6 - PASSENGER AUTOS: Grafton, NH 52,373; Windsor, VT 308,560 (statewide)

7 - ELECTRIC METERS: Residence 7,864

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Machine Tools 2,500; Educational 3,500; Medical 3,000.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-53; Summer 54-77; Fall 37-57; Winter 9-29.

11 - TAP WATER: Alkaline, very soft, fluoridated and chlorinated.

12 - RETAILING: Principal Shopping Center-Several blocks in each town in City Zone. Upper Valley Shpg. Plz.; West Lebanon Shpg. Plz.; Powerhouse Mall; Glen Rd. Plz.; North Country Plaza.
Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Fri., Mon., through Sun. in Plzs.

13 - RETAIL OUTLETS: Department Stores-Surprise; Cowan's; JCPenney; Cherry, Webb & Touraine; Sears.
Discount Stores-Rich's; K mart.
Variety Stores-Newberry; Woolworth.
Chain Drug Stores-Rexall 3; CVS; Carl's.
Chain Supermarkets-P&C 5; IGA; Purity Supreme; Hanover Consumer Co-op; Grand Union.
Other Chain Stores-Aubuchon; Agway; Western Auto; Papa Gino's; McDonald's; Burger King; Ponderosa; Friendly's; Wendy's; Pizza Hut; Midas Muffler; Trustworthy; Tru-Value; Radio Shack; Sherwin-Williams; Nugents; Fayva Shoe; Dexter Shoe; Beaconway; Carroll Reed; Singer; Dunham Shoe; Billicks; Bass Shoe; Hoffmans Furniture; Hallmark Card Yard; Carvelle's Ice Cream; NAPA.

14 - NEWSPAPERS: VALLEY NEWS (e) 18,245; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Mrs. Terri Dudley, Adv. Dir., VALLEY NEWS, PO Box 877, White River Junction, VT 05001; Tel. (603) 298-8711.
National Representative: Landon Associates.

MANCHESTER

1 - LOCATION: Hillsborough County (Manchester-Nashua NECMA) E&P Map C-6. Industrial, Wholesale & Retail Center; 55 mi. NW of Boston, 65 mi. NNE of Worcester, in S central part of state. On U.S. Hwy. 3, 3A; State Hwys. 28, 101, 114; I-93, 293.

2 - TRANSPORTATION: Railroads-B&M.
Motor Freight Carriers-39.
Intercity Bus Lines-Vermont Transit; Concord Trailways.
Airlines-USAir; Business Express; Eastern Express; United.

3 - POPULATION:
Corp. City 80 Cen. 90,936; E&P 88 Est. 101,378
CZ-ABC: (80) 135,961
RTZ-ABC: (80) 247,609
Co./NECMA 80 Cen. 277,461; E&P 88 Est. 317,962
City & RTZ-ABC: (80) 383,570

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 34,334; E&P 88 Est. 39,302
Co./NECMA 80 Cen. 95,820; E&P 88 Est. 114,128
CZ-ABC: (80) 48,240
RTZ-ABC: (80) 85,746
City & RTZ-ABC: (80) 133,986

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$534,967,000
Savings & Loan	1	$305,000,000
Commercial	6	$702,000,000

6 - PASSENGER AUTOS: County 243,292

7 - ELECTRIC METERS: Residence 59,726

8 - GAS METERS: Residence 18,438

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber, Wood Prods., Furn. 650 ($209); Elect., Electronic, Mach. 5,950 ($223); Metal Prods. 758 ($242); Printing, Paper 900 ($315); Textiles & Apparel 1,950 ($192); Food 1,100 ($239).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-56; Summer 54-80; Fall 36-61; Winter 12-33. First killing frost, Sept. 24; last killing frost, May 17.

11 - TAP WATER: Slightly acid, very soft.

12 - RETAILING: Principal Shopping Centers-30 blocks on Elm St., N to S, Webster to Queen City Ave.; Easterly and Westerly 2 blocks; excepting Bridge, 3 blocks; Hanover, 4 blocks.
Neighborhood Shopping Centers-Granite St. S Main 6 blocks; Pinard St. & Mast Rd., 7 blocks; Cartier St. & Kelley, 10 blocks; Silver St. & Wilson, 4 blocks; S Maple St., & S. Willow, 14 blocks; W Bridge St. & McGregor, 3 blocks; Valley St. & Mammoth Rd., 3 blocks; Lake Ave. & Massabesic St., 3 blocks; Webster St. & D.W. Hwy. N, 16 blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Mall of N.H.(88)	5	Sears, Filene's, Lechmere
Manchester	1	Woolworth, Star Mkt.
Victor Plaza(5)	2	Alexander's, Richs
Bedford Mall(26)	5	Alexander's, Jordan Marsh, Mont. Ward
Hampshire Plz.(20)	NA	Radio Shack, Naturalizer Shoes
Family Center	4	Star Mkt., Osco
South Willow	3	Bradlees, Alexander's
K mart(Hooksett)	5	K mart, Shaw's
K mart(S. Willow) (11)	5	K mart, Filene's Basement Store
McGregor St.	2	Osco, Star Mkt.
Goffstown Plz.(12)	6	Stuart's, Shaw's, Radio Shack

Principal Shopping Days-Thur., Sat., Sun., Mon.
Stores Open Evenings-Shpg. ctrs., discount stores, supermarkets, neighborhood.
Stores Open Sundays-Shpg. ctrs., supermarkets, neighborhood.

13 - RETAIL OUTLETS: Department Stores-Sears; Jordan Marsh; Moreau's; Filene's; Lechmere; Bon Ton; Montgomery Ward.
Variety Stores-Woolworth.
Discount Stores-Zayre; Bradlees; CVS; Osco; Caldor; 606; K mart; Stuart's; Richs; Building 19.
Chain Drug Stores-Gosselin 5; Osco 2; Hospital Phcy. 3; Brooks 3; Rite Aid; Mall Drug.
Chain Supermarkets-Star Mkt. 5; Alexander's 4; Bi-Wise 2; Shaw's 4; Sully's 2.
Other Chain Stores-Aubuchon Hdwe.; Radio Shack; Stowells; Sherwin-Williams; Red Cross Shoe; Fanny Farmer; Hudson's; Anderson Little; Hallmark; Herman's Sport; Field's Hosiery; Richard's Shoe; Wallach's; Curtis Mathes; Agway; Grossman's; Florsheim Shoe; Kay Jewelers; Karten's; Hickory Farms; A.S. Beck; Touraine Dress; Fotomat; Tech Hi Fi; Paperback Booksmith; Diamond International; Book Gallery; Tweeter; Scandinavian Design; Cumberland Farms; Docktor Pet; Photo Corral; Mothercare; Zale's Jewelers; Spencer Gifts; Pearle Vision; B. Dalton Bookseller; ADAP Auto Parts; Robbins Auto; T.J. Maxx; Marshall's; So-Fro Fabrics; Sullivan Tire; Toys R Us; Dexter Shoe; Sanel Auto Parts; Footwear House; Perfecta Camera; Prism Photo.

14 - NEWSPAPERS: UNION LEADER (m) 69,875; NEW HAMPSHIRE SUNDAY NEWS (S) 89,679; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Francis J. Brennan, Adv. Dir., UNION LEADER and NEW HAMPSHIRE SUNDAY NEWS, 35 Amherst

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(Circle No. 20 on Market Request Card)

St., Manchester, NH 03105. Tel. (603) 668-4321.
National Representative Sawyer-Ferguson-Walker.

NASHUA

1 - LOCATION: Hillsborough County (Manchester-Nashua NECMA). E&P Map C-6. County Seat. At junction of Nashua and Merrimack Rivers. 40 mi. N of Boston. On Daniel Webster Hwy. Route 3.

2 - TRANSPORTATION: **Railroads**-Boston & Maine.
Motor Freight Carriers-5.
Intercity Bus Lines-Trailways of NE; Hudson; Vermont; Community.
Intracity Bus Lines-City Bus.

3 - POPULATION:
Corp. City 80 Cen. 67,865; E&P 88 Est. 79,650
CZ-ABC: (80) 95,004
RTZ-ABC: (80) 67,894
Co./NECMA 80 Cen. 277,461; E&P 88 Est. 317,962
City & RTZ-ABC: (80) 162,898
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 24,489; E&P 88 Est. 29,350
Co./NECMA 80 Cen. 95,820; E&P 88 Est. 114,128
CZ-ABC: (80) 32,382
RTZ-ABC: (80) 21,464
City & RTZ-ABC: (80) 53,846

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	$498,001,103
Savings & Loan	2	$234,701,102

6 - PASSENGER AUTOS: County 243,292

7 - ELECTRIC METERS: Residence 38,771

8 - GAS METERS: Residence 18,901

9 - PRINCIPAL INDUSTRIES: Computers; Coated and Wax Paper; Shoes; Pulp, Paper and Plastic Moulding Machines; Paper Boxes; Phonograph and Vaccine Needles; Lumber and Wood Prods.; Steel Cabinets; Steel Toys; Greeting Cards; Screws; Bread & Candy Wrappers; Gummed Sealing Tape; Paper Napkins; Plates; Tape Dispensing Machines; Toys; Plastic Garments; Knitted Garments; Electronic Research & Components; Luggage; Plastic Packaging Units; Custom Hdwe.; Language Trainers; Packaging Materials; Chem.; Laboratory Equip.; Federal Aviation Control Center; Graphic Arts.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-58; Summer 52-83; Fall 41-65; Winter 22-42. First killing frost, Oct. 4; last killing frost, May 26.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on 4 Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Pheasant Lane Mall	4	Sears, Jordan Marsh, JCPenney, Lechmere
Nashua Mall(51)	1	Mont. Ward, Bradlees Alexander's Dept.
Southgate(7)	4	Stuart's, DeMoulas Mkt.
Royal Ridge Mall(14)	3	Marshall's, Purity Supreme, Pharmacity
Hudson Mall(6)	3	Alexander's Mkt.
Simoneau Plz.(15)	NA	Bradlees, JCPenney, McQuade's
Turnpike Pl.(7)	2	Market Basket, Rich's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shopping Centers every evening until 9:30.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; Sears; McQuade's; Rich's; Jordan Marsh; Marshall's; JCPenney.
Discount Stores-Bradlees; Rich's; Stuart's; CVS; Marshall's; Zayre.
Chain Drug Stores-MD Stores; CVS; Pharmacity; Osco.
Chain Supermarkets-Shaw's; Soucy's Mkts. 3; Alexander's 3; DeMoulas 4; Purity Supreme.

14 - NEWSPAPERS: TELEGRAPH (e) 30,440; (S) 31,762; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jack Von Deck, Adv. Mgr., TELEGRAPH, PO Box 1008, Nashua, NH 03061; Tel. (603) 882-2741.
National Representative. Landon Associates.

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PORTSMOUTH

1 - LOCATION: Rockingham County (In Portsmouth-Dover-Rochester NECMA). E&P Map D-5. County Seat. 57 mi. NE of Boston; 50 mi. SW of Portland. On U.S. Hwys. 1, 1A, 18, 4. State Hwys. 16, 95, 101, 108, 151. Starting point of NH toll road. Resort area.

2 - TRANSPORTATION: **Motor Freight Carriers**-3.
Intercity Bus Lines-Timberlane.

3 - POPULATION:
Corp. City 80 Cen. 26,254; E&P 88 Est. 29,817
CZ-ABC: (80) 41,452
RTZ-ABC: (80) 109,549
County 80 Cen. 191,221; E&P 88 Est. 234,158
NECMA 80 Cen. 276,763; E&P 88 Est. 333,772
City & RTZ-ABC: (80) 151,001
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,424; E&P 88 Est. 10,082
County 80 Cen. 65,951; E&P 88 Est. 84,569
NECMA 80 Cen. 95,055; E&P 88 Est. 119,113
CZ-ABC: (80) 14,705
RTZ-ABC (80) 39,452
City & RTZ-ABC: (80) 54,157

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	8	$1,164,484,121
Commercial	4	$658,795,918

6 - PASSENGER AUTOS: County 190,093

7 - ELECTRIC METERS: Residence 8,476

8 - GAS METERS: Residence 2,665

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronic 1,200; Civil Serv. 8,000; Shoe & Leather 500; Ins. 550; Wire & Cable 550; Fish Proc. 300; Misc. Mfg. 500; Military 5,000.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-56; Summer 54-80; Fall 36-61; Winter 12-33. First killing frost, Sept. 24; last killing frost, May 17.

11 - TAP WATER: Moderately hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Congress; 1 on Vaughan Mall; 1 on Fleet; 2 on Market; 3 on Daniel; 3 on Pleasant; downtown area (110 units).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Lafayette Plz.(4)	3	Channel Home Ctr.
Artisan Outlet(5)	3	Artisans
White Birch Plz.(12)	4	Trend-Lines
Newington Mall(72)	3	Anderson Little, CVS, Bradlees, Shaws, Mont. Ward
Southgate Plz.(7)	3	Shaws, Brooks
K mart Plz.(10)	-	K mart, Marshall's, Osco, DeMoulas
Fox Run Mall(105)	3	Jordan Marsh, Filene's, JCPenney
Maine		
Kittery Outlet(8)	3	Totes, Royal Dalton
Spruce Creek(8)	3	Jonathan Logan
Kittery Factory Stores(12)	3	Bass Shoe, American Tourister
Maine Outlet(20)	3	Mikasa, Dress Barn
Tidewater Mall(4)	4	Lenox China

Principal Shopping Days-Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; Kimball's; Porteous Mitchell; Filene's; Jordan Marsh; Sears; JCPenney.
Variety Stores-Newberry; Woolworth.
Discount Stores-K mart; Rich's; Bradlees; Marshall's.
Chain Drug Stores-General Sales; Osco; Laverdier; CVS; Welby; Brooks.
Chain Supermarkets-A&P; Shaw's; DeMoulas; Shop & Save.
Other Chain Stores-Thom McAn; Barbara Moss; Tweeter; Ross Jewelers; Stowell's Jewelers; Karten's Jewelers; Singer Co.; Atherton's; Radio Shack; Touraine's; Artisan; Anderson Little; Hickory Farms; Scott's; Zale's; Hanover Shoes; Cumberland's; Fanny Farmer.

14 - NEWSPAPERS: HERALD (e) 12,261; (S) 12,523; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Derek L. Wood, Gen. Mgr., HERALD, 111 Maplewood Ave., Portsmouth, NH 03801; Tel. (603) 436-1800.
National Representative: Thomson Newspapers.

NEW JERSEY SURVEYS

METROPOLITAN STATISTICAL AREAS

Allentown-Bethlehem, PA-NJ-Carbon, Lehigh and Northampton Counties, Pa; Warren County, NJ
Atlantic City-Atlantic and Cape May Counties.

PRIMARY METROPOLITAN STATISTICAL AREAS

Bergen-Passaic-Bergen and Passaic Counties.
Jersey City-Hudson County.
Middlesex-Somerset-Hunterdon-Hunterdon, Middlesex and Somerset Counties.
Monmouth-Ocean-Monmouth and Ocean Counties.
Newark-Essex, Morris, Sussex and Union Counties.
Philadelphia, PA-NJ-Bucks, Chester, Delaware, Montgomery and Philadelphia Counties, PA; Burlington, Camden and Gloucester Counties, NJ
Trenton-Mercer County.
Vineland-Millville-Bridgeton-Cumberland County.
Wilmington, DE-NJ-MD-New Castle County, DE; Cecil County, MD; Salem County, NJ

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

New York-Northern New Jersey-Long Island, NY-NJ-CT-Includes Bergen-Passaic, NJ PMSA; Bridgeport-Milford, CT PMSA; Danbury, CT PMSA; Jersey City, NJ PMSA; Middlesex-Somerset-Hunterdon, NJ PMSA; Monmouth-Ocean, NJ PMSA; Nassau-Suffolk, NY PMSA; New York, NY PMSA; Newark, NJ PMSA; Norwalk, CT PMSA; Orange County, NY PMSA; and Stamford, CT PMSA.
Philadelphia-Wilmington-Trenton, PA-NJ-DE-MD-Includes Philadelphia, PA-NJ PMSA; Trenton, NJ PMSA; Vineland-Millville-Bridgeton, NJ PMSA; Wilmington, DE-NJ-MD PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1989**
Under-5 Years	590	463	621
5-14 Years	1,404	1,117	1,156
15-24 Years	1,122	1,285	1,114
25-44 Years	1,748	2,018	2,566
45-64 Years	1,613	1,624	1,604
65 and Over	694	870	834
TOTAL	7,171	7,377	7,897

Based on U.S. Census

POPULATION ESTIMATES
(Thousands)

Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 census.

Cities	**Total Pop.**	**Spanish Origin**	**Percent**
Camden-Cherry Hill	154	30	19.2
Elizabeth	106	28	26.7
Jersey City	224	42	18.6
Newark	329	61	18.6
Passaic-Clifton	127	43	34.2
Paterson	138	40	28.7
Perth Amboy-Woodbridge	129	53	40.7
Union City	56	36	63.9
Vineland	54	8	18.2

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1989 Est.**
Bldg. Mat./Hdwr	918	1,324	3,095
General Mdse	3,009	3,621	6,773
Food	5,838	8,433	13,960
Automobiles	4,225	6,114	14,669
Gasoline Stations	1,804	3,158	3,910
Apparel	1,440	2,258	4,030
Furniture	1,122	1,688	3,832
Eat-Drink Places	2,148	3,160	5,960
Drugs	609	1,001	1,835
TOTAL SALES	24,287	36,307	66,744

ASBURY PARK

1 - LOCATION: Monmouth County, (In Monmouth-Ocean PMSA), E&P Map C-3, Trading ctr. for two counties (Monmouth and Ocean). 50 mi. from New York City; 65 mi. from Philadelphia. At Garden State Pkwy.

2 - TRANSPORTATION: **Railroads**-Conrail; New York and Long Branch (passenger and freight).
Motor Freight Carriers-43.
Intercity Bus Lines-Asbury Park-New York; Boro Buses (Asbury Park-Red Bank); Mercer Metro.

3 - POPULATION:
Corp. City 80 Cen. 17,015; E&P 88 Est. 17,657
NDM-ABC:(80) 849,211
County 80 Cen. 504,488; E&P 88 Est. 543,574
PMSA 80 Cen. 852,966; E&P 88 Est. 953,967
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,207; E&P 88 Est. 8,074
County 80 Cen. 170,130; E&P 88 Est. 191,528
NDM-ABC: (80) 298,434
PMSA 80 Cen. 298,434; E&P 88 Est. 349,329

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	33	N.A.
Savings & Loan	30	N.A.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Monmouth Co. 222,470; Ocean Co. 170,867

8 - GAS METERS: Monmouth Co. 140,373; Ocean Co. 114,904

9 - PRINCIPAL INDUSTRIES: Electronics; Util.; Glass, Apparel & Needlepoint, Foods; Horse Breeding; Recreation; Financial Institutions; Publishing; Educ.; Retailing; Light Mfg.; Chem.; Military Installations; Farming; Mach.; Plastics; Metal Prod.; Real Estate; Constr.; Tourism; Boat Building; Commercial Fishing.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-57; Summer 64-78; Fall 49-63; Winter 26-39. First killing frost, Oct. 29; last killing frost, Apr. 8.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ocean Co. Mall (102)	30	JCPenney, Sears, Macy's, Stern's
Lacey Mall(21)	40	Shop-Rite
Brick Plz.(33)	20	A&P, Steinbach, Jamesway, Caldor
Dover Mall(31)	25	Shop-Rite, Bradlees
Toms River(19)	30	Radio Shack, Caldor, Foodtown
Seaview Sq.(140)	4	Stern's, Sears, Steinbach
Lakewood Plz.	20	Foodtown, Shelby
Bradlee Hazlet Plz.	20	Bradlees
Laurel Sq.(30)	14	K mart, Pathmark
Shrewsbury(15)	7	Acme
Monmouth(155)	6	Macy's, Hahne's, Abraham & Straus, Caldor, JCPenney
Middlebrook(20)	5	Channel Home Ctr.
Manalapan Mall (20)	NA	CVS, Steinbach's
Peddler's Vlg.(8)	NA	
K mart Plz.	NA	K mart

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-All stores are open Wed., Fri. evenings (city); 6 nights at shpg. ctrs.

13 - RETAIL OUTLETS: **Department Stores**-Monmouth and Ocean Counties: Steinbach Co. 4; Sears 3; Caldor 5; Macy's 2; JCPenney 2; Bradlees 4; K mart 7; Rickel's 5; Jamesway 4; Channel Lumber 6; Hahne's; Best Products 2; Consumer Dist. 4; Abraham & Strauss; Stern's 2; Mr. Goodbuys.
Variety Stores-Newberry; Green.
Chain Drug Stores-Parke; Rite Aid; Genovese.
Chain Supermarkets-Acme 11; Cumberland Farms 63; Grand Union 6; Shop Rite 14; Foodtown 31; 7-Eleven 34; Pathmark 8; Quick Chek; Krauzer 32; Wawa 22.
Other Chain Stores-Kinney 8; Thom McAn 3; Shoetown 9; Goodyear 11; Radio Shack 21; Cloth World 2; Baker's 2; Lerner's 4; Marshall's 2; Braddock's; Firestone 12; Brick Church 4; Arthur's 2; Castro Convertible 2; Singer 8; Sherwin-Williams 7; Reed Jewelers 2; Fanny Farmer; Littman Jewelers 3; Gordon Jewelers 2; Hickory Farms 3; Flower Time 2; Watchung Pool 2.

14 - NEWSPAPERS: PRESS (e) 148,021; (S) 213,033; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Richard Allen, Adv. Mgr., ASBURY PARK PRESS, 3601 Highway 66, Neptune, NJ 07754; Tel. (201) 922-6000.
National Representative: Sawyer-Ferguson-Walker.

ATLANTIC CITY

1 - LOCATION: Atlantic County (MSA). E&P Map B-5. Casino resort, vacation, and convention center. On Atlantic Ocean; end of the Atlantic City Expressway; 8 mi. E of Garden State Pkwy.; 5 mi. E of U.S. Hwy. 9. On U.S. Hwys. 30, 40, 322. Atlantic City is 60 mi. E of PA, 120 mi. S of NY; 179 mi. N of Washington.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-23.
Bus Lines-N.J. Transit; Gray Line; Greyhound; Leisure Line; Harran; Lion Tours; Shortline; Trailways.

Airlines-Continental; Eastern Express; (Bader Field); USAir; Piedmont; Emerald (Atlantic City International Airport-Pomona).
Waterways-Cape May-Lewes Ferry.

3 - POPULATION:
Corp. City 80 Cen. 40,199; E&P 88 Est. 36,034
NDM-ABC: (80) 406,589
County 80 Cen. 194,686; E&P 88 Est. 232,805
MSA 80 Cen. 277,354; E&P 88 Est. 327,389

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,736; E&P 88 Est. 16,273
County 80 Cen. 71,806; E&P 88 Est. 87,108
NDM-ABC: (80) 149,241
MSA 80 Cen. 104,153; E&P 88 Est. 125,007

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	$21,893,262,000
Savings	6	(incl. above)

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence County 94,000

8 - GAS METERS: Residence County 54,000

9 - PRINCIPAL INDUSTRIES: Casinos; Ret. Trade; Hotel/Motel; Eating & Drinking Places; Contact & Special Trade Constr.; Mfg.; Stone, Clay & Glass Prods.; Trans.; Whol. Trade; Fin., Ins. & R.E.; Business Servs.; Health Servs.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-63; Summer 65-74; Fall 40-53; Winter 28-43. First killing frost, Nov. 5; last killing frost, Apr. 10.

11 - TAP WATER: Acid, soft; 45% fluoridated, 55% not fluoridated.

12 - RETAILING: Downtown Shopping-10 blocks on Atlantic Ave.; 8 on Pacific Ave.; 10 on Boardwalk; Ocean One Ctr.

Neighborhood Shopping-Absecon, Brigantine, Cape May; Linwood; Margate; Northfield; Ocean City; Pleasantville; Ventnor; Vineland; Wildwood.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cardiff Center	10	Pathmark, T.J. Maxx, Rickels, Bradlees, Herman's
Central Sq.(42)	10	
Court House Vlg.	33	Murphy Mart, Super Fresh
Cumberland Mall	40	Bradlees, JCPenney, The Dry Goods
Hamilton Ctr.	14	Macy's, Sears, JC Penney
Hammonton Plz.	28	Jamesway, Acme, Eckerd
Heathercroft Sq.	8	CVS, SuperFresh
Jamesway Plz.	33	Jamesway, Acme
Manahawkin Plz.	40	K mart, Reynolds, Rite Aid
Ocean Co. Mall	60	Macy's, Sears, JCPenney, CVS
Pleasantville Ctr.	8	K mart, Acme, Thrift, Dee's
Rio Mall	39	K mart, Thrift, SuperFresh
Shore Mall	10	Boscov's, Thrift, Steinbach's
Silo Plaza	8	Silo,
Somers Point Plz.	20	Jamesway, Acme, Thrift
Tilton Ctr.	8	Thriftway, Jamesway
Toms River Plz.	60	Caldor, Reynolds, Foodtown
Ventnor Plz.	1	Shop-Rite, Bradlees
Village Shops	39	Reynolds
Vineland Ctr.	40	Sears, Eckerd
Cardiff Fashion Mall	NA	Annie Sez, Rx Place
English Creek Mall	NA	Jamesway, Shoprite

Principal Shopping Days-Sun., Mon., Thur., Fri.
Stores Open Evenings-Ret.: Wed.; Food: Mon.-Fri. About 80% Ret. and Food open Sun.

13 - RETAIL OUTLETS: Department Stores-Macy's; Steinbach's; Sears; JC Penney; House & Garden; Bradlees; Caldor; Jamesway; K mart; Reynolds; The Dry Goods; Boscov's.
Chain Supermarkets-Acme; Pathmark; Shop-Rite; Super Fresh; Thriftway.
Other Chain Stores-American Appliance; Anderson Little; Baker's; Belden Jewelry; B Dalton Booksellers; Brooks; Bob Kislin; Buten; Carvel; Casual Corner; Color Tile; Command Performance; Cumberland Farms; Dee's Appliance; Dunkin Donuts; Encore Books; Endicott-Johnson; Ethan Allen Galleries; Father & Son Shoes; Florsheim Shoes; Footlocker; Foxmoor; The Gap; Goodyear; Hickory Farms; Hit or Miss; Jack Lang; Kaybee Toy and Hobby; Kinney; Lady Footlocker; Lane Bryant; Lerner; Lerner Woman; Littman Jewelers; MAB Paints; Mothercare; Motherhood Maternity; Morton's Jewelcor; Naturalizer; Ormond; Paul Harris; Payless Shoes; Pep Boys; Penn Jersey; Radio Shack; Rafters; Record World; Rickels; Sam Goody; Sherwin-Williams; Singer; Spencer Gifts; The Limited; Limited Express; This End Up; Tiny Tots; Thom McAn; Victoria's Secret; Waldenbooks; WaWa; 7-Eleven; 84 Lumber; Crazy Eddie's.

14 - NEWSPAPERS: PRESS (m) 78,360; (S) 90,071; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Cliff Madsen, Natl. Adv. Mgr., PRESS, 1000 W. Washington Ave., Pleasantville, NJ 08232; Tel. (609) 272-1100.
National Representative: Sawyer-Ferguson-Walker.

BERGEN COUNTY
See HACKENSACK

BRICKTOWN
See TOMS RIVER

BRIDGETON

1 - LOCATION: Cumberland County, (In Vineland-Millville-Bridgeton PMSA). E&P Map A-5. County Seat. Farming and glass manufacturing center. State Hwys. 77, 49. 40 mi. S of Philadelphia, PA. 40 mi. W of Atlantic City.

2 - TRANSPORTATION: Railroads-N.J. Central (frt.).
Motor Freight Carriers-10.
Intercity Bus Lines-Transport of N.J.; Garden State Coachway.

3 - POPULATION:
Corp. City 80 Cen. 18,795; E&P 88 Est. 18,658
NDM-ABC: (80) 49,721
County/PMSA 80 Cen. 132,710; E&P 88 Est. 135,929
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,681; E&P 88 Est. 6,893
County/PMSA 80 Cen. 44,287; E&P 88 Est. 46,140
NDM-ABC: (80) 16,685

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$109,981,768
Savings & Loan	2	$75,464,176

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 8,570

8 - GAS METERS: Residence 2,870

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 1,450 ($204); Glass Mfg. 1,350 ($265); Textiles 1,840 ($174); Mach. 150 ($180).
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-63; Summer 62-83; Fall 45-66; Winter 22-44. First killing frost, Nov. 4; last killing frost, Apr. 21.

11 - TAP WATER: Neutral, soft; not fluoridated.

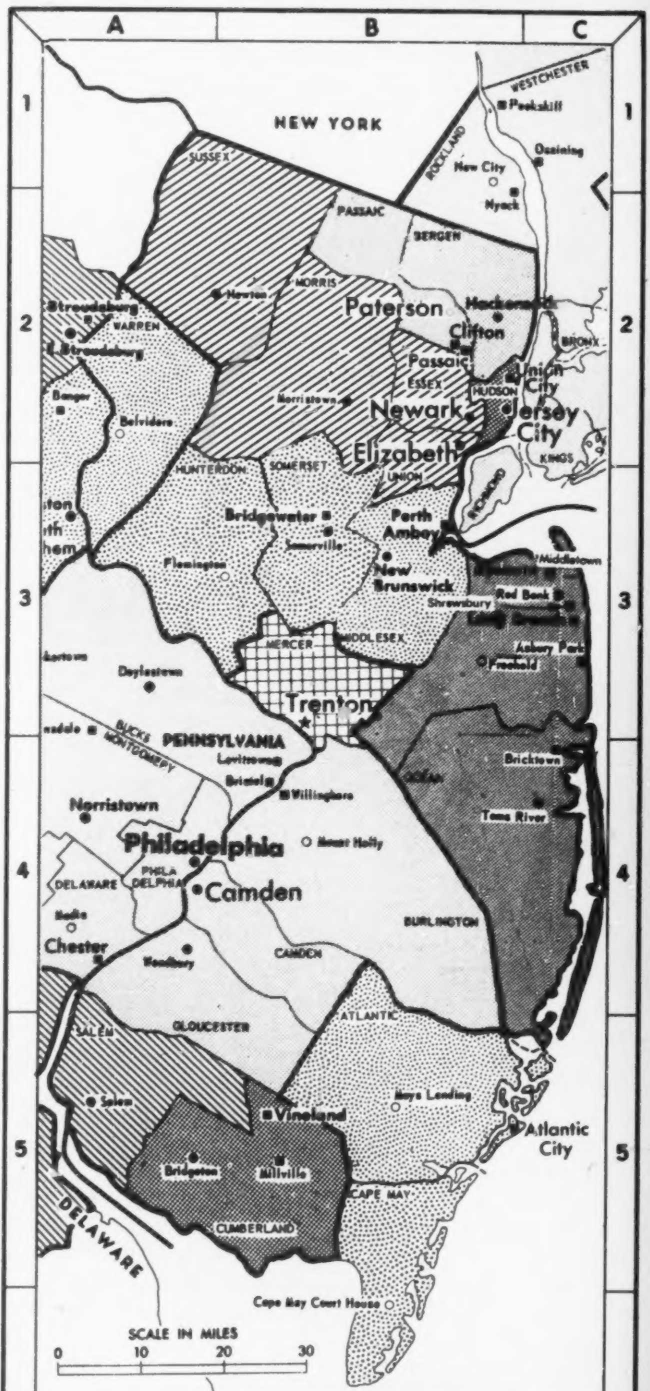
12 - RETAILING: Principal Shopping Centers-3 blocks on Commerce St.; 4 on Laurel St.; 3 on Pearl St.
Neighborhood Shopping Centers-Broad and W. Pk. Dr.; 1 block on N. Pearl St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bridgeton(10)	NA	Acme, Thrift Drug
Jamesway Plz.(8)	NA	Thriftway, Eckerd, Jamesway
Hopewell(8)	NA	Cusano's Variety

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept. Stores-Mon., Fri., Food-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Wax Bros.; JCPenney; Rovner's.
Variety Stores-Woolworth; Jamesway; Ames; Family Dollar.
Chain Drug Stores-Rite Aid; Eckerd; Thrift.
Chain Supermarkets-Thriftway; Acme; IGA; Chiari's 2; Eatmor; Fishers Mkt.; Shop 'N Bag.


A
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WESTCHESTER
Peekskill
NEW YORK
ROCKLAND
New City
Ossining
Nyack
SUSSEX
PASSAIC
BERGEN
Newton
MORRIS
Paterson
Hackensack
Stroudsburg
WARREN
E. Stroudsburg
Clifton
BRONX
Passaic
ESSEX
Union City
Bangor
Belvidere
Morristown
Newark
HUDSON
Jersey City
Elizabeth
KINGS
HUNTERDON
SOMERSET
UNION
RICHMOND
Bridgewater
Somerville
Perth Amboy
Middletown
Flemington
New Brunswick
Shrewsbury
Red Bank
Long Branch
MERCER
MIDDLESEX
Asbury Park
Freehold
Doylestown
Trenton
BUCKS
MONTGOMERY
PENNSYLVANIA
Levittown
Bristol
Willingboro
Bricktown
OCEAN
Toms River
Norristown
Mount Holly
Philadelphia
PHILADELPHIA
DELAWARE
Camden
Media
BURLINGTON
Chester
Woodbury
CAMDEN
SALEM
GLOUCESTER
ATLANTIC
Salem
Mays Landing
Vineland
Atlantic City
Bridgeton
Millville
CAPE MAY
CUMBERLAND
DELAWARE
Cape May Court House
SCALE IN MILES
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20
30
EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW JERSEY
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas

Other Chain Stores-Sears (catalog); J.S. Raub Shoes; Radio Shack.

14 - NEWSPAPERS: NEWS (e) 11,945. Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: James G. Homan, Adv. Dir., NEWS, 100 E. Commerce St., PO Box 596, Bridgeton, NJ 08302; Tel. (609) 451-1000.
National Representative: Landon Associates.

BRIDGEWATER

1 - LOCATION: Somerset County (In Middlesex-Somerset-Hunterdon PMSA). E&P Map B-3. 34 mi. W of New York City on U.S. Hwy. 22 and I-287; 19 mi. N of Garden State Pkwy. and NJ Tpke.

2 - TRANSPORTATION: **Railroads**-Erie-Lackawanna; Conrail; Amtrak.
Motor Freight Carriers-22.
Intercity Bus Lines-Transport of NJ; Somerset; Greyhound; Continental Trailways; Suburban Transit; Martz.
Airlines-All at Newark Airport.

3 - POPULATION:
Township 80 Cen. 29,175; E&P 88 Est. 30,092
NDM-ABC: (80) 390,875
PMSA 80 Cen. 888,636; E&P 88 Est. 974,436
County 80 Cen. 203,605; E&P 88 Est. 227,432
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Township 80 Cen. 8,804; E&P 88 Est. 9,309
County 80 Cen. 67,368; E&P 88 Est. 78,393
PMSA 80 Cen. 647,317; E&P 88 Est. 330,892
NDM-ABC: (80) 129,510

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	13	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: County Est. 47,000

8 - GAS METERS: County Est. 38,000

9 - PRINCIPAL INDUSTRIES: (NDM)-Chem.; Apparel; Textiles; Fab. Metals; Printing; Pub.; Pharmaceuticals; Elect. Prods.; Constr.; Rubber; Plastics; Cosmetics; Farming; Food Proc.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-80; Summer 44-95; Fall 25-90; Winter 6-55. First killing frost, Oct. 23; last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Downtown Shopping Areas (NDM)**-Plainfield; Westfield; Scotch Plains; Berkeley Heights; Somerville; North Plainfield; Bound Brook; Bernardsville; Manville; Flemington; Dunellen; Middlesex; South Plainfield; Piscataway; Clinton.
Shopping Centers (NDM)-Bridgewater Commons; Middlesex Mall; Blue Star Ctr.; Somerset Shpg. Ctr; Bardy Farms Ctr.; Turntable Junction Ctr.; Liberty Vlg.; Lyons Mall; Golden Acres Shpg. Ctr.; Granetz Plz.; Hillsborough Shpg. Plz.; Rustic Mall; Stirling Plz.; Whitehouse Shpg. Ctr.; Far Hills Ctr.; Finderne Shpg. Ctr.; Berkeley Heights Shpg. Ctr.; Raritan Plz.; Stagehouse Village Ctr.; Middlesex Shpg.; Bernardsville Ctr.; Pheasant Run; A 16 mi. shopping strip along Route 22 from Springfield to Somerville, over 50 diversified ret. outlets.
Shopping Centers in Entire Market Area Include-Menlo Park Mall; Woodbridge Mall; Short Hills Mall; Rutgers Plz.; Montgomery Plz.

13 - RETAIL OUTLETS: **Department Stores (NDM)**-Sears; Macy's; Hahne's; Stern's; Epsteins; Marshalls.
Variety Stores-Woolworth.
Discount Stores-K mart; Channel Lumber; Laneco; Bradlees.
Chain Drug Stores-Sav-on; CVS; Rexall; Walgreens; Pathmark; Drug Fair.
Chain Supermarkets-A&P 13; Acme 5; Foodtown 12; Grand Union 3; Laneco 2; Pathmark 4; Shop-Rite 4.
Other Leading Stores & Chain Stores-Huffman-Koos; Mirons; Fabric Land; Firestone; Goodyear; B.F. Goodrich; Midas Muffler; Brick Church; Thom McAn; Florsheim; Shoe Town; Kinney; Hermans Sporting Goods; Toys R Us; Kids R Us.

14 - NEWSPAPERS: COURIER-NEWS (e) 50,268; (S) 50,150. Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Paul Haney, Adv. Dir., COURIER-NEWS, 1201 Route 22, Bridgewater, NJ 08807; Tel. (201) 722-8800.
National Representatives: Gannett National Newspaper Sales; U.S. Suburban Press; Publishers' Representatives of Florida.

BURLINGTON
See WILLINGBORO

CAMDEN-CHERRY HILL

1 - LOCATION: Camden County (In Philadephia, PA-NJ, PMSA). E&P Map A-4. Camden is County Seat, on Delaware River opposite Philadelphia. A port with 14.3 mi. of navigable water front. Industrial ctr.; On U.S. Hwys. 30, 130; State Hwys. 38, 41, 42, 70, 168, 295. Walt Whitman Bridge between S Phila. & Gloucester links with Penna. Tpke. via Schuylkill Expwy. Benjamin Franklin Bridge between Center City, Phila. and Camden. Betsy Ross Bridge between NE Phila. and Pennsauken, Rte. 130. The City of Camden is 58 mi. from Atlantic City; 34 mi. from Trenton; 83 mi. from Newark; 2 mi. from Philadelphia; 98 mi. from Baltimore; 135 mi. from Washington; 93 mi. to New York; 35 mi. to Wilmington.

2 - TRANSPORTATION: **Railroads**-Conrail; Patco High Speed line.
Motor Freight Carriers-244.
Intercity Bus Lines-Transport of New Jersey; Trailways.
Airlines-At Airport in Philadelphia.

3 - POPULATION:
Corp. Cities 80 Cen. 153,695; E&P 88 Est. 153,030
Camden 80 Cen. 84,910; E&P 88 Est. 82,355
Cherry Hill 80 Cen. 68,785; E&P 88 Est. 70,675
NDM-ABC: (80) 733,896
PMSA 80 Cen. 4,720,929; E&P 88 Est. 4,848,893
County 80 Cen. 472,165; E&P 88 Est. 504,546
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 50,059; E&P 88 Est. 53,456
Camden 80 Cen. 28,204; E&P 88 Est. 30,726
Cherry Hill 80 Cen. 21,855; E&P 88 Est. 22,730
County 80 Cen. 162,508; E&P 88 Est. 181,320
PMSA 80 Cen. 1,639,330; E&P 88 Est. 1,7[illegible]8,524
NDM-ABC: (80) 249,114

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	N.A.	N.A.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg., Durable Goods 3[illegible],800 (Av. Hrly. Wage $9.18); Mfg., Non Durable Goods 28,400 (Av. Hrly. Wage $10.60); Non-Mfg. 277,300.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-62; Summer 66-83; Fall 50-66; Winter 29-42.

11 - TAP WATER: Acid, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Districts**-Downtown shopping areas in Camden, Pennsauken, Haddonfield, Mt. Holly, Burlington, Woodbury, Glassboro.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Haddonfield	8	
Black Horse Pike(40)	5	Bradlees, JCPenney
Brooklawn(26)	8	K mart
Burlington	16	Sears, Strawbridge & Clothier
Cherry Hill Mall (113)	5	Macy's, Strawbridge & Clothier, JCPenney
Deptford Mall(130)		Sears, Macy's, Wanamaker's
Echelon Mall	10	Strawbridge & Clothier, JCPenney, Stern's
Moorestown Mall(85)	10	Wanamaker, Stern's, Sears
Stratford(14)	10	Clover
Westmont(34)	3	Clover, Super Fresh
Woodcrest(15)	9	Shop'n Bag
Airport Circle(4)	2	K mart

Principal Shopping Days-Dept. Stores-Thur., Fri., Sat., Food-Wed., Thur., Sat.
Stores Open Evenings-Dept.-Mon. to Sat.; Food-Tues. through Fri.; Shopping Ctrs.-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Strawbridge & Clothier 3; Macy's; Stern's; Wanamaker's; Ports.
Discount Stores-Clover Stores; K mart; Dry Goods; Bradlee's; Caldor; T.J. Maxx; Marshall's; Filene's Basement.
Specialty Stores-Charles David; Diane Furs; Zinman Furs; Lillian Albus; Town & Country; Fashion Bug; Lane Bryant; Country Set; Marianne; Loehmann's; Samar Fashions; Talbots; Marshalls.
Variety Stores-Ben Franklin; Woolworth; McCrory's.
Furniture Stores-Bellmawr; DiMona's; Doughertys'; Howard Hill; Menchel-McDonald; Nastasi's; Newman's Home Furnishings; Philmor; Ressa Bros.; Sullivan Furniture Co.; Robert I. Weir; Levitz; Levin's; Seamann's; Macy's.
Electrical Appliance Stores-Electrical Center; Hubbs Corner; Dee's; Pearlman's; Nastasi's; Moffa's; A B C Discount Appliances; American Appliances; Sam's Appliances; Silo; Shuman's; Crazy Eddie.
Chain Drug Stores-Lincoln; Quality 6; SupeRx; Thrift 8; Worner; Rite Aid; Eckerd; CVS; Drug Emporium; Cost Cutters.
Chain Supermarkets-Acme; Shop-Rite; Shop 'N Bag; Pathmark; SuperFresh; Talk of the Town; IGA; Save-A-Lot.
Corporate Chains-Frankford-Quaker; Thriftway; Perlof Bros.; 7-Eleven; Wa-Wa Markets; Plus Foods; AM-PM Mini Mart.
Other Chain Stores-Automotive: ADAP, Royal Auto, B.F. Goodrich, Firestone, Goodyear, Pep Boys, Rayco Auto Seat Cover Co., Midas Muffler Co., Rem Auto Supply, Aamco; Car Rentals: Hertz, Avis Rent-A-Car, Biddie Car & Truck Rental, Budget Rent-a-Car, Automotive Rentals, Inc.; Candy: Dairy Maid, Bayard's Chocolate Houses, Bowers Candies; Flooring: Best Tile Co., Allied Floor Covering, Tile City; General Merchandise: Singer Sewing Machines, Hanscom's Bakery, Kiddie Mart, Rickles; Jewelry: Zale's, Littmann's, Kellmer, Baily, Banks & Biddle, Merrill's, Tappins; Men's Apparel: Jack Lang, Jackman's, Dodd's, Jack King, Clothing Whse., Turl's, Mr. Good Buys, Builder's Square, Best Products, Men's Loft; Women's Apparel: Holly Stores, Joy Hosiery, Charming Shoppes, Fashion Bug, Marshall's; Metal Fences: Anchor Fence, Cyclone Fence; Paints: Buten Paints, Sherwin-Williams, M.A. Bruder & Son, DuPont, Dutch Boy, Benjamin Moore, Finnaren and Haley, Pittsburgh, Spred-Glidden, Martin Paint; Shoes: Martin, Baker's, A.S. Beck, Buster Brown, Father & Son, Florsheim, Hanover, Thom McAn, Burts, Chandler's, Regal, Flagg, Hardy, Shoe-Town; Fayva.

14 - NEWSPAPERS: COURIER-POST (e-mon to fri) 100,669; (m-sat) 95,139; (S) 100,308. Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: John E. Ziomek, Adv. Dir., COURIER-POST, 301 Cuthbert Blvd.; PO Box 5300, Cherry Hill, NJ 08034; Tel. (609) 663-6000.
National Representative: Gannett National Newspaper Sales.

CHERRY HILL
See CAMDEN

CLIFTON
See PASSAIC

ELIZABETH

1 - LOCATION: Union County (In Newark PMSA). E&P Map B-2, County Seat. 5 mi. S of Newark on N.J. Tpke., connecting with Holland and Lincoln Tunnels and George Washington Bridge. On Arthur Kill and Newark Bay; U.S. Hwys. 1, 9.

2 - TRANSPORTATION: **Railroads**-NJ Transit; Rahway Valley; Amtrak; Conrail.
Motor Freight Carriers-14.
Intercity Bus Lines-Green Flyer; Greyhound; Aro; Transport of N.J.; Safeway Trailways; Edwards Lake to Sea; Lincoln; Quaker City; American; Somerset.
Airlines-American; Eastern; Trans World; USAir; United; Aero; Flying Tiger; Slick; TWA; Pan Am; Delta; Piedmont; N.Y. Airways; World Airways; Continental.

3 - POPULATION:
Corp. City 80 Cen. 106,201; E&P 88 Est. 105,675
NDM-ABC: (80) 504,094
County 80 Cen. 504,457; E&P 88 Est. 497,404
PMSA 80 Cen. 1,879,244; E&P 88 Est. 1,878,010

4 - HOUSEHOLDS:
Corp. City 80 Cen. 38,878; E&P 88 Est. 40,714
County 80 Cen. 177,973; E&P 88 Est. 181,572
PMSA 80 Cen. 647,317; E&P 88 Est. 663,578
NDM-ABC: (80) 177,973

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	8	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 41,345

8 - GAS METERS: Residence 39,965

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Gas and Chem. 3,310; Pharmaceutical Prods. 9,768; Auto 5,206; Cookies 900; Electrical Equip. 3,700.

10 - CLIMATE: Av. Temp.-Spring 56; Summer 73; Fall 46; Winter 31. First killing frost, Oct. 30; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Half mile south from Penna. Railroad arch on Broad St. to Washington Ave. and same distance on Elizabeth Ave. from Broad St. to Scott Pl. and Route 27, E to Union Sq. Many fine stores on first blocks of most cross sts. off Broad St. E and W to Elizabeth Ave. and N of Elizabeth Ave. to W. Jersey St.
Neighborhood Shopping Centers-6 ctrs. throughout city. Neighborhood stores located near all residential sections.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cranford	4	
Linden	4	
Roselle(22)	3	Foodtown
Garwood	5	Medi-Mart
Menlo Park(86)	8	Macy's, Alexanders
Short Hills(140)	9	Bloomingdale's, Lord & Taylor, W&J Sloane, B. Altmans, Bonwit Teller
Woodbridge(121)	7	Steinbach, Hahne, A&S; Stern's, JCPenney

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Furniture-nightly (ex. Sat.); Other retail-Mon., Thur., Fri.

13 - RETAIL OUTLETS: **Variety Stores**-Newman's 3; Green; C. H. Martin; McCrory; K mart; Bradlees 3.
Discount Stores-Daffy Dan's; Shopper's World; Seaman's Furn.; Brick Church; Trader Horn.
Chain Drug Stores-Rite Aid 4; Shor's 2; Medi-Mart; CVS 4.
Chain Supermarkets-A&P 9; Pathmark 6; Foodtown 12; Shop-Rite 6; Acme 6; IGA.
Other Chain Stores-Thom McAn; Roth & Schlenger; Goodyear; Firestone; Fanny Farmer; Loft's; Adams Hats; Singer Co.; Canadian; General Nutrition; Father & Son; Shoe Town; Toys 'R' Us; Channel.

14 - NEWSPAPERS: JOURNAL (e) 30,193; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Ken Stark, Adv. Mgr., JOURNAL, 295 N. Broad St., Elizabeth, NJ 07207; Tel. (201) 354-5000.
National Representative: None.

HACKENSACK-BERGEN COUNTY

1 - LOCATION: Bergen County, E&P Map B-2 (In Bergen-Passaic PMSA), County Seat. On Hwys. 1, 3, 4, 9, 17, 46, 80. 8 mi. from New York; 9 mi. E of Paterson; 14 mi. N of Newark; Garden State Pkwy.; N.J. Tpke.

2 - TRANSPORTATION: **Railroads**-NJ Transit; Main/Bergen County; Pascack Valley Line.
Intercity Bus Lines-Academy Bus Tours; Community Bus; Carefree Bus; De Camp Bus Lines; NJ Transit Bus Operations; Hudson Transit (Shortline); Hudson Bus Corp.; Greyhound; Rockland (Red and Tan); Adirondack Trailways; Fairlawn Transportation; Leisure Line; Transit Charter Service.
Motor Freight Carriers-N.A.
Airlines-Emery; Federal Express (fght.); Purolator; Air National; Alfa Aero Freight; Teterboro Airport N.Y. and all airports.

3 - POPULATION:
Corp. City 80 Cen. 36,039; E&P 88 Est. 35,225
County 80 Cen. 844,758; E&P 88 Est. 854,153
MSA 80 Cen. 1,292,633; E&P 88 Est. 1,303,453
NDM-ABC: (80) 845,385
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 15,827; E&P 88 Est. 16,215
County 80 Cen. 300,410; E&P 88 Est. 316,881
MSA 80 Cen. 453,873; E&P 88 Est. 473,116
NDM-ABC: (80) 300,410

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	28	$10,131,199,000
Savings & Loan	28	$5,664,230,000
Savings	4	$1,634,168,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence County 288,743

8 - GAS METERS: Residence County 271,302

9 - PRINCIPAL INDUSTRIES: Manufacturing Industry, No. of Plants-Commercial Printing 184; Industrial Mach. 136; Commercial Lithographic Printing 134; Plastic Prod. 79; Book Pub. 41; Toilet Preparations 28; Pharmaceutical Preparations 25; Computer Peripheral Equip. 12.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 60-90; Fall 45-65; Winter 25-55. First killing frost, Oct. 1; last killing frost, Apr. 20.

11 - TAP WATER: Moderately alkaline, moderately soft; not fluoridated.

12 - RETAILING: **Principal Shopping District**-Garden State Plz., 122 Stores; Bergen Mall, 125 Stores; The Fashion Ctr., 28 Stores; Paramus Pk., Paramus, 123 Stores; Riverside Sq. Hackensack, 93 stores.
Additional Shopping Areas-Hackensack; Ridgewood; Tenafly; Bergenfield; Rutherford; Teaneck; Englewood; Fort Lee; Westwood; Cliffside Park; Paramus.
Neighborhood Shopping Areas-Municipality.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Garden State Plz.(122)	NA	Macy's, Hahne's JCPenney
Bergen Mall(125)	NA	Stern's, Steinbach, J.J. Newberry
Chestnut Ridge(24)	NA	Grand Union
Paramus Pk.(123)	NA	Abraham & Straus, Sears
Riverside Sq.(93)	NA	Bloomingdale's, Saks, Conrans
The Fashion Ctr.(28)	NA	B. Altman, Lord & Taylor
Mall At IV(31)	NA	Filene's Basement, Royal Silk
Caldor Ctr.(14)	NA	Caldor
Linwood Plz.(26)	NA	Foodtown
Mahwah Plz.(20)	NA	A&P
Fair Ridge(15)	NA	A&P
Urban Farms(21)	NA	
Park Ridge(11)	NA	A&P
Interstate(27)	NA	Foodtown, CVS
Rochelle Pk.(10)	NA	Shop-Rite
Allendale(16)	NA	A&P
Foster Vlg.(28)	NA	Grand Union
Closter Plz.(37)	NA	Woolworth's, K mart, Grand Union
Cresskill Plz.(19)	NA	King's Super Mkt.
Pascack Valley(21)	NA	Channel, Grand Union
Elmwood(15)	NA	Walgreens, Channel
Ramsey Sq.	NA	Bradlees, Channel
Saddle Brook Mall(21)	NA	Bradlees
Hackensack(7)	NA	Channel, Bradlees
Passaic County		
American Way Outlet Mall(33)	NA	
Styertowne Ctr.(28)	NA	Rowe-Manse
Willowbrook Mall(180)	NA	Macy's, Steinbach, Stern's, Sears
West Belt Mall(41)	NA	JCPenney, Fortunoff
Preakness(44)	NA	Sterns, Rickel
Wayne Hills(37)	NA	Meyer Bros., K mart, Savemart

Stores Open Evenings-Food & Dept. Stores, Bergen County Shpg. Ctrs. Mon. through Sat.; Passaic County Shpg. Ctrs. Mon. through Sun.

13 - RETAIL OUTLETS: **Department Stores**-County: Sears; Lord & Taylor; B. Altman; Macy's; Hahne's; Steinbach; Stern Bros.; Alexander's; Bloomingdale's; Saks Fifth Ave.; Abraham & Straus; Fortunoff; JCPenney.
Variety Stores-Woolworth; Newberry.
Discount Stores-Valley Fair; Bradlees; K mart; Caldors; Marshall's.
Chain Lumber/Hardware-Channel; Rickel; Kay's; Mr. Goodbuys; Pergament.
Chain Drug Stores-Genovese 4; Walgreens 2; Rite Aid 14; CVS 18; Drug Fair 2.
Chain Supermarkets-Acme 3; A&P 16; Grand Union 21; Kings 3; Shop-Rite 18; Foodtown 15; Pathmark 6; Fine Fair 2; C-Town; Packards.
Other Chain Stores-Apparel: Annie Sez, Bonds, Britches, Brooks Brothers, Clothes Barn, Daffy's, Field Brothers, Filene's Basement, Fred The Furrier, He Man Shops, Steven Korn Furs, MacHugh's, Mandee, National Brands Outlet, Roots, Royal Silk, Sealfon's, Ski Barn, Syms, Wallachs; Jewelry: Bailey Banks & Biddle, Barclay, Fortunoff, Jewelry Exchange, Littman, Marcus; Shoes: Baker's, Fayva, Florsheim, Thayer McNeil, Globe, Kinney, Knapp, Red Cross, Shoe Town, Thom McAn; Electronics/Appliances: Brick Church, Crazy Eddie, Sam Goody, Radio Shack, Savemart, Tops, Trader Horn, The Wiz; Furniture: Conran's, Dover, Huffman Koos, W.L. Landau, Levitz, Scandinavian Gallery, Seaman's; Misc: Toys R Us, Child World, Herman's Sporting Goods.

14 - NEWSPAPERS: RECORD (e-mon to fri) 154,646; (S) 231,756; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: John Kimball, V.P./Adv., RECORD, 150 River St., Hackensack, NJ 07601; Tel.(201) 646-4000; In NYC (212) 279-8484.
National Representative: Sawyer-Ferguson-Walker.

JERSEY CITY

1 - LOCATION: Hudson County (PMSA). E&P Map B-2. County Seat. Industrial, wholesale, residential & educational center. Occupies 14.65 square mi. on peninsula formed by Hudson River & Upper N.Y. Bay on E & S & Hackensack River & Newark Bay on W.

2 - TRANSPORTATION: **Railroads**-Journal Sq. Trans. Ctr.; Lehigh Valley; Hoboken Shore & Path.
Motor Freight Carriers-117.
Intercity Bus Lines-Inter City; Interstate; Transport of New Jersey; Hudson; Boulevard; North Blvd.; DeCamp; Lincoln; Greyhound; American; Safeway; Frank Martz; Royal Blue; Edwards Lakes to Sea; Domenico; Central Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 223,532; E&P 88 Est. 203,637
CZ-ABC: (80) 507,072
RTZ-ABC: (80) 420,104
County/PMSA 80 Cen. 559,556; E&P 88 Est. 544,794
City & RTZ-ABC: (80) 927,176
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 80,720; E&P 88 Est. 78,125
CZ-ABC: (80) 189,779
RTZ-ABC: (80) 160,112
County/PMSA 80 Cen. 207,857; E&P 88 Est. 207,011
City & RTZ-ABC: (80) 349,891

5 - BANKS	NUMBER	EST. DEP.
Savings	9	$2,451,650,000
Savings & Loan	15	$3,464,108,000
Commercial	21	$5,104,200,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: City Residence 196,512

8 - GAS METERS: City Residence 196,480

9 - PRINCIPAL INDUSTRIES: Metro Area-Container Port; Pharmaceutical Prods.; Lamps; Food Packing; Radio & TV Sets; Iron Prods.; Candy; Soap; Carbon; Chem.; Wearing Apparel; Paper Prods.; Auto & Aircraft Parts; Oil Ref. Equip.; Truck Terminal; Warehousing; Oil Refining; Fin./Ins.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-75; Summer 60-100; Fall 40-80; Winter 10-50.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hudson Plz.(40)	3	Toys 'R Us, Bradlees
Stadium Plz.(2)	4	Rickels, K mart, Pathmark
Harmon Meadows (34)	6	Annie Sez
Twin City Plz.(12)		Acme, McCrory
Channel Shoprite(3)	NA	Channel Lumber

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri., Mon.

13 - RETAIL OUTLETS: **Department Stores**-Sears.
Variety Stores-Woolworth; Grand; McCrory; Home Fair; Jupiter 2; Odd Lots 4.
Discount Stores-Bradlees; K mart 2; Wonder Store 4; C.H. Martin 4; TSS Seedman 2.
Chain Drug Stores-Rexall 5; Rite Aid 7; Drug Guild; Rite Way 12; Rock Bottom.
Chain Supermarkets-A&P 14; Shop-Rite 15; Food Town 7; Pathmark 3; Acme 3; Shelley's 2; IGA; Basics; Met 5.
Other Chain Stores-Parts Unlimited; Miles; Thom McAn; Rainbow; Singer Co.; Martin Paints; National Shoes; Midas; A.S. Beck; Kinney Shoes; Kay Jewelers; Lynn; Allied Radio Shack; Channel Co.; Shoe Town; Knapp; Fayva; Zale's Jewelers; Mandee; Rickels; Beauty Barn; Hit or Miss; GNC; Consumers; Trader Horn; Joyce Leslie; Brick Church Appliance; Modells; Annie Sez; Casual Woman; Lerner Shops.

14 - NEWSPAPERS: JERSEY JOURNAL (e) 57,774; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Alvin G. Schub, Adv. Dir., JERSEY JOURNAL, 30 Journal Sq., Jersey City, NJ 07306; Tel. (201) 653-1000.
National Representative: Newhouse Newspapers/ Metro Suburbia.

MIDDLETOWN
See RED BANK

MILLVILLE

1 - LOCATION: Cumberland County (In Vineland-Millville-Bridgeton PMSA), E&P Map B-5. Industrial ctr. On State Hwys. 47 and 49 at the head of navigation on the Maurice River 41 mi. from Philadelphia; 47 mi. from Atlantic City; 130 mi. from NYC.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-11.
Intercity Bus Lines-Public Service; Bridgeton; New Jersey Transit; Garden State Coachways.

3 - POPULATION:
Corp. City 80 Cen. 24,815; E&P 88 Est. 26,336
CZ-ABC: (80) 24,815
RTZ-ABC: (80) 13,170
County/PMSA 80 Cen. 132,710; E&P 88 Est. 135,929
City & RTZ-ABC: (80) 37,985

4 - HOUSEHOLDS:
City 80 Cen. 9,007; E&P 88 Est. 9,728
County/PMSA 80 Cen. 44,287; E&P 88 Est. 46,140
CZ-ABC: (80) 9,007
RTZ-ABC: (80) 4,071
City & RTZ-ABC: (80) 13,078

5 - BANKS	NUMBER	EST. DEP.
Savings	2	$53,000,000
Savings & Loan	2	$31,000,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 10,905

8 - GAS METERS: Residence 4,997

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Glass Mfg. 4,700; Textile Mfg. 600; Sand Mining 560; Airworks & Aircraft Repairs.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-63; Summer 62-83; Fall 45-66; Winter 22-24.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-10 blocks on High, Main and Broad Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cumberland Delsea(2)	6	Sears
Cumberland Mall(60)	NA	Bradlees, Wilmington Dry Goods, Pathmark

Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Dept.-Fri. Food-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Fath's.
Variety Stores-Woolworth; K mart.
Chain Drug Stores-Rite Aid.
Chain Supermarkets-Acme; Pathmark; Thriftway; IGA.
Other Chain Stores-Endicott-Johnson (shoes); Diana Shop; Goodyear; Firestone.

14 - NEWSPAPERS: DAILY (e) 6,330; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Tony Marromi; Adv. Dir., DAILY, 22 E. Vine St., Millville, NJ 08332; Tel. (609) 825-3456.
National Representative: Gannett National Newspaper Sales.

MORRISTOWN

1 - LOCATION: Morris County (In Newark PMSA). E&P Map B-2, County Seat. Manufacturing & education center.

2 - TRANSPORTATION: **Railroads**-Morristown & Erie; NY, Susquehanna & Western; Conrail; County of Morris Railroad.
Motor Freight Carriers-1.
Intercity Bus Lines-Morristown; Public Service; De-Camp.

3 - POPULATION:
Corp. City 80 Cen. 16,614; E&P 88 Est. 17,190
NDM-ABC: (80) 359,857
PMSA 80 Cen. 1,879,244; E&P 88 Est. 1,878,010
County 80 Cen. 408,537; E&P 88 Est. 449,199

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,534; E&P 88 Est. 6,971
County 80 Cen. 131,820; E&P 88 Est. 149,775
PMSA 80 Cen. 647,317; E&P 88 Est. 663,578
NDM-ABC: (80) 117,051

5 - BANKS	NUMBER	DEPOSITS
Savings	28	$1,169,355,000
Savings & Loan	55	$1,782,869,000
Commercial	132	$3,114,664,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 137,348

8 - GAS METERS: Residence 24,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Public Trans./Public Util. 5,232; Pharmaceutical & Chem. Prods. 9,442; Printing 1,281; Constr. 570; Rubber 1,314; Food 4,129; Paper 1,547; Engin. 2,891.
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-75; Summer 60-97; Fall 32-80; Winter 28-50. First killing frost, Oct.; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Midtown(9)	NA	A&P
Baldwin Manor(11)	NA	Baldwin Phcy., Foodtown
Troy(19)	NA	Pathmark, K mart
Morris County Mall(77)	3	Bradlees, Stop & Shop
Rockaway Town Sq.(204)	16	Macy's, Sears, JCPenney

Principal Shopping Days-Fri., Wed., Sat.
Stores Open Evenings-Wed., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Macy's; M. Epstein; Sears; JCPenney; Salny Brothers.
Discount Stores-Jamesway; Rockaway Sales 2; K mart; Bradlees; Caldors.
Variety Stores-Woolworth.
Chain Drug Stores-Thrift; CVS; Drug Fair; Rite Aid.
Chain Supermarkets-A&P 6; Acme 2; Pathmark 4; Foodtown 7; Shop Rite 11; Kings 2.

14 - NEWSPAPERS: RECORD (m) 58,049; (sat) 54,908; (S) 70,285; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Kevin F. Walsh, Adv. Dir., RECORD, 629 Parsippany Rd., Parsippany, NJ 07801; Tel. (201) 428-8900.
National Representative: Landon Associates.

NEW BRUNSWICK

1 - LOCATION: Middlesex County (In Middlesex-Somerset-Hunterdon PMSA). E&P Map B-3, County Seat, industrial and educational center, 32 mi. from New York City; 25 mi. from Trenton. Skirted by U.S. Hwy. 1; State Hwy. 27; Lincoln Hwy., New Jersey Tpke., Rt. 287.

2 - TRANSPORTATION: **Railroads**-Conrail; N.J. Transit.
Motor Freight Carriers-71.
Water-Raritan River.
Intercity Bus Lines-Transport of N.J.; Continental Trailways; Suburban; Greyhound; Middlesex; Star.

3 - POPULATION:
Corp. City 80 Cen. 41,442; E&P 88 Est. 41,585
CZ-ABC: (80) 189,428
RTZ-ABC: (80) 206,086
County 80 Cen. 597,276; E&P 88 Est. 647,207
City & RTZ-ABC: (80) 395,514
PMSA 80 Cen. 888,636; E&P 88 Est. 974,436
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,244; E&P 88 Est. 14,265
County 80 Cen. 196,708; E&P 88 Est. 219,685
CZ-ABC: (80) 63,544
RTZ-ABC: (80) 66,229
City & RTZ-ABC: (80) 129,773
PMSA 80 Cen. 292,591; E&P 88 Est. 330,892

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$607,284,000
Savings & Loan	11	$471,290,000
Commercial	13	$1,603,440,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 17,090

8 - GAS METERS: Residence 14,670

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Pharmaceuticals 4,830; Medical Goods 3,210; Elect. 2,160; Apparel 4,830; Trans. 3,840.

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-93; Summer 44-95; Fall 25-84; Winter 6-61. First killing frost, Oct. 20; last killing frost, Apr. 18.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brunswick(26)	2	Caldor, Grand Union, Woolworth
Brunswick Sq.(85)	5	Macy's, JCPenney, McCrory's
Kilmer Plz.	4	Acme, Save-on Drugs, Tops Appliance
Menlo Park Mall(80)	5	Alexander's, Macy's
Middlesex Mall(58)	15	Pathmark, Stern's, K mart
MidState Mall(27)	4	Best, Plum, Shop-Rite, Newberry's
Village Green(27)	7	He-Man Shop
Woodbridge Ctr. (233)	11	Abraham & Straus, Stern's, JCPenney, Hahnes, Steinbach
Rutgers(13)	3	K mart, Foodtown, Thrift Drug
Market Place(14)	10	Great Factory Clothing Outlet
Sayrewoods(25)	12	Channel, JCPenney
Shoppers(24)	4	Foodtown, Loehman's, Toys 'R Us
Bradlee's E.B.(4)	4	Bradlees, Channel, T.J. Maxx, Hermann's
Bradlees, No. Brunswick(5)	2	Bradlees, A&P
American Mall(8)	4	Crazy Eddie, Eyelab
Hadley Ctr.(26)	8	Caldor's, CVS, Foodtown
Quakerbridge Mall (142)	15	Macy's, Hahne's, Sears, JCPenney
Sears Center	2	Sears
Route 18 Ctr.	7	The Wiz, Kids R' Us, The Gap, Conran's
Princeton Market Fair(24)	17	Cohoes Super Sports
Princeton Forrestal Vlg.	17	Ralph Lauren Polo Shop
Fashion Plz.(70)	2	Pergament, Burlington Coat Factory, Brick Church
Wick Plz.	3	Pathmark, Annie Sez
Bridgewater Commons	13	Macy's, Hahne's

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Most Mon. through Fri.; some on Mon. & Thur. only.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Hahne's; Macy's; Alexander's; Steinbach; Abraham & Straus; Sterns; Bradlees.
Variety Stores-Newberry; McCrory; Woolworth.
Discount Stores-Channel; Rickel; K mart; Pergament 2; Caldor; Mr. Goodbuys; Jamesway.
Chain Drug Stores-Drug Fair 3; Sav-On; Walgreens; Rexall; Sunray 2; Thrift; Pathmark; Mandell's; Rite Aid; Metro Drugs.
Chain Supermarkets-A&P 7; Shop-Rite; Foodtown 6; Acme; Pathmark; Mayfair 3, Grand Union.
Other Chain Stores-Shoes: Thom McAn, National A.S. Beck, Miles, Kinney, Florsheim, Selby, Baker's, Hush Puppy, Knapp, Shoe Town, Dollar Discount, Naturalizer, Regal; Clothing: Bond, Rogers, Wallachs, Fashion Bug, Brooks, The Limited, The Gap, Chess King, Lane Bryant; Auto Supplies: Firestone, Lee Miles, Midas, Rayco, Atlas, Aamco, 1001 Auto, Auto-Rite, R&S Auto, Goodyear; Misc.: Singer Co., Zales, Weiss & Lambert.

14 - NEWSPAPERS: HOME NEWS (e) 58,632; (S) 71,068; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Steve Ward, Natl. Adv. Mgr., HOME NEWS, 123 How Lane; PO Box 551, New Brunswick, NJ 08903; Tel. (201) 246-5604.
National Representative: Sawyer-Ferguson-Walker.

NEWARK

1 - LOCATION: Essex County (In Newark PMSA). E&P Map B-2, County Seat. Industrial, wholesale and retail center on U.S. Hwys. 1, 9, 22; State Hwys. 21, 24, 25, 27, 78, 82, 280, N.J. Tpke. & linked with Garden State Pkwy.

2 - TRANSPORTATION: Railroads-NJ Transit; Central of New Jersey; Erie-Lackawanna; Hudson & Manhattan (passenger).
Motor Freight Carriers-30.
Intercity Bus Lines-Public Service; Trailways; Greyhound; American; De Camp; Borough; N.Y. & Long Branch; Somerset; Martz; Consolidated Shore.
Airlines-USAir; American; Delta; Eastern; TWA; United; NY Air; Continental; Pan Am; Piedmont; World Airways; People Express; Northwest Orient.

3 - POPULATION:
Corp. City 80 Cen. 329,248; E&P 88 Est. 291,804
CZ-ABC: (80) 1,003,370
RTZ-ABC: (80) 4,224,906
County 80 Cen. 849,309; E&P 88 Est. 805,100
PMSA 80 Cen. 1,879,244; E&P 88 Est. 1,878,010
City & RTZ-ABC: (80) 5,228,276

4 - HOUSEHOLDS:
City 80 Cen. 110,912; E&P 88 Est. 105,574
County 80 Cen. 299,934; E&P 88 Est. 291,049
PMSA 80 Cen. 647,317; E&P 88 Est. 663,578
CZ-ABC: (80) 355,706
RTZ-ABC: (80) 1,454,690
City & RTZ-ABC: (80) 1,810,396

5 - BANKS	NUMBER	DEPOSITS
Savings	11	$1,350,000,000
Savings & Loan	88	$1,840,000,000
Commercial	16	$50,229,000,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: 324,991

8 - GAS METERS: County 343,974

9 - PRINCIPAL INDUSTRIES: Estimated No. of Employees, Essex, Union & Morris Counties-Prim. Metal Ind. 10,700; Fab. Metal Prods. 21,300; Mach. (ex. Elect.) 25,500; Elect. Mach. 38,500; Trans. Equip. 10,800; Instruments & Rel. Prod. 4,500; Other Durable Goods 19,900; Food & Kindred Prods. 22,000; Textile-Mill Prods. 3,400; Apparel & Textile Prods. 14,600; Paper & Prods. 6,600; Printing & Publishing 11,700; Chem. & Prods. 34,100; Rubber & Plastic Prods. 9,200; Leather & Prods. 4,000; Other Nondurable Goods 3,400; Mining 900; Constr. 28,400; Trans. & Pub. Util. 110,900; Whol. & Ret. Trade 136,200; Fin., Ins. & R.E. 48,400; Service & Misc. 110,900; Gov't 85,200.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 60-90; Fall 45-65; Winter 20-40. First killing frost, late Oct.; last killing frost, early Apr.

11 - TAP WATER: Alkaline, soft to medium.

12 - RETAILING: Downtown Shopping Areas-Newark; Livingston; Montclair; Orange; Plainfield; Morristown; Summit; Irvington; East Orange; Elizabeth; Dover; Madison; Maplewood; Westfield; Union; Bloomfield; Somerville.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
In Essex Co.:		
The Common(24)	NA	Lane Bryant
Livingston(127)	NA	Bamberger's, Sears, Hahne's, Epsteins
Oakwood Mall(6)	NA	Kings
The Mall, Short Hills (140)	NA	Bloomingdale's, Abraham & Straus, Bonwit Teller, B. Altman
Pilgrim Plz.(15)	NA	Newberry, Sav-on Drug
Essex Mall(17)	NA	Marshall's, Stop & Shop
West Caldwell(27)	NA	A&P
Essex Green(42)	NA	Woolworth, Shop-Rite
In Morris Co.:		
Dover(30)	NA	Woolworth, JCPenney JCPenney
Morris Co. Mall(77)	NA	Bradlees, JCPenney, Stop & Shop
Morris Hill Plz.(5) Plz.(5)	NA	Rexall Drug, Sherwin-Williams
Rockaway Town Sq.(150)	NA	Bamberger's, Hahne's, Sears, JCPenney
In Union Co.:		
Murry Hill Sq.(45)	NA	
Parkway Plz.	NA	Grand Union, Kresges

Outside Metro Area-Bergen Mall, Paramus; Menlo Park; Blue Star, Watchung; East Brunswick, Woodbridge, Eatontown, Valley Fair constitute a shpg. ctr. in themselves, in Somerset County. A 15 mi. shpg. strip along Rt. 22, 40 stores.
Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Wed., Fri. Food-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-(Metro Area)-Bamberger's; Steinbach's; Hahne's; Sears; Bloomingdale's; B. Altman; Abraham & Straus; JCPenney; Sterns.
Discount Stores-Carr's; J.M. Fields; Newberry; Rickel Bros.; Valley Fair; Channel; K mart; Bradlees; Caldor.
Chain Drug Stores-Rubin Bros. 6; Weisbard Bros. 2; Thrift Drug; Sav-on; CVS; Medi-Mart; Schwartz; Rite Aid 2; Winsor; Angelo 2.
Chain Supermarkets-A&P; Acme; Food Fair; Finast; Grand Union; Shop-Rite; Foodtown; King's; Valley Fair; Pathmark.
Other Leading Stores-Canadian Fur; Loft's Candy; McCrory; Lerner's; Woolworth; Bond's; Wallach's; A.S. Beck; Howard Clothes.
Suburban-B. Altman; Lord & Taylor; Saks Fifth Ave.; Franklin Simon; Huffman-Koos; Harrison Bros.; Marshall's; M. Epstein; Teppers; Wiss Jewelers; Levitz.

14 - NEWSPAPERS: STAR LEDGER (m-mon to fri) 460,117; (m-sat) 413,330; (S) 671,058; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Fred Marks, Gen. Adv. Mgr., STAR LEDGER, 1 Star Ledger Plaza, Newark, NJ 07101; Tel. (201) 877-4141.
National Representatives: Newhouse Newspapers/Metro Suburbia.

NEWTON

1 - LOCATION: Sussex County, (In Newark PMSA); E&P Map A-2, County Seat. Recreation, agricultural, manufacturing NW portion of state. 58 mi. NW of NYC; 48 mi. NW of Newark.

2 - TRANSPORTATION: Railroads-2 (Freight).
Motor Freight Carriers-15.
Intercity Bus Lines-Lakeland.
Airports-4, plus 1 Heliport.

3 - POPULATION:
Corp. City 80 Cen. 7,748; E&P 88 Est. 7,650
NDM-ABC: (80) 125,421
County 80 Cen. 116,941; E&P 88 Est. 126,307
PMSA 80 Cen. 1,879,244; E&P 88 Est. 1,878,010
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,995; E&P 88 Est. 2,605
County 80 Cen. 37,221; E&P 88 Est. 41,182
NDM-ABC: (80) 40,313
PMSA 80 Cen. 647,317; E&P 88 Est. 663,578

5 - BANKS	NUMBER	EST. DEP.
Commercial	8	$844,914,000
Savings & Loan	8	$268,711,000
Credit Union	1	$3,013,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: County 48,541

8 - GAS METERS: County 9,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Gov't & Educ. 1,000 ($400); Retailers & Service 600 ($280); Professional & Staff 500 ($400); Mfg. & Fabrics 300 ($265).
Principal Industrial Pay Day-Wed.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-80; Summer 45-90; Fall 26-60; Winter 0-45.

11 - TAP WATER: Neutral to alkaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Clinton St.(10)	NA	Rockaway Sales
Spring St.(49)	NA	Shelby's
Ames/Big N(12)	NA	Ames/Big N Shepards Fashions
Sussex County Mall(8)	NA	A&P
Newton	NA	Shop-Rite
Sparta Centre(12)	NA	Acme
Franklin(7)	NA	Shop-Rite
Tri-States(10)	NA	Jamesway
Vernon(8)	NA	A&P
Gristmill(6)	NA	A&P
Wantage(3)	NA	Foodtown

Principal Shopping Days-Mon., Thur., Fri., Sun.
Stores Open Evenings-Ames/Big N; Jamesway; A&P; Acme; Grand Union; Foodtown; Rockaway Sales; Shelby's; Shop-Rite.
Stores Open Sundays-Ames/Big N; A&P; Acme; Grand Union; Shop-Rite; Shepards; Jamesway; Foodtown; Rockaway Sales; Shelby's; Sanders.

13 - RETAIL OUTLETS: Department Stores-Shelby's.
Discount Stores-Jamesway; Rockaway Sales; Ames/Big N.
Variety Stores-R.J. Mars.
Chain Drug Stores-Thrift; Rite Aid; Genovese.
Chain Food Stores-A&P 5; Acme 2; Grand Union 3; Shop-Rite 3; Foodtown.

14 - NEWSPAPERS: HERALD (e-mon to fri) 17,864; (S) 25,245; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Patricia Hruby, Adv. Mgr., HERALD, 2 Spring St.; PO Box 10, Newton, NJ 07860; Tel. (201) 383-1500.
National Representatives: Landon Associates; U.S. Suburban Press.

PASSAIC-CLIFTON

1 - LOCATION: Passaic County (In Bergen-Passaic PMSA). E&P Map B-2. Industrial center. 12 mi. W of New York; 9 mi. N of Newark. On U.S. Hwy. 46; State Hwys. 3, 21.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-74. Transfer point, train to truck deliveries. Carriers unloaded for truck delivery to N.Y. City, Long Island & Westchester.
Intercity Bus Lines-Manhattan; Inter-City; De-Camp; Greyhound; Public Transport of N.J.
Airlines-At Teterboro Airport-915 acres; 5,000 ft. x 100 ft. runways; 13 hangars; Heliport service to midtown NYC and N.Y. airports. Passenger service at Newark Airport, all airlines (8 mi.).

3 - POPULATION:
Corp. Cities 80 Cen. 126,851; E&P 88 Est. 122,892
Passaic 80 Cen. 52,463; E&P 88 Est. 51,457
Clifton 80 Cen. 74,388; E&P 88 Est. 71,435
NDM-ABC: (80) 1,217,346
County 80 Cen. 447,875; E&P 88 Est. 449,300
PMSA 80 Cen. 1,292,633; E&P 88 Est. 1,303,453
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 48,048; E&P 88 Est. 47,745
Passaic 80 Cen. 19,161; E&P 88 Est. 19,475
Clifton 80 Cen. 28,887; E&P 88 Est. 28,270
County 80 Cen. 153,463; E&P 88 Est. 156,235
NDM-ABC: (80) 424,193
PMSA 80 Cen. 453,873; E&P 88 Est. 473,116

5 - BANKS (PMSA)	NUMBER	DEPOSITS
Commercial	45	$9,535,450,000
Savings & Loan	47	$6,826,264,000
Mutual Savings	8	$1,498,377,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: PMSA 477,170

8 - GAS METERS: PMSA 512,179

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Fab. Metals 5,300; Non-elect. Mach. 5,400; Elect. Mach. 11,400; Other Durable Goods 6,700; Food 3,200; Printing & Pub. 3,400; Chem. 10,600; Rubber 4,000; Other Nondurable Goods 16,200; Constr. 5,500; Trans. & Util. 6,500; Trade 42,000; Fin., Ins., R.E. 9,300; Servs. 29,000; Gov't 2,800.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-59; Summer 66-85; Fall 46-66; Winter 24-39.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Heavy traffic to all parts of Paterson-Clifton-Passaic Metro area as well as Newark and New York.
Shopping Centers-Passaic-Clifton: Main Ave. & Intersecting Sts.; Clifton-Allwood Shpg. Ctr.; Clifton Plz. Shpg. Ctr.; Elmwood Shpg. Ctr.; Garden State Plz.; Styertowne & Bergen Mall; Preakness; Willowbrook; Fashion Ctr.; Paramus Park; West Belt Mall; Riverside Sq.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Preakness(42)	NA	Sterns
Elmwood(15)	5	Walgreens, Grand Union, K mart
Fashion Center	10	Lord & Taylor, Altmans, W.J. Sloane
Garden State Plaza(120)	5	Macy's, JCPenney
Styertown(32)	2	Grand Union, Rowe Manse
Bergen Mall(7[illegible])	6	Steinbach's, Sterns
Willowbrook(175)	9	Macy's, Sears, Sterns, Steinbach's
Paramus Park(117)	7	Sears, A&S, Fortunoff
Clifton Plaza	3	Acme, Channel
West Belt Mall(37)	9	JCPenney, Fortunoff
Riverside Sq.(90)	7	Saks, Bloomingdale's
Wayne Hills(32)	6	Meyer Brothers

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. through Fri. Closed Sun. in Bergen County; open Sun. in Passaic County.

13 - RETAIL OUTLETS: Department Stores-Alexander's; B. Altman; Macy's 2; Bloomingdale's 3; Canadian Furs; Fortunoff; Meyer Bros.; Steinbach's 2; JCPenney 2; Sears 4; Sterns 4; Lord & Taylor; J.M. Towne; The Fair; A&S; Saks; Marshall's; Caldor 30.
Discount Stores-K mart; National Family Stores; Bradlees.
Variety Stores-McCrory; Woolworth.
Chain Drug Stores-Walgreens; Rite Aid; Medi-Mart; CVS; Drug Fair; Genovese.
Chain Supermarkets-A&P 7; Shop-Rite 4; Grand

Union 7; Acme Super Saver 2; Pathmark 5; Foodtown 10.
Other Chain Stores-Shoes: Burts, Red Cross, Regal, Miles, Thom McAn, Chandler's, Florsheim, Selby, Bostonian, Stenchever, Baker; Clothing: Bond, Rogers, Wallach's, Lane Bryant, Canadian; Auto Supplies: Firestone, Uniroyal, Goodrich, R&S, Pep Boys, Goodyear, Scott, General Auto, Midas, Stern's Auto, Western Auto, Garden State Tire; Others: Trader Horn, Radio Shack, Singer Co., Prince Range, Channel Lumber, Rickel Bros., Siperstein, Best Bros. Paints; Jewelry: Littman's, Wiss, Corbo's, Marcus, Zale's; Furniture: Castro, Huffman-Koos 3, W&J Sloane, Dover, Bograd Bros., National, Levitz, Faber Bros., Seaman's, Barney's.

14 - NEWSPAPERS: HERALD-NEWS (m) 79,647; (S) 54,767; Mar. 26, 1988 ABC.

Local Contact for Advertising and Merchandising Data: Tom DiChiara, Adv. Dir., HERALD-NEWS, 988 Main Ave.; PO Box 1019, Passaic, NJ 07055; Tel. (201) 365-3000; In NYC (212) 594-6310.
National Representative: None.

PERTH AMBOY-WOODBRIDGE

1 - LOCATION: Middlesex County. (In Middlesex-Somerset-Hunterdon PMSA); E&P Map B-3. Suburban-Industrial Area. At the mouth of Raritan River, SW of NYC; 18 mi. S of Newark, 11 mi. E of New Brunswick. On U.S. Hwys. 1, 9, I-287 & I-95; State Hwy. 35; New Jersey Tpke.; Garden State Pkwy.

2 - TRANSPORTATION: **Railroads**-Amtrak; NJ Transit.
Intercity Bus Lines-Transport of NJ; Marathon; Hudson; Suburban.
Motor Freight Carriers-43.
Airlines-Almost all at Newark Airport.

3 - POPULATION:
Corp. Cities 80 Cen. 129,025; E&P 88 Est. 134,812
Perth Amboy 80 Cen. 38,951; E&P 88 Est. 39,371
Woodbridge 80 Cen. 90,074; E&P 88 Est. 95,441
County 80 Cen. 597,276; E&P 88 Est. 647,207
NDM-ABC: (80) 356,869
PMSA 80 Cen. 888,636; E&P 88 Est. 974,436
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 42,914; E&P 88 Est. 46,279
Perth Amboy 80 Cen. 13,617; E&P 88 Est. 14,348
Woodbridge 80 Cen. 29,297; E&P 88 Est. 31,931
County 80 Cen. 196,708; E&P 88 Est. 219,685
NDM-ABC: (80) 118,421
PMSA 80 Cen. 292,591; E&P 88 Est. 330,892

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	1	$425,000,000
Savings & Loan	5	$250,000,000
Commercial	3	$300,000,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 44,217.

8 - GAS METERS: Residence 47,111.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Precious Metals 1,000 ($500); Oil Ref. 250 ($450); Ceramicware 512 ($350); Packing 495 ($300); Wearing Apparel 3,000 ($225); Major Appliances, Steel Making 500 ($400); Service Related; Fin., Legal, etc.
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 57-92; Fall 35-84; Winter 12-60.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-12 blocks on Smith St.; 4 on Madison Ave.; 3 on State St.; 3 on New Brunswick Ave.; Menlo Park; Sayreville; Carteret; Woodbridge Ctr.
Neighborhood Shopping Centers-3 blocks on Outer Smith St.; 3 on Amboy Ave.; 4 on Hall Ave.; Woodbridge 3 on Main St.; Metuchen 3 on Main St.; Edison; South Amboy; Keyport; Matawan.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Woodbridge(256)	2	A&S, Stern's, Steinbach's, JCPenney, Hahnes
Menlo Park(86)	6	Macy's, Alexander's
Sayre Woods(38)	8	JCPenney
South Amboy	8	
Middlesex Mall(17)	12	Pathmark, K mart, Stern's
Oakwood Plz.	NA	Marshall's, Drug Fair

Principal Shopping Days-Thur., Fri., Sat., Sun.
Most Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-Macy's; Alexander's; JCPenney; Abraham & Straus; Steinbach's; Sterns; Marshall's; Hahnes.
Variety Stores-Woolworth; McCrory; Mickey Finn.
Discount Stores-Bradlees, K mart, Caldor, Service Mdse.; Consumers Distributing.
Chain Drug Stores-Sav-On; Walgreens; Drug Fair; Pathmark; Thrift; Rite Aid; CVS.
Chain Supermarkets-A&P 16; Foodtown 16; Acme 11; Grand Union 2; Shop-Rite 7; Pathmark 3; Discount Food 2.
Other Chain Stores-Shoes: Knapp, A.S. Beck, Baker, Chandler, National, Kinney, Father & Son, Thom McAn, Shoetown 2, Fayva; Auto Supply: R&S, Auto-Rite, Western Auto; Clothing: Lerner's, Rogers, Wallachs, Bond, Canadian Fur, Field Bros., Candy: Loft, Barracini; Furniture: Seamann's, Levitz; Scandinavian Galleries; This End Up.

14 - NEWSPAPERS: NEWS TRIBUNE (e-mon to fri) 50,063; (S) 48,768; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Lou Stancampiano, Adv. Mgr., NEWS TRIBUNE, One Hoover Way, Woodbridge, NJ 07095; Tel. (201) 442-0400.
National Representative: Sawyer-Ferguson-Walker.

PHILLIPSBURG
See EASTON, PA

RED BANK-MIDDLETOWN-SHREWSBURY

1 - LOCATION: Monmouth County (In Monmouth-Ocean PMSA). E&P Map C-3. Trading center (427 square mi. area); on Shrewsbury-Navesink River and Garden State Pkwy. and State Hwys. 34, 35, 36; 40 mi. S from New York City; 45 mi. from Trenton.

2 - TRANSPORTATION: **Railroads**-Conrail (freight & passenger).
Motor Freight Carriers-All Met.
Intercity Bus Lines-North & South Jersey Bus Co.; N.Y. Keansburg-Long Branch, Asbury Park-N.Y. Transit; Boro Buses; Rollo Transit; Daily Tpke. Express Service to N.Y. & Newark.
Airlines-Commercial & Flight Schools; Air Taxi Service to Newark, Kennedy and LaGuardia Airports; Colt's Neck Airport; Monmouth Airport, Wall Township; Preston Airport, Marlboro; Deep Run Aviation, Marlboro; Gibson Air Academy, Neptune; Lakewood.

3 - POPULATION:
Corp. Cities 80 Cen. 77,567; E&P 88 Est. 88,736
Red Bank 80 Cen. 12,031; E&P 88 Est. 12,429
Middletown 80 Cen. 62,574; E&P 88 Est. 73,441
Shrewsbury 80 Cen. 2,962; E&P 88 Est. 2,866
County 80 Cen. 504,488; E&P 88 Est. 543,574
PMSA 80 Cen. 852,966; E&P 88 Est. 953,967

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 24,744; E&P 88 Est. 28,011
Red Bank 80 Cen. 4,908; E&P 88 Est. 5,142
Middletown 80 Cen. 18,841; E&P 88 Est. 21,941
Shrewsbury 80 Cen. 995; E&P 88 Est. 928
County 80 Cen. 170,130; E&P 88 Est. 191,528
PMSA 80 Cen. 298,434; E&P 88 Est. 349,329

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings, Commercial, Savings & Loan	149	N.A.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Res./County 189,815.

8 - GAS METERS: Residence 120,000.

9 - PRINCIPAL INDUSTRIES: Electronics; Education; Army Signal School; Naval Ammunition Depot; Cosmetics; Race Horse Breeding; Apparel; Paper Prods.; Constr.; Electric Mach. Equip.; Lumber Equip.; Fab. Metal Prods.; Instruments; Lumber & Wood Prods.; Printing & Pub.; Boats; Soft Drinks; Medical Equip.; Real Estate; Whol. & Ret. Nurseries; Fruits; Poultry; Dairying; Trucking & Farming; Perfumes; Securities Trading.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-58; Summer 63-81; Fall 47-64; Winter 26-42. First killing frost, Oct. 25; last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Neighborhood Shopping Areas**-Shrewsbury, Red Bank, Atlantic Highland, Keyport, Fair Haven, Little Silver, Middletown, Hazlet, Matawan, Colts Neck, West Long Branch, Lincroft, Ocean.
Shopping Centers (County)-Eatontown; Monmouth Mall; Seaview; Square Shopping Mall; Ocean Township; Shrewsbury-Market Place; Shrewsbury Plaza; Holmdel Plaza; Union Square.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Red Bank(175)	3	Steinbach, Foodtown
Monmouth(145)	6	Macy's, A&S, JCPenney, Hahnes
Middletown(100)	6	A&P, Sears, Channel, Bradlees
Lincroft(5)	3	Acme
Little Silver(11)	2	A&P
Fair Haven	3	Acme
Hazlet(16)	12	K mart, Pergament, Service Mdse., Rickel's
Middlebrook(20)	5	Food Town, Channel
Marlboro	5	A&P
Matawan	14	Nichols Discount City, Drug Fair
Seaview Sq.(140)	7	Sterns, Sears, Steinbach
Eatontown	1	Rickels, A&S, Macy's, Hahne's
Colts Neck Towne Shoppes	6	
Shrewsbury Plz. (15)		Marshalls, CVS, Acme
W. Long Branch(6)	5	Shop Rite, A&P, K mart

Principal Shopping Days-Wed., Sat.
Stores Open Evenings-Food, drug, service, retail.

13 - RETAIL OUTLETS: **Department Stores**-Macy's, A&S; Steinbach; Sterns; JCPenney; Consumers Dist. Co.; Hahne's; Sears; Caldor; Service Mdse.; Arthur's; Best.
Variety Stores-Prown's; Windsor; 5 J's; Franklen Stores; Jo-Ro Inc.; L & S; West End; Deal; Woolworth.
Discount Stores-Bradlees; K mart; Thrifty Cut Rate; Marshalls; Annie Sez; Best Products; Market Place; Kinkel's; Cost Cutters; Burlington Coat Factory.
Chain Drug Stores-Genovese; Grand Union; CVS; Pathmark; Rite Aid; Shop Rite; Sun-Ray; Thrift; Family Pharmacy.
Chain Supermarkets-A&P 12; Acme 8; Foodtown 14; Grand Union 6; Pathmark 3; Shop Rite 10; Foodland 3; 7-Eleven 11; Cumberland Farms; Krauszers; Welsh's.
Other Chain Stores-Auto: Rite Auto, Goodyear, Pep Boys, Firestone, Star Auto, Western Auto; Clothing: Roots, Bond, Braddock's, Natelson's, Lerner's, Ormond, Red Bank Youth Center, Oliver's Kids, Lady of Fashion Maternity Boutique, Lane Bryant; Shoes: Postur-Line, A.S. Beck, Baker's, Duane's, Florsheim, Hanover, Buster Brown, Kinney, Thom McAn, Naturalizer, Nunn-Bush, Shoe-Town, Melco, Feet First, Stride-Rite; Miscellaneous: Huffman-Koos, Castro Convertible, Fanny Farmer, Loft's, Alpines, Bargainland, Rickels, Channel, Kresge, Baskin-Robbins, Friendly Ice Cream, Buxton's, Four Seasons Gift Shop, Littman's Jewelers, Sherwin-Williams Paints, Singer Co., Paint-N-Place, Reed's Jewelers, Halle & Stieglitz, Canadian Furs, Pearle Vision Ctr., Pergament, Tool-A-Thon, Flowertime, Sam Goody, Crazy Eddie.

14 - NEWSPAPERS: THE REGISTER (mS) 18,759; sworn Oct. 1, 1987.

Local Contact for Advertising and Merchandising Data: Dick Polity, Group Adv. Dir., THE REGISTER, One Register Plaza, Shrewsbury, NJ 07701; Tel. (201) 542-4000.
National Representatives: Landon Associates.

SALEM

1 - LOCATION: Salem County (In Wilmington, DE-NJ-MD-PMSA), E&P Map A-5, County Seat. Manufacturing & agricultural center; SW portion of state. Historical City, 34 mi. SW of Philadelphia; on State Hwys. 49, 45, 5 mi. S of I-295, U.S. Hwy. 40 N.J. Turnpike.

2 - TRANSPORTATION: **Railroads**-Conrail.
Intercity Bus Lines-Transport of New Jersey.
Motor Freight Carriers-19.

3 - POPULATION:
Corp. City 80 Cen. 6,959; E&P 88 Est. 7,384
PMSA 80 Cen. 524,585; E&P 88 Est. 558,391
County 80 Cen. 64,630; E&P 88 Est. 71,438

4 - HOUSEHOLDS:
City 80 Cen. 2,567; E&P 88 Est. 2,882
County 80 Cen. 22,330; E&P 88 Est. 25,545
PMSA 80 Cen. 180,986; E&P 88 Est. 200,245

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	9	$250,000,000
Savings & Loan	3	$90,000,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence/County 28,197.

8 - GAS METERS: Residence/County 5,485.

9 - PRINCIPAL INDUSTRIES: Floor Coverings; Chem.; Glass; Canned Foods; Farming (Tomatoes & Vegetables).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-88; Summer 47-98; Fall 29-81; Winter 10-68. First killing frost, Nov. 1; last killing frost, Apr. 5.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Pennsville(50)	NA	Ames, K mart, Acme
Christiana(100)	NA	Macy's, Strawbridges, JCPenney
Salem(20)	NA	Acme, G.C. Murphy, JCPenney, IGA
Woodstown(15)	NA	Acme
Penns Grove(25)	NA	IGA

13 - RETAIL OUTLETS: **Department Stores**-Macy's.
Discount Stores-K mart.
Chain Supermarkets-IGA.

14 - NEWSPAPERS: TODAY'S SUNBEAM (m-mon to fri; S) 13,000; June 30, 1988 CAC.
Local Contact for Advertising and Merchandising Data: Rollin Iles, Adv. Mgr., TODAY'S SUNBEAM, 93 Fifth St., Salem, NJ 08079; Tel. (609) 935-1500.
National Representative: Landon Associates.

SHREWSBURY
See RED BANK

TOMS RIVER

1 - LOCATION: Ocean County. (In Monmouth-Ocean PMSA). E&P Map C-4. Apparel, Food Processing, Shipbuilding and Resort Center. Central eastern portion of state. 60 mi. from New York; 58 mi. from Philadelphia, PA. Garden State Pkwy., N.J. Tpke., State Hwy. 9.

2 - TRANSPORTATION: **Motor Freight Carriers**-20.
Intercity Bus Lines-Transport of New Jersey.

3 - POPULATION:
Corp. City 80 Cen. 7,303; E&P 88 Est. 8,119
County 80 Cen. 348,478; E&P 88 Est. 410,393
PMSA 80 Cen. 852,966; E&P 88 Est. 953,967
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,860; E&P 88 Est. 2,860
County 80 Cen. 128,304; E&P 88 Est. 157,801
PMSA 80 Cen. 298,434; E&P 88 Est. 349,329

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	29	$1,314,000,000
Savings & Loan	15	$1,060,000,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 139,000.

8 - GAS METERS: Residence 90,000.

9 - PRINCIPAL INDUSTRIES: Military Installation; Farming; Boating; Real Estate; Financial Insts.; Publishing; Util.; Light Mfg.; Constr.; Educ.; Chem.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-57; Summer 64-88; Fall 49-63; Winter 26-39. First killing frost, Oct. 29; last killing frost, Apr. 8.

11 - TAP WATER: Well water, hard.

12 - RETAILING: **Principal Shopping Centers**-Ocean County Mall 96 units-Sears; JCPenney, Macy's; Brick Plz. 22 units; Kennedy Mall 11 units; Brick Mall 9 units; Laurel Sq. 20 units; Riviera Plz. 9 units; Birchwood 10 units; Dover Mall 25 units; Toms River Shpg. 17 units; Bellcrest Mall 5 units; Shop Rite East 6 units; Oak Ridge 18 units; Dorado 12 units; Silverton 6 units; Beachwood Plz.

19 units; Berkeley Plz. 7 units; Lacey Mall 16 units; Bay Harbor 9 units; A&P Shopping Plz. 18 units; Lakewood Plz. 20 units; H&O 7 units; Brook Plz. 15 units; Toms River Mall.

Nearby Shopping Centers

Name (No of stores)	Miles from Downtown	Principal Stores
Eatontown	20	Macy's, Hahne's
Toms River(17)	7	A&P, Shop-Rite
Manasquan Cir Plz.(25)	8	Grand Union
Point Pleasant(11)	6	Grand Union

Principal Shopping Days-Food Wed., Thur., Sat.; Dept. Stores Mon., Wed., Fri., Sat., Sun.
Stores Open Evenings-Most until 9 p.m.

13 - RETAIL OUTLETS: **Department Stores**-Steinbachs; JCPenney; Sears; Macy's.
Discount Stores-Bradlees; K mart; Rickels; Channel; Best Products; Caldor.
Variety Stores-H.L. Green; Woolworth; McCrory.
Chain Drug Stores-Lanes, Rexall; Thrift; CVS.
Chain Supermarkets-A&P; Shop-Rite; Grand Union; Foodtown; Pathmark.
Other Chain Stores-Firestone; Goodyear; Penn-Jersey; Western Auto; Atlantic Appliance; Prince Range; R&S; Kinney Shoes; Shoetown; Singer Co.; Sherwin-Williams; M.A.B. Paints; Diamond Pools; Consumers Distributing; Ethan Allen; Toys R Us.

14 - NEWSPAPERS: OBSERVER (m-mon to fri) 21,208; (S) 19,888; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Judy A. Sergent, Adv. Dir., OBSERVER, 8 Robbins St., Toms River, NJ 08753; Tel. (201) 349-3000.
National Representative: Landon Associates.

TRENTON

1 - LOCATION: Mercer County. (PMSA). E&P Map B-3. County Seat. State Capital. Fort Dix Training Center. 60 mi. to NY; 30 mi. to PA. On U.S. Hwy. 1 & Lincoln Hwy. & State Hwys. in all directions.

2 - TRANSPORTATION: **Railroads**-Conrail; Reading; Amtrak.
Airlines-Allegheny Commuter.
Motor Freight Carriers-100.
Intercity Bus Lines-Greyhound; Continental Trailways; Safeway Trails; Blue; Starr; Trenton-Philadelphia Coach; Suburban Transit; New Jersey Transit.

3 - POPULATION:
Corp. City 80 Cen. 92,124; E&P 88 Est. 93,511
CZ-ABC: (80) 255,519
RTZ-ABC: (80) 415,408
County/PMSA 80 Cen. 307,587; E&P 88 Est. 327,059
City & RTZ-ABC: (80) 670,927
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 32,463; E&P 88 Est. 35,921
County/PMSA 80 Cen. 105,819; E&P 88 Est. 114,310
CZ-ABC: (80) 88,538
RTZ-ABC: (80) 134,635
City & RTZ-ABC: (80) 223,173

5 - BANKS	NUMBER	DEPOSITS
Savings	1	N.A.
Savings & Loan	12	$1,892,455,544
State	4	N.A.
Commercial	7	N.A.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: 122,950

8 - GAS METERS: 87,316

9 - PRINCIPAL INDUSTRIES: Metal Prods.; Ceramics; Rubber; Non-Electric Mach.; Clay, Stone & Glass; Chem. & Allied Prods.; Elect. Mach.; Equip. & Supplies; Fab. Metal Prods.; Leather Prods.; Lumber & Wood Prods.; Paper & Allied Prods.; Textile; Brewery; Automotive; Gov't.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-95; Summer 43-98; Fall 21-89; Winter 11-67. First killing frost, Nov. 9; last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on State St.; 5 on Broad St.
Neighborhood Shopping Centers-4 at E. State & Clinton; 3 on Hermitage Ave.; 6 on S. Broad St.; 2 on Brunswick Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ewing(17)	2	Woolworth, Shop Rite, Shop'N Bag, Silo
Princeton(56)	12	Epstein's
Levittown(60)	8	Ports of the World
Home & Fashion	4	Einstein-Moojy
Lawrence(36)	2	S.P. Dunham, Acme, Channel, CVS, McCrory
Hamilton Sq.(9)	5	Jamesway, Shop-Rite
Country Club(25)	NA	Sav-On, Tile Discount
Clover Mall	NA	Clover, Thriftway
Independence Mall(29)	NA	G.C. Murphy, Thrift Drug, S.P. Dunham
Oxford Valley Mall(140)	6	Macy's, Wanamaker, JCPenney
Morrisville(25)	NA	Acme, Clover, Shop'N Bag, S.P. Dunham
Neshaminy Mall	NA	Strawbridge & Clothier
Hamilton Twp.(9)	3	K mart, Acme
Quakerbridge Mall(140)	NA	Sears, Macy's, JCPenney, Hahne's, Bradlees, Caldor

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Dept.-Mon., Sat.; Food-Mon.-Sat.

13 - RETAIL OUTLETS: **Department Stores**-S.P. Dunham 3; Sears; Macy's 2; Hahne's; JCPenney 2; Clover 2; Pomeroy's; Wanamaker; Epstein's; Montgomery Ward; Strawbridge; Ports of the World.
Variety Stores-Woolworth; Kresge; Murphy; McCrory.
Discount Stores-K mart 2; Jamesway 2; Bradlees; Caldors.
Chain Drug Stores-Thrift 3; Sav-On 3; Rite Aid; Medicine Shoppe; Liggett Rexall; Drug Emporium; Cost Cutters.
Chain Supermarkets-A&P 2; Acme 8; Shop-Rite 5; Thriftway 7; Shop 'N Bag 5; Pathmark; Super Fresh 3.
Other Chain Stores-National Shoes; Thom McAn; Flagg Bros.; Firestone; Goodyear; Goodrich; Famous Maid; Singer; Father & Son Shoes; M.A.B. Paint; Kinney; LeRoy; Anderson Little; Red Cross Shoes; Howard Johnson; Rustler; Lazy-Z-Boy; Ethan Allen; Gordon Jewelers; Spiegel (catalog); Roger's Clothes; Norton Paint; Shoetown; Herman Brooks; Sporting Goods; Einstein-Moojy; Block Shoes; Kiddie City; Levitz Furn.; Sandler & Worth; Allen Carpet; In Jeans; Bailey, Banks & Biddle; Zale's.

14 - NEWSPAPERS: TIMES (m) 71,921; (S) 87,820; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Lynn Savacool, Adv. Dir., TIMES, 500 Perry St., PO Box 847, Trenton, NJ 08605; Tel. (609) 396-3232.
National Representative: Newhouse Newspapers Metro Suburbia.
THE TRENTONIAN (m-mon to fri) 68,404; (sat) 65,488; (S) 64,060; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: James E. Keller, Mktg. Dir., THE TRENTONIAN, Southard at Perry St., Trenton, NJ 08602; Tel. (609) 989-7800.
National Representative: Landon Associates.

UNION CITY

1 - LOCATION: Hudson County (In Jersey City PMSA). E&P Map B-2, 21 minutes from Times Sq., NY; border lines of Hoboken, West New York, North Bergen, Secaucus, Guttenberg, Weehawken, Jersey City and Union City adjoin.

2 - TRANSPORTATION: **Railroads**-NJ Transit.
Motor Freight Carriers-98.
Intercity Bus Lines-Trailways; Greyhound; NJ Transit; Hudson Bus; Orange & Black.
Airlines-All major lines at Newark Airport.

3 - POPULATION:
Corp. City 80 Cen. 55,593; E&P 88 Est. 52,850
CZ-ABC: (80) 269,119
RTZ-ABC: (80) 428,570
County/PMSA 80 Cen. 559,556; E&P 88 Est. 544,794
City & RTZ-ABC: (80) 697,689
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 20,781; E&P 88 Est. 19,918
County/PMSA 80 Cen. 207,857; E&P 88 Est. 207,011
CZ-ABC: (80) 107,911
RTZ-ABC: (80) 152,172
City & RTZ-ABC: (80) 260,083

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	$3,524,852,066
Savings & Loan	14	$1,345,485,168
Savings	3	$1,632,878,887

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 26,381

8 - GAS METERS: Residence 24,448

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 6,852 ($300); Embroidery 3,535 ($290); Furn. 111 ($290); Truck 1,195 ($350); Elect. 1,128 ($300); Chem. 331 ($300); Clothing Textile 3,840 ($279); Printing 1,414 ($350); Food 1,067 ($280); Toiletries 136 ($285); Automotive 2,700 ($263); Lumber 108 ($278); Jewelry 625 ($295).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 63-83; Fall 46-65; Winter 24-39.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Newport Centre, 44 blocks on Bergenline Ave.; 27 blocks on Summit Ave.; Anderson Ave., Cliffside Park; Fairview.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Mon., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Modell's Sporting Goods; Sears; K mart; Sterns; JCPenney; Caldor.
Variety Stores-Woolworth 2.
Discount Stores-Wonder 4; Bargainland 4; Marburn Warehouse; Radio Shack.
Chain Drug Stores-Rite Aid 10; Rite-Way; CVS.
Chain Supermarkets-A&P 9; Acme 3; Shop-Rite 8; Foodtown 7; Pathmark 2.
Other Chain Stores-Channel Lumber; Thom McAn 3; Loft Candy 3; Singer Co. 2; National Shoes 2; Sylvette Specialty 2; Father & Son Shoes.

14 - NEWSPAPERS: DISPATCH (m) 29,316; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Janet Verriest, Natl. Adv. Mgr., DISPATCH, 409 39th St., Union City, NJ 07087; Tel. (201) 863-2000.
National Representative: None.

VINELAND

1 - LOCATION: Cumberland County (In Vineland-Millville-Bridgeton PMSA). E&P Map B-5. Agricultural center. In Southern Part of State 35 mi. SE of Philadelphia, 35 mi. NW of Atlantic City, 120 mi. S of New York. Point of meeting for four counties: Cumberland, Atlantic, Gloucester & Salem.

2 - TRANSPORTATION: **Railroads**-New Jersey Central (freight); Conrail.
Intercity Bus Lines-Trailways; Transport of N.J.; Garden State Coachways.

3 - POPULATION:
Corp. City 80 Cen. 53,753; E&P 88 Est. 55,206
CZ-ABC: (80) 58,958
RTZ-ABC: (80) 67,460
County/PMSA 80 Cen. 132,710; E&P 88 Est. 135,929
City & RTZ-ABC: (80) 126,418

4 - HOUSEHOLDS:
City 80 Cen. 17,393; E&P 88 Est. 18,079
County/PMSA 80 Cen. 44,287; E&P 88 Est. 46,140
CZ-ABC: (80) 19,180
RTZ-ABC: (80) 21,674
City & RTZ-ABC: (80) 40,854

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$611,898,000
Savings & Loans	7	$716,575,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 19,437

8 - GAS METERS: Residence 10,051

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass 3,700 ($280); Clothing 3,300 ($290); Food 1,100 ($290).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-87; Summer 42-98; Fall 22-92; Winter 0-73. First killing frost, Oct. 7; last killing frost, Apr. 13.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping District**-500-600 blocks on Landis Ave.
Neighborhood Shopping Centers: W. Landis Ave. from West Ave. to Orchard Rd. and along Delsea Dr., Route 47. Also North Main Rd. near Oak Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cumberland Mall(60)	8	Bradlees, JCPenney, Wilmington Dry Goods, Pathmark
Vineland Plaza(13)	NA	Eckerd, Sears

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Newberry; Wilmington Dry Goods; Bradlees.
Discount Stores-K mart; Jamesway; Ames.
Chain Drug Stores-Eckerd 2; Thrift; Rite Aid; CVS.
Chain Supermarkets-Shop-Rite 2; Thriftway; Shop N' Bag; Acme.
Other Chain Stores-Shoes: Hanover, Kinney, Endicott-Johnson; Tires: Bridgestone, Toyo, Dayton, Dunlop, General, Wilhelm, Uniroyal, Firestone, Goodyear; Auto Supply: Pep Boys, Penn-Jersey; Jewelry: Crosby's, Horowitz Jewelers; Paint: M.A. Bruder; Sherwin-Williams.
Wholesale Distributors-M. Zuckerman (groceries); Vineland (groceries).

14 - NEWSPAPERS: TIMES-JOURNAL (e) 16,318; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Tony Marroni, Adv. Dir., TIMES-JOURNAL, 891 E. Oak Road, Vineland, NJ 08360; Tel. (609) 691-5000.
National Representatives: Landon Associates; Gannett National Newspaper Sales.

WILLINGBORO-BURLINGTON

1 - LOCATION: Burlington County. (In Philadelphia, PA-NJ PMSA). E&P Map B-4. On Delaware River. On Route 130.

2 - TRANSPORTATION: **Railroads**-NJ Transit.
Motor Freight Carriers-35.
Intercity Bus Lines-Holly; Camden-Burlington; Mt. Holly-Burlington; Transport of N.J.; Phila.-Burlington; Mt. Holly-New York; Garden State Coachways; Trailways.

3 - POPULATION:
Corp. Cities 80 Cen. 50,158; E&P 88 Est. 50,389
Burlington 80 Cen. 10,246; E&P 88 Est. 10,667
Willingboro 80 Cen. 39,912; E&P 88 Est. 39,722
CZ-ABC: (80) 126,584
RTZ-ABC: (80) 200,223
City & RTZ-ABC: (80) 326,807
County 80 Cen. 363,340; E&P 88 Est. 408,374
PMSA 80 Cen. 4,720,929; E&P 88 Est. 4,848,893

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 18,556; E&P 88 Est. 15,137
Willingboro 80 Cen. 10,915; E&P 88 Est. 10,937
Burlington 80 Cen. 3,783; E&P 88 Est. 4,200
County 80 Cen. 114,890; E&P 88 Est. 135,455
PMSA 80 Cen. 1,639,330; E&P 88 Est. 1,738,524
CZ-ABC: (80) 40,241
RTZ-ABC: (80) 61,785
City & RTZ-ABC: (80) 102,026

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	15	$198,720,000
Savings	4	N.A.
Commercial	15	N.A.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 12,400

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Steel Prods.; Food; Textiles; Electronic Equip.; Ceramics; Chem.; Explosives; Sand & Gravel; Plastics; Rubber; Constr.; Pipe; Computers; Engineering; Metal-Working; Heating Equip.; Boats.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-70; Summer 70-100; Fall 30-58; Winter 0-45. First killing frost, Oct. 31; last killing frost, Apr. 7.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-Burlington; Mt. Holly; Riverside; Bordentown; Willingboro; Moorestown.
Neighborhood Shopping Centers-Burlington, 2 mi.; Mt. Holly, 7 mi.; Riverside, 4 mi.; Bordentown, 9 mi.; Moorestown, 8 mi.; Trenton, 14 mi.; Cherry Hill, 17 mi.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Country Club(28)	NA	IGA
Willingboro Plz.(42)	NA	Woolworth, Ports
Moorestown(85)	NA	Wanamaker's, Stern's, Sears
Cinnaminson(23)	NA	
Willingboro Vlg. Mall(2)	NA	Caldor, Thrift Drug Acme
Outlet Sq.(30)	NA	Clover
Burlington Ctr. Mall(125)	NA	Strawbridge & Clothier, Sears

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Daily.

13 - RETAIL OUTLETS: Department Stores-Sears 2, Ports, Stern's, Wanamaker's, Strawbridge-Clothier 2, Humdingers
Discount Stores-Gregory 2, K mart 4, Clover Stores 2, Bradlees 3, Caldor 2, Dees 2, Silo 2
Chain Drug Stores-Thrift, Rite Aid, Pathmark, CVS
Chain Supermarkets-Acme 8, Pathmark, Shop-Rite 3, Shop 'n Bag 8, Cumberland Farms 26, Red Robin 5, 7-Eleven 14, Super Fresh 3, Wawa 19

14 - NEWSPAPERS: BURLINGTON COUNTY TIMES (e-mon to fri) 41,928; (S) 47,385, Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: Jack DeHaven, Adv. Dir., BURLINGTON COUNTY TIMES, Route 130, Willingboro, NJ 08046. Tel. (609) 871-8085
National Representative: Sawyer-Ferguson-Walker

WOODBRIDGE
See PERTH AMBOY

WOODBURY

1 - LOCATION: Gloucester County (In Philadelphia PA-NJ PMSA). E&P Map A-4. County Seat.

2 - TRANSPORTATION: Railroads-Conrail
Motor Freight Carriers-5
Intercity Bus Lines-Public Service, Transport of NJ.

3 - POPULATION:
Corp. City 80 Cen. 10,353; E&P 88 Est. 10,293
NDM-ABC: (80) 199,917
County 80 Cen. 201,090; E&P 88 Est. 222,213
PMSA 80 Cen. 4,720,929; E&P 88 Est. 4,848,893
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 3,827; E&P 88 Est. 4,069
County 80 Cen. 65,129; E&F 88 Est. 74,802
PMSA 80 Cen. 1,639,330; E&P 88 Est. 1,738,524
NDM-ABC: (80) 65,129

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$455,065,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Petroleum Refining, Elect. Equip., Chem., Fab. Metal Prods., Agric.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Deptford Mall(107)	NA	Macy's, Wanamaker, Sears, Hechinger's
Woodbury Hts. Plz.(3)	NA	Pathmark, Thrift Drug, Caldor
Sickel's(6)	NA	Shop-Rite, Gaudios
Woodbury(6)	NA	Thriftway, Ames
Collegetown-Glassboro(25)	NA	Grossman's, Gaudios, K mart
Woodbury Hts (2)	NA	Bradlees
Turnersville	NA	Bradlees, Builder's Square

Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Tues., Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Sears, Macy's; Wanamaker; Caldor; Bradlees.
Variety Stores-Woolworth.
Discount Stores-K mart.
Chain Drug Stores-Quality; Thrift; Eckerd; Rite Aid; CVS.
Chain Supermarkets-Acme; Shop-Rite; 7-Eleven; Pathmark; Thriftway; Shop 'N Bag; Cumberland Farms; Jewel Discount; Super Fresh.
Other Chain Stores-Firestone; Pep Boys; Fashion Bug; Sherwin-Williams; S&H Green Stamps; Singer Co.; Diana Shops; Penn-Jersey Auto; Jamesway; Edison Bros.; Channel Home Ctrs.; Shoe Town.

14 - NEWSPAPERS: GLOUCESTER COUNTY TIMES (e-mon to fri) 30,015; (S) 29,746; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Richard M. Duncovich, Adv. Mgr., TIMES, 309 S. Broad St., Woodbury, NJ 08096; Tel. (609) 845-3300.
National Representatives: Landon Associates; U.S. Suburban Press.

NEW MEXICO SURVEYS

METROPOLITAN STATISTICAL AREAS

Albuquerque-Bernalillo County
Las Cruces-Dona Ana County
Santa Fe-Los Almos and Santa Fe Counties

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1989**
Under 5 Years	97	114	151
5-14 Years	242	228	257
15-24 Years	188	257	248
25-44 Years	241	361	513
45-64 Years	178	229	258
65 and Over	70	116	139
TOTAL	1,016	1,305	1,566

Based on U.S. Census

POPULATION ESTIMATES
(Thousands)

Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 census

Cities	**Total Pop.**	**Spanish Origin**	**Percent**
Albuquerque	332	112	33.8

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1989 Est.**
Bldg. Mat. Hdwr.	250	391	834
General Mdse.	451	575	1,211
Food	839	1,488	2,284
Automobiles	934	1,256	2,783
Gasoline Stations	366	614	695
Apparel	187	323	528
Furniture	182	241	505
Eat-Drink Places	345	616	1,073
Drugs	110	160	274
TOTAL SALES	4,022	6,319	10,774

ALAMOGORDO

1 - LOCATION: Otero County. E&P Map C-4. County Seat. Home of Holloman Air Force Base.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-10
Intercity Bus Lines-Texas-OK-NM Transportation.
Airlines-Mesa.

3 - POPULATION:
Corp. City 80 Cen. 24,024; E&P 88 Est. 28,716
CZ-ABC: (80) 26,546
RTZ-ABC: (80) 18,119
County 80 Cen. 44,482; E&P 88 Est. 51,584
City & RTZ-ABC: (80) 44,665

4 - HOUSEHOLDS:
City 80 Cen. 8,921; E&P 88 Est. 9,562
County 80 Cen. 14,608; E&P 88 Est. 18,063
CZ-ABC: (80) 9,472
RTZ-ABC: (80) 5,136
City & RTZ-ABC: (80) 14,608

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$190,965,238
Savings & Loan	3	$98,993,310

6 - PASSENGER AUTOS: County 24,638

7 - ELECTRIC METERS: Residence 13,393

8 - GAS METERS: Residence 10,388

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Air Force Base 6,637 (Annual Payroll $168,018,593); Civil Service 1,412 (Annual Payroll $29,240,258); Lumber Prods. 208; Elect. Appliance Mfg. 187; Bus Air Conditioners 160; Gov't Contractors 446.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-78; Summer 52-96; Fall 46-93; Winter 28-66. First killing frost, Oct. 1; last killing frost, Apr. 15. An. Rainfall 10.6 inches.

11 - TAP WATER: Alkaline, hard. Not fluoridated.

12 - RETAILING: Principal Shopping Center-White Sands Mall (28 stores-K mart, JCPenney, Beall's).
Neighborhood Shopping Centers-Security Center (15 stores-Hastings, Goodyear, TG&Y, Anthony's); Granada Center (23 stores); Downtown 3 Blocks-Radio Shack, Sears (catalog).
Principal Shopping Days-Wed., Fri., Sat., Sun.
Stores Open Evenings-Shopping centers.

13 - RETAIL OUTLETS: Department Stores-JCPenney, C.R. Anthony; Beall's, Bonanza City.
Discount Stores-TG&Y; Surplus City, K mart.
Chain Drug Stores-Revco, Furr's.
Chain Supermarkets-Safeway, Furr's, Big 8.
Other Chain Stores-Goodyear, Firestone, Western Auto, Sherwin-Williams, Hallmark, Hastings, T-Bird Home Centers, Good Housekeeping, 84 Lumber, White Auto, Singer, Sears (catalog); Checker Auto, Payless Shoes, Radio Shack, Zale's, Baskin-Robbins, 7-Eleven, Circle K, General Tire, Gordon Jewelers, Emphasis, Royal Optical, General Nutrition, Stevenson's, Books Galore, NAPA, Do It Center, Foxworth Galbraith, Regis Salon, Computer Works, Peanut Shack, Gold Mine, Kay-Bee Toys.

14 - NEWSPAPERS: NEWS (e-mon to fri) 9,355; (S) 9,735, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Sharon Smith, Adv. Mgr., NEWS, 24th & Eudora St., PO Box 870, Alamogordo, NM 88310. Tel. (505) 437-7120.
National Representative: Papert Companies.

ALBUQUERQUE

1 - LOCATION: Bernalillo County. (In Albuquerque MSA) E&P Map B-2. In N central New Mexico. In the middle Rio Grande Valley, about equidistant from E and W state boundaries. At crossroads of I-40 and 25. Home of Kirtland Air Force Base.

2 - TRANSPORTATION: Railroads-AT&SF
Motor Freight Carriers-47
Intercity Bus Lines-Continental, New Mexico; Greyhound.
Airlines-Trans World, Continental, Ross, American, Eastern, Southwest, United, Delta, Air Midwest, Pacific Southwest, America West; Mesa Air, Trans Colorado, Airways of N.M., Sun West, West Air.

3 - POPULATION:
Corp. City 80 Cen. 331,767; E&P 88 Est. 386,870
NDM-ABC: (80) 890,389
County/MSA 80 Cen. 422,149; E&P 88 Est. 482,118

4 - HOUSEHOLDS:
City 80 Cen. 124,032; E&P 88 Est. 149,883
NDM-ABC: (80) 302,426
County/MSA 80 Cen. 151,037; E&P 88 Est. 184,098

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	9	$3,294,440,000
Savings & Loan	7	$2,971,640,000

6 - PASSENGER AUTOS: County 257,913

7 - ELECTRIC METERS: Residence 160,718

8 - GAS METERS: Residence 141,928

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Whol. & Ret. 59,600; Servs. & Misc. 63,700; Fin., Ins. & R.E. 14,800; Gov't 45,000; Trans., Util., Commun. 12,300; Constr. 15,900; Mfg. 20,000; Educ.-Schools, Univ., Research & Development.
Principal Pay Days-1st, 5th, 15th, 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-81; Summer 64-90; Fall 40-68; Winter 26-51. First killing frost, Oct. 23; last killing frost, Apr. 20.

11 - TAP WATER: Aklaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on 3 sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Academy Plz.(13)	NA	Grand Central, Michall's, Samon's, Tiger Stores
Altura(3)	NA	Safeway
B&H(8)	NA	Russell's Bakery
North Towne(30)	NA	Safeway
Juan Tabo Plz.(15)	NA	Safeway, Thrifty Drug
Coronado(150)	NA	Sears, Broadway, Goldwater's, Foley's
Corrales Ctr.(20)		Safeway, Walgreens
Eastdale(28)	NA	Safeway, Skaggs, Alpha Beta
Fair Plz.(20)	NA	Skaggs, Alpha Beta, Foodway
Fidelity Sq.(34)	NA	Sleepworld
Five Points(13)	NA	Zale's, Shop-Rite
Franklin Plz.(14)	NA	Safeway, Thrifty Drug
First Plz.(55)		Country Casuals, Design Discovery
Foothills(16)		Alco, Thrifty
Hoffmantown(36)		Fabric Works, Campbell Drug
Goff Plz.(6)	NA	Big Value Drugs
Arrowhead(26)	NA	Wal-Mart, Albertson's
La Mesa(14)	NA	
Los Altos(15)	NA	Buy-Low Auto Supply
Manzano(20)	NA	Safeway, TG&Y
Monterey Plz.(11)	NA	Sprouse-Reitz
Montgomery Plz (51)	NA	Safeway, Anthony
Nob Hill(18)	NA	Nob Hill Super Mkt.
Northdale(28)	NA	TG&Y,
Old Town(10)	NA	Safeway, TG&Y
Parkland Hills(15)	NA	
Sandia Plz.(10)	NA	TG&Y, Stoller
Tinnin Ctr.(12)		Furr's Family Ctr.,
Town & Country(8)	NA	31 Flavors
Westway Plz.(6)		Radio Shack
Wyoming Mall(38)	NA	Service Mdse.
Princess Jeanne (23)	NA	TG&Y
Snow Heights(7)	NA	Furr Foods
South San Pedro	NA	Central Super Mkt.
Winrock(124)	NA	Mont. Ward, JCPenney, Dillards, Beall's, Walgreens

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Kistler Collister, C.R. Anthony, Dillard's, JCPenney, Sears, Montgomery Ward; Foley's; Broadway; Goldwater's; Mervyn's; Beall's 3.
Discount Stores-K mart 5, Wal-Mart.
Variety Stores-Sprouse-Reitz; Ben Franklin; TG&Y.
Chain Drug Stores-Walgreens 17, Skagg's, Alpha Beta 4; Thrifty 5.
Chain Supermarkets-Safeway 13; Smith's 11; Furr's Food 4; Bag 'N Save 4; Save 'N Gain 4; Circle K Corp. 57; Albertson's 4.
Other Chain Stores-7-Eleven 23; Alsups 17; Firestone; Goodrich; Goodyear; Lerner's Shops (Women's); ThomMcAn; Kinney; Stover Candy; Singer.

14 - NEWSPAPERS: JOURNAL (m) 115,987; TRIBUNE (e) 42,386; JOURNAL (S) 150,782, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Tom Smithson, National Adv. Mgr., Albuquerque Pub. Co., 7777 Jefferson N.E., PO Drawer J-T, Albuquerque, NM 87103. Tel. (505) 823-3390.

National Representative: Branham/Newspaper Sales.

ARTESIA

1 - LOCATION: Eddy County. E&P Map C-4. Situated 40 mi. S of Roswell; 35 mi. N of Carlsbad; 85 mi. W of Hobbs.

2 - TRANSPORTATION: Railroads-AT&SF.
Intercity Bus Lines-New Mexico.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 10,385; E&P 88 Est. 12,409
County 80 Cen. 47,969; E&P 88 Est. 56,023
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,761; E&P 88 Est. 4,582
County 80 Cen. 16,669; E&P 88 Est. 20,285

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$250,000,000
Savings & Loan	2	$200,000,000

6 - PASSENGER AUTOS: County 24,831

7 - ELECTRIC METERS: Residence 3,710

8 - GAS METERS: Residence 3,450

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage)-Oil & Gas 2,000 ($350); Agric. 812 ($200); Constr. 75 ($400); Trade Servs. 1,700 ($160); Potash Mines 75 ($400).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-86; Summer 61-92; Fall 31-61; Winter 28-63. First killing frost, Nov. 1; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Districts-7 blocks on Main; 3 blocks on Quay.
Neighborhood Shopping Centers-Abo Center, S 13th St.; TG&Y; K mart; Blue Quail Shpg. Ctr., W. Main.
Principal Shopping Days-Wed., Sat.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; Main Place.
Variety Stores-TG&Y; Sprouse-Reitz.
Discount Stores-K mart.
Chain Drug Stores-Walgreens; Revco.
Chain Supermarkets-Safeway; Allsups; Sack N Save.

Other Chain Stores-Tru Value; Sears (catalog); T-Bird.

14 - NEWSPAPERS: PRESS (e-mon to fri) 3,900; (S) 4,200; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Gary Scott, Pub., PRESS, 503 W. Main, Artesia, NM 88210; Tel. (505) 746-3524.
National Representative: Landon Associates.

CARLSBAD

1 - LOCATION: Eddy County, E&P Map D-4, County Seat. On Pecos River near center of county, Southeastern section of state.

2 - TRANSPORTATION: **Railroads**-AT&SF (Clovis, NM).
Motor Freight Carriers-3.
Intercity Bus Lines-Texas; New Mexico & Okla. Coaches; New Mexico Trans.
Airlines-Mesa.

3 - POPULATION:
Corp. City 80 Cen. 25,496; E&P 88 Est. 30,155
CZ-ABC: (80) 26,767
RTZ-ABC: (80) 6,568
City & RTZ-ABC: (80) 33,335
County 80 Cen. 47,969; E&P 88 Est. 56,023
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,811; E&P 88 Est. 11,043
County 80 Cen. 16,669; E&P 88 Est. 20,285
CZ-ABC: (80) 9,656
RTZ-ABC: (80) 1,935
City & RTZ-ABC: (80) 11,591

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$266,659,000
Savings & Loan	4	$104,000,000

6 - PASSENGER AUTOS: County 24,831

7 - ELECTRIC METERS: Residence 12,758

8 - GAS METERS: Res. & Bus. 10,427

9 - PRINCIPAL INDUSTRIES: Tourism; Potash Mining & Refining 1,500; Emp. Av. Wkly. Wage-$350. Annual Payroll $55,000,0

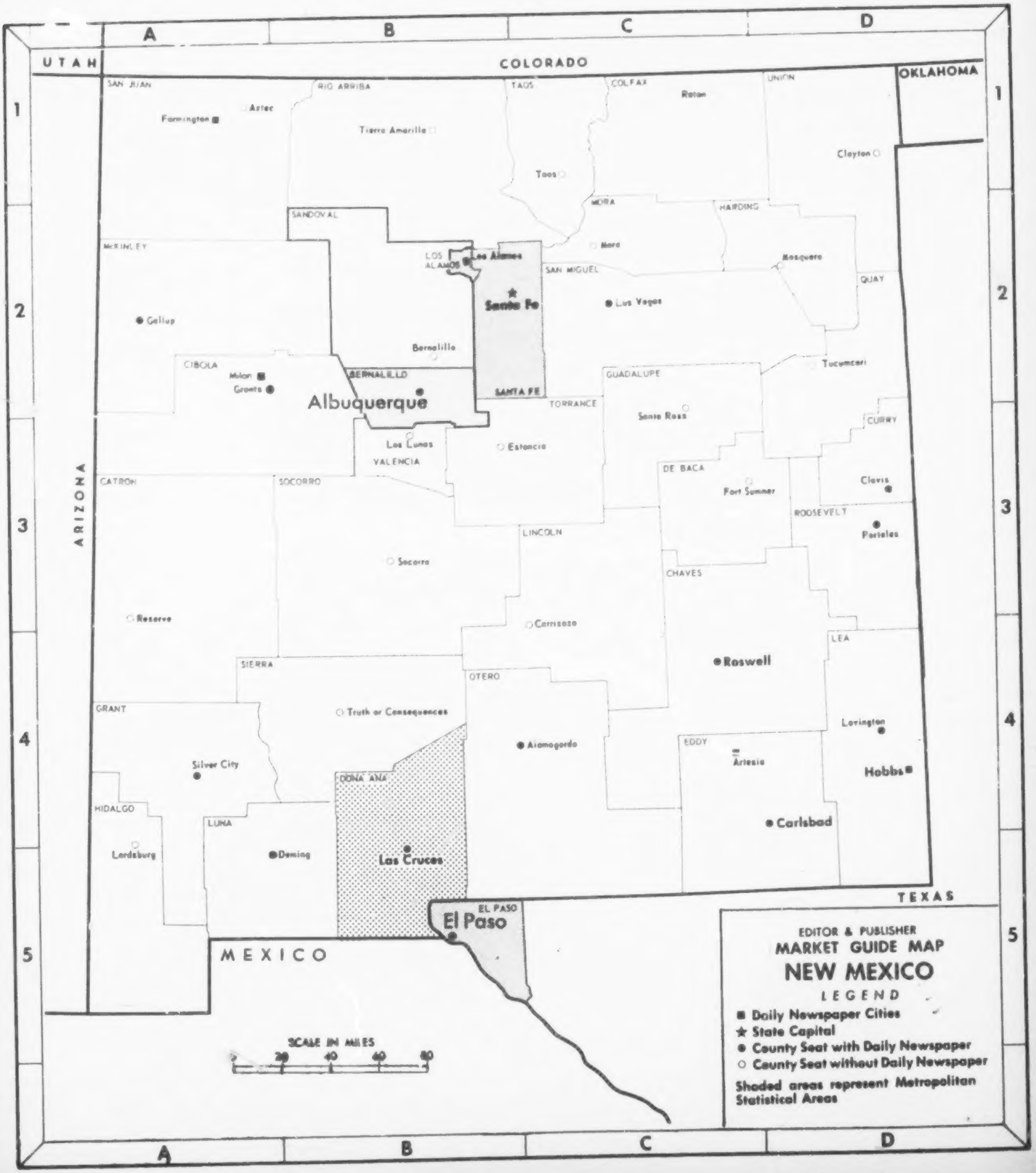
10 - CLIMATE: Min. & Max. Temp.-Spring 45-80; Summer 63-105; Fall 46-79; Winter 29-67. First killing frost, Oct. 20; last killing frost, Mar. 29.

11 - TAP WATER: 18.9 grains per gal.

12 - RETAILING: **Principal Shopping Centers**-Downtown Carlsbad between Greene and Mermod and between S. Halagueno and Main St. Shopping Center, 158,000 sq. ft., West Pierce St.; Carlsbad Mall (20 stores).
Neighborhood Shopping Centers-Northgate on Roswell Hwy. (13 stores-Furr's, Winns, Trisha's Fashions, Anthony's, Burton Drug); N. Canal St. Stores-Cindy's).
Principal Shopping Days-Fri., Sat., Sun.
Stores Open Sundays-Drug; Variety; Supermarkets; Carlsbad Mall.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony; JCPenney; Bealls.
Variety Stores-Sprouse-Reitz; Woolworth.
Chain Drug Stores-Revco.
Discount Stores-Farmers Market; Carlsbad Surplus City; K mart; Winn's; Wal-Mart.
Chain Supermarkets-Safeway; Albertson's; Furr's; Circle K, IGA Foodliner.
Other Chain Stores-Checker Auto; Payless Shoes; Goodyear; Sears (catalog); Zale's; True Value Hdwe.; Emphasis; Morrey A.; Kinney Shoes; Regis Hairstylist; Western Auto; Peanut Shack; Gordon's Jewelers; Aladdin; Stevenson's, Castle.

14 - NEWSPAPERS: CURRENT-ARGUS (e-mon to fri) 8,264; (S) 8,784; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Margaret Wade, Adv. Dir., CURRENT-ARGUS, 620 S. Main St.; PO Box 1629, Carlsbad, NM 88220; Tel. (505) 887-5501.
National Representative: None.


A
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UTAH
COLORADO
OKLAHOMA
ARIZONA
TEXAS
MEXICO
SAN JUAN
RIO ARRIBA
TAOS
COLFAX
UNION
Farmington
Aztec
Tierra Amarilla
Raton
Clayton
Taos
MORA
HARDING
SANDOVAL
McKINLEY
LOS ALAMOS
Los Alamos
Mora
Mosquero
SAN MIGUEL
QUAY
Santa Fe
Las Vegas
Gallup
Bernalillo
Tucumcari
CIBOLA
Milan
Grants
BERNALILLO
Albuquerque
SANTA FE
GUADALUPE
TORRANCE
Santa Rosa
Los Lunas
Estancia
VALENCIA
CURRY
CATRON
SOCORRO
DE BACA
Fort Sumner
Clovis
ROOSEVELT
Portales
LINCOLN
Socorro
CHAVES
Reserve
Carrizozo
LEA
Roswell
SIERRA
OTERO
GRANT
Truth or Consequences
Lovington
Alamogordo
EDDY
Artesia
Hobbs
Silver City
DONA ANA
HIDALGO
LUNA
Carlsbad
Lordsburg
Deming
Las Cruces
EL PASO
El Paso
SCALE IN MILES
0
20
40
60
80
EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW MEXICO
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas

CLOVIS

1 - LOCATION: Curry County, E&P Map D-3, County Seat. Cattle buying & selling center. East central part of state. 110 mi. SW of Amarillo; 113 mi. NE of Roswell; 110 mi. NW of Lubbock, 220 mi. E of Albuquerque.

2 - TRANSPORTATION: Railroads-AT&SF.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound. Tex., N.M. & Okla. Coaches.
Airlines-Mesa Air.

3 - POPULATION:
Corp. City 80 Cen. 31,194; E&P 88 Est. 33,477
CZ-ABC: (80) 31,194
RTZ-ABC: (80) 49,405
County 80 Cen. 41,720; E&P 88 Est. 44,633
City & RTZ-ABC: (80) 80,599
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,268; E&P 88 Est. 12,409
County 80 Cen. 14,419; E&P 88 Est. 16,039
CZ-ABC: (80) 11,268
RTZ-ABC: (80) 16,406
City & RTZ-ABC: (80) 27,674

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$197,119,635
Commercial	4	$337,041,656

6 - PASSENGER AUTOS: County 21,728

7 - ELECTRIC METERS: Residence 14,778

8 - GAS METERS: Residence 13,150

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric. 188; Constr. 709; Mfg. 530; Trans. 573; Trans. Railroad 850; Meat Packing; Milk Plant; Cannon AFB 3,500-home of 4,200 personnel.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-71; Summer 62-93; Fall 42-76; Winter 21-50. First killing frost, Oct. 26; last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-Grand; 6 on Metchell; three Shopping Centers; 60 store mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Highland(9)	NA	Stansel's Mkt.
Hilltop Plaza(15)	NA	TG&Y, Alco
North Plains Mall (29)	2	JCPenney, Wal-Mart Beall's

Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Von's; Sears; Woody's; C.R. Anthony; Beall's.
Discount Stores-TG&Y; K mart; Gebo's; Wal-Mart; Alco.
Chain Drug Stores-Rexall; Walgreens; Highland.
Chain Supermarkets-Safeway; Affiliated 5; Albertson's; Save & Gain.
Other Chain Stores-Otasco; Goodyear; Shaw (jewelry); Sherwin-Williams; Firestone; Zale's; Gordon's Jewelers; Allsup's 11; Circle K 2; Kinney Shoes; Radio Shack 2; Town & Country.

14 - NEWSPAPERS: NEWS-JOURNAL (e-mon to fri) 10,053; (S) 10,942; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Bob Martin, Natl. Adv. Mgr., NEWS-JOURNAL, 6th & Pile Sts.; PO Box 1689, Clovis, NM 88101; Tel. (505) 763-3431.
National Representative: Papert Companies.

DEMING

1 - LOCATION: Luna County, E&P Map A-5, County Seat. General farming, livestock. South central portion of state. On U.S. Hwys. 70, 80, I-10.

2 - TRANSPORTATION: Railroads-AT&SF; Southern Pacific.
Motor Freight Carriers-Merchants' Motor Lines.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,964; E&P 88 Est. 11,475
County 80 Cen. 15,614; E&P 88 Est. 17,489

4 - HOUSEHOLDS:
City 80 Cen. 3,527; E&P 88 Est. 4,145
County 80 Cen. 5,557; E&P 88 Est. 6,620

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$78,419,000
Savings & Loan	1	$71,321,125

6 - PASSENGER AUTOS: County 8,131

7 - ELECTRIC METERS: Residence 6,020

8 - GAS METERS: Residence 4,083

9 - PRINCIPAL INDUSTRIES: Agriculture.

10 - CLIMATE: Min. & Max. Temp.-Summer 50-100; Winter 30-70.

11 - TAP WATER: 99% pure.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: Department Stores-K mart.
Discount Stores-Surplus City; Ben Franklin; V&S Variety; Revco.
Chain Supermarkets-Safeway; Shur-Sav.

14 - NEWSPAPERS: HEADLIGHT (e-mon to fri) 3,489; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Walter L. Green, Pub., HEADLIGHT, 219 E. Maple; PO Box 881, Deming, NM 88030; Tel. (505) 546-2611.
National Representative: None.

FARMINGTON

1 - LOCATION: San Juan County, E&P Map A-1. Oil, gas, electric power, uranium, coal & irrigated farming, shopping and trade center for the San Juan Basin & Four-Corners region of NM, CO, AZ & UT. 185 Hwy. mi. NW of Albuquerque; 123 mi. N of Gallup; 400 mi. SW of Denver, CO; 400 mi. NE of Phoenix, AZ and 34 mi. from Navajo Lake recreation area on San Juan River.

2 - TRANSPORTATION: Intercity Bus Lines-Continental Trailways.
Motor Freight Carriers-5.
Airlines-Mesa Air, Continental Express; United Express.

3 - POPULATION:
Corp. City 80 Cen. 30,729; E&P 88 Est. 39,173
CZ-ABC: (80) 31,222
RTZ-ABC: (80) 50,211
County 80 Cen. 81,531; E&P 88 Est. 103,249
City & RTZ-ABC: (80) 81,433

4 - HOUSEHOLDS:
City 80 Cen. 10,665; E&P 88 Est. 13,063
CZ-ABC: (80) 10,804
RTZ-ABC: (80) 14,216
County 80 Cen. 24,859; E&P 88 Est. 34,057
City & RTZ-ABC: (80) 25,020

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$380,937,000
Savings & Loan	2	$119,958,000

6 - PASSENGER AUTOS: County 35,507

7 - ELECTRIC METERS: Res. & Comm. 15,371

8 - GAS METERS: Res. & Comm. 13,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil & Gas 5,500 ($400); Agric. & Fruit Growing 1,800 ($160); Constr. 2,400 ($320); Trade Serv., Fin. 2,300 ($270); Trans. & Util. 1,400 ($350).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-70; Summer 55-98; Fall 25-75; Winter 0-55. First killing frost, Oct. 8; last killing frost, May 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-24 blocks on Main St.; 14 blocks on Broadway; Village Square, Ute St. at N. Orchard; Palmer Plz., Broadway & Main; San Juan Plaza, Main & Clayton Blvd.; Orchard Valley, Farmington Ave. & Main; Animas Valley Mall, 4601 E. Main St.; Mesa Shopping Center, 1000 N. Butler Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Animas Valley Mall(110)	5	Sears, JCPenney, Beall's, LaBelle's
American Plz.(25)	2	American Home Furn.
West Main St.(15)	1	Safeway
San Juan Plaza(60)	1 3	K mart, Safeway, Wal-Mart
Orchard Valley(8)	3	Revco, Furr's

Principal Shopping Days-Wed., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; C.R. Anthony; Britt's; Beall's; La Belle's; Dillard.
Variety Stores-F.S. Rasco; Sprouse-Reitz; Ben Franklin.
Chain Drug Stores-Farmington; Thrifty; Walgreens; Revco.
Discount Stores-K mart; Wal-Mart.
Chain Supermarkets-7-Eleven 18; Safeway 2; Furr Food; Sack 'N Save; Smith's Food King.
Other Chain Stores-Sears; Houston Lumber; Western Auto; Firestone; Hacienda Home Centers, Inc.; Sweetbriar; Construction Supply; Mode O'Day; Kinney Shoes; Komac Paint; Singer Co.; Zale's; Gamble's; Furr's Cafeteria; Kings Table.

14 - NEWSPAPERS: TIMES (e) 16,248; (S) 17,985; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Bill Vincent, Adv. Dir., TIMES, 201 N. Allen; PO Box 450, Farmington, NM 87499; Tel. (505) 325-4545.
National Representative: Landon Associates.

GALLUP

1 - LOCATION: McKinley County, E&P Map A-2, County Seat. Trading center. 135 mi. W of Albuquerque; 21 mi. E of Arizona State line; 700 mi. from Los Angeles. On U.S. Hwys. I-40 (66), 666; State Hwy. 32.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Mesa (4 flights daily).

3 - POPULATION:
Corp. City 80 Cen. 18,167; E&P 88 Est. 21,698
CZ-ABC: (80) 18,167
RTZ-ABC: (80) 95,094
County 80 Cen. 55,026; E&P 88 Est. 62,639
City & RTZ-ABC: (80) 113,261

4 - HOUSEHOLDS:
City 80 Cen. 6,014; E&P 88 Est. 6,480
County 80 Cen. 14,671; E&P 88 Est. 18,517
CZ-ABC: (80) 6,014
RTZ-ABC: (80) 21,947
City & RTZ-ABC: (80) 27,961

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$196,130,000
Savings & Loan	2	$60,000,000

6 - PASSENGER AUTOS: County 15,111

7 - ELECTRIC METERS: Residence 9,715

8 - GAS METERS: Residence 6,950

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Federal 2,210; Mining 750; Trade 2,356; Services 1,292; Other 1,438.
Principal Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-82; Summer 53-86; Fall 33-66; winter 12-46. First killing frost, Oct. 6; last killing frost, May 5.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-4 blocks on Coal; 4 on 66th; Malls N. 666.
Neighborhood Shopping Centers-Uptown Plaza; Downtown Plaza; Little Bear; Zecca Plaza; Rio West Mall; Cedar Hills Plaza.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Food: Daily; Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney;Anthony's; Beall's; Alexander's.
Variety Stores-Sprouse-Reitz 2; TG&Y/McCrory.
Discount Stores-K Mart; Wal-Mart.
Chain Drug Stores-Thrifty 2; Revco 2.
Chain Supermarkets-California 3; Albertson; Safeway.
Other Chain Stores-Big O Tire; Goodyear; Yellow Front 2; Gamble's; Regis; Payless; Gallenkamp; Kinney; S&H Green Stamps; Houston Lumber; Zale's; Gordon's; G.N.C.; Midas; Fox [illegible]oto; Kwik Kopy; Radio Shack 2; Allsups 5; Recor[illegible]ar; Coach House; Waldenbooks; Sears (catalog).

14 - NEWSPAPERS: INDEPENDENT (e) 15,549; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: John K. Zollinger, Pub., INDEPENDENT, PO Box 1210, Gallup, NM 87305; Tel. (505) 863-6811, or Continental U.S. (800) 545-3817.
National Representative: None.

GRANTS-MILAN

1 - LOCATION: Cibola County, E&P Map B-1/B-2. Both cities were formerly in Valencia County which was divided into two separate counties, Valencia and Cibola, in July 1981. County Seat of Cibola County is Grants.

2 - TRANSPORTATION: Railroads-AT&SF.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 15,198; E&P 88 Est. 10,713
Grants 80 Cen. 11,451; E&P 88 Est. 8,326
Milan 80 Cen. 3,747; E&P 88 Est. 2,387
Counties 80 Cen. 61,741; E&P 88 Est. 72,549
Valencia 80 Cen. 31,394; E&P 88 Est. 45,252
Cibola 80 Cen. 30,347; E&P 88 Est. 27,297
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 4,710; E&P 88 Est. 3,245
Grants 80 Cen. 3,559; E&P 88 Est. 2,532
Milan 80 Cen. 1,151; E&P 88 Est. 713
Counties 80 Cen. N.A.; E&P 88 Est. 24,119
Valencia 80 Cen. 19,040; E&P 88 Est. 16,429
Cibola 80 Cen. N.A.; E&P 88 Est. 7,690

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$55,745,000
Savings & Loan	1	$17,500,000

6 - PASSENGER AUTOS: Counties: Cibola 8,802; Valencia 19,309

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Uranium Mining 38,410 ($314); Uranium Milling 44,129 ($345); Tourism 1,800 ($216).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Baties'(20)	NA	Gambles, Shop-Rite, McClellan's, Alco
Hillcrest(6)	NA	Winn's, Mode O'Day, Anthony's, Furn. Mart
Lobo Canyon(20)	NA	TG&Y, Smith's

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri. (some); Sat.
Stores Open Sundays-Food.

13 - RETAIL OUTLETS: Department Stores-McClellan's; Anthony's.
Chain Supermarkets-Handy Andy Quick Stops 2; Shop-Rite; Sturges 2; Smith Foodway.
Other Chain Stores-Aaronson Bros.; Gamble's; White's; Winn's; Alco; TG&Y.

14 - NEWSPAPERS: BEACON (e-mon to fri) 4,200; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Bertha Cisneros, Adv. Mgr., BEACON, 300 N. 2nd, Grants, NM 87020; Tel. (505) 287-4411.
National Representative: None.

HOBBS

1 - LOCATION: Lea County, E&P Map D-4. Carlsbad, 75 mi. SW; Roswell, 120 mi. NW; Clovis, 126 mi. N; Midland, TX, 111 mi. SE; Lubbock, TX, 110 mi. NE.

2 - TRANSPORTATION: Railroads-Texas & New Mexico.
Motor Freight Carriers-5.
Intercity Bus Lines-TNMO; Greyhound.
Airlines-Mesa; Crown.

3 - POPULATION:
Corp. City 80 Cen. 28,794; E&P 88 Est. 38,636
CZ-ABC: (80) 29,153
RTZ-ABC: (80) 42,013
County 80 Cen. 55,797; E&P 88 Est. 68,269
City & RTZ-ABC: (80) 71,166

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,948; E&P 88 Est. 13,660
CZ-ABC: (80) 10,109
RTZ-ABC: (80) 13,678
County 80 Cen. 18,786; E&P 88 Est. 23,785
City & RTZ-ABC: (80) 23,787

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	4	$331,918,435
Savings & Loan	3	$42,452,000
Commercial	NA	$447,125,661

6 - PASSENGER AUTOS: County 30,715

7 - ELECTRIC METERS: Residence 16,883

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil Equip. and Supply 28,000; Welding; Acidization; Rig Bldg.; Housing & Trucking; Farm Produce Processing; Space Probing Antennas; Truck Beds; Men's Clothing Mfg.; Refining; Chemical Processing Plant; Livestock Feed Lots.

10 - CLIMATE: Av. Winter, 27-57; Av. Summer 65-93; Rel. Humidity, Summer, 30%

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-10 blocks from downtown; Broadmoor; Corner of Grimes & Bender, Hobbs Plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bel Aire(7)	NA	Sears, Winn's, Anthony's
Broadmoor(40)	NA	Dunlaps, Anthony's, JCPenney, Furr's Food
Hobbs Plaza(16)	NA	Skaggs Alpha Beta
Covered Mall(42)	NA	
Mini Mall(14)	NA	

Principal Shopping Days-Mon., Wed., Sat., Best grocery day-Wed.
Stores Open Evenings-Discount stores.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony 2; JCPenney; Dunlap.
Variety Stores-Winn's.
Chain Drug Stores-Broadmoor; Gibson Pharmacy; Reese 2; Norte Vista; Revco; Safeway Pharmacy.
Discount Stores-Wal-Mart; K mart; McCoy's.
Chain Supermarkets-Furr's Food; Safeway; Allsup's 10; Foodway; Tooties Hom-Ond; Skaggs Alpha Beta; The Box; All American Meat & Produce.
Other Chain Stores-Radio Shack; Sears; Payless Shoes; Sherwin-Williams; Callaway Lumber & Furniture; Smith Furniture; Woods Furniture; Miller-Waldrop Furn.; Whites Auto; Western Auto; Circle K 5; Roadrunner 8; McCoy's Lumber & Hardware.

14 - NEWSPAPERS: NEWS-SUN (e-mon to fri) 10,045 (S) 11,658, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Paul Carter, Adv. Mgr., NEWS-SUN, PO Box 860, Hobbs, NM 88240; Tel. (505) 393-2123.
National Representative: None.

LAS CRUCES

1 - LOCATION: Dona Ana County (MSA), E&P Map B-5, County Seat. Space, missile, educational & agricultural center. 22 mi. E to White Sands Missile Range; 45 mi. N of El Paso, TX. On U.S. Hwys. 70, 80, 82, 85, 180; State Hwy. 28; Interstates 10 & 25.

2 - TRANSPORTATION: Railroads-AT&SF.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Whitfield, N.M. Transportation; Continental Trailways.
Airlines-Mesa; 5 major airlines at El Paso.

3 - POPULATION:
Corp. City 80 Cen. 45,086; E&P 88 Est. 60,776
CZ-ABC: (80) 45,086
RTZ-ABC: (80) 51,254
County/MSA 80 Cen. 96,794; E&P 88 Est. 122,389
City & RTZ-ABC: (80) 96,340

4 - HOUSEHOLDS:
City 80 Cen. 16,165; E&P 88 Est. 22,365
CZ-ABC: (80) 16,165
RTZ-ABC: (80) 14,237
County/MSA 80 Cen. 30,402; E&P 88 Est. 40,218
City & RTZ-ABC: (80) 30,402

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$291,169,000
Savings & Loan	7	$156,048,000

6 - PASSENGER AUTOS: County 57,684

7 - ELECTRIC METERS: Residence 17,774

8 - GAS METERS: Residence 15,630

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-University Education 630 faculty, 701 non-teaching-total 1,331 ($300); Missile Range 4,205 government civilian, 1,406 military, 2,218 contractor-total 7,829 ($300); Agric. and Food Processing $84 million annually; Hosiery Mfg. 966 ($200); Nurseries 300 ($200); Microswitches 100; Constr. 1,000 ($300).

10 - CLIMATE: Min. & Max. Temp.-Summer 60-90; Winter 20-60.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mesilla Valley Mall(114)	NA	Sears, Dillard, JCPenney, Wilson's, Walgreens, Beall's
Loretto(32)	NA	
Brazito Mall(22)	NA	Albertson's, Thrifty Drug
Solano Square(16)	NA	Motts
Midway(7)	NA	Goodyear, S&H
Cruces Norte(13)	NA	Albertson's, Revco
University Hqts.(4)	NA	Motts, Furr's
Madrid(10)	NA	Safeway, TG&Y, Rexall
Pan Am Plz.(22)	NA	Furr's, Revco

Principal Shopping Days-Thur. through Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Popular Dry Goods; United Fashion; Anthony; Sears; Dillard; Wilsons; Beall's.
Variety Stores-TG&Y; Mott's 2.
Discount Stores-K mart 2; Furr's; Bonanza City; Wal-Mart.
Chain Drug Stores-Skagg's; Fed-Mart; Baker 2; Thrifty; Skiller; Rexall; Walgreens; Revco 2.
Chain Supermarkets-Safeway; Furr's 3; Pic Quik 18; Quick Chek 2; Albertson's 2; Circle K 4; Smith Food King.
Other Chain Stores-Firestone; Zale's; Feder's; American Furniture; Sprouse-Reitz; Goodyear; True Value; Western Auto; Cashway; Samon's; Singer; Ace Hdwe.

14 - NEWSPAPERS: SUN-NEWS (e-mon to fri) 18,407; (S) 19,036; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Barnes, Adv. Dir., SUN-NEWS, 256 W. Las Cruces Ave., PO Box 1749, Las Cruces, NM 88004; Tel. (505) 523-4581.
National Representative: Landon Associates.

LAS VEGAS

1 - LOCATION: San Miguel County, E&P Map C-2, County Seat. Wholesaling & distributing center. 127 mi. from Albuquerque; 105 mi. from Tucumcari. On U.S. Hwys. 84, 85; State Hwys. 3, 65.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 14,322; E&P 88 Est. 16,574
County 80 Cen. 22,705; E&P 88 Est. 26,488

4 - HOUSEHOLDS:
City 80 Cen. 4,706; E&P 88 Est. 4,859
County 80 Cen. 7,370; E&P 88 Est. 9,204

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$110,000,000
Savings & Loan	1	$50,000,000

6 - PASSENGER AUTOS: County 9,961

7 - ELECTRIC METERS: Residence 5,671

8 - GAS METERS: Residence 2,401

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-University Educ. 330 ($250); State Hosp. 916 ($200); Convalescent Care ($200); State Hwy. Dept. 354 ($200); Fiber Board Plant 200 ($200).
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-78; Summer 50-89; Fall 30-68; Winter 15-56. First killing frost, Sept.; last killing frost, May.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Days-Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Gamble's; TG&Y; K mart; Taichert's; Fashion Tree; Broadway Fashions.
Variety Stores-Wacker's.
Chain Drug Stores-Rexall; Revco.
Chain Supermarkets-Safeway; Furr's; Super Save Warehouse Foods; Columbia.
Other Chain Stores-Prices Furniture & Hardware; Popular Dry Goods; Nancy's Apparel; Fashion Tree; Joni's; Color Tyme; Rent to own; Payless Shoes; Yellow Front Stores.

14 - NEWSPAPERS: OPTIC (e-mon to fri) 4,055; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Debra Erikson, Adv. Mgr., OPTIC, 612 Lincoln, Las Vegas, NM 87701; Tel. (505) 425-6796.
National Representative: Papert Companies.

LOS ALAMOS

1 - LOCATION: Los Alamos County, (In Santa Fe MSA). E&P Map B-2, County Seat. Nuclear Research Center in North central part. 35 mi. NW Santa Fe; on State Hwy. 4. Los Alamos is an incorporated county and contains no incorporated cities.

2 - TRANSPORTATION: Motor Freight Carriers-4.
Airlines-Ross Aviation.

3 - POPULATION:
Los Alamos Divn. 80 Cen. 11,039; E&P 88 Est. 13,093
County 80 Cen. 17,685; E&P 88 Est. 21,454
MSA 80 Cen. 93,260; E&P 88 Est. 111,764
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Los Alamos Divn. 80 Cen. 4,538; E&P 88 Est. 5,302
County 80 Cen. 6,283; E&P 88 Est. 8,200
MSA 80 Cen. 32,555; E&P 88 Est. 41,863

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$31,000,000
Building & Loan	1	$30,000,000
Credit Unions	4	$61,000,000

6 - PASSENGER AUTOS: County 14,260

7 - ELECTRIC METERS: Residence 7,985

8 - GAS METERS: Residence 6,514

9 - PRINCIPAL INDUSTRIES: Nuclear/scientific research 7,500 employees.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-58; Summer 55-90; Fall 35-62; Winter -5-45. First killing frost, Oct. 1; last killing frost, May 1.

11 - TAP WATER: Soft, salty.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central(6)	NA	Metzger's Hdwe., Anthony's
Community(30)	NA	Sears, Goodyear
The Village(22)	NA	Ed's Food Market
White Rock(15)	NA	Smith's
Mari-Mac(30)	NA	TG&Y, Revco, Safeway

13 - RETAIL OUTLETS: Variety Stores-McCrory's.
Discount Stores-Anthony's.
Chain Drug Stores-Los Alamos; Revco.
Chain Supermarkets-Speedway; Safeway; Smith's; Ed's Food Market.

14 - NEWSPAPERS: MONITOR (e-tues to fri; S) 5,034, sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Holly Vigil, Adv. Mgr., MONITOR, 256 D.P. Rd., PO Box 1268, Los Alamos, NM 87544; Tel. (505) 662-4185.
National Representative: Landon Associates.

LOVINGTON

1 - LOCATION: Lea County, E&P Map D-4, County Seat in SE part of state. On U.S. Hwys. 82, 62; State Hwy. 18.

2 - TRANSPORTATION: Railroads-Texas & New Mexico.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.
Airlines-At Lovington Airport.

3 - POPULATION:
Corp. City 80 Cen. 9,727; E&P 88 Est. 13,887
County 80 Cen. 55,797; E&P 88 Est. 68,269

4 - HOUSEHOLDS:
City 80 Cen. 3,165; E&P 88 Est. 4,556
County 80 Cen. 18,786; E&P 88 Est. 23,785

5 - BANKS	NUMBER	EST. DEP.
Comm./Savings	NA	$268,795,000

6 - PASSENGER AUTOS: County 30,715

7 - ELECTRIC METERS: City Residence 3,200

8 - GAS METERS: City Residence 3,298

9 - PRINCIPAL INDUSTRIES: Oil and Gas Production; Refineries; Irrigated Farming; Ranching.

10 - CLIMATE: Mild, sunny; Summer mean 84; Winter mean 53.

11 - TAP WATER: Alkaline, medium hard. 3,100 meters in use in city.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St. (13 stores).
Principal Stores-Sears.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lovington Sq.(6)	1	TG&Y, Safeway, C.R. Anthony
Mini Mall(6)	1	General Telephone
Town & Country(4)	2	Kentucky Fried Chicken
Apaula Ctr.(3)	2	One Shop Convenience
Plains Plz.(4)	1	Lovington Vacuum
June Ctr.(9)	2	Thrifty Drug, Bob's Supermarket

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; Sears; Otasco.
Chain Drug Stores-Thrifty.
Chain Supermarkets-Safeway; Furrs; One Stop; Allsups 4; Circle K 2; Roadrunner.
Other Chain Stores-TG&Y; Western Auto.

14 - NEWSPAPERS: DAILY LEADER (e-tues to fri; S) 2,809; sworn Sept. 28, 1987.
Local Contact for Advertising and Merchandising Data: John Graham, Pub.; Kathy Jennings, Circ. Mgr.; Joyce Clemens, Adv. Mgr., LEADER, 14 W. Ave. B; PO Box 1717, Lovington, NM 88260; Tel. (505) 396-2844.
National Representative: None.

MILAN
See GRANTS

PORTALES

1 - LOCATION: Roosevelt County, E&P Map D-3, County Seat. Agriculture, dairying, oil, education and livestock. Shipping center 120 mi. SW of Amarillo, TX; 98 mi. N of Roswell, NM on U.S. Hwy. 70; State Hwys. 18, 88.

2 - TRANSPORTATION: Railroads-AT&SF.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; New Mexico Trans.; Yellow Transit; CA-IL Express; Apex.

3 - POPULATION:
Corp. City 80 Cen. 9,940; E&P 88 Est. 11,157
County 80 Cen. 15,639; E&P 88 Est. 17,025

4 - HOUSEHOLDS:
City 80 Cen. 3,580; E&P 88 Est. 4,025
County 80 Cen. 5,645; E&P 88 Est. 6,162

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$76,694,000
Savings & Loan	2	$51,112,575

6 - PASSENGER AUTOS: County 7,419

7 - ELECTRIC METERS: Residence 3,871

8 - GAS METERS: Residence 4,112

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Farming 500 ($125); Dairying 125 ($200); Farm Proc. 160 ($100); Ranching 75 ($150); Casing Factory 60 ($150); Peanut Mills 143 ($115); Meat Packing Plants 15 ($125); Feed Mills 15 ($125); Univ. Educ. 680 ($225).

10 - CLIMATE: Min. & Max. Temp.-Spring 58-89; Summer 54-99; Fall 22-74; Winter -5-52.

11 - TAP WATER: Alkaline, very hard; naturally fluoridated.

12 - RETAILING: Shopping Centers-Sands (Foodtown); Safeway.
Principal Shopping Days-Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-Anthony's; Turner's.
Variety Stores-Sprouse-Reitz.
Discount Stores-Alco.
Chain Drug Stores-Walgreens; B&J; Thrifty.
Chain Supermarkets-Safeway; Food Town; Home Town 3.
Other Chain Stores-White's.

14 - NEWSPAPERS: NEWS-TRIBUNE (e-mon to fri; S) 4,500; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Wanda Pettus, Adv. Dir., NEWS-TRIBUNE, 101 E. First St., PO Box 848, Portales, NM 88130; Tel. (505) 356-4481.
National Representative: Southern Newspapers.

ROSWELL

1 - LOCATION: Chaves County, E&P Map C-4, County Seat. Agricultural. 210 mi. SE of Albuquerque; 210 mi. NE of El Paso; 215 mi. SW of Amarillo. On U.S. Hwys. 70, 285 & 380.

2 - TRANSPORTATION: Railroads-Santa Fe; Atchison.
Motor Freight Carriers-5.
Intercity Bus Lines-Texas, New Mexico, Oklahoma Coaches.
Airlines-Mesa; Continental Express.

3 - POPULATION:
Corp. City 80 Cen. 39,676; E&P 88 Est. 49,133
County 80 Cen. 51,387; E&P 88 Est. 62,396

4 - HOUSEHOLDS:
City 80 Cen. 14,519; E&P 88 Est. 18,320
County 80 Cen. 18,194; E&P 88 Est. 23,110

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$402,535,004
Savings & Loan	4	$658,278,219

6 - PASSENGER AUTOS: County 27,840

7 - ELECTRIC METERS: Residence 18,255

8 - GAS METERS: Residence 14,134

9 - PRINCIPAL INDUSTRIES: Cotton Seed and Oil; Concrete Block; Apparel; University Educ.; Bus. Mfg.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-67; Summer 60-91; Fall 59-83; Winter 28-54. First killing frost, Oct. 24; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main St.; 4 on 2nd St.; 3 on 3rd St.; 1 on 4th St.
Neighborhood Shopping Centers-Main & McGaffey Sts.; Second & Missouri; Second & Atkinson; Main & Reed; Washington Ave. & Hobbs Sts.; Second & Sunset; Main & Mescalero Rd.; Main & Pine Lodge St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadmoor(6)	1	Sears, Anthony's
Del Norte(1)	2	Allwoods
Highland(6)	1	
Monterey(4)	1	
Plains Park(10)	1	Alco, Farmers Ctr. Mkt.
Sunset(3)	2	Sunset Appliance
Union Plaza(4)	1	Primm Drug
Wilshire(2)	1	Furr's Mkt.
Roswell Mall(30)	10	JCPenney, Anthony's, Bealls, Wal-Mart

Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Anthony; JCPenney; White's.
Discount Stores-Alco; K mart; Wal-Mart.
Chain Drug Stores-Primm; Medicine Shop; Roswell; Gibson's; Walgreens; Wal-Mart.
Chain Supermarkets-Safeway 2; Furr Food 2; Albertson's; Save N' Gain.
Other Chain Stores-Firestone; Zale's; Checker Auto; Radio Shack; Bealls; Oshman's; Gordon's; Allwoods; Sonic; Big O Tires; Sprouse-Reitz; Factory 2-U.

14 - NEWSPAPERS: RECORD (m-mon to fri) 14,018; (S) 14,599; Sworn Sept. 30, 1987 ABC.
Local Contact for Advertising and Merchandising Data: John Pettit, Adv. Mgr., RECORD, 2301 W. Main; PO Box 1897, Roswell, NM 88201; Tel. (505) 622-7710.
National Representative: Papert Companies.

SANTA FE

1 - LOCATION: Santa Fe County (MSA), E&P Map C-2, State Capital; County Seat. 68 mi. N of Albuquerque. On U.S. Hwys. 64, 84, 85, 285; I-25.

2 - TRANSPORTATION: Railroads-AT&SF; Amtrak-New Mexico.
Motor Freight Carriers-6; Northwest Transport; ABF Freight; Consolidated Freight.
Intercity Bus Lines-Greyhound; Continental Trailways; Chili Line Trolley.
Airlines-Albuquerque Intl. Airport: American; Continental; Eastern; TWA; Southwest; America West; Delta; PSA; United; Mesa Airline.

3 - POPULATION:
Corp. City 80 Cen. 48,899; E&P 88 Est. 58,719
CZ-ABC: (80) 52,840
Bal. in NDM-ABC: (80) 61,205
County 80 Cen. 75,575; E&P 88 Est. 90,310
MSA 80 Cen. 93,260; E&P 88 Est. 111,764
Total NDM-ABC: (80) 114,045
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,836; E&P 88 Est. 22,105
CZ-ABC: (80) 19,214
Bal. in NDM-ABC: (80) 20,043
County 80 Cen. 26,272; E&P 88 Est. 33,663
MSA 80 Cen. 32,555; E&P 88 Est. 41,863
Total NDM-ABC: (80) 39,257

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$691,921,000
Savings & Loan	5	$104,681,000

6 - PASSENGER AUTOS: County 48,050

7 - ELECTRIC METERS: Residence 26,500

8 - GAS METERS: Residence 21,455

9 - PRINCIPAL INDUSTRIES: Clothing; Instruments; Mills; Scientific Labs.; State Capitol Offices; Tourism 4,647; Total Mfg. 1,372; Gov't 8,446; Schools 1,200.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-59; Summer 52-82; Fall 35-61; Winter 10-43. First killing frost, Oct. 1; last killing frost, June 1.

11 - TAP WATER: Neutral, soft in summer; hard in winter; mt. streams and reservoirs.

12 - RETAILING: Principal Shopping Centers-12 blocks on 2 Sts. and Cordova and 5 blocks Northwest at Paseo de Peralta and Jefferson.
Neighborhood Shopping Centers-Old Santa Fe Trail; Cordova Rd.; Pen Rd.; Cerrillos at Rodeo Rd.; West Alameda; St. Michaels Drive.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
DeVargas(55)	1	TG&Y, Albertsons, Mont. Ward, Front Row, Furr's Cafeteria
St. Michaels Vlg.	4	K mart, Safeway, Ben Franklin
Cordova Road	2	Skaggs, Kinney Shoes
Pen Road	1	Bonanza
Kaunes Ctr.	1	Kaunes Food Town
Cerrillos Rd.	4	
Coronado Ctr.	2	Furr's Supermarket, TG&Y, Walgreens
College Plaza	5	Albertson's, Wal-Mart, Skaggs
Villa Linda Mall(104)	10	Dillard's, Mervyn's, JCPenney, Sears, B. Dalton, Bealls
Casa Solana	1	Warehouse Market
Downtown		Dunlaps

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Dunlaps; JCPenney; Sears; Montgomery Ward; Dillard's; Mervyns; Bealls.
Variety Stores-Woolworth; TG&Y.
Discount Stores-K mart; Bonanza; Pick 'N Save; Wal-Mart.
Chain Drug Stores-Walgreens; Payless 2; Rexall; Skaggs; Revco.
Chain Supermarkets-Kaunes 2; Smith's Food-way; Safeway 3; Furr's; 7-Eleven; Speedway 4; Albertson's 2; Bag 'N' Save; Food Emporium; Skaggs.
Other Chain Stores Firestone; Goodrich; Western Auto; Singer Co.; Radio Shack; Zale's; Big O Tires; Coopers Western Wear; House of Fabrics; Corbins Draperies; Margos; Kinney Shoes; B. Dalton Bookseller's; Brook's; Casual Corner; Musicland; Seifert's; Waldenbooks.

14 - NEWSPAPERS: NEW MEXICAN (m) 17,139; (S) 18,552; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: James R. White, Adv. Dir., NEW MEXICAN, 202 E. Marcy; Box 2048, Santa Fe, NM 87501; Tel. (505) 983-3303.
National Representative: Gannett National Newspaper Sales.

SILVER CITY

1 - LOCATION: Grant County, E&P Map A-4, County Seat. 160 mi. NW of El Paso, TX. On U.S. Hwy. 180, State Hwy. 90.

2 - TRANSPORTATION: Motor Freight Carriers-5. **Airlines**-Mesa.

3 - POPULATION:
Corp. City 80 Cen. 9,887; E&P 88 Est. 12,485
County 80 Cen. 26,294; E&P 88 Est. 29,938

4 - HOUSEHOLDS:
City 80 Cen. 3,388; E&P 88 Est. 4,257
County 80 Cen. 8,586; E&P 88 Est. 10,200

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	3	$126,490,000
Savings & Loan	2	$48,960,000

6 - PASSENGER AUTOS: County 12,390

7 - ELECTRIC METERS: County 11,294

8 - GAS METERS: County 7,284

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Copper; Gold; Silver; Molybdenum; Cattle Raising; Lumber; Farming; Mining and Smelting-2,900 ($450).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 55-95; Fall 42-85; Winter 15-65.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Shopping Centers-(No. of Miles from Downtown)-Hudson St., 10 stores; Silver Heights, 4 stores (9); Hurley (18); Tyrone (5).
Principal Shopping Days-Wed., Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Maxwell House; JCPenney; C.R. Anthony; Factory 2-U.
Variety Stores-Sprouse-Reitz.
Discount Stores-K mart; Wonder World.
Chain Drug Stores-Rexall; Rx Fee System; Savon.
Chain Supermarkets-Safeway; Furr's; Snappy Mart 12; Albertson's.

14 - NEWSPAPERS: PRESS & INDEPENDENT (e) 6,385; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: William F. Ely, Pub., PRESS & INDEPENDENT, Box 740, Silver City, NM 88062; Tel. (505) 388-1576.
National Representative: None.

NEW YORK SURVEYS

METROPOLITAN STATISTICAL AREAS

Albany-Schenectady-Troy-Albany, Greene, Montgomery, Rensselaer, Saratoga and Schenectady Counties.
Binghamton,-Broome and Tioga Counties.
Elmira-Chemung County.
Glens Falls-Warren and Washington Counties.
Poughkeepsie-Dutchess County.
Rochester-Livingston, Monroe, Ontario, Orleans and Wayne Counties.
Syracuse-Madison, Onondaga and Oswego Counties.
Utica-Rome-Herkimer and Oneida Counties.

PRIMARY METROPOLITAN STATISTICAL AREAS

Buffalo-Erie County.
Nassau-Suffolk-Nassau and Suffolk Counties.
New York-Bronx, Kings New York, Putnam, Queens, Richmond, Rockland and Westchester Counties.
Niagra Falls-Niagra County.
Orange County-Orange County.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Buffalo-Niagra Falls-Includes Buffalo PMSA and Niagra Falls PMSA.
New York-Northern New Jersey-Long Island, NY-NJ-CT-Includes Bergen-Passaic, NJ PMSA; Bridgeport-Milford, CT PMSA; Danbury, CT PMSA; Jersey City, NJ PSMA; Middlesex-Somerset-Hunterdon, NJ PMSA; Monmouth-Ocean, NJ PMSA; Nassau-Suffolk, NY PMSA; New York, NY PMSA; Newark, NJ PMSA; Norwalk, CT PMSA; Orange County, NY PMSA; and Stamford, CT PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1989
Under 5 Years	1,488	1,170	1,449
5-14 Years	3,393	2,615	2,614
15-24 Years	2,949	3,117	2,614
25-44 Years	4,421	4,728	5,917
45-64 Years	4,039	3,758	3,534
65 and Over	1,951	2,180	1,922
TOTAL	18,241	17,575	18,050

Based on U.S. Census

POPULATION ESTIMATES
(Thousands)

Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 census.

Cities	Total Pop.	Spanish Origin	Percent
New York	7,071	1,407	19.9

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1989 Est.
Bldg. Mat./Hdwr	1,752	2,510	5,449
General Mdse	6,645	7,574	12,939
Food	12,611	17,046	25,991
Automobiles	7,512	9,743	21,615
Gasoline Stations	2,984	4,415	5,061
Apparel	3,342	5,229	8,492
Furniture	2,266	3,485	7,227
Eat-Drink Places	4,953	7,268	12,407
Drugs	1,629	2,524	4,246
TOTAL SALES	50,698	72,267	121,775

ALBANY

1 - LOCATION: Albany County (In Albany-Schenectady-Troy MSA). E&P Map F-4. State Capital. On West bank of Hudson River, 143 mi. N of NYC. State Capital. On U.S. Hwys. 20, 5, 9, 9W & Rt. 87 (northway) N.Y. State Thruway.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail Freight.
Motor Freight Carriers-120.
Intercity Bus Lines-Adirondack-Trailways; Arrow Line; Greyhound; Capital District Transit Authority; Vermont Transit; Yankee Trails; Mountain View Lines; Bonanza; Village Transportation.
Airlines-American; USAir; Eastern; Air North; Mall Airways; Command Airways; Aztec Air East; Bar Harbor; Piedmont; Republic; United.

3 - POPULATION:
Corp. City 80 Cen. 101,727; E&P 88 Est. 99,918
CZ-ABC: (80) 198,266
RTZ-ABC: (80) 548,380
County 80 Cen. 286,328; E&P 88 Est. 287,676
MSA 80 Cen. 836,456; E&P 88 Est. 863,023
City & RTZ-ABC: (80) 746,646
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 40,767; E&P 88 Est. 43,443
CZ-ABC: (80) 75,625
RTZ-ABC: (80) 194,524
County 80 Cen. 106,589; E&P 88 Est. 109,213
MSA 80 Cen. 302,191; E&P 88 Est. 320,214
City & RTZ-ABC: (80) 270,149

5 - BANKS	NUMBER	DEPOSITS
Savings	9	$3,423,448,000
Savings & Loan	3	$246,769,000
Commercial	20	$2,362,944,000

6 - PASSENGER AUTOS: County 156,348

7 - ELECTRIC METERS: Residence 75,081

8 - GAS METERS: Residence 48,440

9 - PRINCIPAL INDUSTRIES: State Gov't (Capital); Banking; Ins.; Educ.; Electronics; Housecare; Precision Tools; Printing; Steel Foundries.
Principal Industrial Pay Days-Thur., Fri.; N.Y. State Employees: Staggered (Dept.), Fri. (Institutions).

10 - CLIMATE: Min. & Max. Temp.-Spring 37-57; Summer 57-79; Fall 38-58; Winter 18-35; First freeze, late Sept.; last freeze, early May.

11 - TAP WATER: Alkaline, very soft; 43 paper mill; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on N. Pearl St.; State St.; Broadway; 10 on Central Ave.; Robinson Square-Hamilton St.
Neighborhood Shopping Centers-3 blocks on Madison Ave.; 2 on New Scotland Ave.; 6 on Delaware Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Century II Mall(15)	NA	
Loudon Ctr.(16)	NA	Convenient Mkt.
Westgate(26)	NA	Grand Union
Elsmere(20)	NA	Grand Union, Woolworth
Latham Circle Mall(55)	NA	JCPenney, Grand Union
Stuyvesant(35)	NA	Boston Store, Caldon, Flah's,
Mid City(4)	NA	Price Chopper
Colonie Ctr.(72)	NA	Macy's, Sears
Crossgates Mall(100)	2	JCPenney, Caldor, Filenes, Jordan Marsh
Northway Mall(36)	NA	Mont. Ward, Tehans
Mohawk Mall(88)	NA	Boston Store, Bradlees, Mont. Ward
K mart(2)	NA	K mart, Price Chopper
Wolf Rd. Pk.(12)	NA	Service Mdse.

Principal Shopping Days-Thurs., Fri., Sat., Sun.
Stores Open Evenings-Thur., Downtown; Mon. through Sat., Shopping Centers.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Boston Store; Macy's; Sears; Flah's; Marshall's; Cohoes; Barbizon's; Filenes; Jordan Marsh.
Discount Stores-Boardman; K mart; Joy Discount; Present Co.; Service Mdse.; Bradlees; Caldor; Ames.
Chain Drug Stores-CVS; Hall Drug (Lee) 3; Branche 2; Medical Center 2; Rite Aid 2; Fay's 10.
Chain Supermarkets-Trading Port 7; Grand Union 28; Shop-Rite 5; Star 9; Price Chopper 41; P&C 2.
Other Chain Stores-Thom McAn; Firestone; Lerner; Shoe Town; Carl Co.

14 - NEWSPAPERS: TIMES UNION (m) 89,267; KNICKERBOCKER NEWS (e-mon to fri) 25,970; (e-sat) 19,222; TIMES UNION (S) 168,860; Mar. 27, 1988 ABC.
Note:Knickerbrocker News published its last edition on Apr. 16, 1988. It was merged into the Times Union which became an ALL DAY newspaper.
Local Contact for Advertising and Merchandising Data: C. J. Cunningham, Natl. Adv. Mgr., TIMES UNION, Box 15000, News Plaza, Albany, NY 12212; Tel. (518) 454-5680.
National Representatives: Sawyer-Ferguson-Walker; American Publishers' Representatives; Publishers' Representatives of Florida.

AMSTERDAM

1 - LOCATION: Montgomery County (In Albany-Schenectady-Troy MSA). E&P Map E-3. 1/4 mi. to New York Thruway; on State Hwys. 5, 5-S, 67, 30; 16 mi. W of Schenectady; 34 mi. W of Albany; 114 mi. E of Syracuse; 185 railroad mi. from NYC.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.

Waterway-Terminal of N.Y. State Barge Canal.
Motor Freight Carriers-6.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 21,872; E&P 88 Est. 20,262
CZ-ABC: (80) 21,872
RTZ-ABC: (80) 38,954

County 80 Cen. 53,350; E&P 88 Est. 53,145
MSA 80 Cen. 836,456; E&P 88 Est. 863,023
City & RTZ-ABC: (80) 60,826
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,908; E&P 88 Est. 8,643
CZ-ABC: (80) 8,957
RTZ-ABC: (80) 13,413
County 80 Cen. 19,845; E&P 88 Est. 20,365
MSA 80 Cen. 302,191; E&P 88 Est. 320,214
City & RTZ-ABC: (80) 22,370

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$270,000,000
Savings & Loan	1	$27,000,000
Commercial	5	$168,000,000

6 - PASSENGER AUTOS: County 27,756

7 - ELECTRIC METERS: Residence 14,000

8 - GAS METERS: Residence 9,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners. Printing 325; Gloves 485; Dresses 300; Plastics Fiberglass 125; Christmas Trees, Lawn Furn. and Chairs 175; Warp Knitting 425; Toys 425; Recreational Prods. (pools, video games, home computers) 1,500; Laminated Fabrics 175; Men's Apparel 175; Radio and Auto Antennas 175; Furn. Refinishing Prods. 175; Waterbed Furn. 100; Automotive Lifts 50; Photo Processing 100.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-55; Summer 55-81; Fall 40-60; Winter 16-34. First killing frost, Sept. 28; last killing frost, Apr. 25.

11 - TAP WATER: Acid, very soft, not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on E. Main St. New 60 Store Downtown Enclosed Mall.
Neighborhood Shopping Centers-Reid Hill Section, Fifth Ward Section, Route 30 Section, K mart Plaza, Nichols Plaza 2, Price Chopper, Fay's Plaza, Amsterdam Mall, McCrory, Endicott, Fayva, Radio Shack, Present Co., Fashion Bug, JCPenney (catalog), Carl Co.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Reid Hill(3)	1	Carls Drug, P&C
Rt. 30 Plz.	1	Price Chopper, Fay's, Radio Shack, Red-Barn, National Auto
Downtown Amsterdam	NA	Grand Union, CVS, McCrory, Endicott, Fayva, Radio Shack
K mart Plaza	2	K mart, Chicago Mkts., JoAnn Fabrics, Bag 'N Save
Nichols Disc. City	2	Nichols
Pyramid Mall, Johnstown(9)	13	Price Chopper, Fay's, Jamesway
Rotterdam Sq. Mall	18	Hess, Sears, K mart

Principal Shopping Days-Wed. through Sun.
Stores Open Evenings-Downtown Mall Mon. through Sat.; most major stores open every night and Sun.

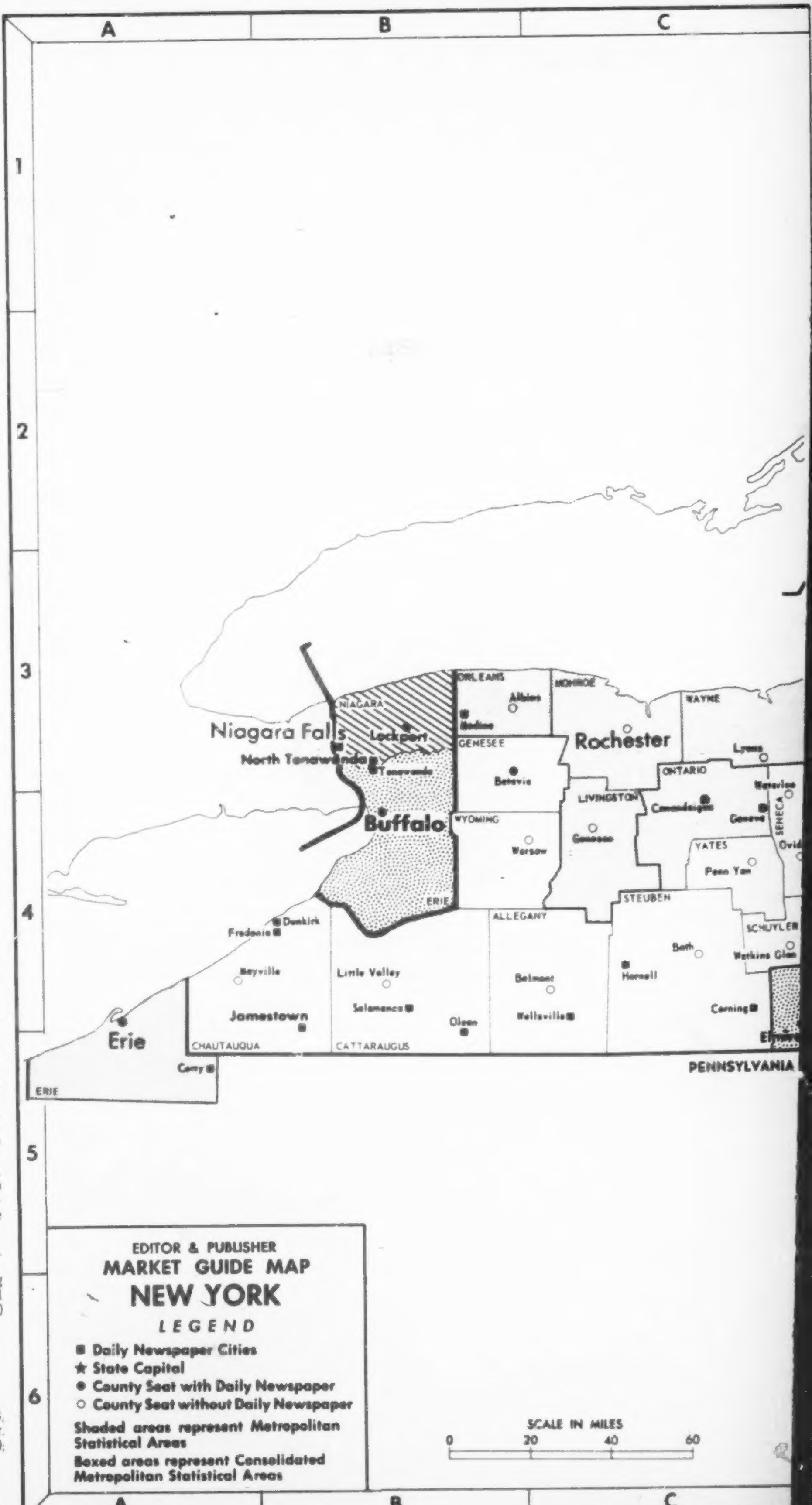
13 - RETAIL OUTLETS: Department Stores-Carl Co.
Discount Stores-Nichols; Fay's; K mart; Present Co.
Chain Drug Stores-Daw/Rite Aid 2; Carl's; Fay's; CVS.
Chain Supermarkets-P&C; Bag 'N Save; Price Chopper; Grand Union 2; Lou's Mkt.; Shop 'n Save.
Other Chain Stores-Radio Shack; Jo-Ann Fabrics; Big A Auto Parts; Agway; National Auto; So-Fro Fabrics; JCPenney (catalog); Fashion Bug; Endicott; Fayva; Rainbow; Pearl Vision; Empire Vision; Dexter Shoes.

14 - NEWSPAPERS: RECORDER (e) 14,503; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Patricia J. Beck, Adv. Dir., RECORDER, 1 Venner Rd., Amsterdam, NY 12010; Tel. (518) 843-1100.
National Representative: Landon Associates.

AUBURN

1 - LOCATION: Cayuga County, E&P Map D-3. County Seat. Diversified manufacturing center. Rich dairy. 26 mi. SW of Syracuse on U.S. Hwy. 20; N.Y. State Hwy. 5 (junction).

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-6.
Intercity Bus Lines-Onondaga Coach Lines; Cen-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ORLEANS
MONROE
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Medina
Niagara Falls
Lockport
North Tonawanda
Tonawanda
GENESEE
Rochester
Lyons
ONTARIO
Waterloo
Batavia
LIVINGSTON
Canandaigua
Geneva
SENECA
Buffalo
WYOMING
Geneseo
Warsaw
YATES
Ovid
Penn Yan
ERIE
STEUBEN
ALLEGANY
Dunkirk
Fredonia
SCHUYLER
Bath
Watkins Glen
Mayville
Little Valley
Belmont
Hornell
Jamestown
Salamanca
Olean
Wellsville
Corning
Erie
CHAUTAUQUA
CATTARAUGUS
Corry
ERIE
PENNSYLVANIA
EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW YORK
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas
SCALE IN MILES
0
20
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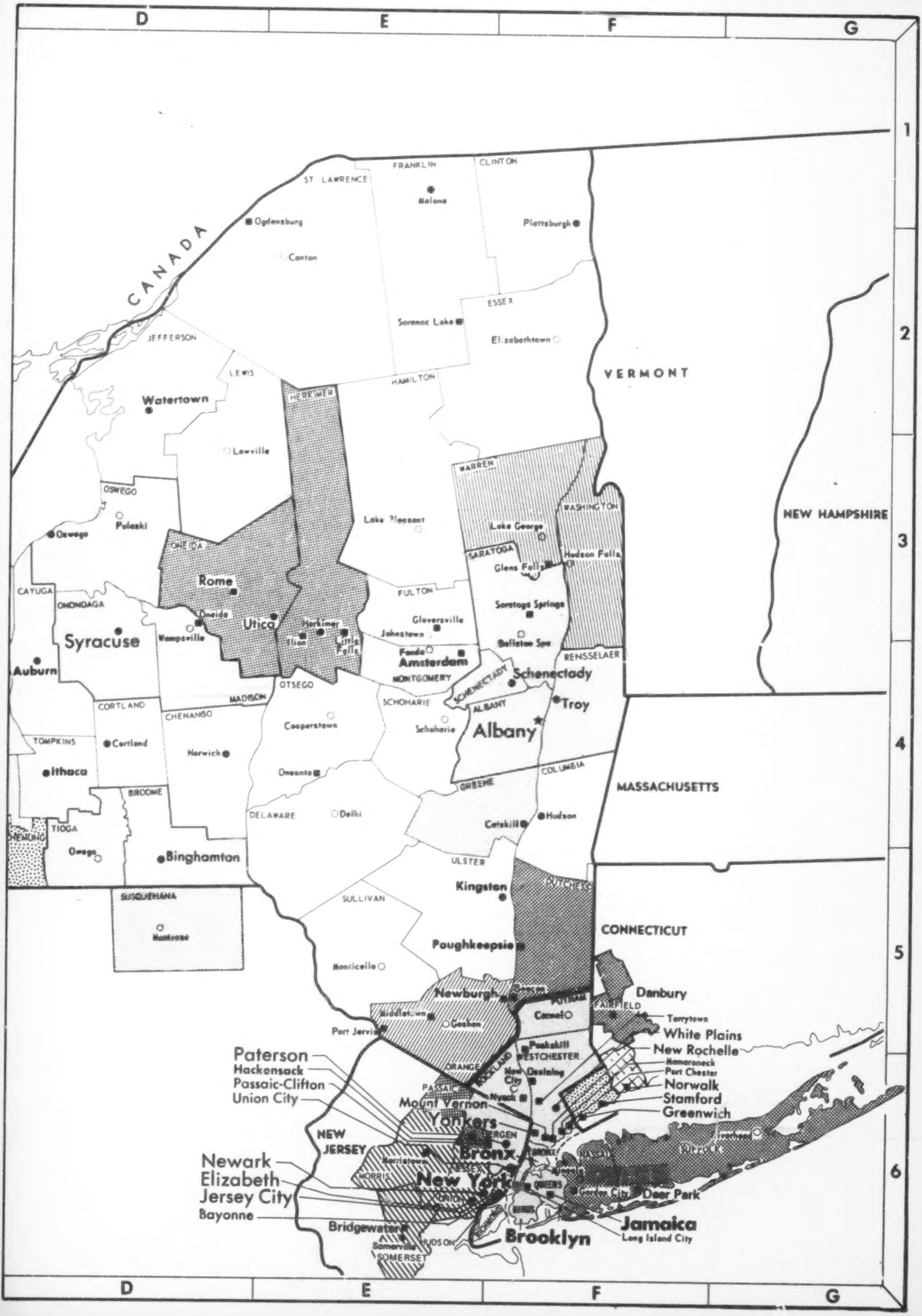
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CANADA
VERMONT
NEW HAMPSHIRE
MASSACHUSETTS
CONNECTICUT
NEW JERSEY
ST LAWRENCE
FRANKLIN
CLINTON
ESSEX
JEFFERSON
LEWIS
HAMILTON
HERKIMER
WARREN
WASHINGTON
OSWEGO
ONEIDA
SARATOGA
FULTON
CAYUGA
ONONDAGA
MADISON
OTSEGO
MONTGOMERY
SCHENECTADY
RENSSELAER
SCHOHARIE
ALBANY
CORTLAND
CHENANGO
TOMPKINS
COLUMBIA
GREENE
BROOME
DELAWARE
CHEMUNG
TIOGA
ULSTER
SUSQUEHANNA
SULLIVAN
DUTCHESS
PUTNAM
FAIRFIELD
ORANGE
ROCKLAND
WESTCHESTER
PASSAIC
BERGEN
ESSEX
MORRIS
UNION
HUDSON
SOMERSET
RICHMOND
KINGS
QUEENS
BRONX
NASSAU
SUFFOLK
Ogdensburg
Canton
Malone
Plattsburgh
Saranac Lake
Elizabethtown
Watertown
Lowville
Oswego
Pulaski
Lake Pleasant
Lake George
Hudson Falls
Glens Falls
Rome
Oneida
Utica
Herkimer
Ilion
Little Falls
Gloversville
Johnstown
Saratoga Springs
Ballston Spa
Syracuse
Wampsville
Auburn
Fonda
Amsterdam
Schenectady
Troy
Cooperstown
Schoharie
Albany
Cortland
Norwich
Ithaca
Oneonta
Delhi
Catskill
Hudson
Owego
Binghamton
Montrose
Kingston
Poughkeepsie
Monticello
Newburgh
Beacon
Middletown
Goshen
Port Jervis
Carmel
Danbury
Tarrytown
White Plains
New Rochelle
Mamaroneck
Port Chester
Norwalk
Stamford
Greenwich
Peekskill
Ossining
New City
Nyack
Paterson
Hackensack
Passaic-Clifton
Union City
Mount Vernon
Yonkers
Bronx
Newark
Elizabeth
Jersey City
Bayonne
Morristown
New York
Mineola
Garden City
Deer Park
Riverhead
Bridgewater
Somerville
Jamaica
Long Island City
Brooklyn

tro Bus Lines.

3 - POPULATION:
Corp. City 80 Cen. 32,548; E&P 88 Est. 32,567
CZ-ABC: (80) 32,548
RTZ-ABC: (80) 62,931
County 80 Cen. 79,898; E&P 88 Est. 82,487
City & RTZ-ABC: (80) 95,479
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,672; E&P 88 Est. 11,045
CZ-ABC: (80) 11,672
RTZ-ABC: (80) 20,541
County 80 Cen. 26,896; E&P 88 Est. 28,513
City & RTZ-ABC: (80) 32,213

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$300,000,000
Commercial	3	$250,000,000

6 - PASSENGER AUTOS: County 38,712

7 - ELECTRIC METERS: Residence 11,414

8 - GAS METERS: Residence 10,594

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Metal & Metal Prods. 2,795; Shoes 575; Plastics 290; Foods 380; Electronics 400; Bottling 300.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-60; Summer 40-90; Fall 30-70; Winter 0-50. First killing frost, Oct. 10; last killing frost, May 10.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Genesee St.; 2 on State St.; 2 on North St.
Neighborhood Shopping Centers-At the Five Points; 2 blocks on Lower State St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Auburn Plaza(30)	NA	Ames, Central Tractor
Finger Lakes Mall(90)	3	Choppell's, Sears, JCPenney, K mart, Carl's Drugs, Anderson Little
Grant Ave. Plz.(10)	NA	K mart
Seminary Plaza(4)	NA	Fay's
Westside Plaza(5)	NA	Westside Phcy.

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Thur., Fri. (most Thur.); Food: 7 days.

13 - RETAIL OUTLETS: Department Stores-Argersinger's.
Discount Stores-K mart; Ames; Nichols.
Chain Drug Stores-Rite Aid 3; Fay's; Westside, Carl's Drugs; CVS.
Chain Supermarkets-P&C 2; Super Duper; Tops; Wegmans.

14 - NEWSPAPERS: THE CITIZEN (e-mon to fri) 16,983; (S) 17,354; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchanoising Data: Anthony Panetta, Jr., Adv. Dir., CITIZEN, 25 Dill St., Auburn, NY 13021; Tel. (315) 253-5311.
National Representative: Landon Associates.

BATAVIA

1 - LOCATION: Genesee County, E&P Map B-3. Midway bet. Buffalo & Rochester. Agricultural & shipping center in Western New York. 30 mi. W of Rochester; 33 mi. E of Buffalo. On Hwys. 5, 33, 63, 98 & N.Y.S. Thruway.

2 - TRANSPORTATION: Railroads-Conrail; Lehigh Valley; Erie-Lackawanna.
Motor Freight Carriers-5.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 16,703; E&P 88 Est. 16,652
NDM-ABC: (80) 22,268
RTZ-ABC: (80) 63,504
County 80 Cen. 59,460; E&P 88 Est. 61,077
Total NDM & RTZ-ABC: (80) 85,772
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,152; E&P 88 Est. 6,221
NDM-ABC: (80) 8,122
RTZ-ABC: (80) 20,110
County 80 Cen. 20,111; E&P 88 Est. 21,453
Total NDM & RTZ-ABC: (80) 28,232

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$125,000,000
Savings & Loan	2	$39,000,000

6 - PASSENGER AUTOS: County 31,418

7 - ELECTRIC METERS: County 22,500

8 - GAS METERS: County 11,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Shoes 350; Condensers 370; Steel Metal Prods. 175; Road Mach. 500; Sprayers 300.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-70; Summer 41-93; Fall 22-95; Winter 0-60.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Genesee Country Mall.
Neighborhood Shopping Centers-Ellicott & Liberty Sts.; W. Main St.; E. Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Court St. Plz.(5)	NA	Miners
Eastown Plz.(10)	1	K mart, Bell's, Lane Drug
Ames Plaza(24)	1	Bell's, Fay Drugs, Ames, Natl. Auto

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.; Mall Plazas every night.

13 - RETAIL OUTLETS: Department Stores-JCPenney 3; C.L. Carr; Ames.
Discount Stores-Century; K mart; Zayre's.
Variety Stores-Newberry.
Chain Drug Stores-Fay's; CVS.
Chain Supermarkets-Bell's; Super Duper; Tops.
Other Chain Stores-National Auto; Endicott-Johnson; Sherwin-Williams.

14 - NEWSPAPERS: NEWS (e) 16,198; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Gloria J. Stonecipher, Gen. Mgr., NEWS, PO Box 870, Batavia, NY 14020; Tel. (716) 343-8000.
National Representative: Landon Associates.

BEACON
See NEWBURGH

BINGHAMTON

1 - LOCATION: Broome County (MSA). E&P Map D-4, County Seat. 64 mi. NE of Scranton; 76 mi. S of Syracuse; 188 mi. NW of New York City; 200 mi. SE of Buffalo; 140 mi. SW of Albany. On U.S. Hwys. 11, 81, 88; State Hwys. 7, 17, 12. Junction point of Chenango and Susquehanna Rivers. Rail, college, wholesale and industrial center.

2 - TRANSPORTATION: Railroads-Conrail; D&H; New York; Susquehanna & Western.
Motor Freight Carriers-78.
Intercounty Bus Lines-Interstate; Capitol-Trailways; Greyhound; Short Line; Chenango Valley Bus Lines.
Airlines-Allegheny Commuter; Continental Express; Piedmont; Piedmont Commuter; United Express; USAir.

3 - POPULATION:
Corp. City 80 Cen. 55,860; E&P 88 Est. 51,387
CZ-ABC: (80) 175,518
RTZ-ABC: (80) 197,839
County 80 Cen. 213,467; E&P 88 Est. 213,534
MSA 80 Cen. 263,371; E&P 88 Est. 266,296
City & RTZ-ABC: (80) 373,357
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 24,314; E&P 88 Est. 21,531
CZ-ABC: (80) 64,482
RTZ-ABC: (80) 66,837
County 80 Cen. 76,809; E&P 88 Est. 79,419
MSA 80 Cen. 93,329; E&P 88 Est. 97,827
City & RTZ-ABC: (80) 131,319

5 - BANKS	NUMBER	DEPOSITS
Savings	3	N.A.
Commercial	9	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 120,059

7 - ELECTRIC METERS: Binghamton Metro Area 100,800

8 - GAS METERS: Residential 59,964

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 38,015 ($537); Durable Goods 31,631 ($580); Metals & Mach. 27,600 ($636); Other Durable Goods 4,400 ($580); Non-Durable Goods 6,300 ($321); Constr. 4,400 ($423); Trans. & Pub. 4,500 ($504); Whol. & Ret. 26,400 ($224); Fin., Ins. & Real Estate 4,000 ($367); Serv. & Misc. 22,100 ($261); Gov't 21,600 ($367).
Principal Pay Days-Mon., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-52; Summer 57-76; Fall 41-57; Winter 16-30. First killing frost, Oct. 8; last killing frost, May 4.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown Binghamton (140 stores-25 blocks); Downtown Endicott (80 stores-6 blocks); Johnson City (26 stores-8 blocks).
Neighborhood Shopping Centers-19 blocks at Clinton St.; 5 at Main & Beethoven Sts.; 3 at S. Washington St. & Vestal Ave.; 6 at Robinson St. & Broad Ave.; 2 at Chenango & West State St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Chenango Plaza(8)	5	Brooks, Great American
Giant Plz. (7))	5	Giant Mkt., CVS
Northgate Plz.(19)	5	Ames, Grand Union, Carl's
Binghamton(23) Plz.	1	K-mart, Grand Union, CVS
Vestal Plz.(45)	3	K-mart, Grand Union,
Foundry Plz.(3)	2	Price Chopper
Giant-Oakdale Plz.(9)	4	Giant Mkt., Rite Aid
Oakdale Mall(126)	4	Sears, Mont. Ward, Bon-Ton, Bradlees, JCPenney
Park Manor Plz.(9)	5	Zayre, Grand Union, Carl's Drug
Campus Plz. (12)	4	Sugerman's, Great American, Fay's
Endicott Plz.(12)	10	K mart, Grand Union, CVS

Principal Shopping Days-Mon., Thur., Sun.
Stores Open Evenings-Mon. & Thur.; Plaza & Mails: Mon. through Sat. Food: Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Bon/Ton; Boscov's; Montgomery Ward; Sears; JCPenney; Burts.
Discount Stores-Philadelphia Sales 3; Sugerman's; Bradlees; Ames; K mart 3; Zayre.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-CVS 9; Brooks 6; Fay's 4; Crone's SupeRx 2; Rite Aid, Carl's 4.
Chain Supermarkets-Grand Union 6; Great American 10; Giant Food 12; Price Chopper; P & C Foods; Norman's; Food King.
Other Chain Stores-Goodyear; Barbara Moss; Henry Wilson Jewelers; Endicott-Johnson; Sherwin-Williams; Loft; Firestone; Cole's Mufflers; Wall to Wall Sound & Video; Golden Value Stores; Allied Radio Shack; Grossman's; Wicke's; Agway; 84 Lumber; Anderson Little; General Nutrition; Belden's Jewelers; KayBee Toys; Kay's Jewelers; Richards & Co. Jewelers; Kinney Shoes; Ormond Shops; Recordland; So-Fro Fabrics; Thom McAn; Toy's for Joy; Waldenbooks; Herman's; Catalog Present Co., Service Merchandise.

14 - NEWSPAPERS: PRESS & SUN-BULLETIN (m) 67,138; (S) 90,854; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Gail Lyman, Natl. Adv. Mgr., PRESS & SUN-BULLETIN, Vestal Pkwy. East, Binghamton, NY 13902; Tel. (607) 798-1234.
National Representative: Gannett National Newspaper Sales.

BUFFALO

1 - LOCATION: Erie County, (In Buffalo PMSA). E&P Map B-4, County Seat. Industrial, wholesale and retail distribution, financial, educational, research and transportation center. Western part of the state on Lake Erie and Niagara River on U.S.-Canada border; 72 mi. W of Rochester; 187 mi. NE of Cleveland; 254 mi. E of Detroit; 382 mi. NW of N.Y. City; 526 mi. E of Chicago. On N.Y. State Thruway. First St. Lawrence Seaway port on Lake Erie. Point of entry for trade with Canada.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail; Delaware & Hudson; Norfolk Southern; South Buffalo Railway, Canadian National; Tonawanda Island; Buffalo Southern; New York & Lake Erie; Arcade & Attica; Buffalo-Pittsburgh; Canadian-Pacific; CSX.
Motor Freight Carriers-327.
Freight Steamship Lines-5.
Intercity Bus Lines-Greyhound; Bluebird; D&F; Cottrell; NFTA Metro; Trailways; Grand Island Transit.
Airlines-American; United; USAir; Eastern; Federal Express; Piedmont; Allegheny Commuter, Continental; Northwest; Mall Airways; Pan Am Express; Enterprise.

3 - POPULATION:
Corp. City 80 Cen. 312,937; E&P 88 Est. 314,057
CZ-ABC: (80) 671,318
RTZ-ABC: (80) 752,799
County/PMSA 80 Cen. 1,013,426; E&P 88 Est. 989,729
City & RTZ-ABC: (80) 1,424,117
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 104,954; E&P 88 Est. 134,512
CZ-ABC: (80) 253,562
RTZ-ABC: (80) 253,236
County/PMSA 80 Cen. 365,217; E&P 88 Est. 372,525
City & RTZ-ABC: (80) 506,798

5 - BANKS	NUMBER	EST. DEP.
Savings	5	$5,878,328,000
Savings & Loan	2	$3,212,166,000
Commercial	12	$7,042,811,000

6 - PASSENGER AUTOS: County 519,700

7 - ELECTRIC METERS: Residence 438,000

8 - GAS METERS: Residence 371,755

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Durable Goods 70,700 ($556); Stone, Clay, Glass & Concrete 4,000 ($446); Primary Metals 4,900 ($521); Fab. Metal Prods. 10,600 ($578); Mach. (except elect.) 10,300 ($427); Elect. Equip. 9,500 ($406); Trans. Equip. 21,700 ($721); Other Durable Goods 5,300 (N.A.); Nondurable Goods 36,100 ($407); Food & Allied Prods. 8,000 ($410); Textiles & Apparel 3,200 ($241); Paper & Allied Prods. 2,900 ($347); Printing & Pub. 8,900 ($401); Chem. & Allied Prods. 7,400 ($509); Rubber & Misc. Plastic Goods 4,900 ($489); Other Nondurables 700 (N.A.); Constr. 12,800; Trans. & Public Util. 24,000; Whol. 24,800; Ret. 88,900; Fin., Ins. & R.E. 24,300; Servs. & Misc. 113,900; Gov't 55,100; Local Education 27,300; Misc. Mfg. 2,500; Mining 700.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-54; Summer 59-78; Fall 43-60; Winter 19-32. First killing frost, Oct. 18; last killing frost, April 30.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-9 blocks on Main St., from S. Division St. to Tupper St.; 6 on Broadway from Detroit St. to Sears St.
Neighborhood Shopping Centers-Bailey Kensington Ave. 4 blocks; Hertel Ave. near Parkside 4 blocks; Elmwood Ave. near W. Utica 5 blocks; Jefferson Ave. near E. Utica 4 blocks; Tonawanda St. near Ontario 3 blocks; Delaware Ave. in Kenmore 8 blocks; Seneca St. near Cazenovia 6 blocks; Grant St. near W. Ferry 4 blocks; Ridge Road in Lackawanna 7 blocks; Genesee St. near Moselle 3 blocks.

Large Plaza Centers, No. of Stores-Summit Park Mall, Williams Rd., Niagara Falls 90; Mil-Pine Plaza, Pine Ave. & Rt. 265, Niagara Falls 10; Mid-City Plaza, Payne Ave. & Meadow Dr., N. Tonawanda 26; Sheridan Plaza, Sheridan Dr. & Delaware Ave., Tonawanda 24; Boulevard Mall, Niagara Falls Blvd., Amherst 95; Northtown Plaza & Century Mall, Sheridan Dr., Bailey Ave. & Eggert Rd., Amherst 58; Georgetown Square Plaza Sheridan Dr. & Evans, Williamsville 18; Eastern Hills Mall, Transit Rd., Williamsville 97; Clarence Mall, Main St. & Transit Rd., Clarence 17; Transitown Plaza, Main St. & Transit Rd., Clarence 40; University Plaza, Main St. & Kenmore Ave. 14; Central Park Shopping Plaza, Amherst & Main Sts. 43; Airport Plaza, Genesee St. [illegible] Rd., Cheektowaga 42; Thruway Mall, [illegible] Rd. & Walden Ave., Cheektowaga 86; [illegible] ll, Union Rd. between Como Park Blvd. [illegible] d., Cheektowaga 47; D & L Plaza, Broadway, Depew 27; Main Place Mall, Main St., between Church & Court Sts. 60; Abbott Road Plaza, Abbott Rd. & Ridge Rd., Lackawanna 32; Seneca Mall, Ridge Rd. at Slade Ave., West Seneca 53; Southgate Plaza, Union Rd. at Seneca St., West Seneca 52; Aurora Village Shopping Center, Grey St., East Aurora 23; South Shore Plaza, Southwestern Blvd. & Rogers Rd., Hamburg 21; Town Hall Plaza, South Park Ave. no. of Clark St., Hamburg 7; Hamburg Shopping Center, between Pine & Buffalo Sts., Hamburg 28; Lockport Mall, S. Transit Rd., Lockport 30 Sheridan-Harlem, Sheridan Dr. & Harlem Rd. 17; Cleve Hill Plaza, Kensington & Eggert Rd. 14; Dick Urban Plaza, George Urban Blvd. & Dick Rd., Checktowaga 13; Grand Island Plaza, Grand Island Blvd. & Baseline Rd., Grand Island 16; Del-Arrow Plaza, Delaware & Great Arrow, Buffalo 18; Del-Ton Plaza, Delaware Ave., Tonawanda 16; Evans-Sheridan Plaza, Sheridan Dr. & Evans St., Amherst 15; Garden Village Plaza, French & Union Rds., Cheektowaga 20; Rainbow Center, 302 Rainbow Blvd., Niagara Falls 55; Factory Outlet Mall, 1900 Military Rd., Niagara Falls 60; Marvin Gardens Plaza, Niagara Falls Blvd. & Treadwell, Tonawanda 13; Pierce Arrow Plaza, Sheridan Dr. & Evan St., Amherst 16; Stuyvesant Plaza, Elmwood Ave. between North & Summer Sts., Buffalo 14; Townedge Square, Transit Rd. near French Rd.,

Lancaster 15; Wimbledon Plaza, Center Rd. near Seneca St., West Seneca 26; McKinley Mall, McKinley Parkway & Milestrip Rd., Hamburg 75.
Free Standing Stores (Complete Dept. Stores)-Sibley's, Main St. & Eggert Rd.; K mart, Walden Ave., Cheektowaga; Niag. Falls Blvd., Amherst; Southwestern Blvd., Orchard Pk.; Transit & Maple, Amherst; Military Rd., Niag. Falls; Transit Rd. Plaza, Lockpt.; Gold Circle, Walden Ave., Depew; Elmwood Ave., Buffalo; Seneca St., West Seneca; Maple Rd., Amherst; Lake Ave., Blasdell, Camp Rd., Hamburg; Military Rd., Niagara Falls; Hills Lake Ave., Blasdell; Meadows Dr., North Tonawanda.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown Dept. Stores Thur. Most Plaza stores open nightly.
Stores Open Sunday-Most supermarkets, some plazas, most discount stores.

13 - RETAIL OUTLETS: Department Stores-AM&A 9; Sears 3; JCPenney 4; Sibley's 3; Jenss 2.
Variety Stores-Woolworth 5; G.C. Murphy 3; D&K 8.
Discount Stores-K mart 10; Hills 9; Gold Circle 7; Ames 12.
Chain Drug Stores-Fay's 23; Leader Wholesale 42; Peterson 2; Rite Aid 71; CVS 27; Owl 8; Leader 43.
Chain Supermarkets-Super Duper 36; Tops 59; B-Kwik 14; Bell's 40; Wegman's 4.
Other Chain Stores-Appliance/Electronics: Silo, Rosa's, Burnham's, Electra Gas, Radio Shack; Hardware: Valu Home Center, Busy Beaver, Hector's Hardware; Tires: Goodyear, Firestone; Toys: Child World, Toys R Us, Kay Bee; Book Stores: Waldenbooks, B. Dalton, Ulbrich's; Gift Stores: Cavages, Spencer Gifts, Love of Pete, Stewart & Benson; Fabrics: Jo Ann, So Fro; Shoes: Endicott-Johnson, Thom McAn, Kinney, Florsheim, Baker, Liberty, Altiers Naturalizer, Flagg Bros., Goldman's, Red Cross, Chandler's, The Wild Pair, Whites, Regal, Next Step, Shoeworks, Bass, Payless; Clothing: Chess King, Martin Jacobi, The Gap, Casual Corner, Lane Bryant, Gutman's, Ormonds, Stuarts, Jeans West, Richman Bros., Foxmoor, G&G, Jean Nicole, The Limited, Donlevy's, David's, Lerner, Susie's Casuals, 5-7-9 Shop, His Place, Victoria's Secrets, Caren Charles, Bennington; Other: Fotomat, Hallmark Cards, Merle Norman, Parklane Hosiery, Fanny Farmer, Hickory Farms, Friendly Ice Cream, Claire's Boutique, Herman's World Sporting Goods, The Icing, Safanel, Beauty Fair USA, Limited Express, The Lodge, American Eagle.

14 - NEWSPAPERS: NEWS (all day-mon to fri) 315,252; (m-sat & hols) 286,158; (S) 378,485; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Hugh Monaghan, Gen. Adv. Mgr., NEWS, One News Plaza, Buffalo, NY 14240; Tel. (716) 849-3422.
National Representatives: Sawyer-Ferguson-Walker; American Publishers' Representatives of Canada.

CANANDAIGUA

1 - LOCATION: Ontario County (In Rochester MSA). E&P Map C-4, County Seat. Shipping center. In W central part of state on Canandaigua Lake; on Routes 5 and 20. 30 mi. SE of Rochester; 75 mi. W of Syracuse; 88 mi. E of Buffalo.

2 - TRANSPORTATION: Railroads-Amtrak-Freight only.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-9.

3 - POPULATION:
Corp. City 80 Cen. 10,419; E&P 88 Est. 12,007
County 80 Cen. 89,046; E&P 88 Est. 98,851
MSA 80 Cen. 973,509; E&P 88 Est. 1,026,050
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,615; E&P 88 Est. 4,328
County 80 Cen. 30,307; E&P 88 Est. 34,773
MSA 80 Cen. 342,101; E&P 88 Est. 373,608

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 49,090

7 - ELECTRIC METERS: Residence 3,775

8 - GAS METERS: Residence 3,277

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Winery 237; Commun., Indus. & Office Tapes 300; Plastics 1,700; Electric Insulators 310; Paper, Paper Prods. 200; Sporting Goods 320; Veterans Hospital 1,200.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 67-98; Fall 40-70; Winter -5-36. First killing frost, Sept. 15; last killing frost, Apr. 20.

11 - TAP WATER: Filtrated, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Parkway Plz.(20)	NA	Woolworth
Townline Plz.(14)	NA	Big Wheel
Nichols Plz.(6)	NA	Nichol's
Finger Lake Plz.(10)	NA	Apple's, Mont. Ward

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-S.E. Nichols; Big Wheel.
Variety Stores-Woolworth.
Discount Stores-Nichol's; Big Wheel.
Chain Drug Stores-Wayne 2; Fays.
Chain Supermarkets-Shurfine; Apple's Market; Wegman's; P&C Mkt.
Other Chain Stores-Endicott-Johnson; Finn Auto; Johnson; Montgomery Ward; Agway Stores; Wickes Lumber; Grossman's Lumber; Central Tractor; Radio Shack; Chase Pitkin.

14 - NEWSPAPERS: MESSENGER (e-mon to fri) 12,359; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Thomas Miller, Vice Pres. Sales, MESSENGER, 73 Buffalo St., Canandaigua, NY 14424; Tel. (716) 394-0770.
National Representative: Landon Associates.

CATSKILL

1 - LOCATION: Greene County, (In Albany-Schenectady-Troy MSA). E&P Map F-4. County Seat. Shopping center for County; small mfg. On W bank of Hudson River. 30 mi. S of Albany; 115 mi. N of NYC.

2 - TRANSPORTATION: Railroads-Conrail to Hudson; West Shore.
Motor Freight-Cross Country Service.
Intercity Bus Lines-Greyhound; Mountain View; Adirondack Transit & Jersey.

3 - POPULATION:
Corp. Village 80 Cen. 4,718; E&P 88 Est. 4,760
County 80 Cen. 40,853; E&P 88 Est. 42,960
MSA 80 Cen. 836,456; E&P 88 Est. 863,023

4 - HOUSEHOLDS:
Village 80 Cen. 1,836; E&P 88 Est. 1,506
County 80 Cen. 14,919; E&P 88 Est. 16,190
MSA 80 Cen. 302,191; E&P 88 Est. 320,214

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$178,325,000
Commercial	2	$141,520,000

6 - PASSENGER AUTOS: County 27,648

7 - ELECTRIC METERS: Residence Village 2,244; Trade Area 16,252

8 - GAS METERS: Residence 2,894

9 - PRINCIPAL INDUSTRIES: Cement Mfg. 589 Emp. ($355 Wkly.); Tourism.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-69; Summer 68-90; Fall 50-75; Winter 25-30.

11 - TAP WATER: Neutral.

12 - RETAILING: Shopping Centers-Main St. Shopping Center; Jamesway Plaza, 9 W. Hwy. S.; Spinning Wheels Plz.; Catskill Valley Plz.
Principal Shopping Days-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Newberry; Jamesway; King's; Morton's.
Variety Stores-Newberry.
Discount Stores-Jamesway.
Chain Drug Stores-Mikhitarian; Mall Drugs; Rite Aid.
Chain Supermarkets-Grand Union 2; Joe's Mkt.; Shop-Rite; Arbees; Cumberland Farms 3; Great American 2.

14 - NEWSPAPERS: MAIL (e) 4,898; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Gunther Hafner, Pub., MAIL, 30 Church St., Catskill, NY 12414; Tel. (518) 943-2100.
National Representative: None.

CORNING

1 - LOCATION: Steuben County, E&P Map C-4, SE part of County. 20 mi. W of Elmira. On U.S. Hwy. 15; State Hwys. 17, 414.

2 - TRANSPORTATION: Railroads-Erie-Lackawanna; Conrail (freight only).
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Blue Bird; Short Line; Capitol Trailways; Continental Trailways; Empire State Trailways.
Airlines-USAir; Piedmont; Pennsylvania Air; Catskill Airways.

3 - POPULATION:
Corp. City 80 Cen. 12,953; E&P 88 Est. 11,753
CZ-ABC: (80) 26,244
RTZ-ABC: (80) 59,406
County 80 Cen. 99,139; E&P 88 Est. 99,741
City & RTZ-ABC: (80) 85,650
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,394; E&P 88 Est. 4,620
CZ-ABC: (80) 10,243
RTZ-ABC: (80) 19,714
County 80 Cen. 32,121; E&P 88 Est. 36,960
City & RTZ-ABC: (80) 29,957

5 - BANKS	NUMBER	DEPOSITS
Credit Unions	5	$49,722,000
Savings & Loan	2	$72,000,000
Commercial	5	$208,000,000

6 - PASSENGER AUTOS: County 49,340

7 - ELECTRIC METERS: Residence 12,409

8 - GAS METERS: Residence 11,000

9 - PRINCIPAL INDUSTRIES: Glass Prods.; Fibre Boxes; Air Comp.
Principal Industrial Pay Days-Tues., Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-65; Summer 70-100; Fall 30-65; Winter 0-15.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Market St.; 2 on Pine St.; 2 on Denison Pkwy.; 3 on Bridge St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Mall, Big Flats(130)	NA	JCPenney, McCrory, Rea & Derick, Hess, Sears, Bradlees,
Grand Central(20)	NA	K mart
Murphy's Mart Plz.	NA	Murphy's Mart, Radio Shack, Great American
Painted Post(18)	NA	Tallman's
S. Corning Pk.	NA	Corning Bldg. Co., CBC Furniture
Rts. 415 & 17	NA	Nichols

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.; Food Stores open 7 days & evenings.

13 - RETAIL OUTLETS: Department Stores-Gates-Rockwell.
Variety Stores-Woolworth.
Chain Drug Stores-Rea & Derick; Fay's; Carl's.
Discount Stores-Nichols; Ames.
Chain Supermarkets-Foodmart; A&P; Great American 2; P&C; Wegmans.
Other Chain Stores-Firestone; Jo Ann Fabrics; Goodyear; Bern Furn.; Wickes; Grossman's; Radio Shack; Central Tractor; Van Heusen; The Corning Store; Beacon Linens; Kidsport; Lush Furniture; Micro Age Computers; Manhattan Shirt.

14 - NEWSPAPERS: LEADER (e) 16,320; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: John Ewing, Adv. Dir., LEADER, 34 W. Pulteney St., Corning, NY 14830; Tel. (607) 936-4651.
National Representative: Landon Associates.

CORTLAND

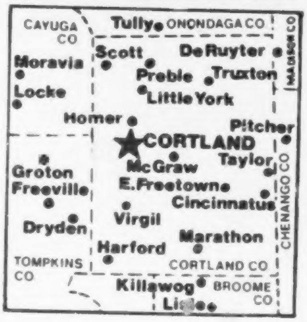
1 - LOCATION: Cortland County, E&P Map D-4, County Seat. Agriculture & dairy shipping center; miscellaneous manufacturing; college center. Central part of state; 35 mi. from Syracuse; 45 mi. from Binghamton; 220 mi. from N.Y. City. On U.S. Hwys. 11, I-81; State Hwys. 13, 41, 90, 281.

2 - TRANSPORTATION: Railroad-NYS&W (freight).
Motor Freight Carriers-18.
Intercity Bus Line-Greyhound.
Airline-USAir.

3 - POPULATION:
Corp. City 80 Cen. 20,138; E&P 88 Est. 18,607
CZ-ABC: (80) 20,138
RTZ-ABC: (80) 31,537
County 80 Cen. 49,010; E&P 88 Est. 49,333
City & RTZ-ABC: (80) 51,675
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,868; E&P 88 Est. 6,355
CZ-ABC: (80) 6,868
RTZ-ABC: (80) 10,500
County 80 Cen. 16,324; E&P 88 Est. 16,411
City & RTZ-ABC: (80) 17,368

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$233,510,091
Commercial	3	$180,352,000



Cortland Standard (e)
12,387 ABC 3/31/88

(Circle No. 31 on Market Request Card)

6 - PASSENGER AUTOS: County 23,171

7 - ELECTRIC METERS: Residence 8,050

8 - GAS METERS: Residence 5,877

9 - PRINCIPAL INDUSTRIES: Industry, No. Wage Earners-Metal Prods. 1,248; Typewriters 2,100; Electronics 429; Printing 111; Corsets & Clothing 755; Sporting Goods 195; Wood Prods. 349; Plastics 609; General Mfg. 637; State Univ. College 1,054.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 60-90; Fall 35-75; Winter-15-34. First killing frost, late Oct.; last killing frost, early Apr.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St.; 1 on Central Ave.; 1 on Clinton Ave.; 1 on Court St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cortlandville(5)	2	K mart, Chappell's
Groton Ave.(17)	1	JoAnn Fabrics, Fay's, Radio Shack, Tops Mkt., Central Tractor
Grand Union Pl.(3)	1	Grand Union, Philadelphia Sales, Carl's Drugs
Riverside Mall(18)	2	P&C Mkts., Fay's, Wheels, Zayre
Cortland Plaza(3)	2	Great American, Kinney Drugs, Ames
Port Watson Pl.(2)	1	Great American, Carl's Drugs

Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Food-Mon. through Sun. Others-Thur.; Plazas-Nightly except Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Chappell's.
Variaty Stores-Newberry.
Chain Drug Stores-Rite Aid; Fay's 2; Carl's 2; Kinney.
Discount Stores-K mart; Philadelphia Sales; Ames; Zayre.
Chain Supermarkets-Great American 2; IGA 2;

Cortland Standard.

The Only Daily Newspaper in Cortland County

Combined with the Weekly
CONSUMER-NEWS

Gives the best hh. coverage at comb. "savings" rate.

Serving growing Cortland industrial, educational & agricultural area. Located on Interstate 81.

Represented by Landon Associates

(Circle No. 21 on Market Request Card)

Grand Union; P&C; Tops; Payless.
Other Chain Stores-Singer Co.; Endicott Johnson; Sears (catalog); Radio Shack; Action Audio; Central Tractor Sales; JoAnn Fabrics; Goodyear; Pickway Shoes; Grossman's; TSC; Tallmadge Tire; Firestone; Wheels.

14 - NEWSPAPERS: CORTLAND STANDARD (e) 12,387; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Edward J. Rounds, Adv. Dir., CORTLAND STANDARD, 110 Main St., PO Box 5548, Cortland, NY 13045; Tel. (607) 756-5665.
National Representative: Landon Associates.

DUNKIRK-FREDONIA

1 - LOCATION: Chautauqua County, E&P Map B-4. On S Shore of Lake Erie. 40 mi. SW of Buffalo. Steel, food products, manufacturing center.

2 - TRANSPORTATION: Railroads-Conrail; Erie-Lackawanna; Norfolk & Western.
Motor Freight Carriers-20.
Intercity Bus Lines-Greyhound; D&F Transit.

3 - POPULATION:
Corp. Cities 80 Cen. 26,436; E&P 88 Est. 20,752
Dunkirk 80 Cen. 15,310; E&P 88 Est. 11,828
Fredonia 80 Cen. 11,126; E&P 88 Est. 8,924
CZ-ABC: (80) 28,020
RTZ-ABC: (80) 28,305
County 80 Cen. 147,084; E&P 88 Est. 145,024
City & RTZ-ABC: (80) 56,325
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 9,544; E&P 88 Est. 6,814
Dunkirk 80 Cen. 6,216; E&P 88 Est. 4,262
Fredonia 80 Cen. 3,328; E&P 88 Est. 2,552
CZ-ABC: (80) 9,544
RTZ-ABC: (80) 9,895
County 80 Cen. 52,817; E&P 88 Est. 53,190
City & RTZ-ABC: (80) 19,439

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$23,427,000
Savings	1	$50,000,000
Commercial	6	$161,000,000

6 - PASSENGER AUTOS: County 70,000

7 - ELECTRIC METERS: Residence 11,488

8 - GAS METERS: Residence 12,275

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Stainless Steel 1,200 ($400); Metal Fab. 600 ($325); Foundry 350 ($310); Wood Fab. 100 ($250); Food Processors 700 ($250); Clothing Mfg. 360 ($235); Steel Mfg. 220 ($400); Ice Cream Mfg. 250 ($250); Electronic Mfg. 30 ($375); Printing N.A. ($350).

10 - CLIMATE: First killing frost, Sept. 30; last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, moderately hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Dunkirk: 3 blocks on Central Ave.; 3 on Main St.; 1 on 4th St.; Fredonia: 3 on Main St.; 10 on Route 60 strip.
Neighborhood Shopping Centers-Zayre Plaza, 8 units; Hills Plaza, 2 units; D&F Plaza, 30 units; West Sheridan Plaza, 6 units; Ames Plaza, 5 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Westfield	18	Bells Supermarket, Quality Market
Silver Creek	11	Super Duper, Quality Market
Brocton	9	Country Fair
Cassadaga	11	Super Duper, Red & White

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Most plaza stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sidey's; Brand Names Sales.
Discount Stores-Ames; Hills; Zayre.
Variety Stores-Jupiter; McCrory.
Chain Drug Stores-Leader; Brooks 2; CVS; Fay's Rx.
Chain Supermarkets-Bells; Tops 2; Freshmart; Quality Markets 2; Super Duper.

14 - NEWSPAPERS: OBSERVER (e) 15,328; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Karl T. Davis, Adv. Dir., OBSERVER, 8-10 E. Second St., Dunkirk, NY 14048; Tel. (716) 366-3000.
National Representative: Landon Associates.

ELMIRA

1 - LOCATION: Chemung County (MSA). E&P Map C-4. South central part of state. 235 mi. from N.Y. City; 146 mi. from Buffalo. On U.S. Hwys. 13, 14, 17.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-38.
Intercity Bus Lines-Capitol Trailways, Empire Trailways; T.N.T. Bus Co.; Short Lines; Greyhound.
Airlines-USAir; Elarco (charter); Mall Airways; Brockway Air; Empire; Piedmont; USAir.

3 - POPULATION:
Corp. City 80 Cen. 35,327; E&P 88 Est. 30,415
CZ-ABC: (80) 71,529
RTZ-ABC: (80) 205,073
County/MSA 80 Cen. 97,700; E&P 88 Est. 95,256
City & RTZ-ABC: (80) 276,602
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,603; E&P 88 Est. 11,501
CZ-ABC: (80) 26,033
RTZ-ABC: (80) 70,812
County/MSA 80 Cen. 34,521; E&P 88 Est. 34,775
City & RTZ-ABC: (80) 96,845

5 - BANKS	NUMBER	EST. DEP.
Savings	2	$210,000,000
Savings & Loan	3	$190,400,000
Commercial	4	$437,750,000

6 - PASSENGER AUTOS: County 46,753

7 - ELECTRIC METERS: Residence 21,000

8 - GAS METERS: Residence 16,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-All Mfg. 8,300 ($360); Durable Goods 6,600 ($375), Non-durable Goods 1,600 ($310).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-58; Summer 54-83; Fall 36-62; Winter 22-38. First killing frost, Oct. 10-20; last killing frost, Apr. 20-30.

11 - TAP WATER: Alkaline; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks E. and W. Water Sts.; 6 on N. Main St.; 1 on Gray St.; 1 on W. Church St.
Neighborhood Shopping Centers-S. Main St.; Bulkhead (S. edge of CZ); Church & Hoffman Sts.; Church & Water Sts.; E. Church & Madison Ave.; Grand Central Plaza, Rt. 17; Horseheads (12 stores); Elmira Hghts.; South Town Shpg. Ctr. (S. edge of CZ); Lakehills Plaza; Diven Plaza (8 stores); Langdon Plaza (10 stores); Midtown Plaza (15 stores); Miller Plaza (4 stores); Arnot Mall, Rt. 17 (NW edge of CZ) (100 stores).
Principal Shopping Days-Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; S.F. Iszard; Hess's; Sears; Rosenbaum.
Discount Stores-Nichols; Hills; K mart; Bradlees.
Variety Stores-Newberry.
Chain Drug Stores-Brooks 2; Nichols; Rea & Derick; Fay's 2; Rite Aid 5; Carl's.
Chain Supermarkets-Acme; Great American 2; P&C 2; Super Duper 2; Tops 2; Weis.
Other Chain Stores-Goodyear; Endicott-Johnson; Richman Bros.; Sherwin-Williams.

14 - NEWSPAPERS: STAR-GAZETTE (m) 35,625; (S) 52,567; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Debra A. Brenzo, Adv. Dir., STAR-GAZETTE, 201 Baldwin St.; PO Box 285, Elmira, NY 14902; Tel. (607) 734-5151.
National Representative: Gannett National Newspaper Sales.

FREDONIA
See DUNKIRK

FULTON
See OSWEGO

GARDEN CITY
See LONG ISLAND

GENEVA

1 - LOCATION: Ontario County (In Rochester MSA). E&P Map C-3. Industrial, agricultural & education center. On U.S. Hwys. 5 & 20; State Hwy. 14.

2 - TRANSPORTATION: Railroad-Conrail.
Motor Freight Carriers-7.
Intercity Bus Lines-Onondaga Coach; Elmira; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 15,133; E&P 88 Est. 14,881
CZ-ABC: (80) 15,133
RTZ-ABC: (80) 112,488
County 80 Cen. 89,046; E&P 88 Est. 98,851
MSA 80 Cen. 973,509; E&P 88 Est. 1,026,050
City & RTZ-ABC: (80) 127,621
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,400; E&P 88 Est. 4,928
CZ-ABC: (80) 5,241
RTZ-ABC: (80) 38,880
County 80 Cen. 30,307; E&P 88 Est. 34,773
MSA 80 Cen. 342,101; E&P 88 Est. 373,608
City & RTZ-ABC: (80) 44,121

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$125,000,000
Commercial	2	$99,348,000

6 - PASSENGER AUTOS: County 49,090

7 - ELECTRIC METERS: Residence 4,555

8 - GAS METERS: Residence 3,998

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Prods. 250 ($180); Printing & Pub. 100 ($275); Primary Metal 130 ($200); Fab. Metal 100 ($250); Mach. 850 ($250); Electronics 100 ($150).

10 - CLIMATE: Min. & Max. Temp.-Spring 27-94; Summer 36-99; Fall -2-84; Winter -11-59. First killing frost, Oct. 22; last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-1 block on Main St., 4 on Seneca; 4 on Exchange; 2 on Linden.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pyramid Mall(14)	2	K mart, Carl's, Tops
Town & Country Plaza(19)	1	Sears, Bells, Tops, McCurdy
Ames Plaza(2)	4	

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Store-McCurdy.
Variety Store-Woolworth.
Discount Stores-CVS; Present, Inc.; K mart; Ames.
Chain Drug Stores-Fays; Carl's Drug; CVS.
Chain Supermarkets-Red & White 6; IGA 3; Bells; Grand Union; P&C 7; Foodland; Super Duper 2; Tops 2; Wegman's 2.
Other Chain Stores-JCPenney; Kinney; Fannie Farmer; Sears (catalog).

14 - NEWSPAPERS: FINGER LAKES TIMES (e) 19,557; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: K.F. Bauer, Adv. Mgr., FINGER LAKES TIMES, 218 Genessee St., Geneva, NY 14456; Tel. (315) 789-3333.
National Representative: None.

GLENS FALLS

1 - LOCATION: Warren County (MSA), E&P Map F-3. 50 mi. N of Albany on Route 9, halfway between NYC and Montreal. Manufacturing and resort area.

2 - TRANSPORTATION: Railroads-D&H.
Motor Freight Carriers-18.
Intercity Bus Lines-Adirondack Trailways; Greyhound; Vermont Transit.

3 - POPULATION:
Corp. City 80 Cen. 15,897; E&P 88 Est. 16,325
CZ-ABC: (80) 30,591
RTZ-ABC: (80) 124,288
County 80 Cen. 54,967; E&P 88 Est. 56,848
MSA 80 Cen. 109,767; E&P 88 Est. 113,844
City & RTZ-ABC: (80) 154,879

4 - HOUSEHOLDS:
City 80 Cen. 6,069; E&P 88 Est. 4,986
CZ-ABC: (80) 11,336
RTZ-ABC: (80) 41,146
County 80 Cen. 19,420; E&P 88 Est. 20,868
MSA 80 Cen. 37,307; E&P 88 Est. 39,914
City & RTZ-ABC: (80) 52,482

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	N.A.
Savings	4	N.A.

6 - PASSENGER AUTOS: County 32,196

7 - ELECTRIC METERS: Residence 52,864

8 - GAS METERS: Residence 14,680

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Prods. 2,200 ($400); Shirts, Dresses 650 ($185); Elect. Prods. 1,725 ($325); Mach. 500 ($200); Ins. 1,200 ($165); Color Pigments 1,080 ($250); Cement 140 ($200); Gloves 75 ($150); Textiles 540 ($125); Surg. Inst. 600 ($210); Print & Pub. N.A. ($325).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 60-90; Fall 25-66; Winter -50-50. First killing frost, Oct. 1; last killing frost, May 5.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Glen St.; 1 on Ridge St.; 1 on Warren St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Aviation Mall(80)	NA	JCPenney, Sears, Caldor
Northway(34)	2	Howland
Midtown(10)	1	Joy, Barbers
Zayre(5)	3	Zayre
Northgate(10)	1	Radio Shack
Glen Square(5)	1	Grand Union
Pyramid Mall(70)	NA	Mont. Ward
Queensbury Plaza(18)	1	Shop-Rite, Rite Aid

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown-Thur.; Shopping Ctrs. and Discount-Mon. through Sat.; Sun. noon-5 p.m.

13 - RETAIL OUTLETS: Department Stores-Steinbach; Sears; Joy; Pearl's; JCPenney; Magrani's; Caldor.
Discount Stores-Joy; Zayre.
Variety Stores-Woolworth.
Chain Drug Stores-Rite Aid; CVS; Fay's.
Chain Supermarkets-Grand Union 6; Price Chopper 3; Shop-Rite.
Other Chain Stores-Endicott Johnson; Thom McAn; Kinney; Triangle; Fanny Farmer; Women's Clothing: Erlanger's, Honigsbaum's, Magram's, Barbara Moss, Argersinger's.

14 - NEWSPAPERS: POST-STAR (m) 34,556; (S) 33,250; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: M. Vern Hellijas, Adv. Mgr., POST-STAR, Lawrence & Cooper Sts., Glens Falls, NY 12801; Tel. (518) 792-3131.
National Representative: Landon Associates.

GLOVERSVILLE-JOHNSTOWN

1 - LOCATION: Fulton County, E&P Map E-3, County Seat. Central New York. 43 mi. W of Albany; 42 mi. E of Utica; 4 mi. N of Barge Canal. On State Hwys. 29, 30A; 5 mi. N of exit 28, N.Y.S. Thruway.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. Cities 80 Cen. 27,196; E&P 88 Est. 26,577
Gloversville 80 Cen. 17,836; E&P 88 Est. 17,152
Johnstown 80 Cen. 9,360; E&P 88 Est. 9,425
CZ-ABC: (80) 34,739
RTZ-ABC: (80) 47,918
County 80 Cen. 55,102; E&P 88 Est. 57,125
City & RTZ-ABC: (80) 82,657

4 - HOUSEHOLDS:
Cities 80 Cen. 12,982; E&P 88 Est. 9,402
Gloversville 80 Cen. 7,176; E&P 88 Est. 6,163
Johnstown 80 Cen. 5,806; E&P 88 Est. 3,239
CZ-ABC: (80) 13,420
RTZ-ABC: (80) 16,465
County 80 Cen. 20,259; E&P 88 Est. 21,654
City & RTZ-ABC: (80) 29,885

5 - BANKS	NUMBER	EST. DEP.
Savings	2	N.A.
Commercial	10	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 28,409

7 - ELECTRIC METERS: Residence 30,114

8 - GAS METERS: Residence 11,526

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Tanneries 900; Gloves 480; Shoes 185;

Phono. Records 250; Machine Shops 499; Awnings/Boats/Supplies 295; Knit/Fabric 500; Toys 200; Refrigeration 180.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 60-96; Fall 45-65; Winter 5-45. First killing frost, Oct. 10; last killing frost, Apr. 23.

11 - TAP WATER: Alkaline, very soft; Gloversville-fluoridated; Johnstown-not fluoridated.

12 - RETAILING: Principal Shopping Districts-Gloversville: 6 blocks on Main St., 2 on Bleecker St., 2 on W. Fulton St.; Johnstown: 5 blocks on Main St., 2 on Market St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Artenal Plz.(10)	3	Zayre, CVS, P&C
Nichol's Plaza(3)	3	Nichol's
Pyramid Mall(20)	2	Jamesway, Price Chopper, Fay's Drug, Radio Shack
Amsterdam Mall(35)	12	Carl's, CVS, Present Co.
K mart Plz.(12)	11	K mart, Great American

Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Fri. Shopping centers 6 nights.

13 - RETAIL OUTLETS: Department Stores-Argersinger; Gould's; Carl's.
Chain Drug Stores-Rite Aid 2; CVS 2; Fay 2; Carl's.
Discount Stores-Nichol's; Jamesway; Zayre.
Variety Stores-Woolworth.
Chain Supermarkets-Grand Union 2; P&C 2; Price Chopper 2; Great American.
Other Chain Stores-Picway Shoes 2; Radio Shack; Grossman's; Agway; Stylish Women; Woodbury Lumber; Monro Muffler; Midas; Fashion Bug; Sears; Adap; Stewart 9.

14 - NEWSPAPERS: LEADER-HERALD (e) 13,749; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Lawrence V. Hadley, Adv. Dir., LEADER-HERALD, 8-10 E. Fulton, Gloversville, NY 12078; Tel. (518) 725-8616.
National Representative: Landon Associates.

HERKIMER-ILION

1 - LOCATION: Herkimer County (in Utica-Rome MSA). E&P Map E-3. County Seat. Midway between NY and Buffalo on State Hwys. 5, 5S, 28; NYS Thruway (Interchange 30) and NY State Barge Canal.

2 - TRANSPORTATION: Motor Freight Carriers-16.
Intercity Bus Lines-Central New York; Greyhound; Trailways to Mohawk.
Airlines-USAir; Empire.

3 - POPULATION:
Corp. Cities 80 Cen. 17,573; E&P 88 Est. 18,971
Herkimer 80 Cen. 8,383; E&P 88 Est. 8,360
Ilion 80 Cen. 9,190; E&P 88 Est. 10,611
CZ-ABC: (80) 20,789
RTZ-ABC: (80) 45,925
County 80 Cen. 66,782; E&P 88 Est. 68,586
MSA 80 Cen. 320,044; E&P 88 Est. 326,936
City & RTZ-ABC: (80) 66,714

4 - HOUSEHOLDS:
Cities 80 Cen. 6,553; E&P 88 Est. 6,397
Herkimer 80 Cen. 3,232; E&P 88 Est. 2,901
Ilion 80 Cen. 3,321; E&P 88 Est. 3,496
CZ-ABC: (80) 7,761
RTZ-ABC: (80) 15,921
County 80 Cen. 23,682; E&P 88 Est. 25,207
MSA 80 Cen. 111,682; E&P 88 Est. 118,162
City & RTZ-ABC: (80) 23,682

5 - BANKS	NUMBER	EST. DEP.
Commercial	13	$195,000,000
Savings & Loan	3	$21,500,000

6 - PASSENGER AUTOS: County 33,463

7 - ELECTRIC METERS: Residence CZ 8,739

8 - GAS METERS: Residence CZ 6,265

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Apparel 581; Mach. 5,084; Textile 284; Metal Fab. 1,597; Furn. & Fixtures 1,112; Computer Components 2,300.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-66; Summer 55-92; Winter -15-40. First killing frost, Oct. 10; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Districts-Herkimer: 4 blocks on Main St., 3 on Mohawk St., 3 on Albany St., 1 on Park Ave., 1 on Prospect St., 3 on Smith St.; Ilion: 5 on Main St., 2 on Otsego St., 2 on Central Ave., 1 on Morgan St., 2 on First St., 1 on State St.; Mohawk: 2 on Main St., 1 on S. Otsego St.; Frankfort: 4 on Main St., 2 on Litchfield St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Herkimer(9)	NA	
Central Plz.(34)	NA	Fays
Little Falls(6)	NA	JCPenney

13 - RETAIL OUTLETS: Discount Stores-Nichol's; K mart.
Variety Stores-Woolworth.
Chain Drug Stores-Gallinger; Lennox Bros.; Daw Rite Aid; Nichols; Burns; Fay's; Wardle's Plz.; Carl's.
Chain Supermarkets-Chicago Mkts.; P&C; Victory 2; Herkimer Chief; Aiello's; Big M 2.
Other Chain Stores-National Auto; Losurdo's Mutual Distributors.

14 - NEWSPAPERS: TELEGRAM (e) 7,138; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Frank R. Lockwood, Pub., TELEGRAM, 111-113 Green St., Herkimer, NY 13350; Tel. (315) 866-2220.
National Representative: Thomson Newspapers.

HORNELL

1 - LOCATION: Steuben County. E&P Map C-4. Industrial Center 90 mi. SE of Buffalo; 65 mi. S of Rochester; 65 mi. NW of Elmira. On State Rts. 70, 21, 36.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-17.
Intercity Bus Lines-Greyhound; Genesee Valley; Short Line.

3 - POPULATION:
Corp. City 80 Cen. 10,234; E&P 88 Est. 8,933
County 80 Cen. 99,139; E&P 88 Est. 99,741
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,861; E&P 88 Est. 3,275
County 80 Cen. 35,121; E&P 88 Est. 36,960

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$600,000,000
Savings & Loan	2	$31,300,000

6 - PASSENGER AUTOS: County 49,340

7 - ELECTRIC METERS: Residence 4,206

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. 400 ($275); Textiles 400; Mach. 275 ($175); Ret. 1,500 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 55-85; Fall 45-75; Winter -10-50. First killing frost, Nov. 1; last killing frost, Apr. 1.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks downtown-Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plz.(6)	NA	K mart
Nichols Plz.(7)	NA	S.E. Nichols
Rt. 21 Plz.(3)	NA	Food Barn

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Tuttle & Rockwell; JCPenney; Sears.
Variety Stores-Woolworth; Servi-Star.
Discount Stores-K mart; S.E. Nichols.
Chain Drug Stores-Brooks; Fay's; Rexall; Rite Aid.
Chain Supermarkets-Super Duper; Acme; Wegman's; Food Barn; Big M.
Other Chain Stores-Singer; Goodyear; Mary Carter Paint; Harold's Army & Navy; Monro Muffler/Brake.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 8,325; (S) 11,830; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: John Frungillo, Gen. Adv. Mgr., TRIBUNE and SPECTATOR, 85 Canisteo St., Hornell, NY 14843; Tel. (607) 324-1425.
National Representative: Landon Associates.

HUDSON

1 - LOCATION: Columbia County. E&P Map I-4. County Seat. Industrial and residential center. On E bank of Hudson River, 28 mi. S of Albany; 115 mi. N of New York. On Routes 9, 23, 66, 9G.

2 - TRANSPORTATION: Railroads-Conrail; B.&A.; Amtrak.
Intercity Bus Lines-Greyhound.
Airlines-Columbia County Airport.

3 - POPULATION:
Corp. City 80 Cen. 7,986; E&P 88 Est. 8,304
CZ-ABC: (80) 12,015
RTZ-ABC: (80) 47,472
County 80 Cen. 59,704; E&P 88 Est. 62,972
City & RTZ-ABC: (80) 59,487

4 - HOUSEHOLDS:
City 80 Cen. 3,163; E&P 88 Est. 3,086
CZ-ABC: (80) 4,703
RTZ-ABC: (80) 16,622
County 80 Cen. 21,325; E&P 88 Est. 23,241
City & RTZ-ABC: (80) 21,325

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	6	$269,959,000

6 - PASSENGER AUTOS: County 37,231

7 - ELECTRIC METERS: Residence 9,651

8 - GAS METERS: Residence 3,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. (Durable and non-durable goods) 1,131 ($363); Agric. 1,872 ($303); Gov't Employees 455 ($353).

10 - CLIMATE: Temperate, large variations.

11 - TAP WATER: City Zone: Neutral, soft; surrounding area: very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairview Plaza	1	Ames
Jamesway Plz.	2	Jamesway
Hudson Valley Mall	25	Hess's, K mart, JCPenney

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Variety Stores-J.J. Newberry.
Discount Stores-Jamesway; Ames.
Chain Supermarkets-Shop-Rite; Price Chopper.
Other Chain Stores-Endicott-Johnson; CVS; Radio Shack; Fays; Grossman's.

14 - NEWSPAPERS: REGISTER-STAR (e-mon to fri) 14,341; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: J. Thomas Martin, Adv. Dir., REGISTER-STAR, 364 Warren St., Hudson, NY 12534; Tel. (518) 828-4355.
National Representative: Landon Associates.

ITHACA

1 - LOCATION: Tompkins County. E&P Map D-4. County Seat. S central part of western state. On State Hwys. 13, 34, 79, 89, 96. Eastern & Southern gateway to the Finger Lakes Region. 240 mi. NW of N.Y.C.; 150 mi. E of Buffalo; 55 mi. SW of Syracuse; 35 mi. NE of Elmira; 30 mi. N. of Pennsylvania border. Education; dairy; some fruit and mfg. Home of various agric. enterprises.

2 - TRANSPORTATION: Railroads-Lehigh Valley (freight).
Intercity Bus Lines-Interstate; Greyhound.
Airlines-USAir; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 28,732; E&P 88 Est. 27,951
CZ-ABC: (80) 44,754
RTZ-ABC: (80) 42,331
County 80 Cen. 87,347; E&P 88 Est. 91,538
City & RTZ-ABC: (80) 87,085
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,105; E&P 88 Est. 9,053
CZ-ABC: (80) 14,105
RTZ-ABC: (80) 15,443
County 80 Cen. 29,548; E&P 88 Est. 30,215
City & RTZ-ABC: (80) 29,548

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$138,000,000
Savings	1	$102,000,000
Savings & Loan	1	$31,000,000

6 - PASSENGER AUTOS: County 42,100

7 - ELECTRIC METERS: Residence 32,336

8 - GAS METERS: Residence 11,063

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mach. Shop Mfg. 2,850; Textiles 150; Tooling 175; Cornell Univ. 10,000; Ithaca College 500.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-94; Summer 32-98; Fall 4-82; Winter 2-66. First killing frost, Oct. 9; last killing frost, May 5.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on State St., 1 on Green St., 1/2 on Seneca St. (these 3 parallel); 3 on Aurora St., 3 on Tioga St., 3 on Cayuga St. (these 3 crossing).
Neighborhood Shopping Centers-Triphammer, NE; The Plz. to SE College Town (2 blocks on College Ave., 1 on Dryden Rd., 1 on Eddy Cayuga Mall, NE on College Ave., 1 on Dryden Rd., 1 on Eddy St., near Cornell Univ.); Community Corners, about 3 mi. NE, beyond vlg. of Cayuga Heights; Pyramid Mall NE.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Corners Community(20)	NA	IGA
East Hill(12)	NA	Rite Aid, P&C
Ithaca Plz.(13)	NA	Grand Union
Triphammer(15)	NA	A&P, Sears, Jamesway
Cayuga Mall(8)	NA	Grand Union, Zayre
Pyramid Mall(80)	NA	JCPenney, Howlands, J.W. Rhodes, Hill's, Mont. Ward

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown-Thur.; Malls-every night except Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Woolworth; Hills; J.W. Rhodes; Steinbach; Montgomery Ward; Iszard's.
Discount Stores-Jamesway; Clinton; Rite Aid; Down Town; Fay's; K mart.
Chain Drug Stores-The Hills; Rite Aid.
Chain Supermarkets-A&P; Grand Union; P&C 2; Great American; Tops; Payless.
Other Chain Stores-Fanny Farmer; Outdoor; Triangle; Singer Co.; Firestone; Goodyear; Thom McAn; Sears (catalog); Sherwin-Williams; Mary Carter Paints.

14 - NEWSPAPERS: JOURNAL (e) 20,365; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Gary Bucciero, Adv. Dir., JOURNAL, 123 W. State St., Ithaca, NY 14850; Tel. (607) 272-2321.
National Representative: Gannett National Newspaper Sales.

JAMESTOWN

1 - LOCATION: Chautauqua County. E&P Map B-4. Wholesale shipping & manufacturing center 70 mi. from Buffalo; 60 mi. from Erie; 150 mi. from Pittsburgh; 140 mi. from Rochester.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-24.
Intercity Bus Lines-Greyhound; Blue Bird; D&F Transit.
Airlines-USAir; Commuter.

3 - POPULATION:
Corp. City 80 Cen. 35,775; E&P 88 Est. 28,077
CZ-ABC: (80) 46,579
RTZ-ABC: (80) 96,345
County 80 Cen. 147,084; E&P 88 Est. 145,024
City & RTZ-ABC: (80) 142,924

4 - HOUSEHOLDS:
City 80 Cen. 14,194; E&P 88 Est. 11,174
CZ-ABC: (80) 18,391
RTZ-ABC: (80) 33,316
County 80 Cen. 52,817; E&P 88 Est. 53,190
City & RTZ-ABC: (80) 51,707

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 70,000

7 - ELECTRIC METERS: City Residence 19,907

8 - GAS METERS: Jamestown Area Residence 27,570

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mach. Shop Mfg. 2,850; Woodworking 3,500; Tooling 175.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-44; Summer 54-91; Fall 51-74; Winter 5-36. First killing frost, Sept. 27; last killing frost, May 20.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on Third St.; 2 on Main St.; 3 on Second St.; 4 on Fourth St.; 2 in Brooklyn Sq.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Side Plz.	2	Eckerd, Quality Mkt., Brand Names
Fairmont Plz	3	Shopper's Choice
Big N Plz.(8)	2	Ames, Big N,
Super Duper Plz.	5	Super Duper, Jamesway
Zayre Plz.(7)	4	Zayre, Revco, Valu Home Ctr., Gray Drugs
Quality Markets	1	Faye's Drug
Chautauqua	4	Sears, Gray Drugs,

Mall(59)		Woolworth, Firestone
Fluvanna Plz.	1	Super Duper, Revco

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Drugs; Supermkts. & mall stores; Discount Stores. Downtown-Fri. eve.

13 - RETAIL OUTLETS: **Department Stores**-Carnahan's; Argersinger's; Sears.
Discount Stores-Jamesway; Shopper's Choice; Zayre; Ames; Hills; Brand Name Sales; Big N
Chain Drug Stores-Eckerd 2; Rite Aid; Revco 2; Fay's.
Chain Supermarkets-Apples 2; Super Duper 2; Quality Markets 5.
Other Chain Stores-Thom McAn; Triangle; Richman Bros.; Fashion Factory; Fanny Farmer; Betty Dixon; Radio Shack; Fashion Bug.

14 - NEWSPAPERS: POST-JOURNAL (e) 28,174; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Ron Schultz, Adv. Dir., POST-JOURNAL, PO Box 190, Jamestown, NY 14702; Tel. (716) 487-1111.
National Representative: Landon Associates.

KINGSTON

1 - LOCATION: Ulster County, E&P Map F-5. County Seat. Mfg., agriculture, dairy and resort area. On W bank of Hudson River, 83 mi. N of NYC; 54 mi. S of Albany. At Gate 19 on NY Thruway. U.S. Hwy. 9W; State Hwys. 28, 32, 213, 209.

2 - TRANSPORTATION: **Motor Freight Carriers**-6.
Intercity Bus Lines-Mountain View; Adirondack Pine Hill; Eagle; Adirondack Trailway; Acker; Arrow.

3 - POPULATION:
Corp. City 80 Cen. 24,481; E&P 88 Est. 25,089
County 80 Cen. 158,404; E&P 88 Est. 166,644
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,791; E&P 88 Est. 9,074
County 80 Cen. 55,862; E&P 88 Est. 60,526

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$615,576,548
Savings & Loan	2	$212,068,267
Commercial	3	$472,355,185

6 - PASSENGER AUTOS: County 102,307

7 - ELECTRIC METERS: Residence 68,524

8 - GAS METERS: Residence 10,718

9 - PRINCIPAL INDUSTRIES: Computer Equip.; Farm Prods.; Wineries; Apple Orchards; Knit Goods; Apparel; Shirts; Electronics; Cooling Equip.
Principal Pay Days-Mon., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-93; Summer 46-98; Fall 32-82; Winter 5-58. First killing frost, Oct. 18; last killing frost, Apr. 27.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-2 blocks on Wall St.; 2 on Fair St.; 2 on John St. & 4 on N. Front St.; Kingston Shopping Center adjacent to uptown business section.
Neighborhood Shopping Centers-Central Shopping Center 10 blocks on Bdwy.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Hudson Valley Mall(35)	2	Hess's, K mart, JCPenney
Ulster Plaza(12)	1	Woolworth
Simmons Plaza(8)	9	
New Paltz Plz.(26)		Great American, Rite Aid
Caldor	1	Waldbaums
Kings Mall	1	Marshalls
Kingston Plaza(29)	NA	Sears, Britt's

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-All Fri., many Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Sears; Britt's; Hess's.
Variety Store-Woolworth.
Discount Stores-Shop-Rite; Caldor; Kings Mart; K mart.
Chain Drug Stores-Walgreens; CVS; Fay's; Rite Aid.
Chain Supermarkets-Grand Union; Waldbaums; Weis Markets; Shop-Rite.
Other Chain Stores-National; Nugent's; Standard Furn.; Firestone; Singer Co.; Consumer Distributors; Grossmans; Flah's; Crane's; Pittsburgh Plate Glass.

14 - NEWSPAPERS: FREEMAN (m-mon to fri) 22,756; (S) 29,425; Sept. 30, 1987 CAC.
Local Contact for Advertising and Merchandising Data: John M. Greklek, Mktg. Mgr., FREEMAN, 79-97 Hurley Ave., Kingston, NY 12401; Tel. (914) 331-5000.
National Representative: Landon Associates.

LITTLE FALLS

1 - LOCATION: Herkimer County (In Utica-Rome MSA). E&P Map E-3. 22 mi. E of Utica. On Hwys. 5, 5S, 167, 169, 170. 2 mi. to New York Thruway.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-21.
Intercity Bus Lines-N.Y. Central Coach; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,156; E&P 88 Est. 5,908
MSA 80 Cen. 320,044; E&P 88 Est. 326,936
County 80 Cen. 66,782; E&P 88 Est. 68,586

4 - HOUSEHOLDS:
City 80 Cen. 3,048; E&P 88 Est. 2,253
County 80 Cen. 23,682; E&P 88 Est. 25,207
MSA 80 Cen. 111,682; E&P 88 Est. 118,162

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$87,000,000

6 - PASSENGER AUTOS: County 33,463

7 - ELECTRIC METERS: Residence 5,750

8 - GAS METERS: Residence 10,686

9 - PRINCIPAL INDUSTRIES: Dairy Equip.; Salada Foods; Shoes; Paper; Knit Goods; Plastic Backing; Leather Finishing; Ladies Dresses; Bookcases; Computer Hdwe.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: First killing frost, Oct. 6; last killing frost, May 9.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Main St.; 2 on Ann St.; 2 on 2nd St.; 2 on Albany St.; 2 on John St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Albany St. Plaza(6)	NA	JCPenney, Great American
Shoppers Sq.(20)	NA	P&C, McCrory

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Wed., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Wonder; Boston Store; McCrory.
Variety Stores-Lovenheim's; Park Row; Daffy.
Chain Supermarkets-P&C; Great American.
Other Chain Stores-Sears; Genuine Auto.

14 - NEWSPAPERS: TIMES (e) 6,478; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Donald A. Paparella, Pub. or Carson Hotaling, Adv. Mgr., TIMES, 347 S. Second St., Little Falls, NY 13365; Tel. (315) 823-3680.
National Representative: Landon Associates.

LOCKPORT

1 - LOCATION: Niagara County (In Niagara Falls PMSA). E&P Map B-3, County Seat. 26 mi. N of Buffalo 20 mi. E of Niagara Falls. Shipping center for fruit & vegetable growing area. On N.Y. State Barge Canal; State Hwys. 31, 78, 93, 263.

2 - TRANSPORTATION: **Railroads**-Erie-Lackawanna; Conrail.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Metro Bus.

3 - POPULATION:
Corp. City 80 Cen. 24,844; E&P 88 Est. 22,857
CZ-ABC: (80) 24,844
RTZ-ABC: (80) 51,718
PMSA/County 80 Cen. 226,796; E&P 88 Est. 212,486
City & RTZ-ABC: (80) 76,562
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,769; E&P 88 Est. 9,101
CZ-ABC: (80) 9,635
RTZ-ABC: (80) 16,568
PMSA/County 80 Cen. 80,156; E&P 88 Est. 78,659
City & RTZ-ABC: (80) 26,203

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$92,126,108
Savings & Loan	1	$12,500,000
Commercial	4	N.A.

6 - PASSENGER AUTOS: County 118,913

7 - ELECTRIC METERS: Residence 10,241

8 - GAS METERS: Residence City & Town 8,480

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Automotive 8,900 ($320); Steel 1,000 ($300); Plastics 400 ($175); Wallboard 390 ($175); Chem. 100 ($160); Food Proc. 200.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-55; Summer 57-79; Fall 40-59; Winter 20-39. First killing frost, Oct. 15; last killing frost, May 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-14 blocks on East Ave. and Main St., centered on Cottage, Pine, Locust, Market Sts.
Neighborhood Shopping Centers-S. side of city; 17 stores served by free parking area.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Lockport Plz.(17)	2	Valu
Lockport Mall(33)	3	Hills, Mont. Ward, AM&A
Transit Rd. Plz.(4)	3	K mart, Bell's
Transit Plaza(4)	3	Ames, Tops
Zayre Plaza	4	Zayre, Fay's, Pickway Shoes

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-All.

13 - RETAIL OUTLETS: **Department Stores**-AM&A's; Montgomery Ward; Sample; Hills.
Discount Stores-Bell's Family Center; Ames; Quartet Sales; Valu Discount; KML; K mart; Zayre.
Chain Drug Stores-Singer's; Peterson; Rite Aid; CVS; Fay's 2.
Chain Supermarkets-Super Duper; IGA 2; Tops 2.
Other Chain Stores-Endicott-Johnson; S.B. Thing; Singer Co.; Mary Carter; Morse Shoe; Kinney Shoes; Waldenbooks; Foxmoor; JoAnn Fabrics; Stuart's Books; Kay Bee Toys; Radio Shack; Brand Names; Pickway Shoes; Payless Shoes; Whites.

14 - NEWSPAPERS: UNION-SUN & JOURNAL (e) 18,384; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: M. Caswell, Adv. Dir., UNION-SUN & JOURNAL, 459-491 S. Transit, Lockport, NY 14094; Tel. (716) 439-9222.
National Representative: Landon Associates.

LONG ISLAND

1 - LOCATION: Nassau & Suffolk Counties, E&P Map F-6, G-5, G-6. Long Island consists of four counties: Kings & Queens which are a part of NYC; Nassau and Suffolk which lie E of the New York City boundary line are a Metropolitan center, a Primary Metropolitan Statistical Area, adjacent to but not part of NYC. At this time, approximately 81 percent of its labor force works & lives within the two counties.

2 - TRANSPORTATION: **Railroads**-LIRR.
Motor Freight Carriers-260.
Intercity Bus Lines-Metropolitan Suburban Bus Authority.
Water Freight Carriers-22.
Airlines-All major Natl. and Intl. Airlines from Kennedy and La Guardia Airports. In Suffolk County, MacArthur Airport in Islip, Republic Airport in Farmingdale, and the Suffolk County Airport near Riverhead are experiencing increased usage by major airlines.

3 - POPULATION:
Corp. Counties/PMSA 80 Cen. 2,611,803; E&P 88 Est. 2,753,677
Nassau 80 Cen. 1,324,537; E&P 88 Est. 1,359,123
Suffolk 80 Cen. 1,287,266; E&P 88 Est. 1,394,554
NDM-ABC: (80) 2,605,813
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Counties/PMSA 80 Cen. 809,120; E&P 88 Est. 886,426
Nassau 80 Cen. 423,401; E&P 88 Est. 452,197
Suffolk 80 Cen. 385,719; E&P 88 Est. 434,229
NDM-ABC: (80) 809,120

5 - BANKS	**NUMBER**	**DEPOSITS**
Banking Offices (Main Offices and Branches):		
Commercial	Nassau 298	Suffolk 285
Savings	Nassau 79	Suffolk 47
Savings & Loan	Nassau 99	Suffolk 80
Totals	Nassau 476	Suffolk 412

Deposits in Mutual Savings Bank, Savings & Loan Associations & Commercial Banks in Nassau and Suffolk Counties; Total Est. $481 Billion.
Source: L.I. Research Bureau.

6 - PASSENGER AUTOS: Counties: Nassau 947,765; Suffolk 927,462

7 - ELECTRIC METERS: 915,124 Nassau & Suffolk Counties; Residential 825,740; Commercial & Industrial 85,016; All other 4,368.

8 - GAS METERS: Nassau & Suffolk Counties 397,621; Residential 365,902; Commercial & Industrial 31,719.

9 - PRINCIPAL INDUSTRIES: **Nassau/Suffolk**-Total Non-Agric. employed 1,148,200. In Mfg., 175,500; Larger plants manufacture Electrial Equip. & Instruments, Aircraft, Aerospace Equip., Retail Trade 218,200; Serv. 291,700; Fin., Ins. & Real Estate 77,300; Local Gov't. 131,200; Total Non-Mfg. 972,700. **Average Weekly Wage $442.**

10 - CLIMATE: Min. & Max. Temp.-Spring 45-81; Summer 59-98; Fall 33-64; Winter 26-45. First killing frost, Oct. 28; last killing frost, Apr. 21.

11 - TAP WATER: Varied water source both neutral & alkaline; hard & soft.

12 - RETAILING: **Retail Establishments**-NASSAU COUNTY-Total 10,265. Building & Hdwe. 352; General Mdse. 151; Food Stores 1,455; Automotive Dealers 173; Gasoline Service Stations 802; Apparel and Accessory Stores 1,243; Furn., Home Furnishings & Equip. Stores 767; Drug & Propriety Stores 388. Total Serv. Establishments 15,062. Hotels, Motels, Camps 86; Personal Servs. (Laundry, Cleaning & Pressing, Linen Supplies, Rug Cleaning, Barber Shops, Beauty Parlors, Funeral Directors, etc.) 1,614; Auto Repairing 1,037; Motion Picture Theatres 50; Other Amusements 646; Misc. Repair Servs. 519.
SUFFOLK COUNTY-Total 8,318. Building Materials & Hdwe. 40; Gen. Merchandising 134; Food Stores 1,214; Automotive Dealers 145; Gasoline Service Stations 632; Apparel & Accessory Stores 698; Furn., Home Furnishings & Equip. Stores 554; Drug & Properity Stores 108. Total Service Establishments 9,548. Hotels, Motels, Camps 155; Personal Servs. (Laundry, Cleaning & Pressing, Linen Supplies, Rug Cleaning, Barber Shops, Beauty Parlors, Shoe Shine Parlors, Funeral Directors, etc.) 1,064; Auto Repairing 947; Motion Picture Theatres 98; Other Amusements 430; Miscellaneous Repair Service 482.
Principal Shopping Days-Mon., Thur., Sun.
Stores Open Evenings-Department Stores: One to six nights a week. Food: six nights. Many Shopping Ctrs. every evening except Sun.

Nearby Shopping Centers
Principal Stores 75,000 Sq. Ft. or more
NASSAU COUNTY
Manhasset-Abraham & Straus; B. Altman; Lord & Taylor; Filene's.
Garden City-Abraham & Straus; Bloomingdale's; Lord & Taylor; Saks 5th Ave.
Green Acres-Alexander's; JCPenney; Sterns; Abraham & Straus.
Roosevelt Field-Alexander's; Fortunoff's; Macy's; JCPenney.
Broadway Mall-Sterns; Sears.
Nassau Mall-Rickels; Filene's; Pergament; TSS; Caldor.
Sunrise Mall-Sterns; Macy's; JCPenney; Abraham & Straus; Sears.
SUFFOLK COUNTY
Gardiner Manor Mall-Sterns; Sears.
Walt Whitman-Abraham & Straus; Macy's; Filene's.
Big H/Huntington-Lord & Taylor; Marshall's.
Great South Bay-JCPenney; TSS; Caldor
South Shore Mall-Macy's; JCPenney.
Commack/East Northport-Modell's; Sears; Sterns.
Smith Haven Mall-Abraham & Straus; Macy's, Sears; Steinbach; Sterns; Loehmann's.

13 - RETAIL OUTLETS: **Department Stores**-Abraham & Straus 7; Alexander's 2; Bloomingdale's 2; Sterns 9; Macy's 5; JCPenney 6; Sears 9; Filene's 4; B. Altman; Saks 5th Ave., Bonwit Teller; Steinbach's 2.
Discount Stores-Pergament 21; Rickels 8; TSS Seedmans 9; Modell's 6; Marshall's 7; Channel Home Ctr. 9; Caldor 8.
Chain Drug Stores-Genovese 32; Austin Drugs 9; Rockbottom 10; Rite Aid 8; SupeRx 6; CVS 6.
Chain Supermarkets-A&P 21; Associated Food 5; C-Town 10; Dan's Supreme 4; Finast 9; Food Town 15; Grand Union 12; IGA 19; Gristede's 4; Key Food 20; King Kullen 45; Pathmark 26; ShopRite 5; Shopwell; Waldbaums 44; Food Emporium. Total 242.
Other Chain Stores-Newmark & Lewis; Lerner's; Father & Son; Harwyn; U.S. Shoe; Goodyear; Wiz; Crazy Eddie; Sabor; Service Mdse.; Consumer's Whse.; Scandinavian Gallery; Maurice Villency; La-z-Boy Showcase; P.C. Richards; Sherwin-Williams; Castro; Bond; Wallach's; Playworld; Fayva; Radio Shack; Toys-R-Us; Herman's; Child World; Jeffreys; Levitz; Suburban Colonial Shoppes.

14 - NEWSPAPERS: NEWSDAY (all day - mon to fri) 665,218; (sat) 582,430; (S) 701,915; Mar. 31, 1988 ABC; published in Melville, Suffolk County.

Local Contact for Advertising and Merchandising Data: Peter Deverall, Adv. Mgr., NEWSDAY, 235 Pinelawn Rd., Melville, NY 11747; Tel. (516) 454-2627.
National Representative: Million Market Times Mirror Marketing.

MALONE

1 - LOCATION: Franklin County. E&P Map E-1. Shipping, light manufacturing and agriculture center. 55 mi. NW of Plattsburgh.

2 - TRANSPORTATION: Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Adirondack Trailways.

3 - POPULATION:
Corp. City 80 Cen. 7,668; E&P 88 Est. 7,542
County 80 Cen. 45,027; E&P 88 Est. 44,322

4 - HOUSEHOLDS:
City 80 Cen. 6,870; E&P 88 Est. 2,302
County 80 Cen. 15,402; E&P 88 Est. 15,402

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$500,000,000

6 - PASSENGER AUTOS: County 20,558

7 - ELECTRIC METERS: Residence 5,009

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Shoes 212 ($270); Dresses 65 ($250); Industrial-recreational vehicle distributor 109 ($375).
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-90; Summer 38-95; Fall 20-70; Winter -20-60. First killing frost, Sept. 30; last killing frost, May 26.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-16 blocks on 3 streets.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Seaway Plz.(4)	1	Super Duper Mkt., Fay Drug
Ames Center(5)	1	Ames
Malone Plaza(7)	1	Great American, K mart

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-K mart; Empsall's.
Variety Stores-Newberry.
Discount Stores-Ames.
Chain Supermarkets-IGA; Super Duper; Great American; P&C.
Other Chain Stores-Radio Shack; Kinney; Grossman's; Fay.

14 - NEWSPAPERS: TELEGRAM (e) 6,126; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Joyce T. Tavernier, Pub., TELEGRAM, 136 E. Main St., Malone, NY 12953; Tel. (518) 483-4700.
National Representative: Landon Associates.

MAMARONECK

1 - LOCATION: Westchester County, (In New York PMSA). E&P Map F-6. Residential center; 4 mi. N of New Rochelle. On U.S. Hwy. 1 and State Hwy. 127. New England Thruway.

2 - TRANSPORTATION: **Railroads**-Amtrak; Metro North.
Airlines-Air North; Business Express; Command Airways; Empire; Mall Airways; New York Air; Piedmont/Henson; Republic; United.

3 - POPULATION:
Corp. City 80 Cen. 17,616; E&P 88 Est. 16,513
NDM-ABC: (80) 37,397
County 80 Cen. 867,782; E&P 88 Est. 867,496
PMSA 80 Cen. 8,281,761; E&P 88 Est. 8,449,667
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,386; E&P 88 Est. 1,107
NDM-ABC: (80) 13,312
County 80 Cen. 307,450; E&P 88 Est. 315,189
PMSA 80 Cen. 3,197,944; E&P 88 Est. 3,334,266

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	17	$7,330,923,000
Savings	23	$6,093,885,000
Savings & Loan	12	$836,176,000

6 - PASSENGER AUTOS: County 624,517

7 - ELECTRIC METERS: County 292,835

8 - GAS METERS: County 186,475

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metal 2,400 ($427); Non Elect. Mach. 14,000 ($997); Elect. Mach. 6,300 ($508); Trans. Equip. 4,600 ($719); Instruments 3,900 ($523); Food 10,400 ($798); Printing & Pub. 10,000 ($492); Chem. & Petroleum Refining 6,100 ($673).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost, Apr. 10.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Mamaroneck Ave.; 3 on Boston Post Road, Mamaroneck, 1 on Post Rd.; 1 on Chatsworth Ave.; 1 on Larchmont Ave., 3 on Palmer Ave., Larchmont.
Principal Shopping Days-Thur. through Sun.

13 - RETAIL OUTLETS: **Discount Stores**-Home Fair.
Chain Supermarkets-A&P; Grand Union; Finast; Daitch Shopwell; Waldbaum's.
Other Chain Stores-Castro Convertible; Kinney Shoes.

14 - NEWSPAPERS: TIMES (e) 5,967; (S) 5,211; Mar. 26, 1988 ABC.
NOTE: Member of Westchester Rockland Newspaper Group.
Local Contact for Advertising and Merchandising Data: Gannett Westchester Rockland Newspapers, One Gannett Drive, White Plains, NY 10604; Tel. (914) 694-5336.
National Representative: Gannett National Newspaper Sales.

MEDINA

1 - LOCATION: Orleans County (In Rochester MSA). E&P Map B-3. On the N.Y. State Barge Canal. On State Hwys. 31, 63; U.S. Hwy. 104; 41 mi. W of Rochester.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-4
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,392; E&P 88 Est. 7,155
MSA 80 Cen. 973,509; E&P 88 Est. 1,026,050
NDM-ABC: (80) 17,081
County 80 Cen. 38,487; E&P 88 Est. 40,361

4 - HOUSEHOLDS:
City 80 Cen. 2,404; E&P 88 Est. 2,566
County 80 Cen. 12,976; E&P 88 Est. 13,947
MSA 80 Cen. 342,101; E&P 88 Est. 373,608
NDM-ABC: (80) 5,888

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	N.A.
Savings & Loan	1	$7,630,558
Savings	1	N.A.

6 - PASSENGER AUTOS: County 20,173

7 - ELECTRIC METERS: Residence 22,225

8 - GAS METERS: Residence 1,508

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Foundry 300 ($210); Tool and Die 120 ($200); Insecticides 400 ($156); Automotive 500 ($225); Toys 1,500 ($175); Specialties 200 ($140).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-80; Summer 55-95; Fall 40-75; Winter 0-65. First killing frost, Sept. 30; last killing frost, Apr. 1.

11 - TAP WATER: Soft.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main and Center Sts.; Maple Ridge Plaza.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Crowley's; JCPenney; Ames.
Variety Stores-G.C. Murphy.
Chain Drug Stores-Jay's; Rite Aid.
Chain Supermarkets-Super Duper; Bell's.
Other Chain Stores-Radio Shack; Valu Home Centers.

14 - NEWSPAPERS: JOURNAL-REGISTER (e-mon to fri) 4,920; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: David Tiebor, Ret. Adv. Mgr., JOURNAL-REGISTER, 409-13 Main St., Medina, NY 14103; Tel. (716) 798-1400.
National Representative: Landon Associates.

MIDDLETOWN

1 - LOCATION: Orange County (In Orange County PMSA). E&P Map E-5. Industrial center. 22 mi. from Newburgh; 60 mi. from N.Y.C. On State Hwys. 17 and 84.

2 - TRANSPORTATION: **Railroads**-Middletown & New Jersey (freight); Conrail; New York, Susquehanna & Western Railway; Metro-North Commuter - Port Jervis Line.
Motor Freight Carriers-6.
Intercity Bus Lines-Short Line; Hudson Transit Line.
Airlines-Served by Stewart Intl., Wortsburo & Orange County Airports.

3 - POPULATION:
Corp. City 80 Cen. 21,454; E&P 88 Est. 22,686
CZ-ABC: (80) 46,233
RTZ-ABC: (80) 299,667
County/PMSA 80 Cen. 260,692; E&P 88 Est. 278,414
City & RTZ-ABC: (80) 345,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,834; E&P 88 Est. 8,261
CZ-ABC: (80) 15,631
RTZ-ABC: (80) 98,360
County/PMSA 80 Cen. 84,251; E&P 88 Est. 90,862
City & RTZ-ABC: (80) 113,991

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	1	$158,163,000
Savings & Loan	2	$134,557,000
Commercial	4	$140,305,000

6 - PASSENGER AUTOS: County 174,573

7 - ELECTRIC METERS: Residence 9,550

8 - GAS METERS: Residence 8,021

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 14,700; Constr. 5,500; Trans./Pub. Utilities 5,900; Whol./Retail 27,000; Fin./Ins. 4,000; Service 21,900; Gov't 22,200.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 45-95; Fall 35-70; Winter 20-50. First killing frost, Nov. 2; last killing frost, Mar. 11. Av. Annual Precip.-45.7 in.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on North St., 4 on E. and W. Main Sts., 1 on King St.; Rt. 211 & Rt. 17m.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Lloyd's(9)	3	Lloyd's
Orange Plaza(87)	3	Sears, JCPenney, Woolworth, CVS
Shop-Rite(2)	3	Rickels, Shop-Rite
Jamesway Plz.(6)	NA	Jamesway, Great American
Zayre Plaza(16)	18	Shop-Rite, Zayre
Campbell Plz.(16)	1	Shop-Rite
Mid-Valley(14)	19	JCPenney
Caldor(6)	3	Caldor
Newburgh Mall(60)	16	Sears, Caldor
Apollo Mall(20)	NA	
Playtogs Plz.	1	Waldbaum's, Playtogs
Wallkill Plz.(25)	NA	Bradlees, Shop-Rite

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.; Stores on 211 & 17M open every evening and Sunday.

13 - RETAIL OUTLETS: **Department Stores**-Green's; Sears; Kassel Bros.; Lloyds; Sullivan's; JCPenney; Howlands; Flahs.

Variety Stores-Woolworth; Caldor 2.

Discount Stores-Playtogs; Lloyd's; North End Sales; Rickel's; Caldor 2; Bradlees; Ames; Jamesway; K mart 2; Zayre.

Chain Drug Stores-CVS; Rite Aid; Fay.

Chain Supermarkets-A&P; Great American 2; Weis Markets; Grand Union 7; IGA 4; Shop-Rite 8; Waldbaum's 2.

Other Chain Stores-Fanny Farmer; Barbara Moss; Hickory Farms; General Nutrition; Fabric Tree; Joyce Leslie; Florsheim; Thom McAn; Father & Son; Book & Record; Zale's; Record World; Firestone; Color Tile; Helen Gallagher; B. Dalton; Grossman's; Consumer Distrib.; Service Mdse.

14 - NEWSPAPERS: TIMES HERALD-RECORD (m) 82,834; SUNDAY RECORD (S) 96,063; Mar. 31, 1988 ABC.

Local Contact for Advertising and Merchandising Data: Edward P. Schultz, Adv. Dir., TIMES HERALD-RECORD, 40 Mulberry St., Middletown, NY 10940; Tel. (914) 343-2181.

National Representative: Branham/Newspaper Sales.

MOUNT VERNON

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-6. E of Yonkers on U.S. Hwy. 1; State Hwy. 22.

2 - TRANSPORTATION: **Railroads**-Metro North; Amtrak.
Airlines-Air North; Business Express; Command Airways; Empire; Mall Airways; New York Air; Piedmont/Henson; Republic; United.

3 - POPULATION:
Corp. City 80 Cen. 66,713; E&P 88 Est. 64,145
NDM-ABC: (80) 106,615
County 80 Cen. 867,782; E&P 88 Est. 867,496
PMSA 80 Cen. 8,281,761; E&P 88 Est. 8,499,667
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 25,377; E&P 88 Est. 25,305
NDM-ABC: (80) 39,509
County 80 Cen. 307,450; E&P 88 Est. 315,189
PMSA 80 Cen. 3,197,944; E&P 88 Est. 3,334,266

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	17	$7,330,923,000
Savings	23	$6,093,885,000
Savings & Loan	12	$836,176,000

6 - PASSENGER AUTOS: County 624,517

7 - ELECTRIC METERS: County 292,835

8 - GAS METERS: County 186,475

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metal 2,400 ($427); Non Elect. Mach. 14,000; ($997); Elect. Mach. 6,300 ($508); Trans. Equip. 4,600 ($719); Instruments 3,900 ($523); Food 10,400 ($798); Printing & Pub. 10,000 ($492); Chem. & Petroleum Refining 6,100 ($673).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost, Apr. 10.

11 - TAP WATER: Acid, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Gramaton Ave.; 3 blocks 4th Ave.
Shopping Centers-Eastchester Shopping Center at Vernon Hills; Pelham Manor.
Principal Shopping Days-Thur. through Sun.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Bonwit Teller; Lord & Taylor; Caldor.
Variety Stores-Woolworth; Green.
Chain Drug Stores-Rite Aid.
Chain Supermarkets-Finast; Waldbaums; Pioneer; Shopwell.

14 - NEWSPAPERS: ARGUS (e) 7,176; (S) 9,342; Mar. 26, 1988 ABC.
NOTE: Member of Westchester Rockland Newspaper Group.
Local Contact for Advertising and Merchandising Data: Gannett Westchester Rockland Newspapers, One Gannett Drive, White Plains, NY 10604 Tel. (914) 694-5336.
National Representative: Gannett National Newspaper Sales.

NEW ROCHELLE

1 - LOCATION: Westchester County (In New York PMSA), E&P Map F-6. Residential center; 4 mi. E of Mt. Vernon. On U.S. Hwy. 1 and State Hwy. 1-B; New England Thruway.

2 - TRANSPORTATION: **Railroads**-Metro North; Amtrak
Airlines-Air North; Business Express; Command Airways; Empire; Mall Airways; New York Air; Piedmont/Henson; Republic; United.

3 - POPULATION:
Corp. City 80 Cen. 70,794; E&P 88 Est. 69,439
NDM-ABC: (80) 96,357
County 80 Cen. 867,782; E&P 88 Est. 867,496
PMSA 80 Cen. 8,281,761; E&P 88 Est. 8,449,667
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 25,789; E&P 88 Est. 25,849
NDM-ABC: (80) 34,611
County 80 Cen. 307,450; E&P 88 Est. 315[illegible]
PMSA 80 Cen. 3,197,944; E&P 88 Est. 3,33[illegible]

5 - BANKS	**NUMBER**	**EST. D[illegible]**
Commercial	17	$7,330,923,000
Savings	23	$6,093,885,000
Savings & Loan	12	$836,176,000

6 - PASSENGER AUTOS: County 624,517

7 - ELECTRIC METERS: County 292,835

8 - GAS METERS: County 186,475

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metals 2,400 ($427); Non Elect. Mach. 14,000 ($997); Elect. Mach. 6,300 ($508); Trans. Equip. 4,600 ($719); Instruments 3,900 ($523); Food 10,400 ($798); Printing & Pub. 10,000 ($492); Chem. & Petroleum Refining 6,100 ($673).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-15 blocks on Main St., 12 on North Ave., New Rochelle; Pelham Manor, Pelham, Larchmont, Eastchester.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
New Rochelle Mall(50)	NA	Macy's, Shopwell, McCrory
WyKagyl(11)	NA	
Quaker Ridge(19)	NA	A&P
Scarsdale(19)	NA	

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept. Stores-Mon., Thur.; Food-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Macy's.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Liggett; Rite Aid.
Chain Supermarkets-A&P; Shopwell; Caruso's; Pioneer.
Other Chain Stores-Sears; National Shoes; A.S. Beck.

14 - NEWSPAPERS: STANDARD-STAR (e) 11,111; (S) 11,113; Mar. 26, 1988 ABC.
NOTE: Member of Westchester Rockland Newspaper Group.
Local Contact for Advertising and Merchandising Data: Gannett Westchester Rockland Newspapers, One Gannett Drive, White Plains, NY. 10604; Tel. (914) 694-5336.
National Representative: Gannett National Newspaper Sales.

NEW YORK

1 - LOCATION: (Bronx, Kings, New York, Queens and Richmond counties). On E&P Map F-6. Eastern seaboard; largest port in USA in 1986 in value of imports and exports and city with largest value of retail sales; important financial, publishing and garment center. About 10% of U.S. garment workers, and a much higher percentage of U.S. garment industry company headquarters, are located within the New York metropolitan area. United Nations Headquarters; approximately 18 million visitors annually.

The Port of New York and New Jersey, the nation's primary gateway for international commerce, handled more than $50.3 billion in foreign trade goods in 1987. It covers 1,500 sq. mi. in the two states, generally within a 25-mi. radius of the Statue of Liberty.

2 - TRANSPORTATION: **Railroads**-Conrail, with connecting service throughout the U.S., and six terminal railroads, furnishes service to industrial and marine facilities.
Motor Freight Carriers-250,000 trucks operate in New York City each business day. Over 380 registered motor freight carriers based in New York City provide local and long haul service.
Port Steamship Service-Ships of 99 steamship lines and agencies carry cargos and passengers from and to the leading ports of the world. The New York City Passenger Ship Terminal on the Hudson River between 48th and 52nd Streets served 398,686 passengers in 1987, mostly on cruises.

CARRIERS SERVING THE PORT AUTHORITY BUS TERMINAL:
Intercity Bus Lines

Intercity Bus Lines
Short Haul Carriers
Boulevard Transit Lines, Inc.
Carefree Bus Service
Carey Transportation
Community Transit Lines, Inc.
DeCamp Bus Lines
Domenico Bus Service, Inc.
The Hudson Bus Transportation Co., Inc.
Lakeland Bus Lines, Inc.
NJ Transit Bus Operations, Inc.
North Boulevard Transportation Co.
Red Apple Transit
Rockland Coaches, Inc.
Transit Charter Service, Inc.
Long Haul Carriers
Academy Lines, Inc.
Adirondack Transit Lines (Adirondack Trailways)
Asbury Park New York Transit Corp.
Bieber Tourways
Blue & Grey Transit, Inc.
Bonanza Bus Lines, Inc.
Capitol Bus Co.
Evergreen Equipment Corp.
Garden State Coachways
Greyhound Lines, Inc.
Hampton Jitney, Inc.
Hudson Transit Lines, Inc. (Short Line)
International Bus Services, Inc.
Lakeland Bus Lines, Inc.
Leisure Lines
Leprechaun Lines
Martz Trailways
NJ Transit Bus Operations, Inc.
Peter Pan Bus Lines, Inc.
Pine Hill Trailways
Real Transit
Suburban Transit Corp.
Susquehanna Trailways
Trans-Bridge Lines, Inc.
West Hunterdon Transit Company, Inc.
Source: Port Authority of NY & NJ, Tunnels, Bridges & Terminals Dept., March, 1988.

AIRLINES SERVING THE NEW YORK-NEW JERSEY METROPOLITAN REGION
Scheduled Airlines and Certified Cargo Carriers

Airports-The regional airport system serving the New York-New Jersey metropolitan area, operated by the Port Authority, comprises John F. Kennedy International and LaGuardia Airports in Queens, and Newark International and Teterboro Airports in northern New Jersey. Kennedy handles most international flights and long distance domestic flights. The Air Cargo Center, the largest in the world, handles approx. one million tons a year between major cities in the U.S. and worldwide markets. LaGuardia handles short and medium range flights. Newark International, recently rebuilt by the Port Authority, handles both domestic and international flights, and has a cargo center second in size only to Kennedy Airport. Teterboro, operated by Pan American World Airways under agreement with the Authority, handles general aviation traffic only.

AIRLINES SERVING METROPOLITAN AIRPORTS

	Kennedy	LaGuardia	Newark
US FLAG AIRLINES:			
Allegheny Commuter		*	*
American	*	*	*
American Eagle		*	*
American Trans Air	*		
America West	*		
Bar Harbor		*	
Braniff		*	*
Brockway Air		*	*
Business Express		*	
Catskill		*	
City Express			*
Continental	*	*	*
Delta	*	*	*
Eastern	*	*	*
Eastern Precision Express		*	*
East Hampton Air		*	
Gull Air		*	
Holiday			*
Key Air	*		
Long Island		*	
Mall Airways			*
MGM Grand Air	*		
Midway		*	
Midwest Express		*	*
New York Helicopter	*		
Northwest	*	*	*
Pan American	*	*	
Pan American Express	*	*	
Piedmont	*	*	*
PBA (Provincetown Boston)		*	*
Resorts International		*	
Tower Air	*		
Trans World	*	*	*
United	*	*	*
USAir	*	*	*

Source: Port Authority of NY & NJ, March, 1988.

	Kennedy	LaGuardia	Newark
AIR CARGO ONLY:			
Air America	*		
Air Express International	*		*
Airborne Express	*		
Arrow	*		
Federal Express	*		*
Flying Tigers	*		*
Global	*		
Viking International	*		
Zantop International Airlines			*
COMMUTER AIRLINES (Terminal designations refer to LaGuardia)			
Allegheny Commuter (Main Terminal)		*	*
American Eagle (Main Terminal)		*	*
Bar Harbor (Main Terminal)		*	
Business Express (Delta)		*	
Catskill Airways (Marine)		*	*
Command Airways	*		
Eastern Precision Express		*	*
East Hampton Air (Marine)		*	
Gull Air (Eastern Commuter)		*	
Holiday			*
Long Island (Marine)		*	
Mall Airways			*
Pan American Express (Main)	*	*	
Piedmont Commuter (Main)		*	*
PBA (Provincetown/Boston) (Eastern)		*	*

FOREIGN FLAG AIRLINES (Kennedy, except where indicated):
Aer Lingus (Ireland)
Aeroflot (USSR)
Aerolineas Argentinas
Aeromexico
Air Afrique
Air Canada (LaGuardia, Newark)
Air France
Air India
Air Jamaica
Alia-Royal Jordanian
Alitalia
ALM Antillean Airlines
Avensa (Venezuela)
Avianca (Colombia)
Bahamasair (Newark)
Balair (Switzerland)
British Airways
BWIA (Caribbean)
CAAC (Civil Aviation of China)
Cayman Airways (Newark)
China Airlines (Taiwan)
Czechoslovak Airlines
Dominicana (Dominican Republic)
Ecuatoriana
Egyptair
El Al Israel Airlines
Finnair
Guyana Airways
Iberia Airlines of Spain
Icelandair
Japan Air Lines
KLM (Netherlands)
Korean Airlines
Kuwait Airways
Lacsa (Costa Rica)
Lan Chile
LOT-Polish Airlines
LTU (Lufttransport Unternehmen)
Lufthansa German Airlines
Martinair Holland
Nigeria Airways
Olympic Airways (Greece)
Pakistan International
Royal Air Maroc (Morocco)
Sabena (Belgium)
SAS-Scandinavian Airlines System
Saudi Arabian Airlines
Spantax (Spain)
Swissair
TAP (Air Portugal)
Tarom Romanian Airlines
Varig Airlines (Brazil)
VIASA Airlines (Venezuela)
Virgin Atlantic Airways (Newark)
Yugoslav Airlines
Source: Port Authority of NY & NJ, March, 1988.

SUPPLEMENTAL AIRLINES (U.S. & Foreign):
Balair
Condor Air Service
LTU (Lufttransport Unternehmen)
Spantax S.A.

Air Terminals 1987

Totals at the Three Major Airports:	
Plane Movements	1,009,876
Passenger Traffic (total)	77,893,644
Domestic	58,743,185
Overseas	19,150,459
Cargo-Tons	1,562,216
Revenue Mail-Tons	238,934
Kennedy International Airport:	
Plane Movements	285,909
Passenger Traffic (total)	30,192,477
Domestic	12,599,897
Overseas	17,592,580
Cargo-Tons	1,182,671
LaGuardia Airport:	
Plane Movements	356,040
Passenger Traffic (total)	24,225,913
Domestic	24,050,206
Overseas	175,707
Cargo-Tons	54,117
Newark International Airport:	
Plane Movements	367,927
Passenger Traffic (total)	23,475,254
Domestic	22,093,082
Overseas	1,382,172
Cargo-Tons	325,428

Source: Port Authority of New York & New Jersey, Aviation Dept., as of Dec. 31, 1987.

3 - POPULATION:	**80 Census**	**88 Est.**
Total Corporate City	7,071,030	6,912,024
Bronx	1,164,788	1,167,975
Kings (Bklyn.)	2,230,455	2,230,976
Manhattan	1,431,355	1,457,840
Queens	1,894,258	1,964,787
Richmond (S.I.)	354,609	400,937

City Zone: Consists of corporate limits New York City, plus cities of Bayonne, Hoboken, Jersey City and Union City; towns of Guttenberg and West New York, and township of Weehawken, all in Hudson County, NJ.

Retail Trading Area Populations: Extends north to Cornwall-on-Hudson, NY; east to Patchogue, NY; south to Silverton, NJ; west to Washington, NJ; all of these places being 50 mi. from the heart of Manhattan.

Within this area there are numerous daily newspaper centers that have their own retail trading areas. Users of the Market Guide should consult the surveys of these cities for more detailed information.

Retail Trading Zone: The largest towns in retail trading zone: Yonkers, NY; Mt. Vernon, NY; Levittown, NY; Newark, NJ; Passaic, NJ; Paterson, NJ; Clifton, NJ; Elizabeth, NJ; The Oranges, NJ.

Corp. City (5 Boros)
80 Cen. 7,071,030; E&P 88 Est. 6,912,024
NEWS:
NDM-ABC: (80) 18,114,705
POST:
NDM-ABC: (80) 18,291,134
TIMES:
NDM-ABC: (80) 19,052,459
PMSA 80 Cen. 8,281,761; E&P 88 Est. 8,449,667

4 - HOUSEHOLDS:	**80 Census**	**88 Est.**
Total Corporate City	2,788,221	2,830,846
Bronx	429,191	437,724
Kings (Bklyn.)	828,257	853,212
Manhattan	704,259	728,660
Queens	711,940	754,437
Richmond (S.I.)	114,574	132,[illegible]33

NEWS:
NDM-ABC: (80) 6,511,181
POST:
NDM-ABC: (80) 6,574,166
TIMES:
NDM-ABC: (80) 6,845,708
PMSA 80 Cen. 3,197,944; E&P 88 Est. 3,334,266

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings Banks:		
Bronx/Manhattan	9	$25,755,788,000
Brooklyn	11	$30,109,323,000
Queens	4	$2,964,305,000
Richmond (S.I.)	3	$1,535,043,000
Total Entire City	27	$60,364,459,000

NOTE: Banking Laws in NY State permit branch banking throughout the city and into adjacent counties, hence accurate figures for a specific portion of this area are not possible.

Number of banks represents headquarters offices only. Data are only for savings banks headquartered in New York City including their non-New York City branches. Not all banks report. Data for non-New York City-based banks with branches within the city are excluded.
Source: Savings Banks Association of NY State, March 31, 1988.

6 - PASSENGER AUTOS: Bronx 246,349; Kings (Brooklyn) 435,456; New York (Manhattan) 185,457; Queens 681,198; Richmond (Staten Island) 198,247; Total Paid Registrations New York City 1987: 1,746,707.
Source: State of N.Y. Dept. of Motor Vehicles, 1987.

7 - ELECTRIC METERS: Bronx 368,549; Brooklyn 844,983; Manhattan 675,232; Queens 692,264; Richmond (S.I.) 138,219; Total 3,044,422.
(Residential): Bronx 309,028; Brooklyn 681,790; Manhattan 500,657; Queens 591,142; Richmond (S.I.) 120,351; Total 2,202,968.
Sources: Consolidated Edison Co. of New York, Inc., Dec. 31, 1987 (Total); Consolidated Edison Co. of New York, Inc., to the NY State Public Service Commission for the year ended Dec. 31, 1987 (Residential).

8 - GAS METERS: Brooklyn Union Gas Co., June 1, 1988: Brooklyn 704,275; Queens 336,349; Richmond (S.I.) 110,543; Total: 1,151,167.
Consolidated Edison Co., Dec. 31, 1987: 1,107,523; Consolidated Edison Co. to the NY State Public Service Commission, Dec. 31, 1987.

Residential 744,900. Long Island Ltg. Co. provides gas in part of Queens County.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners, (in thousands). New York City-Mfg. 377.6; Durable Goods 98.0; Furn. & Fixtures 8.6; Fabricated Metal Prods. 15.3; Mach., except Elect. 8.5; Elect. Equip. & Supplies 20.5; Instruments & Related Prods. 5.3; Misc. Mfg. industries 27.6; Non-Durable Goods 279.6; Food & Kindred Prods. 20.3; Textile Mill Prods. 18.8; Apparel & Other Textile Prods. 103.6; Paper & Allied Prods. 11.6; Printing & Publishing 91.1; Chem. & Allied Prods. 18.5; Non-Mfg. 3,253.5; Constr. 126.1; General Building Contractors 27.6; Heavy Constr. Contractors 9.8; Special Trade Contractors 88.7; Trans. & Public Util. 215.1; Local & Interurban Pass. Transit 19.4; Air Trans. 46.1; Commun. 64.4; Electric, Gas & Sanitary Servs. 22.4; Whol. & Ret. Trade 639.2; Whol. Trade 233.9; Ret. Trade 405.3; General Merchandise Stores 52.9; Food Stores 63.2; Apparel & Accessories Stores 44.9; Eating & Drinking Places 135.4; Misc. Ret. 62.4; Finance, Insurance & Real Estate 544.9; Banking 168.9; Security & Commodity Brokers 149.1; Insurance Carriers 65.7; Real Estate & Combinations 102.0; Servs. & Misc. 1,139.9; Hotels & Other Lodging Places 34.5; Business Servs. 310.4; Health Servs. 239.5; Legal Servs. 74.0; Educational Servs. 93.3; Social Servs. 118.0; Membership Organizations 55.4; Misc. Servs. 64.7; Government 587.7; Federal 77.3; State 56.3; Local 454.1. Total Non-Agricultural 3,631.1. Av. Wkly. Wage-Factory Production Workers: Durable Goods $355, Non-Durable Goods $345.
Source: NY State Dept. of Labor, June, 1988.

10 - CLIMATE: Normal Mean Temp.-Spring 52.1, Summer 74.5, Fall 57.8, Winter 33.8. An. Av. Temp.-54.5. Av. Annual precipitation 44.12 in.
Source: National Weather Service.

11 - TAP WATER: Three major sources of water supply through the Catskills & Delaware subsystems (Neutral, soft, neutral, av. pH 7.0); Croton subsystem (Moderately hard, alkaline, av. pH 7.1). Av. consumption per day in city during 1987: 1,422.7 M.G.D. (Millions of Gallons per Day), outside communities 119.8 M.G.D.; Combined 1,542.5 M.G.D. New main city feeder under construction. Water is fluoridated.
Source: NY City Dept. of Environmental Protection.

12 - RETAILING: Principal Shopping Districts
Bronx Borough (Bronx County)
Retail distribution in the City requires study of shopping districts that have developed from original neighborhood sections to expanded centralized retail areas. Every type of retail outlet from small specialty shops and corner drug stores, to most modern large department stores and national chain outlets, may be found in some of these centers. A partial list follows:
Fordham Road, Grand Concourse E. to 3rd Ave.: Alexander's; Lerner's; Plymouth Shops; Woolworth; Sears-Roebuck; Shoes by Regal; National; Kitty Kelly; Miles; Thom McAn; Florsheim; Fayva; Adler; Castro Convertible.
Fordham Road, Jerome Ave. to Grand Concourse: Woolworth; Modell's; Singer; Thom McAn.
149th St. and 3rd Ave.: Howard; Ripley; McCrory; Green's; Sach's Furniture; Castro Convertible; Shoes; National; Florsheim; Flagg Bros.; Alexander's.
Department Stores: Alexander's.
Variety Stores: B&L; Frank Bee; Kay & Eff; Woolworth; M.H. Lamston; McCrory.
Discount Stores: Franklin; Honig's Parkway.
Principal Supermarkets: A&P; Altagracia; Baychester Consumer Cooperative; Concourse Food Corp.; Domino Supermarkets; E&B; E&W Foods; Fedco Foods; Food City; Foodman; Merit Farms; Met Food; Modern Food Centers; Olinsky's Supers; Pathmark; Pioneer Mkts.; Ragonese's IGA; Shopwell, Inc.; Waldbaum's.
Brooklyn Borough (Kings County)
Principal Shopping Area is between Borough Hall and Flatbush Ave. on Fulton St. This section is close by Brooklyn Civic Center Stores.
Department Stores: Abraham & Straus; Martin's; May's; Alexander's; Sears; Macy's.
Ladies Shops: Lerner's; Plymouth; Goodwin's; Lynns.
Men's Clothing: Bond; Howard; Benhil; Wallach's; B&B Logy's.
Ladies Shoes: Baker's; Chandler; Carlyle Bootery; Coward; Miles; National; Simco; Fabco; Fayva; Selby.
Men's Shoes: Adler; Florsheim; Flagg; Hardy; Father & Son; Thom McAn; Regal; Wallabee.
Drug: Crown Pathmark; Rexall; Whelan; Silver Rod.
Candy: Barricini; Barton; Loft's; Russell Stover.
Discount Stores: Buy Rite; Century Value Center; Discount City; B.D's; Sid's Bargain Mart; Times Square Stores.
Variety Stores: Lamston; Grand General Stores; Payless; Value City; Thrifty's; King Solomon Stores; Newberry.
Other Chain Stores: Castro; Sachs; Singer Co.; Busch Jewelry.

Retail Centers along Flatbush Ave. at main thoroughfares such as Times Plaza and Park Pl., Rogers, Church and Newkirk Aves. and Cortelyou Rd. and Kings Highway in Flatbush section. Fifth, Sixth and Seventh Avenues in Park Slope Section. In South Brooklyn, a number of blocks on Fifth Ave., Broadway from Myrtle Ave. to the intersection of S. 8th and Havemeyer St., near East River, in Williamsburg and Bushwick sections, mostly local retailers, merging with light industry close to the river. Also Broadway at Flushing Ave. and at Lexington Ave. Others on Knickerbocker, Wilson, Ralph, Reid, Throop, Tompkins, Sumner and Nostrand Aves.

In Bedford section Nostrand, Franklin and Flatbush Aves.; Manhattan Ave. in Greenpoint section. Third, Fourth, Fifth and Seventh Aves. in Bay Ridge; Mermaid Ave. in Coney Island and in shopping center that is part of Gravesend housing project.

In densely populated East New York and Brownsville sections, Pitkin and Sutter Aves. including stores such as Ripley, Thom McAn, Miles.

Other retail sections through Brooklyn are Canarsie, Red Hook, Fort Greene, Bedford-Stuyvesant, Crown Heights, Cypress Hills, Ulmer Park, New Utrecht and East Flatbush.
Principal Supermarkets: A&P; Ahmad; C-Town; Charles Scaturro & Sons; D'Agostino; Danza; Dominick Coluccio; El Faro; Miehle's Key Mkts.; Pathmark; Royal Farms; Speedway Food; Sunnydale Franchise System; Town Fair; Waldbaum's.
Manhattan Borough (New York County)
Many shopping areas all over the borough.

Most famous is along Fifth Ave., where from 34th to 59th Sts., many well-known chain stores are located. Among them: Bergdorf Goodman, Harry Winston, Tiffany, Mark Cross, Ciro Jewelers, Steuben Glassware, Elizabeth Arden, Chandler Shoes, Gucci, Fortunoff, Plymouth Shops, Cartier Jewelry, Saks Fifth Ave., Scribner's, Doubleday, Wallachs, Hoffritz, Florsheim, Lerner's, Lane Bryant, I. Miller Shoes, Barton's, Lord & Taylor, Selby Shoes, Red Cross Shoes, Hallmark, B. Altman.

From Herald Square (34th St. & the Avenue of the Americas) along 34th St. in both directions, a most complete shopping area. Stores in the area include Macy's, Baker's Shoes, Red Cross Shoes, Fanny Farmer, Hoffritz, Barton's, Barricini, Woolworth, Simco Shoes, Busch Jewelry, Castro Convertibles.

Other areas on Madison Ave. from 42nd to 59th; 59th St. and Lexington Ave. (Bloomingdale's Dept. Store; Alexander's).

Broadway, longest avenue in city, extends from the Battery at lower end of Manhattan, through entire borough. Character of Broadway changes from financial district around Wall St. to wholesale areas from Chambers St. to about 8th St., then primarily small retail outlets and office buildings to Columbus Circle with the exception of Union and Herald Squares and the entertainment and theatrical vicinity of Times Square (42nd St.). Above 59th St., Broadway is comprised of smaller retail outlets more typical of residential neighborhoods and centered around the major subway stations. Around Union Square: Mays Dept. Store and other stores.

Other important shopping districts in Manhattan: 8th Ave. at 125th St.; 7th Ave. at 14th St., 23rd St.; 3rd Ave. at 23rd St., 34th St., 42nd St., 59th St., 68th St., 79th St., 86th St., 96th St., 110th St., 116th St., 125th St.; Lenox Ave. at 116th St., 125th St., 145th St.; E. B'way and Division St.; 207th St. from 10th Ave. to B'way.
Department Stores: Mays; Macy's; B. Altman's; Alexander's; Lord & Taylor; Bonwit Teller; Bergdorf Goodman; Bloomingdale's; Saks Fifth Ave.
Variety Stores: Jay's; Everyone's Stores; M.H. Lamston; Woolworth; 88c Shops.
Discount Stores: Amsterdam; Bargain World; Century 21.
Principal Supermarkets: A&P; Associated; C-Town; D'Agostino; Federation of Cooperatives, Inc.; Food City; Food Emporium; Gristede Bros.; Key Food; Pathmark; Peer Super Mkts.; Pioneer Super Mkts.; Red Apple; Shopwell; Sloan's; Smiler's Food Stores; Superior Mkts.
Queens Borough (Queens County)
Jamaica and Flushing have the two main shopping districts serving the borough's extensive single-dwelling residential population. Jamaica's business area is along Jamaica Ave. from Sutphin Blvd. to 169th St. and to a lesser degree on Hillside Ave. between 150th and 172nd Sts. Stores include Goodwins, Gertz, Wilbur-Rogers, Michaels Bros., Henshaw, Spear's, Roaman's.

In Flushing from Sanford Ave. to Northern Blvd. and Main St. are Howard, Kays, Wallachs, Thom McAn, Abramson's, Miles, Gertz, Alexander's, Michaels Bros., Lerner Shops. Roosevelt Ave. is shopping thoroughfare leading off of Main St.

Smaller shopping districts include Fresh Meadows, Richmond Hill, Woodhaven, Ozone Park, St. Albans, Forest Hills, Kew Gardens (Queens-Borough Hall), Jackson Heights, Astoria, Queens Village, Ridgewood and Far Rockaway.
Department Stores: Gertz; Alexander's; Bloomingdale's; Macy's; Master; Mays; Sears; Abraham & Straus.
Variety Stores: ABC; B&J; Ben Franklin; Silver Dollar; Lamston; Woolworth.
Discount Stores: Sunset Stores; Times Square Stores.
Principal Supermarkets: A&P; Carrozza; Conte Super Mkts.; Crystal's Supers; E&B; Federation of Cooperatives; Finast; Foodarama; Food Pageant; The Food Warehouse; Grand Union; King Kullen; Man-Dell; Meats & Treats; Melmarkets; Mid-Eastern Co-ops.; Olinsky; Pathmark; Pick-Quick Supers; Royal Farms; Charles Scaturo; Sheil-Mar Foods; Shopwell; Trade Fair; Trunz; Waldbaum's.
Richmond (Staten Island) Borough
Twenty-two shopping areas, largest of which is the Staten Island Mall (171 stores).

Other shopping areas include Bryant Plaza, Greenridge Plaza, Hylan Plaza.

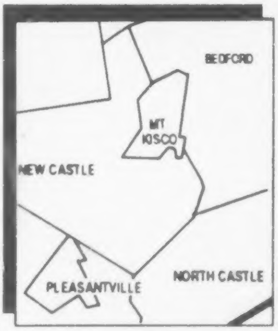
There is extensive renovation taking place in the Port Richmond and Stapleton areas which caused the closing of most stores.
Department Stores: Macy's; Sears; Rock Landau; Garber's.
Variety Stores: C.H. Martin; Woolworth; McCrory.
Discount Stores: K mart; Masters.
Principal Supermarkets: A&P; Acme; Waldbaum's; Pathmark; Trunz; Shop-Rite.

NEW YORK CITY SHOPPING CENTERS

Name & Location	No. of Stores
Bronx:	
Bazaar Mall (Preston Way & Route 117)	60
Bruckner Plaza (Bruckner Blvd.)	30
Castle Hill (Castle Hill Ave.)	21
Cross County Sq. (Kimball Ave.)	30
Kingsbridge Plaza (B'way 233rd St.)	NA
Shopwell Plz. (Boston Post Rd.)	12
Brooklyn:	
Albee Sq. Mall (De Kalb Ave.)	80
Caeser's Bay Bazaar (Bay & Shore Pkwys.)	16
Dykers Plz. (535 86 St.)	4
Fort Greene (Myrtle Ave.)	21
Glenwood (Flatlands & Ralph Ave.)	9
Kings Bay (Nostrand Ave.)	17
Kings Plz. (Flatbush & Ave. U)	150
Seaview Vlg. (Rockaway Pkwy. & Ave. M)	12
Manhattan:	
Herald Center (Herald Sq.)	140
Manati (1633 B'way)	14
Manhattan Plz. (42nd/43rd Sts. & 9th/10th Aves.)	NA
Shoreview Towers (1st Ave. & 85 St.)	NA
S. St. Seaport (Fulton & Water Sts.)	NA
Queens:	
Bay Terrace (Bayside)	64
Beach 32nd St. (Far Rockaway)	NA
Beechcroft (Kissena Blvd., Elder Ave.)	14
Belle Harbor (Beach Channel Dr.)	12
Breezy Point (Forest Hills)	NA
Carlyle (Kissena Blvd.)	9
Crossrds. at Whitestone (Whitestone)	9
Dayton Plz. (Rockaway Beach)	25
Expressway (99th St. Long Island Expwy.)	NA
Far Rockaway (Mott, Central Aves.)	32
Flatlands Mart (S/E/C Flatlands Ave., 108th St.)	12
Glen Oaks (255-55 Union Turnpike)	NA
Jackson Hgts. (31st Avenue)	20
Lefrak City (99th St. & 57th Ave.)	24
Northridge (Northern Blvd., Jackson Hghts.)	NA
Queens Ctr. (Queens & Woodhaven Blvds., L.I. Expwy.)	75
Queens Plz. North (L.I.C.)	NA
Rego City (57th Ave., 96 & 97 Sts.)	10
Rego Park (Queens Blvd.)	20
Rentar Plz. (Rosedale)	NA
Whitestone (Cross Island Pkwy.)	34
Yellowstone (Forest Hills)	NA
Staten Island:	
Bryant Plaza	9
Forest Ave. (Forest Ave. & Decker St.)	37
Fox Hills Ctr. (Targee St.)	17
Greenridge Plz. (Richmond & Arthur Kill Rd.)	22
Heartland Vlg. (Richmond & Nome Aves.)	14
Hylan Plz. (New Dorp)	55
New Springville (Richmond & Yukon)	21
Oakwood (Amboy Rd.)	16
Page & Amboy (Tottenville)	NA
Pathmark Mall (1351 Forest Ave.)	21
Richmond (Richmond) Ave. & Yukon Ave.)	10
Southgate Ctr. (Forest Ave.) & Mersereau Ave.)	NA
S.I. Mall (Richmond Ave.)	171

13 - RETAIL OUTLETS: Largest Department Stores
Bronx: Alexander's; Hearn's; Macy's; Sears.
Brooklyn: Alexander's; Abraham & Straus; Macy's; Mays; Sears; Times Square Stores.
Manhattan: Alexander's; B. Altman; Bloomingdale's; Bonwit Teller; Lord & Taylor; Macy's; Mays; Saks Fifth Ave.

Mount Kisco



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(total population 1.2
million, household income
$56,811) covered by the
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(Circle No. 22 on Market Request Card)

Queens: Abraham & Straus; Abramson's; Alexander's; Bloomingdale's; Macy's; Sears; Stern's; Times Square Stores.
Staten Island: Garber's; Macy's; JCPenney; Sears.
Leading Chain Drug Stores
Bronx: Baychester Co-op; Circle; Courtesy; Family; K & K; Leroy; Metropolitan; Parkchester; Pathmark; Rite Aid; Stanken; Whelan.
Brooklyn: Courtesy; Harrico; Ketchum Distributors; Neergard; Pathmark; Rexall; Silver Rod; Thriftway; Whelan.
Manhattan: Block; Clearfield; Drug Mart; Duane Reade; Falk Drug Corp.; Pathmark; Prescriptions Ltd.; Rexall; Rite Aid; Walgreen Eastern Co.; Whelan.
Queens: Courtesy; Duane Reade; Genovese; Pathmark; Rexall; Whelan.
Staten Island: Neergaard; Pathmark; Rexall; Sav-On Drugs; Whelan.
Leading Grocery Supermarkets
Bronx: A&P 3; Altagracia 4; Domino 7; Baychester Consumers Co-op 3; Finast; Merit Farms; Food City 11; Pioneer 4; Grand Union 2; Associated 23; Shopwell; Pathmark 2; Concourse Food Corp. 4; Waldbaum's 2.
Brooklyn: A&P 6; Danza 4; Bernstein Bros. 6; D'Agostino 2; Pioneer 3; Speedway 7; Miele-Key Mkts. 3; Associated; Key Food; Met; Waldbaum's 20; Pathmark 5; Grand Union 2; Sloan's.
Manhattan: A&P 11; D'Agostino 17; Food Emporium 17; Gristedes 28; Pathmark 2; Red Apple 27; Shopwell 2; Sloan's 36; Smiler's 6.
Queens: A&P 8; Finast 2; Grand Union 5; Pathmark 3; Shopwell; Waldbaum's 17.
Staten Island: A&P 4; Pathmark 4; Shop-Rite; Waldbaum's 5.
Largest Variety Stores
Bronx: Woolworth 13; Green; Lamston; Newberry; McCrory.
Brooklyn: Woolworth 17; Lamston; Newberry; McCrory 4.
Manhattan: Woolworth 28; Lamston 20.
Queens: Woolworth 22; Lamston 2; Nichols; McCrory 5.
Staten Island: Woolworth 2; McCrory; Kress.

14 - NEWSPAPERS: Contact for Advertising and Merchandising Data Representatives.

Bronx Borough

No daily newspaper published in the Bronx.

Brooklyn Borough

CHALLENGE (m-mon to fri) 110,000; (m-sat) 110,000; sworn Sept. 30, 1987. Thomas Watkins, Pub., 1368 Fulton St., Brooklyn, NY 11216; Tel. (718) 636-9500.
National Representative: None.

Manhattan Borough

DAILY WORLD (m-tues to sat) 56,300; sworn Sept. 30, 1987. Thomas Dennis, Gen. Mgr.; Barry Cohen, Editor, 239 W. 23rd St., New York, NY 10011; Tel. (212) 924-2523.
National Representative: None.
JOURNAL OF COMMERCE and COMMERCIAL (m-mon to fri) 23,425; Mar. 31, 1938 ABC. Alan Newborn, V.P. Adv., 110 Wall St., New York, NY 10005; Tel. (212) 425-1616.
National Representative: Direct-through branch offices.
NEWS (m-mon to fri) 1,283,302; (m-sat) 974,643; (S) 1,623,645; Mar. 31, 1988 ABC. Jim Mason, Adv. Dir., 220 E. 42nd St., New York, NY 10017; Tel. (212) 210-2096.
National Represantatives: Towmar; Western States Associates.
POST (all day-mon to fri) 555,268; (sat) 393,807; Mar. 31, 1988 ABC. Patrick Smith, V.P./Adv., 210 South St., New York, NY 10002; Tel. (212) 349-5000.
National Representatives: Branham/Newspaper Sales; The Leonard Co.
TIMES (m-mon to fri) 1,078,443; (m-sat) 843,128; (S) 1,647,577; Mar. 31, 1988 ABC. Erich G. Linker, V.P./Adv. Dir., 229 W. 43rd St., New York, NY 10036; Tel. (212) 556-1234.
National Representative: Direct-through branch offices.
TRIBUNE (m-mon to fri) 10,383; sworn Oct. 1, 1987. Bo Hi Pak, Pub., 401 5th Ave., New York, NY 10016; Tel. (212) 532-8300.
National Representative: None.
WALL STREET JOURNAL (Eastern Edition m-mon to fri) 833,423; (Total all editions m-mon to fri) 2,025,176; Mar. 31, 1988 ABC. Paul Atkinson, National Adv. Dir., Main Office-22 Cortlandt St., New York, NY 10007; Tel. (212) 285-5000. Ad Offices (NYC)-420 Lexington Ave., 10170; Tel. (212) 808-6500.
National Representative: Direct-through branch offices.

Queens Borough

No daily newspaper published in Queens.

Richmond Borough

STATEN ISLAND ADVANCE (e-mon to fri) 78,569; (e-sat) 76,817; (S) 89,238; Mar. 31, 1988 ABC. Gary V. Cognetta, Display Adv. Mgr., 950 Fingerboard Rd., Staten Island, NY 10305; Tel. (718) 981-1234.
National Representative: Newhouse Newspapers Metro Suburbia.

NEWBURGH-BEACON

1 - LOCATION: E&P Map F-5 (Newburgh in Orange County PMSA; Beacon in Poughkeepsie MSA). Newburgh in Orange County on W bank of Hudson River; Beacon in Dutchess County on E bank of Hudson River; 60 mi. N of N.Y. City; 16 mi. S of Poughkeepsie; 90 mi. S of Albany; 1 mi. from N.Y. State Thruway; I-84.

2 - TRANSPORTATION: **Railroads**-Conrail; Erie-Lackawanna.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Shortline; Flying Eagle; Fishkill; Mohawk.

3 - POPULATION:
Corp. Cities 80 Cen. 36,375; E&P 88 Est. 38,307
Newburgh 80 Cen. 23,438; E&P 88 Est. 24,250
Beacon 80 Cen. 12,937; E&P 88 Est. 14,057
CZ-ABC: (80) 59,122
RTZ-ABC: (80) 219,658
Counties/PMSA & MSA 80 Cen. 506,897; E&P 88 Est. 535,644
Dutchess County/MSA 80 Cen. 246,205; E&P 88 Est. 257,230
Orange County/PMSA 80 Cen. 260,692; E&P 88 Est. 278,414
City & RTZ-ABC: (80) 278,780
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 12,956; E&P 88 Est. 14,474
Newburg 80 Cen. 8,565; E&P 88 Est. 9,633
Beacon 80 Cen. 4,391; E&P 88 Est. 4,841
CZ-ABC: (80) 20,306
RTZ-ABC: (80) 69,908
Counties/PMSA & MSA 80 Cen. 164,893; E&P 88 Est. 177,136
Dutchess County/MSA 80 Cen. 80,642; E&P 88 Est. 86,274
Orange County/PMSA 80 Cen. 84,251; E&P 88 Est. 90,862
City & RTZ-ABC: (80) 90,214

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	4	$273,669,000
Savings & Loan	2	$98,640,000
Commercial	12	$2,080,160,000

6 - PASSENGER AUTOS: Counties: Orange 174,573; Dutchess 167,562.

7 - ELECTRIC METERS: Residence: Newburgh 12,243; Beacon 7,220.

8 - GAS METERS: Residence: Newburgh 12,223; Beacon 9,532.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Newburgh: Textiles 2,440; Electronics 450; Tile 325; Pocketbooks 1,000; Trucking 3,352; Aviation & Cargo Transport 700; Plastics 500; Metropolitan Transit Authority; Military Academy 8,300; Beacon: Research 1,160; Printing 565; Tape Prods. 300; Rubber Prods. 210; Electronics 19,750; Apparel 200; Furniture 154.
Principal Industrial Pay Days-Newburgh: Wed., Thur., Fri.; Beacon: Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-48; Summer 58-95; Fall 55-79; Winter 3-46. First killing frost, Oct. 8; last killing frost, May 1.

11 - TAP WATER: Newburgh: Alkaline, soft; Beacon: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Newburgh-Newburgh Mall; Vails Gate Plaza; Mid-Valley Mall; Beacon-Main Street; Fishkill-Dutchess Mall, South Hills Mall; Galleria Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mid Valley Mall(47))	2	JCPenney, Woolworth, Price Chopper, Lloyd Lumber
Newburgh Mall(70)	3	Sears, Caldor, Steinbach
Zayre Plaza(22)	2	Zayre
Big V Plaza	3	Shop-Rite, Caldor
Dutchess Mall(75)	8	Service Mdse., OOB
South Hills	11	K mart, Sears, Hess
Galleria Mall	11	G. Fox

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Lloyd's; Caldor; Steinbach; OOB; Hess.
Variety Stores-Woolworth; Sears; Caldor's; OOB; Steinbach; Big V; Albany Market.
Discount Stores-Zayre; OOB; Odd Lot; Service Merchandise; Rosenbaum's; Miron's.
Chain Drug Stores-Rexall; Rite Aid; Fay's; CVS.
Chain Supermarkets-Grand Union 4; Shop-Rite 3; A&P 2; Weis Markets; Waldbaum's; Price Chopper.
Other Chain Stores-Miles; Thom McAn; Radio Shack 2; Firestone 2; General Tire; Regal Shoe; Fayva; Cranes; Royce Shoe; Goodyear; Cumberland Farms; Singer; Wickes Lumber; Lloyd Lumber; Aubuchon 2; Kay Jewelers; Anderson Little; Endicott-Johnson; Casual Corner; Kay-Bee Toys; Upstage Shoes; Tano; Sixteen Plus; Dora Dale; Waldenbooks; Book & Record.

14 - NEWSPAPERS: NEWS (e) 11,181; (S) 11,319; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth E. Hershberger, Adv. Mgr., NEWS, 85 Dickson St., Newburgh, NY 12550; Tel. (914) 561-3000.
National Representative: Thomson Newspapers.

NIAGARA FALLS

1 - LOCATION: Niagara County (PMSA). E&P Map B-3. Niagara Power project site. Electrochemical, abrasive & metallurgical manufacturing center; 23 mi. NW of Buffalo on Niagara River.

2 - TRANSPORTATION: **Railroads**-Conrail; Lehigh Valley; Erie-Lackawanna; Pere Marquette; West Shore; Mich. Central; Wabash; Canadian Nat. & Niagara Junction (all are freight only).
Motor Freight Carriers-55.
Intercity Bus Lines-Niagara Frontier Transportation (Metro Bus); Greyhound; Canada Coach.

3 - POPULATION:
Corp. City 80 Cen. 71,384; E&P 88 Est. 59,142
CZ-ABC: (80) 95,087
RTZ-ABC: (80) 40,345
County/PMSA 80 Cen. 226,796; E&P 88 Est. 212,486
City & RTZ-ABC: (80) 135,432
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 27,272; E&P 88 Est. 23,958
CZ-ABC: (80) 34,910
RTZ-ABC: (80) 12,971
County/PMSA 80 Cen. 80,258; E&P 88 Est. 78,659
City & RTZ-ABC: (80) 47,881

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$373,685,000
Savings & Loan	1	$143,132,289
Commercial	5	$245,618,000

6 - PASSENGER AUTOS: County 118,913.

7 - ELECTRIC METERS: Residence 47,000.

8 - GAS METERS: Residence 30,181.

9 - PRINCIPAL INDUSTRIES: Chem. Abrasives, Metallurgical, Paper Prods. (16,684 employees). Av. Wkly. Wage $293.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-54; Summer 60-76; Fall 44-54; Winter 26-44.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 on Main St.; 23 blocks on Pine Ave.; Military Rd. from Pine Ave. to Saunders Settlement Rd., 93-store mall.
Neighborhood Shopping Centers-12 blocks on Buffalo Ave. (La Salle sec); 4 on 18th St.; shopping plazas on N. Main St., Pine Ave., Portage Rd., Military Rd., and at Lewiston; mall on Williams Rd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Rainbow Center		Burlington Coats
Niagara Factory Outlet	8	
Haeberle(6)	NA	Portage Pharmacy
Military Sq. Plz.(11)	NA	Century Housewares
Mil-Pine Plaza(9)	7	Tops Mkt.
Pine Plaza(22)	7	Super Duper
Summit Park Mall(66)	9	AMA's, Jenss, Sears
Factory Outlet Mall(50)	NA	

Principal Shopping Days-Mon., Wed., Thur., Sat.
Stores Open Evenings-City: Mon., Thur., Fri.; Plazas: every eve.

13 - RETAIL OUTLETS: **Department Stores**-Jenss 2; Sears; AM&A.
Discount Stores-Jupiter; K mart; Brand Names.
Chain Drug Stores-Rexall; Stines; Coulson 2; Rite Aid 4; Brooks; Fays 2.
Chain Supermarkets-Super Duper 2; Bell's; Wilson Farms; Tops 5; B Kwik.
Other Chain Stores-Shoes: Shoetown, Kinney, Gallenkamp, Regal, Thom McAn 2; Clothing: Richmond Bros., Motherhood Maternity, Merry-Go-Round, Chess King, Casual Corner, Lerner's, Norban; Auto Supplies: Firestone, Goodrich, Goodyear, General Tire; Paints: Sherwin-Williams, Color Your World, Crandall; Misc.: Color Tile, Gordor Jewelers, Child World, The Gap, Cavage's, Fredericks of Hollywood, General Nutrition, Jaccord, Zales.

14 - NEWSPAPERS: GAZETTE (m) 27,191; (S) 29,816; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Lawrence Chiott, Adv. Dir., GAZETTE, 310 Niagara St., Niagara Falls, NY 14303; Tel. (716) 282-2311.
National Representatives: Gannett National Newspaper Sales; U.S. Suburban Press.

NORTH TONAWANDA-TONAWANDA

1 - LOCATION: Niagara & Erie Counties (Tonawanda in Buffalo PMSA; North Tonawanda in Erie Co. & Niagara Co. & Niagara Falls PMSA). E&P Map B-3. 9 mi. from Niagara Falls; 10 mi. from Buffalo on Hwys. 62, 265, 324, 384, 425, 429; on Erie Barge Canal at junction with Niagara River.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-4.
Intercity Bus Lines-Metro Bus.
Airlines-American; United; USAir; Eastern.

3 - POPULATION:
Corp. Cities 80 Cen. 54,453; E&P 88 Est. 49,793
North Tonawanda 80 Cen. 35,760; E&P 88 Est. 32,627
Tonawanda 80 Cen. 18,693; E&P 88 Est. 17,166
CZ-ABC: (80) 54,453
RTZ-ABC: (80) 114,531
Counties/PMSAs 80 Cen. 1,240,222; E&P 88 Est. 1,202,215
Niagara/PMSA 80 Cen. 226,796; E&P 88 Est. 212,486
Erie/PMSA 80 Cen. 1,013,426; E&P 88 Est. 989,729
City & RTZ-ABC: (80) 168,984

4 - HOUSEHOLDS:
Cities 80 Cen. 19,549; E&P 88 Est. 17,987
North Tonawanda 80 Cen. 12,868; E&P 88 Est. 11,836
Tonawanda 80 Cen. 6,681; E&P 88 Est. 6,151
CZ-ABC: (80) 19,549
RTZ-ABC: (80) 40,731
Counties/PMSAs 80 Cen. 445,373; E&P 88 Est. 451,184
Niagara/PMSA 80 Cen. 80,258; E&P 88 Est. 78,659
Erie/PMSA 80 Cen. 365,217; E&P 88 Est. 372,525
City & RTZ-ABC: (80) 60,280

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: Counties: Erie 519,700; Niagara 118,913.

7 - ELECTRIC METERS: Residence 20,706.

8 - GAS METERS: Residence 16,018.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chem., Plastics, Paints 797 ($320); Paper & Allied Prods. 53 ($330); Machine Shop Metal Trades 172 ($340).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-50; Summer 60-94; Fall 45-58; Winter 20-33. First killing frost, Oct. 21; last killing frost, Apr. 27.

11 - TAP WATER: Medium hard.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Main St.; 1 each on Broad, Young, Niagara Sts., Tonawanda; 2 on Webster St., N. Tonawanda.
Neighborhood Shopping Centers-3 blocks at Oliver and Wheatfield Sts., N. Tonawanda; Wurlitzer Park; Green Acres Plaza; Colvin Eggert Plaza; Parkview Plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Midcity Plz.(25)	3	Bell's, Sav-Rite
Blvd. Mall(77)	4	Kleinhans, Jenss, JCPenney
Sheridan Plz.(25)	4	AM&A, Bergers
Northtown Plz.	5	AM&A, Bergers
Del-Ton Plz.(15)	2	Rite Aid
Powerline Plaza	2	Rite Aid

Rainbow Centre(65)	11	Beir's
Summit Park Mall(66)	5	Sears, McCrory, Jenss, AM&A

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Mon. Sat. until 9 p.m.

13 - RETAIL OUTLETS: Discount Stores-Ames; Valu; Hill's
Variety Stores-G.C. Murphy
Chain Drug Stores-Leader; Rite Aid 6; P.K. 2; Brooks; CVS 3; Fay's 2.
Chain Supermarkets-Bell Mkts. 2; Super Duper 2; Tops 2.
Other Chain Stores-Endicott-Johnson; Kinney; Dunlop Tire; Firestone; Goodyear.

14 - NEWSPAPERS: NEWS (e) 14,133; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: John Hauber, Adv. Dir., NEWS, 435 River Rd., North Tonawanda, NY 14120; Tel. (716) 693-1000.
National Representatives: Landon Associates; U.S. Suburban Press.

NORWICH

1 - LOCATION: Chenango County. E&P Map D-4. County Seat. On Chenango River. 42 mi. N of Binghamton; 50 mi. S of Utica; 65 mi. SE of Syracuse. On State Hwys. 12, 23, 319.

2 - TRANSPORTATION: Railroads-Erie & Lackawanna (freight).
Intercity Bus Lines-Shortline.
Airlines-Midstate; Airport Chartered Service.

3 - POPULATION:
Corp. City 80 Cen. 8,082; E&P 88 Est. 7,943
CZ-ABC: (80) 8,082
RTZ-ABC: (80) 49,185
County 80 Cen. 49,448; E&P 88 Est. 51,698
City & RTZ-ABC: (80) 57,267
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,521; E&P 88 Est. 3,077
County 80 Cen. 16,858; E&P 88 Est. 18,373
CZ-ABC: (80) 3,185
RTZ-ABC: (80) 15,857
City & RTZ-ABC: (80) 19,042

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$270,000,000
Savings & Loan	1	$26,000,000
Mutual Savings	1	$32,000,000

6 - PASSENGER AUTOS: County 26,008

7 - ELECTRIC METERS: County 11,323

8 - GAS METERS: County 3,345

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Pharmaceutical 1,200; Textile 400; Aircraft Parts 400; Metal Working 335; Footwear 500; Food Proc.; Storage; Shipping 800.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 60-90; Fall 35-75; Winter 15-34.

11 - TAP WATER: Very soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Great American Plaza(9)	NA	Great American, Ames, Family Bargain
Norwich(15)	NA	Jamesway, Grand Union

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-McLaughlin's.
Discount Stores-Ames; Jamesway.
Chain Drug Stores-Carl; Rite Aid; Fayes.
Chain Supermarkets-Grand Union; A&P; Great American.
Other Chain Stores-Sears (catalog); Bern's; Endicott-Johnson; Natl. Auto; Mila Fabrics; Montgomery Ward; Emily Lawrance; Napa Auto; Champion; JCPenney (catalog).

14 - NEWSPAPERS: SUN (e-mon to fri) 6,630; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Marvin Enderle, Gen. Mgr., SUN, 45-47 Hale St., Norwich, NY 13815; Tel. (607) 334-3276.
National Representative: Landon Associates.

NYACK

1 - LOCATION: Rockland County (In New York PMSA). E&P Map F-6. On New York State Thruway; Garden State Pkwy., Routes 59 & 17.

2 - TRANSPORTATION: Railroads-Metro North; New Jersey Transit.
Motor Freight Carriers-1.
Intercity Bus Lines-Mohawk; Rockland; Short Line; Red & Tan.

3 - POPULATION:
Corp. City 80 Cen. 6,428; E&P 88 Est. 6,497
NDM-ABC: (80) 259,530
County 80 Cen. 260,714; E&P 88 Est. 275,280
PMSA 80 Cen. 8,281,761; E&P 88 Est. 8,449,667
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,657; E&P 88 Est. 2,788
NDM-ABC: (80) 77,905
County 80 Cen. 77,905; E&P 88 Est. 84,799
PMSA 80 Cen. 3,197,944; E&P 88 Est. 3,334,266

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	11	$1,463,153,000
Savings	7	$794,128,000
Savings & Loan	7	$549,762,000

6 - PASSENGER AUTOS: County 181,941

7 - ELECTRIC METERS: County 83,010

8 - GAS METERS: County 65,423

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 15,800 ($506); Constr. 4,200 ($448); Trans. & Public Utilities 4,100 ($585); Whol. & Retail Trade 22,100 ($268); Fin., Insurance & Real Estate 3,700 ($389).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Rockland Plaza, Nanuet Mall, Nanuet; Pacesetter Park, Ponoma; Samsondale Plaza, West Haverstraw; Main St. & Broadway, Nyack; Central Ave., Pearl River; Lafayette Ave., Suffern; Main St., Spring Valley; Main St. & Broadway, Haverstraw; Main St., New City.
Principal Shopping Days-Thur. through Sun.

13 - RETAIL OUTLETS: Department Stores-Sears; Caldor; Marshalls; Macy's.
Variety Stores-Woolworth; Newberry.
Chain Supermarkets-Shop-Rite; A&P; Grand Union; Waldbaums; Pathmark; Foodtown; Stop 'N Shop.
Other Chain Stores-National; Firestone; Strauss; Lightning; Pergament Paint; Rickels; Huffman-Koos; Sandler & Worth; Childworld; Channel Lumber; Trader Horn.

14 - NEWSPAPERS: JOURNAL-NEWS (e) 42,123; (S) 51,422; Mar. 26, 1988 ABC.
NOTE: Member of Westchester Rockland Newspaper Group.
Local Contact for Advertising and Merchandising Data: Gannett Westchester Rockland Newspapers, One Gannett Drive, White Plains, NY 10604; Tel. (914) 694-5336.
National Representative: Gannett National Newspaper Sales.

OGDENSBURG

1 - LOCATION: St. Lawrence County, E&P Map D-1. Only U.S. Harbor on the St. Lawrence River. Wholesale & retail center of a three-county area in northern N.Y. Major distribution center for gasoline, oil & coal. Site of St. Lawrence Seaway & Power Projects. Bridge to Canada. 130 mi. N of Syracuse; 60 mi. N of Watertown; 60 mi. S of Ottawa; 115 mi. W of Montreal; 220 mi. E of Toronto.

2 - TRANSPORTATION: Intl. Bridge provides fast truck & car connections with Canada. Also, Ogdensburg Bridge & Port Authority-Port of Ogdensburg.
Motor Freight Carriers-5.
Freight Steamship Lines-2.
Intercity Bus Lines-Thousand Island.
Airport-Broadway Air.

3 - POPULATION:
Corp. City 80 Cen. 12,375; E&P 88 Est. 11,575
County 80 Cen. 114,206; E&P 88 Est. 116,470
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,204; E&P 88 Est. 3,490
County 80 Cen. 35,801; E&P 88 Est. 36,873

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	1	$63,632,393
Savings & Loan	1	$14,342,140
Commercial	3	$198,000,000

6 - PASSENGER AUTOS: County 47,866

7 - ELECTRIC METERS: Residence 4,382

8 - GAS METERS: Residence 3,557

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-State Hosp. 1,050 ($269); Correctional Facility 371 ($500); Shade Rollers 150 ($200); Office Equip. 175 ($225); Drapery Hdwe. 100 ($240); Office Supplies 250 (N.A.); Telephone Components 325.
Principal Pay Days-Wed., Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-70; Summer 40-94; Fall 40-70; Winter -28-35; First killing frost, Oct. 15; last killing frost, Apr. 1.

11 - TAP WATER: Normal; fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on State St.; 1 on Ford St.
Neighborhood Shopping Centers-2 blocks on E. Ford St.; 2 blocks on Main St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Seaway Ctr.(13)	2	P&C, Sears, Kinney Drugs, K mart, Fay's, Ames
Park Plz.(30)	1	
Charlestown Mall(20)	NA	

Principal Shopping Days-Tues. through Sun.
Stores Open Evenings-Shpg. ctrs. every evening; Sun. 1-6 p.m.

13 - RETAIL OUTLETS: Department Stores-Ames.
Discount Stores-K mart; Hackett's True Value.
Chain Drug Stores-B.C. Kinney; Fays.
Chain Supermarkets-Great American; Eddy's Mkt.; P&C; Super Duper.
Other Chain Stores-Singer Co.; Sperlings Furn.; Goodyear; Agway; Sears; Montgomery Ward; Grossman's; Endicott-Johnson; Natl. Army Stores; Garns Supply; Dixie Lee.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 5,167; ADVANCE NEWS (S) 8,130, sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Patricia Charlebois, Adv. Mgr., JOURNAL and ADVANCE-NEWS, 308-312 Isabella St., Box 409, Ogdensburg, NY 13669; Tel. (315) 393-1000.
National Representative: Landon Associates.

OLEAN

1 - LOCATION: Cattaraugus County, E&P Map B-4. On State Hwys. 16, 17; on New York-Pennsylvania boundary; 70 mi. S of Buffalo.

2 - TRANSPORTATION: Railroads-Conrail (2).
Motor Freight Carriers-18.
Airports-Olean Municipal; Giermek Executive.

3 - POPULATION:
Corp. City 80 Cen. 18,207; E&P 88 Est. 17,894
CZ-ABC: (80) 33,442
RTZ-ABC: (80) 137,247
County 80 Cen. 85,840; E&P 88 Est. 85,735
City & RTZ-ABC: (80) 170,689
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,793; E&P 88 Est. 6,441
CZ-ABC: (80) 11,521
RTZ-ABC: (80) 46,825
County 80 Cen. 29,280; E&P 88 Est. 29,967
City & RTZ-ABC: (80) 58,346

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	N.A.
Savings	2	$208,000,000

6 - PASSENGER AUTOS: County 37,604

7 - ELECTRIC METERS: Residence 7,225

8 - GAS METERS: Residence 6,304

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Turbines, Compressors 2,700; Electric Components 1,050; Capacitors, Resistors 700; Ceramic Tile 400; Elect. Protect. Equip. 185; Household Cutlery 150; Precision Machine Work, Tool & Die; Industrial Supplies; Industrial Mach.; Electroplating.
Principal Pay Days-Wed., Thur., Fri., Sat.

10 - CLIMATE: Av. Temp.-Spring 46; Summer 68; Fall 49; Winter 23. First killing frost, Sept. 30; last killing frost, May 5.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Allegany(3)	6	Rieds Food Barn, K mart
Zayre(4)	3	Zayre, JCPenney
Olean Mall(53)	NA	AM&A's, Hills

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown: Wed.; Shopping centers: every night.

13 - RETAIL OUTLETS: Department Stores-AM&A's; Hill's; Sears; JCPenney.
Discount Stores-K mart; Zayre; Present Co.
Chain Drug Stores-CVS 3; Rexall; Fay's.
Chain Supermarkets-Rieds Food Barn; F.J. Mahar 5; Tops; Quality 2.
Other Chain Stores-Co-op Grocery; Grossmans; Valu-Homes; Brand Names; 84 Lumber.

14 - NEWSPAPERS: TIMES-HERALD (e) 24,873; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Chris Henzel, Adv. [illegible] ...LD, 639 Norton Dr., Olean, NY 14760; T[illegible] ?-3121.
National Representative: [illegible] ...ates.

ONEIDA

1 - LOCATION: Madison County (In Syracuse MSA). E&P Map D-3. Geographic center of State. On State Hwys. 5, 46, 365; 263 mi. from NYC; 26 mi. E of Syracuse; 22 mi. W of Utica. On NYS Thruway.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Central N.Y.

3 - POPULATION:
Corp. City 80 Cen. 10,810; E&P 88 Est. 10,648
County 80 Cen. 65,136; E&P 88 Est. 70,447
MSA 80 Cen. 643,007; E&P 88 Est. 671,979
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,041; E&P 88 Est. 3,829
County 80 Cen. 20,805; E&P 88 Est. 22,680
MSA 80 Cen. 223,642; E&P 88 Est. 241,493

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$2,457,027,000
Savings	2	$1,247,920,136

6 - PASSENGER AUTOS: County 33,110

7 - ELECTRIC METERS: Residence 14,251

8 - GAS METERS: Residence 7,064

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Silverware 2,200; Paper Plates 300; Food Prods. 190; Milking Mach. 110.
Principal Industrial Pay Days-Thur.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; 2 on Madison St.; 1 on Lenox Ave.; Farrier Ave. & Phelps St.; 3 on Broad St.; 4 New Shpg. Ctrs.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Big N Plz.(10)	NA	Ames, Fay Drug
Oneida(16)	NA	P&C Mkt., Lynn's, Oneida Men's Shop, Sears
Tops Plz.	NA	Tops Mkts., McLaughlins

Principal Shopping Days-Tues., Thur., Fri.
Stores Open Evenings-Thur.; Grocery, Mon. & Thur.

13 - RETAIL OUTLETS: Department Stores-Ames.
Discount Stores-Alfred's Bargain City; Agway.
Chain Drug Stores-Medical Ctr. Phcy.; Carl's; Fay's; Rite Aid; Colonial.
Variety Stores-H.L. Green; Phillipson's Army-Navy; D&D Sports; Oneida Hdwe.
Chain Supermarkets-P&C; Great American; Tops Market.
Other Chain Stores-Singer Co.; Sears (catalog).

14 - NEWSPAPERS: DISPATCH (e) 10,157; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Ann Campanie, Pub., DISPATCH, 130 Broad St.; PO Box 120, Oneida, NY 13421; Tel. (315) 363-5100.
National Representative: Landon Associates.

ONEONTA

1 - LOCATION: Otsego County, E&P Map E-4. Agricultural and dairy center. 80 mi. SW of Albany; 62 mi. from Binghamton. On I-88 and State Hwys. 28 and 23. 60 mi. S of Utica.

2 - TRANSPORTATION: Railroads-Delaware & Hudson.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Adirondack; Pine Hill.
Airlines-Catskill Airways.

3 - POPULATION:
Corp. City 80 Cen. 14,933; E&P 88 Est. 14,970
CZ-ABC: (80) 16,648

RTZ-ABC: (80) 79,302
County 80 Cen. 59,087; E&P 88 Est. 63,640
City & RTZ-ABC: (80) 95,950

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,431; E&P 88 Est. 4,086
CZ-ABC: (80) 5,162
RTZ-ABC: (80) 27,830
County 80 Cen. 20,228; E&P 88 Est. 21,855
City & RTZ-ABC: (80) 32,992

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$162,000,000
Savings & Loan	1	$156,000,000
Savings	1	$48,000,000

6 - PASSENGER AUTOS: County 30,006

7 - ELECTRIC METERS: Residence 4,234

8 - GAS METERS: Residence 3,001

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Colleges 1,223 ($300); R.R. 172 ($365); Plastics 276 ($190); Electronics 365 ($230); Paper Proc. 142 ($250); Dress Mfg. 190 ($160); Feed Mill 76 ($200); Metal Prods. 85 ($240).
Principal Industrial Pay Days Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-73; Summer 52-98; Fall 31-72; Winter -12-55. First killing frost, Oct. 12; last killing frost, May 17.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on Main St., Chestnut, Broad and Market Sts.
Neighborhood Shopping Centers-E. Main St.; Chestnut St.; River St.; Oneonta Shpg. Plaza; West End Shpg. Center; Route 7; Oneonta Trade Mart; West End; Sidney Plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Pyramid(8)	2	P&C Mkt., Fays Drug, Nichols
Southside Mall	1	K mart, JCPenney, Great American
Westgate(12)	2	Ames, Rite Aid, Grand Union

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Mon. through Sat. at shopping centers; Thur. downtown. Some stores open Sun.

13 - RETAIL OUTLETS: Department Stores-Bresee's; Argersingers; JCPenney; K mart; Nichols.
Discount Stores-Carl's Drug; Jamesway; Ames.
Variety Stores-Woolworth; Fay's.
Chain Supermarkets-Victory; Grand Union; P&C; Price Chopper; Great American.
Other Chain Stores-Endicott Johnson; Montgomery Ward; Sears (catalog).

14 - NEWSPAPERS: STAR (m) 19,238; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: William Landquest, Adv. Dir., STAR, 102 Chestnut St. Oneonta, NY 13820; Tel. (607) 432-1000.
National Representative: Branham/Newspaper Sales.

OSSINING

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-5. Residential center 30 mi. N of NYC. On U.S. Hwy. 9; State Hwys. 133 & 134.

2 - TRANSPORTATION: Railroads-Metro North; Amtrak.
Airlines-Air North; Business Express; Command Airways; Empire; Mall Airways; New York Air; Piedmont/Henson; Republic; United.

3 - POPULATION:
Corp. City 80 Cen. 20,196; E&P 88 Est. 20,937
NDM-ABC: (80) 60,670
County 80 Cen. 867,782; E&P 88 Est. 867,496
PMSA 80 Cen. 8,281,761; E&P 88 Est. 8,449,667

Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,777; E&P 88 Est. 7,735
NDM-ABC: (80) 19,536
County 80 Cen. 307,450; E&P 88 Est. 315,189
PMSA 80 Cen. 3,197,944; E&P 88 Est. 3,334,266

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	17	$7,330,923,000
Savings	23	$6,093,885,000
Savings & Loan	12	$836,176,000

6 - PASSENGER AUTOS: County 624,517

7 - ELECTRIC METERS: County 292,835

8 - GAS METERS: County 186,475

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metal 2,400 ($427); Non Elect. Mach. 14,000 ($997); Elect. Mach. 6,300 ($508); Trans. Equip. 4,600 ($719); Instruments 3,900 ($523); Food 10,400 ($798); Printing & Pub. 10,000 ($492); Chem. & Petroleum Refining 6,100 ($673).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 3; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Area-4 blocks on Main St.; 3 on Spring St.; Croton Ave.
Nearby Shopping Centers-Chilmark (Pleasantville Rd.); Arcadia (S. Highland Ave.).
Principal Shopping Days-Thur. through Sun.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Variety Stores-Woolworth; J.J. Newberry.
Chain Drug Stores-Kipp's; Medicine Shoppe 4.
Chain Supermarkets-A&P; Grand Union 4; Finast Shopwell 4; Shop-Rite.

14 - NEWSPAPERS: CITIZEN REGISTER (e) 6,787; (S) 7,794; Mar. 26, 1988 ABC.
NOTE: Member of Westchester Rockland Newspaper Group.
Local Contact for Advertising and Merchandising Data: Gannett Westchester Rockland Newspapers, One Gannett Drive, White Plains, NY 10604; Tel. (914) 694-5336.
National Representative: Gannett National Newspaper Sales.

OSWEGO-FULTON

1 - LOCATION: Oswego County (In Syracuse MSA). E&P Map D-3. County Seat. Shipping center for 2-county agricultural & dairy area. Miscellaneous manufacturing, wholesale & education center (State Univ. of N.Y. at Oswego, 9,500 students). 350 mi. from NYC; 145 mi. from Buffalo; 70 mi. from Rochester. Easternmost U.S. port on Great Lakes. First U.S. port on St. Lawrence Seaway. Lake Ontario terminus on N.Y. State Barge Canal. On State Hwys. 48, 57, 104.

2 - TRANSPORTATION: Railroads-Conrail (freight).
Motor Freight Carriers-4.
Intercity Bus Lines-Watertown-Oswego-Rochester; Syracuse-Fulton-Oswego.

3 - POPULATION:
Corp. Cities 80 Cen. 33,285; E&P 88 Est. 33,005
Fulton 80 Cen. 13,312; E&P 88 Est. 13,661
Oswego 80 Cen. 19,793; E&P 88 Est. 19,344
CZ-ABC: (80) 21,698
RTZ-ABC: (80) 79,000
County 80 Cen. 113,954; E&P 88 Est. 133,208
MSA 80 Cen. 643,007; E&P 88 Est. 671,979
City & RTZ-ABC: (80) 100,698

4 - HOUSEHOLDS:
Cities 80 Cen. 12,417; E&P 88 Est. 11,802
Fulton 80 Cen. 5,088; E&P 88 Est. 5,015
Oswego 80 Cen. 7,329; E&P 88 Est. 6,787
CZ-ABC: (80) 7,855
RTZ-ABC: (80) 25,325
County 80 Cen. 37,238; E&P 88 Est. 44,560
MSA 80 Cen. 223,642; E&P 88 Est. 241,493
City & RTZ-ABC: (80) 33,180

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$95,091,251
Savings & Loan	1	$7,299,948
Commercial	3	$65,000,000

6 - PASSENGER AUTOS: County 56,731

7 - ELECTRIC METERS: Residence: Oswego 12,102; Fulton 7,508

8 - GAS METERS: Residence: Oswego 9,302; Fulton 5,717

9 - PRINCIPAL INDUSTRIES: Beer Brewing; Food Proc.; Aluminum Mfg.; Paper Prods.; Wire Mfg.; Steel; Atomic Energy.
Principal Industrial Pay Days-Oswego-Thur., Fri. Fulton-Tues., Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-83; Summer 45-96; Fall 20-80; Winter 15-32.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Oswego: 3 blocks on W. Bridge St.; 9 on E. Bridge St.; 3 on W. 1st St.; 3 on W. 2nd St.; 2 on E. 1st St.; 2 on E. 2nd St.; 2 on E. 3rd St.; 2 on S. 1st St.; 1 on Oneida St.; 2 on Cayuga St.; 3 on W. Broadway; 1 on E. Broadway, 1 on W. First St. S.; Canalview Mall; Pyramid Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mid-Town(10)	NA	Half Price Outlet, Fays
Pyramid Mall(10)	2	Jamesway
Price Chopper	1	Price Chopper
Oswego Plz.(12)	1	P&C, Fay Drugs, Sears, JCPenney
Ames Plz.	NA	Topps Grocery Store, Ames, Wheels Automotive Discount, Fashion Bug, Sport About
Jamesway Plz.	NA	Jamesway, Pickway Shoes, Raymours Furniture

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Plaza Stores-Mon. through Sat.
Stores Open Sunday-Many in Plaza.

13 - RETAIL OUTLETS: Department Stores-Kline Bros.
Variety Stores-McCrory; McLellan; Green's.
Discount Stores-KBC; Jamesway; Wheels.
Chain Drug Stores-Wayne 2; Key; Fay 2.
Chain Supermarkets-P&C Foods 3; Price Chopper 2; Morabito 3; IGA 2; Top's; Super Duper 2.
Other Chain Stores-Endicott-Johnson 2; M. Goldberg & Sons 2; Western Auto 2; Agway Farm 2; Pickway Shoes; JoAnn Fabrics; JCPenney; Midas Muffler; Goodyear; Woolworth; Rosa & Sullivan Appliances.

14 - NEWSPAPERS: PALLADIUM-TIMES (e) 9,101; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: John DeRousie, Adv. Dir., PALLADIUM-TIMES, 140 W. First St., Oswego, NY 13126; Tel. (315) 343-3800.
National Representative: Thomson Newspapers.

PEEKSKILL

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-5. Residential ctr. On E bank of Hudson River. 41 mi. N of NYC. On U.S. Hwys. 6, 9, 202.

2 - TRANSPORTATION: Railroads-Metro North.
Intercity Bus Lines-Liberty Lines; American.
Airlines-Air North; Business Express; Commercial Airways; Empire; Mall Airways; New York Air; Piedmont/Henson; Republic; United.

3 - POPULATION:
Corp. City 80 Cen. 18,236; E&P 88 Est. 18,398
NDM-ABC: (80) 132,026
County 80 Cen. 867,782; E&P 88 Est. 867,496
PMSA 80 Cen. 8,281,761; E&P 88 Est. 8,449,667

4 - HOUSEHOLDS:
City 80 Cen. 6,850; E&P 88 Est. 7,328
NDM-ABC: (80) 42,185
County 80 Cen. 307,450; E&P 88 Est. 315,189
PMSA 80 Cen. 3,197,944; E&P 88 Est. 3,334,266

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	23	$6,093,885,000
Savings & Loan	12	$836,176,000
Commercial	17	$7,330,923,000

6 - PASSENGER AUTOS: County 624,517

7 - ELECTRIC METERS: County 292,835

8 - GAS METERS: County 186,475

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metal 2,400 ($427); Non-Elect. Mach. 14,000 ($997); Elect. Mach. 6,300 ($508); Trans. Equip. 4,600 ($719); Instruments 3,900 ($523); Food 10,400 ($798); Printing & Pub. 10,000 ($492); Chem. & Petroleum Refining 6,100 ($673).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-44; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost, Apr. 10.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-11 blocks on Division, South, Main, Bank & Park Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Beach(37)	NA	Woolworth, Grand Union
Westchester Mall(40)	NA	Pergament, Fayva, Radio Shack, Waldbaum's, Jamesway
Hampton Oaks	NA	IGA
Welcher Ave.	NA	A&P
Baldwin Pl.(38)	NA	Sears (catalog), Radio Shack
Yorktown Green(30)	NA	Caldor, A&P, Shopwell
Putnam Square(10)	NA	Shopwell
Jefferson Valley Mall(70)	NA	Reads, Sears

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Howland; Reads; Pergament; Jamesway.
Variety Stores-McCrory; Woolworth.
Discount Store-Caldor.
Chain Drug Stores-Brooks 3; Rite Aid.
Chain Supermarkets-A&P; Grand Union; Shopwell 2; Shop-Rite; Waldbaums 2.
Other Chain Stores-Sears; Shoe-Town; Thom McAn; Singer; Trader Horn; Kinney; Sherwin-Williams.

14 - NEWSPAPERS: STAR (e) 6,324; (S) 8,480; Mar. 26, 1988 ABC.
NOTE: Member of Westchester Rockland Newspaper Group.
Local Contact for Advertising and Merchandising Data: Gannett Westchester Rockland Newspapers, One Gannett Drive, White Plains, 10604; Tel. (914) 694-5336.
National Representative: Gannett National Newspaper Sales.

PLATTSBURGH

1 - LOCATION: Clinton County, E&P Map F-1, County Seat. Center of retail, wholesale, industrial and tourist area of NE New York. College center; Air Force Base. On U.S. Rt. 9 I-87, 310 mi. from N.Y.C.; 60 mi. S of Montreal; on western shore of Lake Champlain and bordering Adirondack Forest Preserve.

2 - TRANSPORTATION: Railroads-Delaware & Hudson.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-8.
Airlines-Piedmont Commuter.

3 - POPULATION:
Corp. City 80 Cen. 21,057; E&P 88 Est. 21,960
CZ-ABC: (80) 37,441
RTZ-ABC: (80) 48,979
County 80 Cen. 80,899; E&P 88 Est. 83,054
City & RTZ-ABC: (80) 86,420

4 - HOUSEHOLDS:
City 80 Cen. 6,925; E&P 88 Est. 6,893
CZ-ABC: (80) 11,650
RTZ-ABC: (80) 15,217
County 80 Cen. 24,896; E&P 88 Est. 25,760
City & RTZ-ABC: (80) 26,867

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	6	$548,000,000
Savings & Loan	1	$107,000,000

6 - PASSENGER AUTOS: County 38,145

7 - ELECTRIC METERS: Residence 37,118

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Paper Prods.; Wallpaper; Federal, State Employees; Plastics; Lumber & Wood Prods.; Machine Prods.; Air Force Base (SAC) Population over 10,000.
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-74; Summer 50-80; Fall 16-60; Winter -10-39.

11 - TAP WATER: Acid, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Margaret; 2 on Clinton; 2 on Bridge; 1 on Brinkerhof.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Pyramid Mall (50)	NA	K mart, JCPenney, Mont. Ward, Hills, Sears, Toys For Joy, Steinbach, Service Mdse.
North Country(40)	NA	A&P, H.L. Green
Plattsburgh Plaza(16)	NA	Zayre, Grand Union
Skyway Corners(15)	NA	Ames, Grand Union, Woolworth
Ames Plaza(8)	NA	Ames, P&C Food, Kinney

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Merkels; Sears; JCPenney; Magram's; Steinbach.
Variety Stores-Woolworth; Green.
Discount Stores-Kinney; Fay's; Ames; K mart; Hills; Service Mdse.
Chain Supermarkets-Grand Union 3; A&P; P&C Mkts.; Price Chopper.
Other Chain Stores-Bass Shoe; Dexter Shoe; Kinney; Anderson-Little; Zale's Jewelers; Shoe Corp. of America; Endicott-Johnson; Fashion; National Army & Navy; Goodyear; Goodrich; Western Auto; Thom McAn; Toys For Joy; T.J. Maxx.

14 - NEWSPAPERS: PRESS-REPUBLICAN (m) 22,907; (S) 22,608; Mar. 31, 1988 ABC.
Note: Sunday edition started Sept. 13, 1987.
Local Contact for Advertising and Merchandising Data: Sean T. McNamara Ret. Adv. Mgr., PRESS-REPUBLICAN, 170 Margaret St., Plattsburgh, NY 12901; Tel. (518) 561-2300.
National Representative. Branham/Newspaper Sales.

PORT CHESTER

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-6. Residential center. On U.S. Hwy. 1 and State Hwys. 119, 120, 120A; 9 mi. E of White Plains; New England Thruway; Connecticut Tpke.; Cross-Westchester Expwy.

2 - TRANSPORTATION: **Railroads**-Metro North; Amtrak.
Airlines-Air North; Business Express; Command Airways; Empire; Mall Airways; New York Air; Piedmont/Henson; Republic; United.

3 - POPULATION:
Corp. City 80 Cen. 23,565; E&P 88 Est. 21,993
NDM-ABC: (80) 71,835
County 80 Cen. 867,782; E&P 88 Est. 867,496
PMSA 80 Cen. 8,281,761; E&P 88 Est. 8,449,667
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 9,001; E&P 88 Est. 8,655
NDM-ABC: (80) 24,651
County 80 Cen. 307,450; E&P 88 Est. 315,189
PMSA 80 Cen. 3,197,944; E&P 88 Est. 3,334,266

5 - BANKS	NUMBER	DEPOSITS
Commercial	17	$7,330,923,000
Savings	23	$6,093,885,000
Savings & Loan	12	$836,176,000

6 - PASSENGER AUTOS: County 624,517

7 - ELECTRIC METERS: County 292,835

8 - GAS METERS: County 186,475

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metal 2,400 ($427); Non Elect. Mach. 14,000 ($997); Elect. Mach. 6,300 ($508); Trans. Equip. 4,600 ($719); Instruments 3,900 ($523); Food 10,400 ($798); Printing & Pub. 10,000 ($492); Chem. & Petroleum Refining 6,100 ($673).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-10 blocks on Main St.; 6 blocks on Westchester Ave.
Principal Shopping Days-Thur. through Sun.
Shopping Centers-Rye Ridge; Finast; Woolworth; Montgomery Ward; Boston Post Rd., 1 mi. south of shopping district; Washington Park Plaza Ctr.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Chain Drug Stores**-Rock Bottom; CVS.
Chain Supermarkets-Finast 4; Shopwell 4; Waldbaum's; Pathmark; Food Emporium.
Other Chain Stores-Caldor; Kaplan's; Neisner Bros.; Pergament Paints.

14 - NEWSPAPERS: ITEM (e) 10,035; (S) 10,682; Mar. 26, 1988 ABC.
NOTE: Member of Westchester Rockland Newspaper Group.
Local Contact for Advertising and Merchandising Data: Gannett Westchester Rockland Newspapers, One Gannett Drive, White Plains, 10604; Tel. (914) 694-5336.
National Representative: Gannett National Newspaper Sales.

PORT JERVIS

1 - LOCATION: Orange County (In Orange County PMSA). E&P Map E-5. On Delaware River; 88 mi. NW of N.Y. City.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Shortline.

3 - POPULATION:
Corp. City 80 Cen. 8,699; E&P 88 Est. 8,392
County/PMSA 80 Cen. 260,692; E&P 88 Est. 278,414

4 - HOUSEHOLDS:
City 80 Cen. 3,385; E&P 88 Est. 3,303
County/PMSA 80 Cen. 84,251; E&P 88 Est. 90,862

5 - BANKS	NUMBER	EST. DEP.
Savings	2	N.A.
Savings & Loan	3	N.A.
Commercial	7	N.A.

6 - PASSENGER AUTOS: County 174,573

7 - ELECTRIC METERS: Residence 3,784

8 - GAS METERS: Residence 3,642

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass 170 ($275); Cosmetics 800 ($325).

10 - CLIMATE: Min. & Max. Temp.-Spring 39-54; Summer 58-92; Fall 34-68; Winter -10-43.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center**-Pike; Front; Sussex; and Ball Sts.
Neighborhood Shopping Centers-W. Main St.; Kingston Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Tri State Mall(10)	1	Jamesway, Shop-Rite
Port-Jervis Plaza(7)		K mart, Great American

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; K mart.
Variety Stores-Jamesway.
Chain Supermarkets-Grand Union 2; A&P; Shop-Rite; Great American.

14 - NEWSPAPERS: TRI-STATE-GAZETTE (e) 5,158; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Michael J. Kowal, Adv. Dir., TRI-STATE-GAZETTE, 84-88 Fowler St., Port Jervis, NY 12771; Tel. (914) 856-5383.
National Representative. Branham/Newspaper Sales.

POUGHKEEPSIE

1 - LOCATION: Dutchess County (MSA). E&P Map F-5. County Seat. Industrial center on the E bank of Hudson River. On U.S. Hwy. 9, I-84, 9G; State Hwys. 44 & 55; 75 mi. N of NYC; 75 mi. S of Albany.

2 - TRANSPORTATION: **Railroads**-Conrail; Amtrak.
Motor Freight Carriers-20.
Intercity Bus Lines-Arrow; Greyhound; Mohawk; Mountain View; Trailways; Short Line; Leprechaun Lines.
Airlines-Command Airlines Air Taxi to Kennedy, La Guardia & Newark Airports; Colgan to Washington, DC, and to Raleigh-Durham, NC.

3 - POPULATION:
Corp. City 80 Cen. 29,757; E&P 88 Est. 30,801
CZ-ABC: (80) 69,306
RTZ-ABC: (80) 219,428
County/MSA 80 Cen. 246,205; E&P 88 Est. 257,230
City & RTZ-ABC: (80) 288,734

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,262; E&P 88 Est. 13,094
CZ-ABC: (80) 24,663
RTZ-ABC: (80) 70,454
County/MSA 80 Cen. 80,642; E&P 88 Est. 86,274
City & RTZ-ABC: (80) 95,117

5 - BANKS	NUMBER	DEPOSITS
Savings	6	$9[illegible],655,000
Commercial	12	$433,105,000
Savings & Loan	2	$121,346,000

6 - PASSENGER AUTOS: County 167,562

7 - ELECTRIC METERS: County 83,000

8 - GAS METERS: County 18,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Bus. Machines 22,000; Pumps & Separators 800; Printing, Litho. 1,150; Electric Inst. 1,477; Util. 12,264; Elect. Prods. 487.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-56; Summer 64-79; Fall 48-63; Winter 25-38. First killing frost, Oct. 1; last killing frost, May 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Pedestrian Mall over 6 blocks; Downtown Poughkeepsie.
Neighborhood Shopping Centers-Hooker Ave.; Raymond Ave.; Poughkeepsie Plz., South Rd.; Bradlee Plz., South Rd.; Hudson Plz., South Rd.; 44 Plz., Route 44; Red Oaks Mill, Manchester Rd.; Hyde Pk. Mall; South Hills Mall; Imperial Plz.; Nine Mall (Wappingers Falls); Fishkill; Dutchess Mall; Hopewell Junction.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hyde Pk. Mall	4	Shop-Rite, Jamesway
South Hills Mall(72)	5	K mart, Howlands, Sears, Up-To-Date
Dutchess Mall (75)	15	Service Mdse., Shop-Rite, May's
Hopewell Plz.	8	Grand Union
Poughkeepsie(70)	2	Grand Union, Marshall's
Hudson Plz.(20)	2	Mont. Ward, Hermans, Flah's
Bradlees Plz.(25)	2	Bradlees
Dutchess Ctr.	2	K mart, Shop-Rite, Miron Catalogue Ctr.
44 Plz.(25)	1	Edwards, Caldor
9 Mall(23)	6	Caldor, Shop-Rite
Imperial Plz.	7	Grand Union
Fishkill	13	Grand Union
Blodgett Farm Plz	13	Ames
Dutchess Pk.	15	A&P
Hyde Pk.	4	Grand Union
Rhinebeck	16	Grand Union, A&P, Jamesway
Apple Valley Plz.	4	Grand Union
Red Oaks Mill(9)	4	Rite Aid, A&P, Grand Union
Arthursburg	14	A&P
Wappingers	3	Channel Home Ctr., Waldbaums

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-All Stores, Thur.; Food & Shpg. Ctrs., Mon. through Fri. and Sun.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; Sears; Howlands; Danish Design; Hess's; G. Fox; Lechmere; JCPenney; Jordan Marsh; Filene's.
Discount Stores-Bradlees; Caldor 2; K mart 2; Jamesway; Ames.
Variety Stores-Woolworth.
Chain Drug Stores-CVS 2; Neustat 6; Liggett Rexall; Rite Aid 2.
Chain Supermarkets-A&P 4; Grand Union 15; Edwards; Stop & Shop; Shop-Rite 4; IGA 2; Waldbaums.
Other Chain Stores-Goodyear 3; Goodrich; Miles; Deltone's Shoes; Thom McAn; Singer Co.; Fanny Farmer; David's; Flah's; Pittsburgh Paint; Grossman's Lumber; Friendly Ice Cream 3; Flannigans; Lloyd Lumber 3; Western Auto; Shoe Town; Up-To-Date; Schwartz & Co.; Stewart's Ice Cream 2; Channel Lumber.

14 - NEWSPAPERS: POUGHKEEPSIE JOURNAL (m) 43,604; (S) 61,741; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Tom Halstead, Adv. Dir., POUGHKEEPSIE JOURNAL, 85 Civic Center Plaza, Poughkeepsie, NY 12602; Tel. (914) 454-2000.
National Representative: Gannett National Newspaper Sales.

ROCHESTER

1 - LOCATION: Monroe County (MSA). E&P Map C-3. County Seat. Third largest city in state; On Lake Ontario, the Genesee River and N.Y. State Barge Canal; also a port of entry for trade with Canada and Seaway, 88 mi. W of Syracuse; 71 mi. E of Buffalo. Distribution center of nine-county agricultural area. Manufacturing scientific equipment, electronics, photographic supplies, optical supplies, men's clothing, food processing. On I-390, I-490, I-590; U.S. Hwys. 15, 104; State Hwys. 31, 33, 47; New York State Thruway.

2 - TRANSPORTATION: **Railroads**-Amtrak; Conrail; Chessie System.
Motor Freight Carriers-91.
Intercity Bus Lines-Greyhound; Blue Bird; Regional Transit; Trailways; Grand Island Transit.
Airlines-American; Eastern; Mall; Piedmont; United; USAir; Ransom; Pan Am; Northwest; Continental; City Express.

3 - POPULATION:
Corp. City 80 Cen. 241,741; E&P 88 Est. 224,361
CZ-ABC: (80) 623,173
RTZ-ABC: (80) 468,811
County 80 Cen. 703,318; E&P 88 Est. 736,331
MSA 80 Cen. 973,509; E&P 88 Est. 1,026,050
City & RTZ-ABC: (80) 1,091,984
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 102,642; E&P 88 Est. 94,392
CZ-ABC: (80) 229,655
RTZ-ABC: (80) 153,135
County 80 Cen. 264,352; E&P 88 Est. 274,444
MSA 80 Cen. 346,000; E&P 88 Est. 373,608
City & RTZ-ABC: (80) 382,790

5 - BANKS	NUMBER	EST. DEP.
Savings	6	N.A.
Savings & Loan	3	N.A.
Commercial	10	N.A.

6 - PASSENGER AUTOS: County 410,938

7 - ELECTRIC METERS: Residence 227,934

8 - GAS METERS: Residence 208,376

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 132,100 ($535); Constr. 19,300; Trans. & Public Util. 14,600; Whol. & Ret. Trade 104,400; Fin., Ins. and R.E. 21,800; Services and Mic. 112,800; Gov't 66,900.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-85; Summer 24-91; Fall 9-85; Winter 5-81.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Neighborhood Shopping Centers and Areas-Brighton**: BelAire Plz.; Brighton Commons; Mt. Hope-Crittenden; Monroe Clover Shopping Ctr.; Red Barn Shopping Ctr.; Southview Commons; Twelve Corners Plz.; West Brighton Plz. **Brockport**: Ames; Brockport Plz. **Chili**: Chili Ctr. Mart; Chili Paul Plz.; Chili Pixley Plz.; Churchville Commons. **Gates**: Buffalo Road Shopping Ctr.; C & C Plz.; Chili Hinchey Shopping Ctr.; Elmgrove Plz. II; Gates Shopping Ctr.; Gateway Plz.; Gates Colonial Plz.; Lyell Shopping Plz.; Lyell-Howard Commons; Tops-Gold Circle Plz.; Westgate Plz.; Westmar Plz. **Greece**: Buckman's Plz.; Dewey Stone Shopping Ctr.; Ctr.; English Corners Convenience Ctr.; Countryside Corners; Greece Towne Mall; Home Furnishing Plz.; Latta Road Plz.; Long Ridge Mall; Mt. Read Maiden Lane Plz.; Northgate Plz.; Ridgecrest Shopping Ctr.; Ridgemont Plz.; Shoremont Convenience Ctr.; Stone & Dewey Shopping Ctr.; Stoneridge Plz.; Street of Shops; West Ridge Shopping Ctr.; Ridgecrest Shopping Ctr. **Henrietta**: Cohoes Commons; Hechinger's/Marshalls Plz.; Heneritta Kmart Plz.; Henrietta Plz.; Henrietta Town Line Plz.; Jay Scutti Plz. North; Jefferson Plz.; Wayside Plz.; Wegmans Henrietta Plz.; Westover Plz.; Henrietta K mart Plz.; Henrietta Plz.; Marketplace Mall; Saginaw Plz.; Southtown Plz.; Todd Mart Plz.; Winjef Plz.; Suburban Plz. **Irondequoit**: Atrium and Pizza Hut Plz. Culver-Ridge Plz.; Irondequoit K mart Plz.; East Ridge Plz.; Empire Plz.; Georgetown Plz.; Irondequoit Mall; Irondequoit Shopping Ctr.; Irondequoit Wegman Plz.; Muxworthy Plz.; Ridge Hudson Plz.; Stutson Bridge Plz.; Sunrise Plz.; Titus Shopping Plz. **Penfield**: Boulevard Plz.; Panorama Outlet Mall; Penn Fair Plz.; Panorama Plz.; Penfield Plz.; Browncroft Corners. **Perinton**: Fairport Village Landing; Country Club Plz.; Hitching Post Plz.; Perinton Hills Mall; Perinton Sq.; Perinton Plz.; Piano Works. **Pittsford**: Pittsford Plz. W; Marshalls Plz.; Pittsford Colony; Pittsford Pl.; Pittsford Plz.; Clover Commons. **Rochester**: Goodman Shopping Ctr.; Loehmann's Plz.; Highland Hills; Lyell-Mt. Read Shopping Ctr.; Bulls Head Plz.; Merchants-Main Shopping Ctr.; Midtown Plz.; North Park Plz.; Park-Vassar Plz.; Ridge Clinton Plz.; Ridge Seneca Plz.; Village Gate Sq.; Waring Road Shopping Ctr.; West Ave. Plz. **Victor**: Eastview Mall. **Webster**: Eastway Plz.; Webster Plz.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Browncroft Corners(14)	5	Super Duper
Chili Ctr. Mart(3)	7	K mart, Bells
Cohoes Commons (17)	6	Cohoes, Lechmere
Country Club(20)	9	Chase-Pitkin, Wegman's
Culver Ridge(29)	6	B. Forman, JCPenney, Woolworth, Rite Aid
Dewey-Stone(4)	7	Super Duper
Eastview(109)	15	Sears, Sibley's, Woolworth, Fay's, McCurdy's
Eastway(21)	9	Sibley's, Wegman's, Chase Pitkin, Rite Aid
Empire(3)	4	Apple's , Rite Aid
Georgetown(6)	6	Fays
Greece Towne(86)	8	Sibley's, CVS, Gold Circle
Irondequoit(28)	5	Sibley's, Apple's McCurdy's, Fay's
Latta Road Plz.	8	Rite Aid
Loehmann's(16)	3	Loehmann's, Tops CVS
Long Ridge(72)	8	B. Forman, JCPenney, Sears, McCurdy's, Rite Aid
Merchants-Main(6)	5	CVS, Wilson Farms
Marketplace(134)	6	B. Forman, Sibley, Sears, McCurdy's, JCPenney
Midtown(95)		B. Forman,

		McCurdy's, Wegman
Mt. Hope & Crittenden(3)	NA	Wegman's, CVS
Mt. Read & Maiden Lane(10)	8	Chase-Pitkin, Wegman's
Northgate(36)	9	JCPenney, Apple's McCurdy's, Fay's
Panorama(42)	8	Bells, Woolworth
Perinton Sq.(33)	NA	Fay's, K mart, Present Co.
Pittsford Pl.(9)	NA	Lauer's
Pittsford Plz.(44)	5	Woolworth, Almys, JCPenney, B. Forman, Apple's, Lerner's
Ridge-Hudson(16)	5	Bargain Harolds, Western Auto
Ridge-Seneca(11)	4	Fay's
Ridgecrest(18)	6	Tops
Ridgemont(28)	8	Wegman's, K mart, Fay's, Lechmere
Southtown(51)	6	Outlet Center
Stoneridge(29)	6	Present Co., Rite Aid, Toys 'R Us
Stutson(16)	NA	Bells, Fay's
Suburban(19)	7	Fay's
Tops-Gold Circle Plz.(8)	9	Gold Circle, Tops, CVS
Twelve Corners(15)	NA	
Waring Road(14)	4	Fay's
Webster Plz.(14)	15	Ames, Apple's, Fays
Westgate(41)	6	Fay's, Apple's, McCrory's
Westmar(29)	6	Fay's

Principal Shopping Days-7 days a week.
Stores Open Evenings-Most major stores open evenings except Sun.

13 - RETAIL OUTLETS: Department Stores-B. Forman 6; JCPenney 5; McCurdy's 7; Sears 3; Sibley's 8.
Variety Stores-McCrory's 5; Woolworth 10.
Discount Stores-Ames 8; Barker's 2; Gold Circle 4; K mart 5; Marshalls 3; S.E. Nichols; Present Co 7; Serv. Mdse. 2; Zayre 2.
Chain Drug Stores-CVS 21; Fay's 23; Freddy's 2; Rite Aid 28; Wegman's 17.
Chain Supermarkets-Apple's 7; Bells 17; Big M 16; Convenient 17; 7-Eleven 13; Stop-N-Go 12; Sugarcreek 24; Super Duper 13; Tops 11; Wegman's 25; Wilson Farms 11.
Other Chain Stores-Altiers 11; Anderson-Little 3; Baker's 5; Biba Shoes 2; Casual Corner 5; Chase-Pitkin 12; Endicott-Johnson 6; Fanny Farmer 12; Johnny Antonelli (Firestone) 12; Flagg Brothers; Florsheim 3; Goodrich; Goodyear 5; Grossman's 7; Kinney 5; Lane Bryant 3; Lerner's 4; Marjax 3; Nobil's; Old West 6; Ormond's 3; Radio Shack 28; Rosa & Sullivan 7; Sherwin-Williams 6; Shoe Racks 4; Silo 4; Thom McAn 5; Western Auto 2; Waldert Opticians 12; Whelpley & Paul 8.

14 - NEWSPAPERS: DEMOCRAT AND CHRONICLE (m-mon to fri) 125,407; TIMES-UNION (e-mon to fri) 93,431; DEMOCRAT & CHRONICLE (m-sat) 196,762; (S) 258,805; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: William M. Barry, Adv. Dir., GANNETT ROCHESTER NEWSPAPERS, 55 Exchange Blvd., Rochester, NY 14614-2001; Tel. (716) 232-7100.
National Representatives: Gannett National Newspaper Sales; American Publishers' Representatives; Publishers Representatives of Florida.

ROME

1 - LOCATION: Oneida County (In Utica-Rome MSA). E&P Map D-3, County Seat. Industrial and military research-development, supply, and operations center. 15 mi. W of Utica; 40 mi. E of Syracuse, at gateway to Adirondack Mountains. On State Hwys. 26, 69, 46 and 233. Griffiss Air Force Base 4,437 military personnel, 3,447 civilian personnel.

2 - TRANSPORTATION: Railroads-Amtrack; New York State Barge Canal terminal.
Motor Freight Carriers-10.
Intercity Bus Lines-Utica-Rome-Syracuse; Greyhound.
Canal Freight and Passenger Lines-2.
Airlines-Piedmont; Catskill.

3 - POPULATION:
Corp. City 80 Cen. 43,826; E&P 88 Est. 41,729
CZ-ABC: (80) 44,998
RTZ-ABC: (80) 64,593
County 80 Cen. 253,262; E&P 88 Est. 258,350
MSA 80 Cen. 320,044; E&P 88 Est. 326,936
City & RTZ-ABC: (80) 109,591

4 - HOUSEHOLDS:
City 80 Cen. 15,172; E&P 88 Est. 14,314
CZ-ABC: (80) 15,624
RTZ-ABC: (80) 20,426
County 80 Cen. 88,000; E&P 88 Est. 92,955
MSA 80 Cen. 111,682; E&P 88 Est. 118,162
City & RTZ-ABC: (80) 36,050

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$1,382,039,285
Savings & Loan	1	$109,414,403
Commercial	3	$28,267,933,824
Credit Union	1	$89,091,975

6 - PASSENGER AUTOS: County 130,586

7 - ELECTRIC METERS: Residence 24,322

8 - GAS METERS: Residence 12,102

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Revere Copper Products 1,000 ($182); Wire 1,000 ($184); Gov't 7,884 ($206).
Principal Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-95; Summer 41-96; Fall 10-80; Winter 10-48. First frost, Oct. 1; last frost, May 20.

11 - TAP WATER: Chlorine-complete filtration.

12 - RETAILING: Principal Shopping Centers-Liberty Mall; Rome City Ctr. Mall; All Downtown; Freedom Mall; Downtown Mall.
Neighborhood Shopping Centers-At Black River Blvd. & E. Garden St., 18 units; Black River Blvd. & Chestnut St., 24 units; Westgate Manor, 12 units; Thomas and Jay Sts., (1 1/4 mi.) 5 units; Price Chopper Plz., 4 units; Freedon Plz., 9 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
City Ctr. Mart(48)	NA	Zayre, JCPenney
Black River Blvd	1	Great American, Sears, Kanoffs, Fays Drug
Mohawk Acres(26)	2	Wards, McCrory
Westgate Manor (12)	3	Great American, Radio Shack, McCrory's
Price Chopper	3	Price Chopper, Carl's Drugs
Freedom Plz.(15)	NA	P&C, Zayre, JCPenney
Suburban Plz.	NA	Carls Drug
Riverside Mall, Utica(87)	10	Howlands, Mont. Ward, Bradlees
Sangertown Sq.(125)	15	Hess, Sears, Bradlees, JCPenney, Wallachs
New Hartford (42)	12	Howlands, Doyle-Knower, Zayre, Woolworth, Radio Shack

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears; Goldberg's; JCPenney; Zayre; Simpkins; Philipsons.
Variety Stores-McCrory.
Chain Drug Stores-Carl's 3; Rite Aid 2; Fay's.
Chain Supermarkets-Great American 3; P&C 2; Price Chopper.
Other Chain Stores-Endicott-Johnson; National Auto; Goodyear; Radio Shack; Grossman's; So-Fro Fabrics; Sherwin-Williams; Fashion Factory; Ben Franklin.

14 - NEWSPAPERS: SENTINEL (e) 19,143; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Ronald D. O'Neil, Adv. Dir., SENTINEL, 333 W. Dominick St., Rome, NY 13440; Tel. (315) 337-4000.
National Representative: None.

SALAMANCA

1 - LOCATION: Cattaraugus County, E&P Map B-4. On Allegany River, 62 mi. S of Buffalo; south central part of county. On State Hwys. 17, 353; U.S. 219, and 2 hwys. to Buffalo.

2 - TRANSPORTATION: Railroads (Freight Only)-C&O (Chessie System); Southern Tier Expressway; NY & Lake Erie (short line).
Motor Freight Carriers-2.
Intercity Bus Lines-Bluebird; Trailways; intra City-Mini-bus.

3 - POPULATION:
Corp. City 80 Cen. 6,890; E&P 88 Est. 6,822
County 80 Cen. 85,840; E&P 88 Est. 85,735
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,773; E&P 88 Est. 2,389
County 80 Cen. 29,280; E&P 88 Est. 29,967

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$5,433,631
Commercial	2	$163,220,000

6 - PASSENGER AUTOS: County 37,537

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: Residence 3,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Woodworking 430 ($140); R.R. 135 ($160); Lumber Mill 121 (N.A.).
Principal Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-55; Summer 61-90; Fall 45-58; Winter 20-33. First killing frost, Sept. 23; last killing frost, May 28.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St. plus downtown shpg. mall; 1 on Church; 1 on River St.; 2 on Broad St.
Neighborhood Shopping Areas-Washington & Ctr.; Broad & Ctr. 12 units; Broad & Eagle.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Allegany	16	K mart, Rite Aid, Reid's Food Barn
Bradner(24)		Loblaw, McCrory
Olean Ctr.(53)	18	A.M.&A., Hills

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Discount Stores-Hampshire Mills Outlet Store; Fisher's Big Wheel.
Variety Stores-McCrory; Rite Aid.
Chain Supermarkets-Bell; Parkview.
Other Chain Stores-Sears (catalog); True Value Hdwe.; Agway; Radio Shack.

14 - NEWSPAPERS: SALAMANCA PRESS (e) 3,165; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Ted Mike, Adv. Mgr., SALAMANCA PRESS, 36-42 River St., Salamanca, NY 14779; Tel. (716) 945-1644.
National Representative: Landon Associates.

SARANAC LAKE

1 - LOCATION: Franklin & Essex Counties, E&P Map E-2. 100 mi. N of Glens Falls; 50 mi. S of Malone; 50 mi. SW of Plattsburgh. On State Hwys. 3, 86, 365.

2 - TRANSPORTATION: Intercity Bus Lines-Greyhound; Trailways.
Airlines-Brockway; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 5,578; E&P 88 Est. 5,514
Counties 80 Cen. 81,329; E&P 88 Est. 82,036
Franklin 80 Cen. 45,027; E&P 88 Est. 44,322
Essex 80 Cen. 36,302; E&P 88 Est. 37,714

4 - HOUSEHOLDS:
City 80 Cen. 2,379; E&P 88 Est. 2,079
Counties 80 Cen. 28,006; E&P 88 Est. 29,300
Franklin 80 Cen. 15,127; E&P 88 Est. 15,402
Essex 80 Cen. 12,879; E&P 88 Est. 13,898

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	N.A.

6 - PASSENGER AUTOS: Counties: Franklin 20,558; Essex 18,684

7 - ELECTRIC METERS: Residence 5,220

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: State and Federal Prisons; Medical Research; Hospitals; Wood Prods.; Tourism; Colleges (2); Gov't.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-50; Winter 30-40. First killing frost, Sept. 15; last killing frost, May 30.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Center-6 blocks on 2 streets; Shopping Centers 2.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ames(5)	1	Radio Shack, Brooks, Grand Union
Tupper Lake(7)	1	A&P, Ames, Aubuchon
Lake Placid	9	Grand Union; Fays; Aubuchon

Principal Shopping Days-Mon., Thur., Fri.
Stores Open Evenings-Dept. Stores: Fri.; Food: Daily.

13 - RETAIL OUTLETS: Department Stores-Altman's; Sears; National Army; Grossman's; Woodburys.
Discount Store-Ames.
Variety Store-Newberry.
Chain Drug Stores-Meyer's 3; Brooks; Rite Aid; Vinney's.
Chain Supermarkets-Grand Union 4; A&P 2; IGA 3; Super Duper.
Other Chain Stores-Eastern Mountain Sports; Radio Shack.

14 - NEWSPAPERS: ADIRONDACK ENTERPRISE (e-mon to fri) 5,177; sworn Sept. 25, 1987.
Local Contact for Advertising and Merchandising Data: Catherine Moore, Adv. Dir., ADIRONDACK ENTERPRISE, 61 Broadway, Saranac Lake, NY 12983; Tel. (518) 891-2600.
National Representative: Landon Associates.

SARATOGA SPRINGS

1 - LOCATION: Saratoga County (In Albany-Schenectady-Troy MSA), E&P Map F-3. 30 mi. N of Albany. On U.S. Hwy. 9; I-87.

2 - TRANSPORTATION: Railroads-Delaware & Hudson; Amtrak.
Intercity Bus Lines-Greyhound; Trailways.
Airlines Serving City-American; USAir; Eastern.

3 - POPULATION:
Corp. City 80 Cen. 23,906; E&P 88 Est. 24,931
CZ-ABC: (80) 23,906
RTZ-ABC: (80) 111,471
County 80 Cen. 154,043; E&P 88 Est. 171,637
MSA 80 Cen. 836,456; E&P 88 Est. 863,023
City & RTZ-ABC: (80) 135,377
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,526; E&P 88 Est. 8,834
CZ-ABC: (80) 8,526
RTZ-ABC: (80) 37,037
County 80 Cen. 51,935; E&P 88 Est. 60,608
MSA 80 Cen. 302,191; E&P 88 Est. 320,214
City & RTZ-ABC: (80) 45,563

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$64,553,490
Commercial	NA	

6 - PASSENGER AUTOS: County 96,135

7 - ELECTRIC METERS: Residence 21,249

8 - GAS METERS: Residence 7,862

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textile 300; Electronics 450; Pkg. 600; Seasonal Industries: Racetrack, Apr.-Dec. 250; Racetrack, Aug. 500; Performing Arts Center, July, Aug. 100; Printing 300; Educ. 700.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-86; Summer 45-96; Fall 9-77; Winter -22-47. Last killing frost, May 8-9.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-4 blocks on Broadway; 1 block on Caroline St.; on Division St.; West Hill Plz.; West Ave. & Rt. 29; Pyramid Mall Rt. 50; Grand Union Plz.-Grand Union, CVS, State Photo, Flavor Land.
Neighborhood Shopping Centers-Washington & Church Sts.; Five Points (Park Pl., Clark St.).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colonie	25	Macy's, Sears
Latham Circle Mall(75)	20	Boston Store, Mont. Ward, JCPenney
Northway Plz.	18	Mont. Ward
Aviation Mall(53)	18	Caldor, Sears, JCPenney
Northway Mall	25	
Pyramid Mall (67)	NA	Carl's, Albany Public Market
Clifton Country Mall(80)	18	JCPenney, Denby's, Carl Co.
West Hill Plz.(7)	NA	Jamesway Dept., P&C Mkt.
K mart Plz.	NA	K mart, Fay's Drug
Crossgates Mall	NA	Caldor, JCPenney, Brooks Bros.

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri.; Mon. through Sat., July and Aug.

13 - RETAIL OUTLETS: Department Stores-Boston Store; Carl Co.; JCPenney; Sears; Montgomery Ward; Caldor; Macy's.
Variety Store-Woolworth 2.
Discount Stores-Jamesway; K mart; Joy Store.
Chain Drug Stores-Rite Aid 2; Mac Finn 2; Fays; Carls; CVS.
Chain Supermarkets-Price Chopper 7; Grand Union 10; Albany Public 4.
Other Chain Stores-Standard Furniture; Service Mdse. (catalog store).

14 - NEWSPAPERS: SARATOGIAN (m) 11,254; (S) 14,417; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Majorie B. MacElroy, Adv. Dir., SARATOGIAN,

20 Lake Ave., Saratoga Springs, NY 12866; Tel. (518) 584-4242.
National Representative: Gannett National Newspaper Sales.

SCHENECTADY

1 - LOCATION: Schenectady County (In Albany-Schenectady-Troy MSA). E&P Map F-4. County Seat, Barge Canal Terminal, east part of State. 160 mi. from N.Y. City; 715 mi. from Chicago. On U.S. Hwys. 9 and 20; State Hwys. 5, 7, 50, 158 and New York State Thruway, Northway, I-87 and I-88.

2 - TRANSPORTATION: Railroads-Amtrak (passenger); D&H and B&M (freight); Conrail.
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound; Schenectady Trans.; Mohawk Valley Transit; Adirondack Trailways; Wade's.
Airlines-Through Albany, N.Y. Airport, American; Page Airways; United; Piedmont; USAir; Eastern; Bar Harbor; Northwest; Continental; Business Express.

3 - POPULATION:
Corp. City 80 Cen. 67,972; E&P 88 Est. 64,523
CZ-ABC: (80) 137,049
RTZ-ABC: (80) 128,666
County 80 Cen. 149,779; E&P 88 Est. 150,828
MSA 80 Cen. 836,456; E&P 88 Est. 863,023
City & RTZ-ABC: (80) 265,715

4 - HOUSEHOLDS:
City 80 Cen. 27,747; E&P 88 Est. 28,028
CZ-ABC: (80) 51,867
RTZ-ABC: (80) 43,071
County 80 Cen. 56,168; E&P 88 Est. 58,323
MSA 80 Cen. 302,191; E&P 88 Est. 320,214
City & RTZ-ABC: (80) 94,938

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	2	$362,000,000
Savings & Loan	1	$95,000,000
Commercial	6	$418,000,000

6 - PASSENGER AUTOS: County 92,633

7 - ELECTRIC METERS: Residence 69,880

8 - GAS METERS: Residence 46,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Elect., Atomic, Jet Mach. and Materials 25,000; Bakery 330; Plates & Printing 800; Synthetic Resins & Varnishes 300; Knit Gloves 200; Meat Prods. 200; Concrete Prods. 100; Dairy Prods. 250; Gov't 3,780; Plastic 250. Av. Wkly. Wage: $185.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-46; Summer 56-96; Fall 47-67; Winter 0-37. First killing frost, Oct. 10-15; last killing frost, Apr. 15-30.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Area-4 blocks on State St.; 1 on Jay St.; 1 on Broadway and 1 on N. Broadway. There are 8 neighborhood shpg. areas: Upper State St.; Upper Union St.; Van Vranken Ave.; Albany St.; Upper Broadway; Crane St.; Upper Nott St. and Scotia, N.Y.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mohawk Mall(81)	NA	Bradlees, Mont. Ward, Boston Store
Canal Sq.(22)	NA	Carl Co.
Sheridan Plz.(12)	NA	P&C
Mayfair(11)	NA	Woolworth's, Shop-Rite
Shoporama(9)	NA	Carl Co., Toys for Joy
Royce	NA	Jamesway, Shop-Rite
Crosstown Plz.(12)	NA	Caldor, Fay's
Village Sq.	3	Fay's, Wheels
Loehmann's Plz.(24)	4	Price Chopper
Colonie Ctr.(74)	5	Macy's, Sears
Northway Mall(65)	5	Anderson Little, Mont. Ward
Clifton Country Mall(110)	5	Caldor, Carls, JCPenney
Latham Circle Mall(100)	5	Caldor, Mont. Ward, JCPenney
Crossgates(120)	6	Filene's, JCPenney, Jordan Marsh, Caldor
Stuyvesant Plz.(70)	6	Flahs, Woolworth, Grand Union
Amsterdam Mall(13)	16	Carl Co.

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Carl Co.; Boston Store; Sears; Montgomery Ward; JCPenney.
Discount Stores-K mart; Bradlees; Caldor; Loehmann's; Duane Sales; Joy Dept. Store; Marshalls; Jamesway.
Chain Drug Stores-Brooks 9; CVS 31; Fay's 11; Rite Aid 15.
Chain Supermarkets-Price Chopper 37; Grand Union 18; P&C 2; Shop-Rite 6; Edwards.
Other Chain Stores-Shoes: Fayva, Shoe Town, Endicott-Johnson, Bakers, A.S. Beck, Butler, Kinney, Red Cross Shoes, Thom McAn; Furniture: Standard, Taft, Robinson, Olenders; Clothing: Dash, Laura Ashley, Lerner's, Foxmoor, Casual Corner, Fashion Bug, Dress Barn, Limited, Ormond, Stuarts, Talbots, Weathervane, Gentlemans Wearhouse, Flahs, Benetton; Auto Supplies: Firestone, Goodrich, Goodyear, ADAP, Wheels; Misc.: Consumers, Present Co., Fanny Farmer, Waldenbooks, Woolworth, Radio Shack, Service Merchandise, Grossmans, Abercrombie & Fitch.

14 - NEWSPAPERS: GAZETTE (m) 70,964; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: M.G. Moran, Gen. Adv. Mgr., GAZETTE, 334 State St., Schenectady, NY 12301; Tel. (518) 374-4141.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SYRACUSE

1 - LOCATION: Onondaga County (MSA). E&P Map D-3. County Seat, 4th largest city in state, located near geographic center of New York State.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail.
Motor Freight Carriers-174.
Intercity Bus Lines-Greyhound; Centro; C.N.Y. Coach; Syracuse & Oswego Coach; Onondaga Coach; Bluebird Coach Lines.
Airlines-American; Eastern; USAir; TWA; Mall; United; Piedmont; Continental; Brockway; Northwest; Pan Am Express.

3 - POPULATION:
Corp. City 80 Cen. 170,105; E&P 88 Est. 154,309
CZ-ABC: (80) 367,147
RTZ-ABC: (80) 421,770
County 80 Cen. 463,917; E&P 88 Est. 468,324
MSA 80 Cen. 643,007; E&P 88 Est. 671,979
City & RTZ-ABC: (80) 788,917

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 66,961; E&P 88 Est. 64,466
CZ-ABC: (80) 134,376
RTZ-ABC: (80) 138,200
County 80 Cen. 165,509; E&P 88 Est. 174,253
MSA 80 Cen. 223,642; E&P 88 Est. 241,493
City & RTZ-ABC: (80) 272,576

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	2	N.A.
Commercial/Savings	15	N.A.

6 - PASSENGER AUTOS: County 253,146

7 - ELECTRIC METERS: City 191,030

8 - GAS METERS: City 148,796

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electrical Mach. 11,382; Machinery (non-electrical) 7,594; Food Prods. 6,630; Transportation Equip. 4,772; Primary Metals 4,345; Printing & Pub. 3,365; Chemicals & Petroleum Prods. 1,939; Fabricated Metals 2,357; Instruments 2,192; Paper & Allied Prods. 1,997; Stone, Clay & Glass 1,775; Rubber and Misc. Plastics and Leather 1,725.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-76; Summer 56-81; Fall 33-72; Winter 16-35.

11 - TAP WATER: Slightly alkaline, moderately hard; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on Salina St.; 5 blocks on Warren St.
Neighborhood Shopping Centers-Westcott St.; Eastwood; Elmwood; Geddes St.; Butternut St.; S. Salina at Brighton; Dewitt; Lyncourt; Mattydale; North Salina St.; Marshall St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fairmount Fair	5	Dey Bros., Addis, Marshalls
Westvale Plz.(28)	3	Channel, Ames, P&C
Shoppingtown(125)	5	JCPenney, Dey Bros., Addis, B. Forman, Chappell's
Northern Lights(55)	5	Zayre, Freddy's, Clothing Center, Burlington Coat Factory
Shop City(43)	3	Chappell's, Natl. Auto, P&C, Peter's, Ames
Camillus Mall(107)	8	JCPenney, Hess, K mart, Sears, Hills
Fayetteville Mall(80)	7	Sibley's, Sears, Hess
Penn Can Mall(100)	7	Hill's, Chappell's,
Seneca Mall(30)	10	Chappell's, K mart, Raymours, Price Chopper
Tri-County Mall(24)	12	Price Chopper, Dey Bros., Fay's

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Dept. Stores: Mon., Fri. & Sat. Food: Daily & Sun.

13 - RETAIL OUTLETS: Department Stores-Dey Brothers; Chappells; Sibley's; Sears; Addis; JCPenney; Hess; Flah's (B. Forman).
Variety Stores-Woolworth; McCrory; Ames.
Discount Stores-Ra-Lin; K mart; Service Mdse.; Century House; T.J. Maxx; Hill's; Linens & Things; Gentlemen's Wearhouse; Marshalls; China Towne; Peter Harris; Boltons; Champion; Zayre; Silo; Wheels; Freddy's; Paper Cutter.
Chain Drug Stores-Carl's 12; Fay's 21; Rite Aid 15; CVS 7.
Chain Supermarkets-P&C 20; Price Chopper 8; Wegman's 8; Big M/Midstate 34; Green Hills; Hometown Mkt. 14; Williams Grocery.
Other Chain Stores-Firestone; Fanny Farmer; Lerner's; Endicott-Johnson; Goodrich; Goodyear; Radio Shack; Anderson-Little; Lane Bryant; Florsheim Shoes; Charney's; Chess King; Ormonds; Ups & Downs; Davids; Casual Male; Fashion Bug; Hit or Miss; Stylish Women; Barbara Moss; Altiers; Thom McAn; Casual Corner; Sherwin-Williams; Grossmans; Marjax; Rosa & Sullivan; Silo; Hechinger's; St. Clair Paints.

14 - NEWSPAPERS: POST-STANDARD (m) 83,692; HERALD-JOURNAL (e) 98,132; HERALD-AMERICAN (S) 231,533; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: James F. Kleinklaus, Adv. Dir., HERALD-JOURNAL, POST-STANDARD and HERALD-AMERICAN, Clinton Square, PO Box 4915, Syracuse, NY 13221; Tel. (315) 470-0011.
National Representatives: Newhouse Newspapers Metro Suburbia; American Publishers' Representatives; Leonard Co.

TARRYTOWN

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-6. On the E bank of the Hudson River, 6 mi. W of White Plains on U.S. Hwy. 9 and State Hwys. 117 and 119.

2 - TRANSPORTATION: Railroads-Metro North; Amtrak.
Airlines-Air North; Business Express; Command Airways; Empire; Mall Airways; New York Air; Piedmont/Henson; Republic; United.

3 - POPULATION:
Corp. City 80 Cen. 10,648; E&P 88 Est. 10,396
NDM-ABC: (80) 29,886
County 80 Cen. 867,782; E&P 88 Est. 867,496
PMSA 80 Cen. 8,281,761; E&P 88 Est. 8,449,667

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,961; E&P 88 Est. 3,941
NDM-ABC: (80) 10,841
County 80 Cen. 307,450; E&P 88 Est. 315,189
PMSA 80 Cen. 3,197,944; E&P 88 Est. 3,334,266

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	23	$6,093,885,000
Savings & Loan	12	$836,176,000
Commercial	17	$7,330,923,000

6 - PASSENGER AUTOS: County 624,517

7 - ELECTRIC METERS: County 292,835

8 - GAS METERS: County 186,475

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metal 2,400 ($427); Non-Elect. Mach. 14,000 ($997); Elect. Mach. 6,300 ($508); Trans. Equip. 4,600 ($719); Instruments 3,900 ($523); Food 10,400 ($798); Printing & Pub. 10,000 ($492); Chem. & Petroleum Refining 6,100 ($673).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Broadway N. Tarrytown; 2 blocks Beckman Ave.; Tappan Zee Shopping Center; Main St. & Orchard St.
Principal Shopping Days-Thur. through Sun.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Howland's.
Variety Stores-Woolworth; M.H. Fishman.
Chain Drug Stores-Tappan 2.
Chain Supermarkets-Finast; C Town.

14 - NEWSPAPERS: NEWS (e) 4,269; (S) 4,345; Mar. 26, 1988 ABC.

NOTE: Member of Westchester Rockland Newspaper Group.
Local Contact for Advertising and Merchandising Data: Gannett Westchester Rockland Newspapers, One Gannett Drive, White Plains, 10604; Tel. (914) 694-5336.
National Representative: Gannett National Newspaper Sales.

TONAWANDA
See NORTH TONAWANDA

TROY

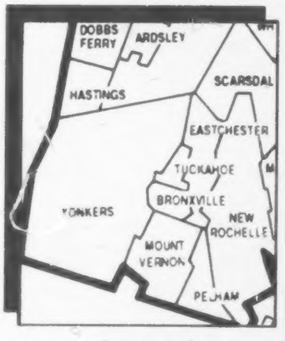
1 - LOCATION: Rensselaer County (In Albany-Schenectady-Troy MSA). E&P Map F-4. On the E bank of the Hudson River at the head of the tidewater, 150 mi. N of N.Y.C.; eastern terminus of Barge Canal; on State Hwys. 2, 7, 40, 66 & U.S. Hwy. 4; Interstate 87, 90, & 787.

2 - TRANSPORTATION: Railroads-Conrail; D. & H.; Amtrak; freight service.
Motor Freight Carriers-120.
Intercity Bus Lines-C.D.T.A.; Yankee Trails; Greyhound; Trailways; Vermont.
Airlines-American; Eastern; USAir; Bar Harbor; Mall; Command; Wright; Air Vermont; United; Piedmont; Delta; Continental Express, Pan Am Express.

3 - POPULATION:
Corp. City 80 Cen. 56,638; E&P 88 Est. 55,541
CZ-ABC: (80) 113,027
RTZ-ABC: (80) 145,682
County 80 Cen. 152,103; E&P 88 Est. 156,777
MSA 80 Cen. 836,456; E&P 88 Est. 863,023
City & RTZ-ABC: (80) 258,709

4 - HOUSEHOLDS:
City 80 Cen. 20,491; E&P 88 Est. 20,978
CZ-ABC: (80) 41,876
RTZ-ABC: (80) 49,897
County 80 Cen. 52,735; E&P 88 Est. 55,515
MSA 80 Cen. 302,191; E&P 88 Est. 320,214
City & RTZ-ABC: (80) 91,773

Yonkers



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Gannett Westchester Rockland Newspapers

Call (914) 694-9300

(Circle No. 23 on Market Request Card)

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	18	N.A.
Savings & Loan	4	N.A.
Commercial	36	N.A.

6 - PASSENGER AUTOS: County 80,004

7 - ELECTRIC METERS: Residence 56,916

8 - GAS METERS: Residence 36,292

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Technical Engineers 7,880; Life & Physical Scientists 1,788; Mathematical Specialists 381; Engineering Technicians 6,418; Medical Non-Technicians 8,157; Health Technicians/Technologists 2,299; Technicians (non-health, engineering, science) 508; Computer Specialists 1,983; Social Scientists 1,122; Teachers 13,932; Writers, Artists, Entertainers 4,466; Other Professional/Technical Workers (architects, accountants) 15,727; Managers, Non-Farm Proprietors 33,979; Sales Workers 20,098; Secretaries, Stenographers 24,800; Office Machine Operators 4,046; Other Clerical 50,376; Constr. Workers/Craftsmen 41,731; Blue Collar Workers/Supervisors 5,675; Metalworking Craft Workers 3,653; Mechanics, Repairers, Installers 10,498; Printing Trades 1,827; Public Util./Trans. 1,962; Other Craft Workers 4,831; Metalworking Operators 5,231; Semi-skilled Textile Operators 2,280; Semi-skilled Packing 4,191; Other Operators (ex transport) 18,850; Transport Operators 12,381; Service Workers 41,765; Non-Farm Laborers 16,280; Farm Owners/Mgrs. 1,908; Farm Laborers & Supervisors 1,365.

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-52; Summer 45-89; Fall 45-56; Winter 0-35. First killing frost, Oct. 15; last killing frost, early May.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-19 blocks from Congress St. N. to Jacob St., on River, Third & Fourth Sts.; also Broadway, Congress & Fulton St.

Neighborhood Shopping Centers-Upper Congress St. at 14th St.; Pawling Ave.; Lansingburg (northern section of Troy); 5th Ave. & 112th St.; 116th St. & 2nd Ave.; 126th St. & 2nd Ave.; Hoosick St., betw. 10th & 15th Sts.; Hudson Valley Plz.; Cohoes: Seven blocks centering at Ontario & Remsen St.; Watervliet: Broadway from 14th St. N. to 19th St.; Waterford: Broad St. from 2nd to 5th St.; Latham: Latham Corners Mall; Menand's: Broadway; Mechanicville: Park Ave. Hoosick Falls: Downtown Area; Colonie Shpg. Ctr. (84 stores); Northway Mall (60 stores); East Greenbush Fair; Clifton Country Mall (120 stores); Troy Mall; Downtown Troy; Wolf Road Pk.; Westgate; Stuyvesant Plz. (62 stores); Cross Gates Mall (125 stores); Cohoes Commons.

Principal Shopping Days-Wed. through Sun.

Stores Open Evenings-Dept.-Fri. Some Tues. & Thur.; Shopping Ctr. every evg. & Sun.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; Stanleys; Boston Store; JCPenney; Macy's; Sears; Carl Co.; Caldor; Bradlees; Jordan Marsh; Filene's.

Variety Stores-Woolworth 2.

Discount Stores-Jupiter; Stanley's; K mart; Joy.

Chain Drug Stores-CVS Phcy. 5; Rite Aid 3; Fay's 5; Brooks; Pathmark.

Chain Supermarkets-Grand Union 10; A&P 3; Price Chopper 12; Star Super 4; Food Circus 3; Shop-Rite 2; Stewarts 6; Cumberland Farms; Shop & Save 2.

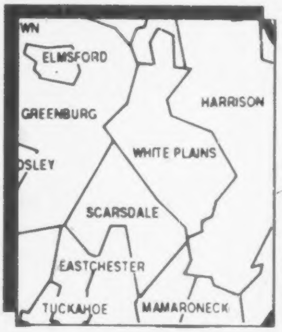
Other Chain Stores-Endicott-Johnson; Bass; Dexter; Dunham's Color Tile; Bombay Co.; Johnson & Murphy; Brookstone Service Mdse.; Present Co.; Lechters; Grossman; Wickes; Ralph Lauren; Lenox; Lee Jay; Cohoes Specialty; Yield House; Outlet Barn; Firestone; Goodyear; Perreault; American Seal Paint; Thom McAn; Waldenbook; Nut Factory; Sterling Optical; Barbizon; Hit or Miss; Color Your World; Shatz Stationery; Union Book; Casual Corner; The Limited; Radio Shack; Field's Hosiery; Herman's; Lechmere; Toys 'R Us; The Gap; David's; Weathervane; Marshalls; ADAP; Wheels; The Talbots; Carroll Reed; Laura Ashley; Sparrs; B.J.'s Wholesale Club; Standard Furniture; Narragansett; American Eagle; Bennetton; Abercrombie & Fitch.

14 - NEWSPAPERS: TIMES RECORD (e) 42,724; SUNDAY RECORD (S) 45,141; Mar. 31, 1988 ABC.

Local Contact for Advertising and Merchandising Data: William R. McDonough, Gen. Adv. Mgr., THE RECORD & SUNDAY RECORD, Broadway & 5th Ave., Troy, NY 12181; Tel. (518) 272-2000.

National Representative: None.

White Plains



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Gannett Westchester Rockland Newspapers

Call (914) 694-9300

(Circle No. 24 on Market Request Card)

UTICA

1 - LOCATION: Oneida County (In Utica-Rome MSA). E&P Map E-3. County Seat. Center of State, on Mohawk Valley; 180 mi. E of Buffalo; 237 mi. NW of NYC. On State Hwys. 5, 12; U.S. Hwy. 20; on N.Y. State Thruway.

2 - TRANSPORTATION: **Railroads**-Amtrak (passenger); Conrail (freight).

Motor Freight Carriers-50.

Intercity Bus Lines-Greyhound; Central N.Y. Coach; Chenango Valley; Utica-Rome; Trailways.

Airlines-Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 75,632; E&P 88 Est. 68,391
CZ-ABC: (80) 118,482
RTZ-ABC: (80) 233,439
County 80 Cen. 253,262; E&P 88 Est. 258,350
MSA 80 Cen. 320,044; E&P 88 Est. 326,936
City & RTZ-ABC: (80) 351,921

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 28,897; E&P 88 Est. 27,346
CZ-ABC: (80) 44,074
RTZ-ABC: (80) 77,666
County 80 Cen. 88,000; E&P 88 Est. 92,955
MSA 80 Cen. 111,682; E&P 88 Est. 118,162
City & RTZ-ABC: (80) 121,740

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	3	$452,694,000
Savings & Loan	2	$178,760,000
Commercial	9	$615,973,000

6 - PASSENGER AUTOS: County 130,586

7 - ELECTRIC METERS: Residence 61,039

8 - GAS METERS: Residence 40,891

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Durable Goods 21,600; Non-Durable Goods 11,000; Mach. & Trans. Equip. 10,200; Metals 9,200; Food 1,900; Textiles & Apparel 2,100; Paper Prods. 4,600.

Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-65; Summer 55-90; Fall 30-55; Winter -10-50. First killing frost, Sept. 20; last killing frost, May 10.

11 - TAP WATER: Acid, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-In Utica: 12 blocks on Genesee St.; 5 on Lafayette St.; 4 on Columbia St.; 8 on Bleecker St. In North Utica: Riverside Mall-83 stores (enclosed mall) Rt. 12, North-Riverside Drive. Charlestown Outlets. Pyramid Mall 85 stores.

Neighborhood Shopping Centers-2 blocks on N. Genesee St.; 2 on Genesee St. at Oneida Sq.; 3 on S. Genesee St.; 2 at Columbia Sq.; 5 on South St.; 5 on James St.; 3 on Varick St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Whitestown	4	Great American
North Utica(16)	2	Price-Chopper
Grand Way(11)	2	Grand Union
New Hartford	5	Sears, Howland, Grand Way, Bradlees
Chicago Mkt.(9)	2	Chicago Mkt., Rite Aid
Nichols	6	Nichols Discount, Marcy, P&C
Seneca Mall	7	Chicago Mkt.
King Cole(7)	2	Hayes Appl.
Riverside Mall(90)	3	Howlands, Mont. Ward, Bradlees
Pyramid Mall	NA	Sears, Hess, JCPenney

Principal Shopping Days-Fri., Sat., Sun.

Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Montgomery Ward; JCPenney; Hess; Zayre.

Variety Stores-Woolworth 4.

Discount Stores-Nichols; K mart; Tehans; Mutual Distributors; Bradlees 2.

Chain Drug Stores-Rite Aid 8; Carl's 2; Fay 2; CVS.

Chain Supermarkets-Great American Stores (Victory) 2; Grand Union 2; Foodland 14; Chicago Markets 7; Chanatry 2; Hapanowicz Bros.; P&C; Price Chopper 2.

Other Chain Stores-Brooks Store; Endicott-Johnson 2; Thom McAn 2; Fanny Farmer 3; Firestone 2; National Auto; Howland 2; Lerner's; Barbara Moss 2; Huckleberry Finn; Hickory Farms; Wicks & Greenman; Casual Corner; Anderson Little 2; Mills Factory; Grossman's; 84-Lumber.

14 - NEWSPAPERS: OBSERVER-DISPATCH (m) 55,323; (S) 66,565; Mar. 27, 1988 ABC.

Local Contact for Advertising and Merchandising Data: Charles Williams, Natl. Adv. Mgr., OBSERVER-DISPATCH, 221 Oriskany Plaza, Utica, NY 13501; Tel. (315) 792-5000.

National Representative: Gannett National Newspaper Sales.

WATERTOWN

1 - LOCATION: Jefferson County. E&P Map D-2. County Seat. Shipping center for industrial & agricultural area. On Black River, in northern part of state, 11 mi. E of Lake Ontario & 30 mi. S of St. Lawrence River & Canadian border. 152 mi. from Rochester; 314 mi. from NYC; 70 mi. from Syracuse. On U.S. Hwy. 11; I-81.

2 - TRANSPORTATION: **Railroads**-Conrail.

Bus Lines-Central Greyhound.

Airlines-Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 27,861; E&P 88 Est. 27,472
CZ-ABC: (80) 38,900
RTZ-ABC: (80) 199,363
County 80 Cen. 88,110; E&P 88 Est. 92,003
City & RTZ-ABC: (80) 238,263

4 - HOUSEHOLDS:
City 80 Cen. 11,630; E&P 88 Est. 8,442
CZ-ABC: (80) 14,192
RTZ-ABC: (80) 64,042
County 80 Cen. 30,792; E&P 88 Est. 33,414
City & RTZ-ABC: (80) 78,234

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$339,990,027
Commercial	5	$621,282,411

6 - PASSENGER AUTOS: County 46,279

7 - ELECTRIC METERS: Residence 43,594

8 - GAS METERS: Residence 11,645

9 - PRINCIPAL INDUSTRIES: Air Brakes; Paper Making Mach.; Clinical Thermometers; Paper; Deodorizers; Elect. Motors; Hydraulic Equip.; Snow Plows; Garbage Trucks; Ski Lifts; Safety Tools; Paper Bags; Coin Cards; Cheese Prods.; Concrete Pipe; Optical Goods; Auto Springs; Pulp & Paper Testing Equip.; Specialty Test Equip.; Burglar Alarm Equip.; Graphic Charts; Canvas Goods; Zinc Die Castings; Perforated Cutting Blades; Skids & Pallets; Log Splitters; Tourism; Dairying.

Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-40; Summer 60-90; Fall 50-70; Winter 20-32. First killing frost, Oct. 31; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Public Square, State, Arsenal & Court St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Salmon Run Mall(95)	NA	Sears, Hills, Penney's, Steinbach
Zayre Plaza(8)	NA	Zayre, Price Chopper
K mart	1	K mart
Northland Plz.(3)	2	A&P, Kinney Drug, Ames
Washington St. Plz.(4)	1	Kinney Drug, Grand Union, Crosby's Super Duper
Seaway Plz.(17)	2	Super Duper, P&C
Watertown Plz.	2	Nichol's, Great American, A&P

Stores Open Evenings-Thur.

Stores Open Sundays-Drug, discount, food, department.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; F.A. Empsall; Smith & Percy; Sears; Steinbach.

Discount Stores-Nichols; Zayre; Woolworth; Fay's; K mart; Hills.

Variety Stores-Bockman's.

Chain Drug Stores-Kinney; Fay's; Rite Aid 2.

Chain Supermarkets-A&P; Super Duper 2; Red & White; P&C 2; Hilltop Plaza IGA; Great American 2.

Other Chain Stores-Goodyear; Sherwin-Williams; Grossman's; Wickes Home Supply.

14 - NEWSPAPERS: TIMES (e) 41,033; (S) 38,827; Apr. 2, 1988 ABC.

Local Contact for Advertising and Merchandising Data: Robert C. Cornell, Adv. Dir., TIMES, 260 Washington St., Watertown, NY 13601; Tel. (315) 782-1000.

National Representative: Landon Associates.

WAVERLY

See SAYRE, PA

WELLSVILLE

1 - LOCATION: Allegany County. E&P Map C-4. In Genesee Valley, heart of Allegheny oil & natural gas field on State Hwys. 417, 19; 85 mi. N to Rochester; 87 mi. to Buffalo.

2 - TRANSPORTATION: **Railroads**-Conrail.

Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 8,658; E&P 88 Est. 10,306
County 80 Cen. 51,777; E&P 88 Est. 50,376

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,304; E&P 88 Est. 3,467
County 80 Cen. 16,505; E&P 88 Est. 15,728

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$95,000,000
Savings & Loan	2	N.A.
Credit Union	1	N.A.

6 - PASSENGER AUTOS: County 21,227

7 - ELECTRIC METERS: Residence 2,616

8 - GAS METERS: Residence 1,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Turbines 1,000; Heat Exchangers 1,000; Oil Well Packers; Outdoor Furn.; C-E Air Preheater.

Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 45-90; Fall 10-80; Winter -25-60. First killing frost, Oct. 1; last killing frost, May 1.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Main St.

Principal Shopping Days-Thur., Fri.

Shopping Plaza-Ames Big N; K mart; Park Ave. Plz.

Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-Rockwells; Davies.

Variety Stores-Sears; Newberry.

Discount Stores-Latsons; S.S. Kresge; K mart; Ames Big N.

Chain Supermarkets-Giant; Bell's.

Chain Drug Stores-Peterson's; Rite Aid; Fays.

Other Chain Stores-Western Auto; Sherwin-Williams.

14 - NEWSPAPERS: REPORTER (e-mon to fri) 4,000; SPECTATOR (S) 12,500; sworn Sept. 30, 1987.

Local Contact for Advertising and Merchandising

Data: Edward Coats, Gen. Mgr., REPORTER and SPECTATOR, 159 N. Main St., Wellsville, NY 14895; Tel. (716) 593-5300.
National Representative: Landon Associates.

WHITE PLAINS

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-6, County Seat. 22 mi. N of New York on State Hwys. 22, 119 and Bronx River, Hutchinson; Cross-Westchester Expwy.

2 - TRANSPORTATION: **Railroads**-Metro North.
Airlines-Air North; Business Express; Command Airways; Empire; Mall Airways; New York Air; Piedmont/Henson; Republic; United; Midway Metrolink, Brockway Air.

3 - POPULATION:
Corp. City 80 Cen. 46,999; E&P 88 Est. 43,899
NDM-ABC: (80) 350,525
County 80 Cen. 867,782; E&P 88 Est. 867,496
PMSA 80 Cen. 8,281,761; E&P 88 Est. 8,449,667
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 18,902; E&P 88 Est. 18,027
NDM-ABC: (80) 114,423
County 80 Cen. 307,450; E&P 88 Est. 315,189
PMSA 80 Cen. 3,197,944; E&P 88 Est. 3,334,266

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	17	$7,330,923,000
Savings	23	$6,093,885,000
Savings & Loan	12	$836,176,001

6 - PASSENGER AUTOS: County 624,517

7 - ELECTRIC METERS: County 292,835

8 - GAS METERS: County 186,475

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metals 2,400 ($427); Non-Elect. Mach. 14,000 ($997); Elect. Mach. 6,300 ($508); Trans. Equip. 4,600 ($719); Instruments 3,900 ($523); Food 10,400 ($798); Printing & Pub. 10,000 ($492); Chem. & Petroleum Refining 6,100 ($673).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main St.; 4 on Mamaroneck Ave.; 5 on E. Post Rd.; 2 on Bloomingdale Rd. Yonkers, White Plains, Mount Kisco, New Rochelle.
Shopping Centers-Galleria, White Plains; Midway Shpg. Ctr., Ardsley Rd. (Greenburgh), 14 acres. North White Plains Shpg. Ctr.; Dalewood Shpg. Ctr., Central Ave., Westchester Sq.; Cross Roads Ctr.; Greenburg Shpg. Ctr.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cross Country, Yonkers(81)	NA	Sterns, Finast, Wanamaker
The Mall, New Rochelle(85)	NA	Shopwell, Macy's

Principal Shopping Days-Thur. through Sun.
Stores Open Evenings-Dept.-Mon., Thur.; Food-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-B. Altman; Macy's; Saks 5th Ave.; Sears; Bloomingdale's; Marshall's; Abraham & Straus; JCPenney; Neiman-Marcus.
Variety Stores-Woolworth.
Discount Stores-Alexander's; Masters, Caldor.
Chain Drug Stores-Rite Aid; Post Road Phcy.; CVS.
Chain Supermarkets-Shopwell; Finast; Gristede; Pathmark; Waldbaum's.
Other Chain Stores-Firestone; Martin Paint; Child World; Thom McAn; Pappagallo; Herman's; Radio Shack; Kinney Shoes; Modell's.

14 - NEWSPAPERS: REPORTER DISPATCH (e) 45,854; (S) 54,530; Mar. 26, 1988 ABC.
NOTE: White Plains is the headquarters for the Gannett Westchester Rockland Newspapers. Combined circulation for all newspapers for the 6-month period to Mar. 31, 1987 was (e) 192,980; (S) 201,255.
Local Contact for Advertising and Merchandising Data: Gannett Westchester Rockland Newspapers, One Gannett Drive, White Plains, NY 10604; Tel. (914) 694-5336.
National Representative: Gannett National Newspaper Sales.

YONKERS

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-6. North of N.Y. City. On U.S. Hwy. 9; State Hwys. 100, 9A; N.Y. Thruway. Saw Mill River Pkwy.

2 - TRANSPORTATION: **Railroads**-Metro North; Amtrak.
Airlines-Air North; Business Express; Command Airways; Empire; Mall Airways; New York Air; Piedmont/Henson; Republic; United.

3 - POPULATION:
Corp. City 80 Cen. 195,351; E&P 88 Est. 184,382
NDM-ABC: (80) 243,636
County 80 Cen. 867,782; E&P 88 Est. 867,496
PMSA 80 Cen. 8,281,761; E&P 88 Est. 8,449,667
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 73,892; E&P 88 Est. 71,999
NDM-ABC: (80) 91,133
County 80 Cen. 307,450; E&P 88 Est. 315,189
PMSA 80 Cen. 3,197,944; E&P 88 Est. 3,334,266

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	17	$7,330,923,000
Savings	23	$6,093,885,000
Savings & Loan	12	$836,176,000

6 - PASSENGER AUTOS: County 624,517

7 - ELECTRIC METERS: County 292,835

8 - GAS METERS: County 186,475

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metals 2,400 ($427); Non-Elect. Mach. 14,000 ($997); Elect. Mach. 6,300 ($508); Trans. Equip. 4,600 ($719); Instruments 3,900 ($523); Food 10,400 ($798); Printing & Pub. 10,000 ($492); Chem. & Petroleum Refining 6,100 ($673).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost, Apr. 10.

11 - TAP WATER: 2 sources (1 acid-very soft, 1 acid-hard); fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks at Getty Square incl. Main St., New Main St., S. Broadway, N. Broadway and Palisade Ave.
Neighborhood Shopping Center-South Yonkers-5 blocks on Lower S. Broadway.
Nearby Shopping Center-Cross County (3 mi.)-Wanamaker's, Finast, Stearns; Central Plz.-Alexander's, Caldor's.
Principal Shopping Days-Thur. through Sun.
Stores Open Evenings-Mon., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Wanamakers; Stearns; Alexander's; Caldor.
Variety Stores-Green's; Woolworth.
Discount Stores-Trader Horn.
Chain Drug Store-Rite Aid.
Chain Supermarkets-Finast; Waldbaum; A&P; Shopwell; C Town; Pathmark; Pioneer; Shop-Rite; Key Food.

14 - NEWSPAPERS: HERALD STATESMAN (e) 26,206; (S) 33,458; Mar. 26, 1988 ABC.
NOTE: Member of Westchester Rockland Newspaper Group.
Local Contact for Advertising and Merchandising Data: Gannett Westchester Rockland Newspapers, One Gannett Drive, White Plains, N.Y. 10604; Tel. (914) 694-5336.
National Representative: Gannett National Newspaper Sales.

NORTH CAROLINA SURVEYS

METROPOLITAN STATISTICAL AREAS

Asheville-Buncombe County.
Burlington-Alamance County.
Charlotte-Gastonia-Rock Hill, NC-SC-Cabarrus, Gaston, Lincoln, Mecklenburg, Rowan and Union Counties, NC; York County, SC.
Fayetteville-Cumberland County.
Greensboro-Winston-Salem-High Point-Davidson, Davie, Forsyth, Guilford, Randolph, Stokes and Yadkin Counties.
Hickory-Alexander, Burke and Catawba Counties.
Jacksonville-Onslow County.
Raleigh-Durham-Durham, Franklin, Wake and Orange Counties.
Wilmington-New Hanover County.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1989**
Under 5 Years	437	410	557
5-14 Years	1,017	929	989
15-24 Years	984	1,144	1,096
25-44 Years	1,234	1,645	2,199
45-64 Years	1,000	1,158	1,191
65 and Over	412	602	610
TOTAL	5,084	5,888	6,643

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1989 Est.**
Bldg. Mat./Hdwr.	1,091	1,482	3,444
General Mdse.	1,992	2,482	4,597
Food	3,831	6,003	9,868
Automobiles	3,769	4,673	11,095
Gasoline Stations	1,360	1,899	2,321
Apparel	805	1,356	2,410
Furniture	825	1,156	2,611
Eat/Drink Places	1,177	2,095	3,926
Drugs	558	858	1,560
TOTAL SALES	16,842	25,005	45,586

ABERDEEN

1 - LOCATION: Moore County, E&P Map D-2. U.S. Hwys. 15 & 501. On Southern part of state. 50 mi. from Raleigh; 35 mi. from Fayetteville.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Intercity Bus Lines-Trailways.
Airlines-Mid-South Atlantic.

3 - POPULATION:
Corp. City 80 Cen. N.A.; E&P 88 Est. N.A.
County 80 Cen. 50,803; E&P 88 Est. 58,867

4 - HOUSEHOLDS:
City 80 Cen. N.A.; E&P 88 Est. N.A.
County 80 Cen. 18,623; E&P 88 Est. 22,964

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 32,855

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Textile Mfg.; Tourism.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Overall Av. Temp. 72.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
K mart Plz.(4)	NA	K mart
Sandhill(7)	NA	Family Dollar
Town & Country(45)	NA	Winn-Dixie, Sears

Principal Shopping Days-Food-Mon., Wed.; Retail-Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-Belk; JCPenney; Peebles.
Discount Stores-Wal-Mart; K mart; Rose's.
Chain Drug Stores-Eckerd; Revco; Kerr; Rite Aid.
Chain Supermarkets-Kroger; Harris-Teeter; Food Lion; Winn-Dixie; A&P; Big Star; Lowe's Food.

14 - NEWSPAPERS: CITIZEN NEWS-RECORD (e-mon to fri) 1,800; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Ralph C. Baldwin, Jr., Pub., CITIZEN NEWS-RECORD, 202 N. Sandhills Blvd.; PO Box 336, Aberdeen, NC 28315; Tel. (919) 944-2356.
National Representative: Landon Associates.

ASHEBORO

1 - LOCATION: Randolph County (In Greensboro-Winston-Salem-High Point MSA). County Seat. E&P Map D-2. 23 mi. S of Greensboro on Hwys. 49, 64, 220.

2 - TRANSPORTATION: **Railroads**-Norfolk Southern.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 15,252; E&P 88 Est. 17,199
NDM-ABC: (80) 73,051
County 80 Cen. 92,257; E&P 88 Est. 103,008
MSA 80 Cen. 854,148; E&P 88 Est. 938,069

4 - HOUSEHOLDS:
City 80 Cen. 6,130; E&P 88 Est. 7,161
NDM-ABC: (80) 26,618
County 80 Cen. 32,964; E&P 88 Est. 38,376
MSA 80 Cen. 307,207; E&P 88 Est. 352,306

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	4	$187,247,318
Commercial	8	$209,319,444

6 - PASSENGER AUTOS: County 56,238; City 22,235

7 - ELECTRIC METERS: Residence 10,144

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Furn.; Textiles; Wood Prods.; Lumber; Wearing Apparel; Mach.; Batteries; Shoes; Paper Board; Elect. Prods.; Hosiery; Radial Tires.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-60; Summer 50-95; Fall 30-85; Winter 10-60.

11 - TAP WATER: Soft, treated.

12 - RETAILING: **Principal Shopping Centers**-Downtown-3 blocks on Sunset Ave.; 3 blocks on S Fayetteville St. and Randolph Mall on Dixie St.
Neighborhood Shopping Centers-Northgate Plaza-N. Fayetteville St. (10 units).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Hammer Vlg.(10)	NA	Revco, Winn-Dixie, Bur-Mil, Advance
Hillside(8)	NA	Moores Bldg. Supplies
Randolph Mall	NA	Belk's, Rose's, SupeRx Drug, JCPenney
Northgate Plz.(10)	NA	Rose's, Eckerd
Crossroads	NA	Food Lion, Eckerd, Living Well Lady
Lowe's Plaza	NA	Lowe's Foods

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Dept. & discount open nightly until 9 p.m.

13 - RETAIL OUTLETS: **Department Stores**-Belk-Yates; B.C. Moore's; JCPenney.
Discount Stores-Family Dollar; K mart; Rose's.
Variety Stores-Eagle's.
Chain Drug Stores-Revco; Eckerd; Value-Pak; SupeRx; Rite Aid.
Chain Supermarkets-Winn-Dixie; Lowes Foods 10; Harris-Teeter; Food Lion 2.
Other Chain Stores-Sears; Carolina Tire Co.; Advance Stores; Pic 'N Pay Shoes; B.F. Goodrich; Cato's; Kimbrell's Furn.; Moore's Bldg. Supplies; Heilig-Meyers Furn.; Shoe Show; General Nutrition Centers; Disc Jockey; Radio Shack; Mother-Daughter Shops; Kinney Shoes; Bur-Mil Outlet; Auto Shack; Triad Tire; Fine's Mens Shop; Claire's; Lowe's Bldg. Supplies; Anne's; J.E.'s; Tobias; Waldenbooks; Stewart Sporting Goods.

14 - NEWSPAPERS: COURIER TRIBUNE (e-mon to fri) 19,128; (S) 20,054; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Steve A. Stocks, Mktg. Dir., COURIER TRIBUNE, 152 N. Fayettville St.; PO Box 340, Asheboro, NC 27204; Tel. (919) 625-2101.
National Representative: Landon Associates.

ASHEVILLE

1 - LOCATION: Buncombe County (MSA). E&P Map B-2. County Seat. On Blue Ridge Pkwy. (connects Shenandoah and Great Smoky Mt. Natl. Parks) 112 mi. W of Charlotte; 112 mi. S of Knoxville, TN. On U.S. Hwys. 19, 23, 25, 70 & 74; I-26 & I-40.

2 - TRANSPORTATION: **Railroads**-Southern.
Motor Freight Carriers-45.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Piedmont; Wheeler; Atlantic Southeastern; Eastern Metro Express; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 53,281; E&P 88 Est. 62,800
CZ-ABC: (80) 80,523
RTZ-ABC: (80) 406,661
County/MSA 80 Cen. 161,174; E&P 88 Est. 172,119
City & RTZ-ABC: (80) 487,184
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 21,711; E&P 88 Est. 25,701
CZ-ABC: (80) 31,594
RTZ-ABC: (80) 146,309
County/MSA 80 Cen. 60,274; E&P 88 Est. 66,863
City & RTZ-ABC: (80) 177,903

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$775,362,670
Savings & Loan	8	(incl. above)
Savings	6	(incl. above)

6 - PASSENGER AUTOS: County 94,816; City 55,140

7 - ELECTRIC METERS: Residence 59,927

8 - GAS METERS: Residence 13,578

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 900; Apparel 2,600; Textile 2,400; Lbr./Wood-Furn./Fabr. Metals 3,100; Printing &

Pub./Chem. (Nylon-Rayon & Allied Prods.) 3,600; Elect. Mach. 4,400. (Av. Wkly. Wage $323).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-74; Summer 60-83; Fall 47-68; Winter 39-49. First killing frost, Oct. 17; last killing frost, April 29.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: Principal Downtown Shopping Centers-Haywood St.; Patton Ave.; Pack Sq.; Biltmore Ave.; Broadway, Lexington Ave., and Coxe Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Innsbruck Mall(42)	1	Eckerd, Brendle's, Ingles Supermarket
Tri-City(10)	12	Bi-Lo, Western Auto
K mart No. 1(4)	3	K mart, Eckerd, Bi-Lo
K mart No. 2(10)	3	K mart, Winn-Dixie
K mart No. 3	6	K mart, Winn-Dixie, Byrd's
Town & Country	3	Fine Fare, Byrd's
Asheville Mall	3	Sears, Woolworth, Lerner's, Ivey's Meyers Arnold
South Forest(25)	3	Ingles, Eckerd
Grace Plz.(3)		Winn-Dixie, Eckerd
Westgate(46)	2	
Eastvale(8)	3	Catherine's Stout Shop
Northland	4	Margaret's Fashions, Bur-Carr Interiors, Fresh Market
WNC	13	Ward Drug
Valley View(9)	12	Dollar General, Davis Outlet, Davis Mkt.
Bi-Lo Plaza(2)	12	Bi-Lo, Revco
Ingles West Plz.	4	Revco, Rose's, Pic-N-Pay Shoes, Ingles
Enka Market Place	8	Winn-Dixie,
Westridge	7	Food Lion, Eckerd
River Ridge Mkt. Place	5	Food Lion, Eckerd
Dingles Creek Crossing	6	The Sports Fan, Dundies Outback

Principal Shopping Days-Dept. Stores-Sat., Fri., Sun. Food-Thur., Fri., Sat.

Stores Open Evenings-Some Fri., some Mon. Discount stores and shopping centers open every night & Sun. afternoons.

13 - RETAIL OUTLETS: Department Stores-Upton's; Belk's; JCPenney; Ivey's; Sears; Fain's; Byrd's.

Discount Stores-Sky City 4; K mart 3.

Variety Stores-Woolworth; Rose's 2; Davis 2; United; Family Dollar; Dollar General.

Chain Drug Stores-Eckerd 6; Revco 9; Rite Aid 5.

Chain Supermarkets-Winn-Dixie 5; Bi-Lo 6; Ingles 16; Ice Service Stores 14; Food Lion 2.

Other Chain Stores-Goodrich; Firestone 2; Western Auto; Helig Meyers Furn.; Lerner's; Sherwin-Williams 2; Glidden Paints; Moore's; Lowes; 84 Lumber.

14 - NEWSPAPERS: CITIZEN (m-mon to fri) 48,915; (e) 11,193; CITIZEN-TIMES (m-sat) 61,264; (S) 69,596; Mar. 31, 1988 ABC.

Local Contact for Advertising and Merchandising Data: Robert G. Beard, Adv. Dir., CITIZEN and TIMES, 14 O'Henry Ave., Asheville, NC 28802; Tel. (704) 252-5611. Toll free in NC 1-800-452-2841.

National Representative: Sawyer-Ferguson-Walker.

BURLINGTON

1 - LOCATION: Alamance County (MSA). E&P Map D-2. Manufacturing and agricultural center.

2 - TRANSPORTATION: Railroads-Southern; Amtrak.

Motor Freight Carriers-31.

Intercity Bus Lines-Carolina Trailways.

Airlines-Eastern; Piedmont.

3 - POPULATION:

Corp. City 80 Cen. 37,266; E&P 88 Est. 39,349

CZ-ABC: (80) 55,414

RTZ-ABC: (80) 54,092

County/MSA 80 Cen. 99,124; E&P 88 Est. 106,775

City & RTZ-ABC: (80) 109,506

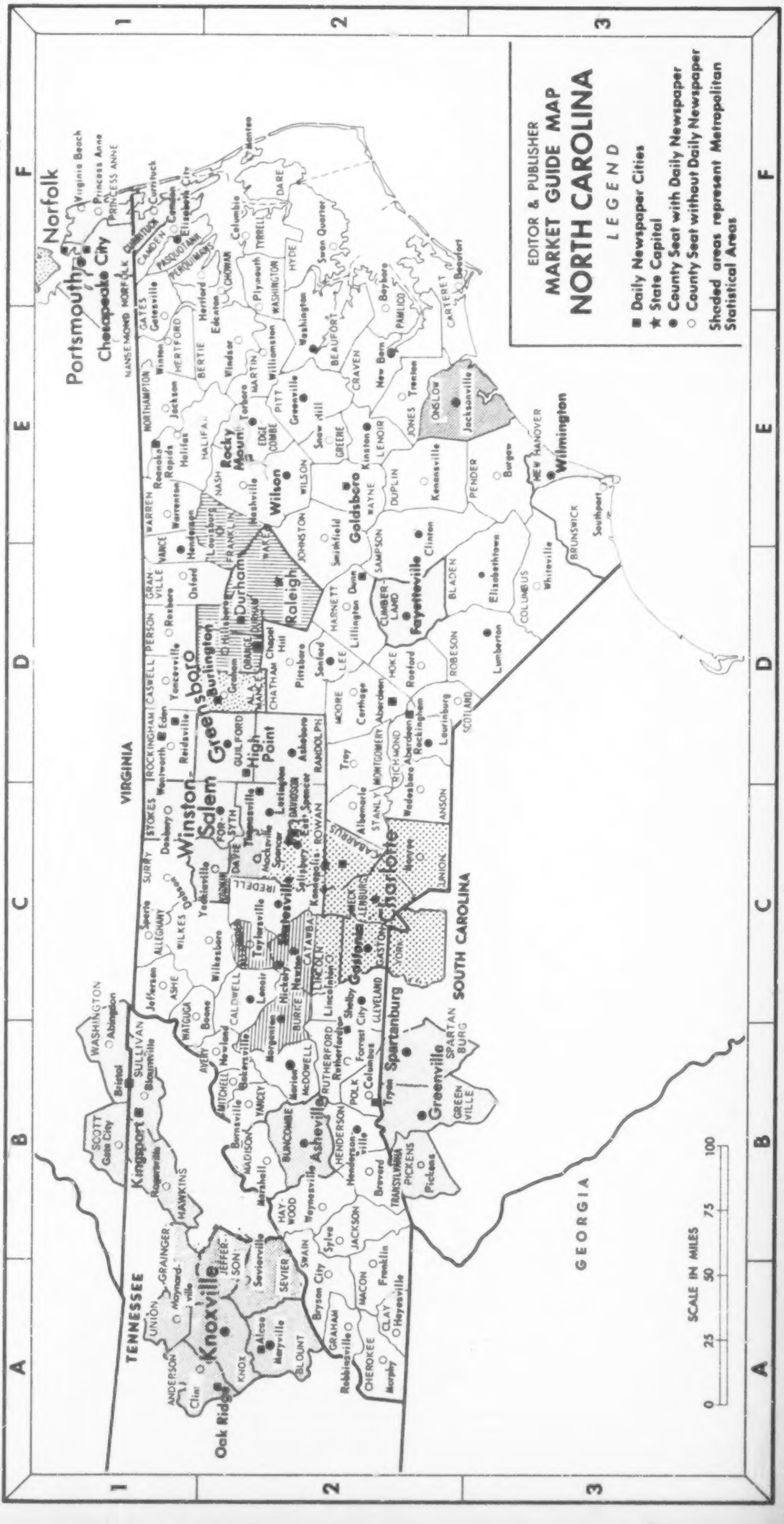
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 80 Cen. 14,367; E&P 88 Est. 15,543

CZ-ABC: (80) 20,794

RTZ-ABC: (80) 18,627


EDITOR & PUBLISHER
MARKET GUIDE MAP
NORTH CAROLINA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
25
50
75
100
VIRGINIA
TENNESSEE
SOUTH CAROLINA
GEORGIA
Norfolk
Portsmouth
Chesapeake City
Virginia Beach
Raleigh
Durham
Greensboro
Winston-Salem
High Point
Burlington
Charlotte
Gastonia
Hickory
Statesville
Asheville
Wilmington
Fayetteville
Goldsboro
Wilson
Rocky Mount
Jacksonville
Greenville
Spartanburg
Knoxville
Kingsport
Oak Ridge
1
2
3
A
B
C
D
E
F

County/MSA 80 Cen. 35,900; E&P 88 Est. 40,687
City & RTZ-ABC: (80) 39,421

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$1,491,193,647
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 64,268; City 37,409

7 - ELECTRIC METERS: Residence 47,049

8 - GAS METERS: Residence 14,058

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 12,500 ($275); Furn. 600 ($302); Electronics 1,108 ($431); Foods 330 ($302).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-94; Summer 60-97; Fall 32-85; Winter 11-73. First killing frost, Nov. 1; last killing frost, Mar. 28.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main St., 2 blocks on Davis, 2 blocks on Front; Burlington Outlet Pk. (40 stores); Burlington Manufacturers Outlet Ctr. (75 stores).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cum-Park Plz.(35)	NA	Winn-Dixie, Rose's
Glen Raven(6)	NA	Winn-Dixie
Holly Hill East(4)	NA	Revco, Food Lion
Holly Hill Mall(43)	NA	Sears, Belk-Beck
Byrd's(3)	NA	Revco, Byrd's, Family Dollar
K mart Plz.(7)	NA	K mart, Eckerd, Food Lion
Bur-Mil Plz.	NA	
Northgate Plz.(4)	NA	Food World
New Market Sq.	NA	Rose's, Eckerd, Winn-Dixie
Spoon Plz.(5)	NA	Byrd's, Zayre
Edgewood Vlg.(11)	NA	Brendle's, SuperRx, Harris-Teeter
Huffman Mill Vlg.(10)	NA	Ashley Porters

Principal Shopping Days-Mon., Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Fri.
Stores Open Sundays-Grocery and Discount.

13 - RETAIL OUTLETS: Department Stores-Sellars; JCPenney; Belk-Beck; Sears.
Discount Stores-Super $; Family Dollar; Zayre; Bur-Mil; Mann's Consumer Sales; K mart.
Variety Stores-Rose's 2; Woolworth; Bell's.
Chain Drug Stores-Eckerd 3; SupeRx; Revco 2.
Chain Supermarkets-Byrds 4; Winn-Dixie 2; Food Lion 3; Harris-Teeter.
Other Chain Stores-Advance; Firestone; Goodyear; Lerner's Shop; Butler's; Lowes; Bill Boyce Music; Wills Book Store; Radio Shack; Hickory Farms; Kinney Shoes; Anderson Little; Brooks; Singer; Stereo Village; Wickes; Pic'N Pay; Brendles; Piece Goods; Big Lots.

14 - NEWSPAPERS: TIMES-NEWS (e-mon to fri) 29,768; (m-sat) 29,348; (S) 31,800; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Dale Pearson, Adv. Dir., TIMES-NEWS, 707 S. Main St., Burlington, NC 27215; Tel. (919) 227-0131.
National Representative: Landon Associates.

CHAPEL HILL

1 - LOCATION: Orange and Durham Counties (In Raleigh-Durham MSA). E&P Map D-2. Residential-agricultural area; home of University of North Carolina. 12 mi. SW of Durham; on U.S. Hwys. 15, 501; State Hwy. 54; I-85 & I-40.

2 - TRANSPORTATION: Railroads-Carrboro; Southern.
Motor Freight Carriers-6.
Airlines-(Raleigh-Durham) Pan Am; TWA; United; Eastern; Piedmont; Delta; USAir; American.
Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 32,421; E&P 88 Est. 36,115
Counties 80 Cen. 230,559; E&P 88 Est. 263,031
Orange County 80 Cen. 77,401; E&P 88 Est. 89,213
Durham County 80 Cen. 153,158; E&P 88 Est. 173,818
MSA 80 Cen. 563,301; E&P 88 Est. 673,720
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,019; E&P 88 Est. 11,418
Counties 80 Cen. 82,658; E&P 88 Est. 96,774
Orange County 80 Cen. 27,044; E&P 88 Est. 31,451
Durham County 80 Cen. 55,614; E&P 88 Est. 65,323
MSA 80 Cen. 198,995; E&P 88 Est. 246,509

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	N.A.

6 - PASSENGER AUTOS: Counties: Orange 46,456; Durham 98,457

7 - ELECTRIC METERS: Residence 19,216

8 - GAS METERS: Residence 8,230

9 - PRINCIPAL INDUSTRIES: Education; Med. Servs.; Pub.; Health Ins.; Agric.: Dairy, Wheat, Corn, Tobacco.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-81; Summer 64-90; Fall 37-84; Winter 31-55. First killing frost, Oct. 29; last killing frost, Apr. 13.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Eastgate(25)	NA	Eckerd, Food Lion
Willow Creek	NA	Food Lion, Eckerd
Glen Lennox(62)	NA	
University Mall(62)	NA	Ivey's, Belk's, Rose's, Kerr Drug
Kroger(12)	NA	Kroger
Carr Mill Mall(15)	NA	Harris Teeter, Revco
Rams Plaza(3)	NA	A&P, Sears, Revco
Plantation Plz.	NA	A&P, Rose's
Timberlyne	NA	Kerr Drugs, Food Lion

13 - RETAIL OUTLETS: Department Stores-Sears, Belk's; Ivey's.
Chain Drug Stores-Eckerd, Revco, Kerr's.
Chain Supermarkets-Food Lion; A&P; Kroger, Harris Teeter, Lowes.
Variety Stores-Rose's, Brendle's.

14 - NEWSPAPERS: CHAPEL HILL NEWSPAPER (e-mon to fri) 5,181; (S) 5,964; Mar. 31, 1988 CAC.
Local Contact for Advertising and Merchandising Data: William C. McDonald, Jr., Adv. Dir., CHAPEL HILL NEWSPAPER, 505 W. Franklin St.; PO Box 870, Chapel Hill, NC 27514; Tel. (919) 967-7045.
National Representative: Landon Associates.

CHARLOTTE

1 - LOCATION: Mecklenburg County (In Charlotte-Gastonia-Rock Hill, NC-SC MSA). E&P Map C-2. County Seat. Wholesaling, financial, distribution, medical and industrial center. SW part of state on U.S. Hwys. 21, 29, 74, 521; State Hwys. 16, 27, 49, 51, 160; Interstate Hwys. 77, 85.

2 - TRANSPORTATION: Railroads-Seaboard Coastline; Amtrak; Southern Railroad.
Motor Freight Carriers-160.
Intercity Bus Lines-Charlotte Transit; Greyhound, Piedmont.
Airlines-Air Virginia; American; Atlantis; Bankair; Christman Air; Delta; Eastern; Henson; Ozark; Pan Am; Piedmont; Sunbird; TWA; Tennessee; TranSouth; United; USAir; Wheeler.

3 - POPULATION:
Corp. City 80 Cen. 314,447; E&P 88 Est. 362,478
CZ-ABC: (80) 404,270
RTZ-ABC: (80) 1,034,276
County 80 Cen. 406,149; E&P 88 Est. 469,748
MSA 80 Cen. 975,873; E&P 88 Est. 1,110,273
City & RTZ-ABC: (80) 1,438,546
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 117,817; E&P 88 Est. 139,158
CZ-ABC: (80) 146,967
RTZ-ABC: (80) 355,760
County 80 Cen. 146,967; E&P 88 Est. 178,401
MSA 80 Cen. 342,344; E&P 88 Est. 406,305
City & RTZ-ABC: (80) 502,727

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	10	$1,716,000,000
Commercial	13	$21,043,000,000

6 - PASSENGER AUTOS: County 294,566; City 259,077

7 - ELECTRIC METERS: Residence 170,801

8 - GAS METERS: Residence 60,485

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-MSA-Constr. 14,432 ($314); Trans. & Util. 28,095 ($485); Trade 73,077 ($298); Fin., Ins. & R.E. 21,777 ($384); Servs. 49,810 ($283); Food 5,513 ($332); Textiles 3,777 ($278); Printing 4,765 ($332); Mach. 10,937 ($417).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Av. Temp.-Spring 60; Summer 77; Fall 61; Winter 42. Av. Annual rainfall, 42.4 in. First killing frost, Nov. 4.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Area**-3 blocks on S. Tryon St.; 3 blocks on N. Tryon St.; 3 blocks on E. Trade St., and 3 blocks on W. Trade St.

Neighborhood Shopping Centers-No. of Stores-Amity Gardens 38; Carmel Commons 41; Central 4808 18; Central Square Shopping Ctr. 13; Chantilly 16; Coliseum Shopping Ctr. 21; The Depot 13; Eastway Shopping Ctr. 29; Foxcroft 12; Freedom Drive 5; Freedom Mart 17; Freedom Plz. 5; Freedom Vlg. 33; Independence Shopping Ctr. 31; K mart Plz. 21; Lanier 13; Loehmann's Plaza 15; Market Pl. 10; Myers Park 15; North Park Mall 21; Olde Towne Vlg. Ctr. 11; Park Pl. 15; Park Rd. 59; Providence Sq. 21; Quail Corners 22; Queensgate 25; Sardia Vlg. 15; Sedgefield 16; Seneca Shopping Ctr. 13; Sharon 18; Specialty Shops on the Pk. 19; Starmount 18; Tyvola 23; University Pk. 12; Vlg. Shopping Ctr. 11; Westerly Hills/Queensgate 25; Windsor Sq. 65.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Outlet Square(35)	1	Harris Teeter, Burlington Coat Factory
Cotswold(40)	4	Marshall's, Ivey's, Harris Teeter, A&P
Eastland Mall(120)	6	Belk's, Ivey's, JCPenney, Sears
Freedom Mall(50)	3	Peebles, Eckerd, Sears Surplus
Monroe Mall(43)	NA	Peebles, JCPenney, Belk's
Overstreet Mall(45)		Belk's, Ivey's
Park Road Ctr.(54)	4	A&P, Eckerd, JCPenney
Quail Corners(22)		Eckerd, Harris Teeter's
South Park Mall(89)	6	Belk's, Sears, Ivey's
Tryon Mall(47)	4	Eckerd, Peebles
Valley Hills Mall(80)	1	Belk's, Sears

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Most large community shopping ctrs.-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Belk 3; Peebles 3; Ivey's 4; JCPenney 2; Sears 3; Marshall's; T.J. Maxx 2.
Discount Stores-Famous Mart 3; K mart 6; Richway 4; Zayre 2; Service Mdse. 3; Woolworth; Family Dollar 10.
Chain Supermarkets-A&P 7; Bi-Lo 7; Food Lion 9; Harris-Teeter 17; Kroger 8; Park N Shop 2; 3 Guys Ltd. 4; Village Market 2; Winn-Dixie 10.
Other Retail Stores-B. F. Goodrich 2; Casual Corner 2; Firestone 4; Florsheim 2; General Tires 2; Genuine Parts 9; Goodyear 5; Hahn Shoes 2; Havertys 2; J.O. Jones 2; Julies 4; Lowes 3; Montaldos 2; Nationwide Auto Parts; One Price Tire 3; Pic' N Pay 6; Queen City TV 6; Thom McAn 2; Western Auto 4; Tart's 3; Circuit City 3; Plaza TV & Appliance 4; Rhodes; Hechinger 2; Moores 2; Handy City 2.

14 - NEWSPAPERS: OBSERVER (m) 227,878; NEWS (S) 284,168; Mar. 31, 1988 ABC.
Local Contact for Advertising and Marketing Data: Gene Williams, V.P.-Mktg. & Sales, KNIGHT PUBLISHING CO., 600 S. Tryon St.; PO Box 32188, Charlotte, NC 28232; Tel. (704) 379-6300.
National Representative: Knight-Ridder Newspaper Sales.

CLINTON

1 - LOCATION: Sampson County, E&P Map E-2, County Seat. 60 mi. from Wilmington, 60 mi. from Raleigh, 30 mi. E of Fayetteville. U.S. Hwys. 421, 701; State Hwy. 24.

2 - TRANSPORTATION: Railroads-Seaboard Coastline (freight).
Motor Freight Carriers-10.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 7,552; E&P 88 Est. 7,139
County 80 Cen. 49,813; E&P 88 Est. 50,591
NDM-ABC: (80) 49,687

4 - HOUSEHOLDS:
City 80 Cen. 2,860; E&P 88 Est. 2,683
County 80 Cen. 16,646; E&P 88 Est. 17,743
NDM-ABC: (80) 16,646

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$120,000,000
Savings	3	$80,000,000

6 - PASSENGER AUTOS: County 24,637; City 11,271

7 - ELECTRIC METERS: Residence 16,319

8 - GAS METERS: Residence 1,230

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Meat Packing 800; Elect. Appliances 750; Wood Prods. 200; Furn. 350; Glass 300; Garments 1400; Stereo Components 100; Yarns 200.
Principal Industry Pay Days-Thur., Fri.

10 - CLIMATE: An. Av. Temp. 62. First killing frost, Nov. 1; last killing frost, Mar. 15.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Coharie Plaza(14)	1	Rose's, Belk's, Revco
Jordan(20)	1	Piggly Wiggly, Mack's
Clinton Plaza	1	Family Dollar
Shamrock Plaza(5)	1	Piggly Wiggly, Eckerd
K mart Plaza	1	K mart, Revco, Wilson's
Northside Plaza	NA	Big Lots, Revco, Food Lion

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Coharie Plaza & K mart Plaza open until 9. All grocery stores open until 9. Piggly Wiggly stores open 24 hours. Northside Plaza open until 10.

13 - RETAIL OUTLETS: Department Stores-Belk's, Leder Brothers.
Variety Stores-Rose's; Eagle's; Mack's; Super Dollar; Family Dollar; Pope's; K mart; Big Lots.
Chain Drug Stores-Eckerd; Butler's Rexall; Reynold's; Valu-Rite; Revco 3.
Other Chain Stores-Scotchman Stores; Big Blue Stores; True Value Hardware; Ace Hardware; Shoe City; D. A. Kelly's; Cato's; Heilig-Meyers; Sherwin-Williams; Wickes; Goodyear; Pic 'N Pay Shoes; Children's Shop; Dossenbach's.

14 - NEWSPAPERS: THE SAMPSON INDEPENDENT (e-mon to fri) 8,406; (S) 8,842; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Debby Butler, Adv. Mgr., SAMPSON INDEPENDENT, 303 Elizabeth St., Clinton, NC 28328; Tel. (919) 592-8137.
National Representative: Landon Associates.

CONCORD

1 - LOCATION: Cabarrus County (In Charlotte-Gastonia-Rock Hill, NC-SC MSA). E&P Map C-2, County Seat. In Piedmont sect. Textile, hosiery & cigarette manufacturing center; agricultural area. Midway between Washington, DC & Atlanta, GA.

2 - TRANSPORTATION: Railroads-Southern.
Intercity Bus Lines-Kannapolis Transit; Carolina Trailways.
Airlines-Services by Douglas Airport, Charlotte, NC.

3 - POPULATION:
Corp. City 80 Cen. 16,942; E&P 88 Est. 19,376
CZ-ABC: (80) 31,610
RTZ-ABC: (80) 99,154
County 80 Cen. 86,323; E&P 88 Est. 97,343
MSA 80 Cen. 975,873; E&P 88 Est. 1,110,273
City & RTZ-ABC: (80) 130,764

4 - HOUSEHOLDS:
City 80 Cen. 6,818; E&P 88 Est. 7,647
CZ-ABC: (80) 11,832
RTZ-ABC: (80) 34,543
County 80 Cen. 32,468; E&P 88 Est. 35,859
MSA 80 Cen. 342,344; E&P 88 Est. 406,305
City & RTZ-ABC: (80) 46,375

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$344,712,001
Savings & Loan	4	$396,679,791

6 - PASSENGER AUTOS: County 53,070; City 28,422

7 - ELECTRIC METERS: Residence 13,284

8 - GAS METERS: Residence 8,675

9 - PRINCIPAL INDUSTRIES: Industry, No. of Plants (No. of Wage Earners)-Apparel 6 (300); Brick and Tile 1 (41); Food 6 (280); Lumber & Wood 9 (79); Machine Shops 6 (40); Meat Packers 1 (55); Plastic & Boxed 1 (41); Poultry 3 (175); Printing & Pub. 3 (175); Rubber Prods. 1 (60); Textile Prods. 13; Woodworking 3 (75); Hosiery 16 (1,500); Cigarette Mfg. (1,200).
Principal Industrial Pay Days-Wed. & Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-71; Summer 67-89; Fall 49-78; Winter 31-55. First killing frost, Oct. 28; last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown shopping, 15 blocks-3 on Union St.; 3 on Cabarrus; 2 on Church; 2 on Corban; 1 on Market; 1 on Barbrick; 1 on Means; 2 on Spring St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carolina Mall(62)	NA	Winn-Dixie, Sears, Belk's
Concord Plz.(3)	NA	
Concord Parkade	NA	Wal-Mart, Watson's
Cloverleaf Plz.(14)	NA	Belk's, Brendle's
Branchview Plz.(8)	NA	Family Dollar, Food Lion, Revco

Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Some Sun.
Stores Open Evenings-At shopping centers.

13 - RETAIL OUTLETS: Department Stores-Belk's 2; JCPenney; The Hub; Sears; Zimmerman's.
Variety Stores-McClellan's; Mack's; McCrory; Zayre's; K mart.
Chain Drug Stores-Service; Revco; White Star; Eckerd; Medicine Shoppe.
Chain Supermarkets-Winn-Dixie; Harris-Teeter; Checker; Food Lion; Village Food Mart; Bi-Lo.
Other Chain Stores-Jarman; Kimbrell; K-Town; Heilig-Myers; Johnnie's Clocks; Wooten's Jewelry; Sherwin-Williams; Western Auto; Pic 'N Pay; Singer, Family Dollar; Posey Peddler; Pauline's Dress; Merle Norman; Shoe Show; Wrangler Junction Wranch; Lowe's; Moore's.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 12,457; (S) 13,540; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: John W. Kennedy, Adv. Dir., TRIBUNE, 125 Union St. S., Concord, NC 28025; Tel. (704) 782-3155.
National Representative: Landon Associates.

DUNN

1 - LOCATION: Harnett County, E&P Map D-2. In south central part of state on U.S. Hwys. I-95, 301, 421 and State Hwy. 55. 190 mi. S of Richmond; 57 mi. S of Durham.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Durham & Southern.
Motor Freight Carriers-5.
Intercity Bus Lines-Trailways; Southern.

3 - POPULATION:
Corp. City 80 Cen. 8,962; E&P 88 Est. 9,489
County 80 Cen. 59,662; E&P 88 Est. 64,359

4 - HOUSEHOLDS:
City 80 Cen. 3,280; E&P 88 Est. 3,453
County 80 Cen. 20,148; E&P 88 Est. 22,316

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$339,684,000
Savings & Loan	2	$90,000,000

6 - PASSENGER AUTOS: County 30,669; City 10,901

7 - ELECTRIC METERS: Residence 4,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Elect. Motor Parts 500; Clothing 1,145; Wood Prods. 181; Food Prods. 75; Constr. Prods. 126; Furn. 80; Truck Bodies & Equip. 127.
Principal Pay Days-Thur., Fri., Sat.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Harnett Crossing	NA	Belk, Food Lion
Dunn Plaza(14)	NA	Winn-Dixie, Rose's
Wayne Ave.(9)	NA	Sears
Floral Gardens(5)	NA	Pic 'N Pay, Heilig-Meyers Furn.

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Belk's; Arnold's; Louis Baer; Sears; Montgomery Ward; The Men's; E. Baer; The Dollar.
Variety Stores-Rose's; Pope's Family Center; Sky City.
Chain Drug Stores-Walgreens; Butler & Carroll; Medicine Shoppe; Eckerd; Kerr; Revco.
Chain Supermarkets-Piggly Wiggly; Winn-Dixie; Lee's Red & White; Byrd's; IGA; Food Lion.
Other Chain Stores-Stanley's; Pic 'N Pay Shoes; Family Dollar; Cheap Joe's Jeans; Woodall's; McDonald Lumber; Hallmark Shop.

14 - NEWSPAPERS: RECORD (e-mon to fri) 8,579, sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Maere Kay Adams, Adv. Dir., RECORD, PO Box 1448, Dunn, NC 28334; Tel. (919) 892-3117.
National Representative: None.

DURHAM

1 - LOCATION: Durham County (In Raleigh-Durham MSA). E&P Map D-2, County Seat. Research Triangle Park. Tobacco, textile, university and medical center. Central part of state. 154 mi. S of Richmond; 134 mi. NE of Charlotte; 56 mi. E of Greensboro. On U.S. Hwys. 70, 15, I-85, I-40, 501; State Hwys. 55, 98, 751, 54.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-19.
Intercity Bus Lines-Carolina Trailways; Greyhound; McBroom's Bus Co.; Southern Coach.
Airlines-American, Delta, Eastern, Ozark, Pan Am, Piedmont, TWA, United, USAir, Continental, Commuter: Piedmont, Air-Lift Associates, American Eagle, Wheeler; Freight Carriers: Air Cargo; Air Couriers International; Airborne; Burlington-Northern; Emery; Federal Express; Flying Tigers; Purolator; WTC Air Freight.

3 - POPULATION:
Corp. City 80 Cen. 100,538; E&P 88 Est. 107,626
CZ-ABC: (80) 112,774
RTZ-ABC: (80) 386,473
County 80 Cen. 153,158; E&P 88 Est. 173,818
MSA 80 Cen. 563,301; E&P 88 Est. 673,720
City & RTZ-ABC: (80) 499,247
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 39,768; E&P 88 Est. 42,206
CZ-ABC: (80) 41,801
RTZ-ABC: (80) 134,338
County 80 Cen. 55,614; E&P 88 Est. 65,323
MSA 80 Cen. 198,995; E&P 88 Est. 246,509
City & RTZ-ABC: (80) 176,139

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$955,347,000
Savings & Loan	8	$468,794,000

6 - PASSENGER AUTOS: County 98,457; City 96,570

7 - ELECTRIC METERS: Residence 78,000

8 - GAS METERS: Residence 27,561

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 4,575 ($305); Mfg. 28,122 ($568); Trans., Commun. & Util. 4,468 ($474); Trade 13,403 ($193); Service 30,503 ($346); Fin., Ins. & R.E. 4,478 ($378).
Principal Pay Days-Factories: Fri.; Offices and Universities: 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-81; Summer 64-90; Fall 37-84; Winter 31-55. First killing frost, Oct. 28; last killing frost, Apr. 9.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main St.; 4 on Chapel Hill St.; 2 on Parrish St.; 2 on Corcoran St.; 2 on Mangum St.; 2 on Church St.
Neighborhood Shopping Centers-Bragtown: Roxboro Rd.; W. Durham: Ninth St.; E. Durham: Driver & Angier Aves.; Forest Hills: University Drive & Lakewood Ave.; on Broad St. from W. Main to Club Blvd.; on W. Chapel Hill St. from Gregson to Gattis St.; E. Main & Angier Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Village(50)	3	Pope's Variety, Big Star, Rose's
Northgate(150)	3	Sears, Harris Teeter, Thalhimer's, Rose's
Lakewood(34)	4	Winn-Dixie, Kroger
Riverview(20)	6	
South Sq.(120)	5	JCPenney, Ivey's, Belk's
Loehmann's at	4	Loehmann's,
Croasdaile(35)	NA	Winn-Dixie
Eno Sq.	7	Food Lion
Murdock(10)	3	K mart, Winn-Dixie
N. Duke Mall(39)	5	Rose's, Winn-Dixie
Shannon Plz.(7)	5	Revco Drugs
Triangle Sq.(20)	9	Winn-Dixie, Kerr Drug
Brightleaf Sq.(31)		Morgan Imports
Parkway Plz.(34)	5	K mart, Food Lion
Regency Plaza(22)		Rose's, Kroger
Willowdale(25)		Kerr Drug, Harris-Teeter
Heritage Sq.(8)	1	Winn-Dixie, Family Dollar
Oak Creek(25)	5	T.J. Maxx
Cross Creek(5)	8	Food Lion
Woodcroft Shopping Ctr.(25)	NA	Food Lion, Kerr Drugs

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Thalhimer's; Sears; Belk-Leggett; Ivey's; JCPenney.
Variety Stores-Woolworth 2; Pope's; Family Dollar 3.
Discount Stores-K mart 2; Rose's 4.
Chain Drug Stores-Eckerd 5; Kerr Drug 9; Revco 5; Treasury; Rite Aid 3.
Chain Supermarkets-A&P; Winn-Dixie 5; Kroger 4; Byrd's 3; Big Star 4; Food Lion 5; Farm Fresh; Harris Teeter.
Other Chain Stores-Auto: Advance 2, Firestone 2, Western 2; Shoes: Thom McAn, Hahn's, Butler's, Jarman, Roscoe Griffin, Hofheimer's, Baker, Kinney, Regal, Hanover, Endicott-Johnson; Women's Clothing: Brooks, Baldwin's 3, Lerners, Paul Harris, Loehmann's, The Limited, Foxmoor, Marianne, Stuart's, Woman's World, Motherhood Shops, Ups 'N Downs, County Seat; Men's Clothing: Fine's, Chess King, S&K Famous Brands; Others: Radio Shack, Record Bar, Slack 'N Things, Anderson-Little, Camelot Music, Circus World, The Junction, S. Galeski Optical, General Nutrition, K&K Toys, B. Dalton, O'Neill's Card Shop, Waldenbooks, Heritage Jewelers, Zale's Jewelers, Osterman's Jewelers, Kay Jewelers, Reed's Jewelers, Circuit City, Computerland, Goodyear, Ashby's, The Gap, Montaldo's, Bailey Banks & Biddle, Carlyle & Co., Spencer Gifts, Ritz Camera, Toys-R-Us, T.J. Maxx, Tart's.

14 - NEWSPAPERS: HERALD (m) 46,745; SUN (e) 19,211; HERALD-SUN (S) 63,953; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Clark Godfrey, Gen. Adv. Mgr., HERALD-SUN, 115-19 Market St., Durham, NC 27702; Tel. (919) 682-8181.
National Representative: Branham/Newspaper Sales.

EAST SPENCER

See SALISBURY

EDEN

1 - LOCATION: Rockingham County. E&P Map D-1, 36 mi. N of Greensboro.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-12.

3 - POPULATION:
Corp. City 80 Cen. 15,672; E&P 88 Est. 16,214
County 80 Cen. 83,616; E&P 88 Est. 87,638

4 - HOUSEHOLDS:
City 80 Cen. 6,116; E&P 88 Est. 6,488
County 80 Cen. 29,616; E&P 88 Est. 32,485

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 47,604; City 14,061

7 - ELECTRIC METERS: Residence 10,044

8 - GAS METERS: Residence 2,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 5,900 ($189); Brewery 1,100 ($384); Trucking 240 ($280).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-79; Summer 58-100; Fall 30-82; Winter 12-75. First killing frost, Oct. 21; last killing frost, Apr. 20.

11 - TAP WATER: Fluoriated.

12 - RETAILING: Principal Shopping Center-Eden Mall.
Neighborhood Shopping Centers-Kingsway; Meadow Greens; Eden Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carolina Circle (88)	38	Ivey's, Belk's, Mont. Ward
Four Seasons (102)	41	Ivey's, JCPenney, Thalhimer's
Hanes Mall(90)	50	Sears, Belk's
Piedmont Mall(90)	28	JCPenney, Belk's

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Belk's; Sears.
Discount Stores-White Dot; Pope's; Relane; Cape Craftsman.
Chain Drug Stores-Revco; Rite Aid; Peoples.
Chain Supermarkets-Winn-Dixie; Food Lion; Byrd's.

14 - NEWSPAPERS: NEWS (e) 6,104, sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Leonard W. Terrell, Ed./Gen. Mgr. or Clyde Dagenhart, Adv. Mgr., NEWS, 804 Washington St.; PO Box 308, Eden, NC 27288; Tel. (919) 623-2155.
National Representative: Landon Associates.

ELIZABETH CITY

1 - LOCATION: Pasquotank County, E&P Map F-1, County Seat.

2 - TRANSPORTATION: Railroads-Norfolk Southern.
Intercity Bus Lines-Norfolk Southern; Virginia Dare Trans.; Trailways.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 13,784; E&P 88 Est. 15,438
CZ-ABC: (80) 14,004
RTZ-ABC: (80) 64,881
County 80 Cen. 28,493; E&P 88 Est. 30,068
City & RTZ-ABC: (80) 78,885

4 - HOUSEHOLDS:
City 80 Cen. 4,963; E&P 88 Est. 5,716
CZ-ABC: (80) 5,054
RTZ-ABC: (80) 22,529
County 80 Cen. 9,723; E&P 88 Est. 10,595
City & RTZ-ABC: (80) 27,583

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	4	$183,643,000
Savings & Loan	3	$43,500,000
Credit Unions		$1,702,000

6 - PASSENGER AUTOS: County 14,468; City 14,791

7 - ELECTRIC METERS: Residence-City 8,847

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Cotton Mills; Hosiery Mills; Ship Lumber; Plastic; Metal; Wood; Furn. Mfg.; Boxes; Excelsior; Lumber; Veneer; Shipyards; Children's Clothing; Machine Shops; Seafood Proc.; Coast Guard Air Base; Coast Guard Repair Base; Toys; Wood Rollers; Plywood; Lawn Furniture; Candy Mfg.; Aircraft Repair; Electronics; Kitchen Cabinets; T.V. Cabinets; Stereo Cabinets; Mobile Homes; Peat Moss; Control Valves & Repair; Airborne Comm. Sys.; Fuel Sys. Components; Gov't Printing.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-72; Summer 60-90; Fall 50-75; Winter 24-54.

11 - TAP WATER: Alkaline, med. hard; fluoridated.

12 - RETAILING: Principal Shopping Center-Southgate Mall (32 stores-JCPenney; Rose's; Sears; Belk-Tyler).
Principal Shopping Days-Mon., Fri., Sat. Some Sun.

13 - RETAIL OUTLETS: Department Stores-Belk-Tyler; E. S. Chesson; Cader Harris; JCPenney; Sears; Rose's.
Variety Stores-Eagle.
Discount Stores-K mart.
Chain Drug Stores-Apothecary-Rexall; Walgreens; Peoples; Revco.
Chain Supermarkets-Farm Fresh; S&R 5; Open Air; Winn-Dixie; Food Lion.
Other Chain Stores-Mangel's; Sherwin-Williams; Brooks Fashions; Zip Mart; Family Dollar; Pic-Way Shoes; Lowe's; Cato's; Stitches; Wise Fashions.

14 - NEWSPAPERS: ADVANCE (e-mon to fri) 11,725; (S) 12,572; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Bob Cary, Adv. Dir., ADVANCE, 216 S. Poindexter St., Elizabeth City, NC 27909; Tel. (919) 335-0841.
National Representative: None.

ELIZABETHTOWN

1 - LOCATION: Bladen County, E&P Map D-3. County Seat. Southeastern part of state. On N.C. 87 & 701.

2 - TRANSPORTATION: Inter City Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 3,551; E&P 88 Est. N.A.
County 80 Cen. 30,487; E&P 88 Est. 31,327

4 - HOUSEHOLDS:
City 80 Cen. N.A.; E&P 88 Est. N.A.
County 80 Cen. N.A.; E&P 88 Est. 11,032

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 14,205

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Textile; Elect.; Yarn; Counting Devices. Av. Wkly. Wage-N.A.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Av. Temp.-Summer 100; Winter 20; First killing frost Nov.; last killing frost March.

11 - TAP WATER: Fluoridated.

12 - RETAILING: **N.A.**
Principal Shopping Days-Everyday.

13 - RETAIL OUTLETS: **Department Stores**-BC Moore & Son's.
Discount Stores-Wal-Mart; Maxway; Jones.
Chain Drug Stores-Revco.
Chain Food Supermarkets-Food-Lion; Winn-Dixie; A&P; Hill's; Red & White.

14 - NEWSPAPERS: BLADEN JOURNAL (e-mon to fri) 5,000; sworn June 24, 1988.
Local Contact for Adverising and Merchandising Data: Denise Raynor, Gen. Mgr., BLADEN JOURNAL, P.O. Box 67, Elizabethtown, NC 28337; Tel. (919) 862-4163.
National Representative: None.

FAYETTEVILLE

1 - LOCATION: Cumberland County (MSA). E&P Map D-2. County Seat. Pope Air Force Base. Fort Bragg (U.S. Army). On Cape Fear River. On U.S. Hwys. 13, 401, 301; I-95. State Hwys. 24, 53, 59, 87, 210.

2 - TRANSPORTATION: **Railroads**-CSX; Norfolk Southern; Aberdeen Rockfish & Cape Fear Railways.
Motor Freight Carriers-26.
Intercity Bus Lines-City Transit Dept.; Greyhound.
Airlines-Piedmont; American; Atlantic Southeast.

3 - POPULATION:
Corp. City 80 Cen. 59,507; E&P 88 Est. 69,005
CZ-ABC: (80) 167,543
RTZ-ABC: (80) 389,613
County/MSA 80 Cen. 247,032; E&P 88 Est. 257,311
City & RTZ-ABC: (80) 557,156
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 21,546; E&P 88 Est. 25,312
CZ-ABC: (80) 57,074
RTZ-ABC: (80) 119,414
County/MSA 80 Cen. 74,934; E&P 88 Est. 80,108
City & RTZ-ABC: (80) 176,488

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	4	$238,185,000
Commercial	12	$751,728,000

6 - PASSENGER AUTOS: County 116,024; City 94,706.

7 - ELECTRIC METERS: Residence 91,712.

8 - GAS METERS: Residence 15,755.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 11,650.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Av. Temp.-Spring 80; Summer 38; Fall 72; Winter 55. First killing frost, Oct.; last killing frost, March.

11 - TAP WATER: Fluoridated.

12 - RETAILING: **Neighborhood Shopping Centers**-Person St.; Ft. Bragg Rd.; Bragg Boulevard; Raeford Rd.; Hay St.; Raleigh Rd.; McPherson Church Rd.; Rim Rd.; Reilly Rd.; Hope Mills Rd.; Yadkin Rd.; Cliffdale Rd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bordeaux(42)	2	Rose's, Winn-Dixie
Cross Creek Mall(90)	4	Belk's, Thalhimer's, JCPenney, Sears
Eutaw Village(75)	2	Capitol, Kerr Drugs
Fayetteville Mall(3)	2	Eckerd, GGO, Harris Teeter
Highland(29)	1	Wentz Supermarket
Sycamore Sq.(48)	4	Rose's, Food Lion, Revco, Zayre
Northleigh(1)	4	Sav-A-Center
Tallywood(29)	2	Belk's
Westwood(43)	3	Rose's, Winn-Dixie, Kerr Drugs
Montibello(7)	8	Food Lion, Revco
Ponderosa(20)	4	Maxway, Winn-Dixie
Devonwood Plz. Ctr.(65)	5	Pope's Family Ctr., Revco
Skyland(18)	7	Maxway, Family Dollar
Eastgate(4)	2	Winn-Dixie, Revco, Family Dollar
Pamalee Plz.(8)	5	Winn-Dixie, Family Dollar, Revco
Cliffdale Plz.(27)	5	Sav-A-Center, Kerr Drugs
Windsor Mall (48)	4	Phar Mor Drug, Sam's, Rack Room
Cross Pointe Centre(38)	4	Hechinger's, T.J. Maxx
Cape Fear Plz.(12)	2	Food Lion, Revco, Rose's

Principal Shopping Days-Mon. through Sun.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-The Capitol 2; Belk's 2; Sears; JCPenney; Thalhimer's.
Discount Stores-Family Dollar 8; Big Lots; Zayre 2; K mart 2; Service Merchandise; Best Products; Sam's; Sky City.
Variety Stores-McCrory; Rose's 6; Maxway 4.
Chain Drug Stores-Eckerd 2; Revco 16; Kerr 5; Medicine Shoppe 3.
Chain Supermarkets-Sav-A-Center 3; Winn-Dixie 8; W-Point 2; Quick Stop 43; Short Stop 12; IGA Foodliner 2; Express Stop 8; Harris Teeter 3; Kroger 3; Food Lion 11; Economy Food Center 2.
Building Supplies-Contractor Wholesale; Parks; Economy; Lowe's; Eighty-Four Lumber; Triangle 2; McDonald Lumber 2; Moore's; Highland Lumber; Hechinger; Cape Fear.
Clothing-Diana Shop; Anderson-Little; Lerner; Cato's 3; T.J. Maxx; Stuart's; The Closet; Catherine's Stout Shoppe; Added Dimensions; Brooks Fashions; Casual Corner; D.A. Kelly's; Foxmoor Casuals; Just Pants; Nowell's; Ormond Shop; Sixteen Plus; Webster's Men's Wear; Lane Bryant; Limited Express; Maurice's Men's Wear; Mitchell's; Stitches; Lady Plus; Plumms; Casual Male; Lots of Labels; Burlington Brands; Vogue International; Plumm's; Petite Shop; Amy Stoudt; The Dress Barn; S&K Famous Brands.
Furniture-Kimbrells 2; Rhodes; Bullard 2; Tart's; Unfinished Furniture World; Carolina Waterbeds; Helig-Meyers; Hornes; Southern.
Jewelry-Jewel Box 2; Reed's; New York; Carlyle & Co.; D.P. Paul; Ole's; Pierced Ear; Gordon's; Heritage.
Shoes-Butler; Hanover; Hofheimer's; Kinney; Jarman; Stride Rite; Naturalizer; Thom McAn; Pic 'N Pay 7; Men's Name Brand 3; Footlocker; Hot Feet; Houser; Rack Room; Burlington; Silver Slipper; Lottie's; Red Wing; Gussini.
Linen/Fabrics-Bell's Linen Closet; Cloth World; Piece Goods Shop 2.
Sporting Goods-Divine's; Clark's 2; Finish Line; Athletic World.
Music/Electronics/Computers-Entre Computer Ctr.; Inacomp Computer Ctr.; Circuit City; Stereo World 2; Radio Shack 6; Camelot Music; Record Bar.
Books/Cards/Gifts-Tinder Box; Waldenbooks; Kirklands; Hallmark 2; Spencer Gifts; Things Remembered; Publisher's Book Outlet.
Toys-K&K Toys; Toys R Us; Toy King.
Food/Restaurants-Hickory Farms; Bojangles 6; Oh Brian's; Pizza Hut 11; Pizza Inn; Pizza Palace 2; Canton Station; Rax 2; Annabelle's; Chick-Fil-A; McDonalds 11; Burger King 10; Wendy's 6; Morrison's; K&W; Orange Julius; Bennigan's; Shoney's 2; Kentucky Fried Chicken 9; Taco Bell 3; Bar-B-Que Hut 3; Baskin-Robbins Ice Cream 3; Cookie Store/Peanut Shoppe; Freshen's Yogurt.
Miscellaneous-Dan's Fan City; Docktor Pet; Merle Norman; Pearle Vision Ctr.; Color Tile; Sherwin Williams; General Nutrition; Lechter's; Frame Warehouse; Factory Firsts; Speedprint; Stork News.

14 - NEWSPAPERS: TIMES (m-mon to fri) 27,775; OBSERVER (e-mon to fri) 46,427; OBSERVER-TIMES (m-sat) 76,538; (S) 78,155; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jack Glarrow, Adv./Mktg. Dir., OBSERVER-TIMES, PO Box 849, Fayetteville, NC 28302; Tel. (919) 323-4848.
National Representative: Landon Associates.

FOREST CITY

1 - LOCATION: Rutherford County. E&P Map B-2. Manufacturing; SW portion of state. U.S. Primary Hwys. 221 & 74; Interstate 26, 40 & 85.

2 - TRANSPORTATION: **Railroads**-Southern; Seaboard Coastline; Clinchfield.
Intercity Bus Lines-Trailways.
Airlines-Eastern; Piedmont; Delta; Southern; United; USAir.

3 - POPULATION:
Corp. City 80 Cen. 7,688; E&P 88 Est. 8,160
County 80 Cen. 53,896; E&P 88 Est. 58,847

4 - HOUSEHOLDS:
City 80 Cen. 2,860; E&P 88 Est. 3,073
County 80 Cen. 19,221; E&P 88 Est. 21,816

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	4	N.A.
Commercial	4	N.A.

6 - PASSENGER AUTOS: County 29,083; City 9,710.

7 - ELECTRIC METERS: Residence 4,215.

8 - GAS METERS: Residence 2,250.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage $263.82)-Automotive Hose 110; Cotton & Synthetic Fabrics 1,410; Flannel & Terry Cloth 1,770; Children's Garments 415; Hshld. Furn. 600; Upholstery Material 400; Ladies' Apparel 535; Yarn & Fabric 595; Textured Synthetic Yarn 1,800; Roller Bearings 120; Plastics 450.
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Av. Temp. Jan 41.1; June 78.5; Av. An. Temp. 59.9. An. Rainfall 49.91 in. First killing frost, Oct. 31; last killing frost, May 1.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Tri-City Mall(17)	2	Belk's, Harris-Teeter
White Oak Plz. (12)	3	Winn-Dixie, Wal-Mart
Oak St. Mall(6)	1	Sky City, Ingles
Church St.(4)	1	K mart
Chimney Plaza(4)	1	Food Lion

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Tri-City Mall & 2 Shpg. Ctrs. open until 9.

13 - RETAIL OUTLETS: **Department Stores**-Belk's; Graham Cash; Dalton-Ward.
Discount Stores-Sky City; K mart; Family Dollar; Wal-Mart.
Variety Stores-Rose's.
Chain Drug Stores-Eckerd; Revco; Smith's; Hardins Drug.
Chain Supermarkets-Winn-Dixie; Ingles; Bi-Lo; Harris-Teeter; Community Cash; A&P; Food Lion.
Other Chain Stores-True Value Hardware; Western Auto; Radio Shack; Lowes Building Supply; Kimbrells Furn.; Haynes Jones Furn.; Grindstaff's; Heilig-Myers Furn.

14 - NEWSPAPERS: COURIER (e-mon to fri) 10,537; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Jim Deviney, Adv. Dir., COURIER, 1111 Oak St.; PO Box 1149, Forest City, NC 28043; Tel. (704) 245-6431.
National Representative: None.

GASTONIA

1 - LOCATION: Gaston County (In Charlotte-Gastonia-Rock Hill, NC-SC MSA). E&P Map C-2. County Seat. 21 mi. W of Charlotte on State Hwys. 72, 74; U.S. Hwys. 29, 74, 321, 1-85.

2 - TRANSPORTATION: **Railroads**-Norfolk-Southern; Carolina Seaboard System.
Motor Freight Carriers-58 (County).
Intercity Bus Lines-Gastonia Transit; Greyhound; National Trailways.
Airlines-Eastern; Piedmont; Delta; United; Sunbird; Atlantis; Peopl[illegible] [illegible]merican; Wheeler.

3 - POPULATION:
Corp. City 80 Cen. 47,333; E&P 88 Est. 50,802
CZ-ABC: (80) 112,479
RTZ-ABC: (80) 106,027
County 80 Cen. 163,027; E&P 88 Est. 176,140
MSA 80 Cen. 975,873; E&P 88 Est. 1,110,273
City & RTZ-ABC: (80) 218,506

4 - HOUSEHOLDS:
City 80 Cen. 17,195; E&P 88 Est. 18,880
CZ-ABC: (80) 39,644
RTZ-ABC: (80) 36,066
County 80 Cen. 56,362; E&P 88 Est. 63,761
MSA 80 Cen. 342,344; E&P 88 Est. 406,305
City & RTZ-ABC: (80) 75,710

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	8	$291,700,000
Commercial	28	$7,150,000,150

6 - PASSENGER AUTOS: County 92,124; City 46,729.

7 - ELECTRIC METERS: Residence 21,851.

8 - GAS METERS: Residence & Commercial 23,074.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 19,919 ($285); Mach. 1,400 ($346); Motor Oil Filters 1,100 ($209); Electronic 450 ($173); Corrugated Box 277 ($469); Chem. 1,210 ($476); Equip. Mfg. 450 ($185); Plastics 566 ($308); Auto & Truck Assembly ($412).
Principal Industrial Pay Days-Wed., Thur., Fri.

10 - CLIMATE: An. Av. Temp.-Spring 60; An. Av. Precipitation: Rain-43 in. Snow-5 in. First killing frost, Nov. 8; last killing frost, Mar. 24.

11 - TAP WATER: Neutral, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Main; 10 on Franklin; 3 on Airline; 1 on South; 1 on Oakland; 2 on Marietta Sts.
Neighborhood Shopping Centers-E. Ozark; S. York; West Franklin Ave.; Bessemer City Rd.; E. Franklin Ave.; Wilkinson Blvd.; Linwood Rd; Union Rd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Akers(41)	NA	Winn-Dixie, Service Mdse., Gold Circle, Eckerd
Cherry	NA	Foodtown
Dixie Village(23)	NA	Eckerd, Winn-Dixie, Belk's
Franklin	NA	A&P, Family Dollar
Gaston Mall(41)	NA	Harris-Teeter, Brendles
Powell Glenwood(5)	NA	Harris-Teeter
Eastridge Mall(90)	NA	JCPenney, Belk's, Ivey
Forestbrook	NA	Winn-Dixie
Windsor	NA	Winn-Dixie

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-Matthews; Belk's; Sears; Ivey's; Rose's; JCPenney.
Discount Stores-Nichols; Richway; K mart; Service Mdse.; Brendle's.
Chain Drug Stores-Smith's 2; Revco 5; Scottie's; Eckerd 5; Nicho[illegible]ite Aid.
Chain Supermarkets-Winn-Dixie 6; Pacemaker 2; Mighty Midget 2; Harris-Teeter 3; Food Lion 5; Ingle's; A&P; Kroger.
Other Chain Stores-Morris (jewelry); Jewel Box; D. P. Paul; Gordon's; Diane; Eleanor; Anderson-Little; Lerner's; Merit (shoes); Endicott Johnson; Kinney (shoes); Star Furn.; Maxwell Bros. 2; Heilig-Meyers; Kimbrell's 2; Western Auto; Zale's Jewelers; Radio Shack 2; Rhodes Furn.; B. Dalton; Waldenbooks; Mr. Sport; GNC; Computerland.

14 - NEWSPAPERS: GAZETTE (e) 40,723; (S) 43,623; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Earl K. Brackett, Adv. Dir., GAZETTE, PO Box 1538; 2500 E. Franklin Blvd., Gastonia, NC 28053; Tel. (704) 864-3293.
National Representative: Landon Associates.

GOLDSBORO

1 - LOCATION: Wayne County. E&P Map E-2. County Seat. Location of Seymour Johnson Air Force Base (TAC & SAC). Agricultural and commercial center. On Neuse and Little Rivers, 52 mi. SE of Raleigh; 89 mi. N of Wilmington. On U.S. Hwys. 13, 70, 117; State Hwys. 111, 581.

2 - TRANSPORTATION: **Railroads**-CSX Railroad; Norfolk Southern (freight).
Intercity Bus Lines-Greyhound; Seashore Transportation.

3 - POPULATION:
Corp. City 80 Cen. 31,871; E&P 88 Est. 37,563
CZ-ABC: (80) 37,369
RTZ-ABC: (80) 91,833
County 80 Cen. 96,997; E&P 88 Est. 99,522
City & RTZ-ABC: (80) 129,202

4 - HOUSEHOLDS:
City 80 Cen. 10,880; E&P 88 Est. 12,952
CZ-ABC: (80) 12,332
RTZ-ABC: (80) 30,820
County 80 Cen. 32,300; E&P 88 Est. 34,694
City & RTZ-ABC: (80) 43,152

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$628,911,000
Savings & Loan	3	$372,731,000

6 - PASSENGER AUTOS: County 48,205; City 33,290.

7 - ELECTRIC METERS: Residence County 26,000.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage $275)-Textile Mfg. 292; Industrial Laundry 230; Metalworking 2,389; Food Prods. 517; Furn. 1,056; Elect. Generating 102; Roofing Materials 167; Textile Finishing 180; Agric. Research 36; Health Care 213; Apparel 2,310; Lumber 172; Auto Parts Mfg. 1,001; Bakery Equip. Mfg. 200; Distributors 86.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-64; Summer 70-96; Fall 62-78; Winter 28-50.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3

blocks on Center St.; 4 on Walnut St.; 2 on John St.; 1 on Mulberry St.
Neighborhood Shopping Centers-East Ash St. (1700-1800 Block); Seymour-Johnson Homes on Slocumb St. Ext.; Adamsville on Kinston Hwy., 1 mi. N. on William St.; Beech and Madison Sts.; N. Berkeley Blvd.; S. Berkeley Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Berkeley Mall(55)	4	Sears, JCPenney, Belk's, Weils
Oak Square(20)	3	Sherwin-Williams, Tart's TV
Eastgate(30)	3	Rose's, Winn-Dixie
Sunrise(14)	2	Woolworth, Kerr Drug
Ashley Plaza(12)	3	K mart
Barnyard(7)	3	Cloth Barn, Tru Value
Wayne Plaza(4)	2	Clinard, Big Star
Nichols(2)	4	Nichols, Winn-Dixie
Neuse River(10)	6	Winn-Dixie, Kerr's
North Plaza(11)	4	Food Lion
Pine Square(8)	NA	Farm Fresh, Wal-Mart
Cobblestone Place(24)	4	—
Little River(8)	5	Food Lion, Rose's

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk-Tyler; JCPenney; Leder Bros.; Weil's; Sears.
Discount Stores-Rose's 2; Nichols; K mart.
Chain Drug Stores-Eckerd 2; Revco 2; Kerr's 3.
Variety Stores-Woolworth; McClellan; McCrory.
Chain Supermarkets-A&P; Winn-Dixie 3; Piggly Wiggly 3; Big Star; Food Lion 2; Farm Fresh.
Other Chain Stores-Goodyear 2; Butler Shoes; Diana Shops; Glamour Shop; Kinney Shoe; Jewel Box; Firestone 2; Singer Co.; Sherwin-Williams Paint; Heilig-Meyer's Furn.; Western Auto; S&H Green Stamps; Maxwell Bros. Furn.; Waldenbooks; Deb Shop; Brooks; Radio Shack; Family Dollar 2; Dollar Store; Ros[illegible] Griffin; K&K Toys; Docktor Pet; General Nu[illegible] Cato Center; Fine's Men's Shop; Baldwins; [illegible]y's Ruffled Originals; Colortyme TV; Burlington Shoes; Sportsman's World; Barnes Jewelers; Zale's; TCBY.

14 - NEWSPAPERS: NEWS-ARGUS (e-mon to fri) 22,267; (S) 24,811; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Hal Tanner, Jr., Pub., NEWS-ARGUS, PO Box 10629, Goldsboro, NC 27532; Tel. (919) 778-2211.
National Representative: General Advertising Service.

GREENSBORO

1 - LOCATION: Guilford County (In Greensboro-Winston Salem-High Point), E&P Map D-2. County Seat. In center of state, 50 mi. S of VA state line. Manufacturing, transportation, college and insurance center. [illegible]00 mi. from Richmond, VA; 329 mi. from Atlanta[illegible]; 324 mi. from Baltimore, MD. On U.S. Hwys. 29, 70, 421, 220; I-40, I-85. State Hwys. 22, 150, 68, 61, 62, 6.

2 - TRANSPORTATION: Railroads-Norfolk Southern.
Intercity Bus Lines-Southern Greyhound; Carolina Trailways; Duke Transit.
Airlines-American; Eastern; US Air; United; Delta; Continental; 3 Commuter Airlines.

3 - POPULATION:
Corp. City 80 Cen. 155,642; E&P 88 Est. 166,549
NDM-ABC: (80) 251,006
Bal. in RTZ-ABC: (80) 735,818
County 80 Cen. 317,514; E&P 88 Est. 341,897
MSA 80 Cen. 854,148; E&P 88 Est. 938,069
Total NDM & Bal. in RTZ-ABC: (80) 986,824
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 56,702; E&P 88 Est. 62,874
NDM-ABC: (80) 91,247
Bal. in RTZ-ABC: (80) 261,446
County 80 Cen. 114,084; E&P 88 Est. 128,243
MSA 80 Cen. 307,207; E&P 88 Est. 352,306
Total NDM & Bal. in RTZ-ABC: (80) 352,693

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	7	$763,834,000
Commercial	16	$746,262,000
Credit Unions	29	$64,106,000

6 - PASSENGER AUTOS: County 206,933; City 139,176

7 - ELECTRIC METERS: Residence 104,020

8 - GAS METERS: Residence 30,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Mfg. 152,600; Lumber & Wood 6,100; Furn. & Fixtures 27,300; Stone, Clay & Glass 3,900; Primary & Fab. Metals 8,200; Non-Electrical Mach. 8,300; Other Durable Goods 19,400; Food & Kindred Prods. 5,200; Textiles 28,600; Apparel 11,800; Paper & Allied Prods. 2,600; Other Nondurable Goods 20,600; Non-Mfg. 275,900; Constr. 19,700; Trans., Commun. & Public Util. 23,200; Trade 93,000; Fin., Ins. & R.E. 19,400; Service & Misc. 68,700; Gov't 51,600; Chem. 4,300; Printing & Pub. 6,300.

10 - CLIMATE: Av. Temp.-Spring 66; Summer 75; Fall 49; Winter 42. First killing frost, Oct. 30; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-2 blocks on E. Market and W. Market Sts.; 2 blocks on N. Greene and S. Greene Sts.; 2 blocks on N. Davie and S. Davie Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ashley Sq.(3)	4	Revco
Battleground Village(14)	4	Harris Teeter, Rite Aid
Best(7)	2	Best, Peaches
Caldwell(6)	3	
Carolina Circle Mall(80)	4	Belk's, Ivey's, Mont. Ward
Coliseum(12)	2	Food Lion, Family Dollar
Cook's(3)	3	Brendle's
Bessemer(8)	1	
High Point Rd.(14)	2	
Forest Oaks(5)	5	Winn-Dixie
Four Seasons(101)	3	Belk's, Ivey's, JCPenney, Winn-Dixie
Friendly Center/Forum VI(110)	3	Belk's, Thalhimers, Sears, Montaldo's
Golden Gate(33)	2	Harris Teeter, Food Lion, Revco
Greensboro Outlet Mall(35)	4	Dixie Bell, N.Y., Bag & Baggage, Burlington Coat Fact.
Holden Plaza(4)	4	Food Lion
Irving Park(19)	2	Edmonds
K mart West Market(3)	4	K mart, Food Lion
K mart Randleman	3	K mart, Food Lion, Food World
K mart-E. Cone(2)	4	K mart, Big Star
Kroger(13)	3	Aaron Rents
Oakcrest(9)	5	Omega Sports
O'Henry(6)	2	Winn-Dixie, Zayre
Palmer Plz.(12)	2	Eckerd, Kroger, Lowe's
Price Place(10)	2	Harris Teeter, Eckerd
Quaker Village(28)	6	Bestway, Edmonds
Sedgefield(19)	5	Family Dollar, Harris Teeter
Spring Valley(23)	2	Eckerd, Harris Teeter, Sears Surplus
Sunset Hills(7)	2	Food Rite
Westgate(9)	5	Shoe Town
Westridge Square(10)	5	Kroger, Ashby's, Eckerd
West Market St.(12)	4	Kroger, Marshalls, Revco
Zayre(5)	2	Zayre, Revco, T.J. Maxx

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings & Sundays-Drug; Discount; Department; Grocery; Shopping Centers.

13 - RETAIL OUTLETS: Department Stores-Belk's 3; Ivey's 2; Montgomery Ward; JCPenney; Sears; Thalhimers 2; Marshalls.
Variety Stores-Woolworth 3; McCrory.
Discount Stores-Best; Bradlees 2; Brendle's 2; Family Dollar 4; Service Merchandise; K mart 3; T.J. Maxx 2; Zayre 2.
Chain Drug Stores-Drug Emporium 2; Drug Palace; Eckerd 8; Edmonds 4; Rite Aid 8; Revco 8; Medicine Shoppe; K mart Pharmacy 3; Valu-Rite 3; Phar-Mor.
Chain Supermarkets-Bestway; Bi-Rite; Food Lion 7; Harris-Teeter 7; Kroger 5; Winn-Dixie 5; Food Rite 4; Fresh Market 2.
Other Chain Stores-Ashby's; Baker's Shoes; Baskin-Robbins; Brooks; Butler's Shoes; Camera World; Captain D's; Casual Corner; Catherine's Stout Shop; Cato's; Chess King; Darryl's; Elaine Powers; Fine's Men's Shop; Firestone; 5-7-9 Shop; Florsheim Shoes; General Nutrition; General Tire; Glidden Paint; Goodrich; Goodyear; Gordon's Jewelers; Hahn Shoes; Hanover Shoes; Hardy Shoes; Hechinger's; Hickory Farms; Hofheimer Shoes; The Hub; Diamond Exchange; The Junction; K&K Toys; Kay's Jewelers; Kinney; Lady Madonna Maternity; Lerner Shop; Levi's Place; The Limited; Limited Express; Lowe's; Mary Carter Paints; Master Auto; Maxwell Home Furnishings; Merle Norman Cosmetics; Moore's Building; Ormond Shop; Radio Shack; Rhodes Furniture; Sherwin-Williams; Singer; Stuarts; Swensen's; Thom McAn; Waldenbooks; Western Auto; Wrangler Wranch.

14 - NEWSPAPERS: NEWS & RECORD (m) 112,062; (S) 126,584; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Vivienne Tyson, Gen. Adv. Mgr., NEWS & RECORD, 200 E. Market St.; PO Box 20848, Greensboro, NC 27420-0848; Tel. (919) 373-7111.
National Representative: Branham/Newspaper Sales.

GREENVILLE

1 - LOCATION: Pitt County, E&P Map E-2. County Seat. Agricultural, educational, industrial, wholesale and residential center.

2 - TRANSPORTATION: Railroads-Seaboard Coastline; Norfolk Southern (freight only).
Motor Freight Carriers-10.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 35,740; E&P 88 Est. 39,418
CZ-ABC: (80) 35,740
RTZ-ABC: (80) 83,411
County 80 Cen. 83,810; E&P 88 Est. 105,143
City & RTZ-ABC: (80) 119,151

4 - HOUSEHOLDS:
City 80 Cen. 11,472; E&P 88 Est. 11,833
CZ-ABC: (80) 11,472
RTZ-ABC: (80) 28,880
County 80 Cen. 27,757; E&P 88 Est. 39,706
City & RTZ-ABC: (80) 40,352

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$7,248,630,941
Savings	5	$218,651,785

6 - PASSENGER AUTOS: County 49,938; City 31,918

7 - ELECTRIC METERS: Residence 29,000

8 - GAS METERS: Residence 7,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Tobacco Mfg. 2,400; Food Prod. 400; Textile 350; Lumber 175; Chem. 125; Elect. 200; Pharmaceutical 1,200; Boat 150.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Nov. 1 to 10; last killing frost, Mar. 10 to 20.

11 - TAP WATER: Neutral, medium soft; fluoridated.

12 - RETAILING: Principal Shopping Center-10 block area in the center of city.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pitt Plaza(26)	2	JCPenney, Eckerd, Rose's, Kroger
Greenville Sq.(14)	2	A&P, K mart
Carolina East(74)	3	Sears, Belk, Winn-Dixie, Kerr's

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Pitt Plaza, Greenville Sq., Carolina East-nightly; Food-Fri.

13 - RETAIL OUTLETS: Department Stores-White; Belk; JCPenney; Rose's; Sears.
Discount Stores-Nichol's; K mart; Big Lots.
Chain Drug Stores-Hollowell 4; Eckerd 2; Rite Aid 2; Revco; Kerr.
Chain Supermarkets-Harris 6; A&P; Overton; Winn-Dixie 2; Piggly Wiggly; Kroger; Farm Fresh; Food Lion; Foodland.
Other Chain Stores-Brody's; Carlyle & Co.; Zale's; Butler's; Jolly's; J.D. Dawson Co.

14 - NEWSPAPERS: REFLECTOR (e-mon to fri) 17,338; (S) 19,401; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: David J. Whichard, II, Pres., REFLECTOR, 209 Cotanche St., Greenville, NC 27834; Tel. (919) 752-6166.
National Representative: General Advertising Service.

HENDERSON

1 - LOCATION: Vance County, E&P Map D-1, County Seat. Agricultural & manufacturing center. On U.S. Hwys. 1, 158; I-85 in NE part of state. 38 mi. to Raleigh, the state capital.

2 - TRANSPORTATION: Railroads-Seaboard Coastline; Southern Railway.
Motor Freight Carriers-16.
Intercity Bus Lines-Greyhound; Trailways.
Airports-Raleigh-Durham.
Airlines-Delta; Eastern; United; Pan Am; TWA; Piedmont; NYAir; Ozark; USAir; Sunbird; American.

3 - POPULATION:
Corp. City 80 Cen. 13,522; E&P 88 Est. 17,282
CZ-ABC: (80) 20,273
RTZ-ABC: (80) 44,305
County 80 Cen. 36,821; E&P 88 Est. 38,962
City & RTZ-ABC: (80) 64,578

4 - HOUSEHOLDS:
City 80 Cen. 4,824; E&P 88 Est. 6,015
CZ-ABC: (80) 6,339
RTZ-ABC: (80) 15,077
County 80 Cen. 12,239; E&P 88 Est. 13,524
City & RTZ-ABC: (80) 21,416

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$200,000,000
Savings	2	$50,000,000

6 - PASSENGER AUTOS: County 19,292; City 17,480

7 - ELECTRIC METERS: Residence 8,500

8 - GAS METERS: Residence 1,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 3,200 ($250); Tobacco 760 ($200); Stone, Clay, Glass 775 ($450); Public Servs. 513 ($290); Trans. Equip. 300 ($390); Mfg. 2,000 ($260); Whol./Ret. 2,000 ($300).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Av. Temp.-60; Jan. 42; June 78.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Garnett St.; 5 on Montgomery St.; 3 on William St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Corbitt Hill(7)	NA	Hill's Clothing
Henderson Mall(27)	NA	JCPenney, Rose's, Eckerd, Leggett's
Kings Plz.(2)	NA	A&P, Rose's
Northside Plz.(5)	NA	Food Lion, Revco
Vance Sq.(6)	NA	Winn-Dixie, Revco
Dabney Shopping Ctr.(6)	NA	Food Lion, Rite Aid
Mill Outlet City(6)	NA	Fabric Shop, True Value Hdwe.

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Food Stores, Mall Stores, Other Shopping Areas.
Stores Open Sundays-4 Supermarkets & some retail.

13 - RETAIL OUTLETS: Department Stores-Aileen's; JCPenney; Leggett's; Baldwin's.
Variety Stores-Rose's; K mart.
Discount Stores-Dollar Store; Family Dollar; Super 10.
Chain Drug Stores-Eckerd; Henderson 2; Revco 3; Rite Aid 2.
Chain Supermarkets-Winn-Dixie; A&P; Byrd's 2; Food Lion 2.
Other Chain Stores-Larkins (clothing); Star Furn.; Penny Furn.; Moores Building Supply; Schewel Furn.; Heileg-Myers Furn.; The Junction (clothing); Perry Bros. Goodyear.

14 - NEWSPAPERS: DISPATCH (e) 9,540; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Dennis Tharrington, Gen. Mgr., DISPATCH, 304 S. Chestnut St., Henderson, NC 27536; Tel. (919) 492-4001.
National Representative: Landon Associates.

HENDERSONVILLE

1 - LOCATION: Henderson County, E&P Map B-2, County Seat. Agricultural and industrial center and summer resort in W region of state. 21 mi. S of Asheville; 100 mi. W of Charlotte; 40 mi. N of Greenville, SC.

2 - TRANSPORTATION: Railroads-Southern (Cincinnati to Columbia, SC). Terminus Hendersonville-Toxaway Div.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound; Continental Trailways; Suburban Coach.
Airlines-Piedmont; Wheeler; Eastern Metro; ASA.

3 - POPULATION:
Corp. City 80 Cen. 6,862; E&P 88 Est. 8,488
CZ-ABC: (80) 6,862
RTZ-ABC: (80) 51,718
County 80 Cen. 59,005; E&P 88 Est. 71,892
City & RTZ-ABC: (80) 58,580

4 - HOUSEHOLDS:
City 80 Cen. 2,897; E&P 88 Est. 3,532
CZ-ABC: (80) 2,897
RTZ-ABC: (80) 19,492

County 80 Cen. 22,389; E&P 88 Est. 28,483
City & RTZ-ABC: (80) 22,389

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$83,437,222
Commercial	6	$163,542,170

6 - PASSENGER AUTOS: County 38,384; City 23,966

7 - ELECTRIC METERS: Residence County 19,451

8 - GAS METERS: Residence 2,511

9 - PRINCIPAL INDUSTRIES: Elect. 1,400; Paper 900; Textile 1,867; Constr. 897; Food 878; Apparel 1,789; Chem. 800

10 - CLIMATE: Min. & Max. Temp.-Spring 42-67; Summer 60-82; Fall 43-68; Winter 27-49. First killing frost, Oct. 18; last killing frost, Apr. 21.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Main St.; 2 each of 3rd, 4th & 5th Aves.; 3 on 7th Ave. E.; 2 S. of Main & Church Sts.; Four Seasons Boulevard at Dana Road; Spartanburg Hwy. S. of Main & Church Sts.; Blue Ridge Mall (60 stores).
Neighborhood Shopping Centers-Southgate, 1/2 mi. S. of city; Rose's Plz., 2 mi. E. of city; Laurel Park Vlg., 2 mi. W. of city; Sky City Plaza, 1/2 mi. S. of city.
Principal Shopping Days-Mon., Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Belk-Simpson; Schulman's; K mart.
Variety Stores-Rose's; Eagle's; Family Dollar; King's; Sky City; Otasco.
Chain Drug Stores-Eckerd; Revco; Rite Aid; Econo-Mart.
Chain Supermarkets-Winn-Dixie 3; Community Cash 2; Ingle's 3; Bi-Lo 2; Food Lion.
Other Chain Stores-Western Auto; Sherwin-Williams; Sears (catalog); Lowe's Hdwe.

14 - NEWSPAPERS: TIMES-NEWS (m) 18,005; (S) 17,907; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Ned Cowart, Adv. Dir., TIMES-NEWS, 1717 Four Seasons Blvd.; PO Box 490, Hendersonville, NC 28793; Tel. (704) 692-0505.
National Representative: Landon Associates.

HICKORY

1 - LOCATION: Catawba County, (MSA). E&P Map C-2. Near Catawba River and Lake Hickory on U.S. Hwys. 40, 70, 321, 64 and State Hwys. 10, 16, 127. 55 mi. N of Charlotte; 80 mi. E of Asheville; 90 mi. SW of Winston-Salem; Interstate I-40.

2 - TRANSPORTATION: **Railroads**-Southern; C&NW.
Motor Freight Carriers-42.
Intercity Bus Lines-Continental Trailways.
Airlines-Piedmont (Commuter to Charlotte, NC).

3 - POPULATION:
Corp. City 80 Cen. 20,757; E&P 88 Est. 26,186
CZ-ABC: (80) 49,626
RTZ-ABC: (80) 195,625
County 80 Cen. 105,585; E&P 88 Est. 118,466
MSA 80 Cen. 203,490; E&P 88 Est. 225,614
City & RTZ-ABC: (80) 245,251

4 - HOUSEHOLDS:
City 80 Cen. 8,164; E&P 88 Est. 10,329
CZ-ABC: (80) 18,305
RTZ-ABC: (80) 67,684
County 80 Cen. 37,308; E&P 88 Est. 43,731
MSA 80 Cen. 71,174; E&P 88 Est. 82,502
City & RTZ-ABC: (80) 85,989

5 - BANKS	NUMBER	DEPOSITS
Commercial	41	$1,200,000,000
Savings & Loan	2	$39,279,386

6 - PASSENGER AUTOS: County 67,545; City 37,538

7 - ELECTRIC METERS: Residence 53,451

8 - GAS METERS: Residence 5,000

9 - PRINCIPAL INDUSTRIES: Constr.; Mfg.; Trans. & Util.; Whol. & Ret. Trade.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-90; Summer 56-92; Fall 33-85; Winter 5-78. First killing frost, Oct. 17; last killing frost, Apr. 29.

11 - TAP WATER: Slightly alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Main Ave. Pl., SW; 1 on Union Sq.; 2 on 3rd St., NW; 2 on 2nd St., NW; 2 on 1st Ave., NW; 1 on Main Ave., NW; 2 on Main Ave., NE.
Neighborhood Shopping Centers-Highland W. Hickory; Brookford; Viewmont; North Pointe & Northgate Plaza on Hwy. 127 North Hickory; Westovar Plz.; Southridge Shpg. Ctr., Hwy. 127 S.; Midland 4 blocks Fronting Hwy. 64-70-321; Hickory Plaza, 321 U.S. 64-70; Catawba Mall on Hwy. 64-70 S.W.; Valley Hills Mall; Starmount Plz. Hwy. 64-70 S.E.; St. Stephens Square.
Shopping Centers-Viewmont, 10 blocks distant (Hickman Hdwe., Fresh Air Galaxy No. 2); Lowe's, Harris-Teeter, Winn-Dixie; Villa Park, 12 bldgs. Lowe's Food.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Catawba Mall(30)	NA	JCPenney, Eckerd, Radio Shack, Belk's, Spainhours
Kroger Center(6)	NA	Kroger, Rose's
Midland(16)	NA	Sky City, Fine Fare, Advance Auto
Northgate Plaza(4)	NA	Revco, Bi-Lo, Rose's
North Pointe(13)	NA	Eckerd, Radio Shack, Harris-Teeter
Valley Hills Mall(90)	NA	Sears, Zale's, Belk's, West-Deal
Hickory Plaza	NA	K mart, Cheap Joe's, Radio Shack

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Belk's, Spainhour's, Sears, JCPenney, Melville's, Zerden's, Nichol's, Colony Casuals, West-Deal.
Variety Stores-Woolworth, Rose's, Family Dollar.
Chain Drug Stores-Smith's, Eckerd, Viewmont 3, Revco, Peoples, Rite Aid, Crown Drug, Duo Drug.
Chain Supermarkets-Lowe's 2, Fresh Air Galaxy 3, Winn-Dixie 2, Harris-Teeter 2, Kroger Sav-On, Bi-Lo, Fine Fare, Food Lion.
Discount Stores-Sky City, Brendle's, K mart, Wal-Mart.
Other Chain Stores-Butler's, (shoes); Kinney Shoes, Clark Tire, Pic 'N Pay Shoes, Lowe's Hdwe.

14 - NEWSPAPERS: RECORD (e) 27,656; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: David Millholland, Adv. Dir., RECORD, PO Box 968, Hickory, NC 28603; Tel. (704) 322-4510.
National Representative: Landon Associates.

HIGH POINT

1 - LOCATION: Guilford County (In Greensboro-Winston-Salem-High Point MSA). E&P Map D-2. Center of furniture & hosiery manufacturing. Near center of state on U.S. Hwys. 29, 29A, 70, 70A, I-85; State Hwys. 311, 62, 68. 15 mi. SW of Greensboro; 18 mi. SE of Winston-Salem; 340 mi. from Baltimore, MD; 350 mi. from Atlanta, GA; 736 mi. from Chicago, IL.

2 - TRANSPORTATION: **Railroads**-Southern; High Point, Thomasville & Denton; C&NW; Amtrak.
Motor Freight Carriers-49.
Intercity Bus Lines-Carolina Trailways; Queen City Trailways.
Airlines-American; Eastern; Piedmont; United; Delta; USAir; Continental.

3 - POPULATION:
Corp. City 80 Cen. 63,808; E&P 88 Est. 69,145
CZ-ABC: (80) 81,214
RTZ-ABC: (80) 96,854
County 80 Cen. 317,514; E&P 88 Est. 341,897
MSA 80 Cen. 854,148; E&P 88 Est. 938,069
City & RTZ-ABC: (80) 178,068
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,374; E&P 88 Est. 26,200
CZ-ABC: (80) 29,477
RTZ-ABC: (80) 33,352
County 80 Cen. 114,084; E&P 88 Est. 128,243
MSA 80 Cen. 307,207; E&P 88 Est. 352,306
City & RTZ-ABC: (80) 62,829

5 - BANKS	NUMBER	EST. DEP.
Commercial	8	$203,000,000
Savings & Loan	4	$79,742,918

6 - PASSENGER AUTOS: County 206,933; City 48,477

7 - ELECTRIC METERS: Residence 22,885

8 - GAS METERS: Residence 13,172

9 - PRINCIPAL INDUSTRIES: Furniture; Textiles; Food; Chem.; Machinery; Ore Mfg.; Constr.; Fin., Ins. & R.E.; Servs.; Fab. Metals; Lumber & Wood; Printing & Publishing; Trans. Equip.; Trans., Commun. & Public Util.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-82; Summer 57-87; Fall 38-79; Winter 24-62. First killing frost, Oct. 11; last killing frost, Apr. 25.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Main St.; 4 on Wrenn St.; 2 on Washington St.; 2 on English; 1 on Montlieu.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Sunday-Some drug, food, discount.
Stores Open Evenings-Principal to 9 p.m. nightly.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
College Village (24)	2	Food Lion, Allied Radio, Eckerd
East Green Plaza(6)	NA	Rite Aid, Remnant Shop
Fairfield Plaza (11)	3	Winn-Dixie, Sky City, Rite Aid
Southgate(10)	2	Rose's, Harris-Teeter
Northwood	3	K mart, Food Lion
Westchester Mall(32)	1	Thalhimer's, JCPenney, Belk-Beck, Cloverleaf Mkt
Eastgate(10)	3	Harris-Teeter, SupeRx, Family Dollar
Southwood Sq	3	Harris Teeter, K mart, Eckerd
West-Burton Westchester(32)	3	Zayre, Eckerd, Food World
High Pt. Mall(27)	NA	Rose's, Harris-Teeter, Winn-Dixie
Westchester Commons	1	Kerr Drug, Lowes Food

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Belk-Beck, Sears, Rose's 2, Thalhimer's.
Variety Stores-One-Dollar, Family Dollar 3, Sky City, Zayre, K mart 2.
Chain Supermarkets-Food World 5, Big Star 2, 7-Eleven, Li'l General Stores 3, Columbia 3, Cloverleaf 3, Red Dot 2, Winn-Dixie 3; Food Lion 3, Fresh Market; Kroger; Lowes 2.
Drug Stores-Anderson; Arthur's; Calhoun; Cecil's; Eckerd 3; Hoffman; Leonards; Rite Aid 7; McLarty; SupeRx Washington St. 2; Revco 2.
Other Chain Stores-Shoes: Pic 'N Pay, Pic Way, Bell Bros., Birttain's; Women's Apparel: Diana Shop, Tobias, Fashion Shop, Lerner's, Mann's Consumer Catalog; Men's Clothing: Arnolds Craven, Wright's; Jewelry Stores: Friedman's, Zale's, Perkinson, Hughes; Automotive: Auto Shack, Goodyear, Firestone, Goodrich, Advance, Western Auto, Boyles, American, Dixie, Sid's, High Point Auto Parts, Motor Parts, Inc., Spencer Auto Supply, Wilson Auto Parts; Radio Shack.

14 - NEWSPAPERS: ENTERPRISE (e) 32,189; (S) 32,761; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Demi L. Foust, Mktg. Dir., ENTERPRISE, 210 Church Ave.; PO Box 1009, High Point, NC 27261; Tel. (919) 841-5700.
National Representative: None.

JACKSONVILLE

1 - LOCATION: Onslow County (MSA). E&P Map E-3. County Seat. Near Camp Lejeune, U.S. Marine Corps base. Situated on U.S. Hwys. 17, 258; State Hwy. 24; 51 mi. N of Wilmington; 37 mi. S of New Bern; 40 mi. W of Morehead City.

2 - TRANSPORTATION: **Motor Freight Carriers**-6.
Intercity Bus Lines-Carolina Trailways; Seashore Trailways.
Airlines-Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 18,237; E&P 88 Est. 29,359
CZ-ABC: (80) 59,156
RTZ-ABC: (80) 53,628
County/MSA 80 Cen. 111,863; E&P 88 Est. 125,096
City & RTZ-ABC: (80) 112,784
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,108; E&P 88 Est. 9,409
CZ-ABC: (80) 10,434
RTZ-ABC: (80) 19,873
County/MSA 80 Cen. 30,307; E&P 88 Est. 32,394
City & RTZ-ABC: (80) 30,307

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	6	N.A.
Commercial	4	N.A.
Credit Unions	5	N.A.

6 - PASSENGER AUTOS: County 46,513; City 30,057

7 - ELECTRIC METERS: Residence 47,000

8 - GAS METERS: Residence 14,876

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Pulpwood 1,500 ($321); Civil Service 4,300 (N.A.); Military 47,000 (N.A.); Lumber Plywood Mill ($321); Garment 1,500 ($145); Boating 300 ($190); Tool & Die ($220).
Principal Industry Pay Days-Fri.; Marine Corps-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 69-95; Fall 40-80; Winter 30-70. First killing frost, Nov. 18; last killing frost, Mar. 15.

11 - TAP WATER: Soft, fluoridated.

12 - RETAILING: **Neighborhood Shopping Center**-New Bridge St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Branchwood	NA	Revco, Food Lion
Brynn Marr(10)	NA	Eckerd, Winn-Dixie, Rose's
College Plaza	NA	Food Lion, Revco
Jacksonville Mall	NA	Sears, Belk's, JCPenney
New River(38)	NA	Big Star, Rose's, Brendle's, Peebles, Kerr Drug
Northwoods(40)	NA	Piggly Wiggly, Northwood Drug
Onslow Mall(13)	NA	K mart, Big Star
West Park(8)	NA	Winn-Dixie, Maxway
Piney Green(16)	NA	Food Lion
Sneads Ferry	8	Food Lion, Revco

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Fri., Mon.

13 - RETAIL OUTLETS: **Department Stores**-Margolis; Belk; Sears; Boomtown; K mart; Brooks; Peebles; JCPenney.
Variety Stores-Rose's 3; Farm Fresh; K mart; Brendle's; Maxway 2.
Chain Drug Stores-Kerr 3; Johnson's; Rexall 2; Eckerd 2; Walgreens; Revco 3.
Chain Supermarkets-Big Star 2; Piggly Wiggly 2; Winn-Dixie 2; Pollard's; IGA 5; Food Lion 4; Farm Fresh.
Other Chain Stores-Cato's; Brooks; Pic 'N Pay; Lerner's; Endicott-Johnson; Kinney; K&K Toys; Zale's; Carlyle; Reed's Jewelers; Precision Tune; Midas Muffler; Furniture Fair; Advance Auto Parts; Western Auto.

14 - NEWSPAPERS: NEWS (e) 22,411; (S) 22,642; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Karen Fincannon, Adv. Dir., NEWS, PO Box 0196, Jacksonville, NC 28541-0196; Tel. (919) 353-1171.
National Representative: Landon Associates.

KANNAPOLIS

1 - LOCATION: Cabarrus and Rowan Counties, (In Charlotte-Gastonia-Rock Hill NC-SC MSA). Map C-2. Industrial, agricultural center. 25 mi. N of Charlotte; 68 mi. S of Greensboro. On U.S. & State Hwy. 29 & 29A. U.S. 601; I-85.

2 - TRANSPORTATION: **Railroads**-Southern.
Motor Freight Carriers-3.
Intercity Bus Lines-National Trailways; Carolina Coach.

3 - POPULATION:
Corp. City 80 Cen. 29,628; E&P 88 Est. 32,265
CZ-ABC: (80) 32,395
RTZ-ABC: (80) 87,122
Counties 80 Cen. 185,786; E&P 88 Est. 203,186
  Cabarrus 80 Cen. 86,323; E&P 88 Est. 97,343
  Rowan 80 Cen. 99,465; E&P 88 Est. 105,837
City & RTZ-ABC: (80) 119,517
MSA 80 Cen. 975,873; E&P 88 Est. 1,110,273
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,569; E&P 88 Est. 12,357
CZ-ABC: (80) 13,751
RTZ-ABC: (80) 29,469
Counties 80 Cen. 66,559; E&P 88 Est. 75,342
  Cabarrus 80 Cen. 30,610; E&P 88 Est. 35,859
  Rowan 80 Cen. 35,949; E&P 88 Est. 39,483
City & RTZ-ABC: (80) 43,220
MSA 80 Cen. 342,344; E&P 88 Est. 406,305

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$1,282,316,773
Savings & Loan	4	$80,594,154

6 - PASSENGER AUTOS: Counties: Cabarrus 53,070; Rowan 58,129

7 - ELECTRIC METERS: Residence 16,000

8 - GAS METERS: Residence 4,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile spinning and weaving 10,000 ($161); Textile finishing 4,000 ($170); Textile sewing 2,500 ($175).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 75-100; Fall 40-70; Winter 25-50. First killing frost, Nov. 1; last killing frost, Apr. 19.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: **Principal Shopping Centers**-10 blocks on Main St., W. Ave.; Oak St., W. First, W. A St.; Chestnut St.
Neighborhood Shopping Centers-Centerview; North Kannapolis; Jackson Park; Rodgers Park; Royal Oaks; Shadybrook; Lowe's Trading Center; Landis; Enochville; K mart; Zayre.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carolina Mall(62)	NA	Belk's, Eckerd, Radio Shack, Sears
Cabarrus Shopping City(10)	NA	Cook's, Eckerd
Cloverleaf Plz.(14)	NA	Belk's, Brendles
Midway(19)	NA	

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Fri. Downtown; Shopping Centers nightly.

13 - RETAIL OUTLETS: **Department Stores**-Belk's; JCPenney; Malone's; Sears; Budget Fair; McCrory.
Variety Stores-Family Dollar 2.
Discount Stores-Cook's; K mart; Zayre; Brendles.
Chain Drug Stores-Drug Center 2; Eckerd 2; Revco 2; Medical Center.
Chain Supermarkets-A&P; Winn-Dixie; Food Lion 3; Bi-Lo; Harris Teeter; 3 Guys.
Other Chain Stores-Shoes: Butler's, Phil's, Pic 'N' Pay, Shoe Show; Auto Supply: Advance, Goodyear; Clothing: Diana Shop; Furniture: Sterchi's, K-Town, Carolina Interior; Building Supplies: Lowe's, Moore's; Factory Outlets: Bed 'n Bath, Corning, Amity Leather, Hamilton Luggage, EVA Fashions, Aileen Fashions, Clothes Works, Decoration Accessories, Kitchen Collection, Sugar Hill Farms, Carter Outlet, Banister Shoes; Others: Virginia's; Carter's; Van Heusen, Cannon Home Fashions.

14 - NEWSPAPERS: INDEPENDENT (e-mon to fri) 11,816; (S) 12,596; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Anne B. Lyerly, Adv. Dir., INDEPENDENT, 123 N. Main, Kannapolis, NC 28081; Tel. (704) 932-3131.
National Representative: Landon Associates.

KINSTON

1 - LOCATION: Lenoir County, E&P Map E-2. County Seat. Residential center 78 mi. SE of Raleigh; on Neuse River. On U.S. Hwys. 70 & 258; State Hwys. 11, 55, 58.

2 - TRANSPORTATION: **Railroads**-Atlantic & East Carolina Railroad Co.
Motor Freight Carriers-12 (Terminal for 4 Trucking Lines).
Intercity Bus Lines-Seashore Trans.
Airlines-Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 25,234; E&P 88 Est. 25,625
CZ-ABC: (80) 25,234
RTZ-ABC: (80) 86,864
County 80 Cen. 59,854; E&P 88 Est. 62,509
City & RTZ-ABC: (80) 112,098

4 - HOUSEHOLDS:
City 80 Cen. 9,081; E&P 88 Est. 9,368
CZ-ABC: (80) 9,081
RTZ-ABC: (80) 29,198
County 80 Cen. 20,674; E&P 88 Est. 22,740
City & RTZ-ABC: (80) 38,279

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$221,000,000
Savings & Loan	2	$167,000,000

6 - PASSENGER AUTOS: County 30,136; City 23,596

7 - ELECTRIC METERS: Residence 10,000

8 - GAS METERS: Residence 4,100

9 - PRINCIPAL INDUSTRIES: Tobacco (seasonal); Chem. Prods.; Constr.; Dacron; Textiles; Foods; Bakeries; Chem. Fertilizers; Meat Packing; Lumber & Wood Prods.; Concrete Prods.; Metal Fab.; Grocery; Furn.; Pharmaceutical Supplies; Industrial Mach.; Consumer Electrical Prods; Distribution; Automotive Prods.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 57-81; Summer 66-89; Fall 45-68; Winter 6-38. First killing frost, Oct. 20; last killing frost, Mar. 24.

11 - TAP WATER: Alkaline; very soft, Artesian wells, chemically pure, unfiltered. Fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Vernon Park Mall(55)	4	JCPenney, Rose's, Belks, Winn-Dixie, Brody's
Kinston Plz.(16)	3	Brendles, Big Star, Eckerd, Family Dollar, Shoe Show
Herntage Plz.(10)	3	Food Lion, Kerr Drug, Radio Shack
Kingston Sq.(10)	2	K mart, Big Lots, Revco
McLewean Sq.(10)	NA	Piggly Wiggly, Family Dollar
Frenchman's Creek(15)	1	Piggly Wiggly, Neuse Sport Shop
Parkview Ctr.(10)	1	Swap-A-Book

Principal Shopping Days-Thur., Fri. and Sat.

13 - RETAIL OUTLETS: **Department Stores**-H. Stadiem; Brody Bros.; K mart; White's; JCPenney; Allied; Brendles; Belks.
Variety Stores-Rose's; Dollar Store.
Discount Stores-Super 10; Family Dollar.
Chain Drug Stores-Eckerd 2; Revco 2; Kerr; Rite Aid.
Chain Supermarkets-Winn-Dixie; Big Star; Piggly Wiggly 4; Food Lion 2.
Other Chain Stores-Shoes: Kinney, Butler's, Cato's; Firestone; Advance Store; Belk-Tyler; JCPenney; Dollar Store; Jewel Box; Royal Jewelry; Lowe's; Endicott-Johnson; Baldwins; Waldenbooks; Wickes Lumber; Radio Shack; Pic N Pay.

14 - NEWSPAPERS: FREE PRESS (e-mon to fri) 14,487; (S) 15,151; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Maurice Williams, Pub., FREE PRESS, 2103 N. Queen St., Kinston, NC 28501; Tel. (919) 527-3191.
National Representative: Landon Associates.

LENOIR

1 - LOCATION: Caldwell County, E&P Map B-2. County Seat. 70 mi. N of Charlotte; 75 mi. SW of Winston-Salem; 60 mi. NE of Asheville.

2 - TRANSPORTATION: **Railroads**-C&NWRR (Southern).
Intercity Bus Lines-Queen City; Greyhound.
Airlines-Sunbird; Atlantis.

3 - POPULATION:
Corp. City 80 Cen. 13,748; E&P 88 Est. 13,922
CZ-ABC: (80) 16,636
RTZ-ABC: (80) 40,376
County 80 Cen. 68,010; E&P 88 Est. 71,976
City & RTZ-ABC: (80) 57,012

4 - HOUSEHOLDS:
City 80 Cen. 5,169; E&P 88 Est. 5,296
CZ-ABC: (80) 6,178
RTZ-ABC: (80) 13,463
County 80 Cen. 23,331; E&P 88 Est. 25,957
City & RTZ-ABC: (80) 19,641

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$47,063,387
Commercial	4	$980,972,180

6 - PASSENGER AUTOS: County 36,709; City 22,674

7 - ELECTRIC METERS: Residence 15,752

8 - GAS METERS: Residence 2,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Furn. 9,000; Textile 1,500; Hosiery 785.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Nov. 1; last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Main St., West Ave., West Harper and Mulberry Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads(5)	NA	Sears, Lowe's Foods, TG&Y
Fairway No. 1(5)	NA	Super Dollar Store
Food World Plz.(3)	NA	Food World, Revco Drug, Army Store
Holly Square(7)	NA	Revco, Holly Farms
Lenoir Crossings (6)	NA	Eckerd, Winn-Dixie
Lenoir Mall(48)	NA	Belk's, Woolworth, Spainhour's
Thrift(25)	NA	Family Dollar Store, Lenoir Drug

Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Wed. afternoon except Dec.
Stores Open Evenings-Some mall stores-Mon. through Sat.; others Fri.

13 - RETAIL OUTLETS: **Department Stores**-Belk's; Sears; Shields; Spainhour's; Smithey's.
Variety Stores-TG&Y; Family Dollar; Stelen's; Village Casuals; K mart; Mack's.
Discount Stores-Variety Discount; Family Dollar; Scotties; K mart.
Chain Drug Stores-Peoples Drug; Rite Aid 2; Eckerd; Revco.
Chain Supermarkets-Fairway 2; Lenoir & Whitnel; Winn-Dixie 2; Harris-Teeter; Lowe's 3; William's; Food Lion.
Other Chain Stores-Saslow's; The Gold Shop; Beanhardt-Seagle; Jewelers: Cato's, Kay, Wooten, Tuttles; Sherwin-Williams Paints; Shaw's; Pic-N-Pay; Peterson's; Advance; Goodyear; Western Auto; Firestone; White's Auto.

14 - NEWSPAPERS: NEWS-TOPIC (e) 13,162; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jerry T. Hodge, Adv. Dir., NEWS-TOPIC, 123 Pennton Ave., Lenoir, NC 28645; Tel. (704) 758-7381.
National Representative: Landon Associates.

LEXINGTON

1 - LOCATION: Davidson County (In Greensboro-Winston-Salem-High Point MSA). E&P Map C-2. County Seat. Industrial center. On U.S. Hwys. 29, 70, 52, 64, I-85. In Central part of state, 54 mi. N of Charlotte.

2 - TRANSPORTATION: **Railroads**-Southern; Winston-Salem Southbound.
Motor Freight Carriers-21.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 15,711; E&P 88 Est. 16,442
CZ-ABC: (80) 15,711
RTZ-ABC: (80) 60,401
County 80 Cen. 113,631; E&P 88 Est. 124,340
MSA 80 Cen. 854,148; E&P 88 Est. 938,069
City & RTZ-ABC: (80) 76,112
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,019; E&P 88 Est. 6,369
CZ-ABC: (80) 6,019
RTZ-ABC: (80) 20,774
County 80 Cen. 40,010; E&P 88 Est. 45,818
MSA 80 Cen. 307,207; E&P 88 Est. 352,306
City & RTZ-ABC: (80) 26,793

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$38,497,541
Commercial	5	$14,061,874,000

6 - PASSENGER AUTOS: County 63,819; City 32,448

7 - ELECTRIC METERS: Residence 19,000

8 - GAS METERS: Residence 4,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Stone, Clay & Glass 800; Textile 3,120; Food 385; Mach. 350; Veneer 540; Apparel 500; Furn. 4,500; Electronics 550; Printing 120; Metals 190; Other 750; Total Mfg. 12,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-76; Summer 72-98; Fall 39-67; Winter 38-61. First killing frost, Nov. 3; last killing frost, Apr. 1.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-9 blocks on Main St.; 2 on 1st Ave.; 1 on 2nd Ave.; 1 on Center St.; Lexington Center-Hwy. 64 W. at City Limits.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lexington Sq.(12)	NA	Winn-Dixie, Rose's
Norfex	NA	Thrifty Mart, Sky City, Sears (Mall)
Davidson Plz.(30)	NA	K mart, Thrifty Mart, Eckerd Drug

Principal Shopping Days-Thur. through Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Belk-Martin; Rose's; Zimmerman's; National Outlet.
Variety Stores-Mack's.
Discount Stores-Towel Town of America; Bargain Center; Family Dollar; Sky City; K mart.
Chain Drug Stores-Walgreens; Eckerd; Valu Pak; Lexington 2; Rexall 2; Revco; Rite Aid; Crown Drugs.
Chain Supermarkets-Winn-Dixie 2; Food Lion; Thrifty Mart; 3 Guys.
Other Chain Stores-Western Auto; Sears (catalog); Advance Stores; Lowe's; Singer; Pic-N-Pay Shop; Shumaker's; Carolina Tire (Goodyear); Kimbrell's; Firestone; Sherwin-Williams.

14 - NEWSPAPERS: DISPATCH (e) 15,446; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Betty Barnes, Adv. Dir., DISPATCH, 30 E. 1st Ave., Lexington, NC 27292; Tel. (704) 249-3981.
National Representative: Landon Associates.

LUMBERTON

1 - LOCATION: Robeson County, E&P Map D-3. County Seat. On U.S. Hwys. 74, 301 and State Hwys. 41, 72, 211; I-95; 130 mi. E of Charlotte; 72 mi. W of Wilmington; 32 mi. S of Fayetteville; 60 mi. N of Florence.

2 - TRANSPORTATION: **Railroads**-Seaboard Virginia & Carolina Southern.
Motor Freight Carriers-3.
Intercity Bus Lines-Queen City Coach.
Airlines-American; Piedmont; Fayetteville Airport 25 miles.

3 - POPULATION:
Corp. City 80 Cen. 18,340; E&P 88 Est. 18,872
CZ-ABC: (80) 18,241
RTZ-ABC: (80) 96,906
County 80 Cen. 101,745; E&P 88 Est. 113,262
City & RTZ-ABC: (80) 115,147

4 - HOUSEHOLDS:
City 80 Cen. 6,494; E&P 88 Est. 6,931
CZ-ABC: (80) 6,455
RTZ-ABC: (80) 29,536
County 80 Cen. 31,370; E&P 88 Est. 37,129
City & RTZ-ABC: (80) 35,991

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$650,000,000
Savings & Loan	3	$40,000,000

6 - PASSENGER AUTOS: County 47,184; City 20,049

7 - ELECTRIC METERS: Residence 5,500

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Redrying Tobacco 1,120; Textile Mills 550; Garment Mfg. 1,500; Lumber 85; Shoes 2,800; Textile 2,000; Dyeing, Processing 300; Beverages 150.
Principal Pay Days-Thur., Fri., Sat.

10 - CLIMATE: First killing frost, Oct. 29; last killing frost, Apr. 9.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Elm, Chestnut, 2, 3, & 4 Sts.; 5 blocks on N. Elm St., Mall (36 units).
Neighborhood Shopping Centers-North Elm, 3 blocks on Elm St. and 3 blocks on 24th St. (6 units), Nichols Discount City (12 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Biggs Park Mall(36)	NA	Eckerd, JCPenney, Winn-Dixie, Belk's, Leders
K mart Plaza	NA	K mart, Revco, Family Dollar

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-All Shopping Centers; Discount and Food Stores open until 9 p.m.

13 - RETAIL OUTLETS: **Department Stores**-Belk-Hensdale; Leder Bros.; JCPenney; Sears.
Chain Drug Stores-Eckerd; Hedgpeth 2; Rite Aid; Revco; Medicine Shop.
Discount Stores-K mart; Rose's; Nichol's.
Variety Stores-Family Dollar; Jones Store.
Chain Supermarkets-Big Star; Red & White; Winn-Dixie; Harris-Teeter; Food Town 2; Bo's 3; Hills; Foodland; Piggly Wiggly.
Other Chain Stores-Goodyear; Goodrich; Firestone; Sherwin-Williams; Western Auto; Rent America; Singer; Homeway Furniture; Lowe's; Kimbrells.

14 - NEWSPAPERS: ROBESONIAN (e-mon to fri) 14,714; (S) 16,627; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Robert E. Dixon, Natl. Adv. Mgr., ROBESONIAN, 121 W. 5th St.; PO Box 1028, Lumberton, NC 28359; Tel. (919) 739-4322.
National Representative: Landon Associates.

MARION

1 - LOCATION: McDowell County, E&P Map B-2, County Seat.

2 - TRANSPORTATION: **Railroads**-Southern; Clinchfield.

3 - POPULATION:
Corp. City 80 Cen. 3,684; E&P 88 Est. 4,001
County 80 Cen. 35,283; E&P 88 Est. 37,330

4 - HOUSEHOLDS:
City 80 Cen. N.A.; E&P 88 Est. 1,443
County 80 Cen. N.A.; E&P 88 Est. 13,328

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 17,283, City 12,353

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 3,170 ($270); Furn. 1,480 ($270).

10 - CLIMATE: Av. Temp.-Summer 75, Winter 41.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-Sky City; Marion City Square.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Lady Marian Plz.(6)	2	Rose's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Belks, B.C. Moore; Sears.
Discount Stores-Rose's; Sky City; Family Dollar.
Chain Drug Stores-Revco, Eckerd; Rite Aid.
Chain Supermarkets-Harris-Teeter; Winn-Dixie; Bilo; Lowe's Foods; Ingles.

14 - NEWSPAPERS: McDOWELL NEWS (e) 7,234, sworn Sept. 14, 1987.
Local Contact for Advertising and Merchandising Data: Betty Reid, Adv. Dir., McDOWELL NEWS, PO Box 610, Marion, NC 28752; Tel. (704) 652-3313.
National Representative: Landon Associates.

MONROE

1 - LOCATION: Union County (In Charlotte-Gastonia-Rock Hill, NC-SC MSA). E&P Map C-2. 25 mi. SE of Charlotte on U.S. Hwys. 74, 601; State Hwys. 207, 75, 200, 84.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Intercity Bus Lines-Trailways.
Motor Freight Carriers-9.
Airlines-Commercial frt. & charter.

3 - POPULATION:
Corp. City 80 Cen. 12,639; E&P 88 Est. 19,055
CZ-ABC: (80) 14,579
RTZ-ABC: (80) 55,857
County 80 Cen. 70,858; E&P 88 Est. 85,840
MSA 80 Cen. 975,873; E&P 88 Est. 1,110,273
City & RTZ-ABC: (80) 70,436

4 - HOUSEHOLDS:
City 80 Cen. 4,471; E&P 88 Est. 6,930
CZ-ABC: (80) 4,471
RTZ-ABC: (80) 18,450
County 80 Cen. 22,921; E&P 88 Est. 28,606
MSA 80 Cen. 342,344; E&P 88 Est. 406,305
City & RTZ-ABC: (80) 22,921

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$163,236,000
Savings & Loan	4	$381,278,543

6 - PASSENGER AUTOS: County 41,973; City 21,306

7 - ELECTRIC METERS: City Residence 5,974

8 - GAS METERS: City Residence 2,232

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 3,500 ($186); Constr. 2,459 ($265); Lumber & Wood Prods. 768 ($221); Fab. Metals 971 ($291); Agric. (N.A.); Mach. 1,114 ($310).
Principal Industry Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-86; Summer 54-93; Fall 34-87; Winter 14-73; Av. Rainfall 43 in yr. First killing frost, Nov. 26; last killing frost, Mar. 17.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-Downtown-15 blocks on Main, Jefferson & Franklin Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Monroe Mall(50)	NA	Belk, JCPenney, Peebles, World Bazaar, Harris Teeter Mkt.
Monroe Plz.(10)	NA	Sears, Roses, Eckerd, Radio Shack
Union County(25)	NA	
Union Vlg.(15)	NA	Winn-Dixie, Food Lion, Family Dollar
C&S(2)	NA	Bi-Lo, Sterchi Furn.
Sunset Plz.(3)	NA	Food Town, 3-Guys
K mart/Kroger Strip	NA	K mart, Kroger Sav-On

Stores Open Evenings-Most Shopping Centers Mon.-Sat. until 9:00 p.m.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Belks; Sky City; Roses; Peebles; Sears.
Discount Stores-Family Dollar 2; Griffin 88; Pic-N-Pay Shoes; K mart.
Chain Drug Stores-Revco; Eckerd; Rexall; SupeRx.
Chain Supermarkets-Winn-Dixie; Bi-Lo; Food Town; Harris-Teeter; Gamble's; Kroger Sav-On; 3-Guys.
~~**Other**~~ **Chain Stores**-Goodyear; B.F. Goodrich; Firestone; Kimbrells; Maxwell Furn.; Advance Auto; Sterchi Furn.; Kay Jewelers; Thom McAn; Gateway Books; Waldenbooks; General Nutrition Ctr.; Lowes; Brand Jewelers; Radio Shack; True Value Hdwe.; Sentry Hdwe.

14 - NEWSPAPERS: ENQUIRER-JOURNAL (e-mon to fri) 12,589; (S) 13,660; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Olin Sikes, Adv. Mgr., ENQUIRER-JOURNAL, 500 W. Jefferson; PO Box 70, Monroe, NC 28110; Tel. (704) 289-1541.
National Representative: Landon Associates.

MORGANTON

1 - LOCATION: Burke County. (In Hickory MSA). E&P Map B-2.

2 - TRANSPORTATION: Railroads-Southern.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Piedmont; Morganton; Lenoir.

3 - POPULATION:
Corp. City 80 Cen. 13,763; E&P 88 Est. 16,306
CZ-ABC: (80) 15,083
RTZ-ABC: (80) 57,421
County 80 Cen. 72,796; E&P 88 Est. 78,847
City & RTZ-ABC: (80) 72,504
MSA 80 Cen. 203,490; E&P 88 Est. 225,614

4 - HOUSEHOLDS:
City 80 Cen. 4,945; E&P 88 Est. 5,941
CZ-ABC: (80) 4,945
RTZ-ABC: (80) 20,393
County 80 Cen. 25,338; E&P 88 Est. 28,699
City & RTZ-ABC: (80) 25,338
MSA 80 Cen. 71,174; E&P 88 Est. 82,502

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	4	$100,500,000
Commercial	7	$515,000,000

6 - PASSENGER AUTOS: County 38,942; City 21,696

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Furn.; Children's Wear; Lingerie; Hosiery; Paper Boxes; Paint & Finishes; Electronics; Shoes; Chem.; Upholstery; Custom Marble; Industrial Bearings.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Avery Avenue(7)	NA	Family Dollar
Quaker Meadows(8)	NA	K mart, Eckerd, Food Lion, Perry's
Burkeley Sq.(5)	NA	Bi-Lo, Revco
Morganton Pl.(10)	NA	Rose's, Eckerd
Wes-Mor	NA	Sears, Lowe's, Sky City
Catawba Mall(20)	23	JCPenney, Belk's, K mart
Valley Hill(67)	25	Sears, Belk's, Penny's
Lenoir Mall(52)	15	Woolworth, Kinney, Rite Aid, Belk's
Magnolia Plz.(14)	5	Wal-Mart, Revco, Ingles

Principal Shopping Days-Wed.-Sun.

13 - RETAIL OUTLETS: Department Stores-Belk's; Lazarus; Burand's.
Discount Stores-Family Dollar; K mart; Sky City; Rose's; Wal-Mart.
Chain Drug Stores-Eckerd; Cornwell 9; Rite Aid; Revco.
Chain Supermarkets-Winn-Dixie 2; Harris-Teeter 2; Ingle 2; Lowes; Bi-Lo; Food Lion 3.
Other Chain Stores-Army Store; John Graham; Lowe's Hardware; Kimbrell's Furn.; Sears; Carolina Tire; Auto Shack; Radio Shack 2; Goody's.

14 - NEWSPAPERS: NEWS-HERALD (e-mon to fri) 11,746; (S) 11,250; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Randy Hart, Adv. Dir., NEWS-HERALD, 301 Collett St., Morganton, NC 28655; Tel. (704) 437-2161.
National Representative: Landon Associates.

MOUNT AIRY

1 - LOCATION: Surry County, NW part of state. 40 mi. N of Winston-Salem; 150 mi. from Raleigh; 75 mi. from Charlotte. Hwys. 52, 77, 89, and 601.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-17.
Intercity Bus Lines-Trailways, Greyhound.
Airlines-Access to Greensboro and Smith Reynolds Airports.

3 - POPULATION:
Corp. City 80 Cen. 6,862; E&P 88 Est. 7,360
County 80 Cen. 59,615; E&P 88 Est. 61,922

4 - HOUSEHOLDS:
City 80 Cen. 2,836; E&P 88 Est. 3,058
County 80 Cen. 23,216; E&P 88 Est. 22,956

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 34,155; City 18,354

7 - ELECTRIC METERS: Residence County 28,742

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Children's Apparel 1,600 ($205); Men's Apparel 1,100 ($175); Socks 1,800 ($225); Appliances 850 ($220); National-Furn. 425 ($256); Women's Apparel 450 ($225).
Principal Industrial Pay Days-Every two wks.

10 - CLIMATE: Min. & Max. Temp.-Spring 73-80; Summer 80-90; Fall 60-75; Winter 30-45. First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mayberry Mall(21)	1	Belk, K mart
Forrest Oaks Shopping Ctr.(20)	2	Wal-Mart, Lowe's Foods
Surry Plz.(12)	2	Food Lion, Advance Auto Parts, Family Dollar
Westwood Plz.(10)	1	Food Lion, White Star Discount Center
Thru-Way(10)	2	Dollar General
Mount Airy Plz.(4)	3	Sky City, Food Lion, Family Dollar
Northwood Shopping Ctr.(20)	5	Lowe's Foods, Big Lots
Three Oaks Plz.(2)	1	Winn-Dixie, Revco

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shopping Center Nightly ex. Sun.; Downtown Roses and JCPenney.

13 - RETAIL OUTLETS: Department Stores-Belk; JCPenney; Rose's; K mart.
Discount Stores-Wal-Mart; Sky City.
Variety Stores-Family Dollar; Dollar General.
Chain Drug Stores-Eckerd; Revco; Rite Aid.
Chain Supermarkets-Winn-Dixie; Food Lion; Lowe's Foods.
Other Chain Stores-Advance Store; Pic N' Pay; Radio Shack; Cheap Joes; Sherwin-Williams; Lowes Hardware; Carolina Tire; Cato's.

14 - NEWSPAPERS: NEWS (e-mon to fri) 8,850; sworn Sept. 29, 1987.
NOTE: Sunday edition to begin publishing on Oct. 9, 1988.
Local Contact for Advertising and Merchandising Data: Bernard Flippin, Adv. Mgr., NEWS, PO Box 808, Mount Airy, NC 27030; Tel. (919) 786-4141.
National Representative: Landon Associates.

NEW BERN

1 - LOCATION: Craven County, E&P Map E-2, at confluence of Neuse and Trent Rivers, central part of eastern North Carolina, County Seat. Near two U.S. Marine bases. Cherry Pt. M.C.A.S. On U.S. Hwys. 17, 70; 176 mi. S of Norfolk, VA, 113 mi. E of Raleigh, 276 mi. N of Charleston SC. 13 foot intercoastal waterway connection.

2 - TRANSPORTATION: Railroads-A&EC Southern (freight); Seaboard Coast Line.
Motor Freight Carriers-14.
Airlines-Mid-South.

3 - POPULATION:
Corp. City 80 Cen. 14,557; E&P 88 Est. 16,565
NDM-ABC: (80) 91,146
County 80 Cen. 70,895; E&P 88 Est. 81,761
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,863; E&P 88 Est. 6,937
NDM-ABC: (80) 30,380
County 80 Cen. 23,499; E&P 88 Est. 28,029

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$7,000,000
Commercial	4	$80,000,000

6 - PASSENGER AUTOS: County 37,169; City 23,684

7 - ELECTRIC METERS: Residence 8,870

8 - GAS METERS: Residence 2,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 300 (N.A.); Boat Works 450 ($145); Lumber 1,000 (All Timber Prods.) (N.A.); Apparel 750 (N.A.); Stone Prods. 55 (N.A.); Tool Workers 245 ($140); Military 2,450 ($225); 63 Mfg. Establishments in County; 2,800 Employees.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-66; Summer 76-88; Fall 59-69; Winter 41-51.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-3 blocks on Middle St.; 5 on Broad; 2 on Tryon Palace Drive; 2 on Craven; 2 on Pollock; 9 blocks on Neuse Blvd.; 1 block on Riverside; 4 blocks (5 points) Broad St.; 2 blocks Clarendon Blvd.; Twin Rivers Mall, U.S. 17 S.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Twin Rivers Mall(60)	NA	Belk's, JCPenney
Triangle Plaza(3)	NA	Eckerd, Mont. Ward, Piggly Wiggly
Berne(10)	NA	Peoples, Rose's, Winn-Dixie
Neuse Village(9)	NA	Helig Meyers

Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Belk's; Montgomery Ward; JCPenney; Charles; Sears.
Discount Stores-Clark's; Family Dollar; Nichols; Lowe's.
Variety Stores-McClellan's; Rose's.
Drug Stores-Bynum's; Pinnix; Anderson's; Professional Drive Drug; Smith's; Medical Arts Phcy.; Scottie's; Rite Aid; Peoples; Eckerd; Revco.
Chain Supermarkets-Winn-Dixie; Pak-A-Sak 4; Foodland 5; Parker's; Piggly Wiggly 2; Food Lion.

14 - NEWSPAPERS: SUN JOURNAL (e) 15,312; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Robert B. Bailey, Adv. Mgr., SUN JOURNAL, 226 Pollock St., New Bern, NC 28560; Tel. (919) 638-8101.
National Representative: Landon Associates.

NEWTON

1 - LOCATION: Catawba County (In Hickory MSA). E&P Map C-2, County Seat. Mfg. & agric. area in W Central Piedmont part of state; 35 mi. NW of Charlotte on Hwys. 16, 321, 10. 8 mi. SE of Hickory.

2 - TRANSPORTATION: Railroads-C&N; Southern.
Motor Freight Carriers-37.
Intercity Bus Lines-Trailways; Greyhound; Newton-Conover.
Airlines-Piedmont; Sunbird.

3 - POPULATION:
Corp. City 80 Cen. 7,624; E&P 88 Est. 10,112
County 80 Cen. 70,895; E&P 88 Est. 81,761
MSA 80 Cen. 203,490; E&P 88 Est. 225,614

4 - HOUSEHOLDS:
City 80 Cen. 2,859; E&P 88 Est. 3,812
County 80 Cen. 37,308; E&P 88 Est. 43,731
MSA 80 Cen. 71,174; E&P 88 Est. 82,502

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$77,606,000
Commercial	6	$286,718,000

6 - PASSENGER AUTOS: County 67,545; City 11,239

7 - ELECTRIC METERS: Residence 32,600

8 - GAS METERS: Residence 25,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 2,446 ($304); Mfg. 38,583 ($312); Trans., Commun. & Util. 2,428 ($428); Trade 14,876 ($243); Service 6,530 ($287); Gov't 5,588 ($307); Fin., Ins., R.E. 1,357 ($309). Area Manufacturers: Cotton; Rayon Cloth; Hosiery; Yarn; Cottonseed Oil; Fertilizer; Gloves; Brake Lining; Lumber and Furn.; Automotive Glass; Satellite Dishes; Agric. (includes Dairy Prods.); Wheat; Corn; Soybean; Apples.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-65; Summer 70-74; Fall 47-66; Winter 34-47. First killing frost, Oct. 15; last killing frost, Mar. 20.

11 - TAP WATER: Neutral, alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-12 blocks on Hwy. 321; smaller shpg. ctr. 1 1/2 mi. at intersection of Hwys. 321 & 64-70 (combined 21 stores).

Nearby Shopping Centers

Name (No of stores)	Miles from Downtown	Principal Stores
Catawba Mall(30)	14	JCPenney, Belk
Midland Plz.(10)	14	Sky City
North Plaza(12)	14	Harris Teeter
Springs Rd. Plz.	20	Lowes Food
Valley Hills(90)	7	Belk, Sears

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Shpg. Ctr.

13 - RETAIL OUTLETS: **Department Stores**-Belk's; Brendles; Sears; JCPenney.
Discount Stores-Nichols; Crown Drug; TG&Y; Family Dollar; Sky City; Rose's.
Chain Drug Stores-Crown; Rexall; Eckerd; Revco; Rite Aid.
Chain Supermarkets-Winn-Dixie; Lowe's; Harris Teeter; Bi-Lo; Galaxy Stores.
Other Chain Stores-Pic-N-Pay; Goodyear.

14 - NEWSPAPERS: OBSERVER-NEWS-ENTERPRISE (e-mon to fri) 4,058; sworn Sept. 29, 1987.
Local Contact for Advertising and Merchandising Data: Gayle J. Smith, Gen. Mgr., OBSERVER-NEWS-ENTERPRISE, 309 N. College Ave., PO Box 48, Newton, NC 28658; Tel. (704) 464-0221.
National Representative: Landon Associates.

RALEIGH

1 - LOCATION: Wake County (In Raleigh-Durham MSA), E&P Map D-2. State Capital and County Seat. Retail and wholesale center of Eastern and Central NC. On U.S. Hwys. 1, 64, 70, 70A, 401; State Hwys. 39, 42, 54, 55, 59. 490 mi. S of NYC; 490 mi. N of Jacksonville; 120 mi. from Atlantic Ocean; I-40 (East-West).

2 - TRANSPORTATION: **Railroads**-Seaboard; Southern; Amtrak.
Motor Freight Carriers-16.
Intercity Bus Lines-Greyhound; Carolina Trailways; Raleigh Trans. Services.
Airlines-Delta; Eastern; Piedmont; United; USAir; Wheeler; AirLift; Pan Am; TWA; American; Eagle.

3 - POPULATION:
Corp. City 80 Cen. 155,743; E&P 88 Est. 196,379
CZ-ABC: (80) 152,185
RTZ-ABC: (80) 600,433
County 80 Cen. 302,576; E&P 88 Est. 377,962
MSA 80 Cen. 563,301; E&P 88 Est. 673,720
City & RTZ-ABC: (80) 752,618

4 - HOUSEHOLDS:
City 80 Cen. 54,643; E&P 88 Est. 73,486
CZ-ABC: (80) 55,402
RTZ-ABC: (80) 206,582
County 80 Cen. 106,525; E&P 88 Est. 138,462
MSA 80 Cen. 198,995; E&P 88 Est. 246,509
City & RTZ-ABC: (80) 261,984

5 - BANKS	NUMBER	EST. DEP.
Commercial	13	$2,616,081,000
Savings & Loan	N.A.	N.A.
Credit Unions	N.A.	N.A.

6 - PASSENGER AUTOS: County 243,593; City 167,772

7 - ELECTRIC METERS: County 199,000; City 111,000

8 - GAS METERS: County 63,600

9 - PRINCIPAL INDUSTRIES: Wake County Industry, (No. of Firms), No. of Wage Earners (Av. Wkly. Wage)-Constr. (1,453), 14,336 ($335); Food (19), 1,874 ($376); Textiles (6), 1,045 ($338); Apparel (20), 1,130 ($190); Printing & Pub. (125), 2,810 ($355); Chem. (14), 1,273 ($457); Fab. Metal Prods. (28), 1,510 ($479); Mach. exc. Elect. (49), 2,942 ($479); Electrical & Electronic Equip. (44), 6,561 ($473); Instruments & Related Prods. (19), 1,888 ($453); Trans., Commun., Util. (260), 11,760 ($519); Whol. & Ret. Trades (2,802), 52,621 ($374); Fin., Ins., R.E. (934), 14,624 ($441); Federal Gov't (53), 3,251 ($566); State Gov't (86), 26,389 ($445); Local Gov't (21), 15,822 ($352).
Principal Pay Days-1st, 5th, 15th, 20th & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-72; Summer 69-89; Fall 51-73; Winter 35-50. First killing frost, Oct. 27; last killing frost, Apr. 11.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Downtown Shopping Area**-6 blocks long, 4 blocks wide, starting at the State Capitol.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ashton Sq.(22)	9	Boylan Peary, Rose's
Avent Ferry(15)	2	Food Lion, Rite Aid
Beacon Plz.(25)	5	Rose's, Eckerd Drug
Brentwood Sq.(22)	6	Rite Aid
Cameron Vlg.(75)	1	Thalhimer's, JCPenney
Cary Vlg. Mall(61)	7	Hudson-Belk, Ivey's
Cary Vlg. Sq.(24)	7	Winn-Dixie, Kerr's
Colony(14)	6	A&P
Crabtree Valley(156)	7	Hudson-Belk, Sears, Thalhimer's
Creedmoor Crossings(18)	9	Food Lion, Eckerd
Drug Emporium Plz.(19)	4	Drug Emporium
Eastgate(11)	5	A&P, Kerr Drugs
Falls Village(35)	8	T.J. Maxx
Fayetteville Street Mall		Belk-Hudson
Forest Hills(15)	5	Treasury Drug, Food Lion
Glenwood Vlg.(10)	4	Harris-Teeter
Holly Park(16)	3	Roses, Tons 'O Toys, Eckerd, Western Auto
Kidds Hill Plz.(4)	6	Brendle's, Food Lion
Kildaire Plz.(11)	6	Harris Teeter, Revco
Hechinger Plz.(11)	5	Winn-Dixie, Revco, Hechinger's
K mart Plz.(20)	4	K mart, Revco
Lake Boone Trail(17)	4	A&P, Kerr Drugs
Litchford Vlg.(27)	10	Food Lion, Kerr Drugs
Longview Gardens(12)	3	Winn-Dixie, Kerr Drugs
MacGregor Vlg.(30)	11	Kerr's, Morgan Imports
Millbrook Collection(35)	8	Kroger
Mission Valley(14)	1	Kerr Drugs
North Boulevard Plaza(22)	8	Winn-Dixie, Kerr Drugs, Food Lion, Revco
North Hills Mall & Plaza(68)	5	Ivey's, JCPenney
North Market Sq. (20)	6	N. Market Galleries, Ace Hdwe.
North Plaza(10)	5	Food Lion, Revco
North Ridge(34)	7	Winn-Dixie, Kerr Drugs
Northside(10)	2	Kerr Drugs
Oak Park(24)	7	Kuppenheimer's
Plaza West(20)	4	Harris-Teeter, Revco
Pleasant Valley Promenade(50)	9	Lechmere, Marshall's, Phar-Mor Drugs
Quail Corners(17)	6	Eckerd
The Marketplace	15	Hit or Miss, Rack Room
Ridgewood(22)	4	Winn-Dixie, Kerr
Celebration at Six Forks(5)	8	Revco
Six Forks Station(17)	10	Food Lion, Eckerd
South Hills(70)	6	Kerr Drug
Starmount(8)	5	Stylecraft Furn.
Stonybrook(8)	5	Harris-Teeter
Tower(35)	5	Food Lion, Kerr, Sears Surplus
Towne North(15)	12	Kerr Drugs
Townridge(22)	8	K mart, Winn-Dixie, Revco
Tryon(12)	3	Roses, Winn-Dixie, Eckerd
Wakefield Vlg.(16)	4	Revco
Western Blvd.(8)	3	A&P, Best Prods.
Stonehenge Market(20)	8	Harris-Teeter, Roses, Eckerd
Shoppes of Kildaire(25)	8	Roses, Winn-Dixie
Greystone Village		A&P, Kerr Drug

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Food-Mon. through Sat., Dept.-Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Ivey's 2; Hudson-Belk 5; Sears 2; Boylan-Pearce; JCPenney 2; Thalhimer's 2.
Variety Stores-Woolworth; G.C. Murphy; Roses 7.
Discount Stores-K mart 7; Super Dollar; Best Products; Brendles 2; Family Dollar 5.
Chain Drug Stores-Eckerd 12; Treasury 4; Kerr 24; Rite Aid 3; Revco 16; K mart 7; Farm Fresh 4; Phar-Mor 2; Drug Emporium.
Chain Supermarkets-Winn-Dixie 17; A&P 8; Piggly Wiggly 3; Food Lion 15; Kroger 2; Farm Fresh 4; Harris-Teeter 7.
Other Chain Stores-Western Auto; Thom McAn; Lerner Shops; Jarman; Goodyear; Goodrich; Firestone; Lowes; Wickes; Sherwin-Williams; General Tire; Baker Shoes; Singer; Jewel Box; Lane Bryant; Anderson-Little; Lillie Rubin; Kinney Shoes; Radio Shack; Circuit City; Hofheimer Shoes; N.Y. Carpet World; Kuppenheimer's; Barry's Mfg.; Hechinger's; Moore's Bldg. Supplies; S&K Famous Brands; Marshall's; Sam's Wholesale; Lechmere; Waccamau Pottery; Apparel America.

14 - NEWSPAPERS: NEWS & OBSERVER (m) 140,075; TIMES (e) 27,059; NEWS & OBSERVER (S) 185,990; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Robert L. Oney, Mktg. Res. Dir., NEWS & OBSERVER and TIMES, 215 S. McDowell St.; PO Box 191, Raleigh, NC 27602; Tel. (919) 829-4622.

National Representative: Branham/Newspaper Sales.

REIDSVILLE

1 - LOCATION: Rockingham County, E&P Map D-1. On U.S. Hwys. 29, 158 and State Hwys. 14, 87. 20 mi. N of Greensboro; 21 mi. S of Danville, VA.

2 - TRANSPORTATION: **Railroads**-Southern.
Motor Freight Carriers-35.

3 - POPULATION:
Corp. City 80 Cen. 12,492; E&P 88 Est. 12,410
County 80 Cen. 83,616; E&P 88 Est. 87,638

4 - HOUSEHOLDS:
City 80 Cen. 4,743; E&P 88 Est. 4,724
County 80 Cen. 29,616; E&P 88 Est. 32,485

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	N.A.
Commercial	4	N.A.

6 - PASSENGER AUTOS: County 47,604; City 19,573

7 - ELECTRIC METERS: Res./Ind. 17,797

8 - GAS METERS: Res./Ind. 10,425

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Canning N.A. ($420); Tobacco 2,000 ($390); Textile 900 ($210); Garment 1,110; Plastics 500; Metal Working 400; Home Furnishings 1,700; Light Fixtures 300. Av. Wkly. Wage $200.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-69; Summer 65-86; Fall 47-70; Winter 29-50. An. Av. Temp. 56.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-12 blocks on four sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Penrose Mall(21)	NA	Eckerd, Winn-Dixie
Southwood Vlg.	NA	Revco, K mart

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Belk; JCPenney; Sears; Family Dollar; Super Dollar; K mart.
Variety Stores-Rose's; K mart.
Chain Drug Stores-Eckerd; Revco; Rite Aid; Medicine Shop.
Chain Supermarkets-Winn-Dixie; Big Star; Piggly Wiggly; Food Town; Daniel 2; Harris-Teeter.

14 - NEWSPAPERS: REVIEW (e-mon to fri) 7,900; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Rachel Southard, Adv. Dir., REVIEW, PO Box 2157, Reidsville, NC 27320; Tel. (919) 349-4331.
National Representative: Landon Associates.

ROANOKE RAPIDS

1 - LOCATION: Halifax County, E&P Map E-1. 80 mi. from Raleigh, in NE part of state. State Hwys. 46, 125, 48; U.S. Hwys. 158, I-95.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line.

Intercity Bus Lines-Trailways.
Air Transportation-At Rocky Mount, NC (43 mi.) and Raleigh, NC (80 mi.). Private planes, Roanoke Rapids Airport.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 14,702; E&P 88 Est. 15,425
CZ-ABC: (80) 14,702
RTZ-ABC: (80) 43,113
County 80 Cen. 55,177; E&P 88 Est. 56,945
City & RTZ-ABC: (80) 57,815

4 - HOUSEHOLDS:
City 80 Cen. 5,491; E&P 88 Est. 5,657
CZ-ABC: (80) 5,491
RTZ-ABC: (80) 13,446
County 80 Cen. 18,286; E&P 88 Est. 19,921
City & RTZ-ABC: (80) 18,937

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	$106,000,000
Savings & Loan	4	$95,000,000

6 - PASSENGER AUTOS: County 26,154; City 12,575

7 - ELECTRIC METERS: Residence 8,000

8 - GAS METERS: Residence 2,075

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles 3,400; Paper 680; Lumber & Wood Prods. 715; Elect. Transformers & Molded Prods. 260; Pub. 40; Chip Board 105; Constr. 260; Service 160; Ret. & Whol. Trade 1,100; Trans., Commun. and Util. 110; Gov't 280; Tourist Services 1,124; Milk Prods. 35; Concrete Prods. 24; Chem. 20; Steel 125; Molded Fiber 85; Rubber 95.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 65-100; Fall 45-75; Winter 15-65.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Forest Hills(20)	NA	Drug Barn, Dollar
Oakland(15)	NA	Brendle's, Sears, Winn-Dixie
Park Plaza(8)	NA	Mast Drug, Goodyear, Farm Fresh
Roanoke Rapids(28)	NA	Eckerd, Big Star, Rose's, Peebles, Baldwins, Firestone
Becker Village Mall(34)	NA	Leggett, JCPenney, K mart

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Leggett's; Peeble's; JCPenney; Baldwin's; Rose's; TG&Y.
Discount Stores-Dollar; Drug Barn; Rite Aid; Treasury Drug; Mill Outlet; Stevenstore; Mast Drugs; Value Pak; Pope's; Eagle's; K mart; Brendle's.
Chain Supermarkets-Red & White; Winn-Dixie; Kwik-Pik; Big Star; Mr. Chek; Vaughan's; Fast Fare; Farm Fresh; Byrds.
Other Chain Stores-Goodyear; Heilig-Meyers; Pic 'N Pay; Sherwin-Williams; Star Furn.; Harding and Grizzard; Moore's Bldg. Supplies; Dixie Auto Supply; Sears; Firestone; Fines; Fashion Bug; Kinney; Radio Shack; Waldenbooks; Musicland; Hallmark; The Junction; Endicott-Johnson; Cato's; Peanut Shack; Roscoe; Griffin Shoes; Eckerd's Wise Fashions; Goldmine; Kay Jewelers; Zale's; Fashion Cents.

14 - NEWSPAPERS: HERALD (e-mon to fri) 11,692; (S) 12,397; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Kyle Cox, Adv. Dir., HERALD, 916 Roanoke Ave., Roanoke Rapids, NC 27870; Tel. (919) 537-2505.
National Representative: None.

ROCKINGHAM

1 - LOCATION: Richmond County, E&P Map D-2.

2 - TRANSPORTATION: **Railroads**-Seaboard.
Intercity Bus Lines-Trailways.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 8,300; E&P 88 Est. 8,915
CZ-ABC: (80) 15,583
RTZ-ABC: (80) 29,898
County 80 Cen. 45,607; E&P 88 Est. 46,520
City & RTZ-ABC: (80) 45,481

4 - HOUSEHOLDS:
City 80 Cen. 3,039; E&P 88 Est. 3,320
CZ-ABC: (80) 5,639
RTZ-ABC: (80) 10,170
County 80 Cen. 15,809; E&P 88 Est. 16,822
City & RTZ-ABC: (80) 15,809

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$10,254,388
Savings & Loan	3	$11,216,201

6 - PASSENGER AUTOS: County 21,245; City 12,103

7 - ELECTRIC METERS: Residence 20,000

8 - GAS METERS: Residence 2,800

9 - PRINCIPAL INDUSTRIES: Textiles; Timber; Paper; Plastic Cups; Farming; Paper; Furn.; R.R.; Total 7,300 employees.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-84; Summer 60-89; Fall 55-80; Winter 30-55. First killing frost, Oct. 20; last killing frost, Apr. 15.

11 - TAP WATER: Constant pH of 6.7; soft.

12 - RETAILING: Shpg. ctr. 2 mi. from central business district, open nightly; 30 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Richmond Plz (36)	NA	Belk's, JCPenney, Revco
Tri-City(21)	NA	K mart, A&P, Eckerd
Westside Sq (6)	NA	Bi-Lo

13 - RETAIL OUTLETS: **Department Stores**-Belk's; JCPenney; R.W. Goodman; Long's; Kay's; Gaddy's.
Discount Stores-Wickes; Lowe's; Family Dollar; K mart; Wal-Mart.
Variety Stores-Rose; Jones.
Chain Drug Stores-Eckerd; Revco.
Chain Supermarkets-A&P; Harris-Teeter; Bi-Lo; Winn-Dixie; Lowe's; Food King; Food Lion.
Other Chain Stores-Goodyear; Western Auto; Sears (catalog); Singer Co.; Economy Auto; Baxter Clothing; Jewel Box; Cato's; Junction; Shoe Show; Firestone; Sherwin-Williams; Pic 'N Pay.

14 - NEWSPAPERS: RICHMOND COUNTY JOURNAL (e-mon to fri) 8,886; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: W.T. Walls, Gen. Adv. Mgr., RICHMOND COUNTY JOURNAL, PO Box 1888, Rockingham, NC 28379; Tel. (919) 997-3111.
National Representative: Landon Associates.

ROCKY MOUNT

1 - LOCATION: Nash and Edgecombe Counties. E&P Map E-2. On the county line dividing Nash and Edgecombe Counties. 110 mi. S of Richmond; 51 mi. E of Raleigh. On I-95; U.S. 64.

2 - TRANSPORTATION: **Railroads**-CSX; Amtrak.
Motor Freight Carriers-13.
Intercity Bus Lines-Carolina Trailways; Seashore Trans.; Greyhound.
Airlines-Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 41,283; E&P 88 Est. 51,302
CZ-ABC: (80) 43,314
RTZ-ABC: (80) 88,041
Counties 80 Cen. 123,125; E&P 88 Est. 134,012
Edgecombe 80 Cen. 55,987; E&P 88 Est. 59,954
Nash 80 Cen. 67,138; E&P 88 Est. 74,058
City & RTZ-ABC: (80) 131,355
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,138; E&P 88 Est. 18,953
CZ-ABC: (80) 15,138
RTZ-ABC: (80) 28,986
Counties 80 Cen. 41,867; E&P 88 Est. 48,194
Edgecombe 80 Cen. 18,397; E&P 88 Est. 20,710
Nash 80 Cen. 23,470; E&P 88 Est. 27,484
City & RTZ-ABC: (80) 44,124

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$413,725,000
Savings & Loan	4	$301,517,000

6 - PASSENGER AUTOS: Counties: Nash 40,531; Edgecombe 27,532.

7 - ELECTRIC METERS: Residence 17,200.

8 - GAS METERS: Residence 8,875.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage $315)-Food & Drug Prods. 2,550; Tobacco Proc. (seasonal) 600; Textile Mill Prods. & Apparel 3,300; Lumber & Wood Furn. 1,250; Printing & Pub. 275; Chem. & Prods. 1,250; Stone, Clay, Glass & Concrete 220; Fab. Metal Prods. 1,200; Trans. 400; Constr. 2,195; Elect. Equip. & Supplies 210.
Principal Pay Days-1st, 15th & 30th; Mills, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-82; Summer 63-89; Fall 29-82; Winter 29-55. First killing frost, Nov. 2; last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks Main St.; 3 blocks Washington St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Golden East Crossing	2	Belk's, JCPenney, Rose's, Sears
Oakwood(19)	2	Almand, Maxway, Winn-Dixie
Tarrytown Mall(73)	3	Mont. Ward, Big Lots, Nichols
Westridge Vlg.(34)	4	Harris Tetter
Edgecombe Park(5)	3	Rose's, Colortyme, Kerr Drug
Englewood Sq.(14)	3	Eckerd
Fairview(6)	NA	Gurganus Bros., Oakwood Pharm.
K mart Plaza(15)	NA	K mart, Radio Shack
Peddler's Vlg.(12)	4	
Raleigh Road(5)	NA	Family Dollar
Walnut(14)	NA	Dollar Store, Piggly Wiggly
Wellongate(8)	3	Convenient Market
Tiffany Square	4	Winn-Dixie, Kerr Drug, Radio Shack

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Belk's; JCPenney; Baldwin's; Montgomery Ward; Sears.
Variety Stores-McCrory-McClellan; Pope's Dollar Stores; Rose 2; Maxway.
Discount Stores-K mart; Bailey's Discount Jewelry; Family Dollar.
Chain Drug Stores-Almands 3; Kerr 4; Eckerd 3; Raper's 2; Revco.
Chain Supermarkets-Gurganus 2; Piggly Wiggly 4; White's; Zip Mart 10; Winn-Dixie 3; 7-Eleven; Food Lion 2; Expressway 8; Farm Fresh; Harris-Tetter.
Other Chain Stores-Cato's; Lowe's; Singer Co.; Goodyear; Firestone; Jewel Box; Marilyn; Advance Stores; Serotta's; Heilig Meyers; Record Bar; Shoe Show; Moore's; Diana Shops; Roscoe Griffin.

14 - NEWSPAPERS: TELEGRAM (e-mon to fri) 29,074; (m-sat) 13,617; (S) 15,035; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Carl Worsley, Pub., TELEGRAM, Box 1080, Rocky Mount, NC 27802-1080; Tel. (919) 446-5161.
National Representative: Thomson Newspapers.

SALISBURY-SPENCER-EAST SPENCER

1 - LOCATION: Rowan County (In Charlotte-Gastonia-Rock Hill, NC-SC MSA). E&P Map C-2. County Seat. Center of industrial and agricultural Piedmont area. 42 mi. NE of Charlotte; 38 mi. S of Winston-Salem; 50 mi. SW of Greensboro. Retail, wholesale, college and medical center. 290 mi. from Atlanta. On U.S. Hwys. 29, 52, 70, 601; State Hwy. 150; I-85.

2 - TRANSPORTATION: **Railroads**-Norfolk/Southern main line; also Asheville to Cincinnati Div.; & Salisbury to Norwood Div.
Motor Freight Carriers-45.
Intercity Bus Lines-Carolina Trailways; Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 27,765; E&P 88 Est. 29,554
  Salisbury 80 Cen. 22,677; E&P 88 Est. 24,150
  Spencer 80 Cen. 2,938; E&P 88 Est. 2,900
  East Spencer 80 Cen. 2,150; E&P 88 Est. 2,504
CZ-ABC: (80) 31,274
RTZ-ABC: (80) 258,066
County 80 Cen. 99,465; E&P 88 Est. 105,837
MSA 80 Cen. 975,873; E&P 88 Est. 1,110,273
City & RTZ-ABC: (80) 289,340
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 10,290; E&P 88 Est. 11,026
  Salisbury 80 Cen. 8,398; E&P 88 Est. 8,968
  Spencer 80 Cen. 1,178; E&P 88 Est. 1,203
  East Spencer 80 Cen. 714; E&P 88 Est. 855
CZ-ABC: (80) 11,622
RTZ-ABC: (80) 92,539
County 80 Cen. 35,949; E&P 88 Est. 39,483
MSA 80 Cen. 343,836; E&P 88 Est. 406,305
City & RTZ-ABC: (80) 104,161

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$290,046,000
Savings & Loan	[illegible]	$211,419,000
Credit Unions	5	$4,841,000

6 - PASSENGER AUTOS: County 58,129.

7 - ELECTRIC METERS: Residence 36,005.

8 - GAS METERS: Residence 6,340.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 3,894 ($243); Chem. & Allied Prods. 2,413 ($421); Apparel & Other Finished Prods. 1,269 ($186); Trans., Commun. & Util. 1,132 ($389); Mach. (excluding electrical) 701 ($312); Fab. Metal 531 ($378); Stone, Clay, Glass and Concrete 519 ($313); Food & Kindred 503 ($257); Lumber & Wood 408 ($301); Rubber & Plastics 387 ($345); Furn. & Fixtures 354 ($258).

10 - CLIMATE: Min. & Max. Temp.-Spring 47-73; Summer 68-91; Fall 48-74; Winter 32-53. Rainfall: 47 in. Snowfall: 6 in. First killing frost, Oct. 30; last killing frost, Apr. 7.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main; 2 on Innes.
Neighborhood Shopping Centers-1 1/2 blocks (one side) 800-900 S. Main, Salisbury; 3 blocks in Spencer; 2 blocks in E. Spencer; S. Fulton at Lincolnton Rd. 1 block.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ketner Ctr.(12)	2	Food Lion
Mid Carolina(5)	4	Winn-Dixie, Eckerd, Pic 'N Pay
Rowan Mall(10)	2	Rose's, Eckerd, Winn-Dixie
Towne Mall(28)	1	Sky City, 3 Guys
Park-Plaza(7)	2	A&P
Southgate(6)	2	Mark Drug

Principal Shopping Days-Fri., Sat.
Stores Close-Furniture-Wed. afternoons all year.
Stores Open Evenings-Fri. until 9.

13 - RETAIL OUTLETS: **Department Stores**-Belk-Harry; JCPenney; Rose's; Zimmerman's.
Variety Stores-Woolworth; Family Dollar 3; Plej's.
Discount Stores-K mart; Sky City.
Chain Drug Stores-Innes Street 3; Mark Drug 2; Eckerd 3; Revco 2; White Star.
Chain Supermarkets-A&P; Winn-Dixie 2; Food Town 5; 3 Guys; Kroger Sav-on.
Other Chain Stores-Shoes: Pic 'N Pay, Endicott-Johnson, Walker; Ladies Wear: Tobias, Gold Shops, Guyes, Diana Shops, Cato's; Jewelers: W.H. Leonard, Friedman; Furniture, Hometown Furniture, K-Town, Rustin's, Sterchi's; Others: Carolina Tire, Advance Stores, Western Auto, Sears (catalog), Montgomery Ward, Radio Shack, Firestone, Sherwin-Williams, New York Carpet, Ed Kelly's.

14 - NEWSPAPERS: POST (e) 25,478; (S) 25,653; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: J.P. Helms, Gen. Adv. Mgr., POST, 131 W. Innes St., Salisbury, NC 28145; Tel. (704) 633-8950.
National Representative: Landon Associates.

SANFORD

1 - LOCATION: Lee County. E&P Map D-2. County Seat. Shipping and Industrial center in central part of state. Approx. 40 mi. SW of Raleigh; 30 mi. NE of Pinehurst; 20 mi. N of Ft. Bragg on U.S. Hwys. 1, 15, 421, 501; State Hwy. 87.

2 - TRANSPORTATION: **Railroads**-Seaboard Coastline; Southern; Norfolk & Southern; Atlantic & Western.
Motor Freight Carriers-16.
Intercity Bus Lines-Carolina Coach; Carolina Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,773; E&P 88 Est. 18,132
CZ-ABC: (80) 14,773
RTZ-ABC: (80) 91,361
County 80 Cen. 36,842; E&P 88 Est. 41,093
City & RTZ-ABC: (80) 106,134

4 - HOUSEHOLDS:
City 80 Cen. 5,545; E&P 88 Est. 6,901
CZ-ABC: (80) 5,545
RTZ-ABC: (80) 32,745
County 80 Cen. 12,914; E&P 88 Est. 15,210
City & RTZ-ABC: (80) 38,290

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$700,000,000
Savings & Loan	1	$240,000,000

6 - PASSENGER AUTOS: County 22,704; City 22,537.

7 - ELECTRIC METERS: Residence 6,986.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 1,500 ($375); Mfg. 7,000 ($300); Trans., Commun., Util. 700 ($325); Trade 4,000 ($300).
Principal Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Av. Daily: Spring 48-70; Summer 69-88; Fall 51-71; Winter 33-51. First killing frost, Oct. 20; last killing frost, Apr. 5.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Steele, Wicker, Moore, Carthage, Horner Blvd., Spring Lane.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kendale(36)	3	A&P, Sears, Winn-Dixie
Sanford(3)	NA	Food Lion, Revco
Zayre	1	Zayre, Big Star, Revco
Riverbirch Corner(35)	2	Belk's, Winn-Dixie, JCPenney, Rose's, Eckerd

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Food-Thur., Fri.; Dept. & Furn. Stores-Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Belk; Avent & Thomas; JCPenney; Moore's; Sears; Zayre.

Discount Stores-Family Dollar; Zayre; Revco; Advance; K mart; Big Lots.
Variety Stores-Maxway 2; Rose's.
Chain Drug Stores-Rite Aid 2; Revco 2; Medicine Shoppe; Eckerd 2.
Chain Supermarkets-A&P; Piggly Wiggly; Cardinal 4; Winn-Dixie 2; Byrd's LoMark; Food Lion 2.
Other Chain Stores-Saslow's Jewelry; H&H Auto Parts; Lowe's; Dossenbach's Finer Furn. 3; Kimbrell's Furn.; Diana Shops; Firestone; Advance; Pic 'N Pay; Sew 'n Save; Heilig-Meyers; Radio Shack 2; Pantry 18; D.A. Kelly's; Cato's; Tucker Jones Furn.

14 - NEWSPAPERS: HERALD (e) 13,699; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Norman Branch, Adv. Dir., HERALD, 208 St. Clair Ct., Sanford, NC 27330; Tel. (919) 776-0538.
National Representative: None.

SHELBY

1 - LOCATION: Cleveland County. E&P Map B-2. County Seat. Situated on State Hwys. 18, 74; 45 mi. W of Charlotte; 75 mi. E of Asheville; 40 mi. N of Spartanburg, SC.

2 - TRANSPORTATION: **Railroads**-Southern; Seaboard.
Motor Freight Carriers-30.

3 - POPULATION:
Corp. City 80 Cen. 15,310; E&P 88 Est. 15,093
CZ-ABC: (80) 31,324
RTZ-ABC: (80) 77,066
County 80 Cen. 83,586; E&P 88 Est. 88,036
City & RTZ-ABC: (80) 108,390

4 - HOUSEHOLDS:
City 80 Cen. 5,731; E&P 88 Est. 5,705
CZ-ABC: (80) 11,096
RTZ-ABC: (80) 26,256
County 80 Cen. 28,4581; E&P 88 Est. 30,624
City & RTZ-ABC: (80) 37,352

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$175,000,000
Commercial	4	$300,000,000

6 - PASSENGER AUTOS: County 44,054; City 24,767.

7 - ELECTRIC METERS: Residence 7,429.

8 - GAS METERS: Residence 4,344.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 13,836 ($303); Constr. 1,178 ($261); Trades 6,238 ($226).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-78; Summer 61-93; Fall 40-84; Winter 24-54. First killing frost, Nov.; last killing frost, Apr.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Principal Shopping Center**-City Sq., 3 block radius around square; Cleveland Mall, 3-5 miles E. of Shelby.
Neighborhood Shopping Centers-South Shelby; Dover-Ora Mill Section; Hwy. 74 Bypass; Huxley Village; Market Place PLaza; Shelby Plaza; River Hill Plaza; Bi-Lo Plaza.
Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-Hudson's 2; Wray's 2; JCPenney; Belk's.
Variety Stores-Rose's 2; Blanton's; Scottie's.
Discount Stores-Sky City; Family Dollar 2; K mart; Wal-Mart.
Chain Drug Stores-Cornwell Drug (Rexall); Eckerd 2; Shelby Drug; Revco 2; SupeRx.
Chain Supermarkets-Harris-Teeter 3; Winn-Dixie; Lowe's 2; Ingle's; Bi-Lo; Food Lion.
Other Chain Stores-Sears; Goodyear; Radio Shack.

14 - NEWSPAPERS: STAR (e) 18,066; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Rick Sherrill, Adv. Dir., STAR, PO Box 48, Shelby, NC 28150; Tel. (704) 484-7000.
National Representative: Thomson Newspapers.

SPENCER

See SALISBURY

STATESVILLE

1 - LOCATION: Iredell County, E&P Map C-2. County Seat, residential center. On U.S. Hwys. 21, 64, 70, I-40, I-77; State Hwys. 21, 90, 115; 40 mi. N of Charlotte.

2 - TRANSPORTATION: Railroads-Southern; Alexander.
Motor Freight Carriers-27.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 18,622; E&P 88 Est. 19,699
NDM-ABC: (80) 82,538
County 80 Cen. 82,538; E&P 88 Est. 90,616

4 - HOUSEHOLDS:
City 80 Cen. 7,056; E&P 88 Est. 7,389
NDM-ABC: (80) 29,128
County 80 Cen. 29,128; E&P 88 Est. 33,279

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$210,976,000
Savings & Loan	3	$237,400,000

6 - PASSENGER AUTOS: County 51,009; City 29,840

7 - ELECTRIC METERS: City Residence 10,202

8 - GAS METERS: Residence 7,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 4,320 ($231); Apparel 3,210 ($181); Furn. 1,760 ($202); Fab. Metals 910 ($294); Non-electric Mach. 1,200 ($264); Paper 540 ($248); Trades 6,430 ($159); Constr. 1,470 ($218); Food & Agri-business 850 ($212); Heavy Metal 550 ($287).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 57-80; Summer 65-86; Fall 41-63; Winter 34-58. First killing frost, Oct. 30; last killing frost, Apr. 11.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on 3 central sts.
Neighborhood Shopping Centers-2 blocks on W. Front St.; 1 on N. Center St.; 2 on Davie Ave.; 3 on Broad St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Brookdale Sq.(14)	1	Food Lion
Forest Hts.(12)	1	Harris-Teeter
Newtowne Plz.(12)	1	Rose's, Harris-Teeter
Northwinds(6)	3	Bi-Lo, Revco
Signal Hill Mall(30)	2	Belk's, Woolworth, JCPenney, Winn-Dixie
Westgate(7)	2	Lowe's Mkt.
Southland(5)	1	Family Dollar, Food Lion
Westpark(8)	NA	Ingles, Sky City
Cross Roads(4)	4	K mart, A&P

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Thur., Fri., Sat.
Stores Open Sundays-All.

13 - RETAIL OUTLETS: Department Stores-Belk's; Spainhour's; JCPenney; Smithey's; Rose's; Mack's.
Discount Stores-Family Dollar; Rose's; K mart.
Variety Stores-Eagle's; Woolworth; Sky City.
Chain Drug Stores-Statesville; Eckerd; Revco 8; Rite Aid 2.
Chain Supermarkets-A&P; Winn-Dixie; Harris-Teeter 2; Lowe's 2; Food Lion 3; Ingle's; Bi-Lo.
Other Chain Stores-Jewel Box; Wooten's (Jewelry); Goodrich; Goodyear; Western Auto; Advance Auto; Piece Goods Shop; Radio Shack; N.Y. Carpet World; Endicott-Johnson; General Nutrition; Lerner; Mr. Sport; Pearl Vision Centers; White Star; R. Gregory, Jeweler.

14 - NEWSPAPERS: RECORD & LANDMARK (e-mon to fri) 17,322; (S) 17,106; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Marilyn Moore, Adv. Dir., RECORD & LANDMARK, 220 East Broad St., Statesville, NC 28677; Tel. (704) 873-1451.
National Representative: Landon Associates.

TARBORO

1 - LOCATION: Edgecomb County, E&P Map E-2.

2 - TRANSPORTATION: Railroads-Seaboard System; Amtrak.
Motor Freight Carriers-16.
Intercity Bus Lines-Carolina Trailways.
Airlines-Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 8,634; E&P 88 Est. 12,246
County 80 Cen. 55,987; E&P 88 Est. 59,954

4 - HOUSEHOLDS:
City 80 Cen. 3,243; E&P 88 Est. 4,540
County 80 Cen. 18,397; E&P 88 Est. 20,710

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$71,500,000
Savings & Loan	3	$82,600,000

6 - PASSENGER AUTOS: County 27,532; City 11,039

7 - ELECTRIC METERS: Residence 5,229

8 - GAS METERS: Residence 2,208

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Plastic Prods. 700; Power Tools 850; Textile Prods. 2,000; Farm Mach. 500; Masonite Prods. 250; Misc. 100; Commun. 500; Wire & Cable Prods. 250; Furn. Prods. 500; Av. Wkly. Wage $262.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 55-95; Fall 30-70; Winter 25-50. First killing frost, Oct. 31; last killing frost, Apr. 6.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Centers-30 blocks on 14 streets.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fairview(11)	NA	Goodyear, Revco, Piggly Wiggly
Parkhill Mall(32)	NA	Belk-Tyler, A&P, K mart, Radio Shack
Tarboro(14)	NA	Kerr

Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk-Tyler; Alder's; Shugar's; Deena Casuals.
Variety Stores-Eagle; Dollar General; K mart; Aims.
Discount Stores-Family Dollar; Value Pak; Pic'N Pay Shoes.
Chain Drug Stores-Bryan Discount; People's; Kerr; Revco.
Chain Supermarkets-A&P; Harris; Piggly-Wiggly; Big Star; Food Lion.
Other Chain Stores-Goodyear; Radio Shack; FCX; Cato's; Heilig-Meyers; Pope's.

14 - NEWSPAPERS: SOUTHERNER (e-mon to fri) 6,392; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: J. Creech, Pub., SOUTHERNER, PO Box 1199, Tarboro, NC 27886; Tel. (919) 823-3106.
National Representative: General Advertising Service.

THOMASVILLE

1 - LOCATION: Davidson County (In Greensboro-Winston-Salem-High Point MSA). E&P Map C-2. Industrial and agricultural area in Central Piedmont section. 7 mi. from High Point; 24 mi. from Greensboro; 20 mi. from Winston-Salem; on U.S. Hwys. 29, 70, I-85.

2 - TRANSPORTATION: Railroads-Southern (Main Line); High Point, Thomasville & Denton.
Motor Freight Carriers-20.
Intercity Bus Lines-Carolina Trailways; Queen City Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,144; E&P 88 Est. 15,746
CZ-ABC: (80) 23,401
RTZ-ABC: (80) 61,593
County 80 Cen. 113,631; E&P 88 Est. 124,340
MSA 80 Cen. 854,148; E&P 88 Est. 938,069
City & RTZ-ABC: (80) 84,994
Demographic Information available from Newspaper. See Paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,164; E&P 88 Est. 5,672
CZ-ABC: (80) 8,479
RTZ-ABC: (80) 21,822
County 80 Cen. 40,010; E&P 88 Est. 45,818
MSA 80 Cen. 307,207; E&P 88 Est. 352,306
City & RTZ-ABC: (80) 30,301

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 63,819; City 19,877

7 - ELECTRIC METERS: Residence 11,116

8 - GAS METERS: Residence 760

9 - PRINCIPAL INDUSTRIES: Textiles 4,210 Emp.; Furn. 4,269 Emp.

10 - CLIMATE: Av. An. Temp.-58; Av. An. rainfall 48 in.

11 - TAP WATER: Very soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Erwin Heights(3)	NA	Thrifti-Mart, Revco
Randolph St.(5)	NA	A&P, Family Dollar
South Gate(34)	NA	K mart, Eckerd, Winn-Dixie
Sky City Ctr.	NA	Food Lion, Big Lots, Sky City

13 - RETAIL OUTLETS: Chain Drug Stores-Revco 2; Eckerd; Rite Aid 2; Sky City.
Discount Stores-Family Dollar; K mart; Big Lots.
Chain Supermarkets-A&P; Winn-Dixie; Food Lion; Lowes.

14 - NEWSPAPERS: TIMES (m) 8,511; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Dan Holland, Adv. Mgr., TIMES, 512 Turner St., Thomasville, NC 27360; Tel. (919) 472-9500.
National Representative: Landon Associates.

TRYON

1 - LOCATION: Polk County, E&P Map B-2., 30 mi. NW of Spartanburg.

2 - TRANSPORTATION: Railroads-Southern.

3 - POPULATION:
Corp. City 80 Cen. 1,796; E&P 88 Est. 2,029
County 80 Cen. 13,039; E&P 88 Est. 15,135

4 - HOUSEHOLDS:
City 80 Cen. 807; E&P 88 Est. 920
County 80 Cen. 5,023; E&P 88 Est. 6,086

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 8,362

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Resort Area; Pine & Hardwood Timber; Mfg. of Cotton Goods, Cotton Yarn Knitting; Hand Weaving; Agric.

10 - CLIMATE: N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Shopping Center-Tryon Plaza (Community Cash, Sears, Family Dollar Store).

13 - RETAIL OUTLETS: Variety Stores-Family Dollar; Popes United Variety; The Shop of Thomas; Blue Ridge Weavers.
Chain Supermarkets-A&P; Community Cash; Smith's; Fast Fare; The Pantry; Cowan's; Food Lion.
Other Chain Stores-Western Auto; Sears (catalog); Ward Auto Supply; Car Parts, Inc.

14 - NEWSPAPERS: BULLETIN (m-mon to fri) 3,484; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Seth M. Vining, Jr., Adv. Mgr., BULLETIN, 106 N. Trade St.; PO Box 790, Tryon, NC 28782; Tel. (704) 859-9152.
National Representative: None.

WASHINGTON

1 - LOCATION: Beaufort County, E&P Map E-2. 135 mi. S of Norfolk, VA; 104 mi. E of Raleigh; navigable Pamlico River; U.S. Hwys. 17 (Ocean Hwy.), 264; 3 State Hwys.

2 - TRANSPORTATION: Railroads-Atlantic Coast Line; Norfolk Southern.
Motor Freight Carriers-6.
Intercity Bus Lines-Seashore Trans.; Trailways.
Waterways-Pamlico River; Tar River.

3 - POPULATION:
Corp. City 80 Cen. 8,418; E&P 88 Est. 9,639
CZ-ABC: (80) 9,409
RTZ-ABC: (80) 70,920
County 80 Cen. 40,301; E&P 88 Est. 44,194
City & RTZ-ABC: (80) 80,329
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,191; E&P 88 Est. 3,351
CZ-ABC: (80) 3,396
RTZ-ABC: (80) 24,628
County 80 Cen. 14,212; E&P 88 Est. 16,398
City & RTZ-ABC: (80) 28,024

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	2	$193,000,000
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 21,161; City 11,691

7 - ELECTRIC METERS: Residence 9,338

8 - GAS METERS: Residence 2,150

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber 381; Shirts 198; Worsted Mill 350; Dressmaking 85; Furn. 260; Truck Body 42; Textile & Apparel 977; Lumber & Wood Prods. 162; Trans. Equip. 65; Phosphate Mining 600; Elect. Appliance 500; Heavy Mach. 100; Boat Building 250; Filters 200; Direct Mail 150.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Av. Temp.-Spring 62; Summer 77; Fall 64; Winter 47. First killing frost, Oct. 15; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main St.; Market and Gladden Sts.; Washington Square Mall (28 Stores).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Scott's; Buckman's; Cato; Belk-Tyler; Charles White; Rose's; Lewis'; Save Mart.
Variety Stores-McClellan's; K mart; Family Dollar.
Chain Supermarkets-Foodland; Smith Brothers; Scott's; Food Lion; Byrd's; Food King.
Chain Drug Stores-Peoples; Tayloe's; Hospital Phcy.; Revco; Rite Aid; May's.
Other Chain Stores-Kinney (shoes); Charles Stores; Helig-Meyers Furn.; Roscoe Griffin; Southern States; True Value Hdwe.

14 - NEWSPAPERS: NEWS (e) 10,154; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Eugene E. King, Adv. Dir., NEWS, 217 Market St., Washington, NC 27889; Tel. (919) 946-2144.
National Representative: Landon Associates.

WILMINGTON

1 - LOCATION: New Hanover County, (In Wilmington MSA). E&P Map E-3. In SE part of State on Cape Fear River; 10 mi. from ocean on U.S. Hwys. 17, 74, 76, 117, 421; 90 mi. S of Goldsboro; 125 mi. SE of Raleigh; 200 mi. E of Charlotte; 165 mi. N of Charleston.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Motor Freight Carriers-48.
Intercity Bus Lines-Greyhound; Seashore Transportation; Carolina Trailways.
Airlines-Piedmont; Eastern Metro Express (Commuter); American Eagle (Commuter).

3 - POPULATION:
Corp. City 80 Cen. 44,000; E&P 88 Est. 46,036
CZ-ABC: (80) 94,947
RTZ-ABC: (80) 161,267
County/MSA 80 Cen. 103,763; E&P 88 Est. 118,562
City & RTZ-ABC: (80) 264,738
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,418; E&P 88 Est. 18,036
CZ-ABC: (80) 37,691
RTZ-ABC: (80) 54,754
County/MSA 80 Cen. 37,691; E&P 88 Est. 44,513
City & RTZ-ABC: (80) 92,445

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	10	N.A.
Savings & Loan	5	$644,111,000

6 - PASSENGER AUTOS: County 64,396; City 57,456

7 - ELECTRIC METERS: Residence 69,248

8 - GAS METERS: Residence 7,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Mfg. 8,940; Lumber & Wood 430; Metals 240; Mach. 1,930; Food 600; Textiles 183; Apparel 1,050; Chem. 2,290; Constr. 3,530; Trans., Commun., & Pub. Util. 3,351; Trade 14,917; Fin., Ins. & R.E. 2,190; Service 10,820; Gov't 10,030; Agric. 660.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-70; Summer 71-86; Fall 55-74; Winter 40-60.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-20 blocks on Front, Grace, Chestnut, Princess, Market, Second and Third Sts.
Neighborhood Shopping Centers-Castle St.; N. 4th St.; 17th & Market; 17th & Dawson; 5th & Red Cross; Glen Meade; Port City; S. Front.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Azalea Plaza(5)	3	Winn-Dixie, Peoples Drug, Haverty's Furniture

Cape Fear(8)	3	Family Dollar, Hills Food
College Sq (12)	4	Revco
Cotton Exchange(30)		
Hanover Ctr (23)	3	Rose's, Eckerd, Hills Food
Independence Mall(70)	3	Belk-Berry, Sears, JCPenney
Kings Plaza(3)	3	Rose's, Revco, Hills Food
Long Leaf Mall (40)	4	Radio Shack, Rose's, Eckerd
Market Plaza(18)	3	Hills Food, Radio Shack
Market Street(7)	1	
Murreysville Road(6)	6	Food Lion, Eckerd
North 17(30)	3	Family Dollar, Food Lion
Pine Valley(2)	5	Food Lion, Peoples
Plaza East(29)	9	Maxway, Hills Food
Market Place(27)	5	Brendle's
University Landing(14)	5	

13 - RETAIL OUTLETS: **Department Stores**-Sears, Belk-Beery, JCPenney.
Discount Stores-Family Dollar 4, Buy-Rite, Rose's 4, K mart 2
Variety Stores-Maxway 2
Chain Drug Stores-Eckerd 4, Rexall 4, Revco 8, Peoples 3, Kerr Drug.
Chain Supermarkets-Winn-Dixie, Hills 8, Wilson's 4, Harris-Teeter 3, Food Lion 5, Kroger Sav-On.
Other Chain Stores-Firestone, Goodrich, Goodyear 2, Lowe's, Maxwell Bros., Cloth World, Wicke's, Rhodes, Pic-Way, Lerner, Radio Shack 5, Thom McAn, Best Products, Inc., Hahn Shoes, Hickory Farms, Kinney Shoes, Thomlinson, Pier I Imports, Haverty's, Tart's, Brendle's.

14 - NEWSPAPERS: STAR (m) 48,698; STAR-NEWS (S) 55,554; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Dave Schuette, STAR/STAR-NEWS, PO Box 840, Wilmington, NC 28402; Tel. (919) 343-2311.
National Representative: Branham/Newspaper Sales.

WILSON

1 - LOCATION: Wilson County, E&P Map E-2. County Seat. Agricultural & Manufacturing Center 46 mi. from Raleigh, State Capital and 140 mi. S of Richmond, VA. On U.S. Hwys. 301, I-95, 264, 117; State Hwys. 42, 58.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line; Norfolk & Southern; Amtrak.
Motor Freight Carriers-32.
Intercity Bus Lines-Carolina Trailways, Seashore Trans.
Airlines-Mid South.

3 - POPULATION:
Corp. City 80 Cen. 34,424; E&P 88 Est. 36,406
CZ-ABC: (80) 34,424
RTZ-ABC: (80) 64,459
County 80 Cen. 63,307; E&P 88 Est. 67,573
City & RTZ-ABC: (80) 98,883

4 - HOUSEHOLDS:
City 80 Cen. 12,343; E&P 88 Est. 13,172
CZ-ABC: (80) 12,343
RTZ-ABC: (80) 21,327
County 80 Cen. 21,549; E&P 88 Est. 24,044
City & RTZ-ABC: (80) 33,670

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	7	$175,000,000
Commercial	12	$250,000,000

6 - PASSENGER AUTOS: County 34,391; City 25,318

7 - ELECTRIC METERS: Residence 13,810

8 - GAS METERS: Residence 6,097

9 - PRINCIPAL INDUSTRIES: Tobacco Proc.; Textile Fab.; Meat Proc.; Auto Tire Mfg.; Feed & Grain Proc.; Bus & Truck Bodies; Fertilizers; Glass Containers.
Principal Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-85; Summer 60-102; Fall 32-70; Winter 24-60.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown 8 Blocks on Nash St., 2 blocks deep Ctr. 32 Post; Parkwood Mall.
Main Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores Open Evenings-Shopping Centers. Downtown: Belk-Tyler; Drugs; Mall Stores; Other Downtown Stores Fri. night.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Stantonburg	12	Baker's, Bailey's Gardners
Elm City	6	McKeel's, Cobb's
Bailey	13	W.H. Farmer, Clarks, Hagwood's
Brentwood Ctr	3	Food Lion, Eckerd
Sims	9	Whitley's, Boykins
Lucama	8	Bass Bros.
Nichols City	NA	Nichols Discount, Food King
Kenly	26	J. Dobbin Bailey, IGA
Boulevard Plz (13)	NA	Eckerd, Family Dollar
Gold Park(11)	NA	Family Dollar, Revco
K mart Plaza(10)	NA	Revco
Parkwood Mall (72)	NA	JCPenney, Winn-Dixie, Rose's, Belk-Tyler
Village(Lucama)	NA	Countryside Furn., Village Grocery
Winoca(18)	NA	Sears, Tucker's Furn.
Wren Village(23)	NA	Winn-Dixie, Bissette's Drug
Regency Plz	4	Food Lion, Western Steer, Brendle's, Revco

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Leder's, Inc., Belk-Tyler, Sears.
Discount Stores-S.E. Nichols, Brendle's.
Variety Stores-Rose's, Value Pak.
Chain Drug Stores-Eckerd 2; Kerr 2; Revco 3.
Chain Supermarkets-Food Lion 2; Figgly Wiggly; Winn Dixie 3; IGA; Food King 2.
Other Chain Stores-Firestone; Western Auto; Kinney Shoes; Heilig-Meyers Furn.; Tucker's Furn. 2; Radio Shack; Lowes Building Materials; Singer Co.; Diana Shops; Zale's; Sherwin-Williams; Fast Fare Convenient Foods; Zip Mart; Shearer's; Carpetland; Family Dollar; Carolina Builders Supplies; Rosco-Griffin Shoes; Durham Sporting Goods; K&K Toys; General Nutrition Center; Saslow's Jewelers; Baskin-Robbins; Cato's; Short-Stop Mart.

14 - NEWSPAPERS: TIMES (e) 17,096; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Christopher C. Taylor, Adv. Dir., TIMES, 2001 Downing St., Wilson, NC 27893; Tel. (919) 243-5151.
National Representative: Landon Associates.

WINSTON-SALEM

1 - LOCATION: Forsyth County (In Greensboro-Winston-Salem-High Point MSA). E&P Map C-2. County Seat. Center of important tobacco market. Retail trading, college and medical center; halfway bet. Washington, DC and Atlanta. On U.S. Hwys. 421, 52, 311, 158, I-40 and State Hwys. 8, 66, 67, 109 and 150.

2 - TRANSPORTATION: **Railroads**-Norfolk Southern; Southern Pacific; Winston-Salem Southbound; Union Pacific; St. Louis Southwestern.
Motor Freight Carriers-56.
Intercity Bus Lines-Greyhound; Piedmont; Trailways.
Airlines-Piedmont; Eastern; United; Delta; American; USAir.

3 - POPULATION:
Corp. City 80 Cen. 138,837; E&P 88 Est. 151,123
CZ-ABC: (80) 174,733
RTZ-ABC: (80) 491,504
County 80 Cen. 244,221; E&P 88 Est. 271,561
MSA 80 Cen. 854,148; E&P 88 Est. 938,069
City & RTZ-ABC: (80) 666,237
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 50,338; E&P 88 Est. 59,964
CZ-ABC: (80) 63,357
RTZ-ABC: (80) 176,230
County 80 Cen. 90,146; E&P 88 Est. 104,951
MSA 80 Cen. 298,620; E&P 88 Est. 352,306
City & RTZ-ABC: (80) 239,587

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	8	N.A.
Commercial	11	N.A.

6 - PASSENGER AUTOS: County 160,579; City 119,599

7 - ELECTRIC METERS: Residence 137,503

8 - GAS METERS: Residence 21,862

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Tobacco N.A.; Textile Mill Prods. 5,570; Electrical & Electronic Equip. 7,056; Food & Kindred Prods. 41,467.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Av. Temp.-Spring 67; Summer 74; Fall 49; Winter 42. First killing frost, Nov. 14; last killing frost, Apr. 3.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Hanes Mall(121)	NA	Sears, JCPenney, Belk's, Thalhimer's
Cloverdale Plz (14)	NA	Zayre, Kroger
Northside(35)	NA	Eckerd
Old Town(17)	NA	Food Fair
Parkview(27)	NA	Rose's, Winn-Dixie
Parkway Plz (40)	NA	Eckerd, Food Fair
Pine Ridge Plz (11)	NA	Rose's, Thrifti-Mart
Reynolds Manor(27)	NA	Brendle's, Davis
Sherwood Plz (22)	NA	Food Fair, Revco, Ross
Thruway(54)	NA	Rose's, Food Fair, Winn-Dixie, Thalhimer's
Winston-Salem Marketplace(40)	NA	Burlington Shoe, Hanes Mill Outlet

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Belk's, K mart, Davis, JCPenney, Sears, Thalhimer's.
Discount Stores-Zayre, Brendle's, Best, K mart; Rose's; Keymid; T.J. Maxx; Ross.
Variety Stores-Woolworth, McCrory.
Chain Drug Stores-Eckerd 10; Revco 14; Crown 12; SupeRx 2.
Chain Supermarkets-Food Fair 10; Harris-Teeter 4; Kroger 3; Winn-Dixie 5; Food Lion 10; Lowe's Foods 4; Mount Tabor 3; Joe's Fine Foods 3.
Other Chain Stores-Mother and Daughter 5; Advance 2; Auto Shack; Western Auto 5; Firestone 3; Goodyear 2.

14 - NEWSPAPERS: JOURNAL (m) 93,091; (S) 104,518; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Richard Hickman, Natl. Adv. Mgr., JOURNAL, PO Box 3159, Winston-Salem, NC 27102; Tel. (919) 727-7418.
National Representative: Sawyer-Ferguson-Walker.

NORTH DAKOTA SURVEYS

METROPOLITAN STATISTICAL AREAS

Bismark-Burleigh and Morton Counties.
Fargo-Moorhead, ND-MN-Cass County, ND; Clay County, MN.
Grand Forks-Grand Forks County.

POPULATION ESTIMATES

(Thousands)

Age Group	**1970**	**1980**	**1989**
Under 5 Years	51	56	62
5-14 Years	135	100	103
15-24 Years	114	133	113
25-44 Years	130	168	214
45-64 Years	122	116	114
65 and Over	66	81	77
TOTAL	618	654	683

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1989 Est.**
Bldg. Mat./Hdwr.	244	242	408
General Mdse.	217	347	474
Food	370	559	675
Automobiles	559	818	1,433
Gasoline Stations	202	361	325
Apparel	130	171	226
Furniture	97	132	221
Eat-Drink Places	190	283	388
Drugs	69	96	127
TOTAL SALES	2,250	3,367	4,592

BISMARCK

1 - LOCATION: Burleigh County (MSA). E&P Map B-3. State Capital and County Seat. Electrical generation, manufacturing, distribution, wholesale and educational center 200 mi. W of Fargo, ND; 108 mi. W of Jamestown, ND; 410 mi. W of Minneapolis.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Soo Line.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound; Star.
Airlines-Northwest Orient; Continental; Big Sky.

3 - POPULATION:
Corp. City 80 Cen. 44,485; E&P 88 Est. 50,546
CZ-ABC: (80) 59,998
RTZ-ABC: (80) 109,171
County 80 Cen. 54,811; E&P 88 Est. 63,159
MSA 80 Cen. 79,988; E&P 88 Est. 90,992
City & RTZ-ABC: (80) 169,169

4 - HOUSEHOLDS:
City 80 Cen. 16,424; E&P 88 Est. 19,241
CZ-ABC: (80) 21,783
RTZ-ABC: (80) 36,46
County 80 Cen. 19,420; E&P 88 Est. 23,207
MSA 80 Cen. 27,949; E&P 88 Est. 33,033
City & RTZ-ABC: (80) 58,245

5 - BANKS	**NUMBER**	**EST. DEP.**
State	3	$497,219,000
Savings & Loan	5	$231,756,000
Commercial	4	$203,653,000

6 - PASSENGER AUTOS: County 40,359

7 - ELECTRIC METERS: Residence 19,599

8 - GAS METERS: Residence 15,568

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Printing 165; Trucking 300; Farm Mach. Mfg. 520; Machine Shops 90; Elect. Power 420; Gov't 4,500; Wood Working 150; Brick & Tile 200; R.R. 60.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-55; Summer 33-104; Fall 29-91; Winter 28-47. First killing frost, Oct. 22; last killing frost, May 8.

11 - TAP WATER: Medium hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main Ave.; 4 on Broadway; 2 on 5th St.; 4 blocks on 4th St.; 4 Shopping Ctrs.-3 neighborhood, 2 Regional.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Northbrook(19)	2	Red Owl, Dayton's
Arrowhead(12)	1	Dan's Super Valu
Kirkwood Plz (100)		Mont. Ward, JCPenney, Target, Dayton's
K mart	2	K mart
Gateway Mall(55)	2	Super Valu, Osco, Gateway, Sears

Principal Shopping Days-Mon. through Sat.
Stores Open Evenings-Dept. Mon.; Food Mon. through Sun.; Shopping Ctr. Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; Sears; JCPenney; Herberger's; Labelles; Dayton's.
Discount Stores-K mart; Red Owl; Target.
Variety Stores-Ben Franklin.
Chain Drug Stores-Rexall; White; Osco.
Chain Supermarkets-Red Owl 2; Super Valu 4; Holiday Store; Warehouse Market.
Other Chain Stores-Bismarck; Firestone; Morrey-Alans; Stevensons; Singer; Goodyear; General Tire; Ace Hardware; Hardware Hanks.

14 - NEWSPAPERS: TRIBUNE (m) 29,391; (S) 29,279; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Mike Kment, Adv. Dir., TRIBUNE, 707 E. Front St., Bismarck, ND 58501; Tel. (701) 223-2500.
National Representative: Branham/Newspaper Sales.

DEVILS LAKE

1 - LOCATION: Ramsey County, E&P Map C-2. County Seat. Agricultural and livestock center. On Devils Lake; 95 mi. WNW of Grand Forks.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Minneapolis S.P. and S.S.M. (Branch).
Airlines-Mesaba.

3 - POPULATION:
Corp. City 80 Cen. 7,442; E&P 88 Est. 7,815
County 80 Cen. 13,048; E&P 88 Est. 13,161
CZ-ABC: (80) 7,442
RTZ-ABC: (80) 20,615
City & RTZ-ABC: (80) 28,057

4 - HOUSEHOLDS:
City 80 Cen. 2,764; E&P 88 Est. 2,899
County 80 Cen. 4,618; E&P 88 Est. 4,797
CZ-ABC: (80) 2,764
RTZ-ABC: (80) 7,406
City & RTZ-ABC: (80) 10,170

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$23,356,447
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 7,999

7 - ELECTRIC METERS: Residence 2,434

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Railroad Shops, Small Farm Implements, Fiber Glass M'fg., Liquid Fertilizers.

10 - CLIMATE: Min. & Max. Temp. -40-110.

11 - TAP WATER: New Supply, Potable, not fluoridated.

12 - RETAILING: **Principal Shopping Days**-Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, S&L, Brauns.
Discount Stores-TBA Wholesalers, Gateway Direct, White Mart, K mart.
Variety Stores-Woolworth, Ben Franklin.
Chain Drug Stores-Walgreens, Rexall, White's.
Chain Supermarkets-Red Owl, Super Valu.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 5,180, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Chris Wegerle, Adv. Mgr., JOURNAL, 3rd & 4th Ave., Devils Lake, ND 58301; Tel. (701) 662-2127.
National Representative: Papert Companies.

DICKINSON

1 - LOCATION: Stark County, E&P Map A-3, County Seat. Agricultural, Wholesale and educational center on I-94, U.S. Hwy. 10, State Hwy. 22, 300 mi. W of Fargo.

2 - TRANSPORTATION: **Motor Freight Carriers**-5.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 15,924; E&P 88 Est. 20,246
CZ-ABC: (80) 15,924
RTZ-ABC: (80) 26,369
County 80 Cen. 24,058; E&P 88 Est. 29,560
City & RTZ-ABC: (80) 42,293

4 - HOUSEHOLDS:
City 80 Cen. 5,473; E&P 88 Est. 7,199
County 80 Cen. 7,832; E&P 88 Est. 10,155
CZ-ABC: (80) 5,473
RTZ-ABC: (80) 8,788
City & RTZ-ABC: (80) 14,261

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$117,400,000
Savings & Loan	3	$109,350,000

6 - PASSENGER AUTOS: County 14,642

7 - ELECTRIC METERS: Res. & Comb. 7,104

8 - GAS METERS: Residence 5,425

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mining 340 ($250); Constr. 530 ($225); Mfg. 520 ($215); Trans., Commun. & Public Util. 460 ($230); Whol. Trade 360 ($175); Ret. Trade 1,730 ($175); Fin., Ins. & R.E. 300 ($275); Servs. 1,560 ($180); Gov't 1,220 ($225); Oil Related 400 ($375).
Principal Industrial Pay Days-Mon., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-64; Summer 51-71; Fall 34-67; Winter -7-16. First killing frost, Sept. 17; last killing frost, May 20.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on 1st St., 7 blocks on Villard St.
Shopping Centers-King's Royale Plz., 4 blocks E.; TSC, Anfinsons 1.5 mi. E.; TSC Store 1 mi. E.; Fairway Vlg. Ctr. 10 Blks. W.; Downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Big Sky(13)	1	True Value Hdwe., Dickinson TV, Goldie's Furn.
Prairie Hills Mall(45)	2	Herberger, K mart, JCPenney

Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Thur.
Stores Open Sundays-Groc., Drug.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, S&L, Sears, Stevenson's, Brauns, Desmonds.
Variety Stores-Woolworth.
Discount Stores-TSC, Anfinson's, K mart.
Chain Drug Stores-White, Walgreens.
Chain Supermarkets-Red Owl, King's, Buttreys, Fairway Vlg., Dan's County Mart.
Other Chain Stores-Coast-to-Coast; Firestone; Goodyear; Hardware Hank.

14 - NEWSPAPERS: PRESS (m-tues to sat) 7,664; (S) 8,083; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Erv Barth, Pub., PRESS, 127 W. First St., Dickinson, ND 58601; Tel. (701) 225-8111.
National Representative: Landon Associates.

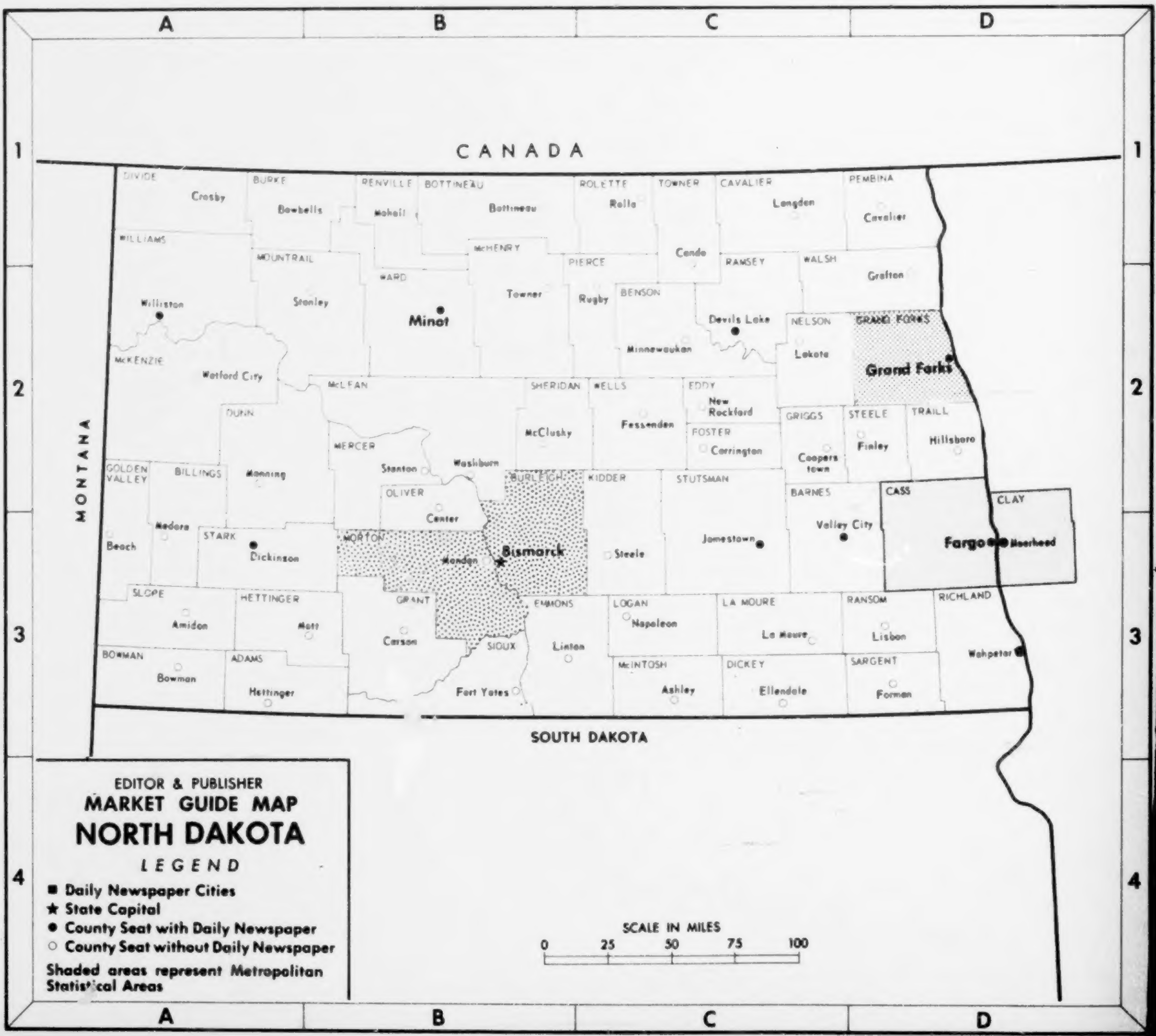
FARGO, ND-MOORHEAD, MN

1 - LOCATION: E&P Map D-3 (In Fargo-Moorhead, ND-MN MSA). Fargo, County Seat of Cass County, ND; Moorhead, County Seat of Clay County, MN; E&P Map D-3. Manufacturing, distributing, retail, wholesale, processing & medical center on E boundary of ND sugar beet plant, manufacturing, wholesale & college center on W boundary of MN. Both cities are in heart of Red River Valley. Transcontinental Hwys. 10, 52, 75, 81 and I-94 and I-29 serve both cities. 250 mi. NW of Minneapolis, St. Paul.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-32.
Intercity Bus Lines-Greyhound; Jack Rabbit; Doyle.
Airlines-Northwest Orient; United.

3 - POPULATION:
Corp. Cities 80 Cen. 91,306; E&P 88 Est. 98,903
Fargo 80 Cen. 61,308; E&P 88 Est. 68,870
Moorhead 80 Cen. 29,998; E&P 88 Est. 30,053
CZ-ABC: (80) 104,065
RTZ-ABC: (80) 126,499
Counties/MSA 80 Cen. 137,835; E&P 88 Est. 146,048
Cass Co. ND 80 Cen. 88,533; E&P 88 Est. 96,343
Clay Co. MN 80 Cen. 49,302; E&P 88 Est. 49,705
City & RTZ-ABC: (80) 230,564

4 - HOUSEHOLDS:
Cities 80 Cen. 33,371; E&P 88 Est. 44,151
Fargo 80 Cen. 23,567; E&P 88 Est. 26,938
Moorhead 80 Cen. 9,804; E&P 88 Est. 17,213
CZ-ABC: (80) 37,729
RTZ-ABC: (80) 44,137
Counties/MSA 80 Cen. 48,812; E&P 88 Est. 51,513
Cass Co. ND 80 Cen. 32,613; E&P 88 Est. 35,596


A
B
C
D
1
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3
4
CANADA
MONTANA
SOUTH DAKOTA
DIVIDE
Crosby
BURKE
Bowbells
RENVILLE
Mohall
BOTTINEAU
Bottineau
ROLETTE
Rolla
TOWNER
Cando
CAVALIER
Langdon
PEMBINA
Cavalier
WILLIAMS
Williston
MOUNTRAIL
Stanley
WARD
Minot
McHENRY
Towner
PIERCE
Rugby
BENSON
Minnewaukan
RAMSEY
Devils Lake
WALSH
Grafton
NELSON
Lakota
GRAND FORKS
Grand Forks
McKENZIE
Watford City
McLEAN
Washburn
SHERIDAN
McClusky
WELLS
Fessenden
EDDY
New Rockford
FOSTER
Carrington
GRIGGS
Cooperstown
STEELE
Finley
TRAILL
Hillsboro
DUNN
Manning
MERCER
Stanton
OLIVER
Center
BURLEIGH
Bismarck
KIDDER
Steele
STUTSMAN
Jamestown
BARNES
Valley City
CASS
Fargo
CLAY
Moorhead
GOLDEN VALLEY
Beach
BILLINGS
Medora
STARK
Dickinson
MORTON
Mandan
SLOPE
Amidon
HETTINGER
Mott
GRANT
Carson
SIOUX
Fort Yates
EMMONS
Linton
LOGAN
Napoleon
LA MOURE
La Moure
RANSOM
Lisbon
RICHLAND
Wahpeton
BOWMAN
Bowman
ADAMS
Hettinger
McINTOSH
Ashley
DICKEY
Ellendale
SARGENT
Forman
EDITOR & PUBLISHER
MARKET GUIDE MAP
NORTH DAKOTA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
25
50
75
100

Clay Co. MN 80 Cen. 16,199; E&P 88 Est. 15,917
City & RTZ-ABC: (80) 81,866

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$2,446,700,000
Commercial	6	$694,500,000

6 - PASSENGER AUTOS: Counties: Cass (ND) 70,103; Clay (MN) 22,310

7 - ELECTRIC METERS: Residence 43,915

8 - GAS METERS: Residence 14,799

9 - PRINCIPAL INDUSTRIES: Creameries; Newspaper; Structural Steel & Tanks; Sugar Refining; Colleges; Medical; Tractor Mfg.; Beet Sugar Mfg.; Malting Plant; Printing; Skid-Steer Loaders.
Principal Industrial Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-92; Summer 39-114; Fall -16-93; Winter -36-53. First killing frost, Sept. 25; last killing frost, May 12.

11 - TAP WATER: Fargo-Alkaline, soft, fluoridated. Moorhead-Alkaline, softened, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Fargo: 5 blocks on Broadway; 2 on Main Ave.; 2 on N.P. Ave. and 1st Ave. N.; 2 on 2nd Ave. N. Moorhead: 4 on Ctr. Ave.; 5 on Main Ave.
Neighborhood Shopping Centers-Fargo: K mart Plz. 10; South Plz. 18; Southside 1-13; Southside 2-14; Park Place Plz. 15; Southgate Area 64; 13 Ave. S 35. Moorhead: South of the Border 35; K mart.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Brookdale(10)	2	Wise Buy, So-Fro Fabrics
Sunmart/Osco(6)	3	Osco Drugs, Sunmart Foods
Holiday Mall(15)	2	Best Buy, Snyder Drug, Coast-to-Coast
Moorhead Ctr. Mall(24)	NA	Herberger's, Foss Drug
Northport(6)	4	Hornbacher Foods
Village West(12)	5	Hornbacher Foods, Northwest Fabrics
West Acres(112)	5	DeLendracie's, Sears, Dayton's, JCPenney
Southside(12)	3	Hornbacher Foods
Best Plz.(8)	4	Best Co.
Outlet Mall(12)	5	

Principal Shopping Days-Mon. evening. Malls open evenings Mon. through Fri. Moorhead stores open Sun. 1-5. Food: 24 hours, 6 days a week.

13 - RETAIL OUTLETS: **Department Stores**-Dayton's; DeLendrecie's; Sears; JCPenney; Herberger's.
Discount Stores-K mart 4; Target; Best Co.
Variety Stores-Ben Franklin 4.
Chain Drug Stores-Osco 3; Foss; Walgreens 2.
Chain Supermarkets-Fairway; Jack & Jill 2; Sunmart 8; Super Valu; Hornbacher 3; Wise Buy 2; Stop-n-Go 9.

14 - NEWSPAPERS: FORUM (m) 55,233; (S) 67,813; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Robert Hiemenz, Adv. Dir., FORUM, PO Box 2020, Fargo, ND 58102; Tel. (701) 235-7311.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

GRAND FORKS, ND-E. GRAND FORKS, MN

1 - LOCATION: Grand Forks County, Polk County, MN (in Grand Forks MSA) E&P Map D-2, County Seat. Wholesale distribution, shipping center for 2-county potato-sugar beet area. Milling, regional medical center, education center (University of ND). 14 county retail trade center. Eastern border of state in Red River Valley. 250 mi. to Duluth; 300 mi. to Minneapolis; 150 mi. to Winnipeg. On U.S. Hwy. 2; I-29.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Amtrak.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Triangle; Star Bus.
Airlines-Northwest.

3 - POPULATION:
Corp. Cities 80 Cen. 52,302; E&P 88 Est. 51,682
Grand Forks, ND 80 Cen. 43,765; E&P 88 Est. 43,976
E. Grand Forks, MN 80 Cen. 8,537; E&P 88 Est. 7,706
CZ-ABC: (80) 52,302
RTZ-ABC: (80) 161,510
Counties 80 Cen. 100,958; E&P 88 Est. 105,075
Grand Forks, ND 80 Cen. 66,192; E&P 88 Est. 71,111
Polk, MN 80 Cen. 34,766; E&P 88 Est. 33,964
City & RTZ-ABC: (80) 213,812
MSA 80 Cen. 66,192; E&P 88 Est. 71,111
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Cities 80 Cen. 18,602; E&P 88 Est. 18,447
Grand Forks, ND 80 Cen. 15,577; E&P 88 Est. 15,785
E. Grand Forks, MN 80 Cen. 3,025; E&P 88 Est. 2,662
CZ-ABC: (80) 18,602
RTZ-ABC: (80) 55,398
Counties 80 Cen. 34,262; E&P 88 Est. 36,655
Grand Forks, ND 80 Cen. 22,108; E&P 88 Est. 23,905
Polk, MN 80 Cen. 12,154; E&P 88 Est. 12,750
City & RTZ-ABC: (80) 74,000
MSA 80 Cen. 22,108; E&P 88 Est. 23,905

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	5	$3,500,000,000
Commercial	7	$550,000,000

6 - PASSENGER AUTOS: Counties: Grand Forks (ND) 42,553; Polk (MN) 16,161

7 - ELECTRIC METERS: Residence 23,000

8 - GAS METERS: Residence 9,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Sugar Refining 450 ($277); Flour Milling 120 ($350); Potato Prods. Mfg. 600 ($280); Air Base 5,822.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-64; Summer 50-90; Fall 17-30; Winter -20-21. First killing frost, Sept. 25; last killing frost, May 16.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on 3rd St.; 3 on 4th St.; 5 on DeMers Ave.; Gateway Dr.; South Forks; 32 blocks on S. Washington St.; 32nd Ave. So. & Columbia Rd.; East Grand Forks: 3 blocks on DeMers Ave.; 1/2 mile Hwy. 220 N.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Baseview(11)	12	Millers Super Mkt.
Columbia Mall(80)	5	Daytons, JCPenney, Target
S. Forks Plz.(50)	3	Sears, K mart
Town & Country (12)	3	
Holiday Mall(6) (E. Grand Forks)	1	White Mart

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Most shopping centers nightly.

13 - RETAIL OUTLETS: **Department Stores**-Herberger's; Dayton's; JCPenney; Sears.
Discount Stores-Home of Economy; K mart; White Mart; Target; Best.
Variety Stores-Ben Franklin.
Chain Drug Stores-White 2; Osco.
Chain Supermarkets-Hugo's 5; Country Store; Food Bonanza (Nash Finch); Albertson's.
Other Chain Stores-Sherwin-Williams; Kinney's 2; Stevenson's 2; Seifert's; Payless Shoes; Maurice's; Young America; Spencer Gifts; Joyce Selby Stores; Rings 'n Things; Jeans West; Baker Shoes; Hallmark; Fanny Farmer Candies; B. Dalton Booksellers; County Seat Stores; Stuart's Clothing; Hickory Farms; Morrow's Nut House; Susie's Casuals; Footlocker Shoes; Helzberg Jewelers; Claire's Boutique; Thom McAn; Team Electronics; Braun's; Sir John Barleycorne; Straus; Mandels; Black Photo; Firestone; Berman Leather; The Closet; The Better Half; Waldenbooks; Champion Auto Parts.

14 - NEWSPAPERS: HERALD (m) 39,124; (S) 40,301; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Tom Kuchera, Jr., Adv. Dir., HERALD, 120 N. 4th St., Grand Forks, ND 58201; Tel. (701) 780-1160.
National Representative: Knight-Ridder Newspaper Sales.

JAMESTOWN

1 - LOCATION: Stutsman County, E&P Map C-3, County Seat. On U.S. Hwys. 10, 20, 52, 281 and I-94.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Intercity Bus Lines-Greyhound; Jack Rabbit.
Airlines-Mesaba.

3 - POPULATION:
Corp. City 80 Cen. 16,280; E&P 88 Est. 16,002
County 80 Cen. 24,225; E&P 88 Est. 23,850

4 - HOUSEHOLDS:
City 80 Cen. 5,980; E&P 88 Est. 5,942
County 80 Cen. 8,648; E&P 88 Est. 8,559

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	$307,065,619

6 - PASSENGER AUTOS: County 14,585

7 - ELECTRIC METERS: Residence 7,098

8 - GAS METERS: Residence 4,655

9 - PRINCIPAL INDUSTRIES: Constr.; Farming; Farm Prods.; Aerospace Prods.; Farm Equip.; Steel Bldg. Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-70; Summer 56-96; Fall 19-80; Winter -30-65. Av. Temp. 40.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Buffalo(40)	NA	K mart, JCPenney, Bostwick's
Jamestown(16)	NA	Leevers, White's Home Ctr., Maurice's
Park Plaza(11)	28	White Drug, County Market

Stores Open Evenings-Mon.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Fair Store; Bostwick's; Feinstein's; Coast-to-Coast.
Discount Stores-Pamida; K mart.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-White Drug 2; Medicine Shoppe.
Chain Supermarkets-County Market; Super Valu; Red Owl.

14 - NEWSPAPERS: SUN (e) 9,667; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Wayne Deery, Adv. Mgr., SUN, 122 2nd St. N.W., Jamestown, ND 58401; Tel. (701) 252-3120.
National Representative: Landon Associates.

MINOT

1 - LOCATION: Ward County, E&P Map B-2, County Seat. 125 mi. W of Devils Lake; 130 mi. E of Williston; 115 mi. N of Bismarck; 60 mi. S of Canadian-U.S. border. On U.S. Hwys. 2, 52, 83.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Soo Line; Amtrak.
Motor Freight Carriers-10.
Intercity Bus Lines-Interstate Trans.; JB Shortway; B&B Bus Line; D&J Bus Line; Turtle Mountain Line.
Airlines-Northwest; Continental.

3 - POPULATION:
Corp. City 80 Cen. 32,843; E&P 88 Est. 38,420
CZ-ABC: (80) 32,843
Bal. in NDM-ABC: (80) 81,795
County 80 Cen. 58,241; E&P 88 Est. 61,468
Total NDM-ABC: (80) 114,638

4 - HOUSEHOLDS:
City 80 Cen. 12,270; E&P 88 Est. 14,418
CZ-ABC: (80) 12,270
Bal. in NDM-ABC: (80) 27,523
County 80 Cen. 19,892; E&P 88 Est. 22,180
Total NDM-ABC: (80) 39,793

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$389,000,000
Savings & Loan	3	$2,414,520,000

6 - PASSENGER AUTOS: County 36,616

7 - ELECTRIC METERS: Residence 13,331

8 - GAS METERS: Residence 12,276

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-R.R. 530; Medical Ctrs. 1,489; Creameries 100; Meat Packing 49; Air Force Base 6,172; (An. payroll $116.47 million); Oil & Grease Compounding; Grain Elevators; Farm Mach.; Plastics; Insulated Windows.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-45; Summer 50-105; Fall 40-65; Winter 20-40; First killing frost, Sept.; last killing frost, May.

11 - TAP WATER: Neutral, medium 8-9 grains hardness; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Main and Side Streets Area, 6 blocks by 4 blocks.
Neighborhood Shopping Areas-South Broadway 35 blocks; North Broadway 22 blocks; 3rd St. N.E.; Oak Park-Garden Valley on 4th Ave. N.W.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Arrowhead(22)	2	Piggly Wiggly, White Drug
Town & Country(34)	2	Sears, Piggly Wiggly
K mart	2	K mart, Miracle Mart
Dakota Square(80)	4	JCPenney, Target, Herberger's

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Downtown Thur.; Shpg. Ctrs. & Food stores nightly.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Herberger's.
Discount Stores-K mart; Home of Economy; Air Force P-X; Peavey/Thunderbird; Big Bear; Target.
Chain Drug Stores-White's 2; Osco.
Chain Supermarkets-Red Owl; Piggly-Wiggly 3; Circle Foods 14; Jack & Jill (area) 4; Miracle Mart; Albertson's.
Other Chain Stores-Firestone; Sherwin-Williams; Stevenson's; Kinney Shoes; Mann's Automotive; Coast-to-Coast Hdwe.; Scheels Hdwe.; Payless Shoes; Allied Radio Shack; Team; Young America; K-G; Red Wing Shoes; Northwest Fabrics; Maurice's; Great Plains Supply; Better Half; Brauns; Samuels Jewelers; Baker Shoes; Coach House Gifts; Foxmoor Casuals; General Nutrition; Lerner; Jeans West; Musicland; Seiferts; Spencer Gifts; Thom McAn; B. Dalton; Clara's Boutique; Duling Optical; Century Eyewear; The Closet; Hallmark 3; Footlocker; Kay Bee Toys; So-Fro Fabrics; Susie's Casuals; Zale's Jewelry; Rand's Shoes; Gordon's Jewelry; Riddle's Jewelry; Vanity; RCC Western Store; Hardware Hanks; Ben Franklin; Conlins Furniture; Nutri Systems; Diet Center; Benetton; Simolv Slim; Bermans Leather; Circus World; Lane Bryant.

14 - NEWSPAPERS: NEWS (e) 26,363; (S) 25,430; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Gerald W. Robison, Adv. Dir., NEWS, 301-04 4th St. S.E., Minot, ND 58701; Tel. (701) 852-3341.
National Representative: Papert Companies.

VALLEY CITY

1 - LOCATION: Barnes County, E&P Map C-3, County Seat. Agricultural Center. On Sheyenne River, 60 mi. W of Fargo; 35 mi. E of Jamestown; I-94; U.S. Hwys. 10, 52; State Hwys. 1, 9.

2 - TRANSPORTATION: **Railroads** Burlington Northern; Soo Line.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.
Airlines-Northwest (at Fargo).

3 - POPULATION:
Corp. City 80 Cen. 7,774; E&P 88 Est. 7,101
County 80 Cen. 13,941; E&P 88 Est. 13,049

4 - HOUSEHOLDS:
City 80 Cen. 2,987; E&P 88 Est. 2,649
County 80 Cen. 5,094; E&P 88 Est. 5,147

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$94,806,000
Savings & Loan	2	$72,100,000
Credit Union	1	N.A.

6 - PASSENGER AUTOS: County 8,156

7 - ELECTRIC METERS: Residence 3,205

8 - GAS METERS: Residence 1,654

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-State College 105 ($410); Therapy Tables 12 ($285); Hospital Care 150 ($350); Plastic Bottle Mfg. ($200); Circuit Board Mfg. ($275).

10 - CLIMATE: Min. & Max. Temp.-Spring -10-55; Summer 45-94; Fall 28-96; Winter -28-37. First killing frost, Sept. 20; last killing frost, Apr. 1.

11 - TAP WATER: Soft.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Central Ave.; 4 on Main St.; 3 on 2nd Ave. E.; 6 on 2nd St. N.; 3 on 3rd St. N. Hub-Mac Center (9 units); Main St.; Straus Building (8 units); Central Ave. (downtown).
Stores Open Evenings-Dept. Mon.; Food every evening.
Principal Shopping Days-Fri., Sat., Mon.

13 - RETAIL OUTLETS: **Department Stores**-Pamida; JCPenney; The Fair; Straus; Sears; Foss; Stevens.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-Pamida.
Chain Drug Stores-Rexall; Foss.
Chain Supermarkets-Jack & Jill; Super Valu; Red Owl.
Other Chain Stores-True Value; Ace Hdwe.; Goodyear.

14 - NEWSPAPERS: TIMES-RECORD (e-mon to fri) 3,949; sworn Oct. 1, 1987.

Local Contact for Advertising and Merchandising Data: Janice Olafson, Adv. Mgr., TIMES-RECORD, 146 3rd St. N.E., Valley City, ND 58072; Tel. (701) 845-0463.
National Representative: American Newspaper Representatives.

WAHPETON, ND-BRECKENRIDGE, MN

1 - LOCATION: Wahpeton, ND E&P Map D-3 in Richland County. County Seat. Southeast corner of the state. Agricultural, retail, wholesale, manufacturing area. State College 125 acres, 3,000 enrollment; BIA School. Breckenridge, MN E&P Map (MN) A-3, in Wilkin County. County Seat. Agriculture, railroad, retail, hospital, processing center. Both at the head of the Red River. Breckenridge is on U.S. Hwy. 75 with connections on State Hwy. 210 to I-94. Wahpeton is on U.S. Hwy. 81 with connections on State Hwy. 210 W to I-29. Airport is the Harry Stern Airport with charter, instruction, ambulance service, hard surface for small multi-engine aircraft. 225 miles NW of Minneapolis-St. Paul.

2 - TRANSPORTATION: **Railroads**-Red River Valley, Western R.R.
Motor Freight Carriers-4.
Intercity Bus Lines-Jack Rabbit.

3 - POPULATION:
Corp. Cities 80 Cen. 12,973; E&P 88 Est. 14,104
Wahpeton, ND 80 Cen. 9,064; E&P 88 Est. 10,591
Breckenridge, MN 80 Cen. 3,909; E&P 88 Est. 3,513
Counties 80 Cen. 27,589; E&P 88 Est. 30,447
Richland, ND 80 Cen. 19,219; E&P 88 Est. 22,565
Wilkin, MN 80 Cen. 8,377; E&P 88 Est. 7,882

4 - HOUSEHOLDS:
Cities 80 Cen. 4,264; E&P 88 Est. 4,541
Wahpeton, ND 80 Cen. 2,816; E&P 88 Est. 3,271
Breckenridge, MN 80 Cen. 1,448; E&P 88 Est. 1,270
Counties 80 Cen. 9,322; E&P 88 Est. 9,972
Richland, ND 80 Cen. 6,413; E&P 88 Est. 7,164
Wilkin, MN 80 Cen. 2,909; E&P 88 Est. 2,808

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$304,252,858
Savings & Loan	4	(incl. above)

6 - PASSENGER AUTOS: Counties: Richland (ND) 11,544; Wilkin (MN) 3,936.

7 - ELECTRIC METERS: Wahpeton and Breckenridge Counties 5,900.

8 - GAS METERS: 2,333.

9 - PRINCIPAL INDUSTRIES: Agric. & Processing Ctr. (wheat; corn; barley; sugar beets; soybeans; flax oats; sunflowers); Fabricating; Printing; Agricultural Mach. Mfg.; College, Bureau of Indian Affairs; School; Whol. Auto Parts; Medical Ctr.; Video Cassette Cartridges; Tele-Commun. Equip.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-92; Summer 38-110; Fall 55-92; Winter -35-52. First killing frost, Sept. 26; last killing frost, May 10. Mean annual temp. 43; Average annual rainfall 20.38 inches.

11 - TAP WATER: Alkaline; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Wahpeton: 6 blocks. Breckenridge: 3 blocks.
Principal Shopping Days-Mon. through Sat.
Stores Open Evenings-Thur.; Pamida Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Discount Stores-Pamida; Holiday; Simonson's.
Variety Store-Ben Franklin.
Chain Drug Stores-Rexall 2; Snyder.
Chain Supermarkets-Super Valu; EconoFoods; Stop 'N Go.
Other Chain Stores-Goodyear; Coast-to-Coast; Hardware Hank; Champion Auto; Firestone; Pick-A-Ten; Sears (catalog); Auto Franchises 5; Farm Equipment Dealers 5; Stevenson's; Bostwick's; True Value Hdwe.

14 - NEWSPAPERS: NEWS (m-tues to fri) 5,185; (S) 5,372; sworn Mar. 31, 1988.
Local Contact for Advertising and Merchandising Data: Roger Harty, Adv. Mgr., NEWS, 601 Dakota Ave.; PO Box 1018, Wahpeton, ND 58075; Tel. (701) 642-8585.
National Representatives: American Newspaper Representatives.

WILLISTON

1 - LOCATION: Williams County. E&P Map A-2. In NW corner of state. On State Hwys. 2, 85. Center of vast Williston Oil Basin.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Amtrak.
Motor Freight Carriers-4.
Airlines-Big Sky; Aircraft Charter; SerVair Air Taxi.

3 - POPULATION:
Corp. City 80 Cen. 13,336; E&P 88 Est. 18,533
County 80 Cen. 22,555; E&P 88 Est. 28,578

4 - HOUSEHOLDS:
City 80 Cen. 4,879; E&P 88 Est. 6,596
County 80 Cen. 7,939; E&P 88 Est. 10,585

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	N.A.
Savings & Loan	3	$92,210,000

6 - PASSENGER AUTOS: County 14,626.

7 - ELECTRIC METERS: Residence 6,766.

8 - GAS METERS: Residence 5,139.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Railroad Shops 30 ($300); Oil Well Serv. 84 ($300); Trans., Commun. and Util. 637 ($150); Oil 320 ($350); Salt Plant 39 ($250); Oil Refinery 73 ($350); Ret. & Whol. 2,655; Gov't 1,095; Serv. 2,134; Agric. 32; Constr. 359; Fin., Ins. & R.E. 416; Other Mfg. 276.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-51; Summer 55-80; Fall 28-55; Winter 0-22.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-12 blocks.
Neighborhood Shopping Centers-N. Main St.
Principal Shopping Days-Mon., Thur., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears (catalog).
Discount Stores-Home of Economy; Gibson's; K mart.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Service; N.D. Pharmacy.
Chain Supermarkets-Family Thrift Center; County Market; Buttrey's.
Other Chain Stores-Northern Auto; Western Auto; TCS Store; Sherwin-Williams; Maurices.

14 - NEWSPAPERS: HERALD (e-mon to fri, S) 6,223; Mar. 31, 1988 VAC.
Local Contact for Advertising and Merchandising Data: Chad Kourajian, Adv. Dir., HERALD, 14 W. 4th St.; PO Box 1447, Williston, ND 58801; Tel. (701) 572-2165.
National Representative: Landon Associates.

OHIO SURVEYS

METROPOLITAN STATISTICAL AREAS

Canton-Carroll and Stark Counties.
Columbus-Delaware, Fairfield, Franklin, Licking, Madison, Pickaway and Union Counties.
Dayton-Springfield-Clark, Greene, Miami and Montgomery Counties.
Huntington-Ashland, WV-KY-OH-Cabell and Wayne Counties, WV; Boyd, Carter and Greenup Counties, KY; Lawrence County, OH.
Lima-Allen and Auglaize Counties.
Mansfield-Richland County.
Parkersburg-Marietta, WV-OH-Wood County, WV; Washington County, OH.
Steubenville-Weirton, OH-WV-Jefferson County, OH; Brooke and Hancock Counties, WV.
Toledo-Fulton, Lucas and Wood Counties.
Wheeling, WV-OH-OH and Marshall Counties, WV; Belmont County, OH.
Youngstown-Warren-Mahoning and Trumbull Counties.

PRIMARY METROPOLITAN STATISTICAL AREAS

Akron-Portage and Summit Counties.
Cincinnati, OH-KY-IN-Includes Clermont, Hamilton and Warren Counties, OH; Boone, Campbell and Kenton Counties, KY; and Dearborn County, IN.
Cleveland-Cuyahoga, Geauga, Lake and Medina Counties.
Hamilton-Middletown-Butler County.
Lorain-Elyria-Lorain County.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Cincinnati-Hamilton, OH-KY-IN-Includes Cincinnati, OH-KY-IN PMSA and Hamilton-Middletown, OH PMSA.
Cleveland-Akron-Lorain-Includes Akron PMSA, Cleveland PMSA, and Lorain-Elyria PMSA.

POPULATION ESTIMATES

(Thousands)

Age Group	1970	1980	1989
Under 5 Years	922	787	946
5-14 Years	2.189	1.708	1.655
15-24 Years	1.848	2.013	1.644
25-44 Years	2.517	2.923	3.540
45-64 Years	2.188	2.197	2.061
65 and Over	993	1.172	1.074
TOTAL	10.657	10.800	10.923

Based on U.S. Census

POPULATION ESTIMATES

(Thousands)

Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 census.

Cities	Total Pop.	Spanish Origin	Percent
Lorain	75	11	14.4

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1989 Est.
Bldg. Mat. Hdwr	1.694	1.804	3.591
General Mdse	5.451	6.136	9.749
Food	7.8381	10.966	15.494
Automobiles	7.713	7.881	16.138
Gasoline Stations	3.117	5.309	5.613
Apparel	1.363	1.925	2.939
Furniture	1.547	1.749	3.408
Eat Drink Places	3.105	4.611	7.418
Drugs	1.043	1.626	2.548
TOTAL SALES	35.563	46.315	72.686

AKRON

1 - LOCATION: Summit County (PMSA). E&P Map C-2. County Seat. College center; NE central part of state; 35 mi. S of Cleveland; 117 mi. from Pittsburgh; 119 mi. from Columbus; 14 mi. S of Ohio Tpke.; on U.S. Hwys. 224, I-77, I-76, I-71; State Hwys. 8, 18 and 91.

2 - TRANSPORTATION: **Railroads**-Conrail; Akron & Barberton Belt Line; Chessie System; Norfolk/Southern.
Motor Freight Carriers-146.
Intercity Bus Lines-Greyhound; Akron; Metropolitan Regional Transit Authority; Continental Trailways.
Airlines-United; Piedmont; Eastern; TWA; American; Delta; Pan Am; Northwest; USAir; Republic; Midway.
Airports-Akron Fulton Municipal; Akron-Canton & Cleveland Hopkins Intl.

3 - POPULATION:
Corp. City 80 Cen. 237,177; E&P 88 Est. 206,867
CZ-ABC: (80) 512,978
RTZ-ABC: (80) 333,828
County 80 Cen. 524,661; E&P 88 Est. 507,018
PMSA 80 Cen. 660,748; E&P 88 Est. 649,748
City & RTZ-ABC: (80) 846,806

4 - HOUSEHOLDS:
City 80 Cen. 90,576; E&P 88 Est. 82,701
CZ-ABC: (80) 187,102
RTZ-ABC: (80) 107,807
County 80 Cen. 189,850; E&P 88 Est. 192,092
PMSA 80 Cen. 234,064; E&P 88 Est. 240,609
City & RTZ-ABC: (80) 294,909

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$49,038,423,921
Savings & Loan	9	$6,385,200,000

6 - PASSENGER AUTOS: County 356,731

7 - ELECTRIC METERS: Residence 282,508

8 - GAS METERS: Residence 192,881

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 67,500 ($446); Trans. Util. 12,700 ($446); Constr. 6,200 ($517); All Industries Total Employment 249,000.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-78; Summer 52-83; Fall 22-62; Winter 17-43. First killing frost, Oct. 22; last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-Downtown: 14 blocks, Main St.
Neighborhood Shopping Centers-6 blocks on W Market & Exchange Sts.; 3 on Highland Sq. on W Market St.; 4 on W Market from Valley St. to Maple St.; 2 on Wooster & Hawkins; 3 on Copley Rd. & Hawkins; 1 on Copley Rd. at Madison; 8 on Maple & W Exchange St.; 7 on Wooster Rd. bet. Pine & Moon Sts.; 7 on Kenmore Blvd. bet. 12th & 19th Sts.; 3 on Stanton & S Main St.; 3 on Mapledale & S Main St.; 5 on Arlington bet. Welton & 2nd Ave.; 2 on Eastland Ave. & North St.; 2 on Eastland Ave. & Arnold Ave.; 2 on Bingham & Shawnee Sts.; 6 on Akron Canton Rd. at Albrecht Ave.; 8 on Main St. bet. Ora Ave. & Campbell St., South; 3 on Waterloo Rd. & S Arlington St.; 11 on E Market bet. Carroll St. & Detroit. Cuyahoga Falls & Barberton directly north and south of Akron have own Principal Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Akron Square(8)	6	Gen. Nutrition, Mont. Ward
Arlington Plz.(26)	5	Kresge, Darrow Foods, JCPenney
Bel Par(17)	NA	Brown Derby, Ethel Wilson
Belden Vlg.(85)	5	Sears, O'Neil's, Stern & Mann's, Higbee's, Fazio's
Carnation Mall(40)	NA	K mart, Revco
Chapel Hill(75)	4	Sears, Woolworth, O'Neil's, Zayre, JCPenney
Coventry Plaza(7)	10	Sparkle, Stambugh's
Eastgate Plaza(7)	6	Home Fair, Nobil's
Edison Park(12)	10	Fisher's Big Wheel, Aid Drug, IGA
Evaporator Works(25)	19	The Bootery, Hood & Hoover
Fairlawn Plaza(40)	7	Woolworth, Fazio's, Bisson's, Gray Drug, Home Center
Great Oaks(23)	15	Big Wheel, Buehler's
Hawkins Plaza(18)	3	Acme
Hudson Plaza(16)	15	Acme
Lakemore Plaza(24)	9	Gray Drug, JCPenney, May Bros.
Liberty Commons (19)	4	Carnaby St. Inn
Magic City Plz.(18)	10	Acme, JoAnn Fabric
Midway Plaza(24)	5	Home Center
Northfield Plz.(23)	14	Gray Drug, JCPenney
Norton Village(18)	15	Acme, Revco
Quaker Sq.(50)	NA	Tavern In the Sq.
Rolling Acres Mall (134)	11	Sears, JCPenney, O'Neils, Mont. Ward
South Plaza(16)	4	Home Center, Gray Drug
State Road(27)	5	Mont. Ward, JCPenney, Firestone
Stow Kent(27)	12	O'Neil's, Home Center, Stambaugh's
Streetsboro Plz.(21)	9	Sparkle, Fisher's Big Wheel
Summit Mall(93)	5	Higbees, Jewel Mart, Woolworth, O'Neil's
University Plz.(19)	13	Acme, Western Auto

Principal Shopping Days-Dept.-Thur., Fri., Sat. Food-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon.-Sat. Food-Thur., Fri., Sat.; some open every evening until 9. Shopping Centers open until 9:30.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; O'Neil's; JCPenney; Sears; Higbees; Stern & Mann's.
Variety Stores-Woolworth.
Discount Stores-Click 10; K mart 16; Zayre 3; Gold Circle 8; Fisher's Big Wheel 3.
Chain Drug Stores-Aid 11; Family Discount 6; Fazios 4; Gray Discount 11; Gold Circle; Revco 13; Union Prescription 4; Youngfellow 21; K mart 3.
Chain Supermarkets-IGA 27; Acme/Click 23; Sparkle 26; Fazio's 11; Stop 'N Shop; Buehler's 4; Darrow's 4; Bisson's 3; May Bros. 2; Giant Eagle 6.
Other Chains Stores-Firestone; General; Goodrich; Goodyear; Kinney Shoes; Nobil Shoes; Richman Bros.; Thom McAn; Western Auto; Winkelman's; Casual Corner; Foxmoor; Limited; Baker's Shoes; Hickory Farms; Lerner's Shops.

14 - NEWSPAPERS: BEACON JOURNAL (m) 154,521; (S) 224,063; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Rick Brouse, Adv. Dir., BEACON JOURNAL, 44 E. Exchange St., Akron, OH 44328; Tel. (216) 375-8111.
National Representative: Knight-Ridder Newspaper Sales.

ALLIANCE

1 - LOCATION: Stark County (In Canton MSA). E&P Map C-6. 17 mi. NE of Canton on Hwys. 62, 183, 173, 225.

2 - TRANSPORTATION: **Railroads**-Conrail; C&P. **Intercity Bus Lines**-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 24,315; E&P 88 Est. 22,496
CZ-ABC: (80) 33,896
RTZ-ABC: (80) 52,051
County 80 Cen. 378,975; E&P 88 Est. 374,099
MSA 80 Cen. 404,562; E&P 88 Est. 402,027
City & RTZ-ABC: (80) 85,947

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,099; E&P 88 Est. 8,793
CZ-ABC: (80) 12,548
RTZ-ABC: (80) 16,950
County 80 Cen. 134,094; E&P 88 Est. 137,933
MSA 80 Cen. 142,674; E&P 88 Est. 147,576
City & RTZ-ABC: (80) 29,498

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	3	$650,000,000
Commercial	4	$1,150,700,000

6 - PASSENGER AUTOS: County 246,809

7 - ELECTRIC METERS: Residence 11,000

8 - GAS METERS: Residence 13,744

9 - PRINCIPAL INDUSTRIES: **City Zone**-Aluminum Prods.; Machinery; Elect. Appliances; Tools; Research; Steel Forging; Paint; Millwork; Rubber Prods.; Fertilizers; Insulation; Bleach; Brick; Plastics; Traveling Cranes.

10 - CLIMATE: Min. & Max. Temp.-NA.

11 - TAP WATER: Alkaline, hard; municipal water softener; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Alliance Plz (4)	NA	Rite Aid, Murphy's
Carnation City(9)	NA	Grove Refrigeration
College Plz (22)	NA	Sears, Woolworth, Stambaugh
Carnation Mall	NA	K mart, Carlisles, JCPenney

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Value City; Sears; Roberts; Carlisles.
Discount Stores-Jupiter; Murphy; Heck's; Value City; Buds Deep; Value City.
Variety Store-Woolworth.
Chain Drug Stores-Rite Aid; Cunningham; Peoples; Revco.
Chain Supermarkets-Sparkle 2; Quaker City; Buckeye; Super Duper; No Frills Food & Drugs.

14 - NEWSPAPERS: REVIEW (e) 12,925; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Don Peterson, Jr., Adv. Dir., REVIEW, 40 S. Linden Ave., PO Box 2180, Alliance, OH 44601; Tel. (216) 821-1200.
National Representative: Papert Companies.

ASHLAND

1 - LOCATION: Ashland County. E&P Map B-2. County Seat. 60 mi. SW of Cleveland; 80 mi. N of Columbus; 90 mi. SE of Toledo; 40 mi. SW of Akron. On U.S. Hwys. 42, 71, 250 and State Roads 58, 60, 96 and 511.

2 - TRANSPORTATION: **Railroads**-Ashland. **Motor Freight Carriers**-15.

3 - POPULATION:
Corp. City 80 Cen. 20,326; E&P 88 Est. 20,323
CZ-ABC: (80) 24,606
RTZ-ABC: (80) 25,378
County 80 Cen. 46,313; E&P 88 Est. 46,378
City & RTZ-ABC: (80) 49,984

4 - HOUSEHOLDS:
City 80 Cen. 7,346; E&P 88 Est. 7,544
CZ-ABC: (80) 8,735
RTZ-ABC: (80) 8,521
County 80 Cen. 15,913; E&P 88 Est. 16,226
City & RTZ-ABC: (80) 17,256

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$260,022,911
Savings & Loan	3	$131,000,000

6 - PASSENGER AUTOS: County 28,480

7 - ELECTRIC METERS: Residence 9,166

8 - GAS METERS: Residence 9,290

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Rubber 1,589; Printing 762; Pipe Fittings 981; Water Systems 893; Bathroom China & Fixtures 625; Industrial/Residential Pumps 700.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-60; Summer 60-82; Fall 43-63; Winter 21-36. First killing frost, Oct. 7; last killing frost, May 5.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Main; 1 on Center; 2 on Orange; 10-12 blocks on Claremont.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ashland Plz.(2)	NA	Big Wheel
K mart	NA	K mart, Neff's Cardinal
Luray(4)	NA	Harlows, SupeRx

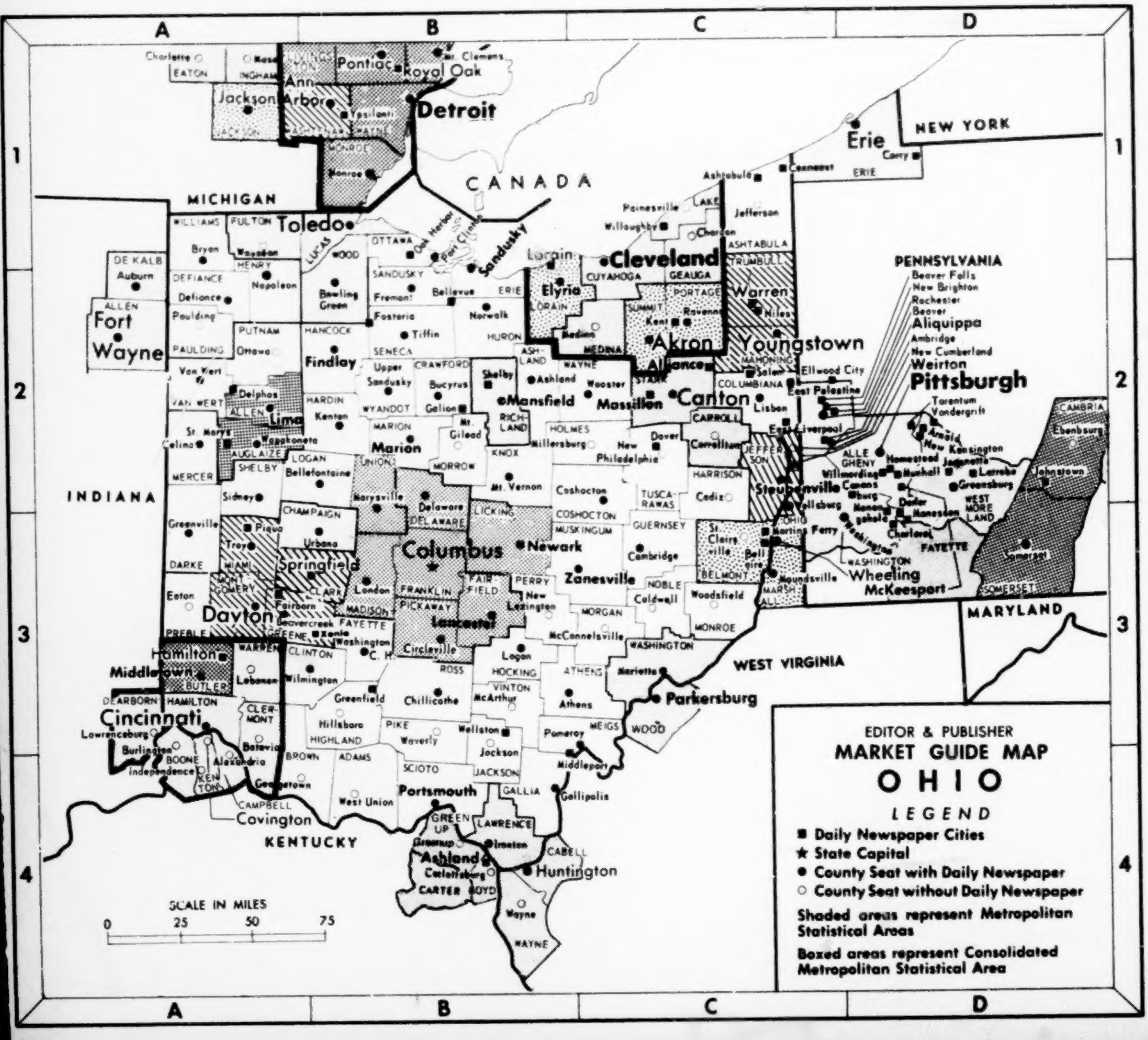
Principal Shopping Days-Mon., Tues., Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Discount Stores-Harlows; K mart; Fisher's Big Wheel.
Chain Drug Stores-Rexall; SupeRx; Peoples; Family Independent Pharmacy.
Chain Supermarkets-Kash 'N Karry (Seaway Foods); Neff's Cardinal; Hawkins Mkts. 2; Lawson 2; Quick Chek.
Other Chain Stores-Ashland Tire; Sears; Goodyear Auto Center; Bumper to Bumper Auto Parts; Wendy's; McDonald's; Pizza Hut; Friendly's; Taco Bell; Little Ceasars; Hardee's; Long John Silver; Dairy Queen.

14 - NEWSPAPERS: TIMES-GAZETTE (e) 12,007; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Ellen Folk & Kathie Leslie co/Mgrs., TIMES-GAZETTE, 40 E. Second St., Ashland, OH 44805; Tel. (419) 281-0581.
National Representative: Papert Companies.

ASHTABULA

1 - LOCATION: Ashtabula County. E&P Map C-1.


A
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MICHIGAN
CANADA
NEW YORK
PENNSYLVANIA
INDIANA
WEST VIRGINIA
KENTUCKY
MARYLAND
Detroit
Toledo
Cleveland
Erie
Fort Wayne
Akron
Youngstown
Canton
Pittsburgh
Columbus
Dayton
Springfield
Cincinnati
Wheeling
McKeesport
Parkersburg
Huntington
Ashland
Portsmouth
Zanesville
Newark
Mansfield
Lima
Findlay
Sandusky
Lorain
Elyria
Alliance
Hamilton
Middletown
Covington
SCALE IN MILES
0
25
50
75
EDITOR & PUBLISHER
MARKET GUIDE MAP
OHIO
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Area

Third largest lake port in Ohio. Mfg. & R.R. center, chemicals. NE part of State on U.S. Hwy. 20 & I-90, 40 mi. W of Erie, 60 mi. E of Cleveland on South shore of Lake Erie.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Western; Bessemer and Lake Erie.
Motor Freight Carriers-19.
Freight Steamship Lines-28. 3 Docks. Great Lakes. International import/export shipping.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 23,449; E&P 88 Est. 21,851
NDM-ABC: (80) 104,215
County 80 Cen. 104,486; E&P 88 Est. 100,375

4 - HOUSEHOLDS:
City 80 Cen. 8,679; E&P 88 Est. 7,869
County 80 Cen. 35,825; E&P 88 Est. 35,649
NDM-ABC: (80) 35,825

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$8,604,635,944
Savings & Loan	2	$542,304,000

6 - PASSENGER AUTOS: County 61,293.

7 - ELECTRIC METERS: Residence 12,953.

8 - GAS METERS: Residence 10,236.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber & Plastics 2,871 ($388); Fabricated Metal 819 ($399); Electronics 958 ($483); Trans. & Pub. Utilities 1,688 ($538); Primary Metals 771 ($519); Chemicals & Allied Prods. 1,384 ($566).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 17-83; Summer 48-95; Fall 40-38; Winter 4-56. First killing frost, Oct. 20; last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, medium.

12 - RETAILING: Principal Shopping Centers-Main Ave., W 46th, Park Ave., Center St.-146 stores.
Neighborhood Shopping Centers-No. of Stores-Lake Ave. and 5th St. in Harbor 76; Station Ave. W 32nd 11; Nappi's Plaza West Ave. 13; Nappi's Plaza, W 11th & Thayer 3; Edgewood Plaza State Rd. 19; Rt. 20 East 23; K mart Plaza 1; Nichols Plaza 9; W Prospect and W Ave. 16; Edwards Plaza 6.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Saybrook Plz (23)	2	Big Lots, Hills, Carls Superstore
Ashtabula Plaza(26)	1	Rite Aid, McCrorys, Gray Drug, Dollar General
N. Kingsville Plaza(5)	8	Conley's, Golden Dawn
Crossroads Shopping Ctr.(6)	5	Edwards Whse., Revco
Conneaut Plaza(10)	15	Fisher's Big Wheel, Valu King

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Downtown Fri.; Shopping Centers-Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-Carlisle's; Sears; JCPenney; Hills; K mart; Dahlkemper's.
Variety Stores-Harbor Emporium.
Discount Stores-Dollar General; Big & Small Lots.
Chain Drug Stores-3; Revco 2; Walgreens; Rite Aid 2; Peoples Drug 1; Carls Superstore, McCrorys.
Chain Supermarkets-Edwards Whse.; Fazio's; Golden Dawn 2; Super Duper 2; Valu-King; Convenient Food 6; Lawsons/Dairy Mart 9.
Other Chain Stores-Fashion Bug; Betty Dixon Candy; Firestone; Goodyear; Pic-Way Shoes; Monro Muffler; Midas Muffler; JoAnn Fabric; Radio Shack; Fashion Barn; Payless Shoes; GNC; 84 Lumber; Stambaugh; Sherwin-Williams; Dean & Barry; Endicott-Johnson; Rent-a-Center; Color Tyme.

14 - NEWSPAPERS: STAR-BEACON (e) 18,731; SUNDAY PAPER (S) 30,163; Mar. 31, 1988 ABC.
NOTE: The Sunday Paper is sold in combination with the Chardon Geauga Times Leader and the Conneaut News-Herald.
Local Contact for Advertising and Merchandising Data: Ron Anthony, Adv. Mgr., STAR-BEACON, 4626 Park Ave., Ashtabula, OH 44004; Tel. (216) 996-2323.
National Representative: Landon Associates.

ATHENS

1 - LOCATION: Athens County, E&P Map C-3, County Seat. Education (Ohio University, Hocking Technical College), business, industrial, agricultural and dairying center. On Hocking River 76 mi. SE of Columbus, 155 mi. E of Cincinnati. On Rte. 33 & Johnson Rd., 3 mi. N of Athens.

2 - TRANSPORTATION:
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 19,743; E&P 88 Est. 21,523
CZ-ABC: (80) 25,706
RTZ-ABC: (80) 39,714
County 80 Cen. 56,604; E&P 88 Est. 61,668
City & RTZ-ABC: (80) 65,420

4 - HOUSEHOLDS:
City 80 Cen. 5,496; E&P 88 Est. 5,892
CZ-ABC: (80) 7,525
RTZ-ABC: (80) 13,972
County 80 Cen. 18,356; E&P 88 Est. 19,834
City & RTZ-ABC: (80) 21,497

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$258,931,000
Savings Bank	1	$26,000,000

6 - PASSENGER AUTOS: County 27,584.

7 - ELECTRIC METERS: Residence 6,307.

8 - GAS METERS: Residence 5,496.

9 - PRINCIPAL INDUSTRIES: Business Machines and Systems, Printing, Automobile, Interior Trim.

10 - CLIMATE: Min. & Max. Temp. Recorded-20 to 95. Coldest month, Jan. (Av. 31). Warmest month, July (Av. 75). First killing frost, Oct. 11; last killing frost, May 6.

11 - TAP WATER: Alkaline, softened.

12 - RETAILING: Principal Shopping Centers-3 blocks on Court St.; Athens Mall (15 stores); University Mall.
Neighborhood Shopping Centers-2 blocks on Stimson Ave.; 3 blocks on Richland Ave.; 3 blocks on East State St.; 1 block on The Plains.
Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Athens Mall 6 nights (closed Sun.).

13 - RETAIL OUTLETS: Department Stores-Marting's; J.C. Penney; Elberfeld's (Logan).
Discount Stores-Heck's; Ames; K Mart.
Variety Stores-Woolworth; Odd Lots; General Dollar; Family Dollar.
Chain Drug Stores-Revco; SupeRx; Gray Drug.
Chain Supermarkets-Kroger 4; Big Bear 2.
Other Chain Stores-Sherwin-Williams; Steppe's Beauticians; Sears; Follett Books; Radio Shack; B. Dalton; JoAnn Fabrics; Kinney Shoes; Ford's Jewelers; Fashion Bug; Auto Works; Firestone; Goodyear.

14 - NEWSPAPERS: MESSENGER (e-mon to fri) 13,541; (S) 16,850; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Fred Weber, Mktg. Dir., MESSENGER, Rte. 33 North & Johnson Rd., Athens, OH 45701; Tel. (614) 592-6612.
National Representative: None.

BEAVERCREEK

1 - LOCATION: Greene County, (In Dayton-Springfield MSA), E&P Map A-3. Residential, light industrial. Adjacent to Wright Patterson AFB. SW quadrant of OH, on U.S. Hwy. 35, I-675. 4 mi. E of Dayton; 4 mi. W of Xenia.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-96.
Airlines-American; Delta; Republic; TWA; United; USAir; Eastern; Pan Am; Piedmont; Wright Airlines through Cox Municipal Airport; Commuter service at a private Greene County airport.
Intercity Bus Lines-Greyhound (Dayton).

3 - POPULATION:
Corp. City 80 Cen. 31,589; E&P 88 Est. 35,983
County 80 Cen. 129,850; E&P 88 Est. 132,147
MSA 80 Cen. 942,725; E&P 88 Est. 932,352

4 - HOUSEHOLDS:
City 80 Cen. 9,922; E&P 88 Est. 11,436
County 80 Cen. 43,078; E&P 88 Est. 45,697
MSA 80 Cen. 340,279; E&P 88 Est. 352,969

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	7	$3,391,557,073
Commercial	5	$2,240,062,061

6 - PASSENGER AUTOS: County 90,208.

7 - ELECTRIC METERS: Residence and Business 13,212.

8 - GAS METERS: Residence and Business 1,571.

9 - PRINCIPAL INDUSTRIES: Research & Technology 1,271 ($400); Light industry.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-72; Summer 61-85; Fall 34-77; Winter 21-39.

11 - TAP WATER: Alkaline, hard, iron present.

12 - RETAILING: Principal Shopping Center-One block, Beaver Valley Centre (27 stores).
Neighborhood Shopping Centers-Knollwood, two mi.; Bellfair Country Store, 1/4 mi. (6 stores).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Beavercreek Plz (20)	NA	Kroger, Chakers
Beaver Sq. Vlg (6)	NA	Tiffany Shoppe
Spicer	3	Eaveys
Indian Ripple	4	K mart, Fulmer's

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: Discount Stores-K mart.
Variety Stores-Dunnigans Hardware; Garden Center.
Chain Drug Stores-Revco; Fidelity; Medicine Shoppe.
Chain Supermarkets-Kroger; Lofinos 2; Fulmer's.
Other Chain Stores-Main Auto; Wear House; Famous Recipe; Cassanos; El Bee; JoAnn Fabrics; Lawsons 2; Foto Fair 3; Noble Roman's; Capitol Cleaners; Animal Castle; Carter Plumbing; Carter Lumber; Odd Lots; Wickes Lumber; Perry & Derrick; Dunkers Delight; G.D. Ritzy's; Warehouse Paint; Radio Shack; PiP; Fine Cleaners; Pantorium; Pro-Kut 2; Hair Happening; Gemini Optical; Coast-to-Coast Hardware; Fox Cleaners; U-Tote-M 2; Stop-N-Go; Hallmark Cards 2; Quality Garden Center.

14 - NEWSPAPERS: BEAVERCREEK DAILY NEWS (e) 6,000; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: James J. Cain, Adv. Dir., DAILY NEWS, 1342 N. Fairfield Rd., Dayton, OH 45432; Tel. (513) 426-5222.
National Representatives: Landon Associates; US Suburban Press.

BELLAIRE
See MARTINS FERRY

BELLEFONTAINE

1 - LOCATION: Logan County, E&P Map B-2, County Seat. Industrial and agricultural center. In west central part of state on U.S. Hwys. 33, 68 and State Hwys. 47, 117; 55 mi. NW of Columbus, 33 mi. N of Springfield; 31 mi. S of Lima; 100 mi. from Cincinnati.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound.
Airlines-Community Airport.
Motor Freight Carriers-16.

3 - POPULATION:
Corp. City 80 Cen. 11,888; E&P 88 Est. 12,428
CZ-ABC: (80) 11,888
RTZ-ABC: (80) 27,551
County 80 Cen. 39,217; E&P 88 Est. 39,799
City & RTZ-ABC: (80) 39,439
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,576; E&P 88 Est. 4,083
CZ-ABC: (80) 4,576
RTZ-ABC: (80) 9,777
County 80 Cen. 14,261; E&P 88 Est. 14,939
City & RTZ-ABC: (80) 14,353

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$484,212,000
Savings & Loan	3	$257,493,000

6 - PASSENGER AUTOS: County 26,791.

7 - ELECTRIC METERS: Residence 4,712.

8 - GAS METERS: Residence 3,617.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Elect. Motor & Circuit Breakers 420 ($415); Automotive 5,600 ($865); Automotive Glass 326 ($483); Auto Glass & Parts Assemblies 60 ($454); Auto Components 370 ($583); Steel Fabrication 200 ($328); Corrugated Cartons 110 ($282); Bearings 750 ($400); Commercial Printing & Publishing 221 ($268); Alum. Extrusions & Plat. 80 ($321); Sleeve Bearings 740 ($480); Food 408 ($268); Industrial Rubber Hose 360 ($389).
Principal Industrial Pay Days-Thur.; Fri.; 12th & 27th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 70-98; Fall 55-70; Winter 10-40. First killing frost, Sept. 23; last killing frost, Apr. 21.

11 - TAP WATER: Alkaline; very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; 3 on Columbus St.; 2 on Chillicothe St.; 2 on Detroit St.; 1 on Court St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fontaine Plz (14)	NA	Kroger, Murphy's Mart, Sears, Odd Lots
Hyland Hills Rinks Plz (15)	NA	

Principal Shopping Days-Mon., Fri., Sat.
Stores Close-Wed. afternoon during Summer.
City Zone Stores Open-Fri. and Mon. evenings.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Uhlman's.
Variety Stores-Murphy's Mart.
Chain Drug Stores-Rexall; SupeRx; Lane's; Revco.
Chain Supermarkets-Kroger; IGA 2; Food Mart; Trout Wine's (Super Value).
Other Chain Stores-Merit Shoes; Goodyear; Sears (catalog); Quality Farm and Fleet; TSC Store; Wal-Mart.

14 - NEWSPAPERS: EXAMINER (e) 11,056; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: John A. Smith, Gen. Adv. Mgr., EXAMINER, 127 East Chillicothe Ave., Bellefontaine, OH 43311; Tel. (513) 592-3060.
National Representative: Landon Associates.

BELLEVUE

1 - LOCATION: Huron and Sandusky Counties, E&P Map B-2. Agricultural, railroad center. 15 mi. from Sandusky; 45 mi. SE of Toledo; 68 mi. W of Cleveland.

2 - TRANSPORTATION: Railroads-Norfolk & Southern.
Motor Freight Carriers-10.

3 - POPULATION:
Corp. City 80 Cen. 8,187; E&P 88 Est. 8,362
Counties 80 Cen. 117,824; E&P 88 Est. 117,756
Huron Co. 80 Cen. 54,652; E&P 88 Est. 55,287
Sandusky Co. 80 Cen. 63,172; E&P 88 Est. 62,469
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,997; E&P 88 Est. 3,072
Counties 80 Cen. 40,243; E&P 88 Est. 42,085
Huron Co. 80 Cen. 18,690; E&P 88 Est. 19,812
Sandusky Co. 80 Cen. 21,553; E&P 88 Est. 22,273

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$101,912,000
Savings & Loan	2	$119,666,000

6 - PASSENGER AUTOS: Counties: Huron 34,452; Sandusky 40,026.

7 - ELECTRIC METERS: Residence 5,011.

8 - GAS METERS: Residence 3,359.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Railroads 800; Safes; Toys 250; Bean Proc. 200; Plastic 200; Metal Stamping 280.

10 - CLIMATE: Mean Temp. 50 degrees.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Sandusky	18	JCPenney, Sears, Gray's, May Co.
Fremont	18	Fisher's Big Wheel, Heck's, Gray's
Norwalk	12	K mart

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Variety Stores-Ben Franklin.
Chain Drug Stores-Rexall; SupeRx.
Chain Supermarkets-Hogue Super Mkt.; Whitely's Cardinal; Food Town.

14 - NEWSPAPERS: GAZETTE (e) 3,864; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Tom Smith, Gen. Mgr., GAZETTE, 107 N. Sandusky St., Bellevue, OH 44811; Tel. (419) 483-4190.
National Representative: None.

BOWLING GREEN

1 - LOCATION: Wood County (In Toledo MSA). E&P Map B-2, County Seat. Agricultural, residential, university area; some manufacturing. 23 mi. S of Toledo.

TRANSPORTATION: Railroads-Conrail
ercity Bus Lines-Greyhound; Trailway
tor Freight Carriers-10
lines-At Wood County Airport.

POPULATION:
p. City 80 Cen. 25,728; E&P 88 Est. 25,347
-ABC: (80) 25,728
Z-ABC: (80) 73,804
nty 80 Cen. 107,868; E&P 88 Est. 114,629
A 80 Cen. 617,838; E&P 88 Est. 615,455
y & RTZ-ABC: (80) 99,532

HOUSEHOLDS:
y 80 Cen. 7,130; E&P 88 Est. 7,140
ABC: (80) 7,130
Z-ABC: (80) 25,513
nty 80 Cen. 43,078; E&P 88 Est. 38,067
A 80 Cen. 220,252; E&P 88 Est. 227,023
y & RTZ-ABC: (80) 32,643

BANKS	**NUMBER**	**DEPOSITS**
nmercial	4	$690,000,000
ings & Loan	3	$410,000,000

PASSENGER AUTOS: County 68,089

ELECTRIC METERS: Residence Est. 8,600

GAS METERS: Residence 4,836

- **PRINCIPAL INDUSTRIES**: Power Floor chines; Potato Chips; Auto and Sport Parts; ber Parts for Autos; Liquid Filtration Equip.; ct. Terminal Blocks and Fuse Holders; Metal embly Stampings. Average hourly rate, $12.45 cation: BGSU: 2,250 full time employees.

- **CLIMATE**: Min. & Max. Temp.-Spring 38-60; mmer 58-82; Fall 39-63; Winter 20-38. First ng frost, early Oct.; last killing frost, early

- **TAP WATER**: Alkaline, soft, not fluoridated.

- **RETAILING**: **Principal Shopping Centers**-12 cks; 6 on Main St., 2 on Wooster, 2 on Court, 1 Oak and 1 on Clough St.
ghborhood Shopping Centers-1000, 1200 & 0 blocks of N. Main St., 800 and 1100 block of Main; 1600 block of E. Wooster St.

Nearby Shopping Centers

ne (No. stores)	**Miles from Downtown**	**Principal Stores**
es	NA	Ames
Center(8)	NA	Kroger
dium Plz.(12)	NA	
ssroads Plz.(6)	NA	K mart, Churchill's
dland Mall(30)	NA	JC Penney, Elder-Beerman, Hills

ncipal Shopping Days-Fri., Sat.
res Open Evenings-Dept. Mon., Fri.; Food, Dis- nt & Dept. nightly.

- **RETAIL OUTLETS**: **Department Stores**- enney; Uhlman's, Elder-Beerman.
count Stores-Ames; Hills; K mart.
ety Stores-Ben Franklin.
in Drug Stores-Lane's; Revco.
in Supermarkets-Kroger; Food Town; Chur- l's.
er Chain Stores-Sterling (dairy); Lawson's y; Fashion Bug; JoAnn Fabrics; Convenient ; Cato Fashions; Deb Shop; Claire's Boutique; locker; K&K Toys; Kinney Shoes; Maurice's hion; Radio Shack; Record Den; Waldenbooks; Appliance.

- **NEWSPAPERS**: SENTINEL-TRIBUNE (e) 23; Mar. 31, 1988 ABC.
al Contact for Advertising and Merchandising a: R.M. Reider, Gen. Mgr./Adv. Dir., SEN- L-TRIBUNE, 300 E. Poe Rd., Bowling Green, 43402; Tel. (419) 352-4611.
onal Representative: Landon Associates.

BRYAN

LOCATION: Williams County, E&P Map A-1. nty Seat. Agricultural and industrial center. i. W of Toledo; 45 mi. E of Fort Wayne, IN. On Hwy. 127 and State Hwys. 2, 34 and 15.

RANSPORTATION: Railroads-Conrail; Amtrak.
r Freight Carriers-3.
nes-Bryan Airport, 3 mi. from city; Bryan- ance Airport, 12 mi. from city.

POPULATION:
. City 80 Cen. 7,879; E&P 88 Est. 7,813
BC: (80) 7,879
ABC: (80) 30,904
ty 80 Cen. 36,445; E&P 88 Est. 36,547
& RTZ-ABC: (80) 38,783

HOUSEHOLDS:
80 Cen. 3,139; E&P 88 Est. 3,142
BC: (80) 3,139
ABC: (80) 10,531
ty 80 Cen. 12,896; E&P 88 Est. 13,389
& RTZ-ABC: (80) 13,670

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 23,813

7 - ELECTRIC METERS: Residence 3,546

8 - GAS METERS: Residence 2,640

9 - PRINCIPAL INDUSTRIES: Lubricating Equip.; Pneumatic Tools; Toys; Candy; Furnaces; Tires.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-60; Summer 58-84; Fall 41-63; Winter 17-33.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Principal Shopping Days**-Mon., Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-Uhlmans; Hawks.
Discount Stores-K mart; Ames; Lanes Discount; Food Mart; Dollar General.
Chain Supermarkets-Chief; Super Valu 3; IGA 4.

14 - NEWSPAPERS: TIMES (e) 10,698; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Tom Voigt, Gen. Mgr., TIMES, 127 S. Walnut, Bryan, OH 43506; Tel. (419) 636-1111.
National Representative: None.

BUCYRUS

1 - LOCATION: Crawford County, E&P Map B-2. County Seat. On Lincoln Hwy., U.S. Hwy. 30 N and State Hwys. 4, 19, 98, 100. 60 mi. N of Columbus.

2 - TRANSPORTATION: **Railroads**-Conrail; Norfolk & Western (freight).
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 13,433; E&P 88 Est. 12,726
CZ-ABC: (80) 13,433
RTZ-ABC: (80) 42,741
County 80 Cen. 49,894; E&P 88 Est. 47,403
City & RTZ-ABC: (80) 56,174

4 - HOUSEHOLDS:
City 80 Cen. 5,221; E&P 88 Est. 5,169
CZ-ABC: (80) 5,221
RTZ-ABC: (80) 15,019
County 80 Cen. 18,167; E&P 88 Est. 18,061
City & RTZ-ABC: (80) 20,240

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$210,900,839
Savings & Loan	2	$109,182,580

6 - PASSENGER AUTOS: County 30,350

7 - ELECTRIC METERS: Residence 5,940

8 - GAS METERS: Residence 5,190

9 - PRINCIPAL INDUSTRIES: Roller Bearings; Rubber & Plastic Hose; Road Mach.; Locomotive & Auto-Cranes; Ditching Machines; Brass Castings; Steel Stampings; Heavy Mach.; Blades; Aluminum Prods.; Plastic Prods.; G.E.C. Glass & Lamps Wks.; Hydraulic Precision Components; Whole Poultry & Beef Proc.; Boats; Jewelry; Trans. Seats; Pattern Making; Special Pkg.; Insulation.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-67; Summer 55-84; Fall 39-70; Winter 23-41.

11 - TAP WATER: Alkaline, medium hard; some fluorides.

12 - RETAILING: **Principal Shopping Centers**-Southern Lights; Marion Road-Murphy's Mart; Revco; Fashion Bug; Ponderosa; Jo-Ann Fabrics; K mart-E. Mansfield Road; Bucyrus Plaza-N. Sandusky Ave.; Rt. 4-Radio Shack; Walgreens; Bucyrus Ice Co.; Velvet Ice Cream; United Dairy Farmers; Suburban, Hopley Ave.-Geyer's Super Value; Conley's; Near Downtown Center; Fischer's; Revco; Dart Mart; Whetstone Plaza; Smith's Dairy; Checkers Pizza; Classic Video; TV Movies; Nutri Balic Weightloss; Avon; K.C.'s Closet.
Principal Shopping Days-Thur. & Fri.
Stores Close-Wed. afternoon.
Stores Open Evenings-K mart; Murphy's Mart; Odd Lots-Fri.; Geyer's Mkt.; Foodtown; Food Gallery; United Dairy Farmers; Lawsons; Hy-Miler-Mon., Thur., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Uhlman's.
Variety Stores-Ames; K mart; Odd Lots.
Chain Drug Stores-Revco 2; Walgreens 2; Rexall; Cladys.
Chain Supermarkets-Geyer's Super Valu; Neff's; Foodtown.
Other Chain Stores-Sherwin-Williams; True Value; TSC; Goodyear; JoAnn Fabrics; Radio Shack; Fashion Bug; United Dairy Farmers; Brown Derby.

14 - NEWSPAPERS: TELEGRAPH-FORUM (e) 7,954; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: James F. Croneis, Pub., TELEGRAPH-FORUM, 119 W. Rensselaer St., Bucyrus, OH 44820; Tel. (419) 562-3333.
National Representative: Landon Associates.

CAMBRIDGE

1 - LOCATION: Guernsey County, E&P Map C-3. County Seat. On U.S. Hwys. 21, 22, 40, I-70, I-77. 75 mi. E of Columbus; 130 mi. S of Cleveland; 52 mi. W of Wheeling, WV.

2 - TRANSPORTATION: **Railroads**-Chessie System.
Motor Freight Carriers-12
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 13,573; E&P 88 Est. 12,077
CZ-ABC: (80) 23,943
RTZ-ABC: (80) 68,265
County 80 Cen. 42,251; E&P 88 Est. 42,024
City & RTZ-ABC: (80) 92,208
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 5,508; E&P 88 Est. 5,013
CZ-ABC: (80) 8,976
RTZ-ABC: (80) 23,649
County 80 Cen. 15,048; E&P 88 Est. 15,420
City & RTZ-ABC: (80) 32,625

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$170,000,000
Savings & Loan	1	$165,000,000

6 - PASSENGER AUTOS: County 23,396

7 - ELECTRIC METERS: Residence 15,000 (County)

8 - GAS METERS: Residence 7,987

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Plastics 480; Ceramics 184; Spark Plug 361; Small Motors 305; Ferro Alloys 131; Strip Mining 118; Electronics 1,800; Liquid Detergent 140.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-94; Summer 28-99; Fall 13-88; Winter 7-77. First killing frost, Oct. 1; last killing frost, May 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Wheeling Ave. (60 stores).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cambridge(8)	NA	Party Time
Cambridge Sq.(4)	NA	K mart, Revco, Dewey Ave. Mkt.
Dewey Avenue(5)		
North Star(8)	NA	IGA Foodliner
Southgate Plz.(10)	NA	Kroger, Zayre

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Discount Stores-Rink's; Zayre; K mart; Dollar General; Heck's; Hills.
Chain Drug Stores-Nelson's; Revco.
Chain Supermarkets-Super Duper; Kroger; IGA Foodliners; Dewey Ave. Mkt.; Stevens One Stop; Convenient; Cardinal Royal Blue; Riesbeck Food Stores; Lawson's.
Other Chain Stores-Sherwin-Williams; Sears (catalog); Arrow Associated; Radio Shack; Rogers Jewelers; Pic Way Shoes; JoAnn Fabrics.

14 - NEWSPAPERS: JEFFERSONIAN (e) 13,670; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Harry Eynon, Adv. Dir., JEFFERSONIAN, 831 Wheeling Ave., Cambridge, OH 43725; Tel. (614) 439-3531.
National Representative: Papert Companies.

CANTON

1 - LOCATION: Stark County (In Canton MSA). E&P Map C-2. County Seat. Diversified industrial center in NE part of state; 58 mi. S of Cleveland and Lake Erie; 94 mi. W of Pittsburgh and the Ohio River. On I-77 and U.S. Hwys. 30, 62; State Hwys. 800, 43, 153, 687, 172.

2 - TRANSPORTATION: **Railroads**-Conrail; Norfolk & Western (freight); Nickel Plate (freight); Amtrak; Chessie System.
Motor Freight Carriers-90.
Intercity Bus Lines-Greyhound; RTA.
Airlines-United; Piedmont; Allegheny Commuter; Delta; Eastern; American; Northwest.

3 - POPULATION:
Corp. City 80 Cen. 93,077; E&P 88 Est. 83,375
CZ-ABC: (80) 201,866
RTZ-ABC: (80) 277,045
County 80 Cen. 378,975; E&P 88 Est. 374,099
MSA 80 Cen. 404,562; E&P 88 Est. 402,027
City & RTZ-ABC: (80) 478,911
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 36,394; E&P 88 Est. 34,226
CZ-ABC: (80) 74,388
RTZ-ABC: (80) 92,683
County 80 Cen. 134,094; E&P 88 Est. 137,933
MSA 80 Cen. 142,674; E&P 88 Est. 147,576
City & RTZ-ABC: (80) 167,071

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	$1,318,832,800
Savings & Loan	10	$1,551,292,000

6 - PASSENGER AUTOS: County 246,809

7 - ELECTRIC METERS: Commercial & Residence 40,047

8 - GAS METERS: Commercial & Residence 94,905

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Primary Metal 11,400 ($470); Fab. Metal 7,000 ($520); Fab. Structural Metal 2,500 ($638); Stone, Clay and Glass 1,900 ($266); Food 4,100 ($407); Util. 2,700 ($515); Nondurable Goods 11,500 ($382).
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring -6-94; Summer 36-104; Fall 1-99; Winter -20-73.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: **Downtown Shopping Center**-64 square blocks located in center of Canton.
Neighborhood Shopping Centers-23 units at Whipple Rd. & 12th St. NW; 24 units at W. Tuscarawas (Route 172) & Whipple Rd.; 48 units on 30th St. NW; 15 units Mahoning Rd. NE; 8 units on 30th NE & Market Ave.; 68 units at W. Tusc. (Rte. 172) & Whipple Rd.; 10 units Raff Rd. SW and Rt. 172; 14 units on Cleveland Ave. S. (Rte. 800) at 30 St.; 70 units at Everhard Rd. & Whipple Rd. N.W.I.R. 77.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
County Fair(29)	6	Josef's Furniture, Fleischers, Gray Drug
Plaza, 30th St.	4	Stern & Mann, A & D Foodarama, O'Neil, Stambaughs
Gold Circle(15)	7	Gold Circle
Tip Top Mart(13)	4	Ben Franklin, Peoples Drug
Mahoning(15)	2	Gray's, Jay's Appl.
Myers Lake Plaza (34)	5	Cloth World, A&D Foodarama, Stambaughs, Odd Lots
Mellett Mall(70)	4	JCPenney, Radio Shack, Goodyear, Mont. Ward, O'Neils, Zales
North Canton(8)	5	Acme, Stambaughs
Southgate(20)	3	Ben Franklin
Belden Village(65)	7	Sears, Higbee, O'Neil, Radio Shack, Revco, Peoples Drug
Meyers Lake Plaza	3	Value City, Stambaughs
Buckeye Plaza(8)	7	Peoples Drug, Quik Shop
Harmont Plaza(11)	6	Radio Shack, Firestone
Hillsdale(10)	6	Acme, Price King Drugs
Kimco(6)	7	Zayre
North Plaza(18)	7	Miller Sales

Stores Open Evenings-Department Stores: Mon. through Sun.; Food: Mon. through Sun.

13 - RETAIL OUTLETS: **Department Stores**-O'Neils 2; Higbees; Stern & Mann 3; JCPenney; Sears; Gold Circle 3.
Discount Stores-Stambaugh's 4; K mart 3; Zayre 2; Click 2; Conley's 2; Heck's; Odd Lots.
Variety Stores-Woolworth; Aimes; Kresge; Ben Franklin.
Chain Drug Stores-Gray's 6; Norman 3; Finney's 3; Price; Kings 2; Davies 2; Rice; People/Lane Drug 15; Revco 3; Price King; Sid's for Less.
Chain Supermarkets-Fisher 6; IGA Foodliner 8; Country Cupboard 2; Fazio's; Edwards; Acme 2; Piggly Wiggly 5; Valu King; Associated Grocers 25; Stoll's; Bordner's; Cardinal Foods; Giant Eagle.
Other Chain Stores-Bakers; Cleveland Fabrics; Petri's; Parisian; George Ann's 3; Harvard; Walker's; Richman Bros.; Mr. Ted; Jon's Clothiers; Harry's; Gray Hosiery; Park Lane; Singer Co.; Rogers Jewelry; Zale's; Hanover; Florsheim; Stride-Rite; Ups and Downs; Docktor Pet; Cloth World; Miller Sales; Home Centers; Northeast Appliance; Toys-R-Us; Children Palace; Best Catalog.

14 - NEWSPAPERS: REPOSITORY (e) 54,613; (S) 75,527, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Michael J. Miller, Adv. Dir., REPOSITORY, 500 Market Ave. S., Canton, OH 44702, Tel. (216) 454-5611.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

CELINA

1 - LOCATION: Mercer County. E&P Map A-2. 70 mi. N of Dayton, 35 mi. SW of Lima. On U.S. Hwy 127, State Hwy 29.

2 - TRANSPORTATION: **Railroads**-Norfolk & Southern.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 9,137; E&P 88 Est. 9,081
County 80 Cen. 38,347; E&P 88 Est. 38,793

4 - HOUSEHOLDS:
City 80 Cen. 3,416; E&P 88 Est. 3,222
County 80 Cen. 12,166; E&P 88 Est. 12,868

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$331,917,434
Savings & Loan	1	$34,873,000

6 - PASSENGER AUTOS: County 25,110.

7 - ELECTRIC METERS: Residence 5,948.

8 - GAS METERS: Residence 4,925.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Furn. 510 ($218); Ins. 452 ($150); Lithography 584 ($201); Bicycles 1,800 ($240).
Principal Pay Day-Fri.

10 - CLIMATE: Avg. Min. & Max. Temp.-Spring 51-79; Summer 55-81; Fall 30-52; Winter 21-40. First killing frost, Sept.; last killing frost, May 15.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Centers**-10 blocks on 4 streets.
Shopping Centers-Plaza Shopping Center (18 stores including Brown Drugs, Radio Shack, Sears, Shastar, Sycamore, Hallmark).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri., Mon. until 9 p.m. Food nightly & grocery open Sun.

13 - RETAIL OUTLETS: **Department Stores**-Goldstein's, JCPenney, Style Shop, Pogue's, Male Fashions, Haines Fashions.
Variety Stores-The Barr, Rankin's, Dollar General.
Discount Stores-Harts.
Chain Drug Stores-Hooks, Rite Aid, Celina Sundry.
Other Chain Stores-Radio Shack, Sears, Shasta, Sycamore.

14 - NEWSPAPERS: STANDARD (e) 9,983; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Robin Link, Natl. Adv. Mgr., STANDARD, 126 E. Market, Celina, OH 45822; Tel. (419) 586-2371.
National Representative: Landon Associates.

CHARDON

1 - LOCATION: Geauga County, (In Cleveland PMSA). E&P Map C-1, County Seat. Manufacturing, agriculture & maple products. NE portion of state; 30 mi. E of Cleveland.

2 - TRANSPORTATION: **Railroads**-B&O.
Motor Freight Carriers-1.
Airport-2 mi. South; New County Airport, Middlefield, Ohio-12 mi.

3 - POPULATION:
Corp. City 80 Cen. 4,434; E&P 88 Est. 4,651
NDM-ABC: (80) 74,474
PMSA 80 Cen. 1,894,697; E&P 88 Est. 1,878,866
County 80 Cen. 74,667; E&P 88 Est. 80,087

4 - HOUSEHOLDS:
City 80 Cen. 1,589; E&P 88 Est. 1,698
NDM-ABC: (80) 22,880
County 80 Cen. 22,880; E&P 88 Est. 25,633
PMSA 80 Cen. 694,324; E&P 88 Est. 722,771

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$186,275,000
Savings & Loan	3	$28,000,000

6 - PASSENGER AUTOS: County 54,172.

7 - ELECTRIC METERS: Residence County 23,419.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Rubber, Plastics, Maple Prods., Mining (constr. materials).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-65; Summer 60-82; Fall 40-60; Winter 10-35.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Burton	9	IGA
Chardon Plz (5)	NA	Fisher's, Giant Eagle
Chesterland	8	IGA
Grant Plaza	7	Fisher's Big Wheel, Valu King, Revco
Great Lakes(114)	14	Higbee's, May Co., Sears, JCPenney, Joseph Horne
Middlefield	12	White's, Revco, Value King

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Bostwick's, Higbee's, May Co., Sears, JCPenney.
Variety Store-Woolworth.
Discount Store-Conley's.
Chain Drug Stores-Rexall, Revco 2, Medic.
Chain Supermarkets-Golden Dawn, Lawson's, Convenient Food Stores, Valu King, White Bros., Bi-Rite, Rogers.
Other Chain Stores-Fisher's Big Wheel.

14 - NEWSPAPERS: GEAUGA TIMES LEADER (e) 8,441, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Myron Kaiser, Adv. Mgr., GEAUGA TIMES LEADER, 111 Water St., PO Box 349, Chardon, OH 44024, Tel. (216) 286-6101.
National Representative: Landon Associates.

CHILLICOTHE

1 - LOCATION: Ross County, E&P Map B-3, County Seat. 47 mi. S of Columbus, 90 mi. NE of Cincinnati. On U.S. Hwys. 50, 35, 23. On State Routes 28, 104, 277, 772.

2 - TRANSPORTATION: **Railroads**-B&O, Norfolk & Western; Chesapeake & Ohio.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound, Dayton & Southeastern.

3 - POPULATION:
Corp. City 80 Cen. 23,420; E&P 88 Est. 24,742
CZ-ABC: (80) 31,469
RTZ-ABC: (80) 64,181
County 80 Cen. 65,079; E&P 88 Est. 69,909
City & RTZ-ABC: (80) 95,650

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 9,759; E&P 88 Est. 10,039
CZ-ABC: (80) 11,395
RTZ-ABC: (80) 21,162
County 80 Cen. 22,042; E&P 88 Est. 24,126
City & RTZ-ABC: (80) 32,557

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$126,662,800
Savings & Loan	4	$45,604,494

6 - PASSENGER AUTuS: County 40,182.

7 - ELECTRIC METERS: County 18,602.

8 - GAS METERS: 10,200.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aluminum Material 750; Atomic 1,950; Concrete 40; Gov't 1,870; Paper Making 2,600; Steel Springs 41; Heavy Duty Trucks 605; Wheel Mfg. 155; Plastics 40. (Av. Wkly. Wage $270).
Principal Pay Days-Thur., Sat.; 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 70-95; Fall 35-65; Winter 0-50. First killing frost, Oct. 1; last killing frost, May 11.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Paint St.; 10 on Main St.; 3 on 2nd St.; 3 on Water St.
Neighborhood Shopping Centers-N. High St.; S. Paint St.; E. Main St.; Eastern Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central Ctr.(38)	NA	Woolworth, Gray's, Sun TV, Big Sandy Furn.
Zane Plz.(25)	NA	Elder-Beerman
Chillicothe Mall(18)	NA	Sears, Big Bear, Woolworth, JCPenney
Western Ave. Plz.(5)	NA	Kroger, SupeRx
K mart Plz.(14)	NA	K mart, Kroger, SupeRx

Principal Shopping Days-Shopping Ctrs. Mon., Thur., Fri., Sat.
Stores Open Evenings-Downtown Dept. Fri.; Food 7 days; Shpg. Ctrs. Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Sears, Elder-Beerman, Mack's.
Variety Stores-Woolworth 2.
Discount Stores-K mart, Harts, Hill's.
Chain Drug Stores-Gray's, Thrift Drug, SupeRx.
Chain Supermarkets-Big Bear 2, Kroger Superstores 2; Super Duper, IGA 2.
Other Chain Stores-Wurlitzer (music); Singer Co., Autoworks, Goodyear, Firestone, Pic-Way, Nationwise (automotive); Moore's (Building Supplies); Radio Shack.

14 - NEWSPAPERS: GAZETTE (e) 15,808, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Timothy Dowd, Adv. Mgr., GAZETTE, 50 W. Main St., Chillicothe, OH 45601, Tel. (614) 773-2111.
National Representative: Gannett National Newspaper Sales.

CINCINNATI

1 - LOCATION: Hamilton County (In Cincinnati OH-KY-IN PMSA). E&P Map A-3, County Seat. 100 mi. from Indianapolis, Columbus and Louisville. On U.S. Hwys. 22, 25, 27, 42, 50, 52 and 127; State Hwys. (OH) 3, 4, 28, 32, 125, 126, 128, 131, 264, 561, 747; (KY) 8, 9, 10, 16, 17, 20, 177, 236, 237, 445, 1017, 1072, 1120, 1303, 1334, I-74, I-275, I-71, & I-75.

2 - TRANSPORTATION: **Railroads**-Amtrak, Chessie System, Conrail, Detroit, Toledo & Ironton, Norfolk & Western, Southern.
Freight Forwarding Companies-42.
Motor Freight Carriers-85.
Water-Ohio River navigable entire year and links Cincinnati with Mississippi River; 8 public water terminals, 41 private.
Airlines-American, Delta, Piedmont, Wright, TWA, North Central, USAir, Republic, ComAir, Pan Am, United.
Intercity Bus Lines-Queen City Metro, Transit Authority of Northern Kentucky, Greyhound, Southeastern Trailways.

3 - POPULATION:
Corp. City 80 Cen. 385,457; E&P 88 Est. 342,168
CZ-ABC: (80) 1,058,049
RTZ-ABC: (80) 795,363
County 80 Cen. 871,442; E&P 88 Est. 853,977
PMSA 80 Cen. 1,401,665; E&P 88 Est. 1,445,419
City & RTZ-ABC: (80) 1,853,412

4 - HOUSEHOLDS:
City 80 Cen. 157,677; E&P 88 Est. 149,868
CZ-ABC: (80) 387,832
RTZ-ABC: (80) 264,949
County 80 Cen. 322,199; E&P 88 Est. 329,915
PMSA 80 Cen. 498,649; E&P 88 Est. 534,702
City & RTZ-ABC: (80) 652,781

5 - BANKS	NUMBER	DEPOSITS
Cml. & Savings	N.A.	$7,295,592,000
Savings & Loan	N.A.	$6,166,000,000

6 - PASSENGER AUTOS: County 573,534.

7 - ELECTRIC METERS: Residence 497,704.

8 - GAS METERS: Residence 366,287.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 144,600 ($441); Constr. 21,500 (N.A.); Trans. & Util. 31,100 ($477); Whol. Trade 39,200 ($365); Ret. Trade 109,300 ($165); Fin., Ins. & R.E. 34,200 ($230); Trans. Equip. 25,500 ($622); Mach. non-elect. 21,400 ($396); Food 12,900 ($378); Chem. 21,000 ($525); Fab. Metals 10,600 ($378); Printing & Pub. 12,100 ($430).

10 - CLIMATE: Min. & Max. Temp.-Spring 44-64; Summer 66-87; Fall 47-69; Winter 22-40. An. Average 54. First killing frost, Sept. 28; last killing frost, May 25.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Area**-61 blocks on 19 Sts. Bounded by Central Pkwy. on north, 3rd St. on south, Broadway on east and Plum St. on west.
Neighborhood Shopping Centers in Metropolitan Area: Avondale Town Center; Beechmont Mall; Beechmont; Bigg's Place; Brentwood Plaza; Cassinelli Square; Cherokee Center; Cherry Grove Plaza; Clermont; Colerain Hills; Crestview Hills Mall; Delco Plaza (Ft. Wright); Delco Plaza (Groesbeck); Del-Fair; Dillonvale; Eastgate Mall; Edgewood; Erlanger; Evendale Shop-In; Expressway Plaza; Factory Outlet Mall; Florence Mall; Florence Mini-Mall; Forest Park Plaza; Gold Circle Mall; Greenhills; Florence Square; Heritage international; Hyde Park Plaza; Kenwood Mall; Kenwood Towne Centre; Latonia Plaza; The Market Place of Montgomery; Milford; Monfort-Heights; Montgomery Square; Newport Mall; Newport Plaza; Newport; Northbrook; Northgate Mall; Northland; Norwood Plaza; Princeton Plaza; Promenade, St. Bernard Square; Seven Hills; Seymour Plaza; Shopper's Haven; Spring Hill Center; Springdale Mall; Summit Plaza; Surrey Square; Swifton; Tower Hill Plaza; Tri-County; University Plaza; Valley; Western Hills Plaza; Western Village; Western Woods; White Oak.

13 - RETAIL OUTLETS: **Department Stores**-Lazarus; Sears; Elder-Beerman; McAlpin; JCPenney; Saks; B. Altman; Parisian.
Discount Stores-Gold Circle; Zayre; K mart; Van Leunen's; Value City; Service Mdse.; Swallen's; Bigg's; Big & Small Lots.
Variety Stores-Woolworth, J.J. Newberry, Ben Franklin.
Chain Drug Stores-Walgreens; SupeRx; Drug Emporium; Drug Palace; Revco; Becker; Rite Aid.
Chain Supermarkets-Kroger's; IGA; Thriftway; Marsh; Stop-N-Go; United Dairy Farmers 63; Convenient 23; U-Tote-M.
Other Chain Stores-National Shirt Shops; Richman Bros.; Baker's Shoes; Lerner Shops; Florsheim Shoes; Singer Co.; Lane Bryant; Martin's Town & Country; Firestone; Goodyear; Nobil Shoes; Sherwin-Williams; Levitz Furn.; Foxmoor Casuals; Thayer McNeil; Paul Harris; Casual Corner; Piece Goods; Fabric Circle; Perry-Derrick; Radio Shack; Kinney Shoes; Giddings-Jenney; Gallenkamp Shoes; Carriage Trade; Children's Palace; Waldenbooks; Family Tree; JoAnn Fabrics; The Limited; Hickory Farms of Ohio; B. Dalton; Benetton; T.J. Maxx; Marshall's; Loehman's; Saks Fifth Ave.; Brooks Brothers; J. Riggins; Spare Change; Toys R Us; Talbots.

14 - NEWSPAPERS: ENQUIRER (m) 195,356; (S) 332,194; POST (e) 113,282, Mar. 29, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Robert Terimen, Mktg. Dir., ENQUIRER and POST, 617 Vine St., Cincinnati, OH 45202; Tel. (513) 721-2700.
National Representatives: Gannett National Newspaper Sales; American Publishers Representatives (Canada); Leonard Co.; Lenha Hawaii.

CIRCLEVILLE

1 - LOCATION: Pickaway County (In Columbus MSA). E&P Map B-3, County Seat. On U.S. Hwys. 22, 23 and State Hwy. 56. 25 mi. S of Columbus; 100 mi. from Cincinnati.

2 - TRANSPORTATION: **Railroads**-Norfolk & Southern; CXS System.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,700; E&P 88 Est. 11,704
MSA 80 Cen. 1,244,231; E&P 88 Est. 1,333,594
County 80 Cen. 43,569; E&P 88 Est. 43,285

4 - HOUSEHOLDS:
City 80 Cen. 4,335; E&P 88 Est. 4,448
County 80 Cen. 14,156; E&P 88 Est. 14,484
MSA 80 Cen. 449,260; E&P 88 Est. 503,048

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$95,000,000
Commercial	6	$150,000,000

6 - PASSENGER AUTOS: County 27,373.

7 - ELECTRIC METERS: Residence 5,600.

8 - GAS METERS: Residence 5,300.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Containers 512; Feed 213; Elect. Equip. 1,200; Plastic 400; Films 1,242; Synthetic Resins 172; Television Picture Tubes 500. (Av. Wkly. Wage $300).

10 - CLIMATE: First killing frost, Oct. 4; last killing frost, May 10.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: **Shopping Centers**-Lancaster Pike (Rt. 22E) 7 units; N. Court St. 6 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wacker(14)	2	Heck's, Lowes, Farm Fleet & Supply
North End(11)	1	Big Bear, Murphy's, Super Duper

Principal Shopping Days-Mon. to Sat.
Stores Open Evenings-Fri.; Shopping centers every evening to 9 p.m.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety Stores-Murphy Mart; Sundry Store.
Chain Drug Stores-Risch; SupeRx, Revco.
Chain Supermarkets-Kroger; Cardinal; Super Duper; Big Bear.

Other Chain Stores-Fisher Big Wheel; Heck's; Radio Shack.

14 - NEWSPAPERS: HERALD (e) 8,762; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: William J. Holliday, Pub., HERALD, PO Box 498, Circleville, OH 43113; Tel. (614) 474-3131
National Representative: Landon Associates.

CLEVELAND

1 - LOCATION: Cuyahoga County, (PMSA), E&P Map C-1. South shore of Lake Erie at the mouth of the Cuyahoga River. One of largest inland ports on St. Lawrence Seaway, 10 mi. of docks on river. City proper area 73.43 sq. mi. 576 mi. W of New York and 338 mi. E of Chicago.

2 - TRANSPORTATION: **Railroads**-Passenger Service-Amtrak Intercity Rail Service. Freight Only-CSX Trans.; Norfolk & Western; Conrail; Newburg & South Shore. (These belt-line RRs intersect each RR at or near a freight yard.)
Intercity Bus Lines-Regional Transit Authority; Trailways, Greyhound & Lakefront from Painesville; Brecksville Rd. Transit; Cleve.-Astabula Bus Line; Cleve. Southeastern Trails; Maple Hts. Transit; N. Olmsted Municipal Line.
Motor Coach Routes-99.
Airlines-Air Canada; USAir; Midway; ComAir; Continental; American; Delta; Eastern; Northwest; TWA; United; Piedmont; Pan Am; Alitalia; Qantas Airways; Yugoslav; Varig Brazilian.

3 - POPULATION:
Corp. City 80 Cen. 573,822; E&P 88 Est. 498,652
CZ-ABC: (80) 1,498,400
RTZ-ABC: (80) 846,992
County 80 Cen. 1,493,017; E&P 88 Est. 1,452,857
PMSA 80 Cen. 1,894,697; E&P 88 Est. 1,878,866
City & RTZ-ABC: (80) 2,345,392

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 218,297; E&P 88 Est. 204,488
CZ-ABC: (80) 563,478
RTZ-ABC: (80) 277,147
County 80 Cen. 563,401; E&P 88 Est. 576,343
PMSA 80 Cen. 694,324; E&P 88 Est. 722,771
City & RTZ-ABC: (80) 840,625

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	26	N.A.
Savings & Loan	19	N.A.

6 - PASSENGER AUTOS: County 944,788

7 - ELECTRIC METERS: Residence 691,463

8 - GAS METERS: Residence 583,858

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric., Forestry, Fishing 2,789 (N.A.); Mining 574 ($671); Constr. 23,282 ($509); Mfg. 171,620 ($516); Trans. & Util. 35,923 ($517); Whol. & Ret. N.A.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-56; Summer 62-95; Fall 42-59; Winter 0-36. First killing frost, Nov. 2, last killing frost, Apr. 21.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Beechwood Place(110)	11	Saks Fifth Ave., Higbee
Broadview Pleasant Valley(41)	10	Fazio's, Pic-N-Pay, T.J. Maxx
Cedar Ctr.(93)	8	Stop & Shop, Bi-Rite, May Co.
Eastgate(46)	13	Pic-N-Pay, Fazio's, Stop & Shop
Euclid Sq.(106)	11	Higbee, May Co., Fazio's
Great Lakes(92)	21	Higbee, May Co., Sears, JCPenney, Jos. Horne
Great Northern(195)	13	May Co., JCPenney, Sears, Finast, Marshalls, Forest City
Lake Shore & E. 222nd(100)	12	Fazio's, Bi-Rite, Pic-N-Pay
Parmatown(152)	9	Higbee, May Co., Fazio's, JCPenney
Randall Park Mall(142)	9	JC Penney, Higbee, Hornes, Sears, May Co., Pic-N-Pay
Richmond(88)	11	JCPenney, Sears, Woolworth's
Severance(75)	7	Higbee, Fazio's
Shaker Sq.(31)	5	Stouffer's
Shoregate(66)	15	Best, Jot's, Feder's, Stop-N-Shop
Southgate(150)	11	May Co., Finast, Fazio's, Stop & Shop, K mart
Southland(100)	10	Sears, Stop-N-Shop, Burlington, Marcs
Warrensville/ Van Aken(55)	8	Fazio's
Westgate(90)	9	Jos. Horne, Higbee, Sid's

Principal Shopping Days-Downtown in order of buying traffic: Thur., Sat. & Mon. Neighborhood Fri. & Sat.
Stores Open Evenings-Neighborhood centers-most stores every night until 9 p.m. Food stores 11 p.m. Mon. through Sat.; Sun. to 6 pm.

13 - RETAIL OUTLETS: **Department Stores**-Higbee; Horne; May Co.; Sears; JCPenney; Saks Fifth Avenue.
Discount Stores-Value City; Zayre; K mart; Forest City Material Co.; Gold Circle; Fisher's Big Wheel; Silvermans; T.J. Maxx; Best Products; U.S. Merchandise; Builders Sq.; Dry Warehouse; Burlington's; D & K Stores; Marshall's; Valu-Mart Stores.
Variety Stores-Woolworth; Kresge; Marc's; Cargo Express; Murphy's Mart.
Chain Drug Stores-Rite Aid 49; Leader 11; Medic 20; Revco 54; Discount Drug Mart 10; Fox Drugs 7.
Chain Supermarkets-Pick-N-Pay 23; Fazio 14; Sparkle 23; Heinen's 10; Finast 17; Carl's 5; Dave's 3.
Voluntary Food Chains-Stop-N-Shop 46; Bi-Rite 18; Convenient Food Mart 89; Dairy Mart 112; 7-Eleven 14; SavMor 18; Eagle 21; Square Deal 23.
Other Chain Stores-Women's: Lane Bryant, Winkleman's, Red Robin, Casual Corner, Petrie Plus, Kelly-Kitt, Sizes Unlimited, Lerner's, I.J. Fox, Fashion Bug Plus, Women's World, Loehman's; Men's: Richman Bros., Diamond's, Davidson's, Kuppenheimer, Gentry, Brooks Brothers, Joseph A. Banks; Shoes: Dallas, Hanover, Flagg Bros., Nunn-Bush, Regal, Thom McAn, Hahn's, Cole, Florsheim, Chandler's, Kinney, Red Cross, Naturalizer, Nobil, Faflik, Pic-Way Shoe Mart, Corner Shoe Shops, Bakers, Gussini Shoes, Michael Stern, Golland, Red Wing, Revelations, Stride-Rite; Other: Goodrich, Firestone, Goodyear, Fanny Farmer, Jo-Ann Fabric, Minnesota Fabrics, Singer Co., Uniroyal, General Tire.

14 - NEWSPAPERS: PLAIN DEALER (m-mon to fri) 449,074; (m-sat) 424,102; (S) 567,158; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: John C. Maloney, Gen. Adv. Mgr., PLAIN DEALER, 1801 Superior Ave., Cleveland, OH 44114; Tel. (216) 344-4500.
National Representative: Newhouse Newspapers Metro Suburbia.

COLUMBUS

1 - LOCATION: Franklin County, (In Columbus MSA), E&P Map B-3. Capital and County Seat. Manufacturing, retail, wholesale and education center. 145 mi. from Cleveland; 110 mi. from Cincinnati; 185 mi. from Pittsburgh.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western; Conrail; Chessie; Burlington Northern; Union Pacific.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-American; TWA; USAir; Delta; United; ComAir; Eastern; Commuter Express; Florida Express; Mid-State; American Eagle; Northwest; Pan Am.

3 - POPULATION:
Corp. City 80 Cen. 564,987; E&P 88 Est. 581,416
CZ-ABC: (80) 869,126
RTZ-ABC: (80) 530,288
County 80 Cen. 868,125; E&P 88 Est. 930,498
MSA 80 Cen. 1,244,231; E&P 88 Est. 1,333,594
City & RTZ-ABC: (80) 1,399,414

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 217,150; E&P 88 Est. 236,113
CZ-ABC: (80) 322,817
RTZ-ABC: (80) 179,922
County 80 Cen. 322,810; E&P 88 Est. 364,169
MSA 80 Cen. 449,260; E&P 88 Est. 503,048
City & RTZ-ABC: (80) 502,739

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	12	$9,587,440,000
Commercial	11	$140,627,280,000

(statewide banking system)

6 - PASSENGER AUTOS: County 631,483

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 103,100; Ret. 133,300; Whol. 33,900; Fin., Ins., R.E. 57,200; Servs. 154,900; Federal/State/Local Gov't 119,400; Trans. and Util. 27,900; Contract Constr. 27,100; Forestry & Fisheries N.A.; Mining N.A.
Principal Pay Days-Fri.; 15th & 30th.

10 - CLIMATE: Av. Temp.-Spring 52; Summer 74; Fall 50; Winter 28. First killing frost, Oct. 31; last killing frost, Apr. 16.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Neighborhood Shopping Centers**-66 different locations throughout the MSA.

Principal Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Eastland Mall(74)	7	Lazarus, Sears, JC Penney
Northland Mall(87)	7	Lazarus, Sears, JC Penney
Westland Mall(84)	6	Lazarus, Sears, JC Penney

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Sundays-Most in major shopping areas.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Elder-Beerman 2; F&R Lazarus 11; Hills 2; JC Penney 10; Sears 8.
Discount Stores-Andersons 2; Best 2; Gold Circle 6; Harts 12; K mart 13; Marshalls 3; McCrory's 5; Meijer 4; Odd Lots 13; Schottenstein's 2; Service Merchandise 3; T.J. Maxx 4; Woolworth 7.
Chain Drug Stores-Crosby's 2; Dane 12; Drug Emporium 6; Drug World 6; Lynn 7; Mediplex 5; Neil Pharmacy 5; PharMor 2; Revco 18; Rite Aid 37.
Chain Supermarkets-Big Bear 33; Convenient 18; Cub Foods 2; Food World 3; Gateway 2; Kash-N-Karry 4; Kroger 39; Stop-N-Go 26; Super Duper 18; United Dairy Farmers 46.
Other Chain Stores-The Limited 6; Madison 7.

14 - NEWSPAPERS: DISPATCH (m) 257,638; (S) 384,835; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Leonard A. Zane, Natl. Adv. Mgr., DISPATCH, 34 S. Third St., Columbus, OH 43215; Tel. (614) 461-5000.
National Representative: Sawyer-Ferguson-Walker.

CONNEAUT

1 - LOCATION: Ashtabula County, E&P Map C-1. On Lake Erie Shore; Railroad dividing point, iron ore & coal port, diversified industries. 70 mi. E of Cleveland; 100 mi. W of Buffalo; large surrounding farm area. On Hwys. 20, 7; near Cinn. Freeway.

2 - TRANSPORTATION: **Railroads**-Main div. point; N&W; Conrail; B&LE main lines.
Motor Freight Carriers-All mainline firms operating between Cleveland-Buffalo.
Freight Steamship Lines-15.

3 - POPULATION:
Corp. City 80 Cen. 13,835; E&P 88 Est. 12,990
NDM-ABC: (80) 13,835
County 80 Cen. 104,486; E&P 88 Est. 100,375

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,062; E&P 88 Est. 4,831
NDM-ABC: (80) 5,062
County 80 Cen. 35,825; E&P 88 Est. 35,649

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$64,300,000
Savings & Loan	2	$74,786,000

6 - PASSENGER AUTOS: County 61,293

7 - ELECTRIC METERS: Residence 6,011

8 - GAS METERS: Residence 4,200

9 - PRINCIPAL INDUSTRIES: Plastics & Rubber Mfg.; Docks; Wood Prods.; R.R.
Principal Industrial Pay Days-15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 70-90; Fall 40-72; Winter 25-40. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center**-5 blocks on 4 sts.; Gateway Shpg. Plz.; Conneaut Shopping Plz. Harbor Area; East Conneaut.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety Stores-Western Auto; Cooper's; Kinney's; Bargain World; Dollar General.
Discount Stores-Fisher Big Wheel; K mart.
Chain Drug Stores-Rite Aid; Revco; Peoples Drug.
Chain Supermarkets Golden Dawn; Fazio; Valu King.

14 - NEWSPAPERS: NEWS-HERALD (e) 4,083; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Neil Belcher, Adv. Mgr., NEWS-HERALD, Broad St.; PO Box 150, Conneaut, OH 44030; Tel. (216) 593-1166.
National Representative: Landon Associates.

COSHOCTON

1 - LOCATION: Coshocton County, E&P Map C-2. County Seat. Trading center for 30 mi. radius area. Diversified manufacturing center. East central part of state; 70 mi. E of Columbus; 100 mi. S of Cleveland; on U.S. Hwy. 36, State Hwys. 16, 271 and 83.

2 - TRANSPORTATION: **Railroads**-Conrail; Norfolk & Western (freight only).
Motor Freight Carriers-6.
Intercity Bus Lines-Pittsburgh & Weirton.

3 - POPULATION:
Corp. City 80 Cen. 13,405; E&P 88 Est. 13,320
CZ-ABC: (80) 15,415
RTZ-ABC: (80) 42,467
County 80 Cen. 36,110; E&P 88 Est. 36,644
City & RTZ-ABC: (80) 57,882

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,411; E&P 88 Est. 5,494
County 80 Cen. 13,064; E&P 88 Est. 13,653
CZ-ABC: (80) 6,149
RTZ-ABC: (80) 14,347
City & RTZ-ABC: (80) 20,496

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$78,060,807
Savings & Loan	2	$7,728,689

6 - PASSENGER AUTOS: County 21,670

7 - ELECTRIC METERS: Residence 11,849

8 - GAS METERS: Residence 6,742

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Adv. Novelties 600; Steel Pipe 550; Enamel Ware 360; Plastics 1,000; Rub. Gloves 450; Rubber Goods 460; Paper Prod. 268; Canvas & Leather Gloves 230; Metal Acoustic Ceilings 235; Elect. 95; Stainless Steel 125.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-45; Summer 60-95; Fall 30-75; Winter 20-55. First killing frost, Oct. 22; last killing frost, May 24.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on two streets plus downtown shopping plaza.
Neighborhood Shopping Centers-5.

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Downtowner Plaza	NA	G.C. Murphy, Radio Shack, Revco

Principal Shopping Days-Fri., Sat.
Stores Close-Thur. afternoon.
Stores Open Evenings-All Stores-Fri.; Food-Fri., Sat.; Some Mon.

13 - RETAIL OUTLETS: **Department Stores**-JC Penney; Newberry; Ulhmans.
Discount Stores-Big Wheel; Aims.
Chain Drug Stores-Revco.
Chain Supermarkets-Brooks; IGA; Buehlers.
Other Chain Stores-True Valu Hardware; Coshocton Hat; Sears; Dairy Mart; Convenience Food.

14 - NEWSPAPERS: TRIBUNE (e) 7,429; (S) 7,736; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Raymond Stipes, Adv. Mgr., TRIBUNE, 550 Main St., Coshocton, OH 43812; Tel. (614) 622-1122.
National Representative: Thomson Newspapers.

DAYTON

1 - LOCATION: Montgomery County, (In Dayton-Springfield MSA), E&P Map A-3, County Seat. Industrial, research, & wholesale center. On Miami River, Interstate Hwys. 70, 75, 675; U.S. Hwys. 35, 40; State Hwys. 4, 48, 49, 201, 202, 440, 444, 725, 741.

2 - TRANSPORTATION: **Railroads**-Conrail; Chessie System; Detroit-Toledo-Ironton.
Motor Freight Carriers-60.
Intercity Bus Lines-Greyhound; Regional Transit Authority; Trailways.
Airlines-TWA; United; Delta; USAir; ComAir; Pied-

mont; American; Northwest Orient; Commuter Express; Jetstream

3 - POPULATION:
Corp. City 80 Cen. 193,536; E&P 88 Est. 167,588
CZ-ABC: (80) 443,945
RTZ-ABC: (80) 498,226
County 80 Cen. 572,196; E&P 88 Est. 565,265
MSA 80 Cen. 942,725; E&P 88 Est. 932,352
City & RTZ-ABC: (80) 942,171
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 84,213; E&P 88 Est. 72,876
CZ-ABC: (80) 168,491
RTZ-ABC: (80) 168,524
County 80 Cen. 211,857; E&P 88 Est. 220,454
MSA 80 Cen. 340,279; E&P 88 Est. 352,969
City & RTZ-ABC: (80) 337,015

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	14	N.A.
Savings & Loan	12	N.A.

6 - PASSENGER AUTOS: County 396,027

7 - ELECTRIC METERS: Residence County 239,177

8 - GAS METERS: Residence County 173,129

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. 30,300 ($532); Trans. Equip. 21,400 ($575); Durable Goods 75,400 ($494); Printing & Pub. 8,700 ($432); Rubber & Plastics 7,800 ($554); Nondurable Goods 29,300 ($466); Total Mfg. 104,700 ($487); Trans. & Util. 15,000 ($539); Whol. Trade 19,100 ($404); Ret. Trade 78,600 ($158); Fin., Ins. & R.E. 117,800 (N.A.); Servs. 105,300 (N.A.); Gov't 74,800 (N.A.); Total Non-Mfg. 329,100 (N.A.)

10 - CLIMATE: Min. & Max. Temp. -28 to 108; Spring 35-92; Summer 40-108; Fall 14-83; Winter -28-71. Av. frost-free period, Apr. 19-Oct. 26.

11 - TAP WATER: City-alkaline, soft; County-alkaline, hard.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main St. downtown (110); Arcade-Enclosed Mall (40).
Neighborhood Shopping Centers-No. of Stores-Airway Center 32; Alex-Ball Plaza 20; Beaver Valley Mall Center 31; Breitenstrater Square 17; Broadmoor Plaza 13; Carrollton Plaza 16; Centerville Place 24; Country Square 21; Corners at the Mall 24; Eastown 27; Fairmont Plaza 18; Forest Park Plaza 59; Hills & Dales 68; Huber Heights 33; Indian Ripple 19; Kettering 20; Marian Meadows 12; Miamisburg 26; Miracle Lane 18; North Plaza 14; Northtown 25; Oak Creek Plaza 29; Far Hills Center 42; Page Manor 12; Salem Plaza 11; Salem K mart 10; Skyway Plaza 23; Spin Kemp 10; Van Buren 28; Westown 23; Washington Square 43; Waynetown Plaza 31; Woodlane 21; Xenia Towne Square 28; Park Hills 33; Rikes Kettering 20.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cross Pointe Ctr. (41)	8	Marshall's
Dayton Mall(143)	11	Lazarus, JCPenney, Sears
Northwest Plz.(44)	6	Elder-Beerman, Kroger
Salem Mall(108)	8	Lazarus, Sears, JCPenney
Town & Country(62)	6	The Union, Kroger,
South Town Centre(49)	11	Elder-Beerman, K mart, Children's World

Principal Shopping Days-Wed. through Sun. Most stores open evenings and Sunday.

13 - RETAIL OUTLETS: Department Stores-Lazarus 4; Elder-Beerman 9; JCPenney 3; Sears 3.
Variety Stores-Woolworth 3; McCrory's 3; Ben Franklin.
Discount Stores-K mart 10; Gold Circle 3; Hills 4; Murphy Mart ~~2; Kroger Sav-on 4~~; Zayre.
Chain Drug Stores-Revco 16; Gray Drug 17; Rite Aid 17; Medicine Shoppe 3; Fidelity Prescriptions 9; Hook's 5; Drug Mart 4.
Chain Supermarkets-Kroger 23; Fulmers 7; IGA 21; Eavey's 3; Stump's 8; Freedom Foods 4; Kash 'N' Karry 4; Metro 6.
Other Chain Stores-Major Clothing Stores: Walker's, Donenfeld's; Shoes: Thom McAn, Florsheim, Gallenkamp, Baker's, Fitzharris, Nobil, Butler's Shoe Market, Kinney, Red Cross, Pic-Way, Regal, El-Bee, Hanover, Roderer, Red Wing; Automotive: FAS Auto Works, Standard Auto Parts, Nationwise, Main Auto Parts, Genuine Auto Parts, Goodyear, Firestone; Paints-Lumber: Sherwin-Williams, Warehouse Paints, Wickes, 84 Lumber, Wolohan, Sutherland Lumber, Durrel Paints, PK Lumber, Carter, Furrows, Builders Square; Clothing: Richman Bros., Paul Harris, Lerner, L.S. Ayres, Lane Bryant, Margo's, National Shirts, Brooks, Casual Corner, Tall Fashions, Harry's Men Shop, Maternity Modes, Frederick's of Hollywood, County-Seat, Chess King, T.J. Maxx, Bottom Half, Marshalls; Jewelry: Robinson's, Jaccard's, Mayor's, Leroy Diamonds; Fabrics: Jo-Ann Fabrics, Hancock Fabrics; Other: Radio Shack, Merle Norman, Montgomery Ward, Best Products, Children's Palace, Dollar General, Family Dollar, Toys R Us.

14 - NEWSPAPERS: NEWS (all day-mon to fri) 187,023; (m-sat) 189,117; (S) 232,577; Mar. 31, 1988 ABC.
NOTE: News (all day-mon to fri) switching to morning only effective Sept. 26, 1988.
Local Contact for Advertising and Merchandising Data: Jay Campbell, Adv. Mgr., NEWS, 4th & Ludlow Sts., Dayton, OH 45401; Tel. (513) 225-2089.
National Representative: Sawyer-Ferguson-Walker

DEFIANCE

1 - LOCATION: Defiance County, E&P Map A-2. County Seat. Industrial and dairy products ctr., 45 mi. NE Ft. Wayne, 60 mi. SW of Toledo.

2 - TRANSPORTATION: Railroads-Chessie Systems; Norfolk Southern.
Motor Freight Carriers-14
Intercity Bus Lines-Greyhound

3 - POPULATION:
Corp. City 80 Cen. 16,810; E&P 88 Est. 15,510
County 80 Cen. 40,112; E&P 88 Est. 38,286
CZ-ABC: (80) 16,810
RTZ-ABC: (80) 75,081
City & RTZ-ABC: (80) 91,891

4 - HOUSEHOLDS:
City 80 Cen. 5,839; E&P 88 Est. 5,637
County 80 Cen. 13,306; E&P 88 Est. 13,232
CZ-ABC: (80) 5,839
RTZ-ABC: (80) 24,919
City & RTZ-ABC: (80) 30,758

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$366,417,106
Commercial	3	$200,000,000

6 - PASSENGER AUTOS: County 25,427

7 - ELECTRIC METERS: Residence 6,700

8 - GAS METERS: Residence 4,250

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Primary & Fab. Metals 7,300; Food Prods. 735; Misc. Mfg. 2,510; Non-Mfg. 1,870.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Av. Temp.-Spring 37; Summer 70; Fall 49; Winter 26.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Clinton St.; Northwest Mall on North Clinton St.; 2 Blocks on 2nd St.
Neighborhood Shopping Centers-Baltimore Rd.; Clinton & High; Plz. Ctr., E. Second St.; Hopkins & Douglas; N. Clinton at bypass.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kroger Family(12)	NA	Kroger, TG&Y
Northtown Mall(15)	NA	Murphy's, Rinks
Sun Rise Plz.(5)	NA	Lane Drug

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Charles; Sherman's Men's Wear; Elder Beerman.
Variety Stores-Stop 'N Shop.
Discount Stores-Ames.
Chain Drug Stores-Revco; Cooks; Lane's; Medicine Shoppe.
Chain Supermarkets-Kroger; Chief 2; Sterling.
Other Chain Stores-Firestone; Singer Co.; Western Auto; Sears (catalog); Cato; Gallenkamp; Montgomery Ward; Shoe World; Goodyear; Sherwin-Williams; Majestic Paint; Jo-Ann Fabrics; Dollar General; Shoes: Family Owned Stores; Daoust Drugs; Leever Glass; Restaurants: McDonald's; Rax's; Taco Bell; Wendy's; Frisch's; Barnes Family; Black Lantern; Bud's Hamburger Shop; Corner Kitchen; Dairy Queen; Friendly Ice Cream Shop; Kentucky Fried Chicken; Maag's; Domino's Pizza; The Fort; Frankie's Little Caesar's Pizza; Pizza Hut; The Pizza Co.; Kissner, Barley Pop Shoppe; Villa Shoes; Sycamore; Claires Boutique; Royal Optical; Natl. Record Mart; Maurices; Kinney Shoes; Gateway Books; House of Cards; El-Bee Shoes; Sox Plus; Keidman's Jewelry; General Nutrition.

14 - NEWSPAPERS: CRESCENT-NEWS (e) 16,834; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: James Eitniear, Adv. Mgr., CRESCENT-NEWS, PO Box 249, Defiance, OH 43512; Tel. (419) 784-5441.
National Representative: Papert Companies.

DELAWARE

1 - LOCATION: Delaware County (In Columbus MSA). E&P Map B-2. County Seat. 23 mi. N of Columbus, 92 mi. NE of Dayton, 117 mi. SW of Cleveland. On U.S. Hwys. 23, 36, 42 and State Hwy. 37; 8 mi. east of I-71.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Southern; CSX.
Motor Freight Carriers-8
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 18,780; E&P 88 Est. 19,941
County 80 Cen. 54,118; E&P 88 Est. 61,492
MSA 80 Cen. 1,244,231; E&P 88 Est. 1,333,594

4 - HOUSEHOLDS:
City 80 Cen. 6,310; E&P 88 Est. 6,955
County 80 Cen. 17,624; E&P 88 Est. 20,375
MSA 80 Cen. 449,260; E&P 88 Est. 503,048

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$288,616,000
Savings & Loan	6	$81,785,000

6 - PASSENGER AUTOS: County 41,212

7 - ELECTRIC METERS: Residence 12,500

8 - GAS METERS: Residence 8,200

9 - PRINCIPAL INDUSTRIES: Transit Bus Mfg. 1,000; Gas & Electric Ranges 1,000; Industrial & Automotive Paints 600; Enviromental Computer Controls 470; Automatic Control Systems 400; Cold-Formed Copper Products 235; Automotive Parts Distribution 230; Preformed Concrete Castings 185; Packaging Materials 175; University 375; Services 1,225; Government 1,300; Wholesale/Retail 2,600. (Av. Wkly. Wage-$350)
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 2-92; Summer 40-104; Fall 10-90; Winter -15-65.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-West Side, Georgetowne-Troy Road-23 stores along Central Ave., Troy Road; S. Side-8 along S. Sandusky St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Delaware Square(20)	2	Big Wheel, Revco, Fashion Bug

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Downtown Dept., Mon. through Sat.; Delaware Square, Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Harts; Big Wheel; People's Stove.
Variety Store-Pilsner's 5 and Dime.
Chain Drug Stores-Revco; SupeRx; Medicine Shoppe.
Chain Supermarkets-Buehler's; U.S. Store; Kroger.
Other Chain Stores-True Value Hdwe.; Coast to Coast; Radio Shack; Western Auto; Sherwin Williams; Majestic Paint; Nationwise Auto Parts; Goodyear Auto Service; Auto Works.

14 - NEWSPAPERS: GAZETTE (e) 8,695; sworn May 31, 1988.
Local Contact for Advertising and Merchandising Data: Dierdre Warden, Adv. Dir., DELAWARE GAZETTE, 18 E. William St., Delaware, OH 43015; Tel. (614) 363-1161.
National Representative-Landon Associates.

DELPHOS

1 - LOCATION: Allen & Van Wert Counties, E&P Map A-2 (In Lima MSA). On U.S. Hwys. 30, 30N, 309 and State Hwys. 66, 190 and 697. On the Miami & Erie Canal, 14 mi. NW of Lima.

2 - TRANSPORTATION: Railroads-Conrail; New York, Chicago & St. Louis; Akron-Canton-Youngstown; Norfolk & Western.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,314; E&P 88 Est. 6,773
Counties 80 Cen. 143,075; E&P 88 Est. 139,575
Allen 80 Cen. 112,613; E&P 88 Est. 109,337
Van Wert 80 Cen. 30,462; E&P 88 Est. 30,238
MSA 80 Cen. 155,249; E&P 88 Est. 153,757

4 - HOUSEHOLDS:
City 80 Cen. 2,498; E&P 88 Est. 2,323
Counties 80 Cen. 49,107; E&P 88 Est. 50,630
Allen 80 Cen. 38,168; E&P 88 Est. 39,474
Van Wert 80 Cen. 10,939; E&P 88 Est. 11,156
MSA 80 Cen. 53,700; E&P 88 Est. 55,237

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$4,412,273,920
Savings & Loan	2	$1,163,139,730

6 - PASSENGER AUTOS: Counties: Allen 70,948; Van Wert 20,180

7 - ELECTRIC METERS: Residence 3,300

8 - GAS METERS: Residence 2,300

9 - PRINCIPAL INDUSTRIES: Trailers; Galvanized Roofing & Siding; Soybean Prods.; Axle Mfg.; Egg Proc.; Mach. Tools; Filling Station Equip.; Crushed Stone; Screw Mach. Parts; Insulation Prods.; Sheet Metal Stamping; Pickle Processor; Brake Press Dies; Automotive Frames; TV Towers; Grain Hauling Bodies; Pizza Mfg. Co.; Bindery and mailing Service Plant; Commercial Printing Plant; Military Vehicle Mfg.; Plastic Mfg; Cml. Uniform & Cleaning Towel Co.; Egg Proc. Plant.

10 - CLIMATE: Min. Temp.-Spring 30; Summer 74; Fall 53; Winter -10.

11 - TAP WATER: Alkaline, hard. Soft water available for manufacturers; 2,350 Meters; not fluoridated.

12 - RETAILING: Principal Shopping Days-Thur.; Fri.; Sat.

13 - RETAIL OUTLETS: Variety Stores-Val Discount.
Chain Drug Stores-Rite-Aid Pharmacy; Rexall Family Independent Phcy.; Delphos Sundry Store.
Chain Supermarkets-IGA; Red & White 2; Meyer's IGA 2; Chief 9.

14 - NEWSPAPERS: HERALD (e) 4,774; sworn Sept. 29, 1987.
Local Contact for Advertising and Merchandising Data: Robert Gillespie, Vice Pres./Adv. Mgr., HERALD, 405 N. Main St., Delphos, OH 45833; Tel. (419) 695-0015.
National Representative: Landon Associates.

DOVER-NEW PHILADELPHIA

1 - LOCATION: Tuscarawas County, E&P Map C-2. Situated on U.S. Hwys. 21, 250; State Hwys. 8, 39, 211; I-77; 80 mi. S of Cleveland; 90 mi. W of Pittsburgh; 97 mi. E of Columbus.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Southern; CSX (freight).
Motor Freight Carriers-20.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 28,409; E&P 88 Est. 30,199
Dover 80 Cen. 11,526; E&P 88 Est. 12,180
New Philadelphia 80 Cen. 16,883; E&P 88 Est. 18,019
CZ-ABC: (80) 39,205
RTZ-ABC: (80) 55,523
County 80 Cen. 84,816; E&P 88 Est. 85,766
City & RTZ-ABC: (80) 94,728
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 11,191; E&P 88 Est. 12,135
Dover 80 Cen. 4,448; E&P 88 Est. 4,728
New Philadelphia 80 Cen. 6,743; E&P 88 Est. 7,407
CZ-ABC: (80) 14,783
RTZ-ABC: (80) 18,882
County 80 Cen. 30,485; E&P 88 Est. 32,029
City & RTZ-ABC: (80) 33,665

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	12	$742,172,000

6 - PASSENGER AUTOS: County 54,148

7 - ELECTRIC METERS: Residence 28,683

8 - GAS METERS: Residence 9,287

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric./Forestry/Fishing 190 ($204); Mining 987 ($478); Constr. 1,028 ($353); Durable Goods 4,840 ($437); Nondurable Goods 3,637 ($347); Total Mfg. 8,477 ($398); Trans./Util. 1,029 ($434); Whol./Ret. Trade 7,162 ($210); Finance/Ins./Real Estate 833 ($319); Services 4,652 ($230); State/Local Gov't. 3,467 ($332); Total 27,824 ($312).
Principal Pay Days-Tues., Wed., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-60; Summer 60-99; Fall 30-75; Winter 10-55. First killing frost, Oct. 17; last killing frost, May 3.

11 - TAP WATER: Alkaline, hard (Dover); Alkaline, soft (New Phila.).

12 - RETAILING: Principal Shopping Center-(Dover)-3 blocks on Third St.; 4 on N. Tuscarawas Ave.; 4 on N. Wooster Ave.; (New Phila.) 500,000 sq. ft. New Towne Mall-2 blocks each way on 4 streets.
Neighborhood Shopping Centers-Dover-

Boulevard, 2 blocks; Miracle Lane; 18 unit Plaza; New Phila.-W. High & 7th; E. High & 9th; S. Bway. & Commerce; La Costa Mall; Goshen Dairy Mini Mall; K mart Plaza; Dover Village Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
New Towne Mall(80)	1	Sears, Elder Bearman, JCPenney, Hills
Miracle Lane Plaza(18)	4	JCPenney
Village Sq.(6)	NA	Peoples Drug, Hecks
Monroe Mall(30)	1	Radio Shack, S. Kline, Sportstown

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri. (Dover); Thur. & Fri. (New Phila.)

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Phil's Home & Auto, Abrahams, Sears, S. Kline.
Discount Stores-Hart's Family Store, S. E. Nichol's, K mart, Big & Small Lots.
Variety Stores-Dollar General, Hecks, Family Dollar; Radio Shack, Hobby Center, Fisher's Big Wheel.
Chain Drug Stores-Peoples Drug, Nichol's, Rite-Aid; Hart's; Marlowe's 2, K mart, Discount Drug Mart; Dusini Drug 2.
Chain Supermarkets-Buehler's; Hart's; Teters IGA; Market Basket; Gordon's Fine Foods; Bag-N-Save; Clayland IGA; East High IGA.
Other Chain Stores-Endicott Johnson, House of Stones; Dairy Mart; Roberts Men's Stores; Moore's Center; Quality Farm & Fleet; Ziegler Tire, Dean and Barry; Sherwin-Williams; Carter-Lumber-Plumbing; Bobbi Gee; Klars Athletic Supply; Quick Chek; Nationwise Auto Parts; Arts Jewelers; Rental King; Rent-a-Vision; Jaz; Pricewise.

14 - NEWSPAPERS: TIMES-REPORTER (e) 27,531; (S) 29,114; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Bill Stien, Natl. Adv. Mgr., TIMES-REPORTER, 629 Wabash Ave. N.W., New Philadelphia, OH 44663; Tel. (216) 364-5577.
National Representative: Landon Associates.

EAST LIVERPOOL

1 - LOCATION: Columbiana County, E&P Map C-2. Industrial, dairy and agricultural area. On the Ohio River (39 mi. NW of Pittsburgh, PA) served by freight boat lines to ports on Ohio, Missouri and Mississippi Rivers. U.S. Hwy. 30; State Hwys. 7, 11, 39, 139. Bridges to Chester and Newell, W. VA.

2 - TRANSPORTATION: **Railroads**-Cleveland & Pittsburgh Division, Conrail (Freight).
Motor Freight Carriers-16 (4 with local terminals).
Intercity Bus Lines-Interstate; Greyhound; All American.
Airlines-Greater Pittsburgh Airport 45 min. Ohio Turnpike 27 mi. N.

3 - POPULATION:
Corp. City 80 Cen. 16,687; E&P 88 Est. 14,939
CZ-ABC: (80) 40,112
RTZ-ABC: (80) 67,321
County 80 Cen. 113,437; E&P 88 Est. 113,312
City & RTZ-ABC: (80) 107,433

4 - HOUSEHOLDS:
City 80 Cen. 6,323; E&P 88 Est. 6,002
CZ-ABC: (80) 14,756
RTZ-ABC: (80) 22,715
County 80 Cen. 39,996; E&P 88 Est. 41,357
City & RTZ-ABC: (80) 37,471

5 - BANKS	NUMBER	DEPOSITS
Commercial	N.A.	$93,615,334
Savings & Loan	N.A.	$116,563,378

6 - PASSENGER AUTOS: County 67,160

7 - ELECTRIC METERS: Residence 17,000

8 - GAS METERS: Residence 9,526

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Dinnerware & Ceramic Prods. 4,400 ($151); Steel & Fab. 5,400 ($252); Brick & Tile 400 ($154).
Principal Pay Days-Steel Mon., Tues., Wed.; Brick Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-60; Summer 60-85; Fall 30-60; Winter 20-30. First killing frost, Oct. 2; last killing frost, May 15.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-3 blocks on 5th and 6th Sts.; 2 on Broadway; 2 on Washington St.; 2 on Market St.; 3 on Dresden Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
St. Clair Plaza(10)	5	Hills, Foodland
Skyview Plaza(12)	5	K mart, Giant Eagle, Radio Shack

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-Ogilvie; JCPenney; Sears (catalog).
Variety Stores-McCrory's.
Discount Stores-Thrifty-City; K mart; Hills.
Chain Drug Stores-Thrift; Lane; Rite Aid.
Chain Supermarkets-Valu King; IGA; Foodland 2; Convenient Food Mart; Giant Eagle 2.
Other Chain Stores-Dollar Bargain; Sherwin-Williams; Radio Shack; Bobbie Gee; Dollar General; Fashion Factory; Nation Wise; Stop-N-Go; Lawsons; Fagan Lumber; Jo Ann Fabrics; Pic Way.

14 - NEWSPAPERS: REVIEW (e) 12,744; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: J.M. Pezzano, Adv. Mgr., REVIEW, 210 E. 4th St., East Liverpool, OH 43920; Tel. (216) 385-4545.
National Representative: Thomson Newspapers.

ELYRIA

1 - LOCATION: Lorain County (In Lorain-Elyria PMSA). E&P Map B-2. County Seat. On the Black River, 9 mi. from Lorain Harbor on Lake Erie; 25 mi. WSW of Cleveland. Diversified industries, agriculture. On U.S. Hwy. 20, the Ohio Tpke.; State Hwys. 10, 57, 58, 76, 113, 301, 254, I-90, I-480.

2 - TRANSPORTATION: **Railroads**-Conrail; B&O; Amtrak; Chessie Systems.
Motor Freight Carriers-20.
Intercity Bus Lines-Greyhound.
Airlines-Most Airlines at Cleveland (14 mi.).

3 - POPULATION:
Corp. City 80 Cen. 57,504; E&P 88 Est. 55,744
NDM-ABC: (80) 138,131
County/PMSA 80 Cen. 274,842; E&P 88 Est. 265,351

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 20,600; E&P 88 Est. 20,892
NDM-ABC: (80) 44,979
County/PMSA 80 Cen. 90,819; E&P 88 Est. 91,888

5 - BANKS	NUMBER	DEPOSITS
Commercial	19	$364,111,000
Savings & Loan	9	$249,601,000

6 - PASSENGER AUTOS: County 177,363

7 - ELECTRIC METERS: Residence 27,204

8 - GAS METERS: Residence 22,976

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Auto Accessories 2,500 ($593); Plastics 433 ($450); Screw Mach. Prods. 900 ($525); Foundry 365 ($425); Furnace Mfg. 200 ($400); Spring Mfg. 394 ($450); Chem. 385 ($500).
Principal Pay Days-Fri.; 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-80; Summer 50-100; Fall 25-90; Winter 0-45. First killing frost, Oct. 12; last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Broad St.; 3 on 2nd; 1 on Court St.; 2 on Middle Ave.; 3 on East Ave.; 2 on West Ave.; 3 Blocks on S. Abbe Rd.; 3 Blocks on N. Abbe Rd.
Neighborhood Shopping Areas-All of Cleveland St., 8 blocks on Lake Ave.; 1 on East Bridge.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sheffield(15)	4	May Co., Finast
Midway Mall(60)	2	Higbee, Sears, JCPenney
Westgate	14	Higbee, Pic 'N Pay
Oakwood Plaza	6	Rini-Rego
Ridgeview(22)	1	
W'gate(Lorain)(18)	8	Rini-Rego
Shoreway(28)	8	Woolworth,
Great Northern	12	JCPenney, Sears, Finast, May Co.
Elyria Plaza(15)	NA	
Northgate(9)	2	Zayre, Revco

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores Close-Some on Wed. afternoon.
Stores Open Evenings-Mon., Thur., Fri.
Stores Open Sundays-Sears; JCPenney; Higbee; May Co.; Discount; Dairy; Drug.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; The May Co.; Hill's; Higbees; K mart.
Discount Stores-Elyria City Discount; Zayre; J & B; Discount Drug Mart; Gold Circle.
Variety Store-Woolworth.
Chain Drug Stores-Hess & Hess; Revco 3; Rite Aid.
Chain Supermarkets-Rini-Rego 6; 2; Sparkle; IGA; Foodliner; Convenient Food Mart 20.
Other Chain Stores-Lawson Dairy 12; Bakeries: Omar, Hough 2, Sally Ann Bakery; Jewelry: Osterman; Barricini Candy; Paints: Lowe Bros., Sherwin-Williams 2, Pittsburgh; Singer Co.; Domestic Sewing Center; Auto Supplies: Goodrich, Goodyear, Firestone, Red Robin; Richman Bros.; Paul Harris Stores; Park Lane Hosiery; Ted Jacobs; Shoes: Thom McAn, Nobil 4, Pic-Way Shop, Merit, Miller-United, Baker, Faflik Regal, Boulevard Juvenile, Leather Goods & Gifts; Fabrics: Cleveland Fabric Shop; Music: Record World, Melody Manor; Schwede's; Ohio Edison; GE; Appliance Village; Florist: Carek's; Botamer; Puffers; Automobiles: J.R. Dall; Spitzer; Abraham; Stang; Ron Miller; Morris; Dry Cleaners: Allen's, Flash, Jack Knight; Men's Furn.: Powers & Dawley, Sam Klein.

14 - NEWSPAPERS: CHRONICLE-TELEGRAM (e) 35,122; (S) 36,139; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jack Weaver, Adv. Dir., CHRONICLE-TELEGRAM, 225 East Ave.; PO Box 4010, Elyria, OH 44036; Tel. (216) 329-7000.
National Representative: Landon Associates.

FAIRBORN

1 - LOCATION: Greene County (In Dayton-Springfield MSA). E&P Map A-3. 12 mi. from Springfield, Dayton and Xenia; on U.S. Hwy. I-675; U.S. Hwy. I-70; SR 444, 235.

2 - TRANSPORTATION: **Railroads**-Erie-Lackawanna; Conrail.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 29,702; E&P 88 Est. 29,243
MSA 80 Cen. 942,725; E&P 88 Est. 932,352
County 80 Cen. 129,850; E&P 88 Est. 135,147

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,050; E&P 88 Est. 11,298
County 80 Cen. 43,078; E&P 88 Est. 45,697
MSA 80 Cen. 340,279; E&P 88 Est. 352,969

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$283,000,000
Savings & Loan	3	$221,000,000

6 - PASSENGER AUTOS: County 90,208

7 - ELECTRIC METERS: Residence 10,918

8 - GAS METERS: Residence 10,325

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Cement 290 ($220); Air Force Base 34,000 (WP AFB); University Educ. (Wright State Univ.).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-75; Summer 65-95; Fall 50-65; Winter 0-65.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown: 6 blocks on Main, 6 blocks on Broad.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Hills Ctr.(4)	8	Kash-n-Karry, Rite Aid, Odd Lots
Fairborn Plz.(18)	2	Gray Drugs, Fulmers
Skyway Plz.(13)	5	Hook's, McCrory, Eaveys, Elder Beerman
Five Points(7)	NA	Kroger, K mart, Revco

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; Food-every night.
Stores Open Sunday-Grocery; drug; discount; major retail.

13 - RETAIL OUTLETS: **Variety Stores**-Foy's; McCrory; Handyman; K mart; Elder Beerman.
Chain Drug Stores-Gray's; Revco; Rite Aid; Hooks; PK Lumber.
Chain Supermarkets-Kroger; Fulmer; Eaveys; Kash-n-Karry.

14 - NEWSPAPERS: HERALD (e-mon to fri) 6,265; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Janet Knotts, Adv. Dir., HERALD, One Herald Sq., Fairborn, OH 45324; Tel. (513) 878-3993.
National Representatives: Landon Associates; U.S. Suburban Press.

FINDLAY

1 - LOCATION: Hancock County, E&P Map B-2. County Seat. Shopping and residential center. In NW part of state on U.S. Hwys. I-75, 30, 68, 224; State Hwys. 12, 568, 15, 37. 33 mi. NE of Lima; 45 mi. S of Toledo.

2 - TRANSPORTATION: **Railroads**-Amtrak; Norfolk & Western.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 35,594; E&P 88 Est. 37,146
CZ-ABC: (80) 35,594
RTZ-ABC: (80) 87,283
County 80 Cen. 64,555; E&P 88 Est. 66,504
City & RTZ-ABC: (80) 122,877

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,466; E&P 88 Est. 14,448
CZ-ABC: (80) 13,466
RTZ-ABC: (80) 28,120
County 80 Cen. 23,058; E&P 88 Est. 24,534
City & RTZ-ABC: (80) 41,586

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$3.6,000,000,000
Savings & Loan	3	$3.6,000,000,000

6 - PASSENGER AUTOS: County 44,360

7 - ELECTRIC METERS: Residence 15,316

8 - GAS METERS: Residence 13,801

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber Tires 1,500 ($300); Gas & Oil 2,000 (N.A.); Integrated Circuits 1,300 (NA); Photographic Proc. 220 (N.A.); Plastics 200 ($340); Plastic Drainage 500 (NA); Appliances 2,240 ($325); Can Mfg. 410 ($394); Plastic Fab. 180 ($352); Farm Drainage & Excavating Equip. 130 ($300); Rubber-Plastic Appliances 250 ($235); Environmental Resteration (N.A.).
Principal Pay Days-Fri.; 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-50; Summer 50-85; Fall 30-60; Winter 10-50. First killing frost, Nov. 1; last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Main St.; Findlay Village Mall (26 stores); Market Square; Carriage House Sq.; Northview Plz.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Fri.; Ft. Findlay Village-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Elder-Beerman; Sears; Meijer Sq.
Discount Stores-Pic-Way Shoe Mart; El Bee Shoes; Payless Shoe Source; Hill's; K mart; W.D. Discount; Big Lots; Sun TV & Appl.; Servex.
Chain Drug Stores-Rite-Aid; People's 3; Revco.
Chain Supermarkets-Foodtown 2; Great Scot 3; Sur-Sav; Kroger.
Farm Supply-Quality Farm & Fleet; Mastersons.

14 - NEWSPAPERS: COURIER (m) 25,280; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Gene Weber, Adv. Mgr., COURIER, 701 W. Sandusky; PO Box 609, Findlay, OH 45839-0609; Tel. (419) 422-5151.
National Representative: None.

FOSTORIA

1 - LOCATION: Seneca, Hancock, and Wood Counties (In Toledo MSA). E&P Map B-2, NW of center of state.

2 - TRANSPORTATION: **Railroads**-C&O; N&W; Conrail.

3 - POPULATION:
Corp. City 80 Cen. 15,743; E&P 88 Est. 14,401
Counties 80 Cen. 234,242; E&P 88 Est. 242,613
Seneca 80 Cen. 61,819; E&P 88 Est. 61,480
Hancock 80 Cen. 64,555; E&P 88 Est. 66,504
Wood 80 Cen. 107,868; E&P 88 Est. 114,629
MSA 80 Cen. 617,838; E&P 88 Est. 615,455

4 - HOUSEHOLDS:
City 80 Cen. 5,775; E&P 88 Est. 5,517
Counties 80 Cen. 79,353; E&P 88 Est. 84,089
Seneca 80 Cen. 20,818; E&P 88 Est. 21,488
Hancock 80 Cen. 23,058; E&P 88 Est. 24,534
Wood 80 Cen. 35,477; E&P 88 Est. 38,067
MSA 80 Cen. 220,252; E&P 88 Est. 227,023

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$176,391,000
Credit Union	1	$16,472,345

6 - PASSENGER AUTOS: Counties: Hancock 44,360; Wood 68,089; Seneca 37,584.

7 - ELECTRIC METERS: Residence 8,314

8 - GAS METERS: Residence 5,816

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Carbon 400; Foundry; Steel Wire 300; Grain Milling 350; R.R. Signals 25; Rubber Prods. 235; Mach. Tools 300; Elevators; Steel Fab. 35; Mach. Shops; Aluminum Fab. 24; Grain Proc. 47; Fertilizer 71; Crankshafts 950; Local Lighting & Infrared Fixt. 300; Soybean Oil 51; Cement Blocks 500; Printing 208; Jet Blades 460; Refrigeration 300; Automotive 1,000.
Principal Industrial Pay Days-Wed. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-49; Summer 60-79; Fall 52-65; Winter 8-30. First killing frost, Oct. 8; last killing frost, May 4.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Main St., 1 block east and west from Main in the 4 blocks. Outlying shpg. area, 8 blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fostoria Plz.(12)	NA	Lane Drug, K mart, Fisher's Big Wheel
K mart Ctr	NA	

Principal Shopping Days-Thur., Fri., Sat., Mon.
Stores Open Evenings-Dept., Mon., Fri.; Food, Nightly.

13 - RETAIL OUTLETS: **Department Stores**-Hills; JCPenney; Macy's; Sears; K mart.
Variety Stores-Dollar General; Rite Aid.
Discount Stores-K mart; Heck's.
Chain Drug Stores-Lane.
Chain Supermarkets-Kroger; Nye's; Great Scott; Seaway Food Town; IGA.
Other Chain Stores-Sherwin-Williams.

14 - NEWSPAPERS: REVIEW-TIMES (e) 7,478; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Mary Anne Nopper, Adv. Dir., REVIEW-TIMES, 113 E. Center St., Fostoria, OH 44830; Tel. (419) 435-6641.
National Representative: Landon Associates.

FREMONT

1 - LOCATION: Sandusky County, E&P Map B-2, County Seat. NW part of state, 85 mi. W of Cleveland; 32 mi. E of Toledo; 100 mi. N of Columbus; 16 mi. inland from Lake Erie. Retail trading center of county. At intersection of U.S. Hwys. 6 and 20; 4 mi. from interchange 6, Ohio Tpke.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Western (freight).
Motor Freight Carriers-20.

3 - POPULATION:
Corp. City 80 Cen. 17,834; E&P 88 Est. 16,318
CZ-ABC: (80) 22,440
RTZ-ABC: (80) 37,531
City & RTZ-ABC: (80) 59,971
County 80 Cen. 63,172; E&P 88 Est. 62,469

4 - HOUSEHOLDS:
City 80 Cen. 6,559; E&P 88 Est. 6,068
CZ-ABC: (80) 8,060
RTZ-ABC: (80) 12,212
City & RTZ-ABC: (80) 20,272
County 80 Cen. 21,553; E&P 88 Est. 22,273

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 40,026

7 - ELECTRIC METERS: Residence 21,988

8 - GAS METERS: Residence 12,477

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners. (Av. Wkly. Wage)-Total 28,100 ($328); Agric. 486 ($145); Constr. 654 ($434); Mfg. 8,687 ($527); Trans. 543 ($578); Whol. 496 ($361); Ret. 2,994 ($159); Fin. 586 ($232); Servs. 3,315 ($231); Gov't 2,506 ($287).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-58; Summer 59-83; Fall 42-62; Winter 21-37. Av. an. rainfall 38. Frost-free period, May 10-Oct. 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Front St.; 7 on State St.; 4 on Arch St.; 3 on Croghan St.; 1 on Garrison St.; 3 on Justice St.
Neighborhood Shopping Areas-4 blocks on W. State St., Lime St. and White Rd.; 4 on E. State St. from Collinwood to St. Joseph St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fremont Plaza(12)	3	Gray Drugs, Murphy Mart
Potter Village(33)	3	Foodtown, Heck's, Great Scot, Fisher's Big Wheel

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Most stores-Fri.; Food (chain) and shopping centers-nightly.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears (catalog); Uhlmans.
Variety Stores-Woolworth.
Discount Stores-Associated Buyers; Heck's; Fisher's Big Wheel; Murphy Mart; Big Lots.
Chain Drug Stores-Revco; Gray's 2; Lane's.
Chain Supermarkets-Shop Rite (Spartan); Kroger; Great Scot 2; Seaway Foodtown.
Other Chain Stores-Fashion Shop; Firestone; Cato (ladies' clothing); 7-Eleven; Lawson's Milk; Osterman Jewelers; Picway Shoes; Radio Shack; Super America.

14 - NEWSPAPERS: NEWS-MESSENGER (e) 13,832; Mar. 29, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Genia Lovett, Adv. Dir., NEWS-MESSENGER, 1700 Cedar St., Fremont, OH 43420; Tel. (419) 332-5511.
National Representative: Gannett National Newspaper Sales.

GALION

1 - LOCATION: Crawford County, E&P Map B-2. 80 mi. SW of Cleveland, 60 mi. N of Columbus. On OH Rtes. 309, 61.

2 - TRANSPORTATION: Railroads-Conrail; Erie-Lackawanna.
Motor Freight Carriers-3.
Intercity Bus Lines-Galion-Mansfield Transit; Greyhound.
Airlines-USAir Commuter, GCS with 7 times daily feeder to Cleveland Airport.

3 - POPULATION:
Corp. City 80 Cen. 12,391; E&P 88 Est. 11,224
County 80 Cen. 49,894; E&P 88 Est. 47,403

4 - HOUSEHOLDS:
City 80 Cen. 4,852; E&P 88 Est. 4,613
County 80 Cen. 18,167; E&P 88 Est. 18,061

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$51,430,000
Savings & Loan	2	$40,132,000

6 - PASSENGER AUTOS: County 30,350

7 - ELECTRIC METERS: Residence 4,928

8 - GAS METERS: Residence 4,975

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Environmental Control Equip. 465 ($190); Telephonics 2,300 ($192); Road Mach. 745 ($193); Metallic Vaults 210 ($170); Custom Tool 330 ($167); Printing 275 ($148); Hydraulic Components 120 ($140); Custom Uniforms 95 ($136); Annual Payroll $63,000,000.
Principal Industrial Pay Days-15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-72; Summer 63-84; Fall 57-75; Winter 20-50. First killing frost, Oct. 20; last killing frost, Feb. 22.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on 3 sts. (Harding Way).
Neighborhood Shopping Centers-Galion; Murphy's Mart; West.
Principal Shopping Days-Mon., Thur., Sat.
Stores Close-Small stores Wed. p.m.
Stores Open Evenings-All Stores Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Art Nicholls; Bill's TV; Card; K mart; Poland True Value Hdwe.; Galion Sentry Hdwe.
Variety Store-Dean's.
Discount Store-Murphy's Mart.
Chain Drug Stores-Quay; SupeRx; H-K; Gray.
Chain Supermarkets-Geyer's; Charlie's; Neff Bros.; Galion Food Whse.

14 - NEWSPAPERS: INQUIRER (e) 5,279; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Richard E. Gonnella, Adv. Mgr., INQUIRER, 378 N. Market St., Galion, OH 44833; Tel. (419) 468-1117.
National Representative: Landon Associates.

GALLIPOLIS

1 - LOCATION: Gallia County, E&P Map B-4, County Seat. On Ohio River; midway between Cincinnati and Pittsburgh; 110 mi. SE of Columbus. On U.S. Hwy. 35; State Hwys. 7, 141, 160, 218.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio; Conrail; Baltimore & Ohio.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 5,576; E&P 88 Est. 6,838
County 80 Cen. 30,164; E&P 88 Est. 31,218

4 - HOUSEHOLDS:
City 80 Cen. 2,067; E&P 88 Est. 2,586
County 80 Cen. 10,278; E&P 88 Est. 10,985

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$179,359,240
Savings & Loan	2	$21,824,387

6 - PASSENGER AUTOS: County 17,438

7 - ELECTRIC METERS: Residence 5,900

8 - GAS METERS: Residence 3,710

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electric Prods. 300; Furn. 24; Packing 55; Truck Farming 75; Medical Ctr. 1,000.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-94; Summer 46-102; Fall 5-84; Winter 2-80. First killing frost, Sept. 15; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-Second Ave.; State St.; Third Ave.; Court St.; Silver Bridge Plz.; K mart; Murphy's Mart.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Most on Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Gallipolis; Knight's; Dollar General.
Variety Stores-Murphy's Mart 2.
Discount Stores-Small/Big Lots; K mart.
Chain Drug Stores-Revco; Rite Aid.
Chain Supermarkets-Kroger; Foodland 2.
Other Chain Stores-Sears (catalog); Montgomery Ward; JCPenney (catalog).

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 6,137; TIMES-SENTINEL (S) 12,593; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Larry L. Boyer, Adv. Mgr., TRIBUNE, 825 Third Ave., Gallipolis, OH 45631; Tel. (614) 446-2342.
National Representative: Branham/Newspaper Sales.

GREENFIELD

1 - LOCATION: Highland County, E&P Map B-3. 70 mi. E of Cincinnati; 55 mi. SW of Columbus; 70 mi. SE of Dayton. On State Hwys. 70, 41 & 28.

2 - TRANSPORTATION: Motor Freight Carriers-Commercial; Hillsboro Trans.

3 - POPULATION:
Corp. City 80 Cen. 5,150; E&P 88 Est. 5,455
County 80 Cen. 33,489; E&P 88 Est. 34,850

4 - HOUSEHOLDS:
City 80 Cen. N.A.; E&P 88 Est. 1,916
County 80 Cen. N.A.; E&P 88 Est. 12,697

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$26,956,465
Savings & Loan	3	$11,221,063

6 - PASSENGER AUTOS: County 21,022

7 - ELECTRIC METERS: Residence 2,574

8 - GAS METERS: Residence 2,160

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Shoe Mfg. 675; Meat Proc. 297; Show Cases 225; Stone 165; Mortuary Supplies 63; Small Tools 30; Printing; Plastics 210; Iron Castings 35.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-80; Summer 50-100; Fall 30-80; Winter -5-55. First killing frost, Oct. 15; last killing frost, Apr. 29.

11 - TAP WATER: Aklaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Jefferson St.; 4 on Washington St.; 1 on N. 4th St.; 1 on S. 4th St.
Neighborhood Shopping Centers-Bainbridge (8 mi.); Leesburg (11 mi.); Frankfort (14 mi.).
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri., Sat.
Stores Open Sundays-Food; Drug.

13 - RETAIL OUTLETS: Department Stores-United; Sears.
Discount Stores-Wholesale Supply; Mason's; Bays; Sundry.
Chain Drug Stores-Rexall 3.
Chain Food Supermarkets-Kroger; Uhl Bros.; IGA 2; Bob's Super Value 2.
Other Chain Stores-Western Auto; Moore's; Dairy Queen.

14 - NEWSPAPERS: TIMES (e-mon to fri) 4,415; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Gary Schluep, Pub., TIMES, 345 Jefferson St., Greenfield, OH 45123; Tel. (513) 981-2141.
National Representative: Landon Associates.

GREENVILLE

1 - LOCATION: Darke County, E&P Map A-3. In Western central part of State. 35 mi. NW of Dayton; on U.S. Rt. 36; State Rt. 49 & 127.

2 - TRANSPORTATION: Railroads-Conrail; Baltimore & Ohio.
Airlines-Dayton International Airport, 25 mi.
Motor Freight Carriers-10.

3 - POPULATION:
Corp. City 80 Cen. 12,999; E&P 88 Est. 12,046
CZ-ABC: (80) 12,999
RTZ-ABC: (80) 46,005
County 80 Cen. 55,096; E&P 88 Est. 53,301
City & RTZ-ABC: (80) 59,004
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 5,009; E&P 88 Est. 4,733
CZ-ABC: (80) 5,009
RTZ-ABC: (80) 15,345
County 80 Cen. 18,864; E&P 88 Est. 18,740
City & RTZ-ABC: (80) 20,354

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$178,816,000
Savings & Loan	4	$1,374,188,000

6 - PASSENGER AUTOS: County 34,709

7 - ELECTRIC METERS: City 5,906

8 - GAS METERS: City 4,582

9 - PRINCIPAL INDUSTRIES: Industry, (No. of Wage Earners)-Oil Filters (1,200); Dishwashers (97); Sporting Goods (280); Machine Shop (85); Corning Glass (404); Cadillac Gauge (172); Aggregate and Concrete Prods. (125); Plastics (100); Chemicals (125).
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-78; Summer 38-101; Fall 30-75; Winter 8-68. First killing frost, Oct. 23; last killing frost, May 9.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-covers ten blocks.
Neighborhood Shopping Centers-Harts; Murphy's Mart; K mart (8); Buckeye Sq. Mall-10 stores. Open eves. until 9 and Sundays.
Nearby Shopping Centers-Salem Mall (Dayton)-Rike's, Sears.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. & Fri. Food and Shopping centers every evening.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Harts; Uhlman's.
Discount Stores-Murphy's Mart; Harts; K mart.
Chain Drug Stores-Revco; SupeRx; Bonfiglio's; Medicine Shoppe; Hooks.
Chain Supermarkets-Kroger; Eikenberry 2; Marsh Foodliner; Troutwine.
Other Chain Stores-Sears; Fashion Barn; Endicott-Johnson Shoes; Firestone; Jo-Ann Fabrics; Nationwise Auto; Quality Farm Fleet; Holthouse Furniture.

14 - NEWSPAPERS: ADVOCATE (e) 8,712; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Gary K. Yount, Pub. or Joe Beegle, ADVOCATE, W. Main & Sycamore; PO Box 220, Greenville, OH 45331; Tel. (513) 548-3151.
National Representative: Thomson Newspapers.

HAMILTON

1 - LOCATION: Butler County (In Hamilton-Middletown PMSA). E&P Map A-3, County Seat. Industrial City; rich farm, dairy area. 24 mi. N of Cincinnati on Great Miami. On U.S. Hwy. 127; State Hwys. 4, 129, 177, 138.

2 - TRANSPORTATION: Railroads-Baltimore & Ohio; Norfolk & Western.
Motor Freight Carriers-50.
Intercity Bus Lines-All major lines.

3 - POPULATION:
Corp. City 80 Cen. 63,189; E&P 88 Est. 64,185
CZ-ABC: (80) 118,499
RTZ-ABC: (80) 96,817
County/PMSA 80 Cen. 259,909; E&P 88 Est. 273,551
City & RTZ-ABC: (80) 215,316
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,793; E&P 88 Est. 25,097
CZ-ABC: (80) 42,269
RTZ-ABC: (80) 29,041
County/PMSA 80 Cen. 88,130; E&P 88 Est. 95,440
City & RTZ-ABC: (80) 71,310

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	6	$461,922,000
Commercial	4	$354,200,000

6 - PASSENGER AUTOS: County 181,928

7 - ELECTRIC METERS: Residence 23,771

8 - GAS METERS: Residence 23,497

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper Mfg. 4,800; Auto Bodies 2,500; Mach. 2,000; Sales 1,700; Steel 610.
Principal Pay Days-1st & 2nd, Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-74; Summer 58-84; Fall 52-55; Winter 27-46. First killing frost, Oct. 9; last killing frost, Apr. 23.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-Downtown area about 16 sq. blocks.
Neighborhood Shopping Centers-Lindenwald, 5 blocks on Pleasant Ave., West Side, 6 on Main St., Hamilton Plaza; Town & Country; Hamilton West; Fair Plaza; Hicks Manor.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fair Plaza(12)	NA	Hart's, Marsh Mkt.
Hamilton Plaza(19)	NA	Durham, U Save, Odd Lots
Hamilton West(15)	NA	SupeRx, K mart
Town & Country (18)	NA	Woolworth, Marsh
Hicks Manor(15)	NA	Marsh, SupeRx
Tri-County(60)	NA	Sears, Lazarus
Northgate(47)	NA	Sears, McAlpins

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. & Fri.; Supermarkets Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-Elder-Beerman; Sears; JCPenney.
Discount Stores-K mart; Van Leunen's; Hart's.
Varisty Stores-Woolworth; McCrory's; Odd Lots.
Chain Drug Stores-Revco 3; SupeRx 2; Walgreen's 2.
Chain Supermarkets-Kroger 4; Marsh Foodliners 4; IGA 2.
Other Chain Stores-Shoes: Gallenkamp; Auto Supply: Goodrich, Firestone, Goodyear, Nationwise; Clothing: Lerner's, Fashion Bug, Fashion Discovery; Misc.: National, Singer Co., Spiegel (catalog).

14 - NEWSPAPERS: JOURNAL-NEWS (e) 28,158; (S) 30,477; Mar. 26, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth Corbus, Ac.. Dir., JOURNAL-NEWS, Court & Journal Square, Hamilton, OH 45012; Tel. (513) 863-8200.
National Representative: Landon Associates.

IRONTON

1 - LOCATION: Lawrence County (In Huntington-Ashland, WV-KY-OH MSA). E&P Map B-4. On the Ohio River, most southern city in the state. 27 mi. SE of Portsmouth; 20 mi. from Huntington, WV; 128 mi. from Columbus; 140 mi. from Cincinnati. On U.S. Hwy 52; 1 mi. from U.S. Hwys. 23 and 60; and I-64 on State Hwys. 7, 93, 141, 243 and 217.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western; Chesapeake & Ohio.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.
Airlines-Piedmont; USAir; Delta connection.

3 - POPULATION:
Corp. City 80 Cen. 14,290; E&P 88 Est. 13,482
CZ-ABC: (80) 17,245
RTZ-ABC: (80) 67,717
County 80 Cen. 64,069; E&P 88 Est. 63,589
MSA 80 Cen. 336,724; E&P 88 Est. 340,314
City & RTZ-ABC: (80) 84,962

4 - HOUSEHOLDS:
City 80 Cen. 5,658; E&P 88 Est. 5,536
CZ-ABC: (80) 6,655
RTZ-ABC: (80) 22,485
County 80 Cen. 22,041; E&P 88 Est. 22,657
MSA 80 Cen. 119,007; E&P 88 Est. 124,474
City & RTZ-ABC: (80) 29,140

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$97,353,000
Savings & Loan	4	$72,113,289

6 - PASSENGER AUTOS: County 38,120

7 - ELECTRIC METERS: Residence 18,198

8 - GAS METERS: Residence 11,476

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chem. 1,021 ($310); Stone-Clay 202 ($248); Primary Metals 287 ($198); Trans. & Util. 763 ($270); Whol. 299 ($202); Ret. 2,228 (N.A.).
Principal Pay Days-15th, 30th, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-70; Summer 50-100; Fall 36-80; Winter 0-48. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: 7.2-7.6pH alkalinity; 5-10 gr/gal.; fluoridated.

12 - RETAILING: **Principal Shopping Centers**: 5 blocks on 3rd St.; 3 on 2nd St.; 2 on Ctr. & 1 on Park Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mid-Town(17)	6	Krogers
Ashland Plz.(25)	4	Hills, Radio Shack, K mart
K mart Plz.	NA	K mart
Wheelersburg Mall(7)	15	Rink's, Krogers
Greenup Mall(15)	4	G.C. Murphy, K mart
Huntington Mall(23)	23	Sears, JCPenney, Lazarus

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept. Stores-Mon., Fri.; Food: Ind.-8 on Sat., Chain-Daily to 9.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety Store-S.S. Kresge.
Discount Store-Dollar Store.
Chain Drug Stores-Revco; Staley's 2.
Chain Supermarkets-Kroger; Foodland; Little Giant; Key; Tradewell; Gateway.
Other Chain Stores-Artwil (Women's); Goodyear.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 8,295; (S) 8,862; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Tom Rattenbury, Adv. Mgr., TRIBUNE, PO Box 666, Ironton, OH 45638; Tel. (614) 532-1441.
National Representative: Landon Associates.

KENT-RAVENNA

1 - LOCATION: Portage County (In Akron PMSA). E&P Map C-2. Ravenna: 18 mi. E of Akron; 34 mi. SE of Cleveland; on State Hwys. 11, 14, 44, 59. Kent: 11 mi. E of Akron; 32 mi. SE of Cleveland; on State Hwys. 59, 43 and 261.

2 - TRANSPORTATION: **Railroads**-Ravenna and Kent-Conrail; Conrail; Chessie System; Kent-Norfolk & Western.
Motor Freight Carriers-35.

3 - POPULATION:
Corp. Cities 80 Cen. 38,151; E&P 88 Est. 40,484
  Kent 80 Cen. 26,164; E&P 88 Est. 28,423
  Ravenna 80 Cen. 11,987; E&P 88 Est. 12,061
CZ-ABC: (80) 53,104
RTZ-ABC: (80) 85,813
County 80 Cen. 136,087; E&P 88 Est. 142,018
PMSA 80 Cen. 660,748; E&P 88 Est. 649,036
City & RTZ-ABC: (80) 138,917
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 13,147; E&P 88 Est. 14,125
  Kent 80 Cen. 8,655; E&P 88 Est. 9,530
  Ravenna 80 Cen. 4,492; E&P 88 Est. 4,595
CZ-ABC: (80) 18,587
RTZ-ABC: (80) 26,652
County 80 Cen. 44,214; E&P 88 Est. 48,517
PMSA 80 Cen. 274,001; E&P 88 Est. 240,609
City & RTZ-ABC: (80) 45,239

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$350,207,512
Savings & Loan	4	$137,420,312

6 - PASSENGER AUTOS: County 87,853

7 - ELECTRIC METERS: Residence Ravenna 5,650; Kent 9,650

8 - GAS METERS: Residence Ravenna 7,383; Kent 8,889

9 - PRINCIPAL INDUSTRIES: Castings; Rubber Prods.; Plastic Prods.; Motors; Nuts & Bolts; G.E. Whse.; Steel Fab.; Hiram College 1,256; Kent State Univ. 20,060; Bohecker's Business College 207.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-86; Summer 44-97; Fall -10-88; Winter -7-59. First killing frost, Oct. 19; last killing frost, May 7.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Area**-Ravenna: 6 blocks on Main St.; 3 on Chestnut; 2 on Meridian; 2 on Prospect; Ravenna Plaza. Kent: 3 on Water St.; 2 on Main St.; 2 on Erie; 1 on Franklin. Streetsboro: Streetsboro Plaza. Aurora: Community Plaza. Stow: Stow-Kent Plaza.
Neighborhood Shopping Centers-University Plaza, 1 mi. E. of Kent; Ravenna Plaza; Rootstown Plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Brimfield Plz.(10)	NA	Sparke Mkt.
Chapel Hill Mall & Plz.	8	Sears, O'Neils, JC Penny, Best Marshall's
Kent State Plz.(23)	NA	Acme
Stow-Kent Plz.(28)	2	Stambaugh
Streetsboro Plz.(22)	8	Big Wheel

Principal Shopping Days-Wed., Thur., Fri., Sun.
Stores Open Evenings-Nightly at shopping centers.

13 - RETAIL OUTLETS: **Department Stores**-May Co; O'Neil's.
Discount Stores-Click; Ame's; Big Wheel; TG&Y; Gold Circle; K mart.
Chain Drug Stores-Revco 3; Rita Aid.
Chain Supermarkets-Acme 3; Giant Eagle 4; Sparkle 4; IGA; Country Counter.
Other Chain Stores-Heinen's.

14 - NEWSPAPERS: RECORD-COURIER (e-mon to fri) 23,999; (S) 24,009; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Ray Drotor, Adv. Dir., RECORD-COURIER, 126 N. Chestnut St., Ravenna, OH 44240; Tel. (216) 296-9657.
National Representative: Landon Associates.

KENTON

1 - LOCATION: Hardin County. E&P Map B-2. County Seat. 25 mi. W of Marion; 26 mi. E of Lima; 65 mi. NW of Columbus; 72 mi. S of Toledo. On U.S. Hwys. 309, 68; State Hwys. 31, 53, 67.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-9
Intercity Bus Lines-Greyhound

3 - POPULATION:
Corp. City 80 Cen. 8,605; E&P 88 Est. 8,309
County 80 Cen. 32,742; E&P 88 Est. 31,948

4 - HOUSEHOLDS:
City 80 Cen. 3,306; E&P 88 Est. 3,292
County 80 Cen. 11,131; E&P 88 Est. 10,885

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$274,370,602
Savings & Loan	2	$79,059,000

6 - PASSENGER AUTOS: County 18,402

7 - ELECTRIC METERS: Residence 3,974

8 - GAS METERS: Residence 3,222

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Machine Tools 205; Truck & Trailer Axles 750; Plastic 160; Automotive Switches 400; Signs 75; Ornamental Iron 30; Dies & Molds 40; Fertilizer 20; Metal Forgings 200; Paper Cup 400; Flagpoles 20; Castings 20.

10 - CLIMATE: Av. Min. & Max. Temp.-Spring 52-74; Summer 61-83; Fall 33-51; Winter 24-38.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Kenton	9	Uhlmans, Ames, K mart, Kroger, SupeRx

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Downtown Fri.; Daily Shpg. Ctr.

13 - RETAIL OUTLETS: **Department Stores**-Uhlman's; Ames; K mart.
Variety Stores-Barr.
Discount Stores-Family Dollar.
Chain Drug Stores-SupeRx; Peoples Drugs.
Chain Supermarkets-Kroger; Super Valu; Sack-N-Save; Clyde Evans.
Other Chain Stores-Sears (catalog); Sherwin-Williams; Dean & Berry; Hallmark; Coast-to-Coast Hardware; Radio Shack; Carter LBR.

14 - NEWSPAPERS: KENTON TIMES (e) 7,792; sworn Jan. 1, 1988.
Local Contact for Advertising and Merchandising Data: Jeff Barnes, Gen. Mgr., TIMES, 201 E. Columbus St., Kenton, OH 43326; Tel. (419) 674-4066.
National Representative: Landon Associates.

LAKE COUNTY

1 - LOCATION: Lake County (In Cleveland PMSA). E&P Map C-1. 18 mi. E of Cleveland on U.S. Hwys. 2, 20 and 90; State Hwys. 6, 84, 91, 283, 640, 306, and 271.

2 - TRANSPORTATION: **Railroads**-Conrail; Nickel Plate.
Intercity Bus Lines-Lake Front.

3 - POPULATION:
Corp. Cities 80 Cen. 61,394; E&P 88 Est. 63,963
  Willoughby 80 Cen. 19,329; E&P 88 Est. 20,101
  Mentor 80 Cen. 42,065; E&P 88 Est. 43,862
NDM-ABC: (80) 212,801
County 80 Cen. 213,084; E&P 88 Est. 225,519
PMSA 80 Cen. 1,894,697; E&P 88 Est. 1,878,866

4 - HOUSEHOLDS:
Cities 80 Cen. 21,082; E&P 88 Est. 22,560
  Willoughby 80 Cen. 7,434; E&P 88 Est. 7,944
  Mentor 80 Cen. 13,648; E&P 88 Est. 14,616
NDM-ABC: (80) 72,064
County 80 Cen. 72,064; E&P 88 Est. 81,171
PMSA 80 Cen. 694,324; E&P 88 Est. 722,771

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	12	N.A.
Savings & Loan	12	N.A.

6 - PASSENGER AUTOS: County 160,061

7 - ELECTRIC METERS: County 82,000

8 - GAS METERS: County 44,304

9 - PRINCIPAL INDUSTRIES: Rubber Prods.; Cranes; Dies and Gauges; Chemicals; Heavy Mach.; Precision Tools; Electronic; Quartz Prods.; Wire Cloth; Key Cutting Mach.; Textiles; Nurseries.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-93; Summer 34-104; Fall 4-86; Winter -19-80. First killing frost, Nov. 8; last killing frost, May 4.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Great Lakes Mall(100)	NA	May Co., Sears, Hornes, JCPenney
Mentor(20)	NA	Higbee, Zayre, Radio Shack
New Market(40)	NA	Carlisles, Revco
Painesville(32)	NA	Finast, Gray's
Richmond Mall(81)	NA	Sears, JCPenney
Euclid Square Mall(80)	NA	Higbee, May Co., Revco
Willo Plaza(32)	NA	Pic-N-Pay, Gray Drugs
Shoregate(67)	NA	Sears, Best Prods., Pic-N-Pay

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Sears; Newberry; JCPenney; May Co.; Carlisles; Higbee; Joseph Horne.
Discount Stores-Zayre; K mart; Gold Circle; Forest City; Hecks.
Chain Drug Stores-Revco; Gray's; Medic 3; Discount Drug Mart; Bernie Shulman; Jote's.
Chain Supermarkets-Pick-N-Pay 5; Fazio 5; Finast 2; Heinens 3; Bi-Rite 2; Stop N Shop 3; Giant Eagle.

14 - NEWSPAPERS: NEWS-HERALD (e) 54,578; (S) 62,948; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Richard T. Stenger, Mktg. Dir., NEWS-HERALD, 38879 Mentor Ave., Willoughby, OH 44094; Tel. (216) 951-0000.
National Representative: Landon Associates, Inc.

LANCASTER

1 - LOCATION: Fairfield County (In Columbus MSA). E&P Map B-3, County Seat. 30 mi. S of Columbus. On U.S. Route 33.

2 - TRANSPORTATION: **Railroads**-Chessie.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 34,953; E&P 88 Est. 35,000
CZ-ABC: (80) 34,953
RTZ-ABC: (80) 69,502
County 80 Cen. 94,401; E&P 88 Est. 100,826
MSA 80 Cen. 1,244,231; E&P 88 Est. 1,333,594
City & RTZ-ABC: (80) 104,455

4 - HOUSEHOLDS:
City 80 Cen. 13,345; E&P 88 Est. 13,689
CZ-ABC: (80) 13,345
RTZ-ABC: (80) 22,047
County 80 Cen. 31,776; E&P 88 Est. 34,793
MSA 80 Cen. 397,027; E&P 88 Est. 503,048
City & RTZ-ABC: (80) 35,392

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	6	$186,405,000
Savings & Loan	3	$167,000,000

6 - PASSENGER AUTOS: County 65,200

7 - ELECTRIC METERS: Residence 19,300

8 - GAS METERS: Residence 12,352

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass Mfg. 4,792 ($175); Non Elect. Mach. 1,200 ($175); Shoes 400 ($140); Ind. & Electronic Glassware 1,168 ($175); Boiler Equip. 1,150 (N.A.); Food Proc. 285 ($140).

10 - CLIMATE: Min. & Max. Temp.-Spring 10-95; Summer 45-105; Fall 20-95; Winter 0-70. First killing frost, Oct. 15; last killing frost, Apr. 29.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-2 blocks on Main St.; 3 on Columbus St.; 3 on Broad St.; Several Shopping Ctrs.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
East Main(2)	NA	Kroger, Super X
Hocking Valley(13)	NA	Kroger, K Mart
Plaza(8)	NA	Sears, Odd Lots
Center Point(4)	NA	Value City
Harts(9)	NA	Harts, Big Bear
River Valley Mall(58)	NA	Lazarus, Elder Beerman, Penneys, Hills

Stores Open Evenings-Downtown, Fri.; Mall nightly.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Lazarus; Elder Beerman; Hills.
Variety Stores-K mart; Woolworth.
Discount Stores-Lancaster Sales; Harts; Value City; Odd Lots.
Chain Drug Stores-SupeRx (2); Heritage Walgreens; Rexall 2.
Chain Supermarkets-Big Bear 2; Kroger 2; Bay's R&W 2.
Other Chain Stores-Moore's; Lowes; Quality Fleet; Pic-Way; Scott Lumber; Lawsons 3; Stop N Go 3; Convenient Food Market 2; Autoworks; Nationwise; Goodyear; Sohio Procare; GNC; Best Fabrics; Piece Goods; Radio Shack; Best Jewelers; Nat'l Record Mart; Kenney Shoes; Walden Books; Le Rays; Fashion Bug (2); Bobbi Gee; Casual Corner; Footlocker; Thom McAn; CPI Photo; Regis/Mastercuts; Noah's Ark; Petland; Kay Bee Toys; Payless; Silverman's; Deb; Naturalizer.

14 - NEWSPAPERS: EAGLE-GAZETTE (e) 17,515; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Nancy Andrews, Adv. Mgr., EAGLE-GAZETTE, 138 W. Chestnut St.; PO Box 848, Lancaster, OH 43130; Tel. (614) 654-1321.
National Representative: Thomson Newspapers.

LIMA

1 - LOCATION: Allen County (In Lima MSA). E&P Map A-2, County Seat. Between Toledo and Dayton, 75 mi.; Columbus, 93 mi.; Ft. Wayne, 65 mi. On U.S. Hwy. 309; I-75; State Hwys. 117, 65, 81.

2 - TRANSPORTATION: **Railroads**-Amtrak (passenger); Norfolk Southern (freight); Conrail (freight); Detroit; Toledo & Ironton (freight); Baltimore & Ohio (freight); Spencerville & El[illegible]n (freight).
Motor Freight Carriers-34.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 47,381; E&P 88 Est. 42,169
C[illegible]-ABC: (80) 81,344
[illegible]Z-ABC: (80) 226,412
County 80 Cen. 112,613; E&P 88 Est. 109,337
MSA 80 Cen. 155,249; E&P 88 Est. 153,757
City & RTZ-ABC: (80) 307,756

4 - HOUSEHOLDS:
City 80 Cen. 19,050; E&P 88 Est. 16,355
CZ-ABC: (80) 29,169
RTZ-ABC: (80) 75,410
County 80 Cen. 39,168; E&P 88 Est. 39,474
MSA 80 Cen. 53,700; E&P 88 Est. 55,237
City & RTZ-ABC: (80) 104,579

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$875,364,000
Savings & Loan	5	$467,008,000

6 - PASSENGER AUTOS: County 70,948

7 - ELECTRIC METERS: County 44,424

8 - GAS METERS: County 28,232

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 16,885 ($582); Trans. & Util. 2,225 ($542); Whol., Ret. Trade 12,065 ($225); Constr. 2,290 ($507).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-78; Summer 63-90; Fall 36-63; Winter -10-50. First killing frost, Oct. 14; last killing frost, May 4.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-1 block on 6 sts.: Main, Market, High, North, Elizabeth, West Sts.
Neighborhood Shopping Centers-Cole & North; Main & Kibby.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
American Mall(32)	NA	Burlington Coat, Phar-Mor, Peoples, Value City
K mart Plaza(8)	NA	K mart, Peoples Drug, Warehouse Paint
Lima Mall(65)	NA	JCPenney, Woolworth, Sears Elder Beerman, Lazarus
Northland Plz.(43)	NA	Odd Lots, Ray's, Kash & Karry, Dollar General
Eastgate(19)	NA	Harts, Ray's

Principal Shopping Days-Mon. through Sat.
Stores Open Evenings-Dept. Mon. through Sat.
Stores Open Sundays-Mall Stores and [illegible] mart Plaza.

13 - RETAIL OUTLETS: **Department Stores**-Elder Beerman; K mart; JCPenney; Sears; Lazarus; Value City; Hills.
Variety Stores-Woolworth.
Chain Drug Stores-Thrift; Revco; Lanes; Rite Aid; Phar-Mor.
Chain Supermarkets-Shawnee IGA; Clyde Evans 5; Kash & Karry; Ray's 4; County Market.
Discount Stores-Odd Lots; Value City; Lima Bargain Ctr.; K mart 2; Hills; Harts.
Other Chain Stores-Abrahams; Payless Shoes; Radio Shack; Zales; Rogers; Ostermans; Paul Harris; Kinney Shoes; Butler Shoes; Jo-Ann Fabrics; Goodyear; Pittsburgh Plate Glass; Sherwin-Williams; Pic Way Shoes; El Bee Shoes; Warehouse Paint; Regal Shoes; Thom McAn; Waldenbooks; Sills Shoes; Piece Goods; Carpetland U.S.A.; Camelot Music; General Nutrition; Hobby Center; Howard's Camera; Nationwise Auto; Service Merchandise; The Gap; Jean Nicole; Foxmoor; Brooks; Petries; Lerners; The Bottom Half; National Records; Petland; Naturalizer Shoes; Fashion Bug Plus; The Jean Scene; National Health & Nutrition; K & K Toys; Waterbeds II; Gibson Auto; Chic; Deb Shop; D.O.C. Optical; 84 Lumber; Carter Lumber; Firestone; Classic Stereo; Wolohan Lumber; Spencer Gifts; Bryant; Furrows Lumber; Moore's Building Supplies; Curtis Mathes TV; Rex TV; Fiesta Beauty; Waterbed Room; Systems 60; Little World; Video Biz; Sounds Easy; Poley's Big & Tall; Lazy Boy Showcase Shoppe; Musicland; Fashion Barn; Royal Optical; Mattress Mart; Sycamore; Circus World; Finish Line; Footlocker; Rave Clothes; Card Cage; House of Cards; So-Fro Fabrics; The Limited; Toys R Us; Vision Express; Fashions At Large; Things Remembered; Accessory Place; Burlington Coat; Everything 99 Cents.

14 - NEWSPAPERS: NEWS (e) 39,727; (S) 49,740; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Gus Stroube, Adv. Dir., NEWS, 121 E. High St., Lima, OH 45802; Tel. (419) 223-1010.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

LISBON

1 - LOCATION: Columbiana County, E&P Map C-2, County Seat. 14 mi. NW of East Liverpool on Lincoln Hwy. 30 and State Hwy. 45.

2 - TRANSPORTATION: **Railroads**-Conrail.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 3,159; E&P 88 Est. 2,983
County 80 Cen. 113,437; E&P 88 Est. 113,312
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,197; E&P 88 Est. 1,170
County 80 Cen. 39,996; E&P 88 Est. 41,357

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$28,000,000
Savings & Loan	2	$2,700,000

6 - PASSENGER AUTOS: County 67,160

7 - ELECTRIC METERS: Residence 1,350

8 - GAS METERS: Residence 1,400

9 - PRINCIPAL INDUSTRIES: Bronze & Aluminum Foundry; Office Supplies & Equip. & Medical Serv. Equip.; Hoists & Trolleys; Heating & Sheet Metal Work; Pattern Shop; Bridge Constr.; Fab.; Electric Hoists; Buffing Wheels for Belt Sanders; Bldg. Materials & Concrete & Feeds; Goss Community Printing; Coal Mining.

10 - CLIMATE: Average Temp.-Spring 47; Summer 68; Fall 53; Winter 27.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Columbiana Plz.(7)	NA	Ben Franklin
Columbiana Mall	NA	
St. Clair Plz.(10)	15	Hill's Dept. Store, Bobbi Gee Fashion
Thrifty City Plz.(6)	NA	T.C. Annex
Eastgate Plz.	NA	
Salem Plz.(10)	12	Penneyfare Mkt.
Solon Shpg. Ctr.	NA	Pick-N-Pay
Southeast Plz.(8)	NA	Franklin

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Discount Stores**-The Mart.
Variety Stores-Laurette's; Wickett Shoppe; Miller's; Bye & Bye Hardware.
Chain Drug Stores-Morgan's/McKesson.
Chain Supermarkets-Value King; Hillyer's; IGA.
Other Chain Stores-Lawsons; True Value.

14 - NEWSPAPERS: MORNING JOURNAL (mS) 16,891; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Rhonda Geer, Natl. Adv. Mgr., MORNING JOURNAL, 308 Maple St., Lisbon, OH 44332; Tel. (216) 424-9541.
National Representative: Landon Associates.

LOGAN

1 - LOCATION: Hocking County, E&P Map B-3, County Seat. 50 mi. SE of Columbus on U.S. Hwy. 33 and State Hwys. 93, 664.

2 - TRANSPORTATION: **Railroads**-C&O.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,557; E&P 88 Est. 7,627
County 80 Cen. 24,456; E&P 88 Est. 25,320

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,615; E&P 88 Est. 2,954
County 80 Cen. 8,591; E&P 88 Est. 9,122

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$63,264,000
Savings & Loan	1	$75,700,000

6 - PASSENGER AUTOS: County 14,782

7 - ELECTRIC METERS: Residence 6,500

8 - GAS METERS: Residence 4,541

9 - PRINCIPAL INDUSTRIES: Industry, No. Wage Earners-Tires 600; Carborundum 92; Metalbestos 126; Mfg. 170; Clay Prods. 214; Oil Drilling 200; Constr. 103; Appliances 197; Metal Prods. 100.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-49; Summer 55-100; Fall 30-75; Winter 0-50. First killing frost, Sept.; last killing frost, May 10.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-9 blocks on Main St., 5 on Hunter.
Neighborhood Shopping Centers-West Hunter St. & E. Front St.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept. Fri.; Food every evening and Sunday.

13 - RETAIL OUTLETS: **Department Stores**-Elberfeld's; JCPenney.
Discount Stores-Leon's; LS Department Store; Super Dollar.
Variety Stores-Murphy's; Logan's.
Chain Drug Stores-Risch 7; Rexall; Revco.
Chain Supermarkets-Super Thrift; Kroger; Super Duper; Fox East 2.
Other Chains Stores-Sears; Stop-N-Go; Radio Shack.

14 - NEWSPAPERS: NEWS (e) 6,179; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Dan Rodenfels, Pub., NEWS, 72 E. Main; PO Box 758, Logan, OH 43138; Tel. (614) 385-2107.
National Representative: Landon Associates.

LONDON

1 - LOCATION: Madison County (In Columbus MSA), E&P Map B-3, County Seat. Primarily Agriculture; Manufacturing; Civil Service. 24 mi. SW of Columbus, 24 mi. SE of Springfield.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.
Airlines-Six major companies from Columbus or Dayton; Private planes at local airport. (Madison County Airport).

3 - POPULATION:
Corp. City 80 Cen. 6,958; E&P 88 Est. 8,916
County 80 Cen. 33,121; E&P 88 Est. 35,554
MSA 80 Cen. 1,244,231; E&P 88 Est. 1,333,594
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,631; E&P 88 Est. 3,493
County 80 Cen. 10,661; E&P 88 Est. 11,538
MSA 80 Cen. 449,260; E&P 88 Est. 503,048

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 20,974

7 - ELECTRIC METERS: Residence 3,485

8 - GAS METERS: Residence 2,336

9 - PRINCIPAL INDUSTRIES: Agriculture; Steel Wool Prods.; Ohio Criminal Identification Bureau; Printing; Truck Rebuilding; Plastics; Grain Elevators; Lumber; Agri-Business Fertilizer Plants; Automotive Lighting. Av. Hrly. Wage-Unskilled $3.35/$5.65; Semi-skilled $5.00/$6.50; Skilled $6.00/$10.90; Av. Wkly. Wages-Madison Co. Mfg. $347; Whol.-Ret. $218; Fin.-Ins.-R.E. $269; Servs. (police, fire, janitorial) $268.

10 - CLIMATE: Av. An. Temp. 51.7; Mean Max. Temp. 61.5; Mean Min. Temp. 41.8; First killing frost, Oct. 31; last killing frost, Apr. 10.

11 - TAP WATER: 650,000 to 700,000 gallons daily; Capacity 1 1/2 million gallons; Soft (140 mg. per litre). Natural fluoridation and added fluoridation total 1 mg. per litre.

12 - RETAILING: Stores Open Fri. & Sat. to 8:30 or 9.

13 - RETAIL OUTLETS: **Variety**-Woods Shoe Store; Dwyers Hdwe.; Farm Bureau; TV Stores 3; Auto Firms 4; Cable Communications; Watermelon Patch; Calico Basket; Blue Goose; Carolina Fabrics; Outlet Store; Hunt's Jewelry Shop; Yauger Monument Co.; Camelot Hallmark Gifts; Mabe's; Paperback Exchange; Sims Tires; Johnson Florist; Branwell Video; Cottage House; Tim's Carpet; Precision Trans.; London Florist; Crown Hdwe.; London Elect. Supply.
Discount Stores-Bare Bones; K mart; Traders Mart; Sycamore.
Chain Drug Stores-SupeRx; Rexall; Revco; Days.
Chain Supermarkets-Kroger; Cardinal; Super Duper.
Other Chain Stores-Lawsons; Barnhart Firestone; Quality Farm & Fleet; NAPA; Rax; Majestic Paint; Auto Works; Convenient Food Store; Kar Gard; Network Video; Video Barn; Pizza Hut.
Independent Food-Carters; Davis Market; London Super Duper.

14 - NEWSPAPERS: MADISON PRESS (e-mon to fri) 6,500; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Don Hartley, Pub., MADISON PRESS, 30 S. Oak St., London, OH 43140; Tel. (614) 852-1616.
National Representative: Landon Associates.

LORAIN

1 - LOCATION: Lorain County (In Lorain-Elyria PMSA). E&P Map B-1. Shipping center for coal, steel, and iron ore. Heavy and light industry. North central part of the state; 27 mi. W of Cleveland; 76 mi. E of Toledo. Located on Lake Erie and on Black River. On U.S. Hwy. 6; State Hwys. 57, 58, I-90, I-480, 254, 301, 611, 2 and Exit 8 on Ohio Turnpike.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western; Baltimore & Ohio (freight); Wheeling & Lake Erie (freight); Lake & West Virginia (freight); Lake Terminal; Amtrak.
Water Transport-Great Lakes Freighters for bulk cargoes. Coal, Iron Ore, Limestone, Gypsum Sand, Gravel, Fuel Oil, Export steel on foreign freighters.
Motor Freight Carriers-20.
Intercity Bus Lines-Greyhound.
Airlines-22 mi. to Cleveland Hopkins Airport; Most airlines scheduled; Lorain County Regional Airport.

3 - POPULATION:
Corp. City 80 Cen. 75,416; E&P 88 Est. 69,098

NDM-ABC: (80) 147,423
County/PMSA 80 Cen. 274,842; E&P 88 Est. 265,351

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 27,578; E&P 88 Est. 24,769
NDM-ABC: (80) 49,321
County/PMSA 80 Cen. 90,819; E&P 88 Est. 91,888

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$1,367,319,000
Savings & Loan	3	$533,110,000

6 - PASSENGER AUTOS: County 177,363

7 - ELECTRIC METERS: Residence 26,954

8 - GAS METERS: Residence 35,589

9 - PRINCIPAL INDUSTRIES: Mfg. (more than 105,000 emp. Av. Wkly. Wage-$406) Auto Trucks; Passenger Cars; Steel; Pipe; Building Prods.; Bearing; Screw Machine Prods.; Electronics; Chem.; Water Purification Equip.; Traffic Signals; Stud Welding Guns.
Principal Pay Days-Mon., Tues., Wed., Fri.

10 - CLIMATE: First killing frost, Oct. 12; last killing frost, May 5.

11 - TAP WATER: Alkaline, 7.6 hardness; fluoridated.

12 - RETAILING: 11 Principal Shopping Centers-downtown, central and south Lorain.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Midway Mall(72)	6	Higbee, Sears, Woolworth, JCPenney
Sheffield(15)	3	May Co., Finast
Oakwood Plaza(14)	3	Fazio's, Rite Aid, U.S. Factory Outlet
Shoreway(15)	5	Rite Aid, Fazio's
Lorain Plaza(16)	3	Fazio's, Revco, T.J. Maxx
Midway Crossings(12)	6	U.S. Mdse., Kids Mart, T.J. Maxx
South Shore(21)	10	Geyer's, Fazio's, Fisher's Big Wheel
Avon Lake(17)	8	Fazio's, IGA
Amherst Plaza(22)	5	K mart, Fazio's, Petries, Revco
North Ridge(6)	17	Revco, Fisher's

Principal Shopping Days-Department Stores: Mon., Fri., and Sat.; Food Stores: Thur., Fri. and Sat.
Stores Open Evenings-All major stores.
Stores Open Sundays-All major stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; May Co.; Higbee Co.
Discount Stores-K mart; Gold Circle; Zayre; Hills; Big and Small Lots; Fisher's Big Wheel; Value City; Family Dollar; Dollar General.
Variety Stores-Woolworth.
Chain Drug Stores-Rite Aid; Revco; Discount Drug Mart.
Chain Supermarkets-Geyer's 2; Fazio's 9; IGA 10; Sparkle 5; Eagle 6; Rini's; Finast.
Other Chain Stores-Builder's Square; Wickes'; True Value; Goodrich; Firestone; Goodyear; Nationwise Auto; Carter Lumber; 84 Lumber; Richman Brothers; Zales Jewelry; J.B. Robinson Jewelry; Sherwin-Williams; Northeast Appliance; Radio Shack; Osterman Jewelry; Color Tile; T.J. Maxx; Pearle Vision Center; Union Eye Care; Royal Optical; D.O.C.; Mace Electronics; U.S. Merchandise; Furniture Stores: Jonathan's, Value City, Lee, Barn Door, Kaplan, Wukie, Shane, Statman, Mars, Herman-Kirchner, Dewey, T.N. Molas, Furniture Land; Food Stores: Convenient, 7-Eleven, Dairy Mart; Dunham Sporting Goods; Kids Mart; Toys R Us.

14 - NEWSPAPERS: JOURNAL (e) 43,812; (S) 47,588; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Wayne D. Bryant, Mktg. Dir., JOURNAL, 1657 Broadway, Lorain, OH 44052-3489; Tel. (216) 245-6901.
National Representative: Landon Associates.

MANSFIELD

1 - LOCATION: Richland County (MSA). E&P Map B-2, County Seat, industrial center. In North Central part of state; 60 mi. from Canton; 73 mi. SW of Cleveland; 69 mi. NE of Columbus. On U.S. Hwys. 30N, 30S, 42; State Hwys. 13 and 39. Conneaut to Cincinnati Freeway State Route 1; I-71.

2 - TRANSPORTATION: Railroads-Conrail; B&O; Amtrak.
Motor Freight Carriers-41.
Intercity Bus Lines-Greyhound.
Airlines-G.C.S.

3 - POPULATION:
Corp. City 80 Cen. 53,927; E&P 88 Est. 50,745
CZ-ABC: (80) 86,948
RTZ ABC: (80) 106,412
County/MSA 80 Cen. 131,285; E&P 88 Est. 129,812
City & RTZ-ABC: (80) 193,360

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 20,702; E&P 88 Est. 20,715
CZ-ABC: (80) 31,739
RTZ-ABC: (80) 36,480
County/MSA 80 Cen. 46,408; E&P 88 Est. 47,710
City & RTZ ABC: (80) 68,219

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$918,917,000
Savings & Loan	4	$986,331,000

6 - PASSENGER AUTOS: County 83,615

7 - ELECTRIC METERS: Residence 23,928

8 - GAS METERS: Residence 18,350

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees (Av. Wkly. Wage)-Stone, Clay & Glass 958 ($290); Metal 2,288 ($298); Fab. Metal Prods. 4,530 ($320); Mach. 1,505 ($318); Elect. 1,370 ($270); Printing & Pub. 1,048 ($260); Rubber & Plastic Prods. 675 ($313); Trans. & Util. 2,460 ($292); Whol. 1,378 ($286); Ret. 7,574 ($162); Banks, Securities & Fin. 616 ($226); Ins. 986 ($254); Servs. 3,185 ($170).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-68; Summer 73-97; Fall 53-92; Winter -20-35. First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 5 on Park Ave.; 3 on Third & 4th; Lex.-Springmill Rd. & Rt. 30.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Kingsgate Mall(24)	3	Mont. Ward, JCPenney
Johnny Appleseed (31)	4	Neff's
West Park(40)	3	Neff's TJ Maxx
Richland Mall(52)	5	Sears, O'Neil's, New line Lazarus
Eastgate(6)	3	

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shpg. Ctrs. Mon.-Sat.; Food Mon.-Sun.

13 - RETAIL OUTLETS: Department Stores-M. O'Neil; Sears; Montgomery Ward; JCPenney; H.L. Reed; Lazarus.
Discount Stores-Odd Lots; Zayre; Swallens; K mart 2; Value City.
Variety Store-Woolworth.
Chain Drug Stores-Rite Aid; Shaw & Ott 2; SupeRx 2; Peoples 3; Phar Mor.
Chain Supermarkets-Kroger 3; Foodtown; Super Dollar 4; Neff's Cardinal Mkts. 2; Edwards.
Other Chain Stores-Thom McAn; Pic-Way Shoe; Normans Shoes; Liberty Shoe; Richman Bros.; Goodyear; Firestone; Singer Co.; Jo-Ann Fabrics; Andre Duval; Baker's Shoes; Bressler's 33 Flavors; Brooks Fashions; Casual Corner; Docktor Pet Center; Fanny Farmer; Foxwood Casuals; Hanover Shoes; Helen Gallagher Gifts; Jonathan's; Kinney Shoes; Midas Muffler; Mode O'Day; Mother-To-Be; Parklane Hosiery; Petries; Petty Card Shop; Radio Shack; Silvermans; Waldenbooks.

14 - NEWSPAPERS: NEWS JOURNAL (e) 40,142; (S) 54,593; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Carl Gilbert, Adv. Dir., NEWS JOURNAL, 70 West 4th St.; PO Box 25, Mansfield, OH 44901; Tel. (419) 522-3311.
National Representative: Landon Associates.

MARIETTA

1 - LOCATION: Washington County (In Parkersburg-Marietta, WV-OH MSA). E&P Map C-3, County Seat. Agricultural, manufacturing and dairy area. SE part of State on Ohio River at mouth of Muskingum River. 306 mi. from Indianapolis; 421 mi. from Chicago; 150 mi. from Cleveland; 149 miles from Pittsburgh; 115 miles from Columbus. I-77; U.S. Hwys. 50 Alt.; State Hwys. 7, 60, 26, 375, 676, and 821.

2 - TRANSPORTATION: Railroads-C & O/Chessie System.
Motor Freight Carriers-22.
Intercity Bus Line-Greyhound.
Airlines-USAir; Christman Air Service.

3 - POPULATION:
Corp. City 80 Cen. 16,467; E&P 88 Est. 16,650
CZ-ABC: (80) 19,562
RTZ-ABC: (80) 55,012
County 80 Cen. 64,498; E&P 88 Est. 65,954
MSA 80 Cen. 158,231; E&P 88 Est. 160,498
City & RTZ-ABC: (80) 74,574

4 - HOUSEHOLDS:
City 80 Cen. 6,204; E&P 88 Est. 6,524
CZ-ABC: (80) 7,332
RTZ-ABC: (80) 18,880
County 80 Cen. 22,358; E&P 88 Est. 23,631
MSA 80 Cen. 56,100; E&P 88 Est. 59,040
City & RTZ-ABC: (80) 26,212

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$57,267,398
Commercial	4	$237,738,701

6 - PASSENGER AUTOS: County 38,749

7 - ELECTRIC METERS: 7,025

8 - GAS METERS: 5,923

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Alloys & Metals 1,256; Plastics, Chem. 1,224; Office Equip. 945; Silos, Bldg. Supplies 711; Art Glass 464; Pipe Fab. 406; Oil, Gas, Drilling 265; Trucking 269; Concrete 194; Util. 141; Dairy 170; Other 689. Av. Wkly. Wage $215.
Principal Industrial Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-89; Summer 54-98; Fall 8-79; Winter 2-65. First killing frost, Oct. 7-15; last killing frost, May 1-15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Putnam St.; 2 on Third St.; 3 on Second St.; 2 on Front St.; and 2 on Greene St.; Frontier Shopping Center, cor. 7th St. and Glendale Rd.; Washington Sq. Shopping Ctr., Acme & Pike Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Frontier(17)	1	Big Bear, Revco, Hart's, Woolworth
K mart Plaza		K mart

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Thur., Fri., Shpg. Ctr. & Supermarkets-Every eve. to 9.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-Woolworth.
Discount Stores-Hart's; K mart; Big Lots.
Chain Drug Stores-Revco 2; Nelson's; K mart; Rite Aid; Kroger; SupeRx.
Chain Supermarkets-Kroger; B Bear.
Other Chain Stores-Sherwin-Williams; Moore's; Sears; Montgomery Ward; Kremer Shoes; Roberts Mens Shop; Jo Ann Fabrics; Shoe World; Coffman Music; 20/20 Vision.

14 - NEWSPAPERS: TIMES (e) 13,931; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Roger Reynolds, Adv. Dir., TIMES, 700 Channel Ln., Marietta, OH 45750; Tel. (614) 373-2121.
National Representative: Gannett National Newspaper Sales.

MARION

1 - LOCATION: Marion County, E&P Map B-2, County Seat. Industrial Center. 138 mi. S of Detroit; 270 mi. E of Chicago; 143 mi. N of Cincinnati; 183 mi. E of Indianapolis; 87 mi. S of Toledo; 110 mi. S of Cleveland; 45 mi. N of Columbus. On U.S. Hwys. 23, 30S and State Hwys. 95 and 4.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Western; Chesapeake & Ohio.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; City Bus Authority.

3 - POPULATION:
Corp. City 80 Cen. 37,040; E&P 88 Est. 34,168
CZ-ABC: (80) 46,388
RTZ-ABC: (80) 66,649
County 80 Cen. 68,155; E&P 88 Est. 66,759
City & RTZ-ABC: (80) 113,037

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,764; E&P 88 Est. 13,320
CZ-ABC: (80) 16,524
RTZ-ABC: (80) 23,108
County 80 Cen. 23,798; E&P 88 Est. 24,029
City & RTZ-ABC: (80) 39,632

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$350,000,000
Savings & Loan	3	$290,000,000

6 - PASSENGER AUTOS: County 40,004

7 - ELECTRIC METERS: Residence 21,239

8 - GAS METERS: Residence 18,047

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Power Shovels 700; Dryers, Air Conditioners 1,416; Brakes, Axles 588; Steel 490; Dog Food 406; Industrial Hose 483; Conveyors 260; Soybean Prods. 123.

10 - CLIMATE: First killing frost, Oct. 24.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-14 blocks on Center St.; 18 on Main St.; 3 on State St.; 3 on Prospect St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Delco Plaza(3)	2	Hills
Marion Plaza(18)	3	Revco, Big Bear, Meijer Square
Southland Mall(52)	3	Food Town, JCPenney, Sears
The Forum(9)	3	Kroger, SuperRx

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-All Stores Mon. & Fri., 9 p.m.; Food (Chain) Mon. to Sat., 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Ulhman's; Sutton & Lightner; Elder-Beerman.
Variety Stores-Woolworth.
Discount Stores-Hills; K mart; Meijer Square; Quality Farm & Fleet; Odd Lots.
Chain Drug Stores-Henney & Cooper (Walgreens) 3; SupeRx; Gray's; Marion Rx Drugs; Schmidt Phcy.; Revco.
Chain Supermarkets-IGA; Big Bear; Kroger 2; Smith Cardinal; Greenwood St. Party Store; Lawson's Milk 5; Borden's Parish Dairy; Nickels; Smith Milk; Food Town; T/A Supermarket; Kash'N Karry Warehouse.
Other Chain Stores-Nobil Shoes; Paints: Sherwin-Williams, Pittsburgh, Hanna, Dean & Berry, Fox-Johnston's, Lowe Bros., Dupont, Dutch Boy; Auto: Goodyear, Firestone, Goodrich, U.S. Royal, United Delco; Misc.: Cashway Lumber, Ohio Edison.

14 - NEWSPAPERS: STAR (e) 18,306; (S) 18,422; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Vicky Besecker, Adv. Dir., STAR, 150 Court St., Marion, OH 43302; Tel. (614) 387-0400.
National Representative: Thomson Newspapers.

MARTINS FERRY-BELLAIRE

1 - LOCATION: Belmont County (In Wheeling WV-OH MSA), E&P Map C-3. Industrial, residential center. 2 mi. NW of Wheeling, WV. On I-70, I-470; State Hwy. 7.

2 - TRANSPORTATION: Railroads-B&O; Chessie; Conrail.
Motor Freight Carriers-36.
Intercity Bus Lines-Greyhound; Trailways; Local Transit Authority.
Airlines-Pittsburgh International Airport.

3 - POPULATION:
Corp. Cities 80 Cen. 17,572; E&P 88 Est. 16,304
Martins Ferry 80 Cen. 9,331; E&P 88 Est. 8,680
Bellaire 80 Cen. 8,241; E&P 88 Est. 7,624
NDM-ABC: (80) 90,837
County 80 Cen. 82,633; E&P 88 Est. 83,021
MSA 80 Cen. 185,453; E&P 88 Est. 185,847

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 6,964; E&P 88 Est. 6,761
Martins Ferry 80 Cen. 3,789; E&P 88 Est. 3,624
Bellaire 80 Cen. 3,175; E&P 88 Est. 3,137
NDM-ABC: (80) 33,329
County 80 Cen. 30,250; E&P 88 Est. 32,929
MSA 80 Cen. 67,532; E&P 88 Est. 72,624

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$500,000,000
Savings	4	$375,000,000

6 - PASSENGER AUTOS: County 45,405

7 - ELECTRIC METERS: Residence 26,641

8 - GAS METERS: Residence 12,262

9 - PRINCIPAL INDUSTRIES: Steel-Making; Blast Furnaces; Coal Mining; Trans.; Castings; Elect. Power; Ferro-Alloys.

10 - CLIMATE: Av. Temp.-Spring 45; Summer 77; Fall 60; Winter 20.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ohio Valley Mall(150)	10	Sears, K mart, Best Products, Kroger, JCPenney, Hills, Kaufman's

13 - RETAIL OUTLETS: **Department Stores**-Murphy's; Kaufmann's; May Co.; Sears; JCPenney; Stone & Thomas.
Variety Stores-Woolworth; McCrory.
Discount Stores-Hart's Big Bear; Hills; K mart; Toys R Us.
Chain Drug Stores-Bellwood; McKelbey's; Save Rite 2; SupeRx; Rite Aid; Grey; Phar-Mor.
Chain Supermarkets-Kroger 4; Hart's-Big Bear; Riesbeck's 8; IGA; Co-op Food 8; Convenient; Farm Fresh; AG 4; Giant Eagle.

14 - NEWSPAPERS: TIMES-LEADER (e-mon to fri) 20,923; (S) 22,473; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jeff Herr, Adv. Dir., TIMES-LEADER, 200 S. Fourth St., Martins Ferry, OH 43935; Tel. (614) 633-1131.
National Rapresentative: Landon Associates.

MARYSVILLE

1 - LOCATION: Union County, (In Columbus MSA), E&P Map B-2, County Seat. 28 mi. NW of Columbus.

2 - TRANSPORTATION: **Railroads**-Conrail; CCC & StL.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,414; E&P 88 Est. 7,519
County 80 Cen. 29,563; E&P 88 Est. 34,493
MSA 80 Cen. 1,244,231; E&P 88 Est. 1,333,594

4 - HOUSEHOLDS:
City 80 Cen. 2,862; E&P 88 Est. 2,979
County 80 Cen. 10,015; E&P 88 Est. 11,895
MSA 80 Cen. 449,260; E&P 88 Est. 503,048

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$80,000,000
Savings & Loan	3	$200,000,000

6 - PASSENGER AUTOS: County 21,586

7 - ELECTRIC METERS: Residence 4,100

8 - GAS METERS: Residence 2,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Plumbing Supplies 360; Lawn Seed & Lawn Prods. 870; Research & Control Chem. Labs. 180; Plastic Prods. 70; Highway & Heavy Constr. 64; Elect. Prods. 125; Brake Linings 125; Heavy-duty Conveyor Belting 250; Motorcycle Prods. 350; Hydraulic Piston Pumps & Motors 450; Automobile Prods. 3,000.

10 - CLIMATE: Min. & Max. Temp.-20-80.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Five Points(3)	NA	
Stocksdale Plz.(9)	NA	Community Mkts.
Marysville Plz.(12)	NA	Kroger, Hecks

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Weiss Bros.; Otte's.
Variety Stores-Hecks; Revco; K mart; McAuliffe's.
Chain Supermarkets-Cardinal; Kroger; Community Markets; Short Stop; Lawson's.

14 - NEWSPAPERS: JOURNAL-TRIBUNE (e-mon to fri) 6,500; sworn Jan. 1, 1988.
Local Contact for Advertising and Merchandising Data: D.G. Behrens, Adv. Mgr., JOURNAL-TRIBUNE, 207 N. Main St., Marysville, OH 43040; Tel. (513) 644-9111.
National Representative: Landon Associates.

MASSILLON

1 - LOCATION: Stark County (In Canton MSA), E&P Map C-2. Industrial center On U.S. Hwys. 21, 30, 62 & 77. Akron-Canton Airport is located 10 mi.; 12 mi. NE of Massillon.

2 - TRANSPORTATION: **Railroads**-Norfolk & Southern (freight); Conrail.
Motor Freight Carriers-50.
Airlines-United; Allegheny Commuter; Eastern; Air Wisconsin; Piedmont; Republic.

3 - POPULATION:
Corp. City 80 Cen. 30,557; E&P 88 Est. 29,577
CZ-ABC: (80) 30,557
RTZ-ABC: (80) 98,529
County 80 Cen. 378,975; E&P 88 Est. 374,099
City & RTZ-ABC: (80) 129,086
MSA 80 Cen. 404,562; E&P 88 Est. 402,027

4 - HOUSEHOLDS:
City 80 Cen. 11,431; E&P 88 Est. 11,575
CZ-ABC: (80) 11,431
RTZ-ABC: (80) 32,395
County 80 Cen. 134,094; E&P 88 Est. 137,933
City & RTZ-ABC: (80) 44,366
MSA 80 Cen. 142,174; E&P 88 Est. 147,576

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 246,809

7 - ELECTRIC METERS: Residence 37,352

8 - GAS METERS: Residence & Comm. 19,311

9 - PRINCIPAL INDUSTRIES: Finishing of Steel Bars & Slabs; Paper; Rubber; Containers; Industrial Mach.; Baked Prods.; Whol. Groceries; Meats.

10 - CLIMATE: Min. & Max. Temp. N.A.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Neighborhood Shopping Centers**-Mayflower; Amherst Ctr.; Meadows Plz.; Towne Plz.; Wales Sq.; Oak Park Ctr.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Amherst Centre (28)	1	Ben Franklin, A&D Foods, Bordner's, IGA
Oaks Centre	NA	Zayre, Bordner's
Belden Vlg (64)	7	Higbee, Sears, O'Neil
Country Fair(29)	5	Western Auto, Rite Aid
Towne Plaza(13)	NA	Gray Drug, Massillon's
Mayflower(12)	1	Ben Franklin, Bordner's
Meadows Plz.(12)	NA	A&D, Radio Shack, Gold Circle
Canton Ctr.(70)	5	JCPenney, O'Neil, Mont. Ward, Rite Aid

Principal Shopping Gays-Mon., Thur., Fri., Sat.
Stores Close-Dept. 9 p.m.
Stores Open Evenings-Food Thur., Fri.; Dept. Mon., Thur.; Shopping Ctr. every night.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; O'Neils; Montgomery Ward; Higbees.
Discount Stores-Gold Circle; K mart; Conley; D&K; Zayre; Dollar General.
Variety Store-Ben Franklin.
Chain Drug Stores-Rite Aid; SupeRx; Baltzly 2; Revco; Peoples 2.
Chain Supermarkets-Piggly Wiggly 4; Bordner's 3; Valu King; Fisher Foods; IGA.

14 - NEWSPAPERS: INDEPENDENT (e) 15,300; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Larry D. Barnes, Adv. Dir., INDEPENDENT, 50 North Ave. N.W., Massillon, OH 44646; Tel. (216) 833-2631.
National Representative: Landon Associates.

MEDINA

1 - LOCATION: Medina County, (In Cleveland PMSA), E&P Map C-2, County Seat. Manufacturing and agricultural center, NE portion of state, 29 mi. SW of Cleveland; 18 mi. W of Akron; 114 mi. N of Columbus, on U.S. Hwy. 42; S.R. 3-57-18 and I-71.

2 - TRANSPORTATION: **Railroads**-N&S.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 15,268; E&P 88 Est. 17,169
CZ-ABC: (80) 50,257
RTZ-ABC: (80) 44,164
County 80 Cen. 113,929; E&P 88 Est. 120,403
PMSA 80 Cen. 1,894,697; E&P 88 Est. 1,878,866
City & RTZ-ABC: (80) 94,421
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,553; E&P 88 Est. 6,611
CZ-ABC: (80) 15,746
RTZ-ABC: (80) 13,572
County 80 Cen. 35,979; E&P 88 Est. 39,624
PMSA 80 Cen. 694,324; E&P 88 Est. 722,771
City & RTZ-ABC: (80) 29,318

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	N.A.
Savings & Loan	8	N.A.

6 - PASSENGER AUTOS: County 84,381

7 - ELECTRIC METERS: Residence 29,030

8 - GAS METERS: Residence 21,000

9 - PRINCIPAL INDUSTRIES: Bee Keeping Supplies; Mattress Mfg.; Plastic Prods.; Auto Speed Equip.; Dairying; Chem. Labs and diversified low employment high inventory specialized industries; Commercial Printing.
Principal Industrial Fay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-78; Summer 52-83; Fall 22-62; Winter 17-43. First killing frost, Oct. 24; last killing frost, Apr. 21.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Medina(27)	2	Sears, Ziegler's
Laurel Square(20)	7	Rexall, Drug Mart, Fazio's
Summit Mall(94)	12	O'Neil, Higbee
Victorian Vlg.(14)	NA	Stop-N-Go, Fabric Attic
Rolling Hills(10)	NA	
Rolling Acres(100)	NA	JCPenney, Sears
K mart Plz.(15)		K mart

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri.; Brunswick Shpg. Ctr. Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-Zieglers; Sears.
Discount Stores-Conley's; Fisher's Big Wheel; K mart.
Chain Drug Stores-Revco; I.D.L.; Rexall; Key's; Discount Drug; Scotts Discount Drug.
Chain Supermarkets-Buehler's; Edwards Food Warehouse; Stop-N-Go 7; Country Counter; IGA; Kroger; Hawkins Mkt.
Other Chain Stores-Auto Accessories; Firestone; LeRoy's Jewelry; Al's Shoes; Goodyear; Open Pantry; Buster Brown Shoes.

14 - NEWSPAPERS: MEDINA COUNTY GAZETTE (m) 16,315; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Norman Rockwell, Adv. Dir., MEDINA COUNTY GAZETTE, 885 W. Liberty; PO Box 407, Medina, OH 44256; Tel. (216) 725-4166.
National Representative: Landon Associates.

MENTOR
See LAKE COUNTY

MIDDLEPORT
See POMEROY

MIDDLETOWN

1 - LOCATION: Butler County (In Hamilton-Middletown PMSA), E&P Map A-3. Industrial center. 35 mi. N of Cincinnati; 90 mi. from Columbus; 25 mi. from Dayton. On U.S. Hwy. I-75 and State Hwys. 4, 73 and State Rte. 122.

2 - TRANSPORTATION: **Railroads**-Conrail; Chessie System.
Motor Freight Carriers-72.
Intercity Bus Lines-Greyhound.
Airlines-Cincinnati and Dayton International Airports one hour drive by I-75.

3 - POPULATION:
Corp. City 80 Cen. 43,719; E&P 88 Est. 43,516
CZ-ABC: (80) 85,348
RTZ-ABC: (80) 50,783
County/PMSA 80 Cen. 259,909; E&P 88 Est. 273,551
City & RTZ-ABC: (80) 136,131

4 - HOUSEHOLDS:
City 80 Cen. 16,909; E&P 88 Est. 17,577
CZ-ABC: (80) 30,660
RTZ-ABC: (80) 15,386
County/PMSA 80 Cen. 110,790; E&P 88 Est. 95,440
City & RTZ-ABC: (80) 46,046

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	10	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 181,928

7 - ELECTRIC METERS: Residence 17,758

8 - GAS METERS: Residence 13,662

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Primary Metals 6,149 ($714); Paper & Packaging 5,987 ($594); Fabricated Metal Prods. 5,375 ($623); Machinery, Electrical 700 ($540); Machinery, Non-electrical 2,452 ($506); Trans., Utilities 2,505 ($449); Trans. Allied Services 1,873 ($422).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-84; Summer 54-95; Fall 43-71; Winter 10-58.

11 - TAP WATER: Neutral; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Middletown(30)	2	Autoworks
Target Plaza(6)	1	Target, Super Valu
Wildwood	2	Marsh Foods
East Gate(6)	3	K mart, Super Valu
Hill's Plaza(4)	4	Hill's
Towne Mall(54)	4	McAlpin's, Sears, Elder Beerman
City Ctr. Mart(15)	NA	Swallen's

Principal Shopping Days-Thur., Fri., Mon.
Stores Open Evenings-All except Swallens-closed on Sundays.

13 - RETAIL OUTLETS: **Department Stores**-Sears; McAlpin's; Elder Beerman.
Chain Drug Stores-Revco; Lewis 2; Rite Aid 6; SupeRx 3.
Chain Supermarkets-Kroger 3; Marsh 2; Super Valu 4; IGA 4; Mr. Moneysworth; Meijer.
Discount Stores-Meijer; Hills; K mart; Murphy Mart; Swallens; Target.
Other Chain Stores-Sherwin-Williams; Auto Works; Wicke Lumber; Firestone; Goodyear; Steinberg's; Quality Farm & Fleet; Nationwise; Warehouse Paint; Radio Shack; Odd Lots; Family Dollar; Colortile; JoAnn Fabrics; Picway Shoes; Piece Goods; Sterling Optical.

14 - NEWSPAPERS: JOURNAL (e) 22,351; (S) 24,049; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Stanton Miller, Adv. Dir., JOURNAL, 52 S. Broad, Middletown, OH 45044; Tel. (513) 422-3611.
National Representative: Thomson Newspapers.

MOUNT VERNON

1 - LOCATION: Knox County, E&P Map B-2, County Seat. 45 mi. N of Columbus. On State Routes 3, 13, 229, and U.S. 36. Within 30 minutes of I-70, I-71, and I-77.

2 - TRANSPORTATION: **Railroads**-B&O.

3 - POPULATION:
Corp. City 80 Cen. 14,323; E&P 88 Est. 15,011
CZ-ABC: (80) 15,391
RTZ-ABC: (80) 37,752
County 80 Cen. 46,328; E&P 88 Est. 48,457
City & RTZ-ABC: (80) 53,143
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,657; E&P 88 Est. 6,013
CZ-ABC: (80) 6,041
RTZ-ABC: (80) 12,240
County 80 Cen. 15,900; E&P 88 Est. 16,613
City & RTZ-ABC: (80) 18,281

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$301,921,000
Savings	1	$21,950,000
Savings & Loan	1	$65,450,000

6 - PASSENGER AUTOS: County 27,821

7 - ELECTRIC METERS: Residence 13,200

8 - GAS METERS: Residence 5,348

9 - PRINCIPAL INDUSTRIES: Packaging; Diesel Engines; Turbine & Compressors; Electronic Controls; Cardboard Cartons; Conveyor Systems; Hydraulic Systems; Small Gas Engines; Windows; Gaskets; Auto Parts (trim, brakes, etc.); Educ. (three colleges).

10 - CLIMATE: Mean Annual Temp., 53; Min. & Max. Temp. Est.-Spring 40-85; Summer 65-102; Fall 40-85; Winter 20-60.

11 - TAP WATER: Soft, not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
K mart	2	K mart, Harts, Murphy's Mart
Mt. Vernon Plaza(18)	2	Big Bear, Revco, Odd Lots, Corvairs, Kroger, SupeRx

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Uhlmans; JCPenney; J.S. Ringwalt; Harts.
Discount Stores-Murphy's Mart; K mart; Conley's; Odd Lots.
Chain Drug Stores-Revco; SupeRx.
Chain Supermarkets-Kroger; Big Bear; Neff's Cardinal Markets.
Other Chain Stores-Sears (catalog); True Value

Hdwe. 3; Sherwin-Williams; Firestone; Carter Lumber; Corvairs; Nationwise; Sutton & Lightner.

14 - NEWSPAPERS: NEWS (e) 10,551; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Phil Burris, Adv. Dir.; Dave Culbertson, V.P. Mktg., NEWS, PO Box 791, Mount Vernon, OH 43050; Tel. (614) 397-5333.
National Representative: Landon Associates.

NAPOLEON

1 - LOCATION: Henry County, E&P Map A-1 & 2. County Seat. Agricultural & Manufacturing Center, NW portion of State, 45 mi. SW of Toledo.

2 - TRANSPORTATION: **Railroads**-Detroit, Toledo & Ironton; Norfolk & Western.

3 - POPULATION:
Corp. City 80 Cen. 8,614; E&P 88 Est. 8,488
County 80 Cen. 28,302; E&P 88 Est. 28,424

4 - HOUSEHOLDS:
City 80 Cen. 3,270; E&P 88 Est. 3,210
County 80 Cen. 9,732; E&P 88 Est. 10,162

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	2	N.A.
Commercial	3	$98,400,000

6 - PASSENGER AUTOS: County 18,166

7 - ELECTRIC METERS: Residence 3,568

8 - GAS METERS: Residence 4,400

9 - PRINCIPAL INDUSTRIES: Agric.; Food; Soups; Auto Parts; Plastics; Machine & Tool Inserts; Chem.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-75; Summer 55-85; Winter 18-37. First killing frost, Oct. 1.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on N. Perry; 3 on W. Washington; 1 on E. Clinton; 1 on N. Scott.
Neighborhood Centers-N. Scott St.; S. Perry St.; Oakwood Ave.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.; some every evening.

13 - RETAIL OUTLETS: **Department Stores**-Charles Co.; Uhlman's; Fisher's; Big Wheel.
Chain Supermarkets-Chief; Bernicke; County Pride; Super Valu.
Other Chain Stores-Sears; Gamble's; Rexall; Lane's; McCrory; Rite Aid; JCPenney; Sterling's.

14 - NEWSPAPERS: NORTHWEST SIGNAL (e-mon to fri) 8,272; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Christine Ganske Adv. Dir., NORTHWEST SIGNAL, 424 E. Riverview; PO Box 567, Napoleon, OH 43545; Tel. (419) 592-5055.
National Representative: Landon Associates.

NEW PHILADELPHIA
See DOVER

NEWARK

1 - LOCATION: Licking County (In Columbus MSA). E&P Map B-3.

2 - TRANSPORTATION: **Railroads**-Conrail; Chessie System.
Motor Freight Carriers-45.
Intercity Bus Lines-Ashland City Lines.
Airlines-American; Eastern; Delta; United; TWA; ComAir; People Express; Republic; Wright; Aeromech; USAir; through Columbus, Ohio.

3 - POPULATION:
Corp. City 80 Cen. 41,200; E&P 88 Est. 42,997
CZ-ABC: (80) 51,348
RTZ-ABC: (80) 77,638
County 80 Cen. 121,334; E&P 88 Est. 127,446
City & RTZ-ABC: (80) 128,986
MSA 80 Cen. 1,244,231; E&P 88 Est. 1,333,594
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,112; E&P 88 Est. 17,484
CZ-ABC: (80) 19,482
RTZ-ABC: (80) 25,488
County 80 Cen. 44,520; E&P 88 Est. 45,794
City & RTZ-ABC: (80) 44,970
MSA 80 Cen. 449,260; E&P 88 Est. 503,048

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$393,746,897
Savings & Loan	4	$224,920,913

6 - PASSENGER AUTOS: County 81,881

7 - ELECTRIC METERS: Residence 46,259

8 - GAS METERS: Residence 29,720

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-$357)-Fiberglass 3,500; Heavy Mach. 1,800; Aluminum 1,000; Air Force Missile Lab 2,800; Plastics 500; Glass 470.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-79; Summer 50-101; Fall 20-79; Winter 7-40. First killing frost, Oct. 8; last killing frost, May 4.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-15 blocks; 2 each on N. & S. Park Pl., 1st to 15th St. E. & W.; 4 each N. & S. 2nd & 3rd Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Southgate(33)	3	Heck's, Value City, Sears
Southgate Corners(8)	4	
Colonial(16)	3	Connell's Furn., Gray Drug
Indian Valley(14)	4	Kroger, K mart
Plaza(16)	3	
Dugway(10)	4	Case Cardinal
Rt. 79 & 30th St.(89)	7	Quality Farm & Fleet, Kroger
21st St.(55)	4	Harts, Super Duper, Meijers, Big Bear
Indian Mound Mall(70)	3	Elder Beerman Lazarus, Hills, JCPenney

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. & Fri.; Food: Mon. through Sun.

13 - RETAIL OUTLETS: **Department Stores**-Uhlman's; Sears; JCPenney; Value City; Elder Beerman; Lazarus.
Variety Store-Woolworth.
Discount Stores-Meijer; Heck's; Hart's Family Center; K mart; Sav-On; Hill's; Odd Lots.
Chain Drug Stores-Thrift; Gray 2; Arcade 2; Arensberg 3; Larry's 2.
Chain Supermarkets-Kroger Sav-On 2; Big Bear 3; Case Cardinal; Super Duper 2; Meijer Thrifty Acre.
Other Chain Stores-Shoes: Picway, El Bee, Thom McAn; Auto Supplies: Goodyear, Nationwise, Muffler King, B.F. Goodrich, Corvairs; Women's Apparel: Fashion Bug, Hip Pocket, Abrahms & Sons; Sewing Machines: Singer Co.; Hardware: Sherwin-Williams, Glidden, Majestic; Lumber: Moore's, Scott Lumber, Carter Lumber; Men's Apparel: Robert's Men's Shop, Cornell's Bazaar; Electronic: Radio Shack.

14 - NEWSPAPERS: ADVOCATE (e) 21,052; (S) 20,983; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Stephen E. Bash, Adv. Mgr., ADVOCATE, 25 W. Main St., Newark, OH 43055; Tel. (614) 345-4053.
National Representative: Landon Associates.

NILES

1 - LOCATION: Trumbull County (In Youngstown-Warren MSA). E&P Map C-2. In Mahoning Valley industrial area; 15 mi. from Youngstown; 84 mi. from Pittsburgh; 58 mi. from Cleveland; 50 mi. from Akron.

2 - TRANSPORTATION: **Railroads**-Conrail; B&O (freight).
Motor Freight Carriers-20.
Intercity Bus Lines-Greyhound.
Airlines-United (at Youngstown); Piedmont; USAir; Republic.

3 - POPULATION:
Corp. City 80 Cen. 23,088; E&P 88 Est. 21,920
County 80 Cen. 241,452; E&P 88 Est. 237,240
MSA 80 Cen. 530,562; E&P 88 Est. 516,667

4 - HOUSEHOLDS:
City 80 Cen. 8,534; E&P 88 Est. 8,433
County 80 Cen. 84,151; E&P 88 Est. 87,340
MSA 80 Cen. 186,711; E&P 88 Est. 191,572

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$58,000,000
Savings & Loan	2	$69,000,000

6 - PASSENGER AUTOS: County 156,925

7 - ELECTRIC METERS: Residence 11,000

8 - GAS METERS: Residence 7,258

9 - PRINCIPAL INDUSTRIES: Steel; Titanium; Hot Roll Bars; Cold Finish Bars; Metals; Steel Beams; Welding; Steel Doors; Frames; Lath; Metal Lath; Precision Tools & Dies; School Furn.; Dump Conduit; Fire Escapes; Metal Stairs; Stampings; Roofing; Roof Decks & Metal Rooms; Road Bldg. Equip.; Sheet Metal; Pickling; Glass Bulbs and Parts; Fire Brick; Exotic Metals; Plastics; Cml. Printing; Foundry; Total 1,400 emp.; Av. Wkly. Wage: $346. Paydays staggered.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-57; Summer 58-81; Fall 41-62; Winter 21-36. First killing frost, Oct. 1; last killing frost, Mar. 31.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Main St.; 1 on Park Ave.; 1 on State St. in downtown Niles, Robbins Ave., and Routes 422 and 169 at McKinley Heights.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Liberty Plaza(42)	7	Hills, JCPenney, Stambaugh-Thompson
Austintown Plaza(35)	5	Stambaugh-Thompson, Isaly's, Gray Drug
McKinley Hts.(5)	NA	Stambaugh-Thompson
Eastwood Mall(92)	NA	Sears, JCPenney, Carlisle's, Woolworth
Village Ctr.	NA	Thrift Drug, Valu King, Maxwells

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Eastwood, Village Center and McKinley Heights every night; Downtown open Fri.

13 - RETAIL OUTLETS: **Department Stores**-Carlisle-Allen; Sears; Strouss; Reisman's; Maxwells; JCPenney.
Discount Stores-Hills, K mart; Best; Jewel Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Thrift; Gray's; Theis; Pharmor.
Chain Supermarkets-Kroger; Fazios; Golden Dawn; Valu King, Sparkle Mkt.; Giant Eagle.

14 - NEWSPAPERS: TIMES (m) 4,279; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Mary DeNiro, Adv. Dir., TIMES, 35 W. State St., Niles, OH 44446; Tel. (216) 652-5841.
National Representative: Ohio Newspaper Services; Landon Associates.

NORWALK

1 - LOCATION: Huron County, E&P Map B-2. County Seat. 58 mi. E of Toledo; 59 mi. W of Cleveland on U.S. Routes 20, 250, 18 & 61; 6 mi. S OH Tpke. Exit 7.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western.
Motor Freight Carriers-14.

3 - POPULATION:
Corp. City 80 Cen. 14,358; E&P 88 Est. 14,679
CZ-ABC: (80) 14,358
RTZ-ABC: (80) 47,797
County 80 Cen. 54,652; E&P 88 Est. 55,287
City & RTZ-ABC: (80) 62,155

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,264; E&P 88 Est. 5,453
CZ-ABC: (80) 5,264
RTZ-ABC: (80) 16,055
County 80 Cen. 18,690; E&P 88 Est. 19,812
City & RTZ-ABC: (80) 21,319

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$267,784,000
Savings & Loan	2	$97,000,000

6 - PASSENGER AUTOS: County 34,452

7 - ELECTRIC METERS: Residence 5,296

8 - GAS METERS: Business & Residence 5,180

9 - PRINCIPAL INDUSTRIES: Food Prods.; Plastic Coloring; Truck Bodies; Furn.; Rubber Prods.; Paper Boxes; Thermostats; Foundries; Bookkeeping Forms; Surgical Instruments; Auto Parts; Candy; Ind. Powder Coatings.

10 - CLIMATE: Min. & Max. Temp.-10 & 95.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: **Principal Shopping District**-4 1/2 blocks on Main St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Town Plz.(3)	1	Sherwin-Williams, Radio Shack, SupeRx
Shoppers Sq.(4)	1	Cardinal Foods, Rite Aid, P&R Hdwe.

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Store**-JCPenney.
Variety Store-Woolworth.
Discount Stores-Cooks; K mart; Big-N-Small Lots.
Chain Drug Stores-SupeRx; Kaiser-Wells; Rite Aid.
Chain Supermarkets-Cardinal; Foodtown; Schild's IGA; Fast Food 2; Apple's; Dairy Mart.
Other Chain Stores-Goodrich; Maxie-Firestone; Sears; Gift Gallery; Singer; White Lumber; Wickes; Wolohan; Caryl Crane; Maurice's.

14 - NEWSPAPERS: REFLECTOR (e) 9,655; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Richard Mumford, Adv. Dir., REFLECTOR, 61 E. Monroe, Norwalk, OH 44857; Tel. (419) 668-3771.
National Representative: Landon Associates.

OAK HARBOR
See PORT CLINTON

PIQUA

1 - LOCATION: Miami County (In Dayton-Springfield MSA). E&P Map A-3. On Miami River, 29 mi. N of Dayton; 81 mi. N of Cincinnati; 71 mi. W of Columbus; 125 mi. S of Toledo. On I-75, 36; State Hwys. 66 and 185.

2 - TRANSPORTATION: **Railroads**-CSX; Conrail.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.
Airlines-TWA; United; Delta; USAir; ComAir; Piedmont; Simmons; Mid-State; Trans-Midwest.

3 - POPULATION:
Corp. City 80 Cen. 20,480; E&P 88 Est. 20,545
CZ-ABC: (80) 22,339
RTZ-ABC: (80) 62,087
County 80 Cen. 90,470; E&P 88 Est. 88,714
MSA 80 Cen. 942,725; E&P 88 Est. 932,352
City & RTZ-ABC: (80) 84,426
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,515; E&P 88 Est. 7,863
CZ-ABC: (80) 8,171
RTZ-ABC: (80) 21,305
County 80 Cen. 31,968; E&P 88 Est. 32,581
MSA 80 Cen. 340,279; E&P 88 Est. 352,969
City & RTZ-ABC: (80) 29,476

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$192,595,000
Savings & Loan	2	$133,894,850

6 - PASSENGER AUTOS: County 63,372

7 - ELECTRIC METERS: Residence 8,965

8 - GAS METERS: Residence 9,921

9 - PRINCIPAL INDUSTRIES: Felts; Underwear; Machinery; Paper Containers; Steel Tubing Mfg.; Industrial Fans; Veneer; Propellers; Business Papers & Gift Wrapping; Electronics; Tool & Die; Quarry; Bearing & Transmission Prods.; Aerosol Pkg.; Zinc Plating. Total employees 8,642.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 65-90; Fall 55-80; Winter 0-40.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Areas**-5 blocks on Main St. (downtown); 4 Shpg. Ctrs.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Piqua East(35)	1	Sears, Woolworth, Uhlman's
Sunset Mall(9)	2	Elder Beerman, Mr. McThrifty, Quality Farm & Fleet
Piqua Plaza(15)	2	K mart, Kroger
Miami Valley Ctr.(60)	1	JCPenney, Elder Beerman

Stores Open Evenings-Downtown Mon. to Fri.; Shopping; Food & Drug on Sun.; Shpg. Ctrs. 6 nights and 7 days.

13 - RETAIL OUTLETS: **Department Stores**-Uhlman's; JCPenney; Elder Beerman; Sears; McCrory; K mart; Quality Farm & Fleet.
Variety Stores-K mart; Woolworth; Odd Lots; Hills.
Chain Drug Stores-Revco 2; Crosby's; Kroger; Medicine Shoppe.
Chain Supermarkets-Kroger; IGA; Super Valu 2; Mr. McThrifty.
Other Chain Stores-Radio Shack; Warehouse Paint; Goodyear; Sherwin-Williams; Paul Harris; Gallenkamp Shoes.

14 - NEWSPAPERS: CALL (e) 9,670, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: SandyF. Grubb, Adv. Mgr., CALL, 121 E. Ash St., Piqua, OH 45356; Tel. (513) 773-2721.
National Representatives: Thomson Newspapers; Landon Associates; Ohio Newspaper Service.

POMEROY-MIDDLEPORT

1 - LOCATION: Meigs County, E&P Map C-3. 100 mi. SE of Columbus on U.S. Hwy. 33 and State Hwys. 7, 124 and 143.

2 - TRANSPORTATION: **Railroads**-Chesapeake & Ohio.

3 - POPULATION:
Villages 80 Cen. 5,699; E&P 88 Est. 5,604
Pomeroy 80 Cen. 2,728; E&P 88 Est. 2,930
Middleport 80 Cen. 2,971; E&P 88 Est. 2,674
County 80 Cen. 23,834; E&P 88 Est. 26,592

4 - HOUSEHOLDS:
Villages 80 Cen. 2,235; E&P 88 Est. 2,269
Pomeroy 80 Cen. 1,040; E&P 88 Est. 1,173
Middleport 80 Cen. 1,195; E&P 88 Est. 1,096
County 80 Cen. 8,412; E&P 88 Est. 9,606

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$69,480,000

6 - PASSENGER AUTOS: County 13,676.

7 - ELECTRIC METERS: Residence 2,384.

8 - GAS METERS: Residence 2,633.

9 - PRINCIPAL INDUSTRIES: Salt; Elect. Apparatus; Cement Blocks; Steel Rails; Electricity.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-94; Summer 46-102; Fall 5-84; Winter 2-80. First killing frost, Sept. 25; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Nearby Shopping Centers**-Pomeroy Plaza-Kroger.

13 - RETAIL OUTLETS: **Department Stores**-Elberfeld's; Middleport Dept. Store; Sundry Stores 2.
Chain Supermarkets-Kroger; Foodland; Super Valu.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 5,232; TIMES-SENTINEL (S) 12,593; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Larry Boyer, Adv. Dir., SENTINEL, 111 Court St.; PO Box 729, Pomeroy, OH 45769; Tel. (614) 992-2155.
National Representative: Branham/Newspaper Sales.

PORT CLINTON-OAK HARBOR

1 - LOCATION: Ottawa County, E&P Map B-1, County Seat. Resort, manufacturing, industrial, fishing, mining, hunting, agriculture. 35 mi. E of Toledo; 15 mi. W of Sandusky; 75 mi. W of Cleveland; 15 mi. N of Fremont-Port Clinton Interchange on Ohio Tpke.; on State Routes 2, 163, 53; 6 mi. SE of Camp Perry.

2 - TRANSPORTATION: **Railroads**-Conrail; E&W; N&W; N&S.
Intercity Bus Lines-Greyhound Shuttle.
Motor Freight Carriers-6.
Airlines-Island.

3 - POPULATION:
Corp. Cities 80 Cen. 9,901; E&P 88 Est. 9,568
Port Clinton 80 Cen. 7,223; E&P 88 Est. 7,083
Oak Harbor 80 Cen. 2,678; E&P 88 Est. 2,485
NDM-ABC: (80) 40,076
County 80 Cen. 40,025; E&P 88 Est. 40,719

4 - HOUSEHOLDS:
Cities 80 Cen. 3,471; E&P 88 Est. 2,428
Port Clinton 80 Cen. 2,703; E&P 88 Est. 1,775
Oak Harbor 80 Cen. 1,038; E&P 88 Est. 653
NDM-ABC: (80) 14,202
County 80 Cen. 14,202; E&P 88 Est. 15,092

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	$110,000,000

6 - PASSENGER AUTOS: County 27,394

7 - ELECTRIC METERS: 15,800

8 - GAS METERS: 5,650

9 - PRINCIPAL INDUSTRIES: Aircraft Parts; Gypsum Prods.; Home Bldg. & Constr. Items; Automotive & Truck Engine Parts; Celotex; Rubber & Plastic Prods.; Vinyl Coated Fabrics.

10 - CLIMATE: Mean Temp. 50; Av. Rainfall 28.72 in.

11 - TAP WATER: Fluoridated.

12 - RETAILING: **Principal Shopping District**-2 blocks each on Madison, Perry & 2nd St.; Port Clinton Shopping Plaza 8 blocks on E. Perry St. from downtown Port Clinton; Heck's (3 stores).
Principal Shopping Days-Mon., Fri.
Stores Open Evenings-Thur.; Super Mkts. every eve. ex. Sun., 24 hours in summer.

13 - RETAIL OUTLETS: **Department Stores**-Uhlman's.
Variety Stores-W.R. Thomas; Heck's.
Drug Stores-Green; Dean's; Revco; Rite Aid; Peoples.
Chain Supermarkets-Great Scot; Kroger; Bassett's; Catawba Foodland; Foodtown.
Other Chain Stores-Bergemen's Men's Wear; Leo Marks Jewelry; Mizener-Drynan Hdwe.; Bistley Jewelers; Young's Floor Covering.

14 - NEWSPAPERS: NEWS-HERALD (e) 5,649; Mar. 26, 1988 ABC.
Local Contact for Advertising and Merchandising Data: David Barth, Gen. Mgr., NEWS-HERALD, 115 W. 2nd St., Port Clinton, OH 43452; Tel. (419) 734-3141.
National Representative: Gannett National Newspaper Sales.

PORTSMOUTH

1 - LOCATION: Scioto County, E&P Map B-4, County Seat. SE part of state. Atomic energy; trading center for industrial, agricultural Ohio and Scioto river valleys. 90 mi. S of Columbus; 110 mi. E of Cincinnati. Business and industrial center of Southern Ohio. On U.S. Hwys. 52, 23; State Hwys. 125, 73, 139, 335, 140.

2 - TRANSPORTATION: **Railroads**-Norfolk & Southern.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound, Trailways.

3 - POPULATION:
Corp. City 80 Cen. 25,943; E&P 88 Est. 22,833
CZ-ABC: (80) 42,012
RTZ-ABC: (80) 116,398
County 80 Cen. 84,653; E&P 88 Est. 85,364
City & RTZ-ABC: (80) 158,410
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,530; E&P 88 Est. 9,673
CZ-ABC: (80) 16,391
RTZ-ABC: (80) 38,337
County 80 Cen. 29,534; E&P 88 Est. 30,432
City & RTZ-ABC: (80) 54,728

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	N.A.
Savings & Loan	4	N.A.
Credit Union	2	N.A.

6 - PASSENGER AUTOS: County 46,805

7 - ELECTRIC METERS: Residence 25,778

8 - GAS METERS: Residence 14,673

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Foundry 1,250 ($280); R.R. 800 ($190); Pkg. 150 ($170).
Principal Pay Days-Railroad: 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-101; Summer 43-100; Fall 2-94; Winter 13-81. First killing frost, Oct. 25; last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-9 blocks on Chillicothe St.; 3 on Gallia St.; 2 on Sixth St.; 1 on Fifth St.; 3 on Second St.; 1 on Market St.
Neighborhood Shopping Area-4 blocks in New Boston; 3 in Sciotoville; 1 on Gallia & 11th st.; Hart's Family Ctr., Rt. 23 North; Wheelersburg Shpg. Ctr. on Rt. 52 east: Kroger; Hart's and additional ret. outlets.
Shopping Centers-K mart (one of 12 stores).

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
New Boston Mall(9)	NA	K mart, Revco

Principal Shopping Days-Dept. stores-Mon., Fri., Sat.; Food-Wed., Thur., Fri.
Stores Open Evenings-Dept.-Fri. & Sun. 1-5; Supermkts.-every evening.

13 - RETAIL OUTLETS: **Department Stores**-Marting's; JCPenney.
Variety Stores-Big & Small Lots; Family Dollar; H.L. Green; Wil-Car Sundry.
Discount Stores-Hart's; Heck's; K mart.
Chain Drug Stores-Revco 2; Rexall 5; Walgreens; Union Prescription Ctr.; Discount Prescription Store; Hart's; Staker's 2; Will-Car 2; Wurster 2.
Chain Supermarkets-Kroger 2; Royal Blue 7; Foodland 2; Super Value 5; IGA; Big Bear.
Other Chain Stores-Nobils 2.

14 - NEWSPAPERS: TIMES (e) 17,562; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Mark D. Fortune, Adv. Mgr., TIMES, 637 Sixth St., Portsmouth, OH 45662; Tel. (614) 353-3101.
National Representative: Thomson Newspapers.

ST. MARYS

1 - LOCATION: Auglaize County (In Lima MSA). E&P Map A-2. On Lake St. Marys & St. Marys River on the Miami and Erie Canal. 22 mi. SW of Lima, on State Hwys. 29, 33 and 66; 17,500 acre Grand Lake, Lake St. Marys.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 8,414; E&P 88 Est. 8,246
County 80 Cen. 42,636; E&P 88 Est. 44,420
MSA 80 Cen. 155,249; E&P 83 Est. 153,757

4 - HOUSEHOLDS:
City 80 Cen. 2,956; E&P 88 Est. 2,977
County 80 Cen. 14,532; E&P 88 Est. 15,763
MSA 80 Cen. 53,700; E&P 88 Est. 55,237

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$93,092,500
Savings & Loan	2	$20,625,000

6 - PASSENGER AUTOS: County 28,439

7 - ELECTRIC METERS: Residence 2,911

8 - GAS METERS: Residence 2,680

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Rubber Prods. 1,800; Foundry 150; Canning 60; Hydraulic Prods. 64; Cotton Mills 260; Meat Packing Plant 31; Farmers Landmark Coop.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
K mart	1	K mart

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Mon. & Fri.
Stores Open Sundays-3 Supermarkets; 2 Dept.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Discount Stores-K mart.
Chain Supermarkets-Pantry Pride; Super Valu; Cardinal.

14 - NEWSPAPERS: LEADER (e) 6,650; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Dianna Epperly, Adv. Mgr., LEADER, 102 E. Spring St., St. Marys, OH 45885; Tel. (419) 394-7414.
National Representative: Landon Associates.

SALEM

1 - LOCATION: Columbiana County, E&P Map C-2. Industrial & farm area; 15 mi. from Ohio Turnpike. Midway between Cleveland & Pittsburgh; 20 mi. from Youngstown; 30 mi. from Canton. U.S. Hwy. 62; State Hwys. 9, 14, 45, 344, 558. 6 mi. from Interstate Route 11 exit.

2 - TRANSPORTATION: **Motor Freight Carriers**-10.
Intercity Bus Lines-Greyhound.
Airlines-United; USAir; Eastern; American.

3 - POPULATION:
Corp. City 80 Cen. 12,869; E&P 88 Est. 11,790
CZ-ABC: (80) 17,886
RTZ-ABC: (80) 63,959
County 80 Cen. 113,437; E&P 88 Est. 113,312
City & RTZ-ABC: (80) 81,845
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,974; E&P 88 Est. 4,698
CZ-ABC: (80) 6,678
RTZ-ABC: (80) 21,516
County 80 Cen. 39,996; E&P 88 Est. 41,357
City & RTZ-ABC: (80) 28,194

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$2,392,128,978
Savings & Loan	2	$777,053,221

6 - PASSENGER AUTOS: County 67,160

7 - ELECTRIC METERS: Residence 6,300

8 - GAS METERS: Residence 5,870

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fab. Metal Prods. 1,114; Machine Mfg. Tool & Die 710; Furn. & Fixt. 75; Print. & Pub. 236; Primary Metals Foundry 80; Util. 120; Constr. 75; Food Proc. 300; Total Ind. Employment 3,495.
Principal Pay Days-Thur. & Fri.

10 - CLIMATE: Av. Temp.-Spring 47; Summer 68; Fall 53; Winter 27. First killing frost, Oct. 2; last killing frost, May 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on State St.; 1 block on S. Broadway.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Salem Plz.(10)	2	Rite Aid, Foodland, Stambaugh, Heck's
Southeast Plz.(8)	NA	

Principal Shopping Days-Dept. Stores-Mon., Thur., Fri., Sat. Groceries-Mon.
Stores Open Evenings-Food-Mon. through Sun. All others-Thur. & Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety Stores-Murphy's Mart, Heck's.
Chain Drug Stores-Rexall; Lanes; Walgreens; Rite Aid.
Chain Supermarkets-IGA; Sparkle; Foodland.
Other Chain Stores-Firestone; Stambaugh; Radio Shack; Sherwin-Williams; Sears (catalog).

14 - NEWSPAPERS: NEWS (e) 8,818; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Ron Waite, Adv. Dir., NEWS, 161 N. Lincoln Ave.; PO Box 268, Salem, OH 44460; Tel. (216) 332-4601.
National Representative: Thomson Newspapers.

SANDUSKY

1 - LOCATION: Erie County, E&P Map B-1, County Seat. Industrial center, seaway port, vacation resort; coal shipping; at mouth of Sandusky Bay, Lake Erie; 60 mi. W of Cleveland; 52 mi. E of Toledo; on U.S. Hwys. 2, 6, 250; State Hwys. 4, 13; 11 mi. N of Ohio Tpke., Interchange 7.

2 - TRANSPORTATION: **Railroads**-Conrail; B&O; N&W (all freight); Amtrak.
Motor Freight Carriers-21.
Intercity Bus Lines-Greyhound.
Airport-Private & charter service.

3 - POPULATION:
Corp. City 80 Cen. 31,360; E&P 88 Est. 29,506
CZ-ABC: (80) 51,628
RTZ-ABC: (80) 87,289
County 80 Cen. 79,811; E&P 88 Est. 77,160
City & RTZ-ABC: (80) 138,917
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,955; E&P 88 Est. 11,402
CZ-ABC: (80) 18,622
RTZ-ABC: (80) 29,795
County 80 Cen. 27,740; E&P 88 Est. 27,891
City & RTZ-ABC: (80) 48,417

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$1,305,686,000
Savings & Loan	4	$1,446,259,928

6 - PASSENGER AUTOS: County 40,026

7 - ELECTRIC METERS: Residence 24,000

8 - GAS METERS: Residence 18,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 12,000 ($310); Whol.-Ret. 7,716 ($140); Non-Mfg. 2,350 ($170); Trans. & Util. 988 ($210); Constr. 1,008 ($230); Fin. & Ins. 808 ($145); Mining & Quarrying 117 ($215); All industry 24,987 ($192).
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-79; Summer 57-83; Fall 25-75; Winter 21-37. First killing frost, Oct. 20; last killing frost, Apr. 17. Rainfall, 45.03 in.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Downtown Shopping Centers**-10 blocks; 2 on Water St.; 4 on Market St.; 2 on Columbus Ave.; 2 on Washington Row.
Neighborhood Shopping Centers-4 blocks on Hancock St. from E. Madison to Scott Sts.; 3 blocks on W. Washington St. from Fulton to Selby Sts.; 1 block on Columbus Ave. from Hayes Ave.; Neil St.; 14 blocks on Perkins Ave. from Milan to Mills St.; 8 blocks on Cleveland Road from Sycamore Line to Remington Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Perkins Plaza(20)	2	Hill's

Sandusky Pl.(27)	2	Gray Drug
Sandusky Mall(80)	4	Sears, JCPenney, K mart, May Co., Pick 'N Pay, Elder Beerman

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Downtown Fri.; Shpg. ctr. & groc. every night, except Sun.
Stores Open Sundays-JCPenney; Hill's; Hecks; Jupiter; Kroger; Pick-N-Pay; IGA; Foodtown; Lawson's; Revco; K mart; Sears; May Co.; Elder Beerman; Rink's.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; May Co.; Elder Beerman.
Variety Stores-Jupiter; Woolworth.
Discount Stores-Hecks; Hill's; K mart; Rink's.
Chain Drug Stores-Gray 3; Revco; Drug Mart.
Chain Supermarkets-Kroger; Pick-N-Pay 2; Foodtown 2; IGA 2; Sandusky Cardinal.
Other Chain Stores-Firestone; Sherwin-Williams; Singer Co.; Jo-Ann Fabrics; Nobil Shoes; Carter Lumber; Pic Way Shoes; Wickes Lumber; Uniroyal; Radio Shack; Bing's Furniture; El-Bee Shoes; Circus World; Rogers Jewelry; Pearl Vision; Waldenbooks; Hickory Farms; Thom McAn; Spencer's; Cole's Books.

14 - NEWSPAPERS: REGISTER (e) 26,005; (S) 29,525; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: W.E. Gray, Adv. Dir.; James Rusincovitch, Class. Adv. Mgr., REGISTER, Market & Jackson Sts., Sandusky, OH 44870; Tel. (419) 625-5500.
National Representative: Landon Associates.

SHELBY

1 - LOCATION: Richland County (In Mansfield MSA), E&P Map B-2. Halfway between Cleveland and Columbus. On State Hwys. 39, 61 and 96.

2 - TRANSPORTATION: Railroads-Conrail; Baltimore & Ohio; and truck lines.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 9,645; E&P 88 Est. 9,357
County/MSA 80 Cen. 131,285; E&P 88 Est. 129,812

4 - HOUSEHOLDS:
City 80 Cen. 3,624; E&P 88 Est. 3,595
County/MSA 80 Cen. 46,408; E&P 88 Est. 47,710

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$68,088,707
Savings & Loan	2	$52,384,376

6 - PASSENGER AUTOS: County 83,615

7 - ELECTRIC METERS: Residence 4,119

8 - GAS METERS: Business & Residence 3,402

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Steel Tubing 850; Bus. Forms 300; Bowling Equip. 250; Machine-Tooling 75; Auto Access. 275; Paper Boxes 100; Elect. Control Systems 200; Ins. 400; Home Hdwe. 75; Household Prods. 100; Warehousing 300; Packing & Shipping 100.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers: 3 1/2 blocks on Main St.; 2 on Gamble; 1 on Mansfield; 1/2 each on Washington & Mohican Sts.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Mon., Thurs.

13 - RETAIL OUTLETS: Variety Stores-Ben Franklin; Big Wheel.
Chain Drug Stores-People's; Struble's; Rite Aid.
Chain Supermarkets-IGA; Great Scot; TJ's; Scot Farms.
Other Chain Stores-Wickes.

14 - NEWSPAPERS: GLOBE (e) 4,226; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Barbara Sponseller, Adv. Dir., GLOBE, 37 West Main, Shelby, OH 44875; Tel. (419) 342-4276.
National Representative: Landon Associates.

SIDNEY

1 - LOCATION: Shelby County, E&P Map A-2, County Seat. 40 mi. N of Dayton; 70 mi. W of Columbus. On State Hwys. 29, 47; I-75.

2 - TRANSPORTATION: Railroads-B&O; Conrail.
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 17,657; E&P 88 Est. 17,710
CZ-ABC: (80) 18,919
RTZ-ABC: (80) 24,170
County 80 Cen. 43,141; E&P 88 Est. 43,152
City & RTZ-ABC: (80) 43,089

4 - HOUSEHOLDS:
City 80 Cen. 6,373; E&P 88 Est. 6,481
CZ-ABC: (80) 6,718
RTZ-ABC: (80) 7,466
County 80 Cen. 14,184; E&P 88 Est. 14,615
City & RTZ-ABC: (80) 14,184

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$208,119,000
Savings & Loan	5	$134,288,000

6 - PASSENGER AUTOS: County 27,871

7 - ELECTRIC METERS: County 14,000

8 - GAS METERS: County 9,000

9 - PRINCIPAL INDUSTRIES: Compressors; Metal Finishing Fab.; Refrigeration; Lathes.
Principal Industrial Pay Days-Tues., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-66; Summer 51-96; Fall 50-80; Winter 8-50.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-2 city blocks surrounding Court House Sq., W. end of city.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Sidney Plz.(12)	3	Cain's, Heck's

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Uhlman's; Heck's.
Chain Drug Stores-SupeRx; Revco; Hooks; Lane.
Chain Supermarkets-Kroger; Cain's; Liberty Foods; Independent.
Other Chain Stores-Western Auto; Radio Shack; Warehouse Paint; P.K. Lumber.

14 - NEWSPAPERS: NEWS (e) 12,730; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Linda K. Coffman, Adv. Dir., NEWS, 911 S. Vandemark Rd.; PO Box 4099, Sidney, OH 45365; Tel. (513) 498-2111.
National Representative: Landon Associates.

SPRINGFIELD

1 - LOCATION: Clark County (In Dayton-Springfield MSA). E&P Map B-3, County Seat. SW part of OH, 45 mi. W of Columbus, OH; 140 mi. E of Indianapolis, IN; 79 mi. NE of Cincinnati. On U.S. Hwys. 40 (I-70), 68 and State Hwys. 4, 41, and 72.

2 - TRANSPORTATION: Railroads-Conrail; DT&I.
Airlines-American; TWA; United; Delta; USAir; Piedmont; North Central at James M. Cox Airport, Dayton.
Motor Freight Carriers-32 (10 local terminals).
Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 72,563; E&P 88 Est. 65,762
CZ-ABC: (80) 96,174
RTZ-ABC: (80) 141,783
County 80 Cen. 150,209; E&P 88 Est. 146,226
MSA 80 Cen. 942,725; E&P 88 Est. 932,352
City & RTZ-ABC: (80) 237,957

Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 27,384; E&P 88 Est. 26,230
CZ-ABC: (80) 35,621
RTZ-ABC: (80) 48,825
County 80 Cen. 53,376; E&P 88 Est. 54,237
MSA 80 Cen. 340,279; E&P 88 Est. 352,969
City & RTZ-ABC: (80) 84,446

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$473,228,831
Savings & Loan	5	$370,233,744

6 - PASSENGER AUTOS: County 96,863

7 - ELECTRIC METERS: County 58,132

8 - GAS METERS: County 49,303

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 1,753 ($367); Mfg. 13,194 ($530); Trans. 1,330 ($494); Whol.-Ret. 11,906 ($245); Fin., Ins. & R.E. 2,807 ($309); Servs. 10,396 ($273).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-91; Summer 35-96; Fall 10-90; Winter 9-67. First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Hard, 7 grains per gal.; not fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Main St.; 3 on High St.; 3 on Limestone; 3 on Fountain; New downtown core area under construction.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Upper Valley Mall(75)	NA	JCPenney, Sears, Lazarus
Southern Vlg.(28)	NA	Big Bear
Park Shpg.(35)	NA	Harts, Odd Lots
Burnett Rd. Plz.(13)	18	Meijer Square, Fulmers
Northridge(10)	NA	IGA
Western Plz.(7)	NA	Floor Store
Bushnell Sq.(7)	NA	Pic Way Shoes, Howards
Circus Plz.(13)	NA	Odd Lots
Moorfield Sq.(13)	NA	Kroger, SupeRx
Springfield Plz.(9)	NA	Hills, Fulmers, Gold Circle
Northland(19)		Big Bear, K mart
South Gate Ctr.(10)	NA	Rite Aid, Howards
E. Main Plz.(6)	NA	Kroger, SupeRx

Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Lazarus.
Discount Stores-Meijer Square; Harts; Hills; Gold Circle; K mart; Odd Lots.
Variety Stores-Woolworth.
Chain Drug Stores-Revco 2; SupeRx 3; Brown 2; Whitacre's 4; Drug Castle 2; Rite Aid.
Chain Supermarkets-Big Bear 4; Fulmer's 4; Kroger 3; Super Valu 3.
Other Chain Stores-Firestone; Thom McAn; Richman Bros.; Lowe's; Valu-City Furniture; Goodyear; Jo-Ann Fabrics; Kinney Shoes; Wickes; Roberd's Furn. & Appliance; Warehouse Paint; Carter Lumber; Bobbie Gee; Furrows, Perry & Derrick; 84 Lumber; Color Tile.

14 - NEWSPAPERS: NEWS-SUN (m) 37,045; (S) 44,068; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Gary Peach, Adv. Dir. or Rob Mercer, Display Adv. Mgr., NEWS-SUN, 202 N. Limestone, Springfield, OH 45503; Tel. (513) 328-0240.
National Representative: Sawyer-Ferguson-Walker.

STEUBENVILLE

1 - LOCATION: Jefferson County (In Steubenville-Weirton, OH-WV MSA). E&P Map C-2, County Seat. 26 mi. N of Wheeling; 39 mi. SW of Pittsburgh. On Ohio River. William Penn Hwy. U.S. 22 and Ohio River Hwy. State 7. Steel and coal mining center.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Western.
Intercity Bus Lines-Greyhound; Shortway-Ashland lines; Continental Trailways; Steel Valley Transit Authority.
Airlines-TWA; Northwest; United; Eastern; Lake Central; Mohawk (via Greater Pittsburgh, Ohio County, Airports).

3 - POPULATION:
Corp. City 80 Cen. 26,400; E&P 88 Est. 22,110
CZ-ABC: (80) 37,371
RTZ-ABC: (80) 137,086
County 80 Cen. 91,449; E&P 88 Est. 85,552
MSA 80 Cen. 163,173; E&P 88 Est. 154,532
City & RTZ-ABC: (80) 174,457
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,137; E&P 88 Est. 8,874
CZ-ABC: (80) 13,934
RTZ-ABC: (80) 47,279
County 80 Cen. 32,705; E&P 88 Est. 33,748
MSA 80 Cen. 57,577; E&P 88 Est. 59,915
City & RTZ-ABC: (80) 61,213

5 - BANKS	**NUMBER**	**DEPOSITS**
Comm. & Savings	3	$1,038,000,000
Savings & Loan	2	$245,000,000

6 - PASSENGER AUTOS: County 51,503

7 - ELECTRIC METERS: Residence 30,485

8 - GAS METERS: Residence 16,623

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners, (Av. Wkly. Wage)-Steel 4,279 ($572); Mining 535 ($575); Constr. 1,947 ($528); Trans. & Util. 2,693 ($416); Commun. 386 ($355); Whol. Trade 744 ($338); Ret. Trade 5,188 ($153); Fin., Ins. & R.E. 876 ($251); Banking, Fin., Securities 551 ($243); Ins. Carriers & Agents 227 ($320); R.E. & Investment 99 ($130); State Gov't 143 ($320); Local Gov't 2,793 ($263); Lumber & Wood Prods. 69 ($303); Stone, Clay, and Glass Prods. 160 ($351); Fab. Metal Prods. 188 ($324); Mach. (N.A.); Food and Kindred Prods. 120 ($324); Printing and Pub. 183 ($206); Electric, Gas, and Sanitary Servs. 1,656 ($481); Hotels & Lodging 104 ($131); Personal Servs. 368 ($140); Motion Pictures and Recreation 278 ($120); Health Servs. 2,813 ($289).
Principal Industrial Pay Days-Wed., Thur., Fri.; 5th, 10th, 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-87; Summer 41-100; Fall 8-96; Winter-3-65. First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Market St.; 2 on 4th St.; 2 on 5th St.; Fort Steuben Mall.
Neighborhood Shopping Centers-Hollywood Shpg. Ctr., 2200 Block & Sunset Blvd.; Rt. 22 W; 7th St. & Washington to North Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Weirton Hgts.(9)	8	Kroger, Thrift Drug
K mart Plz.(8)	7	K mart, Kroger
Kusic Ctr.(6)	4	G.C. Murphy, Kroger, Stone & Thomas
Hecks Plz.	NA	Hecks, Foodland, Rite Aid
Ft. Steuben Mall(85)	5	Kaufmann's, Sears, JCPenney, Woolworth, Hill's
Big Bear Plus	6	Big Bear Plus
Steuben Plz.(2)	NA	Kroger, Treasure Island
Hollywood Plz.(2)	1	K mart, Kroger, SupeRx

Principal Shopping Days-Mon., Thur., Sat., Sun.
Stores Open Evenings-Department-Mon., Thur.; Food & Discount every nite.

13 - RETAIL OUTLETS: Department Stores-Kaufmann's; JCPenney; Woolworth; Sears; Denmark's (ladies); Myer & Stone (men's).
Discount Stores-Treasure Island; Hill's; K mart; Harts Family Center; Heck's.
Variety Stores-McCrory; Woolworth; Odd Lots.
Chain Drug Stores-Thrift 2; SupeRx; Rite Aid.
Chain Supermarkets-Kroger 2; Big Bear; Golden Dawn; Convenient Foods; Lawson's; Food Land.
Other Chain Stores-Thom McAn; Kinney Shoes; So-Fro Fabrics; Firestone; Goodyear; Sherwin-Williams; Pic-Way Shoes; Payless Shoes; Regal Shoes; Nobil Shoes; Butler Shoes; Standard Sportwear; Nationwise Auto Parts; Top Value Enterprises; Reichart Furn.; Fisher's Big Wheel; Kay Jewelers; Rogers Jewelers; Curtis-Mathis; General Nutrition; Vitamin World; Hello Shops; Deb Shop; Hickory Farms; County Seat; Radio Shack; Spencer Gifts; Waldenbooks; Cole Books; Fotomat; Susie's Casuals; JoAnn Fabrics; Price's Candies; Mendelson's Children Shops; Pearle Vision; Benson's House of Visions; The Gap; Record Town; National Record Mart; Saxon Jewelers; Wayne Jewelers.

14 - NEWSPAPERS: HERALD-STAR (e) 20,963; (S) 20,510; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Leonard A. Pagnanelli, Adv. Mgr., HERALD-STAR, 401 Herald Sq., Steubenville, OH 43952; Tel. (614) 283-4711.
National Representative: Thomson Newspapers.

TIFFIN

1 - LOCATION: Seneca County, E&P Map B-2, County Seat. Industrial and agricultural center. On U.S. Hwy. 224; State Hwys. 18, 53, 100, 101; 55 mi. SE of Toledo; 90 mi. N of Columbus; 100 mi. SW of Cleveland.

2 - TRANSPORTATION: Railroads-Conrail; Chessie System.
Motor Freight Carriers-13.
Airlines-General Aviation.

3 - POPULATION:
Corp. City 80 Cen. 19,549; E&P 88 Est. 17,472
CZ-ABC: (80) 26,612
RTZ-ABC: (80) 23,596
County 80 Cen. 61,819; E&P 88 Est. 61,480
City & RTZ-ABC: (80) 50,208

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,998; E&P 88 Est. 6,432
CZ-ABC: (80) 9,204
RTZ-ABC: (80) 7,503
County 80 Cen. 20,818; E&P 88 Est. 21,488
City & RTZ-ABC: (80) 16,707

5 - BANKS	**NUMBER**	**DEPOSITS**
Comm. & Savings	4	$3,884,817,000
Savings & Loan	3	$748,910,456

6 - PASSENGER AUTOS: County 37,584

7 - ELECTRIC METERS: Residence 6,847

8 - GAS METERS: Residence 5,750

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage

Earners-Vitreous China Bathroom Fixtures 575; Refractories and Dolomite Stone 575; Elect. Wire and Cable 160; Food Proc. 100; Solar Heating Devices 60; Artificial Abrasive Grinding Wheels 540; Hot and Cold Forging Mach. 760; Sheet Metal Fab., Lockers 185; Hardboard & Flakeboard, Foam Insulation 150; Conveyor and Machinery Mfg. 350. Av. wkly. earnings (Seneca County): All industries-$311; Constr.-$399; Mfg.-$415; Trans. & Util.-$420; Whol. & Ret.-$221; Fin., Ins. & R.E.-$283; Servs.-$243; State & Local Gov't-$269.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Mean An. Temp., 51. Av. rainfall, 36.44''. Altitude, 777 ft. above sea level.

11 - TAP WATER: Alkaline, very hard, fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Washington St.; 2 blocks each way from Washington on 2 sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Westgate Vlg.(32)	2	Sears, Foodtown, Sack N' Save, Uhlman's
Tiffin Mall(47)	2	JCPenney, K mart, Kroger

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown-Fri.; Westgate & Tiffin Mall-weekdays.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Uhlman's.
Chain Drug Stores-Lane's.
Discount Stores-Ames; K mart; Odd Lots.
Chain Supermarkets-Foodtown; Kroger; IGA; Sack N' Save.
Other Chain Stores-Sherwin-Williams; Merit; Olan Mills; Radio Shack; JoAnn Fabrics; Osterman Jrs.; Petrie's; Kinney Shoes; Nobil Shoes; Fashion Bug; Hobby Center Toys; Baskin-Robbins; Musicland.

14 - NEWSPAPERS: ADVERTISER-TRIBUNE (e) 10,781; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: John T. Elchert, Adv. Dir., ADVERTISER-TRIBUNE, PO Box 778, Tiffin, OH 44883; Tel. (419) 447-4455.
National Representative: None.

TOLEDO

1 - LOCATION: Lucas County, (In Toledo MSA). E&P Map B-1. County Seat. Ocean & Great Lake Port serving major ports of midcontinent U.S.A. Railroad hub. Wholesale center for NW Ohio, SE Mich. & NE Ind. Large heavy industry area; College center Highway mi. to Detroit 55; Cleveland 113; Chicago 234; New York 610. Interstate Freeways 75, 80, 90 (Ohio Turnpike); U.S. Hwys. 20, 23, 24; State Hwys. 2, 51, 65, 120.

2 - TRANSPORTATION: **Railroads**-Amtrak; Chessie System; Conrail; Norfolk & Western.
Motor Freight Carriers-103.
Intercity Bus Lines-Greyhound; Short Way; Trailways; TARTA (Toledo Area Regional Transit Authority).
Airlines-Delta; USAir; United Express; ComAir; TWA; Commuter Express; Northwest AirLink.

3 - POPULATION:
Corp. City 80 Cen. 354,635; E&P 88 Est. 317,675
CZ-ABC: (80) 501,329
RTZ-ABC: (80) 737,558
County 80 Cen. 472,177; E&P 88 Est. 461,791
MSA 80 Cen. 617,838; E&P 88 Est. 615,455
City & RTZ-ABC: (80) 1,238,887
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 133,042; E&P 88 Est. 123,549
CZ-ABC: (80) 182,947
RTZ-ABC: (80) 246,586
County 80 Cen. 172,239; E&P 88 Est. 175,493
MSA 80 Cen. 220,252; E&P 88 Est. 227,023
City & RTZ-ABC: (80) 429,533

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 302,457

7 - ELECTRIC METERS: Residence 278,964

8 - GAS METERS: Residence 155,986

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners Manufacturing, 61,900; Construction, 10,000; Trans. & Utilities, 13,400; Whse. Trade, 14,900; Retail Trade, 54,900; Finance, insurance, Real Estate, 11,200; Services, 71,600; Government, 43,500.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-90; Summer 38-96; Fall 23-91; Winter 17-54. First killing frost, Oct. 12; last killing frost, May.

11 - TAP WATER: From Lake Erie, fluoridated.

12 - RETAILING: **Nearby Shopping Centers**

Name (No. of stores)	Miles from Downtown	Principal Stores
Country Charm(25)	NA	Foodtown, Rite Aid
Great Eastern(35)	NA	Foodtown, Kroger, Value City
Miracle Mile(42)	NA	Kroger, JCPenney, T.J. Maxx
Parkway Plz.(28)	NA	Centre Market, Value City
Southland(40)	NA	Foodtown, Kroger, JCPenney
Starlite Plz.(30)	NA	The Pharm, Churchill's, Damschroder's
Westgate Vlg.(55)	NA	Lion, Elder-Beerman, Sears
Franklin Pk. Mall(111)	NA	JL Hudson's, Jacobson's, JCPenney
North Towne Sq.(100)	NA	Lion, Elder-Beerman, Mont. Ward
Southwyck Mall (110)	NA	Lion, Lion's Home, Mont. Ward
Greenwood Mall(20)	NA	Value City
Woodville Mall(90)	NA	Elder-Beerman
Portside(75)		Sears

13 - RETAIL OUTLETS: **Department Stores**-Elder-Beerman 3; Value City Stores 3; Lion 4; Sears 2; JCPenney 3; J. L. Hudson; Montgomery Ward 2; Jacobson's.
Variety Stores-Woolworth 4.
Discount Stores-K mart 6; TG&Y; The Andersons 2; Hills 4; Big & Small Lots 4; Odd Lot Trading 2.
Chain Drug Stores-People's 34; Rexall 14; F.I.P. 12; Rite Aid 7.
Chain Supermarkets-Kroger 13; Foodtown 22; Five Star 10; IGA 3; Centre 6; Churchill's 5; Farmer Jack; Edward's Warehouse Market; Kash and Karry Warehouse Market 9.
Other Chain Stores-Damschroder; Richman 3; Al Thomas 2; Florsheim 2; Thom McAn 4; Pic Way 6; Endicott-Johnson ?; Baker 5; Foot Saver; Kinney 4; Phillips; Famous Footwear 2; Hanover Shoes 3; Athlete's Foot 3; Sneaker Circus 2; Brendamour's 3; Western Auto; Jiffy Mart 13; Sterling Milk 12; Lawson's 11; Open Pantry 9; 7-Eleven 14; J. Riggins 2; Casual Corner 3; The Ltd. 4; Petries 5; Herman's; M-C Sporting Goods 2; Best Prods.; Murray's Auto 3; Autoworld 3; Radio Shack 15; Toys-R-Us; Wickes Lumber 4; 84 Lumber 3; Carter Lumber 3; Builder's Square; B.J. Wholesale; ABC Warehouse 3; Highland Appliance 3; Fretter Appliance; Service Merchandise.

14 - NEWSPAPERS: BLADE (e) 154,889; (S) 217,373; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Donald E. Earnhart, Gen. Adv. Sales Div. Mgr., BLADE, 541 Superior St., Toledo, OH 43660; Tel. (419) 245-6408.
National Representative: None.

TROY

1 - LOCATION: Miami County, (In Dayton-Springfield MSA). E&P Map A-3. 18 mi. N of Dayton; 23 mi. NW of Springfield; 21 mi. SE of Greenville, 15 minutes from Dayton International Airport, I-75; 15 minutes from I-70. State Hwys.: Routes 55, 41, 202, 718.

2 - TRANSPORTATION: **Railroads**-B&O; Conrail; Chessie System.
Motor Freight Carriers-21.
Intercity Bus Lines-Greyhound.
Airlines-American; TWA; Delta; United; USAir; Eastern; Northwest; Piedmont; Emery Air Freight; People Express.

3 - POPULATION:
Corp. City 80 Cen. 19,086; E&P 88 Est. 20,378
CZ-ABC: (80) 19,086
RTZ-ABC: (80) 72,882
County 80 Cen. 90,470; E&P 88 Est. 88,714
MSA 80 Cen. 942,725; E&P 88 Est. 932,352
City & RTZ-ABC: (80) 91,968

Demographic Information Available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,068; E&P 88 Est. 7,868
CZ-ABC: (80) 7,148
RTZ-ABC: (80) 25,354
County 80 Cen. 32,427; E&P 88 Est. 32,581
MSA 80 Cen. 340,279; E&P 88 Est. 352,969
City & RTZ-ABC: (80) 32,502

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$1,969,365,294
Savings & Loan	3	$151,152,497

6 - PASSENGER AUTOS: County 63,372

7 - ELECTRIC METERS: Residence 7,552 (City Only)

8 - GAS METERS: Residence 6,021 (City Only)

9 - PRINCIPAL INDUSTRIES: Commercial Food Equip.; Meat; Paper Prods.; Arc Welders; Aviation Prods.; Tube Prods.; Ice Cream; Polstyrene Foam Prods.; Auto Manufacturing.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 17-77; Summer 48-93; Fall 18-86; Winter 1-72. First killing frost, Nov. 25; last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-14 blocks on Square. Also 4 Shpg. Ctrs., one each on North and South edges of town, plus two at West edge of town.
Neighborhood Shopping Centers-South Dixie Hwy.; North Dixie Hwy.; Sherwood Manor, N. Market St.; Southbrook, W. Main St.; K mart/Kroger, W. Market St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sherwood(14)	1	McCrory, Marsh, Coast-to-Coast, M&R Health Mart Drugs
Trojan Vlg (38)	2	Ames, Ray's Supermarket, Radio Shack, Goodyear

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Dept., Discount, Food-every evening.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety Stores-McCrory, Family Dollar.
Discount Stores-K mart; Ames.
Chain Drug Stores-M&R Health Mart 2; Revco; Rite Aid.
Chain Supermarkets-Marsh; Kroger; Rays; Cardinal Markets; IGA.
Other Chain Stores-Uhlman's; El Bee Shoes; Auto Works; National Video; Lawson's; Radio Shack; Main Auto Parts; Warehouse Paint; Sherwin-Williams; Sycamore Shop; United Dairy Farmers; Shastar-Renting to Own.

14 - NEWSPAPERS: NEWS (e) 11,034; (S) 12,691; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Vicki Yetter, Ret. Adv. Mgr., NEWS, 224 S. Market St., Troy, OH 45373; Tel. (513) 335-5634.
National Representative: Landon Associates.

UPPER SANDUSKY

1 - LOCATION: Wyandot County, E&P Map B-2. County Seat. 60 mi. S of Toledo; 65 mi. N of Columbus on U.S. Hwys. 23, 199, 30N; and State Hwys. 53, 67.

2 - TRANSPORTATION: **Railroads**-Conrail; Chesapeake & Ohio.
Intercity Bus Lines-Great Lakes; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,967; E&P 88 Est. 5,953
County 80 Cen. 22,641; E&P 88 Est. 22,623

4 - HOUSEHOLDS:
City 80 Cen. 2,282; E&P 88 Est. 2,325
County 80 Cen. 7,838; E&P 88 Est. 8,134

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$175,000,000
Savings & loan	2	$177,000,000

6 - PASSENGER AUTOS: County 14,276

7 - ELECTRIC METERS: Residence 2,742

8 - GAS METERS: Residence 2,545

9 - PRINCIPAL INDUSTRIES: Auto Parts; Small Electric Motors; Precision Tools; Knives; Burial Vaults; Metal Compartments; Plastic Prods.; Dairy Prods.; Fab. Steel; Automotive Glass.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Days**-Thur., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Artz Bros.; Michael's; Armstrong's.
Variety Stores-Ben Franklin; Big Wheel.
Chain Drug Stores-Rexall; Lane's.
Chain Supermarkets-Cardinal; Scot Lad; IGA; Bailey's; A & A Market; Lawson's.

14 - NEWSPAPERS: CHIEF-UNION (e) 4,622; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Tom Martin, Adv. Mgr., CHIEF-UNION, 111 W. Wyandot Ave.; PO Box 180, Sandusky, OH 43351; Tel. (419) 294-2332.
National Representative: Landon Associates.

URBANA

1 - LOCATION: Champaign County, E&P Map B-3, County Seat. 14 mi. N of Springfield; 40 mi. NE of Dayton; 47 mi. W of the State Capital, Columbus, On U.S. Hwys. 36, 68; State Hwys. 29, 54, 55, 56, 296.

2 - TRANSPORTATION: **Railroads**-Conrail.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,762; E&P 88 Est. 11,336
County 80 Cen. 33,687; E&P 88 Est. 33,097

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,174; E&P 88 Est. 4,526
County 80 Cen. 11,795; E&P 88 Est. 11,970

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$94,000,000
Savings	3	$153,000,000

6 - PASSENGER AUTOS: County 22,671

7 - ELECTRIC METERS: Residence 4,400

8 - GAS METERS: Residence 3,950

9 - PRINCIPAL INDUSTRIES: Fine Paper; Aircraft and Airport Lighting Equip.; Machine Tools, Dies, Jigs, Fixtures; Ventilator Screens; Railroad and Automotive Supplies; Farm Feeds; Gravel, Sand and Asphalt Supplies; Molded Plastic Prods.; Electric Controls and Distribution Equip.; Silos; Tungsten Carbide & Cutting Tool Tips; Oil Well Intensifiers; Solar Collectors; Window Fans; Bakery Equip.; Porcelain Enamel; Household Cleaners; Snack Foods.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-86; Summer 42-89; Fall 16-82; Winter 11-63.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Principal Shopping Center**-1 block east, 2 south, 1 west and 3 north of Monument Sq.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Upper Valley Mall(80)	14	Sears, JCPenney, Rike, Blocks

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-K mart; TG&Y; Revco; Crosby; Lanes.

13 - RETAIL OUTLETS: **Department Stores**-Uhlman's; Boston.
Variety Stores-McCrory's; K mart; Ames.
Chain Drug Stores-Revco; Lanes.
Chain Supermarkets-Kroger; Troutwine's (Super Valu); IGA.
Other Chain Stores-Dean & Barry; Lawson's; Sweeting Tire; JCPenney (catalog).

14 - NEWSPAPERS: CITIZEN (e) 7,422; sworn Mar. 31, 1988.
Local Contact for Advertising and Merchandising Data: Linda Anderson, Adv. Dir., CITIZEN, PO Box 191, Urbana, OH 43078; Tel. (513) 652-2278.
National Representative. Landon Associates.

VAN WERT

1 - LOCATION: Van Wert County, E&P Map A-2, County Seat. 34 mi. SE of Ft. Wayne, IN; 28 mi. W of Lima, on Main Hwys. 30, 127 and 224.

2 - TRANSPORTATION: **Railroads**-Conrail (frt. only).
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.
Airlines-Municipal Airport, Charter only.

3 - POPULATION:
Corp. City 80 Cen. 11,035; E&P 88 Est. 11,317
County 80 Cen. 30,462; E&P 88 Est. 30,238
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,363; E&P 88 Est. 4,621
County 80 Cen. 10,939; E&P 88 Est. 11,156

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$155,266,000
Savings & Loan	2	$71,815,460

6 - PASSENGER AUTOS: County 20,180

7 - ELECTRIC METERS: Residence 7,863

8 - GAS METERS: Residence 5,513

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Packaging 548; Mach. Parts 1,877; Food 201; Specialities 240; Ins. 300.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-87; Summer 39-96; Fall 19-83; Winter 12-60. First killing frost, Oct. 9; last killing frost, May 6.

11 - TAP WATER: Alkaline, soft 5 1/2 grains.

12 - RETAILING: Principal Shopping Center-3 blocks on Main St.; 3 on Washington St.; 2 on Central Ave.; 2 on Mkt. St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Summit(17)	NA	Fisher's Big Wheel
Van Wert Plz.	NA	Heck's, Lane's

Principal Shopping Days-Fri., Sat.
Stores Open-Fri. & Mon. evenings.

13 - RETAIL OUTLETS: Department Stores-Heck's; JCPenney.
Chain Drug Stores-Revco; Derry's; Hook's; Peoples.
Variety Stores-Fisher's Big Wheel.
Chain Supermarkets-Marsh; Chief; Triangle Super-Dollar; Cardinal.
Other Chain Stores-Cato; Sherwin-Williams; Ream-Steckbeck Paint; Sears; Radio Shack; Coast-to-Coast Hdwe.; Ace Hdwe.; Quality Farm & Fleet; Fashion Bug; Sycamore; Spurgoons.

14 - NEWSPAPERS: TIMES-BULLETIN (e) 8,104; sworn Sept. 29, 1987.
Local Contact for Advertising and Merchandising Data: Eugene Laudick, Adv. Dir., TIMES-BULLETIN, 700 Fox Rd., Van Wert, OH 45891; Tel. (419) 238-2285.
National Representative: Landon Associates.

WAPAKONETA

1 - LOCATION: Auglaize County (In Lima MSA). E&P Map A-2. County Seat. In West Central OH, 17 mi. S of Lima; 83 mi. SW of Toledo; 117 mi. N of Cincinnati; 25 mi. from IN state line on State Hwys. 67, 198, 501 and U.S. Hwys. 25, 33, 75.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-15.

3 - POPULATION:
Corp. City 80 Cen. 8,402; E&P 88 Est. 9,178
County 80 Cen. 42,636; E&P 88 Est. 44,420
MSA 80 Cen. 155,249; E&P 88 Est. 153,757

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,226; E&P 88 Est. 3,429
County 80 Cen. 15,504; E&P 88 Est. 15,763
MSA 80 Cen. 53,700; E&P 88 Est. 55,237

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$50,000,000
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 28,439

7 - ELECTRIC METERS: Residence 3,500

8 - GAS METERS: Residence 2,555

9 - PRINCIPAL INDUSTRIES: Machine Knives; Dairy Prods.; Chrome Plating; Trailer Bodies; Small Tubing & Electronic Supplies; Steel Fab.; Tallow, Hides & Meat Scraps; Floor Covering; Plastic Compounding; Compressor Rebuild.; Grain Meat Packer; Automotive & Airplane Interiors; Rubber Prods.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-65; Summer 70-90; Fall 40-70; Winter 0-40.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Center-4 blocks on Auglaize St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grandview Plz.(12)	NA	Coast-to-Coast, Radio Shack, Sycamore, Shastar

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Val Corp.
Chain Drug Stores-People's; Rite Aid.
Variety Stores-Wapak Sundry.
Chain Supermarkets-Pantry Pride; Lawsons; Clyde Evans.

14 - NEWSPAPERS: NEWS (e) 5,000; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: L.R. Shaull, Pub./Gen. Mgr., NEWS, 8 Willipie St., Wapakoneta, OH 45895; Tel. (419) 738-3318.
National Representative: Landon Associates.

WARREN

1 - LOCATION: Trumbull County (In Youngstown-Warren MSA). E&P Map C-2. 53 mi. SE of Cleveland; 19 mi. from Youngstown; 90 mi. from Pittsburgh. On U.S. Hwy. 422; State Hwys. 82, 5, 40, 46, 45, 11 & 169.

2 - TRANSPORTATION: Railroads-Baltimore & Ohio; Erie-Lackawanna; Conrail.
Motor Freight Carriers-47.
Intercity Bus Lines-Ohio Greyhound; Continental Trailways.
Airlines-United; Piedmont Commuter; Crown; Northwest; Bas Commuter; Allegheny.

3 - POPULATION:
Corp. City 80 Cen. 56,629; E&P 88 Est. 50,956
CZ-ABC: (80) 69,921
RTZ-ABC: (80) 151,976
County 80 Cen. 241,452; E&P 88 Est. 237,240
MSA 80 Cen. 530,562; E&P 88 Est. 516,667
City & RTZ-ABC: (80) 221,897

4 - HOUSEHOLDS:
City 80 Cen. 21,068; E&P 88 Est. 19,941
CZ-ABC: (80) 25,526
RTZ-ABC: (80) 50,072
County 80 Cen. 84,151; E&P 88 Est. 87,340
MSA 80 Cen. 186,711; E&P 88 Est. 191,572
City & RTZ-ABC: (80) 75,598

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$386,702,171
Savings & Loan	7	$222,512,817

6 - PASSENGER AUTOS: County 156,925

7 - ELECTRIC METERS: Residence 54,250

8 - GAS METERS: Residence 36,625

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Primary Steelmaking 12,000 ($200); Steel Fabrication 4,400 ($212); Auto. & Appl. Wiring 12,300 ($217); Aluminum Extrusion, Automobile Assembly 12,300 ($220); Total 45,000 Employees (Annual Payroll $650,450,200).
Principal Pay Days-10th & 25th; Fri.

10 - CLIMATE: Min. & Max. Temp.-Min. -10, Max. 94. First killing frost, Oct. 14; last killing frost, May 3.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-6 on W. Market; 5 on E. Market; 6 on N. Park; 3 on High NE.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
McKinley Hts.(5)	NA	Stambaugh-Thompson, Handyman
Warren Plaza(34)	NA	Fazio's
Trumbull Plaza(24)	NA	K mart
Village Plaza(13)	NA	Maxwells
Ridgeview(14)	NA	Mavars
Eastwood Mall(100)	NA	Sears, Kaufmann's, Woolworth, JCPenney, Carlisle
Plaza West(7)	NA	Murphy's Mart
Champion Plz.(10)	NA	Hills
Austin Vlg.(20)	NA	Super Duper, Big Lots
Gretchen Vlg. (16)	NA	Murphy Mart
Howland Plz.(8)	3	Turneys, Valu King
Great East Plz.(10)	5	Sparkle, Best, Pharmor

Principal Shopping Days-Dept. Stores-Mon. & Thur. night.
Stores Open Evenings-Dept.-Mon. & Thur.; Super Mkts. & Shpg. Ctrs.-every night to 9.

13 - RETAIL OUTLETS: Department Stores-Kaufmann's; Carlisle; Sears; JCPenney; Maxwells.
Discount Stores-Hills; K mart; Turneys; Murphy's Mart; Best; Big Lots.
Variety Stores-Woolworth.
Chain Drug Stores-Gray 3; Revco 2; Eastgate; Pryce's Champion 3; Rite Aid 3; Pharmor; Thrift; Aid-N-Save 3; Drug Castle.
Chain Supermarkets-Rowlands; Sparkle Markets 7; Valu King 9; Ideal 4; Riverside; Fazio's; Mavars 3; Thornhills; Woodland Market; Howland IGA; Super Duper 4; Giant Eagle 3.

14 - NEWSPAPERS: TRIBUNE-CHRONICLE (e) 39,903; (S) 46,170; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Steve Roszczyk, Mktg. Dir., TRIBUNE-CHRONICLE, 240 Franklin St. S.E., Warren, OH 44482; Tel. (216) 841-1620.
National Representative: Landon Associates.

WASHINGTON COURT HOUSE

1 - LOCATION: Fayette County. E&P Map B-3. County Seat. Agricultural center. Miscellaneous light manufacturing. South Central part of the state. 69 mi. NE of Cincinnati; 42 mi. SW of Columbus; 47 mi. E of Dayton.

2 - TRANSPORTATION: Railroads-Grand Trunk Western; Chessie System.
Intercity Bus Lines-Pennsylvania Greyhound.
Motor Freight Carriers-5.
Air Travel-Commercial jets available 40 mi. away. Public airport with 4,000 ft. hard surface located 2 mi. from city.

3 - POPULATION:
Corp. City 80 Cen. 12,682; E&P 88 Est. 12,920
County 80 Cen. 27,531; E&P 88 Est. 27,714

4 - HOUSEHOLDS:
City 80 Cen. 4,898; E&P 88 Est. 5,098
County 80 Cen. 9,781; E&P 88 Est. 9,966

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$144,000,000
Savings & Loan	3	$82,929,656

6 - PASSENGER AUTOS: County 16,647

7 - ELECTRIC METERS: County 14,969

8 - GAS METERS: Residence 7,506

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Plastics 500; Stairwork 180; Auto Seats 405; Hand Tools 520; Cardboard Containers 115; Manufactured Homes 160; Meat Packing & Proc. 150; Steel Bldgs. 330. Wages-Unskilled ($160); Semiskilled ($200); Skilled ($330).

10 - CLIMATE: Av. Annual Temp. 52, max. 96, min.-10. First killing frost, Oct. 18; last killing frost, May 13.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Court St. (39 stores); 2 blocks on Main St. (12 stores); 2 blocks on Fayette St. (5 stores).

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Washington Sq.(13)	1	Radio Shack, K mart, Revco, Cato, Ames

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Downtown-Fri., Shopping Centers-nightly.

13 - RETAIL OUTLETS: Department Stores-Craig; Foster Haines; JCPenney; Uhlman's.
Discount Stores-Sundry Store; TSC.
Variety Stores-Fisher's Big Wheel; K mart; Ames.
Chain Drug Stores-Medicine Shoppe; Downtown; Revco; Kroger.
Chain Supermarkets-Kroger; Sack-n-Save; Convenient Mart; Super Valu.
Other Chain Stores-Sears (catalog); Belden Jewelers; Firestone; Cato; Corvair Auto Parts; Radio Shack; Hallmark; Rax; Frisch's; Odd Lots; McDonald's; Wendy's; Long John Silver; Kentucky Fried Chicken.

14 - NEWSPAPERS: RECORD-HERALD (e) 6,777; sworn Sept. 29, 1987.
Local Contact for Advertising and Merchandising Data: Edward Hourigan, Mktg. Dir., RECORD-HERALD, 138 S. Fayette St., Washington Court House, OH 43160; Tel. (614) 335-3611.
National Representative: Landon Associates.

WILLOUGHBY
See LAKE COUNTY

WILMINGTON

1 - LOCATION: Clinton County. E&P Map B-3; County Seat. 55 mi. NE of Cincinnati; 35 mi. SE of Dayton; 60 mi. SW of Columbus. On U.S. Hwys. 22, 68, I-71; State Hwys. 3, 73, 730. Agricultural section.

2 - TRANSPORTATION: Railroads-Conrail; B&O.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound.
Airlines-Wilmington Air Park 3 mi.; Clinton Field 5 mi.; Springfield Municipal Airport 35 mi. (Comm.); Sabina 11 mi. (private); Dayton Airport (Vandalia) 35 mi.; Cincinnati 70 mi.; Columbus 60 mi. Air Freight: Airborne Express; Airborne Express Hub.

3 - POPULATION:
Corp. City 80 Cen. 10,431; E&P 88 Est. 10,230
County 80 Cen. 34,645; E&P 88 Est. 36,037

4 - HOUSEHOLDS:
City 80 Cen. 4,018; E&P 88 Est. 3,946
County 80 Cen. 12,148; E&P 88 Est. 13,142

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$101,223,415
Savings & Loan	3	$98,441,002

6 - PASSENGER AUTOS: County 21,883

7 - ELECTRIC METERS: Residence 20,000

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 1,500; Retail 625; Servs. 455; Constr. 150; Util. 100; Quarry 40; Hydraulic Controls; Tools & Dies; Concrete & Concrete Blocks; Aluminum Castings; Furnaces & Air-Conditioning; Aircraft Parts & Assemblies; Wood-Boring Tools & Screw Drivers; Auto Trim & Assemblies; Hospital; Ambulance Furn. & Equip.; Plastics; Electronic Switches; Machine Tools; Commercial Crystals; Airplane Propellers; Paper Bags; Forklift Mfg.; Air Freight Service 2,000.

10 - CLIMATE: Av. Annual Temp.-49; Min. 10; Max. 88. Min. & Max. Temp.-Spring 42-70; Summer 55-95; Fall 32-65; Winter -5-55. First killing frost, Nov. 1; last killing frost, May 10. Rainfall: Annual-39 in.

11 - TAP WATER: Not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main and South Sts.; 8 blocks on Rombach Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wilmington Plz.(18)	NA	Kroger, Revco, Coast-to-Coast
Southridge(9)	NA	K mart
Rombach Ctr.(9)	NA	SupeRx, Pic-Way, Radio Shack, Bob & Carl's Super Market

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shpg. ctr. every evening, Downtown Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Foster-Haines; Murphy-Benham; Heck's; Haines; Adairs; Coast-to-Coast.
Variety Stores-K mart; Sundry Store; Odd Lot.
Chain Drug Stores-Revco; SupeRx.
Chain Supermarkets-Kroger; Bob & Carl's Finer Foods.

14 - NEWSPAPERS: NEWS-JOURNAL (e) 7,540; sworn Sept. 29, 1987.
Local Contact for Advertising and Merchandising Data: Rick Irvin, Adv. Mgr., NEWS-JOURNAL, 47 S. South St., Wilmington, OH 45177; Tel. (513) 382-2574.
National Representative: Landon Associates.

WOOSTER

1 - LOCATION: Wayne County. E&P Map C-2. County Seat. Industrial, agricultural center. On U.S. Hwy. 30; State Hwys. 3, 585, 250. 54 mi. S of Cleveland; 29 mi. SW of Akron; 30 mi. W of Canton; 31 mi. E of Mansfield.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 19,289; E&P 88 Est. 19,794
CZ-ABC: (80) 23,390
RTZ-ABC: (80) 110,348
County 80 Cen. 97,701; E&P 88 Est. 102,319
City & RTZ-ABC: (80) 133,738

4 - HOUSEHOLDS:
City 80 Cen. 7,105; E&P 88 Est. 7,650
CZ-ABC: (80) 8,549
RTZ-ABC: (80) 35,101
County 80 Cen. 32,233; E&P 88 Est. 34,916
City & RTZ-ABC: (80) 43,650

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$152,076,000
Savings & Loan	3	$412,849,000

6 - PASSENGER AUTOS: County 61,578

7 - ELECTRIC METERS: Residence 8,781

8 - GAS METERS: Residence 6,993

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Brass Couplings 358; Oil & Gas Drilling & Serv. 1,000; Titanium Fab. 261; Common Carriers 150; Constr. 200; Corrugated Containers 225; Cooking Utensils & Appliances 495; Printing & Pub. 123; Potato Chips 343; Truck Bodies 352; Rubber & Plastic Housewares & Auto Equip. 1,756; Steel Tubes 264; Steel Fab. 230; Hydraulic Pumps 483; Paint Brushes 477; Micro-Photos 358; Agric. Research 512; Colleges 760.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-59; Summer 61-81; Fall 45-64; Winter 22-37. First killing frost, Oct. 15; last killing frost, Apr. 2.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Liberty St. and 7 blocks on Market St.
Neighborhood Shopping Centers-U.S. 30 East.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
College Hills(15)	NA	Sears, Woolworth
Portage Sq.(5)	NA	K mart, Radio Shack

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri., Food: Mon. to Sat.

13 - RETAIL OUTLETS: **Department Stores**-H. Freedlander; Wm. Annat; Sears; Buehler's.
Variety Stores-Newberry; Woolworth; Retzler.
Discount Stores-Heck's; Nichols; K mart; Qual. Farm & Fleet; Big Wheel.
Chain Drug Stores-Revco; Drug Mart; Rite Aid.
Chain Supermarkets-Buehler 2; Hawkin's; Smith's; Convenient Food; Stop-N-Go; Youngs 2; IGA 2; Dairy Mart.
Other Chain Stores-Moore's; Yum Yum Tree; Servex; Radio Shack; S. Kline; Sherwin-Williams; Goodrich; Hammonds; Singer; Carter Lumber; Wayne Auto Parts; Odd Lots.

14 - NEWSPAPERS: RECORD (e) 25,534, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Bob Anderson, Adv. Dir., RECORD, 210-212 E. Liberty St., Wooster, OH 44691; Tel. (216) 264-1125.
National Representative: Branham/Newspapr Sales.

XENIA

1 - LOCATION: Greene County (In Dayton-Springfield MSA). E&P Map B-3. County Seat. 15 mi. from Dayton; 52 mi. from Columbus; 51 mi. from Cincinnati. Light manufacturing; agricultural center. On U.S. Hwys. 35, 42, 68, triangulated by I-70, I-71 and I-75.

2 - TRANSPORTATION: **Railroads**-Main line; Junction point; Conrail; Chessie System.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Dayton & Southeastern; Daybrook Lines; Xenia Para-Transit Service.

3 - POPULATION:
Corp. City 80 Cen. 24,653; E&P 88 Est. 24,816
CZ-ABC: (80) 31,971
RTZ-ABC: (80) 64,983
County 80 Cen. 129,850; E&P 88 Est. 132,147
MSA 80 Cen. 942,725; E&P 88 Est. 932,352
City & RTZ-ABC: (80) 96,954

4 - HOUSEHOLDS:
City 80 Cen. 8,703; E&P 88 Est. 9,081
CZ-ABC: (80) 10,523
RTZ-ABC: (80) 20,463
County 80 Cen. 43,078; E&P 88 Est. 45,697
MSA 80 Cen. 340,279; E&P 88 Est. 352,969
City & RTZ-ABC: (80) 30,986

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$73,403,000
Savings & Loan	2	$144,814,430

6 - PASSENGER AUTOS: County 90,208.

7 - ELECTRIC METERS: County 34,566.

8 - GAS METERS: County 20,854.

9 - PRINCIPAL INDUSTRIES: 53,779 total county labor force.
Principal Industrial Pay Days-Fri., Wed.

10 - CLIMATE: Av. Temp. 50. Max.: 94; Min.: -6. Annual rainfall 35.87 in.; Av. snowfall 50 snows/yr. Total precipitation 25.63 in.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Detroit St.; 4 on Main St.; 1 on Green St.; (West Side) 10 units; Allison & Dayton Aves., (West Side) 15 units; Zayre Plaza (South) 6 units; Bellbrook & Charles Sts. (West) 8 units; Kinsey & Old Springfield Pike (North) 5 units; West 2nd St. & Ottawa (West) 5 units; S. Bellbrook & 35 Bypass (West) 7 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ledbetter Rd.(6)	NA	Fulmers, Revco, Zayre
Xenia Plz.(12)	NA	Sears, Revco
Xenia Town Sq.(40)	NA	Fashion Bug, Rite Aid, K mart, Radio Shack
Ames Plz.(2)	NA	Ames, Kroger

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Fri.; Food-Nightly.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Foster Haines.
Discount Stores-K mart; Zayre; Ames.
Variety Stores-Family Dollar; Dollar General.
Chain Drug Stores-Revco; Rite Aid; Hooks.
Chain Supermarkets-Super Valu 3; IGA 2; Stop N' Go 3; Fulmer's; Kroger.
Other Chain Stores-Goodyear; Radio Shack; Quality Farm & Fleet; Wickes Lumber.

14 - NEWSPAPERS: GAZETTE (e) 10,405, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Edward Wooley, Adv. Mgr., GAZETTE, 37 S. Detroit St.; PO Box 400, Xenia, OH 45385; Tel. (513) 372-4444.
National Representative: Thomson Newspapers.

YOUNGSTOWN

1 - LOCATION: Mahoning County, (with part extending into Trumbull County). (In Youngstown-Warren MSA). E&P Map C-2. County Seat. Industrial Center. On Mahoning River about 35 mi. from its junction with Ohio River; 70 mi. SE of Cleveland, approximately halfway between Cleveland and Pittsburgh. On Ohio Tpke.; I-80 & 80S; U.S. Hwys. 422, 62, 224; State Hwys. 11, 18, 164, 170, 616.

2 - TRANSPORTATION: **Railroads**-Erie Lackawanna; B&O; Conrail; P&LE; Lake Erie; Eastern.
Motor Freight Carriers-72.
Intercity Bus Lines-Western Reserve Transit Authority serves city and surrounding areas; Ohio Greyhound; Pennsylvania Greyhound; Continental Trailways; Edwards Lakes-to-Sears; Bessemer Hillsville.
Airlines-United; Allegheny Commuter; Beaver Aviation (BAS); Piedmont; Republic Express.

3 - POPULATION:
Corp. City 80 Cen. 115,436; E&P 88 Est. 96,742
CZ-ABC: (80) 229,123
RTZ-ABC: (80) 268,514
Counties/MSA 80 Cen. 530,562; E&P 88 Est. 516,667
  Mahoning Co. 80 Cen. 289,110; E&P 88 Est. 279,427
  Trumbull Co. 80 Cen. 241,452; E&P 88 Est. 237,240
City & RTZ-ABC: (80) 497,637
Demographic Information (Limited) available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 41,990; E&P 88 Est. 36,987
CZ-ABC: (80) 83,006
RTZ-ABC: (80) 92,997
Counties/MSA 80 Cen. 186,711; E&P 88 Est. 191,572
  Mahoning Co. 80 Cen. 102,560; E&P 88 Est. 104,232
  Trumbull Co. 80 Cen. 84,151; E&P 88 Est. 87,340
City & RTZ-ABC: (80) 177,489

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$2,411,507,000
Savings & Loan	3	$1,248,371,000

6 - PASSENGER AUTOS: Counties: Mahoning 177,489; Trumbull 156,925.

7 - ELECTRIC METERS: Residence 143,572.

8 - GAS METERS: Residence 137,113.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total All Industries 96,092 ($316); Constr. 2,433 ($367); Mfg. 15,734 ($413); Trans. & Util. 3,735 ($446); Whol. & Ret. 27,471 ($227); Fin., Ins., R.E. 5,289 ($309).
Principal Industrial Pay Days-Staggered.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-88; Summer 44-92; Fall 14-81; Winter 0-80; First killing frost, Oct. 15; last killing frost, Apr. 23. Annual Precipitation 44.50.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Area**-Southern Park Mall; Greater Boardman Plz.; Belmont Ave. Rte. 193; Austintown Plz., Rt. 18.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Boardman Plaza(52)	6	Hill's, Sparkle, Jewel Mart, Children's Palace, Carlisle's
Mahoning	5	Family Dollar, Gray's
Plaza(17)	3	Dollar Bargain; JCPenney
McGuffey Mall(30)	3	D&K, Sparkle
Lincoln Knolls Plaza(30)	4	Hill's, Stambaugh's, Apple
Liberty Plaza(42)	4	Big Lots, Hill, Stambaugh's, Jewel Mart
Austintown Plaza(35)	6	Dollar Bargain, Hill's, Stambaugh's
Canfield Colonial(17)	8	Sparkle, Thrift Drug
Struthers 5th Street(16)	7	Sparkle, Valu-King
Village Square	10	Maxwell's, Valu-King
Southern Park Mall(106)	6	Sears, Kaufmann's, Horne's, JCPenney
Eastwood Mall(135)	12	Sears, Kaufmann's, JCPenney, Carlisles
Belmont Plaza(8)	2	Patient Care
Cornersburg Plaza(8)	5	Valu-King, Rite Aid
Valley View Plz.	11	Valley View Dept. Store
Kirkmere Plaza(12)	4	
Markinola(5)	3	Rite Aid
Marwood(8)	3	Yum Yum Tree
Market St. Plz.	6	Sassy Slacks, B&J Sales
Union Square Plaza(24)	3	Radio Shack, Sparkle
Wedgewood Plaza(15)	5	Sparkle, Gray Drug, Bargain Port

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Food. Shopping Plazas and Malls every evening. Some Food Stores open 24 hours.

13 - RETAIL OUTLETS: **Department Stores**-Kaufmann's 2; Horne's; JCPenney 2; Sears.
Discount Stores-Hill's 5; Bargain Port 3; K mart 3; Valley View, Murphy's Mart 2.
Variety Stores-Woolworth; McCrory; Ben Franklin 2.
Chain Drug Stores-Rite Aid 21; Thrift; Revco 7; Allen's 6; Lester's; Pharmor 3.
Chain Supermarkets-Lawsons 10; Giant Eagle 4; Valu-King 20; United Family 14; Foodland 5; Golden Dawn 5; C. Anzivino's 2; Mahoning Sparkle Mkts. 18; Tic-Toc; Sami Quick Stop 10; Lil Shoppers 10; Fast Check Food Mart 9; Super Duper 6 Mavar's 2.
Other Chain Stores-Thom McAn; Color Tile; Firestone 3; Goodyear 4; Pic-Way Shoes; Kinney; Shoe Mkt. 2; Baker's; Regal Shoes; Nobil 4; Hanover; El Bee; Lerner's; Abraham's; Country Casuals; Children's Palace; Catherine's Stout; Fashion Barn; Tops and Bottoms; Bimbaums; Marwen's; Harry's Big & Tall Shop; Richmans; Sherwin-Williams; Glidden Paints 3; Earl Scheib; Aamco Transmission; Singer Co.; Fabric Fair; King's (jewelry) 3; JoAnn Fabrics; The Appliance Store 2; Bressler Ice Cream; Brooks Fashions; Cowell and Hubbard; Pet Bazaar; Flagg Bros. Shoes; Foxmoor Casuals; Fredericks; Hickory Farms; Joan Bari Bags; Mode O'Day; Ormonds; Parklane Hosiery; Petris; Stambaugh's 8; T.J. Maxx; Spencer Gifts; Waldenbooks; B. Dalton Bookseller; Zale's; Minnesota Fabrics 2; Garment Center; Radio Shack; Homemaker Shops; Mazco Auto; Color Your World; Tempo Fashions; World Wide Auto Stores; Busy Beaver Ctr.; Carter Lumber 4; Toys "R" Us; Kids "R" Us; Home Centers; TCBY 3; Kings Jewelry 4; LeRoy's Jewelry 2.

14 - NEWSPAPERS: VINDICATOR (e) 90,397; (S) 139,676; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Charles Metzger, Gen. Adv. Mgr., VINDICATOR, PO Box 780; Vindicator Sq., Youngstown, OH 44501; Tel. (216) 747-1471.
National Representative: Sawyer-Ferguson-Walker Co.

ZANESVILLE

1 - LOCATION: Muskingum County, E&P Map C-3. County Seat. Industrial, mining and agricultural area. Junction of Muskingum and Licking Rivers. 52 mi. E of Columbus; 75 mi. W of Wheeling; 125 mi. SW of Pittsburgh; 84 mi. SW of Canton; 725 ft. above sea level. On U.S. Hwys. 40, 22, I-70.

2 - TRANSPORTATION: **Railroads**-N&W; Chessie; Conrail.
Motor Freight Carriers-16.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 28,655; E&P 88 Est. 28,282
CZ-ABC: (80) 37,808
RTZ-ABC: (80) 76,108
County 80 Cen. 83,403, E&P 88 Est. 85,796
City & RTZ-ABC: (80) 113,916

4 - HOUSEHOLDS:
City 80 Cen. 11,211; E&P 88 Est. 11,574
CZ-ABC: (80) 14,478
RTZ-ABC: (80) 25,391
County 80 Cen. 29,442; E&P 88 Est. 31,203
City & RTZ-ABC: (80) 39,869

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$262,000,000
Savings & Loan	3	$254,000,000

6 - PASSENGER AUTOS: County 49,759.

7 - ELECTRIC METERS: Residence 29,218.

8 - GAS METERS: Residence [illegible]7,950.

9 - PRINCIPAL INDUSTRIES: Industry, (Av. Wkly. Wage)-Mfg. ($226); Trans. & Util. ($290); Constr. ($262).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-74; Summer 62-95; Fall 14-71; Winter 5-50. First killing frost, Oct. 8-20; last killing frost, May 1-15.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main St.; 2 on 3rd St.; 3 on 4th St.; 5 on 5th St.; 3 on 6th St.; 2 on 7th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colony Square Mall(84)	5	JCPenney, Gray's, Sears, Horne's, Elder Beerman
Country Fair(25)	4	Kroger, Woolworth, Odd Lots
Sunrise Center	2	Heck's, IGA
Zane Trail(18)	3	Big Bear, Hart's

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Downtown Mon., Fri.; Mall Mon.-Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Nader & Sons; Sears; Elder Beerman; Hornes Of Wheeling.
Discount Stores-Bargain City; Dollar Saver; K mart; Heck's; Odd Lots.
Variety Stores-Woolworth; Hart's.
Chain Drug Stores-Revco 2; Thrift; SupeRx; Hart's; Gray; Nelson; Fox.
Chain Supermarkets-Kroger; Big Bear 3; Apple; Moneysworth.
Other Chain Stores-Moore's; Sherwin-Williams; Stambaugh's; Pittsburgh Plate Glass; Singer Co.; Pic-Way; Robert's Men Store; Radio Shack; Sun TV & Appliances; Kinney Shoes.

14 - NEWSPAPERS: TIMES RECORDER (m) 22,827; (S) 20,597; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Bill Overholtzer, Adv. Mgr., TIMES RECORDER, 34 S. Fourth St., Zanesville, OH 43701; Tel. (614) 452-4561.
National Representative: Thomson Newspapers.

OKLAHOMA SURVEYS

METROPOLITAN STATISTICAL AREAS

Enid-Garfield County.
Fort Smith, AR-OK-Crawford and Sebastian Counties, AR; Sequoyah County, OK.
Lawton-Comanche County.
Oklahoma City-Canadian, Cleveland, Logan, McClain, Oklahoma and Pottawatomie Counties.
Tulsa-Creek, Osage, Tulsa, Rogers and Wagoner Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1989
Under 5 Years	197	233	292
5-14 Years	492	465	494
15-24 Years	449	568	522
25-44 Years	586	813	1,077
45-64 Years	537	583	594
65 and Over	299	376	364
TOTAL	2,560	3,038	3,344

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1989 Est.
Bldg. Mat./Hdwr	542	920	1,528
General Mdse	1,093	1,800	2,390
Food	2,096	3,684	4,731
Automobiles	2,884	3,649	6,218
Gasoline Stations	655	1,110	977
Apparel	549	938	1,187
Furniture	423	693	1,112
Eat-Drink Places	715	1,394	1,856
Drugs	211	337	441
TOTAL SALES	9,228	16,071	21,159

ADA

1 - LOCATION: Pontotoc County. E&P Map E-3. County Seat. Industrial, educational, medical, and residential center of ranching and oil & gas production region. SE quarter of state. On State Hwys. 1, 3, 19, 99. 81 mi. SE of Oklahoma City.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-6.
Intercity Bus Lines-Oklahoma Trans.

3 - POPULATION:
Corp. City 80 Cen. 15,902; E&P 88 Est. 18,389
CZ-ABC: (80) 15,902
RTZ-ABC: (80) 36,223
County 80 Cen. 32,715; E&P 88 Est. 33,501
City & RTZ-ABC: (80) 52,125
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,440; E&P 88 Est. 7,653
CZ-ABC: (80) 6,440
RTZ-ABC: (80) 13,037
County 80 Cen. 12,268; E&P 88 Est. 12,564
City & RTZ-ABC: (80) 19,477

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	3	$90,000,000
Commercial	3	$209,300,000

6 - PASSENGER AUTOS: County 23,736

7 - ELECTRIC METERS: Residence 6,100

8 - GAS METERS: Residence 6,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass containers 440 ($265); Cement 165 ($320); Concrete prods. N.A. ($150); Meat packing 110 ($165); Brick 35 ($150); Garments 175 ($165); Feeds 100 ($200); Plastic cups 450 ($165); Plastic and rubber prods. 350 ($225); Mfg. and service of oilfield drilling tools 100 ($275); Trap & skeet targets 50 ($175); Overhead door mfg. 100 ($225).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-92; Summer 68-96; Fall 30-80; Winter 30-60. First killing frost, Nov. 14; last killing frost, Apr. 18.

11 - TAP WATER: Alkaline, very hard, fluoridated.

12 - RETAILING: **Principal Shopping Area**-8 blocks on Main St. and Broadway.
Neighborhood Shopping Centers-College, E. Main; 500 E. Main to Miss. Ave.; 400-700 S. Miss. Ave.; Arlington; 800 Arlington Blvd., 15 units; 600 N. B'dwy.; North Hills Center; Lonnie Abbot & Industrial Blvd.
Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Dillon's; Katz; C.R. Anthony; Bealls; Cato.
Variety Stores-McCrory's.
Discount Stores-Wal-Mart; Wall's; Dollar General; K mart; Family Dollar.
Chain Drug Stores-Revco.
Chain Supermarkets-Safeway; IGA.
Other Chain Stores-Otasco; Goodyear; Singer Co.; Sears (catalog); Sherwin-Williams.

14 - NEWSPAPERS: NEWS (e-mon to fri) 9,455; (S) 9,888; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Ronald A. Vodenichar, Pub., NEWS, P.O. Box 489, Ada, OK 74820; Tel. (405) 332-4433.
National Representatives: Thomson Newspapers; Papert Companies.

ALTUS

1 - LOCATION: Jackson County, E&P Map C-3, County Seat. Situated on U.S. Hwys. 62, 283; 155 mi. SW of Oklahoma City.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Frisco; Hollis & Eastern.
Motor Freight Carriers-5.
Intercity Bus Lines-Midcontinent.

3 - POPULATION:
Corp. City 80 Cen. 23,101; E&P 88 Est. 22,181
County 80 Cen. 30,146; E&P 88 Est. 30,858

4 - HOUSEHOLDS:
City 80 Cen. 7,918; E&P 88 Est. 7,805
County 80 Cen. 10,543; E&P 88 Est. 11,033

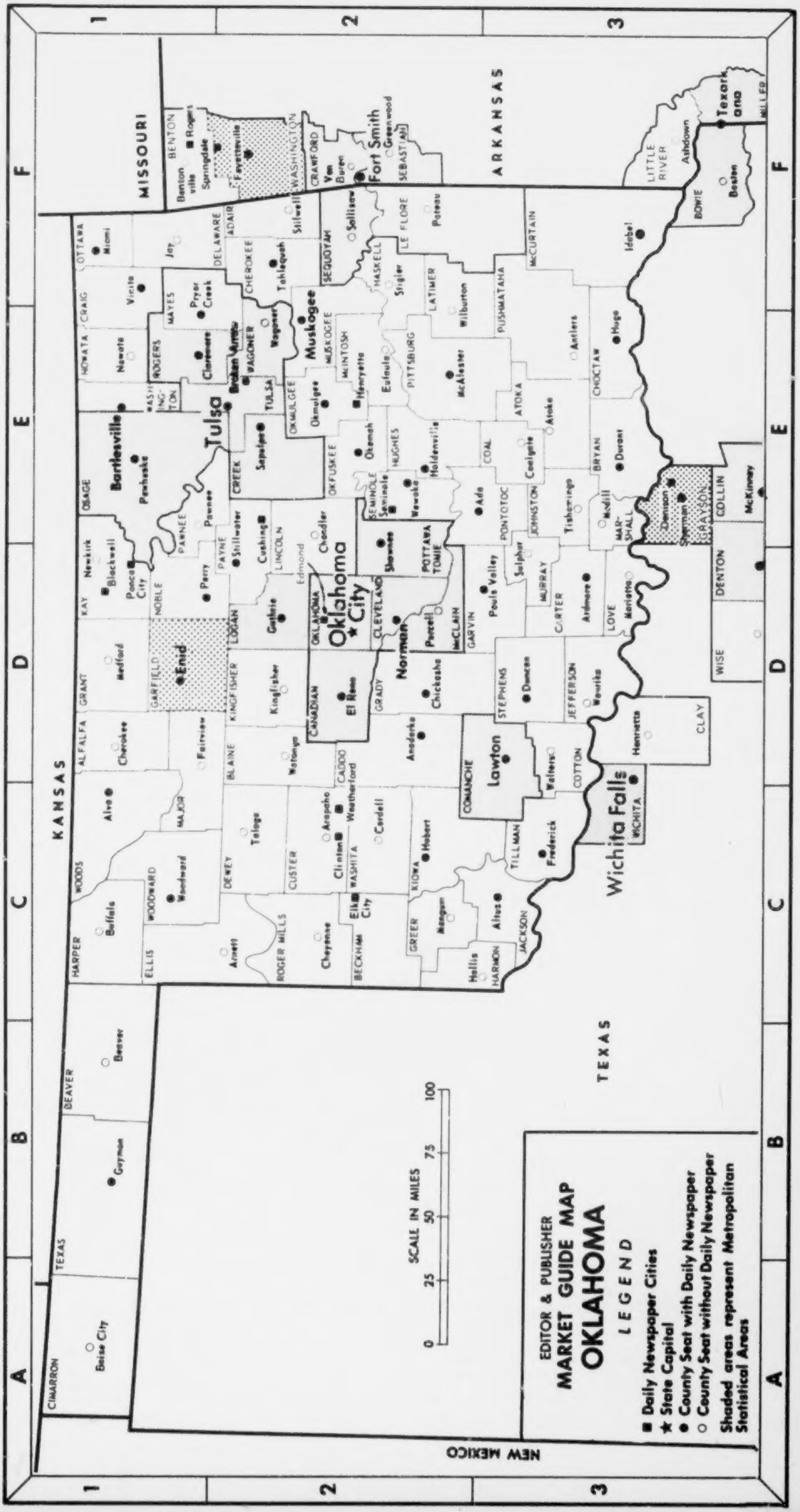
5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$204,023,000
Savings & Loan	3	$101,660,000

6 - PASSENGER AUTOS: County 17,193

7 - ELECTRIC METERS: Residence 10,498

8 - GAS METERS: Residence 7,695

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chem. Fertilizer N.A. ($170); Feed Mfg. 30 ($150); Cotton Seed Proc. 40 ($140); Asphalt Mixing 43 ($175); Cotton Com-


EDITOR & PUBLISHER
MARKET GUIDE MAP
OKLAHOMA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
25
50
75
100
KANSAS
MISSOURI
ARKANSAS
TEXAS
NEW MEXICO
Oklahoma City
Tulsa
Lawton
Enid
Norman
Muskogee
Bartlesville
Wichita Falls
Fort Smith
Texarkana
1
2
3
A
B
C
D
E
F

press 48 (N.A.); Altus AFB 4,183 ($281); Univ. Educ. 650 ($304); Ladies Garments 90 ($137).

10 - CLIMATE: First killing frost, Nov. 7; last killing frost, Mar. 28.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Altus Plaza(24)	NA	JCPenney, Safeway, Zale's, Otasco
Bunker Hill(12)	NA	Anthony, Winn's, Furr's

Shopping Days-Mon., Fri., Sat.
Stores Open Sundays-Supermarkets, Winn's; Surplus City; K mart; Wal-Mart; Braum's; JCPenney.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony; JCPenney.
Discount Stores-Altus Surplus City; K mart; Base Exchange; Wal-Mart; Osborne's.
Variety Stores-Winn's 2; Dollar General; Wal-Mart.
Chain Drug Stores-Bunker Hill; United Discount; Revco.
Chain Supermarkets-United 2; Safeway.
Other Chain Stores-Sherman's Shoes; Otasco; S&H Green Stamps; Goodyear; Firestone; Furr's; Sherwin-Williams; 7-Eleven; Radio Shack; Love's Country Stores.

14 - NEWSPAPERS: TIMES (e-mon to fri) 6,237; (S) 7,329; sworn Mar. 31, 1988.
Local Contact for Advertising and Merchandising Data: Jesse Turner, Adv. Mgr., TIMES, 218 W. Commerce St., Altus, OK 73521; Tel. (405) 482-1221.
National Representative: Papert Companies.

ALVA

1 - LOCATION: Woods County, E&P Map C-1, County Seat. Wheat shipping, cattle raising and feeding (beef), oil and gas production. University Education. 160 mi. from Oklahoma City; 120 mi. from Wichita, KS; On U.S. Hwys. 64, 281.

2 - TRANSPORTATION: **Railroads**-AT&SF (Santa Fe); CRI & PRR (Rock Island).
Motor Freight Carriers-4.
Intercity Bus Lines-Mid-Continent.

3 - POPULATION:
Corp. City 80 Cen. 6,416; E&P 88 Est. 5,670
County 80 Cen. 10,972; E&P 88 Est. 10,261

4 - HOUSEHOLDS:
City 80 Cen. 2,584; E&P 88 Est. 2,307
County 80 Cen. 4,425; E&P 88 Est. 4,560

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$100,000,000

6 - PASSENGER AUTOS: County 7,544

7 - ELECTRIC METERS: Residence 2,808

8 - GAS METERS: Residence 2,491

9 - PRINCIPAL INDUSTRIES: Industry-Agric.; Meat Packing; Tractors; Radio Airplane Repair & Rebuilding; Educ.; Farm Implement Mfg.
Principal Pay Days-Sat.; 1st & 15th; 5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-78; Summer 62-112; Fall 39-72; Winter 15-70. First killing frost, Oct. 30; last killing frost, Apr. 18.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Neighborhood Shopping Centers**-12 blocks at College & Okla. Blvd.
Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-Anthony's; E.W. Tanner; Montgomery Ward; Sears.
Variety Stores-Wal-Mart.
Discount Stores-Dollar General.
Chain Drug Stores-Rexall; Holder-Southern; Ideal Pharmacy; Safeway Pharmacy.
Chain Supermarkets-Safeway; Ideal.

14 - NEWSPAPERS: REVIEW-COURIER (m-tues to fri) 1,704; (S) 1,704; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Jim Wallace, Pub., REVIEW-COURIER, 620 Choctaw; PO Box 668, Alva, OK 73717; Tel. (405) 327-2200.
National Representative: Papert Companies.

ANADARKO

1 - LOCATION: Caddo County, E&P Map D-2, County Seat. 60 mi. Southwest of Oklahoma City. On U.S. Hwys. 62, 281; State Hwys. 8, 9.

2 - TRANSPORTATION: **Railroads**-Rock Island.
Motor Freight Carriers-3.
Intercity Bus Line-Oklahoma Trans. Co.

3 - POPULATION:
Corp. City 80 Cen. 6,378; E&P 88 Est. 7,731
County 80 Cen. 30,711; E&P 88 Est. 33,980

4 - HOUSEHOLDS:
City 80 Cen. 2,355; E&P 88 Est. 2,873
County 80 Cen. 11,069; E&P 88 Est. 12,555

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$115,427,000
Savings & Loan	2	$61,389,000

6 - PASSENGER AUTOS: County 21,839

7 - ELECTRIC METERS: 3,000

8 - GAS METERS: 2,836

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Carpet Mfg. 471; Elect. Generation 265; Peanut Shelling 50; Bureau of Indian Affairs 313; City employees 113. (Gross payroll yearly $25.8 million.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-85; Summer 69-105; Fall 50-80; Winter 25-65.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Shopping Centers**-Southern Plains Plaza (1 mi. from center of town east); Petree Plaza (2 mi. southwest of center of town).
Principal Shopping Days-Fri., Sat.; Food-Wed.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony; Famous; George's; The Green Apple.
Discount Stores-Wal-Mart; Dollar General.
Chain Supermarkets-Safeway; Warehouse Discount Foods; Dunn's Food Center.
Other Chain Stores-Otasco; Derby Wag-A-Bag; Sears (catalog); Radio Shack; True Value; Western Auto.
Other Stores-Jay's Jewelry; Allen Western Wear; Grady's Shoes; Graham's Jewelry; Calico Patch Fabrics; Yu-Neek Gifts; Jarvis Furn.; Hallmark.

14 - NEWSPAPERS: NEWS (e-mon to fri; wknd) 5,976; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Vic Bryan, Jr., Adv. Mgr., NEWS, 117-119 E. Bdwy., Anadarko, OK 73005; Tel. (405) 247-3331.
National Representatives: Papert Companies; Oklahoma Press Service.

ARDMORE

1 - LOCATION: Carter County, E&P Map D-3, County Seat. In Southern part of state, 33 mi. from TX border; 95 mi. S of Oklahoma City; 100 mi. N of Dallas & Ft. Worth, TX. On U.S. Hwys. 70, 77, I-35; State Hwys. 53, 76, 18, 22.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Burlington Northern.
Motor Freight Carriers-13.
Intercity Bus Lines-America; Okla. Trans.; Trailways; S.W. Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 23,689; E&P 88 Est. 26,433
CZ-ABC: (80) 23,689
RTZ-ABC: (80) 55,880
County 80 Cen. 43,632; E&P 88 Est. 46,402
City & RTZ-ABC: (80) 79,569

4 - HOUSEHOLDS:
City 80 Cen. 9,261; E&P 88 Est. 10,645
CZ-ABC: (80) 9,261
RTZ-ABC: (80) 20,615
County 80 Cen. 16,096; E&P 88 Est. 17,640
City & RTZ-ABC: (80) 29,876

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$417,100,000
Savings & Loan	3	$96,100,000

6 - PASSENGER AUTOS: County 29,998

7 - ELECTRIC METERS: Residence 13,286

8 - GAS METERS: Residence 9,051

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil Refining 375; Oil Exploration 1,700; Tires 2,500; Electronic Equip.; Dairy; Concrete; Sportswear; Millwork; Roofing.
Principal Industrial Pay Days-Mon., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-65; Summer 85-100; Fall 60-65; Winter 15-45.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Main St.; 4 on Broadway; 3 on 1st Ave.; 4 on N. Wash.; 5 on Grand Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ardmore Mall(9)	NA	Midwest Showcase, Mont. Ward
Broadlawn(10)	NA	Red & White
Mid-Way(13)	NA	T&M Phmcy., Larrys
Tiffany Plaza(6)	NA	Anthony's, Bestyet Food, TG&Y
Mountain View Mall(24)	NA	K mart, Beall's, JCPenney, United

Principal Shopping Days-Tues., Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon.; Food-Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Daube's; JCPenney; Montgomery Ward; C.R. Anthony; Beall's.
Variety Stores-TG&Y.
Discount Stores-Wal-Mart; K mart; TG&Y; United.
Chain Drug Stores-Rexall; I.D.L.; Reavis; Family Drugs; Revco.
Chain Supermarkets-Foodway; Safeway; Dicus; IGA; Draper's; Red & White; Bestyet; Winn-Dixie 2.
Other Chain Stores-White's Auto; The Automotive; Goodyear; Firestone; Babcock.

14 - NEWSPAPERS: ARDMOREITE (e-mon to fri) 12,907; (S) 15,273; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Barbara Winkler, Adv. Dir., ARDMOREITE, 117 W. Broadway; PO Box 1328, Ardmore, OK 73401; Tel. (405) 223-2200.
National Representative: Landon Associates.

BARTLESVILLE

1 - LOCATION: Washington County, E&P Map E-1, County Seat. Ctr. of large cattle-raising, oil & gas production district. On U.S. Hwys. 75, 60; State Hwy. 123; 49 mi. N of Tulsa, OK; 306 mi. NE of Dallas, TX; 199 mi. S of Kansas City, MO.

2 - TRANSPORTATION: **Railroads**-Atchison, Topeka & Santa Fe; Mo., Kans. & Tex.
Intercity Bus Lines-K.G. Lines, Inc.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 34,568; E&P 88 Est. 34,766
CZ-ABC: (80) 41,993
RTZ-ABC: (80) 26,560
County 80 Cen. 48,681; E&P 88 Est. 51,712
City & RTZ-ABC: (80) 68,553

4 - HOUSEHOLDS:
City 80 Cen. 13,761; E&P 88 Est. 14,369
CZ-ABC: (80) 16,527
RTZ-ABC: (80) 10,264
County 80 Cen. 20,742; E&P 88 Est. 20,421
City & RTZ-ABC: (80) 26,791

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$388,760,102
Savings & Loan	3	$236,990,720

6 - PASSENGER AUTOS: County 29,074

7 - ELECTRIC METERS: Residence 14,639

8 - GAS METERS: 14,788

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil co. employees (clerical, engineering, research, plastics) 7,404; Ret. selling 6,060; Oil field supply and mfg. 1,627; Zinc smelting 394; Payroll est. $1,422,380.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Seasonal Averages-Spring 57; Summer 72; Fall 59; Winter 47.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers** Downtown-3 blocks on Dewey Ave; 3 on Osage; 3 on Johnstone; 5 on Frank Phillips Blvd.; 85 ret. stores including Martin's, Otasco, Piper Furniture, Brown's Shoe Fit.
Neighborhood Shopping Centers-Limestone Complex; East Bartlesville Complex (22 stores)

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastland(38)	NA	Mont. Ward
The Quarters(15)	NA	Specialty Shops
Pennington Hills Plz.	NA	IGA, Otasco, Mays Drug
Washington Park Mall(68)	NA	Dillards, Sears, JCPenney

Principal Shopping Days-Mon., Sat.
Stores Open Sundays-9 Food; 6 Drug. Shpg. Ctrs. open Thur. evenings & Sundays.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony; Martin's; Montgomery Ward; JCPenney; Sears; Peters; Vandevers; Dillards.
Discount Stores-Wal-Mart; K mart.
Chain Drug Stores-Rexall 2; Mays.
Chain Supermarkets-Bestyet; IGA; Safeway 2; Landers 3; Thrift-T-Wise AG 3; United.
Other Chain Stores-Otasco; Firestone; Mode O'Day; Herrin's; Edward's; Goodyear; Payless Shoes; S&H Green Stamps; Radio Shack; Sherwin-Williams; Zale's Jewelry; Brown's Shoe Fit; Singer Co.

14 - NEWSPAPERS: EXAMINER-ENTERPRISE (e-mon to fri) 12,469; (m-sat) 11,864; (S) 14,546; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Kathy Wall, Adv. Dir., EXAMINER-ENTERPRISE, PO Box 1278, Bartlesville, OK 74005; Tel. (918) 336-1600.
National Representative: Papert Companies.

BLACKWELL

1 - LOCATION: Kay County, E&P Map D-1. Residential center on Chickasha River in fine agricultural area. On I-35 70 mi. S of Wichita, KS; 100 mi. N of Oklahoma City; 110 mi. NW of Tulsa; 20 mi. W of Kaw Lake on SH-11.

2 - TRANSPORTATION: **Railroads**-Santa Fe.
Motor Freight Carriers-11.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 8,400; E&P 88 Est. 8,653
County 80 Cen. 49,829; E&P 88 Est. 52,942
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,344; E&P 88 Est. 3,636
County 80 Cen. 19,431; E&P 88 Est. 21,064

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 38,885

7 - ELECTRIC METERS: Residence 3,360

8 - GAS METERS: Residence 3,516

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees-Foundry 230; Gas 38; Foods 38; Oil 125; Corset 165.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-90; Summer 60-115; Fall 37-90; Winter-2-78.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Days**-Thur., Fri., Sat.
Stores Open Evenings-Graves Drug; Rexall; Safeway; United; Wal-Mart; Anthony's; 7-Eleven.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony's; Peter's.
Chain Drug Stores-Rexall; Graves.
Chain Supermarkets-Safeway; United of Oklahoma.
Other Chain Stores-Wal-Mart; Otasco.

14 - NEWSPAPERS: JOURNAL-TRIBUNE (e-mon to fri) 3,563; (S) 3,563; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Dayle E. McGaha, Gen. Mgr., JOURNAL-TRIBUNE, PO Box 760, Blackwell, OK 74631; Tel. (405) 363-3370.
National Representative: Papert Companies.

BROKEN ARROW

1 - LOCATION: Tulsa County (In Tulsa MSA), E&P Map E-2, County Seat. 18 mi. SE of Tulsa, NE portion of state; on I-44; U.S. Hwys. 66, 69; State Hwy. 51.

2 - TRANSPORTATION: **Railroads**-Missouri; Kansas; Texas.
Motor Freight Carriers-2.
Intercity Bus Lines-Trailways.
Airlines-Major airlines at Tulsa.

3 - POPULATION:
Corp. City 80 Cen. 35,761; E&P 88 Est. 55,102
County 80 Cen. 474,521; E&P 88 Est. 504,833
MSA 80 Cen. 663,105 E&P 88 Est. 727,650

4 - HOUSEHOLDS:
City 80 Cen. 11,618; E&P 88 Est. 18,935
County 80 Cen. 181,620; E&P 88 Est. 199,478
MSA 80 Cen. 246,380; E&P 88 Est. 275,546

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$128,170,482
Commercial	5	$245,583,228

6 - PASSENGER AUTOS: County 371,574

7 - ELECTRIC METERS: Residence 18,000

8 - GAS METERS: Residence 16,000

9 - PRINCIPAL INDUSTRIES: Type of Industry-Oil Field Prods.; Feedmill; Manufactures-Heat exchangers; Plastic molding die castings; Stamping; Speed reducers; Gas fittings; Boat parts; Electronic structure; Atmosphere coolers; Medical Supplies; Thermoweld prods.; Cultured marble. Agric.-Pecans; Grain; Dairy Cattle; Quarterhorses; Apparel.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-90; Summer 70-100; Fall 20-90; Winter 10-80. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: Non-alkaline; medium.

12 - RETAILING: **Neighborhood Shopping Centers**-Alps; Arrow Vlg.; Arrowhead; Aspen Sq.; Boardwalk; Downtown; Broken Arrow Plz.; Broken Arrow Town Ctr.; Central Park; County Line; Elmwood Place; Indian Springs; Laurenwood Sq.; Lynn Lane; Mapleleaf; Market Sq.; Meadow Heights; North Main Plz.; Oakcrest; Oakwood; Washington Sq.; Quail Run; Sequoyah; South Main Plz.; Vlg. at Aspen Creek; Turtle Creek; Vandever Acres; Vandever East; Outlet Malls of America; Mayfair Shoppes; Wal-Mart.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Oakcrest(15)	3	Bud's Thrif-T-Wise
Sequoyah Ctr.	2	Hancock Fabrics, Ben Franklin, IGA
Towne Ctr.	3	Bealls, Skaggs
Woodland Hills	5	Sears, Dillard, JCPenney

Principal Shopping Days-Wed., Fri. & Sat.
Stores Open Evenings-Wal-Mart; K mart.

13 - RETAIL OUTLETS: **Department Stores**-Anthony's; Bealls.
Discount Stores-K mart; Wal-Mart 2.
Variety Stores-Ben Franklin 2.
Chain Drug Stores-Ross; May's.
Chain Supermarkets-Safeway 2; Warehouse Market; IGA; Skaggs; Bud's Thrif-T-Wise; B.A. Discount; Aspen Discount.
Other Chain Stores-Goodyear; Otasco; Handy Dan.

14 - NEWSPAPERS: LEDGER (e) 5,257; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Mary Parker, Adv. Dir., LEDGER, 524 S. Main St., Broken Arrow, OK 74012; Tel. (918) 258-6688.
National Representative: Landon Associates.

CHICKASHA

1 - LOCATION: Grady County, E&P Map D-2, County Seat. On Washita River (tributary of Red River), 40 mi. SW of Okla. City. On U.S. Hwys. 81, 62; State Hwys. 277, 9, 19, 39, 92; I-44.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; DKT-MKT.
Motor Freight Carriers-5.
Intercity Bus Lines-Oklahoma Trans.; Mid-Continent; Denco.

3 - POPULATION:
Corp. City 80 Cen. 15,828; E&P 88 Est. 18,394
County 80 Cen. 39,716; E&P 88 Est. 45,608

4 - HOUSEHOLDS:
City 80 Cen. 6,229; E&P 88 Est. 7,511
County 80 Cen. 14,302; E&P 88 Est. 16,490

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$244,000,000
Savings & Loan	4	$1,078,328,000

6 - PASSENGER AUTOS: County 24,451

7 - ELECTRIC METERS: Residence 5,905

8 - GAS METERS: Residence 4,857

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Machine Shops 94; Foods 421; Mobile Homes 800; Trailers 259; Maremont Corp. 500.

10 - CLIMATE: Min. & Max. Temp.-Spring 59-70; Summer 79-105; Fall 61-75; Winter 39-50.

11 - TAP WATER: Alkaline, very hard (lake water).

12 - RETAILING: **Principal Shopping Center**-4 blocks on Chickasha; 4 on Choctaw; 2 on Kansas; 2 on 3rd; 3 on 4th; 3 on 5th; Shpg. Ctr. at 9th & Grand; Shpg. Ctr. 4th & Grand; Shpg. Ctr. at 1000 Choctaw.
Principal Shopping Days-Dept. Stores-Thur., Sat.; Food-Fri., Sat.
Stores Open Evenings-Thur.; Supermarkets every evening.

13 - RETAIL OUTLETS: **Department Stores**-Dixie; JCPenney; Anthony; Hick's.
Discount Stores-Gibson's; Wal-Mart; TG&Y.
Chain Drug Stores-Rexall; The Medicine Shoppe; Wal-Mart; Revco.
Chain Supermarkets-Safeway; Petty's IGA.
Other Chain Stores-Zale's Jewelers; Otasco; Goodyear; Sears; S&H Green Stamps.

14 - NEWSPAPERS: EXPRESS (e-mon to fri) 5,230; (S) 6,240; sworn Mar. 31, 1988.
Local Contact for Advertising and Merchandising Data: Brenda Haney, Adv. Mgr., EXPRESS, 302 N. 3rd St., Chickasha, OK 73018; Tel. (405) 224-2600.
National Representative: Papert Companies.

CLAREMORE

1 - LOCATION: Rogers County (In Tulsa MSA). E&P Map E-1, 27 mi. from Tulsa; NE part of the state. On U.S. Hwy. 66; State Hwy. 88, Will Rogers Tpke., Will Rogers Freeway.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific; Burlington Northern.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 12,085; E&P 88 Est. 17,436
CZ-ABC: (80) 12,085
RTZ-ABC: (80) 25,027
County 80 Cen. 47,032; E&P 88 Est. 56,787
MSA 80 Cen. 663,105; E&P 88 Est. 727,650
City & RTZ-ABC: (80) 37,112

4 - HOUSEHOLDS:
City 80 Cen. 4,460; E&P 88 Est. 6,758
CZ-ABC: (80) 4,460
RTZ-ABC: (80) 8,195
County 80 Cen. 15,650; E&P 88 Est. 18,779
MSA 80 Cen. 246,380; E&P 88 Est. 275,546
City & RTZ-ABC: (80) 12,655

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$277,000,000
Savings & Loan	NA	N.A.

6 - PASSENGER AUTOS: County 39,502

7 - ELECTRIC METERS: Residence 5,101

8 - GAS METERS: Residence 4,612

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Coal Mining 95 ($400); Motor Controls 60 (N.A.); Submersible Pump 800 ($420); Glass Coating 175 (N.A.); Cylinder 100 ($320); Cable 125 (N.A.); Custom Stamping 40 ($340); Farm Equip. 18 ($346); Bearings 100 ($400); Steel 125 ($400); Oil Equip. 125 ($350).

10 - CLIMATE: Min. & Max. Temp.-Spring 24-85; Summer 63-114; Fall 40-88; Winter 20-70. First killing frost, Nov. 12; last killing frost, Mar. 10.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Will Rogers Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ne-Mar(20)	NA	Otasco, Sears, Anthony's, JCPenney's
Plaza Ctr.(4)	1	TG&Y, Coast-to-Coast
Mason Ctr.(4)	NA	
Claremont Ctr.(7)	NA	Cato

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; C.R. Anthony.
Variety Stores-TG&Y.
Discount Stores-Wal-Mart; Discount City.
Chain Drug Stores-Wal-Mart; Warehouse Mkt.
Chain Supermarkets-Safeway; Warehouse; Hobo.

14 - NEWSPAPERS: PROGRESS (e-tues to fri) 6,502; (S) 7,173; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Michael Lait, Adv. Mgr., PROGRESS, 315 W. Will Rogers, Claremore, OK 74017; Tel. (918) 341-1101.
National Representatives: Papert Companies; Oklahoma Press Service.

CLINTON

1 - LOCATION: Custer County, E&P Map C-2. Agricultural, livestock, industrial, distribution and hospital center 85 mi. W of Oklahoma City and 175 mi. E of Amarillo. Junction of U.S. Hwys. 183 and I-40.

2 - TRANSPORTATION: **Railroads**-St. Louis and San Francisco; AT&SF-Santa Fe.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,796; E&P 88 Est. 14,769
County 80 Cen. 26,106; E&P 88 Est. 34,333

4 - HOUSEHOLDS:
City 80 Cen. 3,360; E&P 88 Est. 5,931
County 80 Cen. 9,482; E&P 88 Est. 12,304

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$144,742,115
Savings & Loan	3	$121,667,918

6 - PASSENGER AUTOS: County 18,146

7 - ELECTRIC METERS: Residence 3,612

8 - GAS METERS: Residence 3,510

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric. Proc. 693 ($300); Precision Instr. 68 ($295); Mach. Shops 210 ($265); Brick & Tile 233 ($288); Soft Goods 1,001 ($265); Food Proc. 620 ($275); Oil Field Supply 402 ($528); Other 830 ($315).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 72-100; Fall 50-90; Winter 10-65.

11 - TAP WATER: Less than 300 parts per million dissolved solids.

12 - RETAILING: **Neighborhood Shopping Centers**-J.C. Lane; Darko Square West; K mart; Wal-Mart (Weatherford).
Principal Shopping Days-Mon., Thur., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Simon's; C.R. Anthony; Guthrie's; Sears.
Discount Stores-K mart; Wal-Mart (Weatherford).
Chain Drug Stores-S&D; Salisbury's; Safeway.
Chain Supermarkets-Safeway; United; Puckett's.
Other Chain Stores-S&H Green Stamps; Dollar General; Family Dollar.

14 - NEWSPAPERS: NEWS (e-mon to fri) 5,377; (S) 5,528; sworn Mar. 27, 1988.
Local Contact for Advertising and Merchandising Data: Chas. E. Engleman, Pub. & Ed., NEWS, 522 Avant Ave.; PO Box 489, Clinton, OK 73601; Tel. (405) 323-5151.
National Representative: None.

CUSHING

1 - LOCATION: Payne County, E&P Map E-2. Situated on State Hwys. 18, 33. 58 mi. W of Tulsa; 76 mi. E of Oklahoma City.

2 - TRANSPORTATION: **Railroads**-Cimarron Valley (Shortline).
Motor Freight Carriers-4.
Intercity Bus Lines-MK&O.

3 - POPULATION:
Corp. City 80 Cen. 7,720; E&P 88 Est. 9,772
County 80 Cen. 62,623; E&P 88 Est. 65,142
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,222; E&P 88 Est. 4,333
County 80 Cen. 22,119; E&P 88 Est. 25,021

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$97,086,400
Savings & Loan	2	$10,000,000

6 - PASSENGER AUTOS: County 38,353

7 - ELECTRIC METERS: Residence 3,153

8 - GAS METERS: Residence 3,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil 950; Food 300; Trucking 180; Plastic Bottles 25.
Industrial Pay Days-9th & 24th.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 80-110; Fall 55-80; Winter 10-50.

11 - TAP WATER: Neutral, 15 grains hard; chlorinated.

12 - RETAILING: **Principal Shopping Centers**-15 blocks on Broadway, Cherry, Harrison, Cleveland, Moses & Main Sts.; Summit Ridge, Cushing Plaza (both on East edge of city).
Principal Shopping Days-Mon., Sat.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony; Peters; Sears.
Discount Stores-Wal-Mart.
Chain Drug Stores-City (IDL); Revco; Kew's Health Mart. **Chain Supermarkets**-Escott's 2.
Other Chain Stores-Otasco Supply; Hughes Lumber; Coast-to-Coast; Cato's; Radio Shack; Sherwin-Williams; Payless Shoes.

14 - NEWSPAPERS: CITIZEN (e-mon to fri; S) 3,460; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Jimmie R. Stephenson, Pub., CITIZEN, 115 S. Cleveland, Cushing, OK 74023; Tel. (918) 225-3333.
National Representative: Papert Companies.

DUNCAN

1 - LOCATION: Stephens County, E&P Map D-3, County Seat. Industrial and residential center. 92 mi. SW of Oklahoma City; 140 mi. NW of Fort Worth. On U.S. Hwy. 81 and State Hwy. 7.

2 - TRANSPORTATION: **Railroads**-Texas-Oklahoma.
Motor Freight Carriers-Mistletoe.
Intercity Bus Lines-Oklahoma Transport.

3 - POPULATION:
Corp. City 80 Cen. 22,517; E&P 88 Est. 24,312
CZ-ABC: (80) 22,517
RTZ-ABC: (80) 26,580
County 80 Cen. 43,740; E&P 88 Est. 46,937
City & RTZ-ABC: (80) 49,097
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,981; E&P 88 Est. 9,991
CZ-ABC: (80) 8,981
RTZ-ABC: (80) 9,750
County 80 Cen. 16,512; E&P 88 Est. 17,830
City & RTZ-ABC: (80) 18,731

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$266,479,521
Savings & Loan	3	$164,715,088

6 - PASSENGER AUTOS: County 32,982

7 - ELECTRIC METERS: Residence 9,136

8 - GAS METERS: Residence 8,384

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Field Services, Research, Development & Equip. Mfg. 3,389 ($371); Farm Equip. Mfg. 40 ($225); Horse Trailer Mfg. 36 ($300); Oil Co. Area Office 20 ($450).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-96; Summer 60-102; Fall 20-92; Winter 0-80. First killing frost, Nov. 25; last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main; 3 on Walnut; 2 on 8th; 2 on 9th; 3 on 10th; 23 blocks on U.S. 81 by-pass; 1 block on Bois D-Arc; 1 on Peach; 4 on E. Main.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
McCasland(2)	NA	Duncan Drug
Ward Mall(24)	NA	Jones, Woolworth
Elk Plaza(15)	NA	Goodner's, McCrory C.R. Anthony
Oak Tree	NA	K mart, Video Appliances, RJ's Video, Wilson's
Sledge Center(2)	NA	Goodners, R&S Drug

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Sundays-Food and Drug; some in Ward Mall; K mart, TG&Y; Surplus City; Atwoods.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony; JCPenney; Crutcher's; Sears; Watkins; Albin's.
Discount Stores-Surplus City; Gibson's; K mart; TG&Y; Woolworth.
Drug Stores-R&S 3; Duncan Discount Drug; Star Discount Pharmacy 2.
Variety Stores-Dollar General.
Chain Supermarkets-Goodner's (Scrivner, Inc.) 3; Safeway; Jones.
Other Chain Stores-Oklahoma Tire; Firestone; Payless Shoes; Atwoods.

14 - NEWSPAPERS: BANNER (e-mon to fri) 10,085; (S) 11,807; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Bill Park, Adv. Dir., BANNER, PO Box 1268, Duncan, OK 73534; Tel. (405) 255-5354.
National Representative: Papert Companies.

DURANT

1 - LOCATION: Bryan County, E&P Map E-3, County Seat. 165 mi. SE of Oklahoma City; 100 mi. NE of Dallas. On State Hwys. 48, 199, 78, 32, 70E; U.S. Hwys. 69, 70, 75.

2 - TRANSPORTATION: **Railroads**-MK&T, main line Burlington Northern; KO&G; Missouri Pacific.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,972; E&P 88 Est. 14,549
County 80 Cen. 30,693; E&P 88 Est. 33,607

4 - HOUSEHOLDS:
City 80 Cen. 4,769; E&P 88 Est. 5,805
County 80 Cen. 11,619; E&P 88 Est. 12,847

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$199,729,000
Savings & Loan	2	$85,514,996

6 - PASSENGER AUTOS: County 23,081

7 - ELECTRIC METERS: Residence 8,838

8 - GAS METERS: Residence 6,449

9 - PRINCIPAL INDUSTRIES: Boxes; Crates; Peanut & Cotton Proc.; Oil; Gas; Comm. Truck & Trailer Body Mfg.; Whol. Grocery Distrib.; Whol. Drug Distrib.; Meat Packers; Sausage Mfgs.; Feed; Peanut Prods.; Toys; Women's Clothing; Rebuilding Turbine Engines.

10 - CLIMATE: Av. Temp.-Spring 63; Summer 82; Fall 65; Winter 44.

11 - TAP WATER: Alkaline, average hardness; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Briarwood(6)	1	TG&Y, Bestyet, Anthony's
Northwest Hts.(5)	1	Winn-Dixie

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony; JCPenney; Naifeh's; Durant Mercantile.
Variety Stores-Winn's; TG&Y; K mart; Trails End; Wal-Mart.
Chain Drug Stores-Rexall; Gibson.
Chain Supermarkets-Safeway; Best Yet Foods; Winn-Dixie.
Other Chain Stores-Goodyear; Babcock's; Western Auto; Otasco; Dollar General; Sears (catalog); Payless Shoe Stores; Radio Shack.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri; S) 6,410; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Paula Howell, Adv. Mgr., DEMOCRAT, 200 W. Beech St., Durant, OK 74701; Tel. (405) 924-4388.
National Representative: Papert Companies.

EDMOND

1 - LOCATION: Oklahoma County (In Oklahoma City MSA). E&P Map D-2. In Central Oklahoma, 15 mi. N of Oklahoma City at the Junction of U.S. Hwys. 66, 77 & I-35.

2 - TRANSPORTATION: **Railroads**-Amtrak; Rock Island & Sante Fe.
Motor Freight Carriers-41.
Intercity Bus Lines-Continental Trailways; Greyhound; MK&O Lines.
Airlines-American; Continental; TWA; Southwest; Eastern.

3 - POPULATION:
Corp. City 80 Cen. 34,637; E&P 88 Est. 52,361
County 80 Cen. 569,583; E&P 88 Est. 615,162
MSA 80 Cen. 864,628; E&P 88 Est. 972,532
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,831; E&P 88 Est. 18,241
County 80 Cen. 220,580; E&P 88 Est. 250,264
MSA 80 Cen. 321,546; E&P 88 Est. 373,867

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$296,160,692
Savings	9	$4,350,000,000

6 - PASSENGER AUTOS: County 467,912.

7 - ELECTRIC METERS: Residence 18,361.

8 - GAS METERS: Residence 16,922.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Educ. 1,362; Furn./Fixtures 197; Food 320; Light 250; Whse. 148.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-88; Summer 50-108; Fall 36-98; Winter 3-86. First killing frost, Oct. 14; last killing frost, Mar. 28.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center**-Downtown on Broadway (27 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Edmond Plaza(17)	1	TG&Y
Bryant Sq.(33)	1	TG&Y, Anthony's, Beall's
Kickingbird Plaza(8)	1	Foodworld
Broadway South(20)	NA	
Market Place(25)	3	Wynn's
North Oaks(13)	2	Hyde Rx, Wynn's
Eagle Crest(2)	4	Food World
Shepherd Mall (83)	14	TG&Y, JCPenney, Dillard
Quail Springs (180)	6	JCPenney, Sears, Dillard
Penn Square(50)	11	Mont. Ward
North Park Mall(40)	7	Streets, Safeway

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Every evening until 9: TG&Y; JCPenney; Montgomery Ward; John A. Brown; Safeway; Sears; Wal-Mart; IGA; Beall's.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Montgomery Ward; Sears; Dillards; John A. Brown; C.R. Anthony; Beall's.
Discount Stores-TG&Y 3; Wal-Mart; Super Saver.
Chain Supermarkets-Safeway 3; Humpty; IGA 3; Foodworld 3.
Other Chain Stores-Goodyear; Firestone; True Value Hardware; Economy Auto Stores; McCalls; Kennemer Shoes; Western Auto; Payless Cashways; Big 'L' Lumber.

14 - NEWSPAPERS: SUN (e-tues to fri; S) 9,727; sworn Sept. 28, 1987.
Local Contact for Advertising and Merchandising Data: Cliff Condy, Adv. Dir., SUN, 123 S. Broadway; PO Box 2470, Edmond, OK 73083; Tel. (405) 341-2121.
National Representatives: U.S. Suburban Press; Oklahoma Press Service.

ELK CITY

1 - LOCATION: Beckham County. E&P Map C-2. Midway on Will Rogers U.S. Hwy. 66 (I-40) between Okla. City and Amarillo.

2 - TRANSPORTATION: **Railroads**-Farmrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Southwestern Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,579; E&P 88 Est. 18,174
County 80 Cen. 19,520; E&P 88 Est. 27,693

4 - HOUSEHOLDS:
City 80 Cen. 3,749; E&P 88 Est. 7,146
County 80 Cen. 7,476; E&P 88 Est. 10,550

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$129,000,000
Savings & Loan	3	$175,000,000

6 - PASSENGER AUTOS: County 12,939.

7 - ELECTRIC METERS: Residence 8,849.

8 - GAS METERS: Residence 4,775.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil 3,000 ($500); Food 400 ($240); Machine Shop 54 (N.A.).
Principal Pay Days-Fri., Sat.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-70; Summer 70-100; Fall 52-74; Winter 28-49. First killing frost, Oct. 10; last killing frost, Dec. 4.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main; 5 on Broadway; 16 on Hwy. 66, Fifth and Sixth Sts.
Neighborhood Shopping Centers-Westgate Shpg. Ctr. 2600 to 3000, W. 3rd; 900 to 2200 blocks, W. 3rd (Hwy. 66); 5 blocks, N. Van Buren; 20th to 25th Sts. on S. Main; [illegible] Plaza Shpg. Ctr.
Principal Shopping Days-Mon., Wed., Fri., Sat.
Retail Stores Open Evenings-Wal-Mart; TG&Y; K mart.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; C.R. Anthony; Saied's; Jones; Knouries; Ryan & Elliott's; Atwood's; Fashion Corner; Butcher's Shoes; June's; Maurice's.
Variety Stores-TG&Y.
Discount Stores-K mart; Wal-Mart.
Chain Drug Stores-Family; Puckett's; United; Safeway; Paul Jones; Swartz.
Chain Supermarkets-Safeway; Puckett's; United Super.
Other Chain Stores-Western Auto; Midwest Farms Supply (John Deere); Elk City Lumber (Higgambotham-Barlett); Okla. Tire & Supply; S&H Green Stamps; Case Power & Equip.; Lad n' Lassie; McKesson; Love's 2; Wag-A-Bag 2; Currell's Lumberjack; Western Lumber.

14 - NEWSPAPERS: NEWS (e-mon to fri; S) 5,175; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Bill Ansley, Adv. Dir., NEWS, 200-206 W. Broadway; PO Box 1037, Elk City, OK 73648; Tel. (405) 225-3000.
National Representative: Papert Companies.

EL RENO

1 - LOCATION: Canadian County (In Oklahoma City MSA). E&P Map D-2, County Seat. 30 mi. W of Oklahoma City at Intersection of U.S. 66, 81 & 270; I-40.

2 - TRANSPORTATION: **Railroads**-Oklahoma, Kansas and Texas (OKT); North Central.
Motor Freight Carriers-1.
Intercity Bus Lines-Greyhound; Mid-Continent Trailways.
Airlines-30 minutes from Will Rogers Airport connecting with American; Altus; Delta; Eastern; Air Midwest; Ozark; Republic; Southwest; Sunworld; TWA; United; Trio Charter Service, El Reno Air Park.

3 - POPULATION:
Corp. City 80 Cen. 15,486; E&P 88 Est. 19,664
County 80 Cen. 57,278; E&P 88 Est. 76,175
MSA 80 Cen. 864,628; E&P 88 Est. 972,532
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,521; E&P 88 Est. 7,273
County 80 Cen. 18,648; E&P 88 Est. 24,965
MSA 80 Cen. 321,546; E&P 88 Est. 373,867

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$137,000,000
Savings & Loan	2	$93,000,000

6 - PASSENGER AUTOS: County 45,077.

7 - ELECTRIC METERS: Residence 5,988.

8 - GAS METERS: Residence 5,526.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Gov't 480 ($177); Mfg 540 ($196); Constr. 279 ($172); Mining-Oil & Gas 60 ($290).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 65-107; Fall 54-91; Winter 12-65. First killing frost, Nov. 10; last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 or 6 blocks each on Rock Island St., Bickford St. and Choctaw St., all parallel to each other and connected by two blocks each on Hayes St., Woodson St., Russell and Wade St., Canadian Sq. Shpg. Ctr., Rt. 66 & Rt. 81 (4 stores), Country Club Sq. Shpg. Ctr., I-40 & Country Club Dr. (12 stores).
Neighborhood Shopping Centers-Elm Plz.; 3 blocks on Elm and 3 blocks on Choctaw (13 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Yukon	12	Town Plaza
Okarche	10	Eischen's
Calumet	13	Marye's, Wall's
Union City	12	Wright's

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Groceries 4, Drugs, Variety 2; Downtown open Thur. evenings.
Stores Open Sundays-2 drug, 4 groceries.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; C.R. Anthony.
Variety Stores-Wal-Mart.
Chain Drug Stores-Revco; Health Mart.
Chain Supermarkets-Safeway; IGA 3; Shop N Save.
Other Chain Stores-Goodyear; Cato; Okla. Tire & Supply; El Reno Lumber; Felt's Shoes; National; PayLess Shoes; Sears; Radio Shack; Braums.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 4,484; (S) 4,484; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Sandra Hart, Adv. Dir., TRIBUNE, 201 N. Rock Island, El Reno, OK 73036; Tel. (405) 262-5180.
National Representatives: Oklahoma Press Service; Papert Companies.

ENID

1 - LOCATION: Garfield County (MSA). E&P Map D-1, County Seat. On U.S. Hwys. 60, 64, 81 & State 15. 90 mi. N of Okla. City; 129 mi. W of Tulsa.

2 - TRANSPORTATION: **Railroads**-Sante Fe; Burlington Northern; Oklahoma-Kansas-Texas.
Intercity Bus Lines-MK&O Lines; Oklahoma Transportation & Trailways.
Airlines-Executive Express.
Motor Freight-13.

3 - POPULATION:
Corp. City 80 Cen. 50,353; E&P 88 Est. 52,267
CZ-ABC: (80) 54,327
RTZ-ABC: (80) 55,031
County/MSA 80 Cen. 62,865; E&P 88 Est. 62,848
City & RTZ-ABC: (80) 109,358

4 - HOUSEHOLDS:
City 80 Cen. 19,463; E&P 88 Est. 20,808
CZ-ABC: (80) 20,799
RTZ-ABC: (80) 21,069
County/MSA 80 Cen. 23,844; E&P 88 Est. 24,484
City & RTZ-ABC: (80) 41,868

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 42,844.

7 - ELECTRIC METERS: Residence 21,003.

8 - GAS METERS: Residence 18,025.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Well Drilling 898 ($357); Constr. 1,180 ($336); Mfg. 2,700 ($305); Public Util. 210 ($273); Trades 5,860 ($210); Fin. and Ins. 800 ($252); Service Industries 2,620 ($221); Misc. 1,080 ($189).
Principal Pay Days-1st, 15th.

10 - CLIMATE: First killing frost, Nov. 4; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-16 blocks on ten streets.
Neighborhood Shopping Centers-3 on E. Broadway; 2 on W. Maine; 1 on W. Broadway; 2 on Owen K. Garriott Rd.; 2 on W. Willow.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Van Buren Sq.(5)	2	Boys Market, Hancock's Sav-Mor
Indian Hills(13)	2	Phillips Drug
Westgate(3)	2	Evans
Sunset Plaza(33)	2	Safeway, Zale's, Anthonys, Otasco
Northgate(5)	2	Evans Drug, United
Varsity Sq.(2)	3	Boys Market, TG&Y
Heritage Hills(19)	3	Plant Patch, The Grocery Store
Oakwood Mall(61)	5	Dillards, JCPenney, Newmans, Eckerd, Service Mdse.
Sycamore Sq.(10)	3	McCartney's, Revco

Principal Shopping Days-Mon., Thur., Fri.
Stores Open Evenings-Thurs.; Oakwood Mall every weeknight, Sun.

13 - RETAIL OUTLETS: **Department Stores**-Newman's; C.R. Anthony; JCPenney; Montgomery Ward; Sears; Dillard.
Discount Stores-TG&Y Family Center; K mart; Wal-Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Evans 3; Schefie's 3; Family Pharmacy; Eckerd; Revco.
Chain Supermarkets-McCartney's; Skaggs Alpha Beta.
Other Chain Stores-Singer Co.; Firestone; Oklahoma Tire; Zale's Jewelers; Bell Jewelers; Davis Paint; Pat Healy Paint; S&H Green Stamps; Pittsburgh Plate Glass; Sutherland Lumber; Sherwin-Williams; Hughes Lumber Co.; Lowe's.

14 - NEWSPAPERS: NEWS (m-tues to fri) 17,429; EAGLE (e-mon to fri) 7,752; NEWS & EAGLE (m-sat) 23,083; NEWS (S) 25,229; Mar. 31, 1988 ABC.

Local Contact for Advertising and Merchandising Data: Calvin Wylie, Adv. Mgr., EAGLE-NEWS, PO Box 1192, Enid, OK 73702; Tel. (405) 233-6600.
National Representative: Landon Associates.

FREDERICK

1 - LOCATION: Tillman County, E&P Map C-3, County Seat. Agricultural center in extreme SW corner of state. On U.S. Hwy. 183 and State Hwy. 5. 60 mi. NW of Wichita Falls, TX; 155 mi. from Oklahoma City.

2 - TRANSPORTATION: **Motor Freight Carriers**-3.

3 - POPULATION:
Corp. City 80 Cen. 6,153; E&P 88 Est. 5,418
County 80 Cen. 12,431; E&P 88 Est. 11,303

4 - HOUSEHOLDS:
City 80 Cen. 2,384; E&P 88 Est. 2,122
County 80 Cen. 4,681; E&P 88 Est. 4,755

5 - BANKS	NUMBER	EST. DEP.
Commercial	1	$49,368,000
Savings & Loan	2	$29,000,000

6 - PASSENGER AUTOS: County 6,944.

7 - ELECTRIC METERS: Residence 2,612.

8 - GAS METERS: Residence 2,514.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Leather Goods 260; Cotton Proc. 100; Cotton Seed 40; Hospital 98.
Principal Industrial Pay Days-Wed., Thur., Sat.

10 - CLIMATE: First killing frost, Nov. 9; last killing frost, Mar. 30.

11 - TAP WATER: Neutral, fluoridated.

12 - RETAILING: **Principal Shopping Days**-Wed., Thur., Sat.

13 - RETAIL OUTLETS:
Chain Supermarkets-United; Coy's.
Other Chain Stores-Gibson Discount Center; Sears (catalog).

14 - NEWSPAPERS: LEADER (e-tues to fri) 2,869; (S) 2,869; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Barbara Tucker, Gen. Mgr., LEADER, 304 W. Grand, Frederick, OK 73542; Tel. (405) 335-2188.
National Representatives: Papert Companies; Oklahoma Press Service.

GUTHRIE

1 - LOCATION: Logan County. (In Oklahoma City MSA). E&P Map D-2. County Seat. 24 mi. N of Oklahoma City. On U.S. Hwys. 77, 66, 33 & I-35.

2 - TRANSPORTATION: **Railroads**-AT&SF.
Intercity Bus Lines-Trailways.
Motor Freight Carrier-Mistletoe Express.

3 - POPULATION:
Corp. City 80 Cen. 10,312; E&P 88 Est. 14,275
County 80 Cen. 27,076; E&P 88 Est. 31,119
MSA 80 Cen. 864,628; E&P 88 Est. 972,532

4 - HOUSEHOLDS:
City 80 Cen. 3,790; E&P 88 Est. 5,403
County 80 Cen. 9,414; E&P 88 Est. 10,744
MSA 80 Cen. 321,546; E&P 88 Est. 373,867

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$80,598,000

6 - PASSENGER AUTOS: County 16,061

7 - ELECTRIC METERS: Residence 3,200

8 - GAS METERS: Residence 3,100

9 - PRINCIPAL INDUSTRIES: Oil Field Equip.; Grain Elevator; Steel Fab. Plant; Fdry. & Mach. Shop; Hydraulic Equip.; Crating Pallets; Boxspring Frames; Caskets; Fertilizers; Animal Feeds; Flowers; Specialized Printing.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-70; Summer 70-91; Fall 51-73; Winter 30-49.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: **Principal Shopping Days**-Wed., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony; JCPenney; Mode O'Day; Sears.
Discount Stores-Wal-Mart.
Chain Supermarkets-Safeway; IGA.
Other Chain Stores-Coast-to-Coast.

14 - NEWSPAPERS: LEADER (e-mon to fri) 3,962; (S) 3,991; sworn Mar. 31, 1988.
Local Contact for Advertising and Merchandising Data: Tom Stallbaumer, Gen. Mgr., LEADER, 107 W. Harrison, Guthrie, OK 73044; Tel. (405) 282-2222.
National Representative: Papert Companies.

GUYMON

1 - LOCATION: Texas County. E&P Map B-1. County Seat. Feed lot cattle center. Agricultural center. 100 mi. N of Amarillo, TX; 250 mi. E of Wichita, KS. On U.S. Hwys. 54, 64; State Hwy. 3. Largest city in Oklahoma Panhandle.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Cotton Belt.
Motor Freight-Mistletoe Express; Hofferber Truck Lines (home office); Graves Truck Lines; King Trucking Co.; Shupe Brothers Co.; John Stuard Trucking.

3 - POPULATION:
Corp. City 80 Cen. 8,492; E&P 88 Est. 9,306
County 80 Cen. 17,671; E&P 88 Est. 18,126
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,084; E&P 88 Est. 3,445
County 80 Cen. 6,332; E&P 88 Est. 6,611

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$112,900,000
Savings & Loan	2	$680,344,000

6 - PASSENGER AUTOS: County 13,297

7 - ELECTRIC METERS: Residence 3,695

8 - GAS METERS: Residence 3,468

9 - PRINCIPAL INDUSTRIES: Chem.; Irrigation Equip.; Feed & Fertilizer Mfg.; Heavy Constr.; Natural Gas; Gas Well Serv.; Farm Mach. and Equip.; Oil Well Drilling; Oil Well Service & Supply; Hardface Tools & Equip. Mfg.; Meat Proc. & Packing; Commercial Cattle Feed Lots (Av. Wkly. Wage, all industries; $213); (County av. farm family income, $28,400, highest in Okla., USDA Census).

10 - CLIMATE: Av. Temp.-Spring 55; Summer 78; Fall 44; Winter 35.

11 - TAP WATER: Neutral, hard.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Northridge(11)	NA	TG&Y, Otasco

Principal Shopping Days-Mon., Wed., Thur., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Conrad's; C.R. Anthony; D&J Store; Sears.
Discount Stores-Gibson's.
Variety Stores-TG&Y.
Chain Supermarkets-United Supermarkets; Safeway; Jack & Jill.
Other Chain Stores-Otasco; PayLess Shoes; Radio Shack.

14 - NEWSPAPERS: HERALD (e-mon to fri, S) 4,011; sworn Sept. 30, 19876.
Local Contact for Advertising and Merchandising Data: Tom Quinn, Gen. Mgr., HERALD, 515 N. Ellison St., Guyman, OK 73942; Tel. (405) 338-3355.
National Representative: Papert Companies.

HENRYETTA

1 - LOCATION: Okmulgee County. E&P Map E-2. 85 mi. E of Okla. City; 45 mi. S of Tulsa. On I-40, Indian National Tpke.; Tulsa Bee-Line; U.S. Hwys. 62, 75, 266; State Hwys. 52, 124.

2 - TRANSPORTATION: **Railroads**-Main line Burlington Northern; Missouri-Pacific.
Intercity Bus Lines-Trailways; Southwestern Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,432; E&P 88 Est. 6,475
County 80 Cen. 39,257; E&P 88 Est. 40,889
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,613; E&P 88 Est. 2,730
County 80 Cen. 14,314; E&P 88 Est. 14,846

5 - BANKS	**NUMBER**	**EST. DEP.**
City	2	$78,286,000
County	6	N.A.

6 - PASSENGER AUTOS: County 27,920

7 - ELECTRIC METERS: Residence 5,287

8 - GAS METERS: Residence 3,962

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Glass Mfg. 350; Tourism 550; Petroleum Refining 300; Plastics Mfg. 100; Trucking 150; Filtration Mfg. 48; Pipeline X-Ray 30; Draperies & Bedspread Mfg. 70.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 85-105; Fall 40-80; Winter 25-70.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: **Principal Shopping Center**-8 blocks Main St., 5 blocks Tudgeon St., 101 stores.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony; Archer's.
Chain Drug Stores-Rexall; Associated; Health Mart.
Discount Stores-Dollar General; Wal-Mart.
Chain Supermarkets-Safeway; IGA.
Other Chain Stores-Oklahoma Tire & Supply; Western Auto; Green Light; NAPA Auto Parts.

14 - NEWSPAPERS: FREE-LANCE (e-tues to fri) 3,403; (S) 3,403; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Charlotte Klutts, Adv. Mgr., FREE-LANCE, 812-16 Main St.; PO Box 848, Henryetta, OK 74437; Tel. (918) 652-3311.
National Representative: Papert Companies.

HOBART

1 - LOCATION: Kiowa County. E&P Map C-2. County Seat. 128 mi. SW of Oklahoma City on State Hwys. 9, 44; U.S. Hwys. 1, 183.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern.

3 - POPULATION:
Corp. City 80 Cen. 4,735; E&P 88 Est. 4,955
County 80 Cen. 12,696; E&P 88 Est. 12,688

4 - HOUSEHOLDS:
City 80 Cen. 1,937; E&P 88 Est. 2,012
County 80 Cen. 5,042; E&P 88 Est. 5,191

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$88,000,000

6 - PASSENGER AUTOS: County 7,924

7 - ELECTRIC METERS: Residence 3,107

8 - GAS METERS: Residence 1,887

9 - PRINCIPAL INDUSTRIES: Feed & Seed; Fertilizers; Rock Quarries; Produce; Oil Seal Mfg.; Polypropylene film; Meat pkg.

10 - CLIMATE: N.A.

11 - TAP WATER: N.A.

12 - RETAILING: **N.A.**

13 - RETAIL OUTLETS: **Department Stores**-Levine's Main Fair.

Discount Stores-Wal-Mart.
Chain Drug Stores-Gaines Health Mart.
Chain Supermarkets-United; Randy's; IGA.
Other Chain Stores-Dollar General.

14 - NEWSPAPERS: DEMOCRAT-CHIEF (e-tues to fri) 2,927; (S) 2,927; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: W.J. Hancock, Pub., DEMOCRAT-CHIEF, 216 W. Fourth St., Hobart, OK 73651; Tel. (405) 726-3333.
National Representatives: Papert Companies; Oklahoma Press Service.

HOLDENVILLE

1 - LOCATION: Hughes County. E&P Map E-2. County Seat. Center of agricultural, oil & manufacturing area. 75 mi. SE of Oklahoma City. On U.S. Hwy. 270; State Hwy. 48.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; MKT.
Motor Freight Carriers-6.
Intercity Bus Lines-Interstate; Oklahoma; Ada.

3 - POPULATION:
Corp. City 80 Cen. 5,469; E&P 88 Est. 5,379
County 80 Cen. 14,342; E&P 88 Est. 14,337

4 - HOUSEHOLDS:
City 80 Cen. 2,329; E&P 88 Est. 2,311
County 80 Cen. 5,588; E&P 88 Est. 5,653

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$85,000,000
Savings & Loan	1	$25,000,000

6 - PASSENGER AUTOS: County 10,184

7 - ELECTRIC METERS: Residence 2,940

8 - GAS METERS: Residence 2,625

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lingerie 350; Sheet Metal 12; Oil 350; Furn. 15.
Principal Industrial Pay Days-Mon. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-75; Summer 70-109; Fall 20-60; Winter 2-45. First killing frost, Nov. 6; last killing frost, Mar. 26.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Main St.; 2 blocks on Broadway; Burton's Discount Center; Wal-Mart.
Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Anthony's; Sharpe's; Dollar General Store.
Variety Stores-Wal-Mart.
Chain Supermarkets-Larry's Red Bud; H&H; IGA.
Other Chain Stores-Otasco; Western Auto.

14 - NEWSPAPERS: NEWS (e-tues to fri; S) 2,925; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Michael Bush, Gen. Mgr., NEWS, 112 S. Creek St., Holdenville, OK 74848; Tel. (405) 379-5411.
National Representative: Papert Companies; Oklahoma Press Service.

HUGO

1 - LOCATION: Choctaw County. E&P Map E-3. County Seat.

2 - TRANSPORTATION: **Railroads**-Burlington Northein.
Motor Freight Carriers-2.
Intercity Bus Lines-Jordan; Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,172; E&P 88 Est. 6,768
County 80 Cen. 17,009; E&P 88 Est. 16,477

4 - HOUSEHOLDS:
City 90 Cen. 2,799; E&P 88 Est. 2,681
County 80 Cen. 6,366; E&P 88 Est. 6,321

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$90,000,000

6 - PASSENGER AUTOS: County 8,913

7 - ELECTRIC METERS: Residence 6,333

8 - GAS METERS: Residence 4,891

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Gloves 300 ($150); Gravel Pit 60 ($175); Wood Preserving 100 ($100); Lumber Mfg. 125 ($200); Lumber. Proc. 40 ($200); Dress Mfg. 200 ($90); Rail Car Repair 80 ($200); Elect. Generating 180 ($200).
Principal Pay Days-1st, 10th & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-85; Summer 65-108; Fall 24-80; Winter 15-72. First killing frost, Oct. 27; last killing frost, Mar. 23.

11 - TAP WATER: Soft (lake water).

12 - RETAILING: **Principal Shopping Days**-Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sharpes; H&S Apparel; Sherman's; Fashion Crossroads.
Variety Stores-Perry's; Revco.
Discount Stores-Wal-Mart.
Chain Supermarkets-Ford; Safeway; Winn Dixie.
Other Chain Stores-Goodyear; Babcock Bros. Auto; White's Auto; Automotive, Inc.; Sherwin-Williams.

14 - NEWSPAPERS: NEWS (e-mon to fri) 2,921; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Stan Stamper, Pub., NEWS, 128 E. Jackson St., Hugo, OK 74743; Tel. (405) 326-3311.
National Representative: Papert Companies.

IDABEL

1 - LOCATION: McCurtain County. E&P Map F-3. County Seat. Agricultural, manufacturing, timber area. On U.S. Hwy. 259; State Hwys. 3, 37.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 7,622; E&P 88 Est. 7,508
County 80 Cen. 35,988; E&P 88 Est. 36,902

4 - HOUSEHOLDS:
City 80 Cen. 2,870; E&P 88 Est. 2,904
County 80 Cen. 12,366; E&P 88 Est. 13,077

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$94,000,000

6 - PASSENGER AUTOS: County 22,392

7 - ELECTRIC METERS: Residence 2,444

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Lumber; Wood Preserving; Home Constr.; Garment Mfg.; Poultry Proc.; Steel Fab.

10 - CLIMATE: Av. an. Temp. 63.7; Av. an. Rainfall 44.3 in.; Snowfall 2.5 in.

11 - TAP WATER: N.A.

12 - RETAILING: **Shopping Centers**-McCurtain Village (22 stores-parks 800 cars); Jumper Shopping Center.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: GAZETTE (e-mon to fri) 5,120; (S) 7,055; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Jim Monroe, Pub., GAZETTE, 107 S. Central St., Idabel, OK 74745; Tel. (405) 286-3321.
National Representative: Oklahoma Press Service.

LAWTON

1 - LOCATION: Comanche County (MSA). E&P Map D-3. SW section of state, 92 mi. from Oklahoma City. Wholesale distribution center; Fort Sill (U.S. Army); Goodyear Tire Plant; Light Manufacturing; Cattle Raising; Shipping ctr. On U.S. Hwys. I-44, 62, 277, 281; State Hwy. 7.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-14.
Intercity Bus Lines-Oklahoma Trans.
Airlines Serving City-American Eagle; Atlantic Southeast.

3 - POPULATION:
Corp. City 80 Cen. 80,054; E&P 88 Est. 86,483
CZ-ABC: (80) 80,487
RTZ-ABC: (80) 107,927
County/MSA 80 Cen. 111,602; E&P 88 Est. 123,276
City & RTZ-ABC: (80) 188,414

4 - HOUSEHOLDS:
City 80 Cen. 28,129; E&P 88 Est. 31,371
CZ-ABC: (80) 28,287
RTZ-ABC: (80) 34,188
County/MSA 80 Cen. 35,142; E&P 88 Est. 38,778
City & RTZ-ABC: (80) 62,475

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$410,046,272
Savings & Loan	5	$376,551,000

6 - PASSENGER AUTOS: County 66,141

7 - ELECTRIC METERS: Residence 31,652

8 - GAS METERS: Residence 28,866

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Tire Mfg. 1,500 ($400); Clothing Mfg. 300 ($240); Metal Assembly 50 ($250); Military & civilian personnel 28,794.

Principal Pay Days-1st., 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-92; Summer 65-107; Fall 30-94; Winter 1-65. First killing frost, Nov. 6; last killing frost, Mar. 31.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on C; 7 on D; 6 on E; & cross streets between.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central Mall(64)	NA	Sears, JCPenney, Dillard's
Cache Rd. Sq.(25)	NA	Cloth World, Wall's
Sheridan Mall(4)	NA	Mont. Ward, C.R. Anthony
Erwin Acres(13)	NA	Scott's, Auto Zone
Lee Blvd.(8)	NA	Discount Foods
Regency Sq.(11)	NA	Wal-Mart, Herbs, Cato
Willow Pk.	NA	Herbs

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept., food and Central Mall nightly.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; C.R. Anthony; Sears; Meadors; Dillard; Beall's.
Discount Stores-K mart; Gibson's; Wal-Mart.
Variety Stores-McCrory.
Chain Drug Stores-Eckerd.
Chain Supermarkets-Safeway 4; Herbs 6.
Other Chain Stores-Goodyear; Firestone; Otasco; Gordon Jewelers; Zale's; PayLess; Sight & Sound; Cato; Limited; Brass Buckle.

14 - NEWSPAPERS: PRESS (m-mon to fri) 15,454; CONSTITUTION (e-mon to fri) 12,268; PRESS (m-sat) 26,899; SUNDAY CONSTITUTION (S) 28,160; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Larry Gee, Ret. Adv. Mgr., CONSTITUTION and PRESS, PO Box 648, Lawton, OK 73502; Tel. (405) 353-0620.
National Representative: Landon Associates.

McALESTER

1 - LOCATION: Pittsburg County. E&P Map E-2. County Seat. 90 mi. SE of Tulsa on U.S. 69 & Indian Nations Tpke.; 110 mi. E of Okla. City; 175 mi. N of Dallas. On U.S. Hwys. 69, 170; State Hwy. 31; Rainbow Hwy. and Eastern Tpke. On So. Shore Lake Eufaula (160 sq. miles hydroelectric navigation project).

2 - TRANSPORTATION: **Railroads**-MKT.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Oklahoma Trans. Co.; Continental Trailways.
Airlines-Executive Express.

3 - POPULATION:
Corp. City 80 Cen. 17,255; E&P 88 Est. 19,643
CZ-ABC: (80) 19,009
RTZ-ABC: (80) 35,221
County 80 Cen. 40,417; E&P 88 Est. 43,833
City & RTZ-ABC: (80) 54,230
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,526; E&P 88 Est. 7,173
CZ-ABC: (80) 7,201
RTZ-ABC: (80) 12,808
County 80 Cen. 15,036; E&P 88 Est. 16,715
City & RTZ-ABC: (80) 20,009

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$365,291,237
Savings & Loan	2	$73,835,097

6 - PASSENGER AUTOS: County 27,198.

7 - ELECTRIC METERS: Residence 6,863.

8 - GAS METERS: Residence 6,300.

9 - PRINCIPAL INDUSTRIES: Mfg. 6,229 (An. Payroll $76,599,000).
Principal Pay Days-1st, 15th, 30th; Fri.

10 - CLIMATE: Mean annual temp. 62.6 degrees; average rainfall 42.45 inches.

11 - TAP WATER: Soft.

12 - RETAILING: **Principal Shopping Center**-8 blocks on two main thoroughfares.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carl Albert Pkwy.(3)	NA	Otasco
Tandy Town(25)	NA	Ben Franklin, JCPenney, Sears
Eastgate(2)	NA	Wal-Mart

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Tandy Town Mall & Wal-Mart: 9 p.m.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; C.R. Anthony.
Discount Stores-Dollar General; Wal-Mart; Ben Franklin.
Chain Drug Stores-Wood's 2; Medicine Shoppe.
Chain Supermarkets-Safeway; AG 2; Nichols Super Saver; Winn-Dixie; Food Whse.
Other Chain Stores-Goodyear; Otasco; Sears; Zale's; Brown's Shoes; Nelson Furn.; Radio Shack; Payless Shoes; Braums; Curtis Mathis.

14 - NEWSPAPERS: NEWS-CAPITAL & DEMOCRAT (e-mon to fri) 11,956; (S) 12,165; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Owen Jones, Gen. Mgr., NEWS-CAPITAL & DEMOCRAT, 500 S. 2nd St., McAlester, OK 74501; Tel. (918) 423-1700.
Nat[illegible] Representative: Landon Associates.

MIAMI

1 - LOCATION: Ottawa County. E&P Map F-1. County Seat. Residential center.

2 - TRANSPORTATION: **Railroads**-St. Louis & San Francisco.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; MK&O Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,237; E&P 88 Est. 14,898
CZ-ABC: (80) 20,614
RTZ-ABC: (80) 33,172
County 80 Cen. 32,849; E&P 88 Est. 34,120
City & RTZ-ABC: (80) 53,786
Demographic Information available from Newspaper. Sos paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,480; E&P 88 Est. 5,679
CZ-ABC: (80) 7,904
RTZ-ABC: (80) 12,686
County 80 Cen. 12,244; E&P 88 Est. 12,765
City & RTZ-ABC: (80) 20,590

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$171,323,213
Savings & Loan	2	$70,000,000

6 - PASSENGER AUTOS: County 22,997.

7 - ELECTRIC METERS: Residence 5,565.

8 - GAS METERS: Residence 5,490.

9 - PRINCIPAL INDUSTRIES: Fiberglass Boats; Work Clothing; Springs; Awnings; Machine Supplies; Caskets; Mattresses & Pillows; Furnaces; Metal Containers; Brick & Stone Mfg.; Motor Coaches; Meat Packing; Manhole Factory; Steel; Buckles; Burial Vaults; Burial Garments; Florists Supplies; Furn.; Leather Goods; Mushroom Farm; Innertube Factory.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Av. Temp.-Spring 59; Summer 84; Fall 63; Winter 36. First killing frost, Oct. 23; last killing frost, Apr. 13.

11 - TAP WATER: Deep wells, neutral, very soft.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main; 4 on N. Main; 6 blocks on E. Central; 1 block on W. Central; approx. 120 stores.
Neighborhood Shopping Centers-Wal-Mart Shopping Center (6 stores); Thunderbird Strip (8 small businesses).
Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Grocery; Wal-Mart.

13 - RETAIL OUTLETS: **Department Stores**-JC Penney; C.R. Anthony; Sears (catalog); Hill's of Miami.
Discount Stores-Wal-Mart.
Chain Drug Stores-Osborn; Wal-Mart Phcy.; Mays.
Chain Supermarkets-Consumers 2; IGA; Love's; Reasor's; Sav-Mor; Quik-Trip; 7-Eleven.
Other Chain Stores-Jeanie's; Hunt's Men's Wear and Fem Fashions; Sally's; Litwin's; Herman Lumber; Radio Shack; Home Furn.; Home Annex; True Value Economy Lumber; Ken's Farm & Home; Oklahoma Furn.; Otasco; Miami Sales Co.; Merle Norman; Goodyear.

14 - NEWSPAPERS: NEWS-RECORD (e-mon to fri) 8,479; (S) 8,846; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Donald Coppedge, Pub. & Gen. Mgr., NEWS RECORD, PO Box 940, Miami, OK 74355; Tel. (918) 542-5533.
National Representative: Papert Companies.

MUSKOGEE

1 - LOCATION: Muskogee County. E&P Map E-1. County Seat. Agricultural & industrial center 54 mi. from Tulsa; 155 mi. ENE of Oklahoma City. On U.S. Hwys. 62, 64, 69; State Hwys. 2, 10, 16.

2 - TRANSPORTATION: **Railroads**-MK&T (freight); Missouri Pacific (freight); Burlington Northern.
Intercity Bus Lines-Continental Trailways.
Motor Freight Carriers-13.
Waterway-Barge canal to Mississippi River.

3 - POPULATION:
Corp. City 80 Cen. 40,011; E&P 88 Est. 44,835
CZ-ABC: (80) 40,011
RTZ-ABC: (80) 104,619
County 80 Cen. 66,992; E&P 88 Est. 69,401
City & RTZ-ABC: (80) 144,630
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,605; E&P 88 Est. 18,173
CZ-ABC: (80) 15,605
RTZ-ABC: (80) 37,000
County 80 Cen. 24,736; E&P 88 Est. 25,993
City & RTZ-ABC: (80) 52,605

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$4,183,945,503
Savings & Loan	2	$782,629,118

6 - PASSENGER AUTOS: County 47,030.

7 - ELECTRIC METERS: Residence 19,465.

8 - GAS METERS: Residence 14,284.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Automotive Prods. 213; Food Proc. 834; Feed Proc. 116; Structural Steel & Iron 409; Metallurgical 161; Lens Grinding Mach. 165; Corrugated Shipping Containers 156; Ventilating & Cooling 371; Paper 1,000.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-92; Summer 50-104; Fall 15-97; Winter 5-82. First killing frost, Nov. 5; last killing frost, Mar. 27.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-9 blocks on Broadway & Okmulgee St.
Neighborhood Shopping Centers-E. Side Blvd. & Broadway; 1 block, Gibson & York Sts.; Okmulgee & 24th; Eastside Blvd. & Callahan; Fredonia & York; 12th & Broadway; Honor Heights Plaza; Broadway to Okmulgee; 32nd to 33rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arrowhead Mall	1	Dillard's, Sears, JCPenney
Broadway(13)	1	Weddle's
Curt's(55)	2	Beall's, Anthony's, TG&Y,
Honor Heights	3	TG&Y,
Lakeland(16)	1	Otasco, TG&Y
Wal-Mart(12)	4	Wal-Mart

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Dept.-Thur.; Food-every evening; Shpg. ctrs.-Nightly except Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; C.R. Anthony 2; Dillard's.
Discount Stores-Wall's; K mart; Wal-Mart.
Variety Stores-TG&Y 2.
Chain Drug Stores-Kirk's 4; East Side; West Side; Family; Consumer Phcy.; Economy; Gaddy's Thrifty.

Chain Supermarkets-Safeway 2; Weddle 2; Muskogee Discount 2; Johnsons 3; 7-Eleven 4.

Other Chain Stores-Goodyear; Goodrich; Okla. Tire 3; Firestone; Consumer's Oil; Felt Family Shoes; Big J Store; S&H Green Stamps; Zale's; Hobby Lobby; Burts Tires; Kinney Shoes; Family Dollar.

14 - NEWSPAPERS: PHOENIX & TIMES-DEMOCRAT (m) 17,961; (S) 19,526; Mar. 29, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Al Bonner, Adv. Dir., PHOENIX & TIMES-DEMOCRAT, 214 Wall St., Muskogee, OK 74402; Tel. (918) 682-3311.
National Representative: Gannett National Newspaper Sales.

NORMAN

1 - LOCATION: Cleveland County, (In Oklahoma City MSA). E&P Map D-3. County Seat. 18 mi. S of Oklahoma City. Education, residential, research, light manufacturing. University of Oklahoma. On I-35; U.S. Hwy. 77; State Hwys. 9, 74.

2 - TRANSPORTATION: **Railroads**-Railpax (Santa Fe).
Motor Freight Carriers-7.
Intercity Bus Lines-Continental; Oklahoma Trans.

3 - POPULATION:
Corp. City 80 Cen. 68,020; E&P 88 Est. 86,285
CZ-ABC: (80) 72,094
RTZ-ABC: (80) 19,671
County 80 Cen. 134,883; E&P 88 Est. 163,677
MSA 80 Cen. 864,628; E&P 88 Est. 972,533
City & RTZ-ABC: (80) 91,765
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 24,831; E&P 88 Est. 33,225
CZ-ABC: (80) 26,239
RTZ-ABC: (80) 6,544
County 80 Cen. 45,776; E&P 88 Est. 56,700
MSA 80 Cen. 321,546; E&P 88 Est. 373,867
City & RTZ-ABC: (80) 32,793

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$694,634,350

6 - PASSENGER AUTOS: County 98,830.

7 - ELECTRIC METERS: Residence 26,600.

8 - GAS METERS: Residence 20,696.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Proc. 225 ($250); Univ. of Okla. 6,000 ($400); Research and Development 630 ($160); Light Mfg. 1,700 ($300); Constr. 900 ($300); State Hospital 1,400 ($250).
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-90; Summer 65-113; Fall 55-95; Winter 40-65. First killing frost, Oct.; last killing frost, May.

11 - TAP WATER: Neutral, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Main St.; 2 on Gray St.; 6 on Campus Corner; 6 on Porter St.
Neighborhood Shopping Centers-Campus Corner; Porter & Hughbert Sts.; Main & Flood; Main & Berry Rd.; Lindsey and South Porter.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colonial Estates Mall(17)	NA	Safeway, Treasury Drugs
Downtown(33)	NA	Otasco
Heisman Sq.(26)	NA	TG&Y
Hollywood(24)	NA	Safeway
Normandy Creek(19)	NA	Safeway
Sooner Fashion Mall(70)	NA	Dillard, JCPenney, Sears
Stubbeman Vlg.(10)	NA	Fashion Tree
Target(5)	NA	Target

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-Wacker's; Lowe's; C.R. Anthony; Sears; JCPenney; Target; Dillard.
Variety Stores-TG&Y; Wal-Mart.
Chain Drug Stores-Hyde's; Taylor; Treasury 2.
Chain Supermarkets-Safeway 4; Country Mart; IGA 3; McCall's; Greenleaf; J. Boties 5; Mr. Shortstop 5; Skaggs.
Other Chain Stores-Singer Co.; Goodrich; Firestone; Goodyear; Zale's; PayLess Shoes; Oliver's Shoes; Service Mdse.

14 - NEWSPAPERS: TRANSCRIPT (e-mon to fri) 15,515; (m-sat) 15,369; (S) 17,030; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Tom Turner, Adv. Dir., TRANSCRIPT, 215 E. Comanche St., Norman, OK 73070; Tel. (405) 321-1800.
National Representative: Papert Companies.

OKLAHOMA CITY

1 - LOCATION: Oklahoma County (MSA). E&P Map D-2. State Capital. County Seat. Wholesale & distribution center. Geographical, retail, financial & transportation center of state. Operational headquarters for Mid-Continent oil producing area. 260 mi. S of geographic center of Continental U.S. 98 mi. from Tulsa; 175 mi. from Wichita, KS; 200 mi. from Dallas, TX.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Burlington Northern; MKT.
Motor Freight-67 regular routes & more than 170 irregular route common-carrier lines. City served by more than 800 additional Okla. truck lines operating intra & interstate in all directions.
Intercity Bus Lines-Trailways; Greyhound; Oklahoma Transportation Co.
Airlines-American; Continental; Delta; Eastern; Northwest; Sunworld; Southwest; TWA; United.

3 - POPULATION:
Corp. City 80 Cen. 403,136; E&P 88 Est. 461,844
CZ-ABC: (80) 657,872

Bal. in MSA-ABC: (80) 203,097
Bal. in NDM-ABC: (80) 1,115,563
Total NDM-ABC: (80) 1,976,532
County 80 Cen. 569,583; E&P 88 Est. 615,162
MSA 80 Cen. 864,628; E&P 88 Est. 972,532

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 160,002; E&P 88 Est. 192,247
CZ-ABC: (80) 249,097
Bal. in MSA-ABC: (80) 72,449
Bal. in NDM-ABC: (80) 407,361
Total NDM-ABC: (80) 728,907
County 80 Cen. 220,580; E&P 88 Est. 250,264
MSA 80 Cen. 321,546; E&P 88 Est. 373,867

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	103	$4,862,600,000
Savings & Loan	10	$2,440,300,000

6 - PASSENGER AUTOS: County 467,912

7 - ELECTRIC METERS: 355,287

8 - GAS METERS: 319,439

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 47,200; Mining 11,400; Constr. 12,500; Transp. & Util. 19,700; Trade 100,700; Fin./R.E. 24,800; Service 88,900; Gov't 96,100.
Principal Pay Days-1st, 15th, 30th, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-71; Summer 70-92; Fall 50-71; Winter 30-49. First killing frost, Nov. 7; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Nearby Shopping Centers (No. of Stores)Almonte (25); Bryant Sq. (53); Casady Sq. (49); City of Moore (17); Crossroads (140); Edmond Plz. (29); 50 Penn Place (31); French Mkt. (18); Heritage Pk (78); Lakeside (20); Market Place (19); Mayfair (40); North Pk. (32); Penn Sq. (160); Quail Sp. (136); Reding (21); Rockwell Plz. (77); Shepherd (110); Shields So. (16); Sooner Fashion (65); Southeast Plz. (12); Southern Hills (45); Springdale (38); Uptown (27); Walnut Sq. (38); Windsor Hills (20).
Principal Shopping Days-Dept.-Mon. & Sat.; Food-Fri. & Sat.
Stores Open Evenings-Mon.-Sat.; Supermarkets every evening.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward 3; Sears 7; JCPenney 7; C.R. Anthony 22; Dillard's 6; Langston 3; Foley's 3; K mart.
Discount Stores-Gibson's Factory Distributing 2; Target 5; Service Merchandise 4; Walls Bargain Center 2; Wal-Mart 11; Sam's Wholesale Club 4; Venture 4.
Variety Stores-McCrory's 15.
Chain Drug Stores-United Discount 4; Hyde's 7; Conrad Marr 4; Rexall 2; Gilliam; Gibson's 2; Skaggs Alpha Beta 6; Wheeler & Stuckey 4; Eckerd 18; Treasury Drugs 4; Revco 14; McCartney's; Drugs-For-Less; Wal-Mart 10; Venture; Thrifty 4; Safeway 12.
Chain Supermarkets-Safeway 27; IGA 26; Brannons United Super Mkts. 3; Buchanon 5; Best Yet 3; Skaggs Alpha Beta 6; Buy-for-Less 4; Food-for-Less; Griders 2; Food World 6; Pratts 5; Crest 2; Snyders 3.

14 - NEWSPAPERS: DAILY OKLAHOMAN (m-mon to fri) 237,653; (m-sat) 225,461; SUNDAY OKLAHOMAN (S) 313,433; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: David Thompson, Adv. Dir., DAILY OKLAHOMAN, 500 N. Broadway, PO Box 25125, Oklahoma City, OK 73125; Tel. (405) 231-3672.
National Representative: Sawyer-Ferguson-Walker.

OKMULGEE

1 - LOCATION: Okmulgee County, E&P Map E-2, County Seat. Agricultural, mining & mfg. center. On U.S. Hwys. 62, 75; State Hwy. 56.

2 - TRANSPORTATION: Railroads-Burlington-Northern.
Intercity Bus Lines-Continental; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 16,263; E&P 88 Est. 16,761
County 80 Cen. 39,257; E&P 88 Est. 40,889

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,015; E&P 88 Est. 6,557
County 80 Cen. 14,314; E&P 88 Est. 14,846

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$131,599,991
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 27,920

7 - ELECTRIC METERS: Residence 9,445

8 - GAS METERS: Residence 5,549

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass 455 ($390); Okla. State Tech. 500 ($425); Mfg. 725 ($340).
Principal Pay Days-Mon., Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 19-78; Summer 63-109; Fall 50-101; Winter 6-75. First killing frost, Nov. 2; last killing frost, Mar. 26.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Neighborhood Shopping Centers-30 blocks on 8 sts., East & West of R.R. on 12 streets.

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Food, Wal-Mart & Cash/Saver Wholesale Whse.

13 - RETAIL OUTLETS: Department Stores-Sharpe's; Anthony's; Dollar General; Family Dollar.
Discount Stores-Wal-Mart; Cash/Saver Wholesale Whse.
Chain Drug Stores-Key Rexall.
Chain Supermarkets-Safeway; Warehouse Market; Mission Lane; Okmulgee IGA.
Other Chain Stores-Sears (catalog); Oklahoma Tire.

14 - NEWSPAPERS: TIMES (m-tues to sat) 5,198; (S) 5,349; Sworn Mar. 31, 1988.
Local Contact for Advertising and Merchandising Data: Jerry Quinn, Gen. Mgr., TIMES, 114 E. 17th St., Okmulgee, OK 74447; Tel. (918) 756-3600.

National Representative: Papert Companies; Oklahoma Press Service.

PAULS VALLEY

1 - LOCATION: Garvin County, E&P Map D-3, County Seat. 50 mi. S of Oklahoma City. On U.S. Hwys. 77, I-35; State Hwy. 19.

2 - TRANSPORTATION: Railroads-Sante Fe.
Motor Freight Carriers-3.
Intercity Bus Lines-Denco; Okla. Trans.; Mid-Continent; SW Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 5,664; E&P 88 Est. 6,596
County 80 Cen. 27,904; E&P 88 Est. 29,801

4 - HOUSEHOLDS:
City 80 Cen. 2,410; E&P 88 Est. 2,936
County 80 Cen. 10,511; E&P 88 Est. 11,417

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$115,000,000
Savings & Loan	2	$333,014,770

6 - PASSENGER AUTOS: County 21,273

7 - ELECTRIC METERS: Residence 2,722

8 - GAS METERS: Residence 2,720

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil 1,050 ($275); Wood Working 40 ($134); Newspaper 20 ($195); Grain Dealers 100 (N.A.); Baking 25 ($134); Tree Nurseries 40 (N.A.); Agric. Fertilizer 5 (N.A.); Bldg. Contractors 50 (N.A.); Concrete 20 (N.A.); Mfg. Light Bulbs 300 ($134); Mfg. Men's Jeans 360 ($134); Film Pkg. (N.A.); Livestock Handling Equip. (N.A.); Truck Canvas Prods. (N.A.); State School for Mentally Handicapped 750 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-110; Fall 40-80; Winter 0-70.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Burr(4)	1	David's Foods.
Valley Plz.(8)	2	Winns, Anthony's Dicus, TG&Y, Dollar General
Rush Creek Mall	1	Wal-Mart

Principal Shopping Days-Wed., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Lintz; C.R. Anthony; Reba Jo's; Cottie's.
Variety Stores-Winns; TG&Y; Dollar General; Wal-Mart.
Chain Drug Stores-Reavis Rexall; Crabtree.
Chain Supermarkets-Safeway; Dicus; David's Discount Foods.
Other Chain Stores-Automotive, Inc.; Okla. Tire; Sears (catalog); Hardee's; Braums; McDonald's; Western Sizzlin'; Mazzio's; Pizza Hut.

14 - NEWSPAPERS: DEMOCRAT (e-tues to fri; S) 3,506; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Laura Sites, Adv. Dir., DEMOCRAT, 108 S. Willow; PO Box 381, Pauls Valley, OK 73075; Tel. (405) 238-6464.
National Representative: Papert Companies.

PAWHUSKA

1 - LOCATION: Osage County (In Tulsa MSA). E&P Map E-1. County Seat. Oil, commercial cattle raising, shipping center; several small manufacturing companies. 275 mi. from Dallas, TX; 262 mi. from Kansas City, MO; 440 mi. from St. Louis, MO; U.S. Hwy. 60; State Hwys. 11, 99.

2 - TRANSPORTATION: Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 4,771; E&P 88 Est. 5,348
County 80 Cen. 39,678; E&P 88 Est. 42,368
MSA 80 Cen. 663,105; E&P 88 Est. 727,650

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,994; E&P 88 Est. 2,326
County 80 Cen. 14,382; E&P 88 Est. 15,243
MSA 80 Cen. 246,380; E&P 88 Est. 275,546

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$40,989,000
Savings & Loan	1	$16,299,758

6 - PASSENGER AUTOS: County 29,916

7 - ELECTRIC METERS: Residence 2,397

8 - GAS METERS: Residence 2,328

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Tool Repairs 50 ($200); Garments 250 (N.A.); Welding & Steel Fab. 21 ($300); Oil & Oil Field Servs. 1,100 ($400); Oil Production 350 ($400).

10 - CLIMATE: First killing frost, Oct. 26; last killing frost, Apr. 3. Av. Temp., 58.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on Main St., 3 on Kihekah; 2 on Leahy St.; 2 on 6th.
Principal Shopping Days-Mon., Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Bayouth's.
Variety Stores-Whitehair Trading Co.; Clifton's; Osage Trading Post & Smoke House.
Discount Stores-Wal-Mart.
Chain Supermarkets-Safeway; IGA.
Other Chain Stores-Ladies Ready to Wear; The Prairie Flower; Lowry's Clothing; Hub Clothiers; Automotive; Monger Bros.; A & B Auto; Greenlight; Wrights Fashion & Gifts; Radio Shack; Weigants Health Mart.

14 - NEWSPAPERS: JOURNAL-CAPITAL (e-tues to fri) 2,050; (S) 2,216; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Bob Hager, Gen. Mgr., JOURNAL-CAPITAL, 700 Kihekah; PO Box 238, Pawhuska, OK 74056; Tel. (918) 287-1590.

National Representatives: Papert Companies; Oklahoma Press Service.

PERRY

1 - LOCATION: Noble County, E&P Map D-1, County Seat. Shipping center for wheat & cattle. Light manufacturing. North central part of state. 60 mi. N of Oklahoma City; on I-35, U.S. Hwys. 77, 64.

2 - TRANSPORTATION: Railroads-Santa Fe; Burlington Northern.
Motor Freight Carriers-3.
Intercity Bus Line-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 5,796; E&P 88 Est. 6,545
County 80 Cen. 11,653; E&P 88 Est. 11,748

4 - HOUSEHOLDS:
City 80 Cen. 2,385; E&P 88 Est. 2,734
County 80 Cen. 4,348; E&P 88 Est. 4,408

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$117,046,000

6 - PASSENGER AUTOS: County 8,251

7 - ELECTRIC METERS: Residence 2,500

8 - GAS METERS: Residence 2,335

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil Field Supplies 25; Ditching Mach. 800; Pipeline Constr. 20; Div. HQ State Highway Dept. 145.

10 - CLIMATE: Min. & Max. Temp.-Spring 17-81; Summer 57-101; Fall 35-99; Winter 9-74. First killing frost, Oct. 27; last killing frost, Apr. 4.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-16 blocks on Delaware, Cedar, 6th, 7th, Brogan, Flynn Sts.; Perry Plaza 15th St. at Fir Ave.
Neighborhood Shopping Centers-Kaw St.; Fir Ave.
Principal Shopping Days-Thur., Sat.; Community Auction Sale-every Wed. Regular Farm Community Trade-Sat.
Stores Close-Sun.
Stores Open Evenings-Thur.; Supermarkets 7 nights.

13 - RETAIL OUTLETS: Discount Stores-Wal-Mart.
Chain Supermarkets-Safeway; Best Yet.
Other Chain Stores-Western Auto; Coast-to-Coast; Family Dollar.

14 - NEWSPAPERS. JOURNAL (e) 3,362, sworn Mar. 31, 1988.
Local Contact for Advertising and Merchandising Data: Mabel Miller, Adv. Dir., JOURNAL, 714 Delaware, Perry, OK 73077; Tel. (405) 336-2222.
National Representative: None.

PONCA CITY

1 - LOCATION: Kay County, E&P Map D-1. Oil refining and production, manufacturing, stock raising, dairy and agricultural center. In SE part of County. 20 mi. from Kansas state line. On U.S. Hwys. 60, 14 mi. E. of I-35 Interstate, 77; State Hwys. 11, 15, 177. 106 mi. N of Oklahoma City; 98 mi. NW of Tulsa; 90 mi. S of Wichita, KS.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-12.
Intercity Bus Lines-Continental.
Airlines-Exec. Express.

3 - POPULATION:
Corp. City 80 Cen. 26,238; E&P 88 Est. 29,913
CZ-ABC: (80) 26,238
RTZ-ABC: (80) 29,835
County 80 Cen. 49,829; E&P 88 Est. 52,942
City & RTZ-ABC: (80) 56,073

4 - HOUSEHOLDS:
City 80 Cen. 11,397; E&P 88 Est. 12,297
CZ-ABC: (80) 10,637
RTZ-ABC: (80) 10,936
County 80 Cen. 19,431; E&P 88 Est. 21,064
City & RTZ-ABC: (80) 21,573

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$247,827,000
Savings & Loan	2	$215,000,000

6 - PASSENGER AUTOS: County 38,885

7 - ELECTRIC METERS: Residence 16,400

8 - GAS METERS: Residence 14,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Petroleum Refining 719 ($508); Metal Mfg. 1,260 ($341); Agric. Proc. 880 ($336).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-61; Summer 68-90; Fall 52-72; Winter 28-48. First killing frost, Oct. 26; last killing frost, Apr. 7.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Grand Ave.
Neighborhood Shopping Centers-4th & South Ave.; Hartford at Seventh; Fourteenth at Hazel; Hartford & 14th; 5th & Hartford.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ponca Plaza(22)	NA	JCPenney, TG&Y/McCrory's, Bealls
Hartford Sq.(8)	NA	Jackson Jewelry
Pioneer(6)	NA	Safeway
Hartford Plz.(6)	NA	Hartford Square Foods

Principal Shopping Days-Mon. & Thur.
Stores Open Evenings-Dept. Stores-Thur. Food-Daily.

13 - RETAIL OUTLETS: Department Stores-JCPenney; C.R. Anthony; Sears (catalog); Bealls.
Variety Stores-K mart; Wal-Mart; TG&Y.
Discount Stores-Dollar Saver.
Chain Drug Stores-Graves; Medicine Chest.
Chain Supermarkets-United; Miller's; Hartford Square Foods; Safeway 2; Pioneer IGA; Buy-For-Less.
Other Chain Stores-Okla. Tire; Goodyear; Sherwin-Williams; Brown Shoe Fit Co.; Lowe's; Huhes Lbr. Co.; Edwards (women's); PayLess Shoes; Western Auto; S&H Green Stamps; Shafer's; Kinney Shoes; Radio Shack.

14 - NEWSPAPERS: NEWS (e-mon to fri) 13,037;

(S) 14,268, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Ellsworth Rains, Adv. Dir., NEWS, 300 N Third; PO Box 191; Ponca City, OK 74602; Tel. (405) 765-3311.
National Representative: Landon Associates.

PRYOR

1 - LOCATION: Mayes County, E&P Map E-1, County Seat. On U.S. Hwy. 69; State Hwy. 20. Agriculture, industrial, dairying, broiler & recreation area. 50 mi. E of Tulsa; 200 mi. S of Kansas City.

2 - TRANSPORTATION: Railroads-MKT.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 8,483; E&P 88 Est. 9,092
County 80 Cen. 32,476; E&P 88 Est. 35,806

4 - HOUSEHOLDS:
City 80 Cen. 3,308; E&P 88 Est. 3,366
County 80 Cen. 11,622; E&P 88 Est. 12,891

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$127,866,462
Savings & Loan	2	$98,686,021

6 - PASSENGER AUTOS: County 24,058

7 - ELECTRIC METERS: Residence 3,300

8 - GAS METERS: Residence 3,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper 275; Grand River Dam 121; Chem. 425; Carbide 75; Cement 125; Tools 50; Meat Pkg.; Plastic 75; Heat Exchangers 100.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-65; Summer 60-100; Fall 50-70; Winter 10-55. First killing frost, Oct. 15; last killing frost, Mar. 30.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Graham Ave.; 2 each side of Graham Ave.
Shopping Centers-Wal-Mart (8 stores-Wal-Mart, Sav-Mor).
Principal Shopping Days-Tues., Wed., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stures**-Peters; C.R. Anthony; Sharpe's.
Variety Stores-Pryor; McCrory's; Dollar General.
Discount Storas-Wal-Mart.
Chain Supermarkets-Safeway; Sav-Mor; Horner Foods.
Other Chain Stores-Okla. Tire; Western Auto; Goodrich; Goodyear; Sears; Coast-to-Coast.

14 - NEWSPAPERS: TIMES (e-tues to fri) 5,211; (S) 6,177; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Larry Williams, Gen. Mgr., TIMES, Box 308, Pryor, OK 74362; Tel. (918) 825-3292.
National Representative: Landon Associates.

SAPULPA

1 - LOCATION: Creek County (In Tulsa MSA). E&P Map E-2, County Seat. 15 mi. from Tulsa; 100 mi. from Okla. City. On State Hwys. 33, 66, 75, 97; I-44.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Tulsa-Sapulpa Union.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; MK&O.

3 - POPULATION:
Corp. City 80 Cen. 15,853; E&P 88 Est. 18,039
CZ-ABC: (80) 15,853
RTZ-ABC: (80) 26,434
MSA 80 Cen. 663,105; E&P 88 Est. 727,650
County 80 Cen. 59,414; E&P 88 Est. 71,518
City & RTZ-ABC: (80) 42,287
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,942; E&P 88 Est. 6,956
CZ-ABC: (80) 5,942
RTZ-ABC: (80) 8,956
City & RTZ-ABC: (80) 14,898
County 80 Cen. 20,960; E&P 88 Est. 25,282
MSA 80 Cen. 246,380; E&P 88 Est. 275,546

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$162,618,982
Savings & Loan	2	$91,470,199

6 - PASSENGER AUTOS: County 39,039

7 - ELECTRIC METERS: Residence 7,161

8 - GAS METERS: Residence 8,638

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass 750 ($305); Pottery 25 ($220).
Principal Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-90; Summer 65-110; Fall 25-90; Winter 0-80. First killing frost, Oct. 15; last killing frost, Mar.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Centers**-21 blocks on eight streets, plus 4 strip shopping centers.
Principal Shopping Days-Sat. & Fri.
Stores Open Evenings-Shopping Ctr. nightly.
Stores Open Sundays-Shopping Centers & Supermarkets.

13 - RETAIL OUTLETS: **Department Stores**-Morton's; Bayouth's; JCPenney; Anthony's; Sears.
Discount Stores-Wal-Mart.
Chain Drug Stores-Wal-Mart Phcy.; May's.
Chain Supermarkets-Safeway; Family Market; Tru-Discount; Reasor's Discount Foods.
Other Chain Stores-Otasco; Zale's.

14 - NEWSPAPERS: HERALD (e-mon to fri) 6,559; (S) 6,936; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: David Fordonski, Adv. Mgr., HERALD, 16 S Park St., Sapulpa, OK 74066; Tel. (918) 224-5185.
National Representatives: Landon Associates; Oklahoma Press Service.

SEMINOLE

1 - LOCATION: Seminole County, E&P Map E-2. Oil field service & supply center. Situated on U.S. Hwy. 270 & State Hwys. 3, 9 & 99; 54 mi. SE of Oklahoma City.

2 - TRANSPORTATION: **Railroads**-M.K.& T.
Intercity Bus Lines-Okla. Trans.; Midco; Jefferson.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 8,590; E&P 88 Est. 9,706
County 80 Cen. 27,491; E&P 88 Est. 27,951

4 - HOUSEHOLDS:
City 80 Cen. 3,488; E&P 88 Est. 4,239
County 80 Cen. 10,158; E&P 88 Est. 10,443

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$55,108,000
Savings & Loan	2	$40,855,000

6 - PASSENGER AUTOS: County 17,892

7 - ELECTRIC METERS: Residence 3,844

8 - GAS METERS: Residence 3,568

9 - PRINCIPAL INDUSTRIES: Oil Well Drilling; Oil Prods.; Oil Field Servs. & Sup.; Oil Field Equip. Mfg.; Tank Mfg.; Tool Mfg.; Clothing Mfg.; Food Dist.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-76; Summer 74-93; Fall 52-79; Winter 27-48. First killing frost, Oct. 1; last killing frost, Mar. 15.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Main St. & 6 on intersecting streets.
Neighborhood Shopping Centers-Strothers St.; W. Broadway; N. Milt Phillips Ave.
Stores Open Evenings-Some on Sat. evenings.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sharpes; Hammons; Newton Wall; Sears.
Variety Stores-Otasco.
Discount Stores-Wall's Family Bargain Center; Wal-Mart.
Chain Drug Stores-I.D.L.; Wal-Mart.
Chain Supermarkets-IGA; Safeway; Best Yet.
Other Chain Stores-Okla. Tire; Firestone; Goodyear; Neil's; Perry McGee Furn.; Cato; Ace Hdwe.; Sherwin-Williams; Home; Vogue; True Value Hardware.

14 - NEWSPAPERS: PRODUCER (e-tues to fri) S 4,510; (S) 5,022; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Jim Keisman, Adv. Dir., PRODUCER, 121 N. Main; PO Box 431, Seminole, OK 74868; Tel. (405) 382-1100.
National Representatives: Papert Companies; Oklahoma Press Service.

SHAWNEE

1 - LOCATION: Pottawatomie County (In Oklahoma City MSA). E&P Map D-2, County Seat. Residential ctr. 42 mi. SE of Oklahoma City. On U.S. Hwys 177, 270, I-40; State Hwys. 3, 18, 99A.

2 - TRANSPORTATION: **Railroads**-AT&SF; OCA&A, Missouri, Kansas, & Texas R.R.
Motor Freight Carriers-7.
Intercity Bus Lines-Jordan; O.T.C.; Greyhound, Mid Continent Coaches; Oklahoma Transportation.
Airlines-at Oklahoma City Airport 37 mi. W; American, Continental, Eastern, Southwest, Texas Intl., Trans Central, TWA.

3 - POPULATION:
Corp. City 80 Cen. 26,506; E&P 88 Est. 31,100
CZ-ABC: (80) 26,506
RTZ-ABC: (80) 82,799
County 80 Cen. 55,470; E&P 88 Est. 61,264
MSA 80 Cen. 864,628; E&P 88 Est. 972,532
City & RTZ-ABC: (80) 109,305
Demographic Information available from Newspapor. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,334; E&P 88 Est. 12,741
CZ-ABC: (80) 10,334
RTZ-ABC: (80) 29,535
County 80 Cen. 20,062; E&P 88 Est. 22,331
MSA 80 Cen. 321,546; E&P 88 Est. 373,867
City & RTZ-ABC: (80) 39,869

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$109,000,000
Commercial	4	$480,000,000

6 - PASSENGER AUTOS: County 37,438

7 - ELECTRIC METERS: Residence 11,993

8 - GAS METERS: Residence 9,961

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 430 ($240); Milling 175 ($250); Copper Tubing 300 ($245); Pump Mfg. 200 ($280); Other Mfg. 562 (N.A.); Polyethelene Film 370 (N.A.); Ceramic Magnets 420 (N.A.); Agric.; Mineral Prods.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 60-95; Fall 45-85; Winter 18-65. First killing frost, Nov. 8; last killing frost, Apr. 5.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Main St.
Neighborhood Shopping Centers-Independence & Harrison 12; Kickapoo & Federal 2; Kickapoo & MacArthur 5; 2300 N. Harrison 4 (K mart); Independence & Kickapoo 9.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Del Plaza(12)	2	Ben Franklin, Brannon, Star Disc.
Northridge Sq.(15)	15	K mart, Winn Dixie
Shawnee Plz.(7)	NA	Revco, Wal-Mart
N. Harrison	3	K mart, Big-O-Tires, Wendy's, Pratt
Shawnee Mall	4	Dillard,s Sears, JCPenny, Wal-Mart

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat.; Food Stores-Thur., Fri, Sat.
Stores Open Evenings-Dept.-Mon. and Thur.; Food & Discount-nightly.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; C.R. Anthony; W.R. Jones; Newton Wall.
Discount Stores-Wal-Mart; K mart.
Variety Stores-Dollar General.
Chain Drug Stores-Rexall 6; Shawnee; Medical Arts; Campus Star Discount Phcy.; Shawnee Medical Center Phcy.; Doctors Bldg. Phcy.; Medicine Shoppe; Revco; Eckerd.
Chain Supermarkets-Humpty-Dumpty; Safeway; IGA 2; Pratt's 3.

14 - NEWSPAPERS: NEWS-STAR (m-tues to sat) 12,966; (S) 14,138; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: D. Gene Norton, Adv. Mgr., NEWS-STAR, 215 N. Bell, Shawnee, OK 74801; Tel. (405) 273-4200.
National Representative: Landon Associates.

STILLWATER

1 - LOCATION: Payne County, E&P Map D-2, County Seat. Educational (Okla. State Univ.), industrial, agricultural, oil, livestock and dairy center. State Hdqtrs. U.S. Dept. of Agriculture, State Office for Technical Training, 70 mi. NE of Okla. City; 75 mi. W of Tulsa.

2 - TRANSPORTATION: **Railroads**-Santa Fe.
Motor Freight Carriers-7.
Intercity Bus Lines-MK&O.

3 - POPULATION:
Corp. City 80 Cen. 38,268; E&P 88 Est. 40,415
CZ-ABC: (80) 38,268
RTZ-ABC: (80) 45,732
County 80 Cen. 62,623; E&P 88 Est. 65,142
City & RTZ-ABC: (80) 84,000

4 - HOUSEHOLDS:
City 80 Cen. 12,829; E&P 88 Est. 14,100
CZ-ABC: (80) 12,829
RTZ-ABC: (80) 17,450
County 80 Cen. 22,119; E&P 88 Est. 25,021
City & RTZ-ABC: (80) 30,279

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$317,546,410
Savings & Loan	3	$143,000,000

6 - PASSENGER AUTOS: County 38,353

7 - ELECTRIC METERS: Residence 14,729

8 - GAS METERS: Residence 10,491

9 - PRINCIPAL INDUSTRIES: Grain Elevator & Mills 2; Data Forms Mfg.; Electronics; Poultry Hatchery; Outboard Motor Mfg.; Tire Materials Mfg.; Printing.
Principal Pay Days-1st & 15th; Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-60; Summer 77-82; Fall 49-74; Winter 37-42. First killing frost, Oct.; last killing frost, Mar.

11 - TAP WATER: Slightly alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-7 blocks on Main St.; 10 on side streets off Main.
Neighborhood Shopping Centers-3 blocks on West 6th; 2 on Washington; 6 on Knoblock; 4 on East 6th; University Square; Cimarron Plaza; Pioneer Square; Rosewood Hills.
Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-Katz; JCPenney; C.R. Anthony; Gibson's; Sears; Newton Wall; Beall's.
Discount Stores-Gibson's; Wal-Mart; TG&Y.
Variety Stores-Otasco; Ace Hdwe. Mart; Murphy's Hdwe.
Chain Drug Stores-Humpty-Dumpty; Thrifty; Revco; Treasury.
Chain Supermarkets-IGA 3; Humpty Dumpty; Safeway; Bestyet 2.
Other Chain Stores-Goodrich; Goodyear; Firestone; Nelson Furn.; Brown's Shoe Fit; Braum's; Quick Trip; Sherwin-Williams; Zale's; S&H Stamps.

14 - NEWSPAPERS: NEWS-PRESS (e-mon to fri) 10,309; (S) 11,141; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth O. Light, Natl. Adv. Dir., NEWS-PRESS, PO Box 2288, Stillwater, OK 74076; Tel. (405) 372-5000.
National Representative: Landon Associates.

TAHLEQUAH

1 - LOCATION: Cherokee County, E&P Map F-2, County Seat. Resort area. Northeastern State College. Forestry, agriculture & farming area, 28 mi. SE of Muskogee, 65 mi. SE of Tulsa. On U.S. Hwy. 62; State Hwy. 51.

2 - TRANSPORTATION: **Airlines**-All major airlines at Tulsa Airport.

3 - POPULATION:
Corp. City 80 Cen. 9,708; E&P 88 Est. 13,124
County 80 Cen. 30,839; E&P 88 Est. 33,759

4 - HOUSEHOLDS:
City 80 Cen. 3,510; E&P 88 Est. 4,545
County 80 Cen. 10,595; E&P 88 Est. 11,747

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$245,905,935

6 - PASSENGER AUTOS: County 19,462

7 - ELECTRIC METERS: 4,594

8 - GAS METERS: 5,777

9 - PRINCIPAL INDUSTRIES: Agric.; Forestry; Machine Shops; Cannery; Nursery Prods.; Tourism.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-90; Summer 55-100; Fall 15-95; Winter 5-80. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Box Center	NA	IGA
Cherokee Hills(5)	NA	Wal-Mart
Downing Square	NA	
Plaza(8)	NA	

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: **Department Stores**-Hinds; Anthony's; Workman's.
Discount Stores-Wal-Mart; Family Dollar.
Chain Drug Stores-Cherokee Hills Phcy.; Sun Drug.
Chain Supermarkets-Box's IGA; Reasor's;

Safeway; Consumers; Food-4-Less.
Other Chain Stores-Doyles Shoes; Sirloin Stocade; Merle Norman; Pay-less Shoes; Ken's Pizza; Kentucky Fried Chicken; Big Cheese; Hardee's; Wendys; McDonald's; Taco Hut; Pizza Hut; Goodyear; Love's; Sears; Fashion Crossroads; Domino Pizza; Western Sizzlin'; Cato's; Charlie's Fried Chicken.

14 - NEWSPAPERS: PRESS (m-tues to fri; S) 7,010; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: M. Gerald Stone, Pub., PRESS, 106 W. 2nd, PO Box 888, Tahlequah, OK 74464; Tel. (918) 456-8833.
National Representatives: Landon Associates; Oklahoma Press Service.

TULSA

1 - LOCATION: Tulsa County (MSA), E&P Map E-2. County Seat. Administrative center for many oil companies; electronics and aviation maintenance center. 262 mi. SW of Kansas City; 276 mi. NE of Dallas, TX; 519 mi. N of Houston, TX; 120 mi. E of Oklahoma City; 174 mi. SE of Wichita, KS. On U.S. Hwys. I-44, 64, 66, 75, 169; State Hwys. 11, 33, 51.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Santa Fe; M.K.&T.; Texas S. Pacific.
Motor Freight Carriers-54.
Intercity Bus Lines-Continental Trailways; Greyhound; MK&O; KG Lines.
Airlines-American; Delta; TWA; Ozark; Eastern; Air Midwest; Executive Express; Republic; Scheduled Skyways; Southwest; Total Air; United. (Three Airports).

3 - POPULATION:
Corp. City 80 Cen. 360,919; E&P 88 Est. 392,720
CZ-ABC: (80) 483,484
RTZ-ABC: (80) 452,107
County 80 Cen. 474,521; E&P 88 Est. 504,833
MSA 80 Cen. 663,105 E&P 88 Est. 727,650
City & RTZ-ABC: (80) 935,591
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 145,414; E&P 88 Est. 165,127
CZ-ABC: (80) 185,501
RTZ-ABC: (80) 162,583
County 80 Cen. 181,620; E&P 88 Est. 199,478
MSA 80 Cen. 246,380; E&P 88 Est. 275,546
City & RTZ-ABC: (80) 348,084

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	9	$4,571,148,000
Commercial	38	$4,593,416,000

6 - PASSENGER AUTOS: County 371,574.

7 - ELECTRIC METERS: Residence 162,107.

8 - GAS METERS: Residence 123,394.

9 - PRINCIPAL INDUSTRIES: Metro Area: Industry, No. of Wage Earners-Mfg. 53,400; Mining 20,400; Constr. 13,600; Trans. & Pub. Util. 21,500; Whol. Trade 19,600; Ret. Trade 53,700; Fin., Ins. & R.E. 17,200; Servs. 69,500; Gov't 34,600.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-69; Summer 69-90; Fall 47-69; Winter 35-51. First killing frost, Nov. 3; last killing frost, Mar. 27.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Areas**-Downtown from 3rd St. to 10th St. South; Denver Ave. east to Detroit; 21st to 22nd Pl. South; Utica Ave. east to Yorktown; 39th to 43rd St. South; Yale Ave. east to Hudson; Memorial 51st to 71st.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fontana Ctr.(78)	NA	Cort, Ross, Luby's
Promenade(35)	NA	JCPenney, Dillards, Mervyn's
Southroads Mall (69)	NA	Foley's, Vandever, Renbergs
Utica Sq.(71)	NA	Dillards, Miss Jackson, Saks
Woodland Hill Mall(164)	NA	Dillards, JCPenney, Foley's, Renbergs, Sears
Alameda(31)	NA	Casa Bonita, Whitlocks
Country Club Plz. (47)	NA	Skaggs
Crossing Oaks(36)	NA	Safeway, Target
Kensington Galleria(55)	NA	Dillards
Walnut Creek(60)	NA	Safeway, Furr's, Med-X
Eastland Mall	NA	Dillards, JCPenney, Mervyn's

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Vandever's; Dillard's 3; Woolf Bros.; Renberg's 3; Sears 3; C.R. Anthony 11; JCPenney 3; Montgomery Ward 2; Foley' 2.
Discount Stores-Target 2; K mart 5; Mervyn's 3.
Variety Stores-TG&Y 3.
Chain Drug Stores-Med-X 9; Walgreens 3; Rexall 3; Getman 2; Skaggs 5; Family 4; Mayes 8.
Chain Supermarkets-Thrift-T-Wise & Affiliated Food Stores 10; Safeway 26; Sipes 3; Bestyet; Red Bud 7; Family Markets; McCartney's 2; Superettes Git-N-Go 35; Quick-Trip 39; Okla. Utotem 47; In-N-Out; Sam's 2; 7-Eleven 10.
Other Chain Stores-Jewelry: Boswell's 3, Zale's 3, Moody's 5, Sloan's; Automotive: Firestone 3, Goodyear 10, Otasco 9, Automotive of Tulsa 6, Thrift 3, Midas 3; Paint: Devoe 3, Cook's 6, PPG 10, Pittsburgh Paint 2, Sherwin-Williams 2.

14 - NEWSPAPERS: WORLD (m) 128,298; TRIBUNE (e) 71,866; WORLD (S) 235,896; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Kendall Somers, Adv. Dir., Newspaper Printing Corp. (agent) for TRIBUNE and WORLD, 315 S. Boulder Ave., PO Box 1770, Tulsa, OK 74102; Tel. (918) 581-8511.
National Representative: Branham/Newspaper Sales.

VINITA

1 - LOCATION: Craig County, E&P Map F-1. County Seat. 65 mi. NE of Tulsa. On U.S. Hwys. 69, 60; Will Rogers Tpke.

2 - TRANSPORTATION: **Railroads**-M.K.&T.; Burlington Northern.
Intercity Bus Lines-Greyhound; Continental Trailways; Natl. Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,740; E&P 88 Est. 6,743
County 80 Cen. 14,961; E&P 88 Est. 15,333
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,514; E&P 88 Est. 2,542
County 80 Cen. 5,685; E&P 88 Est. 5,717

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$112,947,000
Savings & Loan	1	$379,103,054

6 - PASSENGER AUTOS: County 11,034.

7 - ELECTRIC METERS: Residence 3,300.

8 - GAS METERS: Residence 2,900.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Elect. Connector Mfg. 225; Agric.; Flag and Apron Mgr. 40; Eastern State Hospital 851; Tower Manufacturers 43; Automotive Parts 75; Ready Mix Concrete 9; Soft Drinks 42.

10 - CLIMATE: Av. Temp.-Spring 60; Summer 80; Fall 59; Winter 36; Av. Precip.-43.14 in.

11 - TAP WATER: 30 in. line from Grand Lake.

12 - RETAILING: **Principal Shopping Days**-Sat., Thur., Fri.
Stores Open Evenings-Supermarkets; Wal-Mart; Anthony's.

13 - RETAIL OUTLETS: **Department Stores**-Draper's; Anthony's; Vanity Fair.
Discount Stores-Wal-Mart.
Chain Supermarkets-Safeway; Warehouse Foods.
Other Chain Stores-Western Auto; Sherwin-Williams; Sears (catalog); Westco; Otasco.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 3,827; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: John M. Turner, Pub., JOURNAL, PO Box 328, Vinita, OK 74301-0328; Tel. (918) 256-6422.
National Representatives: Oklahoma Press Service; Papert Companies.

WEATHERFORD

1 - LOCATION: Custer County, E&P Map C-2, University Community; Agricultural Area; Nursery area; 63 mi. W of Oklahoma City. On I-40; State Hwy. 54.

2 - TRANSPORTATION: **Railroads**-Farmrail.
Motor Freight Carriers-1.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Cargo at Thos. P. Stafford Field. Nearest Commercial Airfield at Oklahoma City.

3 - POPULATION:
Corp. City 80 Cen. 9,640; E&P 88 Est. 15,464
County 80 Cen. 26,106; E&P 88 Est. 34,333

4 - HOUSEHOLDS:
City 80 Cen. 3,438; E&P 88 Est. 5,607
County 80 Cen. 9,482; E&P 88 Est. 12,304

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$109,027,000

6 - PASSENGER AUTOS: County 18,146.

7 - ELECTRIC METERS: Residence 5,480.

8 - GAS METERS: Residence 4,200.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Educ. 450 ($250); Photo Proc. 100 (N.A.); Printing Prods. 270 (N.A.); Meat Proc. 26 (N.A.); Data Proc. Equip. 200 ($200); Oil & Gas Related ($350); Agric. (N.A.); Printing & Boxing, 200 ($250).

10 - CLIMATE: Av. An. Temp. 60.5; Rainfall 27.7; Temp. Summer 65-105; Winter 10-75.

11 - TAP WATER: Well water, soft.

12 - RETAILING: **Principal Shopping Center**-7 blocks on Main St. plus shpg. ctr. continuation.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Weatherford(14)	NA	Pucketts
Northpark Shoppes (6)	NA	Kwik Korner, Wal-Mart

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Dixie; Anthony's; In Crowd; Kloset; Frankie's; Smart Shop; Sears (catalog).
Discount Stores-Wal-Mart.
Chain Supermarkets-United; IGA.
Other Chain Stores-Treehouse; Country Expressions; Hottos.
14 - NEWSPAPERS: NEWS (e-tues to fri; S) 3,670; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Philip R. Reid, Pub., NEWS, 118 S. Broadway, Weatherford, OK 73096; Tel. (405) 772-3301.
National Representative: Papert Companies; Oklahoma Press Service.

WEWOKA

1 - LOCATION: Seminole County, E&P Map E-2.

2 - TRANSPORTATION: **Railroads**-Rock Island.
Motor Freight Carriers-4.
Intercity Bus Lines-Oklahoma Trans. Co.

3 - POPULATION:
Corp. City 80 Cen. 5,480; E&P 88 Est. 4,131
County 80 Cen. 27,491; E&P 88 Est. 27,951

4 - HOUSEHOLDS:
City 80 Cen. 2,132; E&P 88 Est. 1,728
County 80 Cen. 10,158; E&P 88 Est. 10,443

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$54,178,128
Savings & Loan	1	$39,035,000

6 - PASSENGER AUTOS: County 17,892.

7 - ELECTRIC METERS: Residence 2,600.

8 - GAS METERS: Residence 2,425.

9 - PRINCIPAL INDUSTRIES: Oil Production; Oil Field Servicing; Clothing Mfg.; Plastic Mfg.; Expanded Steel.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-90; Summer 65-110; Fall 32-80; Winter 0-45. First killing frost, Nov. 1; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Wewoka Ave.; 4 blocks on Mekusukey Ave.; all cross streets in between.
Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Cohen's; Dollar General; Sharpe's.
Chain Supermarkets-Red Bud; IGA.
Other Chain Stores-Nelson (furn.); Otasco (auto & home supplies).

14 - NEWSPAPERS: TIMES (e-tues to fri) 1,200; (S) 1,350; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Judith Collis, Gen. Mgr., TIMES, 210 S. Wewoka Ave.; PO Box 61, Wewoka, OK 74884; Tel. (405) 257-3341.
National Representatives: Papert Companies; Oklahoma Press Service.

WOODWARD

1 - LOCATION: Woodward County, E&P Map C-1, County Seat. Wholesale and agricultural center on the North Canadian River. On U.S. Hwys. 183, 270; State Hwys. 3, 15, 34. 140 mi. NW of Oklahoma City.

2 - TRANSPORTATION: **Railroads**-Atchinson, Topeka & Santa Fe; NW Oklahoma.
Motor Freight Carriers-5.
Intercity Bus Lines-Oklahoma Trans.

3 - POPULATION:
Corp. City 80 Cen. 13,610; E&P 88 Est. 15,903
County 80 Cen. 21,362; E&P 88 Est. 23,282

4 - HOUSEHOLDS:
City 80 Cen. 5,068; E&P 88 Est. 6,058
County 80 Cen. 7,582; E&P 88 Est. 8,321

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$171,000,000
Savings & Loan	2	$137,000,000

6 - PASSENGER AUTOS: County 13,786.

7 - ELECTRIC METERS: Residence 5,052.

8 - GAS METERS: Residence 4,416.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-N.A. (Av. Wkly. Wage-N.A.) Metal Working; Livestock; Meat Packing; Natural Gas; Farming; Oil affiliates; Oil & Gas Drilling & Prod.; Iodine Mfg.; Fertilizer.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-71; Summer 63-93; Fall 29-82; Winter 21-62. First killing frost Oct.; last killing frost, Apr.

11 - TAP WATER: 8 gr. per gal.

12 - RETAILING: **Principal Shopping Center**-No. of Stores-6 blocks on Main St. Downtown; Westgate 2; Plaza 5; Southgate 5; Westwood 4.
Stores Open Evenings-Food; Discount.
Stores Open Sundays-Food; Discount.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony; JCPenney; Frost's; Trego's; Oliver's; Star Model; Sears.
Variety Stores-TG&Y Family Store.
Discount Stores-Wal-Mart.
Chain Drug Stores-Safeway.
Chain Supermarkets-Safeway; Jack & Jill; United.
Other Chain Stores-Otasco; Atwood's; S&H Green Stamps; Firestone; Radio Shack; Payless Shoes; Maurices; Fashion Crossroads.

14 - NEWSPAPERS: NEWS (m-tues to sat) 5,500; sworn Sept. 31, 1988.
Local Contact for Advertising and Merchandising Data: Debbie McCord, Adv. Dir., NEWS, 1222 10th St.; PO Box 928, Woodward, OK 73802; Tel. (405) 256-2200.
National Representatives: Oklahoma Press Service; Papert Companies.

OREGON SURVEYS

METROPOLITAN STATISTICAL AREAS

Eugene-Springfield-Lane County.
Medford-Jackson County.
Salem-Marion and Polk Counties.

PRIMARY METROPOLITAN STATISTICAL AREA

Portland-Clackamas, Multnomah, Washington and Yamhill Counties.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Portland-Vancouver, OR-WA-Includes Portland, OR PMSA and Vancouver, WA PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1989
Under 5 Years	164	198	227
5-14 Years	406	392	382
15-24 Years	366	464	384
25-44 Years	481	790	950
45-64 Years	499	491	477
65 and Over	226	303	300
TOTAL	2,092	2,638	2,721

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1989 Est.
Bldg. Mat./Hdwr	629	549	1,142
General Mdse	1,256	1,780	2,906

Food	1,822	2,660	3,917
Automobiles	2,083	2,217	4,684
Gasoline Stations	656	1,107	1,208
Apparel	391	588	926
Furniture	481	493	985
Eat-Drink Places	879	1,323	2,194
Drugs	307	372	610
TOTAL SALES	9,348	12,634	20,491

ALBANY

1 - LOCATION: Linn County. E&P Map A-2. County Seat. On Willamette River. 75 mi. S of Portland, NW corner of county. 20 mi. S of Salem, 38 mi. N of Eugene, 12 mi. NE of Corvallis. Wholesale and shipping center for lumber export, heavy metals, dairy & agricultural prods. (primarily grass seed). On U.S. Hwys. 20, 99E & I-5.

2 - TRANSPORTATION: **Railroads**-Amtrak; Southern Pacific; Burlington Northern (freight).
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Cascade Trailways.

3 - POPULATION:
Corp. City 80 Cen. 26,678; E&P 88 Est. 29,543
NDM-ABC: (80) 89,604
County 80 Cen. 89,514; E&P 88 Est. 91,616

4 - HOUSEHOLDS:
City 80 Cen. 10,415; E&P 88 Est. 11,933
NDM-ABC: (80) 32,640
County 80 Cen. 32,773; E&P 88 Est. 35,388

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$148,798,000
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 74,589

7 - ELECTRIC METERS: Residence City 10,500

8 - GAS METERS: Residence City 5,128

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Metals 2,480; Wood Prods. 4,755; Food Proc. 1,012; Agric. 1,741; Utilities & Trans. 322; Constr. 1,633.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-59; Summer 66-94; Fall 50-72; Winter 10-45. First killing frost, Oct. 25; last killing frost, Apr. 12.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Heritage Mall: 14th Ave. between Clay & Geary Sts. JCPenney, Emporium, Target & Sears. Downtown: area bounded by 1st and 6th Aves. and Broadalbin & Lyon Sts.; K mart/Mervyn's: I-5 & Pacific Blvd.; Albany Plaza: Santiam Hwy. & Waverly Dr.; Fred Meyer: Santiam Hwy. & Waverly Dr.
Neighborhood Shopping Centers-Santiam Hwy. & Pacific Blvd.; entire length of Pacific Blvd.
Principal Shopping Days-Tues., Thur. and Sat.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; The Broadway; The Emporium; Mervyn's.
Discount Stores-Target; Coastal Farm & Home; Bi-Mart; Fred Meyer; K mart.
Chain Drug Stores-Pay Less; Fred Meyer; Bi-Mart; Ervin's.
Chain Supermarkets-Safeway; IGA; Fred Meyer; The Market Place; Thriftway 2; Albertson's.

14 - NEWSPAPERS: DEMOCRAT-HERALD (e) 21,638; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: William Marcum, Ret. Adv. Mgr.; John Hauck, Mktg. Dir., DEMOCRAT-HERALD, 138 S.W. 6th Ave., Albany, OR 97321-0609; Tel. (503) 926-2211.
National Representative: Branham/Newspaper Sales.

ASHLAND

1 - LOCATION: Jackson County (In Medford MSA). E&P Map A-3, 12 mi. SE of Medford; 22 mi. N of the CA State line on I-5 and Greensprings Hwys.; 290 mi. from Portland; 375 mi. from San Francisco, CA. Tourist & Southern Oregon College center.

2 - TRANSPORTATION: **Motor Freight Carriers**-12.
Intercity Bus Lines-Greyhound; Trailways; Rogue Rapid Transit.
Airlines-United; Horizon; Cascade; PSA.

3 - POPULATION:
Corp. City 80 Cen. 14,943; E&P 88 Est. 16,074
CZ-ABC: (80) 14,943
RTZ-ABC: (80) 5,806
County/MSA 80 Cen. 132,675; E&P 88 Est. 140,227
City & RTZ-ABC: (80) 20,749

4 - HOUSEHOLDS:
City 80 Cen. 5,909; E&P 88 Est. 6,627
CZ-ABC: (80) 5,909
RTZ-ABC: (80) 2,178
County/MSA 80 Cen. 49,011; E&P 88 Est. 53,276
City & RTZ-ABC: (80) 8,087

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$68,835,000
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 114,546

7 - ELECTRIC METERS: Residence 6,602

8 - GAS METERS: Residence 3,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-N.A.-Tourism; Lumbering Wood Prods. Factory; Steel Tanks; R.R.; Box Factory; Planning Mill; Dental Equip.; Univ. Educ.; Ski Resort; Printing.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-81; Summer 48-95; Fall 37-65; Winter 32-59. First killing frost, Oct. 18; last killing frost, May 4.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Main St.
Neighborhood Shopping Centers-Pioneer Vlg., 2 blocks at Pioneer & Oak Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Gateway(8)	2	Buy Rite
Commercial Ctr.	2	Butler Ford, Town & Country Chev.
Ashland(20)	2	Kacy's
Tolman-66	3	Bi-Mart, Safeway

Principal Shopping Days-Tues., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Fortmiller's; Beno's.
Variety Stores-Sprouse-Reitz.
Chain Supermarkets-Kacy's; Buy Rite; Sentry; Safeway; U Mark It.
Chain Drug Stores-Rexall; Bi-Mart; Thrifty.
Other Chain Stores-Taco Bell; Radio Shack; McDonald's.

14 - NEWSPAPERS: TIDINGS (e) 5,381; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Derek Adams, Adv. Mgr., TIDINGS, 1661 Siskiyou Blvd., Ashland, OR 97520; Tel. (503) 482-3456.
National Representative: None.

ASTORIA

1 - LOCATION: Clatsop County, E&P Map A-1, County Seat. On South shore of Columbia River, 10 mi. from mouth; 100 mi. NW of Portland.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern.
Intercity Bus Lines-Greyhound; North Coast Transit.
Motor Freight Carriers-5.
Freight Steamship Lines-15.

3 - POPULATION:
Corp. City 80 Cen. 9,998; E&P 88 Est. 9,551
CZ-ABC: (80) 9,998
RTZ-ABC: (80) 37,699
County 80 Cen. 32,455; E&P 88 Est. 32,160
City & RTZ-ABC: (80) 47,697

4 - HOUSEHOLDS:
City 80 Cen. 4,235; E&P 88 Est. 3,585
CZ-ABC: (80) 4,235
RTZ-ABC: (80) 14,705
County 80 Cen. 12,795; E&P 88 Est. 14,091
City & RTZ-ABC: (80) 18,940

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$166,920,000
Savings & Loan	2	(Incl. above)

6 - PASSENGER AUTOS: County 27,676

7 - ELECTRIC METERS: Residence County 15,262

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber & Wood Prods. 780; Durable Goods 220; Paper and Allied Prods. 850; Food & Kindred Prods. 600; Contract Constr. 220; Trans., Commun. & Public Util. 590; Trade 2,750; Fin., Ins. & R.E. 460; Servs. & Misc. 2,210; Gov't 2,120.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-58; Summer 53-68; Fall 48-60; Winter 37-48.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Young's Bay Plaza(13)	5	PayLess Drug, Young's Bay Mkt.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Palos.
Variety Stores-J.J. Newberry.
Chain Supermarkets-Safeway; Sentry; Thriftway; AG.
Other Chain Stores-Western Auto; Coast-to-Coast; Maytag Appliances; Firestone; Napa Auto Parts; Bumper to Bumper; Les Schwab Tires; OK Tires; Sears (appliance & catalog).

14 - NEWSPAPERS: ASTORIAN (e-mon to fri) 9,285; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Robert W. Jones, Gen. Mgr., ASTORIAN, 949 Exchange; PO Box 210, Astoria, OR 97103; Tel. (503) 325-3211.
National Representative: Landon Associates.

BAKER

1 - LOCATION: Baker County, E&P Map D-2.

2 - TRANSPORTATION: **Railroads**-Union Pacific.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,471; E&P 88 Est. 8,937
CZ-ABC: (80) 9,471
RTZ-ABC: (80) 7,093
County 80 Cen. 16,116; E&P 88 Est. 16,474
City & RTZ-ABC: (80) 16,564

4 - HOUSEHOLDS:
City 80 Cen. 3,728; E&P 88 Est. 3,343
CZ-ABC: (80) 3,728
RTZ-ABC: (80) 2,602
County 80 Cen. 6,169; E&P 88 Est. 6,549
City & RTZ-ABC: (80) 6,330

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	3	$38,000,000
Savings & Loan	2	$25,000,000

6 - PASSENGER AUTOS: County 14,048

7 - ELECTRIC METERS: Residence 3,754

8 - GAS METERS: Residence 1,848

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Woodwork 710 ($210); Agric. 500 ($175).
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-56; Summer 48-92; Fall 34-62; Winter 19-35. First killing frost, Oct. 3; last killing frost, May 12.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Maxi Mart(4)	2	True Value, Wilson's

Principal Shopping Days-Wed., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Neuberger & Heilner; Big V.
Variety Stores-True Value; Hirsch Value Ctr.
Chain Supermarkets-Safeway; Albertson's.
Other Chain Stores-Coast-to-Coast; Mode O'Day; Western Auto.

14 - NEWSPAPERS: DEMOCRAT HERALD (e) 3,103; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jack R. Turner, Pub., DEMOCRAT HERALD, 1915 First St., Baker, OR 97314; Tel. (503) 523-3673.
National Representative: Western Communications.

BEND

1 - LOCATION: Deschutes County, Central Oregon, E&P Map B-2, County Seat. Wholesale lumber mfg. & re-mfg., Tourism; Retail sales & service center; area medical center & agriculture 160 mi. SE of Portland, 130 mi. E of Eugene, 320 mi. W of Boise. On junction of U.S. Hwys. 97, 20.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Union Pacific; USA Amtrak.
Motor Freight Carriers-6.
Intercity Bus Lines-Pacific Trailways; Resort.
Airlines-Horizon Air; PSA.

3 - POPULATION:
Corp. City 80 Cen. 17,263; E&P 88 Est. 18,899
CZ-ABC: (80) 27,232
RTZ-ABC: (80) 56,639
County 80 Cen. 63,094; E&P 88 Est. 69,039
City & RTZ-ABC: (80) 83,871

4 - HOUSEHOLDS:
City 80 Cen. 7,011; E&P 88 Est. 7,279
CZ-ABC: (80) 10,726
RTZ-ABC: (80) 20,273
County 80 Cen. 22,976; E&P 88 Est. 25,964
City & RTZ-ABC: (80) 30,999

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$200,645,000
Savings	2	$59,000,000
Savings & Loan	2	$63,000,000

6 - PASSENGER AUTOS: County 66,148

7 - ELECTRIC METERS: Residence 13,000

8 - GAS METERS: Residence County 5,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Ret. trade & services including medical 12,450; Gov't 4,290; Lumber mfg. 3,170; Mfg. & other 1,350.
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-70; Summer 43-90; Fall 33-70; Winter 27-42. First killing frost, Sept. 10; last killing frost, May 12.

11 - TAP WATER: pH 7 to 7.5, very soft.

12 - RETAILING: **Principal Shopping Centers**-Downtown shpg. ctr. 10 block area including Wall St., Bond St., Minnesota & Oregon Aves. Approx. 85 retail businesses. 5 mile strip of Third St. (Hwy. 97) approx. 120 retail businesses; 3 mile strip of Greenwood Ave. (Hwy. 20), approx. 45 retail businesses.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bend River Mall(45)	1	The Bon, Sears
Mt. View Mall(48)	2	Emporium, K mart, Food-4-Less, G.I. Joes
Bend Towne Ctr.(15)	3	Safeway, Sprouse-Reitz, Andersch
Erickson's Ctr.(4)	1	Erickson's Sentry
South Trail Ctr.(2)	3	Food Towne, Coast-to-Coast
Albertson's(2)	1	Albertson's, Payless
Wagner Mall(11)	1	Payless, Wagner's

Principal Shopping Days-Department Stores-Mon., Fri., Sat.; Food Stores-Fri., Sat.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-The Bon; The Emporium; JCPenney; Kaufman's.
Chain Supermarkets-Albertson's; Safeway; Food Towne/Value; Food-4-Less; Erickson's Sentry; Wagner's.
Major Retailers and Chain Stores-Sears; K mart; Payless 2; Bi-mart; Pay 'N Pak; G.I. Joes; Coast-to-Coast; Zale's; Waldenbooks; Radio Shack; Kinney Shoes; The Closet; Computerland; Weisfield's Jewelers; The Jean Machine; Volume Shoe Source; Sprouse-Reitz; Hickory Farms; Andersch.

14 - NEWSPAPERS: BULLETIN (e-mon to fri) 20,812; (S) 21,435; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Gregory G. Smith, Adv. Mgr.; Vanessa Johnston, Natl. Clerk, BULLETIN, 1526 N.W. Hill, Bend, OR 97701; Tel. (503) 382-1811.
National Representative: Branham/Newspaper Sales.

COOS BAY-NORTH BEND

1 - LOCATION: Coos County, E&P Map A-3, 219 mi. SW of Portland, 530 mi. N of San Francisco, CA; 125 mi. SW of Eugene. Business and population center for SW sector of Oregon. Lumber port 16 mi. long, landlocked deep water bay, major port between Portland and San Francisco. U.S. Hwy. 101.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-3.
Airlines-Horizon.

3 - POPULATION:
Corp. Cities 80 Cen. 24,203; E&P 88 Est. 22,989
Coos Bay 80 Cen. 14,424; E&P 88 Est. 14,316
North Bend 80 Cen. 9,779; E&P 88 Est. 8,673
CZ-ABC: (80) 28,960
RTZ-ABC: (80) 59,494
County 80 Cen. 63,947; E&P 88 Est. 61,764
City & RTZ-ABC: (80) 88,454
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 9,142; E&P 88 Est. 8,886
Coos Bay 80 Cen. 5,573; E&P 88 Est. 5,657
North Bend 80 Cen. 3,569; E&P 88 Est. 3,229
CZ-ABC: (80) 10,321
RTZ-ABC: (80) 23,137

County 80 Cen. 23,870; E&P 88 Est. 24,236
City & RTZ-ABC: (80) 33,458

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	6	$453,700,000
Savings & Loan	3	$112,700,000

6 - PASSENGER AUTOS: County 51,178

7 - ELECTRIC METERS: Residence 14,275

8 - GAS METERS: Residence 1,284

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber Shipping 1,580 ($275); Logging 1,160 ($300); Plywood 2,070 ($225); Sawmill 2,190 ($260); Wholesale 480 ($200); Retail 3,400 ($175); Constr. 790 ($300); Food Prods. 460. (Wage Averages are State figures).
Principal Pay Days-Lumber 10th & 25th; Retail 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-65; Summer 55-85; Fall 50-75; Winter 25-65. First killing frost, Oct. 15; last killing frost, Nov. 15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Broadway; 3 on Central Ave.; 2 on Anderson Ave. (Coos Bay); 2 on Sherman Ave. (North Bend).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Public Square(18)	7	Bi-Mart, Radio Shack
Pony Village(88)	7	Sprouse-Reitz, Pay Less, The Bon, Safeway, H.R. Jeweler
Coos Bay Plz.(20)	NA	K mart, Fred Meyer

Principal Shopping Days-Sat., Mon., Fri.
Stores Open-Mon. thru Sun. evening. All stores.

13 - RETAIL OUTLETS: **Department Stores**-Emporium; JCPenney; The Bon.
Variety Stores-Sprouse-Reitz 2; Big Value.
Chain Drug Stores-Pay Less 2; K mart; Bi-Mart; Fred Meyer.
Chain Supermarkets-Safeway 2; McKays 5; Albertson's; Fred Meyer.
Other Chain Stores-Coast-to-Coast; Firestone; Singer Co.; Viking Sewing Ctr.

14 - NEWSPAPERS: WORLD (e) 15,218; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Baron, Pub.; Jim Maxwell, Adv. Dir., WORLD, 350 Commercial; PO Box 1840, Coos Bay, OR 97420; Tel. (503) 269-1222.
National Representative: Papert Companies.

CORVALLIS

1 - LOCATION: Benton County, E&P Map A-2. County Seat. Lumber, wood by-products and agriculture. College center; on Willamette River, 35 mi. S of Salem and 85 mi. S of Portland. On U.S. Hwys. 20, 99 W.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 40,960; E&P 88 Est. 39,518
CZ-ABC: (80) 40,960
RTZ-ABC: (80) 21,275
County 80 Cen. 68,062; E&P 88 Est. 67,962
City & RTZ-ABC: (80) 62,235
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,637; E&P 88 Est. 14,864
CZ-ABC: (80) 14,637
RTZ-ABC: (80) 7,427
County 80 Cen. 23,973; E&P 88 Est. 24,035
City & RTZ-ABC: (80) 22,064

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$161,084,000
Savings & Loan	7	$163,603,000

6 - PASSENGER AUTOS: County 49,802

7 - ELECTRIC METERS: Residence 18,500

8 - GAS METERS: Residence 7,265

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Total Gov't 10,790; Service & Misc. 4,930; Lumber & Wood 1,330; Mach. 2,600; Fin., Ins., R.E. 1,050; Trade 4,140.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-91; Summer 40-103; Fall 14-81; Winter 12-70. First killing frost, Oct. 25; last killing frost, Apr. 12.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-2 blocks on 2nd St.; 3 on 3rd St., 2 on 4th St.
Neighborhood Shopping Centers-College Hill; Monroe St. from 15th St. to 26th St.; North Ninth St. & Beca; Kings Blvd. & Fillmore; Ninth St. & Circle Blvd.; Kings Blvd. & Circle Blvd.; 1895 N.W. Ninth St.; 777 N.W. Ninth St.; 815 N.W. Ninth St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Avery Sq.(17)	1	Kaufman's
Circle 9(31)	3	PayLess, Richey's
King Circle(26)	4	Albertson's
Kings Road(8)	4	Sprouse-Reitz
Northgate(8)	2	
Plaza 9(13)	2	IGA

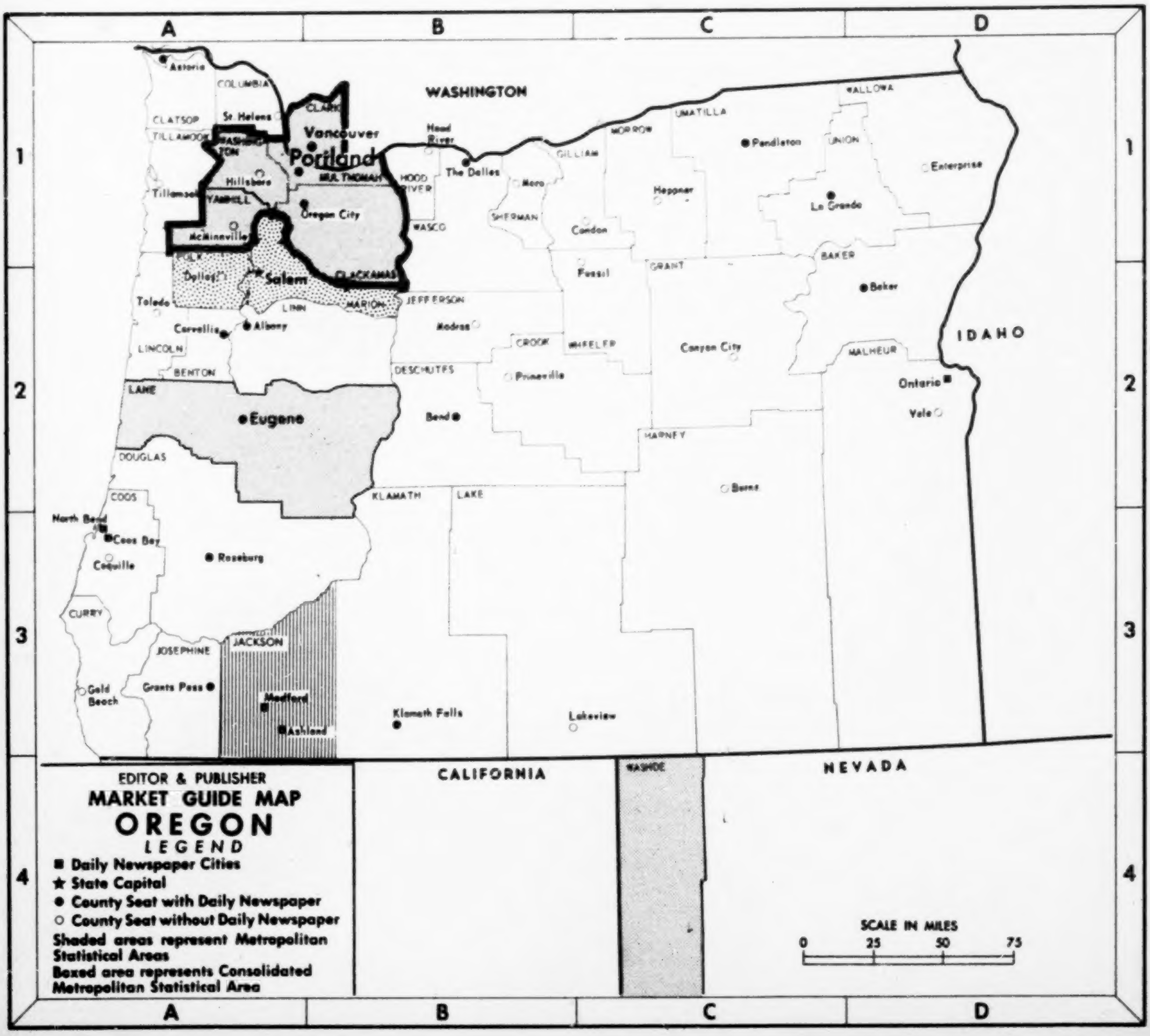
Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Most Retail-Fri., Some Retail-Mon.; Foods-every evening.
Stores Open Sundays-Most Food, Dept. & Discount Stores.

13 - RETAIL OUTLETS: **Department Stores**-Lamont's; JCPenney; Fred Meyer; Clothes Tree.
Variety Stores-McGregor's; Kaufman's; Jay Jacobs.
Discount Stores-Bi-Mart; Fred Meyer; PayLess.
Chain Drug Stores-PayLess.
Chain Supermarkets-Safeway; Roth's IGA; Albertson's; Fred Meyer; Richey's; Waremart.

14 - NEWSPAPERS: GAZETTE-TIMES (m) 12,894; (S) 12,380; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Laurence Marino, Ret. Adv. Mgr., GAZETTE-TIMES, 600 S.W. Jefferson; PO Box 368, Corvallis, OR 97339-0368; Tel. (503) 753-2641.
National Representative: Branham/Newspaper Sales.

EUGENE

1 - LOCATION: Lane County (In Eugene-Springfield MSA). E&P Map A-2. County Seat. Lumber, industrial, agricultural and education center. On Willamette River, 110 mi. S of Portland at head of Willamette Valley. 216 mi. N of the California border and 60 mi. E of Pacific Ocean. On U.S. Hwys. 99, 126, I-5; State Hwys. 36, 38 and 58.


A
B
C
D
1
2
3
4
WASHINGTON
IDAHO
CALIFORNIA
NEVADA
WASHOE
Astoria
COLUMBIA
CLATSOP
St. Helens
CLARK
Vancouver
Portland
TILLAMOOK
WASHINGTON
Hillsboro
MULTNOMAH
Hood River
HOOD RIVER
The Dalles
Tillamook
YAMHILL
Oregon City
McMinnville
CLACKAMAS
POLK
Dallas
Salem
MARION
Toledo
LINN
Corvallis
Albany
LINCOLN
BENTON
LANE
Eugene
DOUGLAS
COOS
North Bend
Coos Bay
Coquille
Roseburg
CURRY
JOSEPHINE
JACKSON
Gold Beach
Grants Pass
Medford
Ashland
GILLIAM
MORROW
UMATILLA
WALLOWA
Pendleton
UNION
Enterprise
Moro
Heppner
La Grande
SHERMAN
WASCO
Condon
BAKER
Fossil
GRANT
Baker
JEFFERSON
Madras
CROOK
WHEELER
Canyon City
MALHEUR
DESCHUTES
Prineville
Ontario
Vale
Bend
HARNEY
Burns
KLAMATH
LAKE
Klamath Falls
Lakeview
EDITOR & PUBLISHER
MARKET GUIDE MAP
OREGON
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area
SCALE IN MILES
0
25
50
75

2 - TRANSPORTATION: Railroads-Southern Pacific; Burlington Northern; Amtrak.
Motor Freight Carriers-34.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-United; American; Horizon Air; PSA.

3 - POPULATION:
Corp. City 80 Cen. 105,624; E&P 88 Est. 99,936
CZ-ABC: (80) 192,001
RTZ-ABC: (80) 98,245
County/MSA 80 Cen. 276,033; E&P 88 Est. 265,821
City & RTZ-ABC: (80) 290,246
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 42,323; E&P 88 Est. 41,266
CZ-ABC: (80) 74,003
RTZ-ABC (80) 34,786
County/MSA 80 Cen. 103,525; E&P 88 Est. 105,062
City & RTZ-ABC: (80) 108,789

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	9	$888,369,000
Savings & Loan	6	$559,000,000

6 - PASSENGER AUTOS: County 221,050.

7 - ELECTRIC METERS: Residence 78,054.

8 - GAS METERS: Residence 12,336.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 1,600 ($385); Lumber 11,000 ($464); Trans. 2,900 ($393); Whol. Trade 5,300 ($407); Ret. Trade 21,200 ($202); Gov't 22,200 ($433); Misc. 23,800 ($281).

10 - CLIMATE: Min. & Max. Temp.-Spring 39-66; Summer 49-79; Fall 42-64; Winter 32-47. First killing frost, Nov. 7; last killing frost, Apr. 7. Average rainfall, 42.56.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Downtown Shopping Centers-8 blocks on Willamette; 5 on Olive; 5 on Oak St.; 4 each on 7th, 8th, 9th, 10th and 11th.
Neighborhood Shopping Areas(No. of Stores)-Riviera (14); Coburg Plz. (14); Sheldon Plz. (19); Edgewood (5); Emerald (6); Farmdale (2); Northgate (12); Gilbert (10); Centennial (7); West 11th (17); Marketplace West (22); Valley West (6); 5th St. Market (50); Fifthpearl Shops (11).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Santa Clara Sq.(26)	6	Albertson's
Delta Oaks(12)	3	Best, G.I. Joes Wholesale, Food Connection
Mohawk Shopping Ctr.(25)	6	BiMart, Waremart
Oakway Ctr.(49)	1	Albertson's, Tiffany
Springfield Mall(30)	6	PayLess, Emporium, Albertson's
Valley River Ctr.(120)	2	JCPenney, Meier & Frank, Ward's, Lamont's
Willamette Plaza(26)	2	Emporium, Food Value, Payless

Principal Shopping Days-Thur., Fri., Sat.; Food-Wed. through Sat.
Stores Open Evenings-Most open nightly; Downtown Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears; JCPenney; Bon Marche; Meier & Frank; Emporium 3; Nordstrom II, Lamont's.
Discount Stores-Fred Meyer 3; Bi-Mart 5; PayLess 4; K mart 2; G.I. Joe's; Best.
Variety Stores-Woolworth; Newberry; Tiffanys; Sprouse-Reitz; Hirons; Payless.
Chain Drug Stores-Tiffanys 5; Hirons 2; Payless 4.
Chain Supermarkets-Safeway 8; Albertson's 7; Thriftway 2; Waremart 2; Food Value 5; Food Warehouse 4; Shop & Save; Food Connection.
Other Chain Stores-Weisfield's; Firestone 3; Leeds; Goodrich; Mode O' Day; Goodyear 3; Kaufman's Bros.; Motherhood Maternity; Memory Lane; Albert's Hosiery; The Clothes Tree; The Blade; Hallmark; House of Uniforms; Petrie's; See's Candies; Thom McAn Shoes; Brooks; Everybody's Records; Smith's Home Furnishings; Benetton; Lerner Shops; Furrows; Pay N Pak; Comfortables; Cowtown; McMahan Furn.; Fabricland; Foot Locker; J.K. Gill; Herman's Sporting Goods; Hickory Farms; Hi Fashion; High-Mighty; House of Fabrics; Kay-Bee Toys; Musicland; Radio Shack; Rocky Mountain Sheepskin Co.; Scan Design; Schuck's; Les Schwab Tires; Self Service Furniture; Toys R Us; Volume Shoes 2; Walden Books; B. Dalton; Women's World; Knecht's; The Gap; The Unlimited; Burch's; Klopfenstein's; Import Plaza; Pier 1; Ethan Allen; Lifetouch.

14 - NEWSPAPERS: REGISTER-GUARD (m) 69,601; (S) 72,054; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Michael Raz, Adv. Dir., REGISTER-GUARD, PO Box 10188, Eugene, OR 97440; Tel. (503) 485-1234.
National Representative: Sawyer-Ferguson-Walker.

GRANTS PASS

1 - LOCATION: Josephine County, E&P Map A-3. County Seat. Lumber and tourist center. 258 mi. S of Portland; 420 mi. N of San Francisco.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-United; PSA; Continental; Horizon.

3 - POPULATION:
Corp. City 80 Cen. 14,997; E&P 88 Est. 16,529
CZ-ABC: (80) 15,032
RTZ-ABC: (80) 57,600
County 80 Cen. 58,972; E&P 88 Est. 67,283
City & RTZ-ABC: (80) 72,632

4 - HOUSEHOLDS:
City 80 Cen. 6,045; E&P 88 Est. 6,795
CZ-ABC: (80) 6,057
RTZ-ABC: (80) 20,871
County 80 Cen. 21,866; E&P 88 Est. 25,639
City & RTZ-ABC: (80) 26,928

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	8	$257,495,000
Savings & Loan	6	$261,000,000

6 - PASSENGER AUTOS: County 58,393.

7 - ELECTRIC METERS: Residence County 29,229.

8 - GAS METERS: Residence 5,000.

9 - PRINCIPAL INDUSTRIES: Lumber, Wood Prods., Light Ind., Tourism, Gov't, High Tech Electronic Assemblers. 4,617 Emp.
Principal Pay Days-1st, 10th, 15th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-100; Summer 51-97; Fall 42-62; Winter 20-55. First killing frost, Sept. 28; last killing frost, May 9.

11 - TAP WATER: Neutral, slightly soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on 6th & 7th Sts.; 2 on G St.; 2 on H St.; 2 on Williams Hwy.
Neighborhood Shopping Centers-1 block on N.W. 6th St., 7 units; Shopping Center on E.F. St., 28 units.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mart Plz.(7)	NA	K mart
Cavean Plz.(12)	NA	Kacy's
Williams Plz. So.(9)	NA	Payless
Northgate(10)	NA	Drive 'N Save Mkt.
Grant's Pass(34)	NA	Payless, Mont. Ward

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Most on Fri.

13 - RETAIL OUTLETS: Department Stores-Golden Rule; JCPenney; Montgomery Ward; Griffiths.
Variety Stores-Sprouse-Reitz.
Chain Supermarkets-Safeway; Independent 3; Drive 'N Save 2; Albertson's.
Other Chain Stores-Firestone; Payless Drug & Variety; Bi-Mart; Sears; K mart.

14 - NEWSPAPERS: COURIER (e) 17,966; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Wes Van DeWarker, Adv. Dir., COURIER, PO Box 1468, Grants Pass, OR 97526; Tel. (503) 474-3733.
National Representative: None.

KLAMATH FALLS

1 - LOCATION: Klamath County, E&P Map B-3. County Seat. Shipping center for 4-county agricultural and lumbering areas. Wholesale center. Winter and summer recreation and resort area. South central part of the state, 266 mi. from Portland; 241 mi. from Salem, the State Capital; 378 mi. from San Francisco. On U.S. Hwy. 97; State Hwys. 140, 39 (connect with U.S. 395 and 236).

2 - TRANSPORTATION: Railroads-Amtrak; S. Pacific (pass. & freight); Burlington Northern (freight); OC&E (freight).
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Horizon Air; United; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 16,661; E&P 88 Est. 17,463
County 80 Cen. 58,987; E&P 88 Est. 57,922

[illegible] HOUSEHOLDS:
City 80 Cen. 6,691; E&P 88 Est. 6,753
County 80 Cen. 21,688; E&P 88 Est. 22,135

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	10	$228,165,000
Savings & Loan	5	$230,320,000
Credit Unions	4	$55,390,000

6 - PASSENGER AUTOS: County 51,256.

7 - ELECTRIC METERS: Residence 23,000.

8 - GAS METERS: Residence 6,200.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber & Wood 3,632 ($467); Agric. 3,000 ($206); Trans./Util. 1,040 ($376); Local Gov't 2,340 ($274); Educ. 1,500 ($330).

10 - CLIMATE: Min. & Max. Temp.-Spring 22-87; Summer 30-93; Fall -3-79; Winter -8-64. First killing frost, Sept. 15; last killing frost, June 5.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Main St.; 4 on Pine St.; 6 on Klamath Ave.; intersecting streets and 7 blocks on Sixth St., 13 blocks on S. Sixth St.
Neighborhood Shopping Centers-12 blocks on East Main St., 2 blocks on Oregon Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Grocery Whse.	NA	Albertson's Foods
Town & Country(50)	NA	Pay Less Drug
K mart Plaza	NA	K mart
Shasta Plz.(24)	NA	JCPenney, Woolworth
Jefferson Sq.(20)	NA	Emporium, Pay Less
Campus Square	NA	Market Basket

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Fri.
Stores Open Sundays-JCPenney; Miller's; Woolworth; PayLess; Big R; Bi-Mart; K mart and most food stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Miller's; Emporium.
Discount Stores-Pay Less; Jefferson Square Town & Country; Big R; Bi-Mart; K mart.
Variety Stores-Woolworth; Peabody's.
Chain Drug Stores-Pay Less 2; Bi-Mart.
Chain Supermarkets-Sherm's Thunderbird; Safeway 2; Gil's Grocery Warehouse; Albertson's.
Other Chain Stores-Firestone; Goodyear; Weisfields (jewelry); Singer Co.; McMahan's; Volume Shoes; Radio Shack; Bistrin's; Kinney's Shoes; LaPointe's; Maurice's.

14 - NEWSPAPERS: HERALD AND NEWS (e-mon to fri) 18,537; (S) 18,624; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: John Benton, Adv. Dir., HERALD & NEWS, PO Box 788, Klamath Falls, OR 97601; Tel. (503) 883-4000.
National Representative: None.

LA GRANDE

1 - LOCATION: Union County, E&P Map C-1. County Seat. Shipping Center. 257 mi. E of Portland; 189 mi. NW of Boise, ID. On Oregon Trail Hwy. and Wallowa Lake Hwy.

2 - TRANSPORTATION: Railroads-Union Pacific; Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Wallowa Valley Stages.

3 - POPULATION:
Corp. City 80 Cen. 11,354; E&P 88 Est. 12,941
CZ-ABC: (80) 12,223
RTZ-ABC: (80) 18,971
County 80 Cen. 23,942; E&P 88 Est. 25,499
City & RTZ-ABC: (80) 31,194

4 - HOUSEHOLDS:
City 80 Cen. 4,375; E&P 88 Est. 5,011
County 80 Cen. 8,707; E&P 88 Est. 9,488
CZ-ABC: (80) 4,541
RTZ-ABC: (80) 6,979
City & RTZ-ABC: (80) 11,520

5 - BANKS	**NUMBER**	**DEPOSITS**
Comm. & Savings	3	$100,400,000
Savings & Loan	4	$48,418,472

6 - PASSENGER AUTOS: County 19,632.

7 - ELECTRIC METERS: 11,364.

8 - GAS METERS: 4,278.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber & Wood 750 ($450); Feed Milling 12 ($250); Logging 300 ($500); Railroad 450 ($650); Food Pkg. 45 ($300); State & Fed. Gov't 1,050 ($450); Chem. 21 ($400); Trailer Mfg. 150 ($400).
Principal Industrial Pay Days-1st, 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-75; Summer 43-86; Fall 25-61; Winter 22-50.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Adams Ave.; 5 on Jefferson Ave.; 3 on Washington St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Grande Ronde(15)	1	Sprouse-Reitz, Pay Less, Maurices

Principal Shopping Days-Mon., Wed., Thur.
Stores Open Evenings-Drug, Food and some neighborhood stores during summer.

13 - RETAIL OUTLETS: Department Stores-Arrow; JCPenney; Emporium; Bi-Mart; Coast to Coast.
Variety Stores-Sprouse-Reitz.
Chain Drug Stores-Rexall; PayLess.
Chain Supermarkets-Safeway; Albertson's; Ron's.
Other Chain Stores-Mode O'Day (women's); Sears; Maurice's.

14 - NEWSPAPERS: OBSERVER (e) 7,427; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Don Powell, Gen. Mgr., OBSERVER, 1406 5th St., La Grande, OR 97850; Tel. (503) 963-3161.
National Representative: Branham/Newspaper Sales.

MEDFORD

1 - LOCATION: Jackson County (MSA). E&P Map A-3. County Seat. Industrial and wholesale center for S OR and N CA 180 mi. S of Eugene. 75 mi. W of Klamath Falls. 157 mi. N of Redding, CA. 118 mi. E of Pacific Ocean; State Hwys. 62, 238 and feeding 66, 227, 234; I-5 (U.S. 99).

2 - TRANSPORTATION: Railroads-Southern Pacific; White City.
Motor Freight Carriers-31.
Intercity Bus Lines-Greyhound; Trailways; Rogue Valley Transit.
Airlines-United; Horizon (Alaska); US Air.

3 - POPULATION:
Corp. City 80 Cen. 39,603; E&P 88 Est. 45,518
CZ-ABC: (80) 54,628
Bal. in NDM-ABC: (80) 77,828
County/MSA 80 Cen. 132,675; E&P 88 Est. 140,227
Total NDM-ABC: (80) 132,456
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,559; E&P 88 Est. 18,518
County/MSA 80 Cen. 49,011; E&P 88 Est. 53,276
CZ-ABC: (80) 20,750
Bal. in NDM-ABC: (80) 28,261
Total NDM-ABC: (80) 49,011

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$585,540,000
Savings & Loan	7	$490,467,000
Credit Union	2	$53,936,000

6 - PASSENGER AUTOS: County 114,546.

7 - ELECTRIC METERS: County 54,180.

8 - GAS METERS: County 15,200.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total Mfg. 9,120 ($420); Lumber & Wood 5,900 ($419); Non-durable goods 1,480 ($410); Non-Mfg. 41,640 (N.A.); Trade 13,980 ($287); Servs. 11,700 (N.A.); Gov't 9,520 ($362).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-65; Summer 54-88; Fall 40-68; Winter 29-44. Av. An. Temp. 54.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Districts-Medford Ctr. Jackson St. at Hawthorne Park (28 acres); Downtown Medford 12 block area between 5th, 9th, Holly St. and Riverside Ave.; W Main at Lozier & Ross Lanes; K mart; Barnett at Riverside; Bear Creek Plaza; Biddle at McAndrews; Black Oak; Barnett Road & Black Oak; Fred Meyer; Crater Lake Hwy.; Poplar Sq.; Poplar Ave.; Rogue Valley Mall, junction of McAndrews and Riverside, adjacent to I-5 interchange (54 acres).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Rogue Valley Mall(95)	3	JC Penney, Meier & Frank, Mervyn's

Medford Ctr.(40)	1	Sears
Downtown Medford (50)	NA	Larson's
K mart(15)	1	K mart
Bi-Mart	2	Bi-Mart
Bear Creek Plz.	2	Albertson's
Thunderbird(4)	1	Sherms
Black Oak(7)	2	NW Foods
Fred Meyer(8)	3	Fred Meyer
Poplar Sq.(20)	3	G.I. Joe's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. through Sat.
Stores Open Sundays-Food; Discount; Drug; Dept.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Fred Meyer; Lamonts; Ross Dress for Less; Mervyn's; Meier & Frank.
Variety Stores-Newberry; Sprouse-Reitz.
Discount Stores-K mart; Bi-Mart; Black Bird; Sherms; Fred Meyer; Pay-n-Pak; G.I. Joe's.
Chain Drug Stores-Pay Less; Bi-Mart.
Chain Supermarkets-NW Foods 3; Safeway 2; Albertson's; Sentry 2; Thriftway.
Other Chain Stores-Firestone; Goodyear; Kinney; Lerner's; Leed's; Pittsburgh Plate Glass; Wesfields; Fabric House; General Tire; The Closet; McMahan's Furn.; Radio Shack 2; Hickory Farms; Fabricland; Color Tile; Copeland Lumber; Friedman's Microwave; Larson's Appliance; Self-Service Furn.; Grover's (Beaver) Electric; Computerland; Emporium; Volume Shoe Source.

14 - NEWSPAPERS: MAIL TRIBUNE (e-mon to thur) 28,274; (e-fri) 37,125; (S) 31,413; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jim Osborn, Gen. Mgr., MAIL TRIBUNE, Fir at 6th St.; PO Box 1108, Medford, OR 97501; Tel. (503) 776-4422.
National Representative: Branham/Newspaper Sales.

NORTH BEND
See COOS BAY

ONTARIO

1 - LOCATION: Malheur County, E&P Map D-2. 72 mi. SE of Baker, OR; 60 mi. W of Boise, ID in E portion of State; on I-84, U.S. Hwy. 30, State Hwys. 7, 30 & 86.

2 - TRANSPORTATION: Railroads-Union Pacific; Amtrak.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 8,814; E&P 88 Est. 10,055
CZ-ABC: (80) 8,814
RTZ-ABC: (80) 43,909
County 80 Cen. 26,912; E&P 88 Est. 29,231
City & RTZ-ABC: (80) 52,723
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,305; E&P 88 Est. 3,715
CZ-ABC: (80) 3,305
RTZ-ABC: (80) 15,146
County 80 Cen. 9,279; E&P 88 Est. 10,507
City & RTZ-ABC: (80) 18,451

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	5	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 23,965

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners N.A. (Av. Wkly. Wage N.A.)-Vegetable & Fruit Proc.; Livestock Packing; Lumber Proc. & Finishing; Recreation; Educ. (Treasure Valley Community College); Agric./Food Production.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-56; Summer 50-103; Fall 34-64; Winter 5-58. First killing frost, Oct. 3; last killing frost, May 12.

11 - TAP WATER: N.A.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Center(7)		Yellow Front Store
W. Park Plaza(30)	1	Albertson's, Sears, Anthony's, Emporium
K mart Center(2)	1	McDonalds, K mart
Bi-Mart Ctr.(3)	1	Bi-Mart, Paul's

13 - RETAIL OUTLETS: Chain Drug Stores-Pay Less; Ontario Pharmacy.
Chain Supermarkets-Albertson's; Farmer Jack's; Paul's; Smith's.
Variety Stores-Anthony's; Sprouse-Reitz; Emporium; Bi-Mart; K mart; Yellow Front.
Other Chain Stores-Sears; Les Schwab; Pietro's; K-G Men's; Volume Shoe; Hudson's; D&B; Blackers; Commercial Tires.

14 - NEWSPAPERS: ARGUS OBSERVER (e-mon to fri) 7,212; (S) 7,621; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Francis R. McLean, Pub.; Linda Warren, Adv. Mgr., ARGUS OBSERVER, 1160 S.W. 4th St.; PO Box 130, Ontario, OR 97914; Tel. (503) 889-5387.
National Representative: Landon Associates.

OREGON CITY

1 - LOCATION: Clackamas County (In Portland PMSA). E&P Map A-1. County Seat. 12 mi. S of Portland on U.S. Hwy. 99E.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Inter-City Buses Inc.; Mollala-Estacada Stages.

3 - POPULATION:
Corp. City 80 Cen. 14,673; E&P 88 Est. 15,936
County 80 Cen. 242,515; E&P 88 Est. 267,209
PMSA 80 Cen. 1,107,070; E&P 88 Est. 1,172,105
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,348; E&P 88 Est. 5,910
County 80 Cen. 84,698; E&P 88 Est. 96,714
PMSA 80 Cen. 456,127; E&P 88 Est. 470,318

5 - BANKS	NUMBER	EST. DEP.
Commercial	11	$120,000,000
Savings & Loan	5	$95,000,000

6 - PASSENGER AUTOS: County 212,273

7 - ELECTRIC METERS: Tri-City Area 34,390

8 - GAS METERS: Tri-City Area 23,167

9 - PRINCIPAL INDUSTRIES: Paper Industry 1,956 emp.; Batteries; Sawmill; Cannery; Biological Plant; Cutlery; Logging; Fruit Proc.
Principal Pay Days-Paper Mills, every other Tues.; other industries, 15th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-62; Summer 57-78; Fall 48-63; Winter 36-46.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on Main St.; 3 on 7th St.; 2 on 8th; 3 on Washington, 1 on Modalla.
Neighborhood Shopping Centers-6 blocks on Upper 7th St.; 7 on Malalla Ave. Bomber; Oregon City Shpg. Ctr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Oregon City(36)	NA	Emporium, Payless Drugs
Southridge	NA	Bi-Mart, Albertson's

Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-50% open Fri. nites; Shpg. Ctr., every nite, some also Sun.
Stores Open Sundays-Grocery; some in Shpg. Ctrs.; Drugs.

13 - RETAIL OUTLETS: Department Stores-Fred Meyer; G.I. Joes; Bi-Mart.
Variety Stores-Crown Discount.
Chain Drug Stores-Thrifty; Huntley-Draper 2; Olson's; Gary's; Danielson's Super Ctr.
Chain Supermarkets-Danielson's Thriftway 4; Fred Meyer; Tradewell; Prairie Mkts.; Albertson's; Safeway.
Other Chain Stores-Gallenkamps; Sherwin-Williams; Butler Bros.; Columbian Optical; Kinney Shoes; Handyman.

14 - NEWSPAPERS: ENTERPRISE-COURIER (e-mon to fri) 3,704; Oct. 1, 1987 VAC.
Local Contact for Advertising and Merchandising Data: Linda Mahan, Adv. Dir., ENTERPRISE-COURIER, 821 Main St.; PO Box 471, Oregon City, OR 97405; Tel. (503) 656-1911.
National Representative: Papert Companies.

PENDLETON

1 - LOCATION: Umatilla County, E&P Map C-1, County Seat. Shipping Center for agricultural and lumber area. Wholesale center for Northeastern Oregon, 208 mi. from Portland. On Old Oregon Trail and I-84.

2 - TRANSPORTATION: Railroads-N.P.; U.P.; Amtrak.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.
Airlines-Horizon.

3 - POPULATION:
Corp. City 80 Cen. 14,521; E&P 88 Est. 14,273
CZ-ABC: (80) 14,521
RTZ-ABC: (80) 51,859
County 80 Cen. 59,060; E&P 88 Est. 61,216
City & RTZ-ABC: (80) 66,380
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,534; E&P 88 Est. 5,565
CZ-ABC: (80) 5,534
RTZ-ABC: (80) 18,185
County 80 Cen. 21,077; E&P 88 Est. 22,286
City & RTZ-ABC: (80) 23,719

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$87,136,000
Savings & Loan	3	$121,000,000

6 - PASSENGER AUTOS: County 52,376

7 - ELECTRIC METERS: Residence 7,400

8 - GAS METERS: Residence 3,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Sawmills 800; Furn. 700; Flour Mills & Packing 100; Woolen Mills 175; Canneries (seasonal) 729; Leather Goods 50; Travel Trailers 144; Corrections 300.
Principal Pay Days-1st & 15th, 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-99; Summer 36-110; Fall 7-101; Winter 18-67.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown Pendleton 4 blocks on Main St.; 4 on Court Ave.; 2 on Dorion Ave.; 3 on Emigrant Ave.; Hermiston Downtown; Hermiston Plz.; Melanie Square Shopping Ctr.
Principal Shopping Days-Dept. Stores-Mon., Fri., Sat.; Food-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JC Penney; Fred Meyer; Emporium; Hatfields; K mart; Bi-Mart; Hermiston; Yellow Front.
Chain Drug Stores-Pay Less.
Chain Supermarkets-Albertson's; Safeway; Price Plus.
Other Chain Stores-Sherwin-Williams; Les Schwab (tires); Radio Shack; Pendleton Tire & Auto Ctr.; Pay N Pak.

14 - NEWSPAPERS: EAST OREGONIAN (e) 12,644; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Ken Larson, Adv. Dir., EAST OREGONIAN, 211 S.E. Byers St., Pendleton, OR 97801; Tel. (503) 276-2211.
National Representative: Landon Associates.

PORTLAND

1 - LOCATION: Multnomah County (PMSA). E&P Map A-1. Major Pacific Coast port. Commercial and shipping center. In NW part of state at confluence of Columbia and Willamette Rivers. 47 mi. N of Salem; 173 mi. S of Seattle; 639 mi. N of San Francisco; CA. On U.S. Hwys. 90, 30 and 26; State Hwys. 2, 8, 10, 18, 43, 57, 213, 217, 224; I-5, 84, 205.

2 - TRANSPORTATION: Railroads-Freight: Southern Pacific; Union Pacific; Burlington Northern; Passengers: Amtrak.
Motor Freight Carriers-194.
Steamship Lines-15.
Intercity Bus Lines-Greyhound; Trailways; Tri-Met.
Airlines-Alaska; American; Eastern; Northwest Orient; United; Emery Air (freight); Federal Express (freight); Continental; Delta; Air California; Cascade; Horizon; TWA; Pacific Southwest; Sunworld Intl.

3 - POPULATION:
Corp. City 80 Cen. 366,383; E&P 88 Est. 349,050
CZ-ABC: (80) 810,920
RTZ-ABC: (80) 576,215
County 80 Cen. 561,558; E&P 88 Est. 553,763
PMSA 80 Cen. 1,107,070; E&P 88 Est. 1,172,105
City & RTZ-ABC: (80) 1,387,135
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 158,847; E&P 88 Est. 156,911
CZ-ABC: (80) 327,725
RTZ-ABC: (80) 200,712
County 80 Cen. 233,135; E&P 88 Est. 232,963
PMSA 80 Cen. 456,127; E&P 88 Est. 470,318
City & RTZ-ABC: (80) 528,437

5 - BANKS	NUMBER	EST. DEP.
Commercial	10	$17,285,515,000
Savings & Loan	5	$7,805,991,494

6 - PASSENGER AUTOS: County 380,798

7 - ELECTRIC METERS: Residence 190,160

8 - GAS METERS: Residence 59,904

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber & Wood 8,100 ($446); Metals 7,900 ($458); Food 7,500 ($418); Paper Prods. 3,800 ($586); Textiles & Apparel 1,400 ($275); Mach. 10,100 ($504); Print. & Pub. 6,500 ($410); Instruments & Related Prods. 13,900 ($484).

10 - CLIMATE: Min. & Max. Temp.-Spring 42-61; Summer 55-77; Fall 44-64; Winter 35-47. First killing frost, Nov. 8; last killing frost, Apr. 2.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-West side of Willamette River; 49 blocks on 3rd to 10th Aves. and Oak to Salmon Sts. Inclusive; East side of Willamette River, 24 blocks on Union and Grand Aves. from Holladay St. to Hawthorne acres on Multnomah St. to B'way and 9th to 15th Ave.
Neighborhood Shopping Centers-Hollywood, NE 42nd & Sandy; Lents-Mt. Scott; SE 82nd & Foster; Montavilla; SE 80th & Stark; Multnomah; SW Capitol Highway; St. Johns; North Jersey; Uptown; 23rd & W Burnside; Walnut Park; NE Union & Killingsworth; Westmoreland; SE Milwaukee & Bybee, Hillsdale, Raleigh Hills, Woodland Park, NE Halsey & 102nd, Parkrose, Burlingame, Laurelhurst Shopping Center, Sylvan, Cedar Hills, Tanasbourne Farmington Mall, Galleria, New Market Theater, John's Landing, Yamhill Market Place, Water Tower.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastport Plz.(48)	4	JCPenney, Mervyn's, Newberry
Gateway(38)	5	Fred Meyer, Mervyn's
Lloyd Center(98)	1	Meier & Frank, Nordstrom, JCPenney
Oregon City(30)	13	Pay Less, JCPenney
Washington Sq.(104)	9	Frederick & Nelson, JCPenney, Nordstrom, Meier & Frank, Mervyn's
Mall 205(75)	6	Mont. Ward, Pay Less, Emporium
Jantzen Beach(123)	7	Frederick & Nelson, Mont. Ward, K mart, Pay Less
Beaverton Mall(98)	8	Pay Less, Emporium, G.I. Joe's
Vancouver Mall(110)	21	Meier & Frank, Sears, JCPenney, Mervyn's
Clackamas Town Center(159)	11	JCPenney, Sears, Nordstrom, Meier & Frank, Mont. Ward
Holly Farm Mall(21)	12	Jafco

Principal Shopping Days-Dept. Stores: Mon., Fri., Sat.; Food: Wed. through Sat.
Stores Close-Sun ex. Shopping Centers and Super Mkts.
Stores Open Evenings-Dept. & Furn.-Mon., Fri.; Super Mkts. Every evening.

13 - RETAIL OUTLETS: Department Stores-Meier & Frank 5; Montgomery Ward 6; Frederick & Nelson; JCPenney 4; Sears 3; Emporium 3; Mervyn's 4; Nordstrom 6; Jafco 3.
Discount Stores-G.I. Joe's 6; K mart 8.
Variety Stores-Sprouse-Reitz; Newberry; Rodgers; Woolworth; Scott's 88 Center 3.
Chain Drug Stores-Pay Less 6; Cent-Wise; Century 3.
Chain Supermarkets-Safeway 21; Fred Meyer 27; Kienow's 13; Thriftway 31; Tradewell 5; Albertson's 18; AG Stores 8; Sentry 3; Prairie Market 7; IGA 5; 8 to 1 Stores; Plaid Pantry's 76; Swift Mart 7; Quick Shop Minute Mart 7; 7-Eleven Food Stores 49.
Other Chain Stores-Bart's Hush Puppies 5; Naturalizer 4; Volume Shoe 4; Goodyear 9; Goodrich; Zell Bros. 3; House of Fabric 7; Firestone 11; Florsheim Shoes 3; Gallenkamp Shoes 2; Pay & Pak 6; Kinney Shoes 9; Lerner Shops 4; Thom McAn 3; Van Duyn Candy 13; Weisfield's 4; Fred Meyer's (apparel, hardware, automotive) 28; J.K. Gill 6; B. Dalton 8; Maurices; Toys 'R Us 2; I. Magnin.

14 - NEWSPAPERS: OREGONIAN (all day-mon to fri) 333,168; (m-sat) 323,882; (S) 410,420; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Robert Schoenbacher, Adv. Dir., OREGONIAN, 1320 S.W. Broadway, Portland, OR 97201; Tel. (503) 221-8327.
National Representative: Newhouse Newspapers Metro Suburbia.

ROSEBURG

1 - LOCATION: Douglas County. E&P Map A-3. County Seat. 177 mi. S of Portland, on I-5; North Umpqua Hwy.; 80 mi. E of Pacific Ocean; 124 mi. N of California state line.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 16,644; E&P 88 Est. 15,618
NDM-ABC: (80) 93,748
County 80 Cen. 93,824; E&P 88 Est. 93,142
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 6,406; E&P 88 Est. 6,129
County 80 Cen. 33,367; E&P 88 Est. 34,531
NDM-ABC: (80) 33,367

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$476,781,000
Savings & Loan	1	$111,652,308

6 - PASSENGER AUTOS: County 80,357.

7 - ELECTRIC METERS: Residence 35,912.

8 - GAS METERS: Residence 6,300.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber & Wood Prods. 8,555 ($472); Primary Metals 237 ($436); Printing & Pub. 332 ($296); Constr. 731 ($358); Trans., Commun. & Util. 1,429 ($389); Whol. Trade 667 ($309); Ret. Trade 5,421 ($179).

10 - CLIMATE: Min. & Max. Temp.-Spring 41-64; Summer 53-80; Fall 44-66; Winter 36-49. First killing frost, Nov. 13; last killing frost, Apr. 5.

11 - TAP WATER: Neutral, very soft. Trading Area-Neutral, hard, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Jackson St., 5 on Cass St., 5 on Oak St., 12 on Stephens St.
Neighborhood Shopping Centers-2 blocks on S. Stephens St. at South City Limits; 7 blocks vicinity of Garden Valley Rd. Jctn., Primary Road Jctn. to suburban Roseburg; 2 blocks on N. Umpqua Rd., 2 mi. E. of City Center; Shopping Center on Harvard Ave., 2 mi. W. of City; Roseburg Plaza, 1 1/2 block area.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Roseburg Valley Mall	2	Sears, The Bon, Pay Less
W. Roseburg	2	Mark N' Save
N.W. Roseburg	2	
Garden Valley(30)	2	The Hub
N. Roseburg Plaza(31)	1	Albertson's, Pay Less

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat.; Food-Fri., Sat., Sun. in Winter; Fri., Sat. in Summer.
Stores Open Evenings-Food-24 hours; Payless & Mall Stores to 9 p.m.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Pay Less 3; The Hub; Bi-Mart; Sears; The Bon; K mart; Fred Meyer.
Variety Stores-Newberry.
Chain Drug Stores-Rexall; Pay Less; Bi-Mart; Fred Meyer.
Chain Supermarkets-Safeway 2; Shop'N Kart 2; Albertson's; Mark N' Save 2; Dee's 3; IGA.
Other Chain Stores-Firestone; Fabric House; Lerner's (women's); Radio Shack; Weisfield's (jewelry); Apex Stores.

14 - NEWSPAPERS: NEWS-REVIEW (e-mon to fri) 20,419; (S) 20,538; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Kelly Gant, Adv. Dir., NEWS-REVIEW, 345 N.E. Winchester, Roseburg, OR 97470; Tel. (503) 672-3321.
National Representative: None.

SALEM

1 - LOCATION: Marion and Polk Counties (MSA). E&P Map A-6, County Seat. Capital of state in heart of Willamette Valley, 47 mi. S of Portland. Farming, food processing center. On I-5 and Willamette River.

2 - TRANSPORTATION: **Railroads**-Amtrak; Southern Pacific; Burlington.
Motor Freight Carriers-20.
Intercity Bus Lines-Greyhound.
Airlines-Horizon.

3 - POPULATION:
Corp. City 80 Cen. 89,233; E&P 88 Est. 96,938
CZ-ABC: (80) 139,138
Bal. in NDM-ABC: (80) 288,239
Counties/MSA 80 Cen. 250,518; E&P 88 Est. 255,895
Marion 80 Cen. 205,469; E&P 88 Est. 209,665
Polk 80 Cen. 45,049; E&P 88 Est. 46,230
Total NDM-ABC: (80) 427,377
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 34,183; E&P 88 Est. 39,147
CZ-ABC: (80) 52,535
Bal. in NDM-ABC: (80) 103,658
Counties/MSA 80 Cen. 90,656; E&P 88 Est. 95,005
Marion 80 Cen. 74,246; E&P 88 Est. 77,556
Polk 80 Cen. 16,410; E&P 88 Est. 17,449
Total NDM-ABC: (80) 156,193

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	19	$416,298,000
Savings & Loan	8	$380,186,000

6 - PASSENGER AUTOS: Counties: Marion 174,967; Polk 37,254.

7 - ELECTRIC METERS: Residence 49,944.

8 - GAS METERS: Residence 12,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber & Wood Prods. 7,790; Food Proc. 5,192; State Admin. 15,551; Federal Gov't 2,184; Fin., Ins., R.E. 5,499.
Principal Pay Days-Canneries Thur. & Fri.; Pulp, Paper, Ins., 1st, 15th; Gov't. 1st.

10 - CLIMATE: Av. Temp. Jan.-39; Av. Temp. June-61. First killing frost, Oct. 28; last killing frost, Apr. 14.

11 - TAP WATER: Soft mountain water.

12 - RETAILING: **Principal Shopping Center**-14 sq. blocks from Marion St. S. to Ferry St. and Commercial St. E. to High St.
Neighborhood Shopping Centers-4 blocks at Ctr. & Capitol Sts.; Hollywood District Shpg. Area, 1 mi. along Hwy. 99E N. of city; S. Salem Business District about 4 mi. along Hwy. 99E S. of city, 4 blocks 12th & State Sts.; 3 mi. at Keizer District, 5 blocks at Canadalaria District; 3 blocks in Liberty District S. of city; 2 on Hwy. 99E outskirts of city, about 5 blocks on Market St. near exit from Interstate Freeway; approx. 8 blocks in West Salem.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Capitol(13)	NA	Sears
Keizer	5	Albertson's, PayLess, Coast-to-Coast, Best Fabrics
Westgate(2)	2	Frey's Thriftway
Sunnyslope(23)	4	IGA
Oak Hills(32)	2	Safeway
Roseland(6)	3	IGA
Keizer Vlg	4	IGA
Lancaster Mall(53)	2	PayLess, Emporium, The Bon, Wards
Lancaster	NA	Waremart
Fred Meyer North(7)	NA	Fred Meyer Stores
Fred Meyer East(7)	NA	Fred Meyer Stores
Fred Meyer South Salem(7)	NA	Fred Meyer Stores
K mart Plz. N	NA	K mart
K mart Plz. S(4)	NA	K mart
Salem Ctr.	NA	Nordstrom, Mervyn's, Radio Shack

Principal Shopping Days-Dept. Stores: Fri., Sat. & Mon.; Food: Thur., Fri. & Sat.
Stores Open Evenings-Mon., Thur. & Fri.
Stores Open Sundays-Supermarkets; Major Dept. & Drug Stores.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Sears; Meier & Frank; Emporium; Nordstrom; The Bon; Mervyn's.
Variety Stores-Metropolitan; Sprouse-Reitz 4.
Discount Stores-K mart 2; Fred Meyer 3; Pay-N-Pak; Pay Less 4; G.I. Joe's 2; Smith's Furnishing; Jafco; Bi-Mart 3; Ross Dress for Less.
Chain Drug Stores-Rexall 5; Pay Less 4; Fred Meyer 3.
Chain Supermarkets-Safeway 5; IGA 5; Fred Meyer 3; Albertson's 2; Circle K 9; Plaid Pantry 7; Thriftway 4; Waremart 2; IGA 4.
Other Chain Stores-Singer Co.; Coast-to-Coast; Firestone; Leeds; Fuller; Kinney Shoes; Zale's Jewelers; Sure-Fit-Seat Covers; Fabricland; LaPointe's; Hickory Farms; Baskin-Robbins 3; Rubenstein Furn.; Norris Paint; K-G Men's Wear; Perfect Look 2; Orange Julius 2; Merle Norman; Motherhood Maternity Shops; House of Uniforms; Discount Fabrics; Radio Shack 6; Harry Ritchies; See's Candies; Weisfield's; Lerner; Goodyear; Les Schwab; J.K. Gill; Toys R Us; The Limited.

14 - NEWSPAPERS: STATESMAN-JOURNAL (m) 54,328; (S) 59,646; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: John F. Adams, Adv. Dir. or Barbara Adams, Mktg. Dir., STATESMAN-JOURNAL, 280 Church St. N.E., PO Box 13009, Salem, OR 97309; Tel. (503) 399-6648.
National Representative: Gannett National Newspaper Sales.

THE DALLES

1 - LOCATION: Wasco County. E&P Map B-1. County Seat. 85 mi. E of Portland. On South bank of Columbia River. On Columbia River Hwy., Old Oregon Trail. U.S. Bridge connects U.S. Hwy. 30 (OR); I-84 (Boise-Portland); U.S. Hwy. 830 (WA); U.S. Hwy. 197 in The Dalles.

2 - TRANSPORTATION: **Railroads**-Union Pacific; S&PS; Great Northern; Northern Pacific; Amtrak (Seattle-Portland-The Dalles-Salt Lake. E & W trains daily.)
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound, Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,820; E&P 88 Est. 11,937
County 80 Cen. 21,732; E&P 88 Est. 22,363

4 - HOUSEHOLDS:
City 80 Cen. 4,309; E&P 88 Est. 4,439
County 80 Cen. 8,212; E&P 88 Est. 8,865

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	5	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 19,604.

7 - ELECTRIC METERS: Residence 6,000.

8 - GAS METERS: Residence 1,500.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 320 ($369); Aluminum 250 ($400); Fruit Proc. 300 ($200); Trans. & Util. 370 ($300); Wood Prods. 390 ($275).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-100; Summer 40-110; Fall 30-90; Winter 15-65.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: **Principal Shopping Centers**-2nd, 3rd, 4th and W. 6th streets.
Neighborhood Shopping Centers-W. 6th; W. 9th; Trevitt & W. 6th; Kelley Ave. & Chenowith Loop; Cascade Square.
Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-The Hub; Maurice's; JCPenney.
Variety Stores-Coast-to-Coast; Newberry; Fred Meyer.
Chain Drug Stores-Pay Less.
Chain Supermarkets-Allen's; Easthill Sentry; Safeway; DeHart's Eastgate-Westgate; Fred Meyer Consumer Warehouse; Albertson's.

14 - NEWSPAPERS: CHRONICLE (e-mon to fri) 5,592; (S) 5,734; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Charlie Thompson, Adv. Mgr., CHRONICLE, PO Box 902, The Dalles, OR 97058; Tel. (503) 296-2141.
National Representative: Scripps League Newspapers.

PENNSYLVANIA SURVEYS

METROPOLITAN STATISTICAL AREAS

Allentown-Bethlehem, PA-NJ-Carbon, Lehigh and Northampton Counties, PA; Warren County, NJ
Altoona-Blair County.
Erie-Erie County.
Harrisburg-Lebanon-Carlisle-Cumberland, Dauphin, Lebanon and Perry Counties.
Johnstown-Cambria and Somerset Counties.
Lancaster-Lancaster County.
Reading-Berks County.
Scranton-Wilkes Barre-Columbia, Lackawanna, Luzerne, Monroe and Wyoming Counties.
Sharon-Mercer County.
State College-Centre County.
Williamsport-Lycoming County.
York-Adams and York Counties.

PRIMARY METROPOLITAN STATISTICAL AREAS

Beaver County-Beaver County.
Philadelphia, PA-NJ-Bucks, Chester, Delaware, Montgomery and Philadelphia Counties, PA; Burlington, Camden and Gloucester Counties, NJ
Pittsburgh-Allegheny, Fayette, Washington and Westmoreland Counties.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Philadelphia-Wilmington-Trenton, PA-NJ-DE-MD-Includes Philadelphia, PA-NJ PMSA; Trenton, NJ PMSA; Vineland-Millville-Bridgeton, NJ PMSA; and Wilmington, DE-NJ-MD
Pittsburgh-Beaver Valley-Includes Beaver County PMSA and Pittsburgh PMSA.

POPULATION ESTIMATES

(Thousands)

Age Group	1970	1980	1989
Under 5 Years	927	748	922
5-14 Years	2,254	1,738	1,705
15-24 Years	1,931	2,149	1,753
25-44 Years	2,686	3,068	3,757
45-64 Years	2,736	2,646	2,475
65 and Over	1,267	1,531	1,391
TOTAL	11,801	11,880	12,001

Based on U.S. Census

POPULATION ESTIMATES

(Thousands)

Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 census

Cities	Total Pop.	Spanish Origin	Percent
Lancaster	56	7	12.0

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1989 Est.
Bldg. Mat./Hdwr	1,720	2,075	4,198
General Mdse	5,097	6,099	9,769
Food	8,304	11,679	16,662
Automobiles	7,386	8,593	17,766
Gasoline Stations	2,857	4,272	4,540
Apparel	1,832	2,703	4,152
Furniture	1,616	1,896	3,717
Eat Drink Places	2,992	4,319	6,995
Drugs	1,092	1,662	2,622
TOTAL SALES	37,244	50,776	80,328

ALIQUIPPA

See BEAVER

ALLENTOWN

1 - LOCATION: Lehigh County (In Allentown-Bethlehem, PA-NJ MSA). E&P Map E-2, County Seat. industrial & agricultural center. On Lehigh River, 52 mi. NNW of Philadelphia; 86 mi. E of Harrisburg; 92 mi. WSW of New York City. On U.S. Hwys. 22, 78; and State Hwys. 29, 222, 309; NE Ext., PA Turnpike.

2 - TRANSPORTATION: **Railroads**-Conrail (freight); Amtrak.
Motor Freight Carriers-49.
Intercity Bus Lines-Carl Bieber, Eastern Greyhound; Lanta; Trailways; Boro; Trans Bridge.
Airlines-United; Eastern; USAir; Henson/Piedmont; Northwest Republic; Allegheny Commuter; PBA (Continental); Suburban.

3 - POPULATION:
Corp. City 80 Cen. 103,758; E&P 88 Est. 106,428
CZ-ABC: (80) 187,333
RTZ-ABC: (80) 318,936
County 80 Cen. 274,397; E&P 88 Est. 283,763
MSA 80 Cen. 638,375; E&P 88 Est. 661,750
City & RTZ-ABC: (80) 506,269
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 41,307; E&P 88 Est. 44,751
CZ-ABC: (80) 71,920
RTZ-ABC: (80) 110,786
County 80 Cen. 101,684; E&P 88 Est. 108,491
MSA 80 Cen. 230,764; E&P 88 Est. 245,744
City & RTZ-ABC: (80) 182,706

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	N.A.	N.A.
Savings & Loan	N.A.	N.A.

6 - PASSENGER AUTOS: County 157,732

7 - ELECTRIC METERS: County 103,832

8 - GAS METERS: County 35,500-Same

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Primary & Fab. Metals 11,800; Elect.

Equip. 7,600; Trans. Equip. 5,400; Apparel & Related Prods. 15,400; Textile Prods. 2,500; Chem. & Allied Prods. 6,600; Food & Related Prods. 6,600; Servs. 63,200; Fin., Ins., & R.E. 10,800; Whol. Trade 11,100; Ret. Trade 48,200; Gov't 30,400. Total Resident Employment 291,400. Av. Wkly. Mfg. Wage $399.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-70; Summer 45-95; Fall 17-84; Winter 2-66.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crest Plz.(21)	NA	Woolworth, Rickel's
Whitehall Mall(60)	NA	Sears, H. Leh, Clover, Woolworth
Lehigh Valley Mall(120)	NA	Macy's, JCPenney, John Wanamaker
Hamilton Mall(55)	NA	Hess's, H. Leh
Parkway(21)	NA	Woolworth
Mountainville(12)	NA	K mart, Channel
South Mall(20)	NA	Hess's, Jamesway
Airport Plz.(9)	NA	K mart
Westgate Mall(44)	NA	Hess's
Bethlehem Plz.(8)	NA	Rea & Derick
Stefko(9)	NA	Lane Dept.
Valley Plz.(22)	NA	Service Mdse.
Allen St.(11)	NA	Foodlane
Whitehall Sq.(18)	NA	Bradlees, Phar-Mor, Rickel's, Kids-R-Us

Principal Shopping Days-Mon., Thur., Sun.
Stores Open Evenings-Thur., Fri.
Shopping Centers-Mon. through Sun.

13 - RETAIL OUTLETS: **Department Stores**-Hess, Leh's; Sears; Macy's; JCPenney; John Wanamaker; Orr's.
Discount Stores-Laneco Dept. (Lane); Bradlees; K mart; Clover; Jamesway.
Variety Stores-Woolworth; McCrory; Ben Franklin; S & E Novelty; Wertman's.
Chain Drug Stores-CVS; Carriage Drug; Drug Emporium; Revco; Rite Aid Discount; Thrift Drug; Rea & Derick; Phar-Mor.
Chain Supermarkets-Acme; Weis; Foodlane; Pathmark; Super Fresh; ShopRite; Jewel-T; Giant; Thriftway; 7-Eleven; Wawa; PenSupreme.
Other Chain Stores-Auto: Firestone, Pep Boys, Penn Jersey, NAPA; Shoes: Baker's, Dollar, Endicott Johnson, Father & Son, Fayva, Foot Locker, Kinney, Knapp, New York City Shoes, Thom McAn, Hanover, Shoe Rack; Jewelers: Bailey Banks & Biddle, Freeman, Gordon, Kay Littman, Zale; Others: Stover Candies, Allentown Paints, Glidden Paints, Singer Co., S&H Green Stamps, Pittsburgh Plate Glass, Spencer Gifts, Ormond's, Mother-to-Be, Fabric Center, Levitz Furniture, Moore's, Dries', Triangle Home Centers, Kiddie City, Sherwin-Williams, Goodyear, Channel.

14 - NEWSPAPERS: CALL (m) 135,571; (S) 179,334; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Howard Reiner, Adv. Dir., MORNING CALL, 101 N. 6th St.; PO Box 1260, Allentown, PA 18105; Tel. (215) 820-6500.
National Representative: Million Market Newspapers/Times Mirror National Marketing.

ALTOONA

1 - LOCATION: Blair County (MSA). E&P Map C-3. 99 mi. E of Pittsburgh; 235 mi. W of Phila.; 36 mi. SW of geographical center of state; 34 mi. N of PA Tpke. on Routes 22, 220.

2 - TRANSPORTATION: **Railroads**-Amtrak (passenger); Conrail (freight).
Motor Freight Carriers-6.
Intercity Bus Lines-Amtran; Blue & White; Greyhound.
Airlines-USAir; Penn-Air, Inc.; Allegheny Commuter.

3 - POPULATION:
Corp. City 80 Cen. 57,078; E&P 88 Est. 49,521
CZ-ABC: (80) 94,785
RTZ-ABC: (80) 44,510
County/MSA 80 Cen. 136,603; E&P 88 Est. 135,441
City & RTZ-ABC: (80) 139,295

4 - HOUSEHOLDS:
City 80 Cen. 21,156; E&P 88 Est. 19,103
CZ-ABC: (80) 34,456
RTZ-ABC: (80) 15,581
County/MSA 80 Cen. 49,088; E&P 88 Est. 50,284
City & RTZ-ABC: (80) 50,037

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$831,249,000
Savings & Loan	4	$278,041,562

6 - PASSENGER AUTOS: County 68,518

7 - ELECTRIC METERS: Residence 68,000

8 - GAS METERS: Residence 30,787

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Health Services 4,802; Food & Drink 3,559; Food Stores 2,161; Whol. Trade, Nondurable Goods 1,495; Gen. Mdse. Stores 1,392; Printing & Pub. 1,635; Whol. Trade, Durable Goods 1,135; Bus. Servs. 1,264; Gen. Bldg. Contractors 996; Apparel & Textile Prods. 1,137; Trucking & Warehousing 1,092; Mach., except Electrical 1,021; Food & Kindred Prods. 1,048; Misc. Retail 989; Furniture & Fixtures 1,375; Textile Mill Prods. 956; Railroads 1,866.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-85; Summer 44-99; Fall 17-80; Winter -12-47. First killing frost, Oct. 8; last killing frost, Mar. 27.

11 - TAP WATER: Alkaline, medium soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown Area-30 stores; 6 blocks on 11th Ave., 4 blocks on 12th Ave. Principal stores: H & H Appliance & TV; Ford Music; Shirley's Shoe; Meyer Jonasson; Young Men's Shop; Kaufman's Gallery; F.W. Woolworth.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Logan Valley Mall(94)	4	Hess, Sears, JCPenney, G.C. Murphy
Pleasant Valley Shpg. Ctr.(22)	3	Kresge-McCrory, Fishers, Thrift Drug
Pleasant Valley Area(28)	3	Value City, Revco, David Weis, Penn Furn.
Park Hills Plz.(12)	4	Gee Bee, Weis Mkt., Dollar Bargain
Valley View(2)	3	Weis Mkt., Kopp's Drug
Station Mall(34)	NA	Hills Dept. Store, Riverside Market
Wissinger's Shpg. Vlg.(3)	1	Wissinger's IGA
Cricket Field Plz.(1)	NA	Thrift Drug
Orchard Plz.(8)	4	BiLo Mkt., Rex
Plank Rd.(4)	4	K mart, Fiore Furn., Helsel Hdwe.
Meadows Intersection (2)	6	Wissinger's IGA, Lowe's

Principal Shopping Days-Department Stores: Sat., Mon.; Food Stores: Thur., Fri., Sat.; Shopping Centers: Mon., Thur., Fri., Sat., most open Sun.
Stores Close-Downtown: some on Mon. a.m.
Stores Open Evenings-Dept.: Mon., Thur., Super Mkts., Shpg. Ctrs. every night.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Fisher's; Hills; Hess.
Discount Stores-Unkel Joe's Woodshed; Value City; Revco 4; K mart; Pic-Way Shoe Mart; Gee Bee.
Variety Stores-Woolworth; Kresge's; G. C. Murphy.
Chain Drug Stores-Thrift 3; Kopp's Leader 4; Revco 4; Pharmor.
Chain Supermarkets-Economy 9; Clover Farm 5; Riverside 10; Foodland; IGA 3; Weis 2; Shop 'N Save; U-Save Wholesale; BiLo.
Other Chain Stores-Shoes: Hanover, Payless Shoes, Kinney, Father & Son, Red Cross; Sherwin-Williams; Firestone; Singer Co.; Appliance Store; Kay Jewelers; Richman Bros. Clothes; Ormonds Fashions; Giant Auto; Pittsburgh Paint; General Tire; Fanny Farmer; So-Fro Fabrics; General Nutrition; Fashion Bug; Thom McAn; National Record Mart; Gatlings; Chess King; Claire's Boutique; Deb Shop; Endicott-Johnson; Feel Fine Shops; Fibres I; Foxmoor; The Gap; Gordon Jewelry; Hickory Farms; House of Cards; Kay Bee Toy; Listening Booth; Radio Shack; Fines Sportswear; Teeks; Waldenbooks; Spotts; Motherhood Maternity; Spencer Gifts; Hart's Home Center; B. Dalton; Piece Goods; Rex; TBCY.

14 - NEWSPAPERS: MIRROR (e) 34,385; (S) 34,134; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: William C. Keagle, Adv. Mgr., MIRROR, 1000 Green Ave.; PO Box 2008, Altoona, PA 16603; Tel. (814) 946-7411.
National Representative: Landon Associates.

AMBRIDGE
See BEAVER

ASHLAND
See SHENANDOAH

ATHENS
See SAYRE

BANGOR

1 - LOCATION: Northampton County. (In Allentown-Bethlehem, PA-NJ MSA). E&P Map E-2. 15 mi. N of Easton. On U.S. Hwy. 611; State Hwy. 191.

2 - TRANSPORTATION: **Railroads**-DL&W; Lehigh & New England.
Motor Freight Carriers-6.
Intercity Bus Line-Keystone Tours.
Airlines-Eastern; TWA; USAir; United.

3 - POPULATION:
Corp. City 80 Cen. 5,006; E&P 88 Est. 5,726
County 80 Cen. 225,840; E&P 88 Est. 234,443
MSA 80 Cen. 638,375; E&P 88 Est. 661,750

4 - HOUSEHOLDS:
City 80 Cen. 1,975; E&P 88 Est. 2,358
County 80 Cen. 80,032; E&P 88 Est. 84,770
MSA 80 Cen. 230,764; E&P 88 Est. 245,744

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$60,000,000
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 154,904

7 - ELECTRIC METERS: Residence 5,225

8 - GAS METERS: Residence 3,000

9 - PRINCIPAL INDUSTRIES: Slate for Roofing and Blackboards; Textile Prods.; Electronics.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Shopping Centers**-Capitol Plz.; Bangor; Laneco; Windgap.
Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Variety Stores**-G.C. Murphy.
Chain Drug Stores-Hy-Lo; Private; Eisenhart's; Smith's; Ronco; Joseph Pharmacy; Sandt's.
Chain Supermarkets-American Acme; Food Lane; Keppel's; Shop-Rite.
Other Chain Store-Army & Navy (clothing).

14 - NEWSPAPERS: DAILY NEWS (e-mon to fri) 3,000; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Shelly Altofer, Pub., NEWS, 13-15 S. Main, Bangor, PA 18103; Tel. (215) 588-2196.
National Representative: Landon Associates.

BEAVER-ROCHESTER-AMBRIDGE-ALIQUIPPA

1 - LOCATION: Beaver County (PMSA). E&P Map A-2. County Seat. Contiguous urbanized area along Beaver and Ohio River valleys. Industrial and transportation center. 25 mi. NW of Pittsburgh, 45 mi. SE of Youngstown, OH. On U.S. Hwys. 19 and 30; State Hwys. 18, 51, 65, and Pennsylvania Tpke.; Beaver Valley Expwy.; Rte. 60.

2 - TRANSPORTATION: **Railroads**-Conrail (Mainline); Pittsburgh & Lake Erie; Aliquippa & Southern; Baltimore & Ohio.
Intercity Bus Lines-Greyhound; Allegheny Port Authority; Inter-City Bus Lines; BCTA.
Motor Freight Carriers-33.
Airlines-County Airport.
Ohio River Waterway Carriers-32; River Lock Tonnage; Annual 18,000,000 Tons.

3 - POPULATION:
Corp. Areas 80 Cen. 36,869; E&P 88 Est. 30,483
  Beaver 80 Cen. 5,441; E&P 88 Est. 4,407
  Rochester 80 Cen. 4,759; E&P 88 Est. 3,902
  Ambridge 80 Cen. 9,575; E&P 88 Est. 7,980
  Aliquippa 80 Cen. 17,094; E&P 88 Est. 14,194
NDM-ABC: (80) 204,441
County/PMSA 80 Cen. 204,484; E&P 88 Est. 194,799
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 14,682; E&P 88 Est. 12,835
  Beaver 80 Cen. 2,341; E&P 88 Est. 1,987
  Rochester 80 Cen. 1,904; E&P 88 Est. 1,666
  Ambridge 80 Cen. 4,054; E&P 88 Est. 3,590
  Aliquippa 80 Cen. 6,383; E&P 88 Est. 5,492
NDM-ABC: (80) 71,691
County/PMSA 80 Cen. 71,691; E&P 88 Est. 71,170

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$220,779,292
Savings & Loan	17	$184,800,000
Federal Credit Unions	38	N.A.

6 - PASSENGER AUTOS: County 91,804

7 - ELECTRIC METERS: Residence Co. Est. 37,531

8 - GAS METERS: Residence Co. Est. 42,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Firms, (No. of Wage Earners)-Basic Steel 17 (4,300); Steel Fabrication 19 (7,150); Elect. Mach. 2 (3,750); Stone, Clay & Glass 25 (1,400); Chem. 9 (1,270); Non-Elect. Mach. (13,475); Food (22,380); Mining (21,390).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Jan. Av. 30; July Av. 73; Average Annual Rainfall; 35 to 39 in. First frost, Oct. 10-20; last frost, Apr. 30-May 10. Growing Season: Average 163 days.

11 - TAP WATER: Varies from 4 to 15 gr.; not fluoridated.

12 - RETAILING: **Principal Shopping Districts**-3 on Third St., Beaver; 6 on Merchant St., Ambridge; 2 on Brighton Ave., Rochester; 4 on Penna Ave., Monaca.
Neighorhood Shopping Districts-3 blocks on Brodhead Rd. at Sheffield Rd., Aliquippa; 6 blocks 7th Ave., Beaver Falls.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beaver Valley Mall(108)	NA	Sears, Kaufman's, Hornes, Woolworth
Northern Lights(56)	NA	JCPenney, Hill's, Shop-N-Save
Hopewell(23)	NA	Big N Small Lots
Zayre Plaza(5)	NA	Zayre
Gee Bee Plz.(2)	NA	Gee Bee, Giant Eagle
Green Garden Plaza(8)	NA	Hill's, Giant Eagle
K mart Plaza (8)	NA	K mart Auto, Shop-N-Save
Aliquippa(16)	NA	Giant Eagle
Sheffield Plz.(20)	NA	
Chippewa Mall(21)	NA	K mart

Principal Shopping Days-Mon., Wed., Thur., Fri., Sat.
Stores Open Evenings-Aliquippa-Thur., Sat.; Beaver-Mon. & Fri.; Rochester-Fri.; Monaca-Sat.; New Brighton-Fri.; Midland-Tues., Sat., Mon.; Ambridge-Mon. & Sat. Northern Lights Shpg. Ctr. (Baden) and Hopewell Shpg. Ctr. (Aliquippa); Beaver Valley Mall-Every Night.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Kaufman's; Jos. Horne.
Discount Stores-K mart; Zayre; Hill's; Gee Bee.
Variety Stores-Murphy; Woolworth.
Chain Drug Stores-Thrift 4; Rowse 2; Economy 2; Health City; Revco; Rite Aid.
Chain Supermarkets-Giant Eagle 2; Food Land 10; Shop-N-Save; Stop & Go 4; Valu King 2; Fast 'N Friendly; C&L; IGA 2.
Other Chain Stores-Auto Supplies: Goodyear, Goodrich, Firestone, Sol's 2; Shoes: Kinney, Thom McAn, Jackson's, Nobil's, Bakers, Picway, Hanover, Regal; Men's Apparel: Zeiden, Richman Bros.

14 - NEWSPAPERS: BEAVER COUNTY TIMES (e-mon to fri) 45,785; (S) 50,594; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Terry L. Tolson, Adv. Dir., BEAVER COUNTY TIMES, PO Box 400; 400 Fair Ave., Beaver, PA 15009; Tel. (412) 775-3200.
National Representative: Landon Associates.

BEDFORD

1 - LOCATION: Bedford County, E&P Map C-3. 32 mi. N of Cumberland; 40 mi. S of Altoona; 100 mi. E of Pittsburgh; 95 mi. W of Harrisburg. On U.S. Hwys. 30 and 220 and PA Tpke.

2 - TRANSPORTATION: **Motor Freight Carriers**-6.
Intercity Bus Lines-Greyhound.
Airlines-Connection with Blair-Bedford Airport for USAir.

3 - POPULATION:
Corp. City 80 Cen. 3,326; E&P 88 Est. 3,122
County 80 Cen. 46,986; E&P 88 Est. 47,822

4 - HOUSEHOLDS:
City 80 Cen. 1,430; E&P 88 Est. 1,249
County 80 Cen. 16,301; E&P 88 Est. 17,133

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$544,437,546
Savings & Loan	1	$26,000,000

6 - PASSENGER AUTOS: County 25,173

7 - ELECTRIC METERS: Residence 1,820

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mining Tools 398; Telephone Pins 40; Trucking 73; Business Forms 154; Youth Furn. & Wheel Goods 421; Westinghouse 75.
Principal Pay Days-Every second Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 68-87; Fall 50-72; Winter 10-48. First killing frost, Oct. 15; last killing frost, May 5.

11 - TAP WATER: Neutral, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Pitt St.; 1 block on S. Juliana St.; 2 blocks on Richard St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bedford Plaza(6)	NA	Riverside Mkt., Thrift Drug, Murphy's Mart

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Food: Mon. through Sat. Other stores: Fri.

13 - RETAIL OUTLETS: **Discount Stores**-American Outfitters; Village Fashion Outlet.
Variety Stores-Murphy Mart; Dollar General.
Chain Drug Stores-L.F. Widmann; Health Mart; Rea & Derick; Thrift.
Chain Supermarkets-Lowry's IGA; Riverside; Giant Eagle.
Other Chain Stores-Sears (catalog); JCPenney (catalog).

14 - NEWSPAPERS: GAZETTE (m) 8,279; Dec. 31, 1987 VAC.
Local Contact for Advertising and Merchandising Data: John Hebel, Adv. Mgr., GAZETTE, PO Box 671, Bedford, PA 15522; Tel. (814) 623-1776.
National Representative: Landon Associates.

BELLEFONTE
See STATE COLLEGE

BERWICK
See BLOOMSBURG

BETHLEHEM

1 - LOCATION: Lehigh and Northampton Counties (In Allentown-Bethlehem, PA-NJ MSA). E&P Map E-2. Contiguous to Allentown. 50 mi. N of Philadelphia; 90 mi. W of NYC.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-38.
Intercity Bus Lines-Greyhound; Tri-City Coach; Continental Trailways; Trans Bridge; Transport of New Jersey; Boro; Keystone Tours; Carl Beiber.
Airlines-United; Eastern; USAir; Allegheny Commuter; Suburban; Piedmont; PBA; Northwest.

3 - POPULATION:
Corp. City 80 Cen. 70,419; E&P 88 Est. 71,110
CZ-ABC: (80) 108,667
RTZ-ABC: (80) 93,675
Counties 80 Cen. 500,237; E&P 88 Est. 518,206
Lehigh 80 Cen. 274,397; E&P 88 Est. 283,763
Northampton 80 Cen. 225,840; E&P 88 Est. 234,443
MSA 80 Cen. 638,375; E&P 88 Est. 661,750
City & RTZ-ABC: (80) 202,342
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 26,177; E&P 88 Est. 27,339
CZ-ABC: (80) 39,366
RTZ-ABC: (80) 32,050
Counties 80 Cen. 181,716; E&P 88 Est. 193,261
Lehigh 80 Cen. 101,684; E&P 88 Est. 108,491
Northampton 80 Cen. 80,032; E&P 88 Est. 84,770
MSA 80 Cen. 230,764; E&P 88 Est. 245,744
City & RTZ-ABC: (80) 71,416

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$795,074,000
Savings & Loan	3	$190,064,000

6 - PASSENGER AUTOS: Counties: Lehigh 157,732; Northampton 154,904

7 - ELECTRIC METERS: Residence 34,046

8 - GAS METERS: Residence 16,678

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Apparel 20,300 ($176); Primary Metals 14,200 ($515); Elec. Equip. 10,400 ($400); Textiles 5,300 ($225); Trans. 9,500 ($475); Fab. Metals 8,900 ($515); Food Prods. 5,900 ($412); Printing 4,500 ($328); Stone Cement 2,900 ($376); Mach. 7,900 ($414); Paper 1,900 ($295); Misc. Mfg. 2,000 ($243).
Principal Pay Days-Wed., Thur., bi-wkly.

10 - CLIMATE: Av. Temp.-Spring 29-80; Summer 61-85; Fall 42-75; Winter 19-48. First killing frost, Sept. 24; last killing frost, Apr. 23.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Main; 3 on Broad; 1 on New; 3 on 4th St.
Neighborhood Shopping Centers-500 & 600 blocks of W. Broad St.; 700-800 blocks of Linden St.; Stefko Blvd. Lehigh, Westgate Shopping Ctr.; Shoppers Village; K mart Plz.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lehigh(17)	3	Foodlane, Rickels
Shoppers Vlg (8)	3	Keppel's
Stefco Blvd (19)	3	G.C. Murphy, IGA, Laneco
Westgate(50)	3	Hess Dept., Thrift Drug
K mart Plaza(10)	5	K mart, Thrift Drug, Food Lane

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Thur.; Food-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Orr's, Hess.
Variety Stores-Woolworth; McCrory; G.C. Murphy.
Discount Stores-K mart; Lane's; Rickel's; Jamesway.
Chain Drug Stores-Rite Aid; Thrift; Regal; Rea & Derick.
Chain Supermarkets-Acme; IGA 2; A&P; Shop-Rite; Food Lane 5; Superfresh.
Other Chain Stores-Triangle Shoe; Sherwin-Williams; Finneran & Haley Inc. (paints); M.A.B. Paints; Penn Jersey (auto); Pic-Way Shoes; Kay Jewelers; Hickory Farms.

14 - NEWSPAPERS: GLOBE-TIMES (e) 22,100; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Ronald R. Waer, Adv. Dir., GLOBE-TIMES, 202 W. Fourth St., Bethlehem, PA 18015; Tel. (215) 867-5000.
National Representative: Landon Associates.

BLOOMSBURG-BERWICK

1 - LOCATION: Columbia County. (In Scranton-Wilkes-Barre MSA). E&P Map D-2. (Bloomsburg is County Seat). Along Susquehanna River; on U.S. Hwy. 11; near interstate 80.

2 - TRANSPORTATION: **Railroads**-Erie Lackawanna; Reading; Conrail.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Continental Trailways; Lakes to Sea.
Airlines-Eastern; USAir.

3 - POPULATION:
Corp. Cities 80 Cen. 23,567; E&P 88 Est. 22,786
Bloomsburg 80 Cen. 11,717; E&P 88 Est. 11,583
Berwick 80 Cen. 11,850; E&P 88 Est. 11,203
County 80 Cen. 62,139; E&P 88 Est. 63,160
MSA 80 Cen. 729,316; E&P 88 Est. 742,027

4 - HOUSEHOLDS:
Cities 80 Cen. 8,449; E&P 88 Est. 8,107
Bloomsburg 80 Cen. 3,705; E&P 88 Est. 3,612
Berwick 80 Cen. 4,744; E&P 88 Est. 4,495
County 80 Cen. 21,678; E&P 88 Est. 22,130
MSA 80 Cen. 263,271; E&P 88 Est. 274,779

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$10,058,450
Commercial	9	$89,763,428

6 - PASSENGER AUTOS: County 34,249

7 - ELECTRIC METERS: Residence Est. 9,500

8 - GAS METERS: Residence Est. 5,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Metal Production 1,800; Apparel 1,309; Textiles 358; Food Prods. 1,221; Tobacco Mfg. 780; Also Mfg. of Carpets, Chemicals, Castings, Printing & Binding, Aluminum Fab., Truck Bodies, Springs, Railroad Car Underframes, Paper Containers.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-75; Summer 70-80; Fall 32-68; Winter 10-65. First killing frost, Oct. 10; last killing frost, Mar. 28.

11 - TAP WATER: Soft, alkaline; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-In Berwick: 4 blocks on Front, Market and Mulberry Sts.; in Bloomsburg: 8 blocks on Main St.
Neighborhood Shopping Centers-9th and Pine; LaSalle; Poplar and W. Front; 12th & Pine; Rte. 11 at Briar Creek; in Bloomsburg: Market St. Shpg. Ctr. (6 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Scott Town(4)	1	K mart, Rea & Derick, D & R Sports
Nichols Mall	2	Giant Food, Nichols, Radio Shack, Fay's
Berwick (Front St.) (5)	2	Acme, K mart, Revco, Sears, Radio Shack
Market St.(6)	NA	The Medicine Shop, IGA

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears.
Discount Stores-Ames; Nichols Discount City; K mart.
Variety Store-Woolworth; Ben Franklin.
Chain Drug Stores-Eppley; Moyer; Rea & Derick; Medicine Shoppe; Fay's Drug; Revco.
Chain Supermarkets-Weis; Acme; Giant; IGA.
Other Chain Stores-Raub's (shoes); Walker's (jewelry); Radio Shack; Tri-County Hardware; Agway (farm supplies); Claster's (building supplies).

14 - NEWSPAPERS: PRESS-ENTERPRISE (m) 21,333; June 30, 1987 CAC.
Local Contact for Advertising and Merchandising Data: Willard Chapin, Adv. Dir., PRESS-ENTERPRISE INC., 3185 Lackawanna Ave., Bloomsburg, PA 17815; Tel. (717) 784-2121.
National Representative: Landon Associates.

BRADFORD

1 - LOCATION: McKean County. E&P Map C-1. Crude oil production center. 72 mi. S of Buffalo; 158 mi. N of Pittsburgh.

2 - TRANSPORTATION: **Railroads**-Baltimore & Ohio; Conrail.
Motor Freight Carriers-8.
Intercity Bus Lines-Bluebird; Fullerton.
Airlines-USAir; Allegheny Commuter.

3 - POPULATION:
Corp. City 80 Cen. 11,211; E&P 88 Est. 9,598
CZ-ABC: (80) 22,288
RTZ-ABC: (80) 106,356
County 80 Cen. 50,558; E&P 88 Est. 48,086
City & RTZ-ABC: (80) 128,644
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,505; E&P 88 Est. 3,683
CZ-ABC: (80) 8,236
RTZ-ABC: (80) 37,207
County 80 Cen. 18,294; E&P 88 Est. 17,864
City & RTZ-ABC: (80) 45,443

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$550,494,000
Savings & Loan	2	$136,438,000

6 - PASSENGER AUTOS: County 20,890

7 - ELECTRIC METERS: Residence 9,103

8 - GAS METERS: Residence 10,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Steel Fab. 1,824; Refinery 823; Oil Production 3,500; Resistors 837; Cigarette Lighters 571; Electronics 1,200; Silicon 112; Corrugated Container 273; Oil Well Supplies 200.
Principal Pay Days-Mfg.: Tues., Thur.; Offices: Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-60; Summer 50-90; Fall 30-70; Winter 0-40. First killing frost, Oct. 15; last killing frost, May 15.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: **Principal Shopping Centers**-Main St., intersecting streets and Foster Brook Crossroads.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bradford Mall(30)	NA	Jamesway, K mart
Jacob Moses	NA	

Principal Shopping Days-Tues., Thur., Fri.
Stores Open Evenings-Downtown Fri.; Food and Bradford Mall week nights.

13 - RETAIL OUTLETS: **Variety Stores**-McCrory; Woolworth.
Discount Stores-Big Wheel; K mart; Jamesway.
Chain Drug Stores-Rea & Derick; Ott & McHenry 2; Eckerd; Revco.
Chain Supermarkets-Bells; Sal's; Tops.
Other Chain Stores-Ash Shoe; Sears (catalog); Firestone; Monroe.

14 - NEWSPAPERS: ERA (m) 11,969; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: H.L. Woodruff, Gen. Mgr., ERA, 43 Main St.; PO Box 365, Bradford, PA 16701; Tel. (814) 368-3173.
National Representative: Landon Associates.

BRISTOL
See LEVITTOWN

BUTLER

1 - LOCATION: Butler County. E&P Map B-2. County Seat. 30 mi. N of Pittsburgh; 60 mi. S of Erie; 50 mi. E of Youngstown. On U.S. Hwys. 8 (Wm. Penn) and 422 (Ben Franklin) and State Hwys. 68 and 356.

2 - TRANSPORTATION: **Railroads**-Bessemer & Lake Erie; Chessie System; Conrail.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound; Lincoln.

3 - POPULATION:
Corp. City 80 Cen. 17,026; E&P 88 Est. 16,204
CZ-ABC: (80) 55,926
RTZ-ABC: (80) 112,158
County 80 Cen. 148,360; E&P 88 Est. 155,999
City & RTZ-ABC: (80) 168,084

4 - HOUSEHOLDS:
City 80 Cen. 13,590; E&P 88 Est. 6,868
CZ-ABC: (80) 20,078
RTZ-ABC: (80) 36,007
County 80 Cen. 49,352; E&P 88 Est. 53,627
City & RTZ-ABC: (80) 56,085

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	N.A.
Savings & Loan	8	N.A.

6 - PASSENGER AUTOS: County 80,870

7 - ELECTRIC METERS: Residence 35,400

8 - GAS METERS: Residence 45,977

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Iron Ore Sintering 400; Steel 3,200; Auto Supplies 200; Life Ins. 300; Electronic Control, 400; Oil Well Drilling 300; Rubber Spec. 275; Steel Pipe 250; Industrial Gases 75; Garments 300; Metal Stampings 150; Fertilizer 75; Feed & Farm Supplies 150; Recovery Steel Scrap 100; Oil & Gas Well Supplies 75; Hdwe., Auto Supplies 350; Staples 200; Paper 140; Pkg. 100; Poultry & Dairy N.A.

10 - CLIMATE: Av. Temp.-Annual Av. 50; Jan.-Mar. 31; Apr.-June 58; July-Sept. 69; Oct.-Dec. 41.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Main St.; 2 on Jefferson; 2 on Cunningham; 2 on Centre Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bon Aire(15)	1	The Appliance Store, Super Dollar
Butler Mall(34)	2	Mont. Ward, Murphy
Clearview Mall(80)	2	Bon-Ton, Hills, Sears, JCPenney
Greater Butler Mart(26)	NA	Friedman's, Warehouse Sales
Point Plaza(28)	NA	K mart, Friedman's

Principal Shopping Days-Dept. & Clothing-Mon., Fri., Sat.; Food-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Thur., Fri.; Food-Mon., Sat.; Super Mkt.-Daily to 9; Downtown-Mon. and Fri. to 9; Malls-10 to 9.

13 - RETAIL OUTLETS: **Department Stores**-Troutman's; Montgomery Ward; JCPenney; Sears; Bon-Ton.
Discount Stores-Warehouse Sales; K mart; Murphy Mart; Zayre; Hills.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Eckerd; Thrift 3; White Cross; Rite Aid 2; Revco.
Chain Supermarkets-Friedman's 9; Shop 'N Save 4; IGA; Giant Eagle; Food Arena 2.
Other Chain Stores-Singer; Gallenkamp; Thom McAn; Zale's; Kay Jewelers.

14 - NEWSPAPERS: EAGLE (e) 30,750; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Art Kephart, Adv. Dir. or Vernon L. Wise, Jr., Bus. Mgr., EAGLE, 114 W. Diamond St., Butler, PA 16001; Tel. (412) 282-8000.
National Representative: Landon Associates.

CARLISLE

1 - LOCATION: Cumberland County (In Harrisburg-Lebanon-Carlisle MSA). E&P Map D-3. County Seat. Educational. Light mfg. center 125 mi. from Phila. On U.S. Hwy. 11 and I-81; State Hwys. 233, 34, 74, 641 I-76 (Pennsylvania Tpke.).

2 - TRANSPORTATION: Railroads-Conrail; Reading.
Motor Freight Carriers-9.
Intercity Bus Lines-Wolf; Greyhound.
Airlines-TWA; USAir; Altair; United; American; Piedmont; Florida Express.

3 - POPULATION:
Corp. City 80 Cen. 18,314; E&P 88 Est. 20,343
CZ-ABC: (80) 28,099
RTZ-ABC: (80) 30,327
County 80 Cen. 178,914; E&P 88 Est. 198,086
MSA 80 Cen. 558,110; E&P 88 Est. 590,051
City & RTZ-ABC: (80) 58,426
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 6,879; E&P 88 Est. 8,023
CZ-ABC: (80) 9,971
RTZ-ABC: (80) 10,300
County 80 Cen. 62,624; E&P 88 Est. 71,559
MSA 80 Cen. 200,990; E&P 88 Est. 218,978
City & RTZ-ABC: (80) 20,271

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	$1,300,000,000
Savings & Loan	4	$265,000,000

6 - PASSENGER AUTOS: County 119,686

7 - ELECTRIC METERS: Residence 19,500

8 - GAS METERS: Residence 5,889

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Rugs/Carpets 1,700; Shoes 300; Tires 600; Crystals 1,096; Misc. 7,123.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Av. Temp.-Spring 51; Summer 73; Fall 54; Winter 31. First killing frost, Oct. 5; last killing frost, May 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-10 blocks on Hanover, High, Louther & Pitt Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carlisle Plz.(50)	1	K mart, Giant Food, The Bon-Ton, JCPenney, Peoples, Sears Surplus
M.J. Carlisle(42)	1	Mont. Ward, Hills, Peoples Drug, A&P

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Department Stores-Mon., Fri.; Food-Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Bon Ton; K mart; Hills.
Variety Stores-Woolworth 2.
Chain Drug Stores-Peoples 2; Drug Fair; MGM 3; Rite Aid.
Chain Supermarkets-A&P; Giant 2; Neils; IGA 2; Food Rite 2; Weis; Handy 4; Hattie Harris; 7-Eleven 2.
Other Chain Stores-Sherwin-Williams; Firestone; Andrews Furn.; Feel Fine; Kinney's Shoe; N. B. Liebmans; Radio Shack; Kay Jewelers; Sears; Fashion Bug; Hanover Shoe; Gordan's Jewelry; Jo-Ann Fabrics; Goodyear; Sears Surplus.

14 - NEWSPAPERS: SENTINEL (e) 16,605; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Bill Shufflebarger, Adv. Dir., SENTINEL, 457 E. North St., Carlisle, PA 17013; Tel. (717) 243-2611.
National Representative: Landon Associates.

CHAMBERSBURG

1 - LOCATION: Franklin County, E&P Map C-3, County Seat. On U.S. Hwy. 11, 30; I-81, and five PA Routes. South central part of state, 84 mi. to Baltimore; Washington, 92 mi.; Philadelphia, 142 mi.; Pittsburgh, 156 mi.; New York City, 226 mi.

2 - TRANSPORTATION: Railroads-Western Maryland (freight); Conrail (freight).
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 16,174; E&P 88 Est. 16,400
CZ-ABC: (80) 16,174
RTZ-ABC: (80) 82,489
County 80 Cen. 114,095; E&P 88 Est. 119,594
City & RTZ-ABC: (80) 98,663

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,656; E&P 88 Est. 6,838
CZ-ABC: (80) 6,656
RTZ-ABC: (80) 27,759
County 80 Cen. 39,952; E&P 88 Est. 43,353
City & RTZ-ABC: (80) 34,415

5 - BANKS	NUMBER	DEPOSITS
Commercial	16	$1,007,396,000
Savings & Loan	2	$69,642,000
Credit Unions	3	$84,770,000

6 - PASSENGER AUTOS: County 62,877

7 - ELECTRIC METERS: Residence 6,939

8 - GAS METERS: Residence 4,313

9 - PRINCIPAL INDUSTRIES: Men's & Women's Clothing; Food Proc. & Packaging; Packaging Materials; Hydraulic Hammers; Power Transmission Apparatus;Agriculture & related service; Letterkenny Army Depot (Army); Mobile Homes.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-93; Summer 49-102; Fall 20-89; Winter 3-64. First killing frost, Oct. 31; last killing frost, May 9.

11 - TAP WATER: Acidic, very soft; fluoridated.

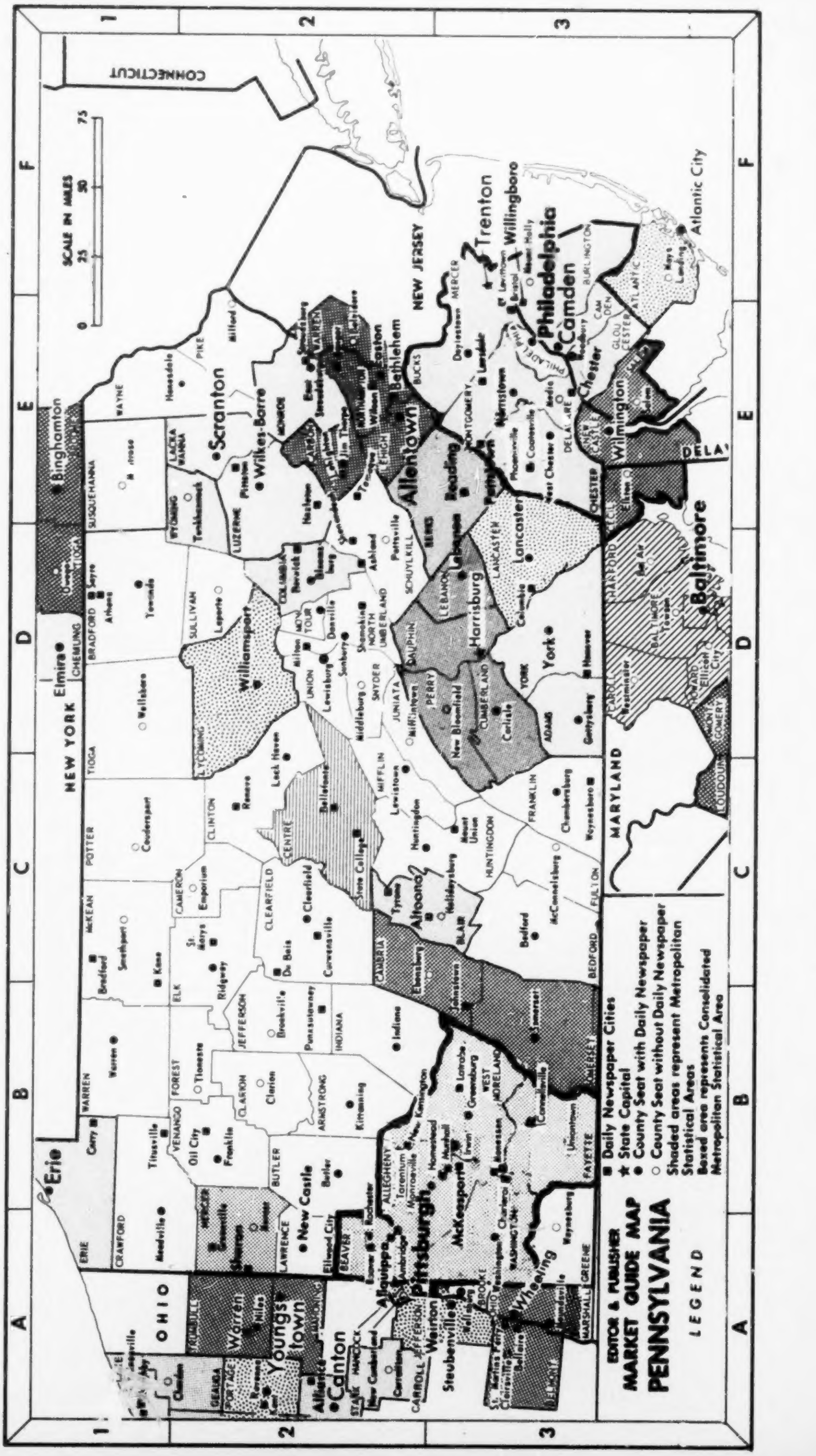
12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; Lincoln Way.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southgate Mall(22)	NA	JCPenney, People's Drug, Ames, County Market
Lincoln Way(16)	NA	Thrift Drug, Kennie's, Nichols
K mart(6)	NA	K mart, Giant Food
Chambersburg Mall(58)	NA	Hess, Gee Bee, Bon Ton/Eyerlys

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept. Mon., Fri.; Food and Discount every evening.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Bon-Ton/Eyerlys; Hess.
Discount Stores-Central Tractor; Moore's; Nichols; K mart; Gee Bee; Ames; D. E. Jones; McCrory's.
Variety Stores-Newberry.
Chain Drug Stores-Peoples; Thrift; Rite Aid.


EDITOR & PUBLISHER
MARKET GUIDE MAP
PENNSYLVANIA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area
SCALE IN MILES
0
25
50
75
A
B
C
D
E
F
1
2
3
NEW YORK
NEW JERSEY
CONNECTICUT
OHIO
MARYLAND
DELA
Erie
Pittsburgh
Harrisburg
Philadelphia
Allentown
Bethlehem
Easton
Reading
Lancaster
York
Scranton
Wilkes-Barre
Williamsport
Altoona
Johnstown
State College
Binghamton
Elmira
Trenton
Camden
Chester
Wilmington
Baltimore
Atlantic City
Youngstown
Warren
Canton
Wheeling
Steubenville
Weirton
New Castle
McKeesport
Chambersburg
Carlisle
Gettysburg
Hanover
Lebanon
Pottsville
Sunbury
Lock Haven
Bellefonte
Clearfield
Du Bois
Indiana
Kittanning
Butler
Sharon
Meadville
Oil City
Franklin
Titusville
Warren
Bradford
Kane
St. Marys
Uniontown
Greensburg
Latrobe
Washington
Somerset
Bedford
Huntingdon
Lewistown
Hazleton
Pottstown
Norristown
Doylestown
Willingboro

Chain Supermarkets-Associated Grocers 19; Giant; Cressler's 2; Sunnyway Foods 2; Kennie's Foods; Butcher Shoppe; County Market; Sav-A-Center.
Other Chain Stores-Agway; General Nutrition Center; Camelot Music; Brook Fashions; The Deb Shop; Fashion Bug; Hanover Shoes; Holiday Hair; Goodrich; Essis & Sons; Firestone General Tire; Waldenbooks; Irving Shoes; Pearle Vision Center; Endicott-Johnson; Sherwin-Williams; Lowe's; Carter Lumber; Kinney Shoe; K & K Toys; Claire's Boutique; American Outfitters; Foot Locker; Radio Shack; Lumber Yard; Triangle Building Centers.

14 - NEWSPAPERS: PUBLIC OPINION (e) 19,953; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Donald K. Bixel, Adv. Dir., PUBLIC OPINION, 77 N. Third St., Chambersburg, PA 17201; Tel. (717) 264-6161.
National Representative: Gannett National Newspaper Sales.

CHARLEROI
See MONESSEN

CHESTER

1 - LOCATION: Delaware County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. 15 mi. SW of Phila.; 15 mi. NE of Wilmington. Industrial Center. 6 mi. of waterfront on West bank Delaware River. On State Hwys. 252, 320, 420, 352, 452, 491; U.S. Hwys. 13, 322, I-95, I-202.

2 - TRANSPORTATION: **Railroads**-Conrail; Baltimore & Ohio (freight); Reading (freight).
Motor Freight Carriers-8.
Intercity Bus Lines-Pennsylvania Greyhound; Trailways; Red Arrow.
Airlines-All major airlines at Philadelphia intl. Airport (6 mi.).
Port Facilities-Accommodate largest ocean going vessels.

3 - POPULATION:
Corp. City 80 Cen. 45,794; E&P 88 Est. 41,537
NDM-ABC: (80) 314,071
County 80 Cen. 554,641; E&P 88 Est. 548,451
PMSA 80 Cen. 4,720,929; E&P 88 Est. 4,848,893
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,637; E&P 88 Est. 16,028
NDM-ABC: (80) 106,678
County 80 Cen. 192,332; E&P 88 Est. 197,514
PMSA 80 Cen. 1,639,330; E&P 88 Est. 1,738,524

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	8	$1,635,895,000
Savings & Loan	27	$697,212,000

6 - PASSENGER AUTOS: County 311,716.

7 - ELECTRIC METERS: Residence County 139,507.

8 - GAS METERS: Residence County 84,190.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chem. Prods. 1,525 ($260); Elect. Mach. 1,309 ($219); Fab. Metal Prods. 2,378 ($206); Food 1,844 ($203); Non-Elect. Mach. 7,809 ($315); Petroleum Refining 2,552 (N.A.); Paper Prods. 3,115 ($319); Printing & Pub. 1,618 ($202); Trans. Equip. including Aircraft & Shipbuilding 9,914 ($320); Apparel & Fabric 1,137 ($165).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-84; Summer 59-90; Fall 23-77; Winter 24-52. First killing frost, Oct. 31; last killing frost, May 7.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Area**-30 blocks on Welsh, Edgmont, Market and Sproul Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
West End	3	Pickwell
Granite Run(131)	7	Sears, Sterns, JCPenney
Springfield Mall (75)	7	Wanamaker's, Bamberger's
Swarthmore	3	Acme, Shop 'N Bag
Vlg. Green(18)	4	Super Fresh
Springfield	8	Clover, Kresge
Tri-State Mall	NA	The Dry Goods
Northtowne Plz.	5	Jamesway, K mart, Super-Saver, Acme
Glenolden	7	Designer Depot, Bradlees
MacDade Mall(48)	NA	K mart, Acme

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri.; Food Stores-Tues. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Strawbridge & Clothier; Wanamaker; Sterns; JCPenney; Bamberger's.
Discount Stores-Bradlees; Clover; Jamesway; K mart.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Thrift Drug; Rite Aid; Tri-State Wholesale 2; CVS.
Chain Supermarkets-Acme 12; Super Fresh 4; Shop 'n Bag; Pathmark 5; Thriftway 6.
Other Chain Stores-Thom McAn; Kinney; Triangle; Hanover; Dial; Kiddie City; Pic-Way; Levitz; Buten's; Sherwin-Williams; M.A. Bruder; Finnaren & Haley; Pittsburgh Plate Glass; Glidden; Firestone; Pep Boys; Penn Jersey; Kay; Gordon; Doubet; Anderson-Little; Eugene Jacobs; B. Gross.

14 - NEWSPAPERS: DELAWARE COUNTY TIMES (m-mon to fri) 61,401; (S) 48,854; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Frank Gothie, Pub., DELAWARE COUNTY TIMES, 500 Mildred Ave., Primos, PA 19018; Tel. (215) 284-7200.
National Representatives: Landon Associates; Robert Hitchings & Co.

CLAIRTON
See MCKEESPORT

CLEARFIELD-CURWENSVILLE

1 - LOCATION: Clearfield County, E&P Map C-2. County Seat. Routes 322, 219, 153. 90 mi. from Pittsburgh. Keystone Shortway Interstate Route 80.
2 - TRANSPORTATION: **Railroads**-Chessie System; Conrail.
Intercity Bus Lines-Fullington's.
Airlines-USAir; Alleghany Commuter.

3 - POPULATION:
Corp. Cities 80 Cen. 10,696; E&P 88 Est. 9,760
Clearfield 80 Cen. 7,580; E&P 88 Est. 6,917
Curwensville 80 Cen. 3,116; E&P 88 Est. 2,843
NDM-ABC: (80) 71,624
County 80 Cen. 83,716; E&P 88 Est. 85,727
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 4,254; E&P 88 Est. 3,800
Clearfield 80 Cen. 3,085; E&P 88 Est. 2,761
Curwensville 80 Cen. 1,169; E&P 88 Est. 1,039
NDM-ABC: (80) 24,955
County 80 Cen. 29,151; E&P 88 Est. 30,639

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$264,961,000
Savings & Loan	1	$30,000,000

6 - PASSENGER AUTOS: County 37,046.

7 - ELECTRIC METERS: Residence 13,074.

8 - GAS METERS: Residence, City 964; Bottled Gas 3,920.

9 - PRINCIPAL INDUSTRIES: Clay & Brick; Precision Instruments; Machine Shops; Tool & Die; TV Tubes; Apparel; Food; Tannery; Coal; Cabinets; Plastic; Pet Prods.; Heavy Equip.; Trans.
Principal Pay Days-Fri.; 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-60; Summer 50-90; Fall 40-78; Winter 10-40. First killing frost, Oct. 2; last killing frost, May 31.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: **Principal Shopping Center**-Clearfield: 16 blocks on Second St., Market St., 3rd St., and Nichols St.; Phillipsburg: 8 blocks on Presqueisle, Front and Spruce Sts., Ames Plaza; Curwensville: 4 blocks on State and Filbert Sts.; Shopping Plaza between Clearfield & Phillipsburg; Clearfield Mall: 23 stores located 1 mi. E of Clearfield, JCPenney, Murphy's Mart, Fashion Bug, K mart Plaza, Wolf Run Interchange, Holiday Hair, Card Gallery, County Market, Shoe Tree, Just My Price.
Principal Shopping Days-Mon., Thurs., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Leitzinger's; JCPenney; Sears; Ames.
Discount Stores-Widmann's; Sherm's; K mart.
Variety Stores-McCrory.
Chain Drug Stores-L.F. Widmann; Walgreens; Rea & Derick; Rite Aid.
Chain Supermarkets-Riverside 4; AG Mkts. 9; IGA Foodliner 3; Super Duper; Comet Mkt.; County Market; J.G. Food Warehouse; Weis.
Other Chain Stores-Singer Co.; J.S. Raub; Wolf Furniture; Sherwin-Williams; Penn Furniture; Kinney's General Nutrition Ctr.

14 - NEWSPAPERS: PROGRESS (e) 16,678; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jeannine Selfridge, Adv. Mgr., PROGRESS, 206 E. Locust St.; PO Box 291, Clearfield, PA 16830; Tel. (814) 765-5581.
National Representative: Landon Associates.

COATESVILLE

1 - LOCATION: Chester County, E&P Map E-2 (In Philadelphia, PA-NJ PMSA). Industrial and farm center. 38 mi. W of Philadelphia; 25 mi. E of Lancaster; 30 mi. S of Reading; 25 mi. N of Wilmington, DE. On Lincoln Hwy., U.S. Hwy. 82 and State Hwys. 162, 273.

2 - TRANSPORTATION: **Railroads**-Reading (freight); Amtrak.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Reeder's; Royal Limo.

3 - POPULATION:
Corp. City 80 Cen. 10,698; E&P 88 Est. 11,663
NDM-ABC: (80) 76,576
County 80 Cen. 318,735; E&P 88 Est. 356,530
PMSA 80 Cen. 4,720,929; E&P 88 Est. 4,848,893

4 - HOUSEHOLDS:
City 80 Cen. 3,928; E&P 88 Est. 4,508
NDM-ABC: (80) 25,247
County 80 Cen. 104,752; E&P 88 Est. 121,519
PMSA 80 Cen. 1,639,330; E&P 88 Est. 1,738,524

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 196,087.

7 - ELECTRIC METERS: Residence 15,440.

8 - GAS METERS: Residence 3,472.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel Mfg. 4,200 ($326); Textiles 700 ($150); Steel Fabrication 800 ($295).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-85; Summer 45-100; Fall 35-85; Winter 0-65.

11 - TAP WATER: Alkaline, moderately soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Lincoln Hwy. between 1st and 4th Aves.; 3 blocks between 6th and 8th. East of city on Lincoln Hwy. Shpg. Ctr.-furn., automobile sales serving new housing development.
Nearby Shopping Centers-Thorndale 4 mi. E. of Rt. 30 (9 stores-IGA; Jamesway Discount, Penn Jersey Auto Store, Thrift Drug); Ingleside (Acme Mkt.); K mart; Downingtown Farmers Mkt., 4 mi. E. on Lincoln Hwy.; K mart, 11 mi. E., 15 mi. SE; Exton Sq. Mall, 11 mi. E.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Jamesway; K mart.
Variety Stores-Newberry.
Chain Drug Stores-Thrift; Rite Aid.
Chain Supermarkets-Acme; Super-Thrift Food Bank; IGA; Super Fresh.
Other Chain Stores-Penn Jersey; Atomic Tires; Sherwin-Williams; Jiffy Lube.

14 - NEWSPAPERS: RECORD (e) 6,274; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Timothy V. Biringer, Adv. Dir., RECORD, 204 E. Lincoln Hwy., Coatesville, PA 19320; Tel. (215) 384-4900.
National Representatives: Landon Associates; Robert Hitchings & Co.

COLUMBIA

1 - LOCATION: Lancaster County (In Lancaster MSA), E&P Map D-3. On U.S. Hwy. 30; State Hwy. 462; 12 mi. from Lancaster or York; 72 mi. from Philadelphia.

2 - TRANSPORTATION: **Railroads**-Reading.
Motor Freight Carriers-3.
Intercity Bus Lines-Lancaster-Columbia.

3 - POPULATION:
Corp. City 80 Cen. 10,466; E&P 88 Est. 11,172
County/MSA 80 Cen. 363,928; E&P 88 Est. 401,780

4 - HOUSEHOLDS:
City 80 Cen. 3,877; E&P 88 Est. 4,342
County/MSA 80 Cen. 123,864; E&P 88 Est. 140,002

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$21,500,000
Savings & Loan	3	$15,400,000

6 - PASSENGER AUTOS: County 217,534.

7 - ELECTRIC METERS: Residence 3,400.

8 - GAS METERS: Residence 2,400.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Malleable Iron 1,200; Clothing 865; Shoes 150; Smelting 100.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 60-100; Fall 25-70; Winter 10-50. First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-15 blocks on 5 streets.
Neighborhood Shopping Centers-Columbia Plz. and Columbia Shopping Ctr.
Principal Shopping Days-Thur., Fri., Sat.
Some Stores Close-Wed. afternoon.
Stores Open Evenings-Mon., Fri., some open every evening except Sun.

13 - RETAIL OUTLETS: **Variety Store**-McCrory.
Discount Stores-Jamesway.
Chain Drug Stores-Peoples; Hinkle's; Rite Aid.
Chain Supermarkets-Andy's; Weis; Musser's.
Other Chain Stores-Western Auto; C.A. Herr Howe; Motter Supply Co.; Radio Shack.

14 - NEWSPAPERS: NEWS (e) 4,247; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Christina L. Gatehouse, Adv. Mgr., NEWS, 341 Chestnut St., Columbia, PA 17512; Tel. (717) 684-2125.
National Representative: Landon Associates.

CONNELLSVILLE SOUTH CONNELLSVILLE

1 - LOCATION: Fayette County, (In Pittsburgh PMSA), E&P Map B-3. 50 mi. S of Pittsburgh. Manufacturing, farming, mining area. 17 mi. from PA Tpke. On State Hwys. 119, 201, 711.

2 - TRANSPORTATION: **Railroads**-B&O (Main line); Western Maryland; Lake Erie, Pittsburgh & West Virginia (freight).
Motor Freight Carriers-2.

3 - POPULATION:
Corp. Cities 80 Cen. 12,615; E&P 88 Est. 11,074
Connellsville 80 Cen. 10,319; E&P 88 Est. 8,997
S. Connellsville 80 Cen. 2,296; E&P 88 Est. 2,077
CZ-ABC: (80) 12,615
RTZ-ABC: (80) 61,391
County 80 Cen. 160,415; E&P 88 Est. 159,298
City & RTZ-ABC: (80) 74,006
PMSA 80 Cen. 2,218,645; E&P 88 Est. 2,198,649

4 - HOUSEHOLDS:
Cities 80 Cen. 6,017; E&P 88 Est. 4,154
Connellsville 80 Cen. 5,211; E&P 88 Est. 3,414
S. Connellsville 80 Cen. 806; E&P 88 Est. 740
CZ-ABC: (80) 4,636
RTZ-ABC: (80) 21,224
County 80 Cen. 56,925; E&P 88 Est. 58,080
City & RTZ-ABC: (80) 25,860
PMSA 80 Cen. 885,070; E&P 88 Est. 842,377

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$152,000,000
Savings & Loan	3	$55,000,000

6 - PASSENGER AUTOS: County 79,214.

7 - ELECTRIC METERS: Residence 21,439.

8 - GAS METERS: Residence 6,000.

9 - PRINCIPAL INDUSTRIES: R.R. Shops 3; Glass Making; Sportswear; Auto Trailers.
Principal Pay Days-Glass & Sportswear-Fri.; R.R. 10-11, 25-26.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-78; Summer 54-84; Fall 34-78; Winter 10-64.

11 - TAP WATER: Soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-13 blocks on Crawford Ave.; 4 on Pittsburgh St.
Neighborhood Shopping Centers-8 blocks on W. Crawford Ave.; 1 at E. Crawford & Snyder St.; Rt. 119 at York Ave.; 1-5 mi. N. on 4 Lane Hwy. (4 stores). 4 mi. S. on 4 Lane Hwy. (29 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Laurel Mall(20)	4	Murphy's Mart, Mont. Ward
Connellsville(9)	NA	Thrift Drug
Foodland(5)	NA	Laurel Foods, Fox Groc.

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; Metzler's.

Variety Stores-McCrory; Green; McClellan.
Discount Stores-Ames.
Chain Drug Stores-Thrift; Burns; Health Mart; Revco; Healthland.
Chain Supermarkets-Red & White 4; Foodland; Super Dollar; Stop 'N Shop; Shop 'n Save 2; Warehouse Grocery.
Other Chain Stores-Sears.

14 - NEWSPAPERS: COURIER (e) 12,430; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Robert J. Collins, Pub., COURIER, 127 W. Apple St., Connellsville, PA 15425; Tel. (412) 628-2000.
National Representative: Thomson Newspapers.

CORRY

1 - LOCATION: Erie County (In Erie MSA). E&P Map B-1. 37 mi. from Erie; 90 mi. S of Buffalo; 130 mi. N of Pittsburgh. On U.S. Route 6 and State Hwys. 277 and 426.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-8.

3 - POPULATION:
Corp. City 80 Cen. 7,149; E&P 88 Est. 7,549
County/MSA 80 Cen. 280,254; E&P 88 Est. 286,469

4 - HOUSEHOLDS:
City 80 Cen. 2,690; E&P 88 Est. 2,950
County/MSA 80 Cen. 96,820; E&P 88 Est. 109,913

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$21,580,000
Commercial	3	$512,100,000

6 - PASSENGER AUTOS: County 133,956.

7 - ELECTRIC METERS: Residence 4,390.

8 - GAS METERS: Residence 3,450.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Furn. 757 ($310); Springs 654 ($290); Aircraft Parts 350 ($205); Engines & Pumps 310 ($360); Steel Fabrication 138 ($340); Electronics Comp. 190 ($240).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-90; Summer 34-90; Fall-4-82; Winter-10-65. First killing frost, Sept. 26; last killing frost, Apr. 22.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Ctr. St.; 6 on Main St.; 3 on 1st Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown Plz.(6)		Rite Aid
Corry Plz.(8)	NA	Buyers Fair, G.C. Murphy, Bell's

Principal Shopping Days-Mon., Fri., Sat.
Store Close-Wed. afternoon.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: **Discount Stores**-Buyer's Fair; Fisher's Big Wheel; Rite Aid.
Variety Stores-Murphy Mart; Widmann's.
Chain Drug Stores-Eckerd; Rite Aid.
Chain Supermarkets-Bell's; Quality Market; Super Duper; Golden Dawn.
Other Chain Stores-Brown Shoes; Barney's; Firestone; Sears (catalog); Radio Shack; Sherwin-Williams; Kentucky Fried Chicken; McDonald's; Perkins; Pizza Hut.

14 - NEWSPAPERS: JOURNAL (e) 4,053; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: George R. Sample, Pub., JOURNAL, 28 W. South St., Corry, PA 16407; Tel. (814) 665-8291.
National Representative: Landon Associates.

CURWENSVILLE
See CLEARFIELD

DANVILLE

1 - LOCATION: Montour County. E&P Map D-2. County Seat. On Susquehanna River. State Hwy. 54; U.S. Hwys. 11, I-80.

2 - TRANSPORTATION: **Railroads**-DL&W; Reading.
Motor Freight Carriers-3.
Intercity Bus Lines-Intercity; Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 5,239; E&P 88 Est. 5,643
County 80 Cen. 16,704; E&P 88 Est. 18,666

4 - HOUSEHOLDS:
City 80 Cen. 2,125; E&P 88 Est. 2,339
County 80 Cen. 5,551; E&P 88 Est. 6,421

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$327,411,000

6 - PASSENGER AUTOS: County 9,294.

7 - ELECTRIC METERS: Residence 4,933.

8 - GAS METERS: Residence 1,192.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Chem. 550; Auto Valves 603; Mach. 575; Hospitals 3,425; Textiles 120; Woodworking 225.

10 - CLIMATE: Min. & Max. Temp.-Spring 19-88; Summer 40-102; Fall 30-91; Winter 10-63. First killing frost, Oct. 4; last killing frost, Apr. 22.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-8 blocks on Mill St.
Neighborhood Shopping Centers-Ferry St.; North Continental Blvd.
Principal Shopping Days-Thur., Fri., Sat.
Stores Close Wed. afternoon.
Stores Open Evenings-Fri.; Food, Thur., Fri.

13 - RETAIL OUTLETS: **Discount Stores**-Dollar General; Midway Distributors.
Variety Stores-Coles Hdwe.; Ben Franklin.
Chain Drug Stores-Rea & Derick; Thrift.
Chain Supermarkets-Weis.
Other Chain Store-Firestone.

14 - NEWSPAPERS: NEWS (e) 4,251; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: D.F. Jeffrey, Gen. Mgr. or Scott Jeffrey, Adv. Dir., NEWS, 14 E. Mahoning St., Danville, PA 17821; Tel. (717) 275-3235.
National Representative: Landon Associates.

DONORA
See MONONGAHELA

DOYLESTOWN

1 - LOCATION: Doylestown (County Seat). In Bucks County, (In Philadelphia PA-NJ PMSA). E&P Map E-3. Agricultural center, 28 mi. N of Phila.; 77 mi. from NY City; 32 mi. S of Easton; WNW of Trenton, NJ. On U.S. Hwys. 611, 202; State Hwy. 113.

2 - TRANSPORTATION: **Motor Freight Carriers**-6.
Intercity Bus Lines-Greyhound, SEPTA.

3 - POPULATION:
Corp. City 80 Cen. 8,717; E&P 88 Est. 9,340
NDM-ABC: (80) 340,744
County 80 Cen. 481,061; E&P 88 Est. 550,637
PMSA 80 Cen 4,720,929; E&P 88 Est. 4,848,893

4 - HOUSEHOLDS:
City 80 Cen. 3,516; E&P 88 Est. 3,807
NDM-ABC: (80) 115,274
County 80 Cen. 156,648; E&P 88 Est. 187,952
PMSA 80 Cen. 1,639,330; E&P 88 Est. 1,738,524

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$126,000,000

6 - PASSENGER AUTOS: County 313,018.

7 - ELECTRIC METERS: Residence 2,891.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Clothing; Textiles; Rubber Prods.; Bldg. Materials; Electronics.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: **Principal Shopping Centers**-S. Rte. 611 (30 stores-Acme, Jamesway, Direct Drug, Girard Bank).
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Doylestown(20)	NA	Hess's, Acme
Montgomery Mall(120)	12	Macy's, Sears, JCPenney, Wanamaker
Willow Grove(170)	15	Bloomingdale's, Abraham & Strauss

13 - RETAIL OUTLETS: **Department Stores**Sears; Hess; JCPenney; Macy's; John Wanamaker; Bloomingdale's; Artie's; Clover.
Variety Stores-Woolworth; K mart.
Chain Drug Stores-Thrift; Rite Aid; Brooks.
Chain Supermarkets-Acme 9; Shopping Center 3; Super Fresh; Shop-Rite; Pathmark; Thriftway; Giant; Clemens; Gemardi.

14 - NEWSPAPERS: INTELLIGENCER (m-mon to fri) 40,575; (S) 44,462; Mar. 31, 1988 ABC.

Local Contact for Advertising and Merchandising Data: William Lynch, Adv. Dir., INTELLIGENCER, 333 N. Broad St., Doylestown, PA 18901; Tel. (215) 345-3000.
National Representative: Sawyer-Ferguson-Walker.

DU BOIS

1 - LOCATION: Clearfield County. E&P Map C-2. 90 mi. from Pittsburgh. On U.S. Hwys. 119, 219, 322 and I-80.

2 - TRANSPORTATION: **Railroads**-Baltimore & Ohio; Conrail.
Motor Freight Carriers-6.
Intercity Bus Lines-Dufast; Continental Trailways.
Airlines-USAir; Crown Airways Commuter Service.

3 - POPULATION:
Corp. City 80 Cen. 9,290; E&P 88 Est. 8,294
CZ-ABC: (80) 11,125
RTZ-ABC: (80) 50,628
County 80 Cen. 83,716; E&P 88 Est. 85,727
City & RTZ-ABC: (80) 61,753

4 - HOUSEHOLDS:
City 80 Cen. 3,593; E&P 88 Est. 3,143
CZ-ABC: (80) 4,283
RTZ-ABC: (80) 17,450
County 80 Cen. 29,151; E&P 88 Est. 30,639
City & RTZ-ABC: (80) 21,733

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$125,000,000

6 - PASSENGER AUTOS: County 38,017.

7 - ELECTRIC METERS: Residence 6,278.

8 - GAS METERS: Residence 5,240.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Woodworking 56 ($375); Machine Shop 200 ($320); Meter Mfg. 750 ($325); Auto Springs 225 ($325); Gas Drilling 250 ($400); Graphic Arts 75 ($300); Refractories 40 ($275); Hospitals 500 ($385).
Principal Pay Days-1st, 15th, Fridays.

10 - CLIMATE: First killing frost, Oct. 2; last killing frost, May 16.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-8 blocks on Brady St. and Long Ave., Rte. 219-I-80; Falls Creek Interchange.
Neighborhood Shopping Centers-Sandy Township (S. Brady St. and Dixon Ave.); Main St. Mall, N. Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sandy Plz.(8)	NA	K mart, Revco
DuBois Mall(52)	NA	Mont. Ward, Murphy Mart, JCPenney

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri. downtown; daily at Mall & Plz.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Sears; Town & Country (women's).
Variety Store-McCrory.
Chain Drug Stores-Cowdricks; Thrift; Revco.
Chain Supermarkets-Shop 'N Save; Riverside 2; Gateway Mkt.
Other Chain Stores-Sherwin-Williams; Western Auto; J.S. Raub Shoes; Goodyear; Kinney Shoes; Fashion Bug 2; Kay Jewelers; Endicott-Johnson.

14 - NEWSPAPERS: COURIER-EXPRESS (e) 10,583; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Margaret G. Sloaf, Adv. Mgr., COURIER-EXPRESS, 52-58 W. Long Ave., PO Box 407, DuBois, PA 15801; Tel. (814) 371-4200; Brookville Office (814) 849-6737.
National Representative: Landon Associates.

DUQUESNE
See MCKEESPORT

EAST STROUDSBURG
See STROUDSBURG

EASTON, PA-PHILLIPSBURG, NJ

1 - LOCATION: Northampton County, PA; Warren County, NJ (In Allentown-Bethlehem, PA-NJ MSA). E&P Map E-2, County Seat (Northampton, PA). 75 mi. W of New York; 55 mi. N of Philadelphia. At junction of Delaware and Lehigh Rivers. On U.S. Hwys. 33, 22, 78, and State Hwys. 115, 191, 45, 611.

2 - TRANSPORTATION: **Railroads**-Conrail; CRR of N.J.; DL&W; L&H (freight).
Motor Freight Carriers-54.
Intercity Bus Lines-Lanta; Greyhound; Transport of N.J.; Trailways.
Airlines-Eastern; United; USAir; Henson; Ransom; Northwest; Allegheny Commuter; Piedmont.

3 - POPULATION:
Corp. Cities 80 Cen. 42,674; E&P 88 Est. 42,979
Easton 80 Cen. 26,027; E&P 88 Est. 26,107
Phillipsburg 80 Cen. 16,647; E&P 88 Est. 16,872
CZ-ABC: (80) 88,068
RTZ-ABC: (80) 205,703
Counties 80 Cen. 309,847; E&P 88 Est. 323,258
Northampton 80 Cen. 225,840; E&P 88 Est. 234,443
Warren 80 Cen. 84,841; E&P 88 Est. 88,815
MSA 80 Cen. 638,375; E&P 88 Est. 661,750
City & RTZ-ABC: (80) 293,771

4 - HOUSEHOLDS:
Cities 80 Cen. 15,605; E&P 88 Est. 16,473
Easton 80 Cen. 9,363; E&P 88 Est. 9,996
Phillipsburg 80 Cen. 6,242; E&P 88 Est. 6,477
CZ-ABC: (80) 31,844
RTZ-ABC: (80) 69,696
Counties 80 Cen. 109,438; E&P 88 Est. 116,434
Northampton 80 Cen. 80,032; E&P 88 Est. 84,770
Warren 80 Cen. 29,406; E&P 88 Est. 31,664
MSA 80 Cen. 230,764; E&P 88 Est. 245,744
City & RTZ-ABC: (80) 101,540

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$656,250,000
Savings & Loan	5	$299,250,000

6 - PASSENGER AUTOS: Counties: Northampton, PA 154,904; Warren, NJ N.A.

7 - ELECTRIC METERS: Residence 38,108.

8 - GAS METERS: Residence 18,282.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. 7,333 ($523); Textile & Apparel 5,105 ($263); Paper & Printing 4,271 ($394); Elect. 1,658 ($551); Chem. Prods. 2,080 ($530); Food 518 ($497).

10 - CLIMATE: Min. & Max. Temp.-Spring 7-94; Summer 44-99; Fall 18-87; Winter -4-72. First killing frost, Nov. 3; last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping District**-6 blocks on Northampton St.; 6 on Third St.; 2 on Ferry St.
Neighborhood Shopping Areas-4 blocks at Cattell & March Sts.; 2 at Berwick & Centre Sts.; 2 at Washington, Butler & 17th Sts. Phillipsburg, NJ: 8 at South Main St.; 5 at Memorial Parkway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Palmer Park(50)	4	Hess, Clover
25th St. (Easton)(20)	3	Woolworth
K mart Plaza (Easton)	3	K mart, Weis
Wm. Penn Plz.(14)	4	Giant, Thrift Drug
Hillcrest Mall (Phillipsburg) (33)	3	Orr's, Acme, Super Fresh, Channel, Woolworth
Bangor, PA(3)	15	Acme
Washington, NJ	13	Acme, Shop Rite, Ames
Flemington, NJ	25	Shop Rite, A&P, Orrs

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Downtown-Tues. & Fri.; Food-Mon. through Sat.; Shopping Centers-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Hess; Orr's 2; Clover.
Discount Stores-Laneco 5; K mart.
Variety Stores-Woolworth 2.
Chain Drug Stores-Rea & Derick; Thrift 4; Straup's 2; Rite Aid; Phillipsburg Phcy. 2.
Chain Supermarkets-Super Fresh; Weis Mkt.; Food Lane 6; Shop Rite 2; Giant.
Other Chain Stores-Sears; Kinney; Penn Jersey Auto; Gordon Jewelers; Sherwin-Williams 2; Jack Long; Endicott-Johnson; Karmelkorn; Radio Shack; Kay's Jewelers; Deb Shops; Hickory Farms; Freeman Jewelers.

14 - NEWSPAPERS: THE EXPRESS (e) 44,099; (S) 46,529; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Edward E. Howard, Dir. of Sales & Mktg., THE EXPRESS, 30 N. 4th St.; PO Box 391, Easton, PA 18042; Tel. (215) 258-7171.

National Representative: Cresiner, Woodward, O'Mara & Ormsbee.

ELLWOOD CITY

1 - LOCATION: Beaver and Lawrence Counties (In Beaver County PMSA). E&P Map A-2. Manufacturing center on W border of state. 38 mi. from Pittsburgh.

2 - TRANSPORTATION: **Railroads**-Pittsburgh & Lake Erie; Baltimore & Ohio.
Motor Freight Carriers-2.
Intercity Bus Lines-Ellwood; Greyhound; Grove City; Smeal.

3 - POPULATION:
Corp. City 80 Cen. 9,998; E&P 88 Est. 8,711
CZ-ABC: (80) 9,998
RTZ-ABC: (80) 20,889
Counties 80 Cen. 311,846; E&P 88 Est. 300,734
Beaver/PMSA 80 Cen. 204,484; E&P 88 Est. 194,799
Lawrence 80 Cen. 107,362; E&P 88 Est. 105,935
City & RTZ-ABC: (80) 30,887

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,665; E&P 88 Est. 3,506
CZ-ABC: (80) 3,885
RTZ-ABC: (80) 6,941
Counties 80 Cen. 109,192; E&P 88 Est. 109,418
Beaver/PMSA 80 Cen. 71,691; E&P 88 Est. 71,170
Lawrence 80 Cen. 37,501; E&P 88 Est. 38,248
City & RTZ-ABC: (80) 10,826

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$278,000,000
Savings & Loan	3	$481,000,000

6 - PASSENGER AUTOS: Beaver County 91,804; Lawrence County 52,797.

7 - ELECTRIC METERS: Residence 3,631.

8 - GAS METERS: Residence 3,575.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Heavy Steel Mill 420 ($375); Steel Scaffolding 104 ($240); Ornamental Iron Work 35 ($240); Cotter Pins 75 ($240); Mach. Shop Equip. 32 ($240); Safety Shoe Foot Guards 10 ($240); Water Softener 190 (N.A.); Powdered Metal Parts 90; Spec. Steel & Wire 210 ($240); Cement 240 ($350); Wood Patterns N.A. ($240); Chem. Mfg. N.A. ($240); Grey Iron & Bronze Castings N.A. ($240).
Principal Pay Days-Alternate Tues.; Some Mills pay Fri. every week.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 65-90; Fall 35-70; Winter 10-40. First killing frost, Nov. 15; last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Lawrence Ave.
Neighborhood Shopping Centers-3 blocks on 5th St.; 2 on 6th St.; 5 in 4th Ward; Lawrence Village Plaza Rt. 65, 5 mi. N. of Ellwood; Christy's Plaza, Rt. 65, 1 mi. S. of Ellwood; Franklin Plaza, 1 mi. E. on Rte. 288.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; dept. & food nightly.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Fisher's Big Wheel.
Discount Stores-K mart; Ames.
Chain Drug Stores-Rexall; Health Mart.
Chain Supermarkets-Shop 'n Save; Golden Dawn; Giant Eagle.

14 - NEWSPAPERS: LEDGER (e) 7,421; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Dom A. Viccari, Adv. Dir., LEDGER, 835 Lawrence Ave., Ellwood City, PA 16117; Tel. (412) 758-5573.
National Representatives: Landon Associates; U.S. Suburban Press.

ERIE

1 - LOCATION: Erie County (MSA). E&P Map B-1. County Seat. On Lake Erie. 100 mi. E of Cleveland; 90 mi. W of Buffalo. Rail, water and motor freight shipping center. Diversified industry. College and resort center.

2 - TRANSPORTATION: **Railroads**-New York; Nickel Plate; Conrail; Bessemer & Lake Erie; Norfolk & Western.
Freight Steamship lines-24.
Motor Freight Carriers-40.
Intercity Bus Lines-Greyhound; Bluebird.
Airlines-USAir; Piedmont Commuter; Continental; Northwest.

3 - POPULATION:
Corp. City 80 Cen. 119,123; E&P 88 Est. 109,818
CZ-ABC: (80) 199,551
RTZ-ABC: (80) 110,595
County/MSA 80 Cen. 280,254; E&P 88 Est. 286,468
City & RTZ-ABC: (80) 310,146

4 - HOUSEHOLDS:
City 80 Cen. 43,639; E&P 88 Est. 41,760
CZ-ABC: (80) 70,803
RTZ-ABC: (80) 36,809
County/MSA 80 Cen. 96,820; E&P 88 Est. 102,913
City & RTZ-ABC: (80) 107,612

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	N.A.

6 - PASSENGER AUTOS: County 133,956.

7 - ELECTRIC METERS: Residence 81,201.

8 - GAS METERS: Residence 73,741.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper, Printing & Pub. 3,100 ($290); Plastics & Rubber 2,700 ($200); Primary Metals 4,800 ($283); Fab. Metal Prods. 6,200 ($266); Furn., Fixt. 1,100 ($150); Non-elect. Mach. & Trans. Equip. 14,100 ($285); Elect. Mach. 5,400 ($229); Food 1,800 ($216).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-87; Summer 42-92; Fall 16-93; Winter -2-66. First killing frost, Oct. 1; last killing frost, Apr. 25.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-State St. from 6th to 18th, 7th through 18th Sts. between French & Peach Sts. (two blocks).
Neighborhood Shopping Centers-5 blocks on Parade St.; 5 on W. 8th St.; several shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
West Erie Plaza(30)	3	Hornes
Perry Plaza(17)	2	Value City
Liberty Plaza(27)	2	Carlisle's
Colony(26)	3	Foodtown
Eastway Plaza(15)	5	Dahlkemper
Central Mall(25)		Revco
Grandview Plz.(8)	2	K mart
Park Plaza(16)	5	Giant Eagle
Zuck Rd. Plz.(2)	4	Rex
Millcreek Mall(153)	5	Sears, JCPenney, Kaufmann, Horne
Village West(11)	5	

Principal Shopping Days-Sat., Mon., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Hornes; Carlisle's; Sears; JCPenney; Kauffman's.
Discount Stores-Value City 2; K mart 3; Hills 2.
Variety Stores-Murphy 2; Woolworth 2; McCrory.
Chain Drug Stores-People's 7; Eckerd 11; Arrow 2; White Cross; Thrift 4; Revco 2.
Chain Supermarkets-Loblaw's 11; Giant Eagle 3; Super Duper 4; Shur Fine 7.
Other Chain Stores-Ladies' Apparel: Lane Bryant, Ups 'N Downs, Jean Nicole, Lerners, Brooks, Chic, Foxmoor, Hit or Miss, Fashion Flair, Ormond's; Men's: Richman Bros., Diamonds; Shoes: Thom McAn 2, Kinney, Nobil, Giant, PickWay, Hanover; Others: Tagway; Pittsburgh Plate Glass; Sherwin-Williams; Singer Co.; Firestone; Goodrich; Goodyear; General Tire; Uniroyal; Radio Shack; S&H Green Stamps.

14 - NEWSPAPERS: NEWS (m-mon to fri) 29,346; TIMES (e-mon to fri) 41,704; TIMES-NEWS (m-sat) 62,723 (S) 104,180; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: John Andersen, Adv. Dir., TIMES-NEWS, Times Sq.-12th & Sassafras Sts. Erie, PA 16534; Tel. (814) 456-8531.
National Representative: Landon Associates.

FARRELL
See SHARON

FRANKLIN
See OIL CITY

GETTYSBURG

1 - LOCATION: Adams County. E&P Map D-3 (In York MSA). 31 mi. SW of Harrisburg; 25 mi. W of York; 50 mi. N of Baltimore, MD; 25 mi. E of Chambersburg.

2 - TRANSPORTATION: **Railroads**-Gettysburg (freight); Western Maryland (freight).

3 - POPULATION:
Corp. City 80 Cen. 7,194; E&P 88 Est. 8,608
CZ-ABC: (80) 11,992
RTZ-ABC: (80) 67,521
County 80 Cen. 68,655; E&P 88 Est. 71,829
MSA 80 Cen. 382,993; E&P 88 Est. 405,519
City & RTZ-ABC: (80) 79,513

4 - HOUSEHOLDS:
City 80 Cen. 2,523; E&P 88 Est. 3,064
CZ-ABC: (80) 4,075
RTZ-ABC: (80) 22,019
County 80 Cen. 22,897; E&P 88 Est. 24,537
MSA 80 Cen. 135,210; E&P 88 Est. 147,634
City & RTZ-ABC: (80) 26,094

5 - BANKS	NUMBER	DEPOSITS
Commercial	14	$300,018,929
Savings & Loan	2	$73,516,829

6 - PASSENGER AUTOS: County 40,499.

7 - ELECTRIC METERS: Residence 8,630.

8 - GAS METERS: Residence 7,313.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Furn. 518; Shoes 1,950; Textile 974; Food Proc. 1,775 full time and 10,500 seasonal; National Park 300; College and Religious Seminary 750; Appliance Mfg. 750; Printing 250; Paper Supplies 200.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-75; Summer 50-100; Fall 30-70; Winter 10-70.

11 - TAP WATER: Neutral, soft; not fluoridated; chlorinated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
N. Gettysburg(10)	1	Ames, Radio Shack, Rea & Derick
Springs Ave.(9)	NA	Factory Outlet, Discount Fabric, Dollar General
N. Hanover Mall	14	K mart, Sears, Bon-Ton, JCPenney, Value City, Toytown
Chambersburg Mall	17	Hess, Gee Bees

Principal Shopping Days-Fri., Sat., Mon.

13 - RETAIL OUTLETS: **Department Stores**-Ames; Rea & Derick; Jamesway.
Variety Store-Murphy Mart; Dollar General; Dollar Bargain.
Chain Drug Stores-Rea & Derick 2; Peoples; Rite Aid.
Chain Supermarkets-Kennies 2; Giant; Weis.
Other Chain Stores-Automotive Supply Co.; Benn's; K&W Tires; T&S Factory Outlet; Martins Shoes; Wall & Ochs; Radio Shack; McDonald's; Hardee's; Kentucky Fried Chicken; Bonanza.

14 - NEWSPAPERS: TIMES (e-mon to fri) 8,872; (wknd) 8,644; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Marti A. Starner, Adv. Dir./Gen. Mgr., TIMES, 18 Carlisle St.; PO Box 370, Gettysburg, PA 17325; Tel. (717) 334-1131.
National Representative: Landon Associates.

GREENSBURG

1 - LOCATION: Westmoreland County (In Pittsburgh PMSA). E&P Map B-3. County Seat. Manufacturing, agriculture and coal mining. On 1 U.S. & six State Hwys.; 5 mi. to PA Tpke.; 31 mi. E of Pittsburgh.

2 - TRANSPORTATION: **Railroads**-Conrail; Amtrak.
Motor Freight Carriers-34.
Intercity Bus Lines-Greyhound; Lincoln; Penn.
Airports-Greater Pittsburgh International; Westmoreland County/Latrobe.

3 - POPULATION:
Corp. City 80 Cen. 17,558; E&P 88 Est. 16,638
NDM-ABC: (80) 284,599
County 80 Cen. 393,078; E&P 88 Est. 401,916
PMSA 80 Cen. 2,218,645; E&P 88 Est. 2,198,649

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,973; E&P 88 Est. 6,889
NDM-ABC: (80) 99,416
County 80 Cen. 139,233; E&P 88 Est. 148,869
PMSA 80 Cen. 885,070; E&P 88 Est. 842,377

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 193,770.

7 - ELECTRIC METERS: Residence County Est. 147,100.

8 - GAS METERS: Residence County Est. 85,629.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Whol. Food Dist. 700; Carbide Tungsten Prods. 100; Auto Glass 830; Surgical Supply Distr. 245; Metal Stamping 100; Elect. Util. 1,178.
Principal Pay Days-Fri., 1st & 15th; 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 60-90; Fall 30-80; Winter 5-60. First killing frost, Sept. 20; last killing frost, May 10.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on both sides of Main St. & Pennsylvania Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Greengate Mall(93)	NA	JCPenney, Hornes, Mont. Ward
K mart Plz.(10)	NA	K mart, Freight Liquidators
Eastgate Plz.(14)	NA	Gee Bee
Greensburg(20)	NA	Tile City
Latrobe	NA	K mart, Jamesway, Foodland
Westmoreland Mall(150)	NA	Pomeroy's, Sears, Kaufman's, Ames, Shop-N-Save, Service Merchandise

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown-Mon., Thur., Fri. Shpg. Ctrs. every evening.

13 - RETAIL OUTLETS: **Department Stores**-Sears 3; Pomeroy's; Langs; Montgomery Ward 3; Hornes; JCPenney 3; Kaufmann's.
Variety Stores-Ames 4; G.C. Murphy.
Discount Stores-Gee Bee; K mart 4; Hills; Big Lots.
Chain Drug Stores-Thrift 4; Rite Aid 5; Revco; Phar-mor.
Chain Supermarkets-Foodland 6; Red & White 2; Davis Mkt.; Giant Eagle 2; U-Save; Shop-N-Save 9; Country Market.
Other Chain Stores-Thom McAn 3; Kinney 2; Gatling Auto 2; Islays 2; Kamps Shoes 3; Sun Tile; Richman Bros.; Firestone; Goodyear; Fines 2; Father & Son Shoe; Mariann; Spencer Gift 2; National Record Mart 2; Fulton Piano 2; Fashion Hosiery; Beltone; Kelley & Cohen 4; Radio Shack 16; Baker Shoes 2; Misc. Shop: Foxmoor Casuals; General Nutrition 2; Herrold Jewelers; Penn Furn.; Wickes Lumber; Baskin-Robbins; Photocoral 2; Toy Mart; Waldenbooks 2; Watchmaker; Tobacco Vlg. 2; Busy Beaver; 84 Lumber; Widmann; Hermans; York Steakhouse; Kay Bee Toy; Fotomat; Anderson Little; Casual Corner; Koering Sporting Goods; Littman Jewelers; Kay Jewelers; David Weis; Victoria's Secret; B. Dalton Bookstore; Benetton, Limited; Bailey Banks Biddle; AT&T Phone Ctr.; The Gap; Pearle Vision; Zales Jewelers.

14 - NEWSPAPERS: TRIBUNE-REVIEW (m) 52,703; (S) 82,067; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Daniel C. Martini, Mktg. Dir., TRIBUNE-REVIEW, Cabin Hill Dr., Greensburg, PA 15601; Tel. (412) 834-1151.
National Representative: Landon Associates.

GREENVILLE

1 - LOCATION: Mercer County (In Sharon MSA). E&P Map A-2. 75 mi. N of Pittsburgh; 75 mi. E of Cleveland, OH; 30 mi. E of Youngstown, OH; 60 mi. S of Erie PA. On State Hwys. 18, 58 and 358; 15 mi. from I-79; 16 mi. from I-80.

2 - TRANSPORTATION: **Railroads**-Conrail; Bessemer & Lake Erie; E&P Div.
Motor Freight Carriers-4.
Intercity Bus Lines-1.
Airlines-Youngstown, OH (25 mi.).

3 - POPULATION:
Corp. City 80 Cen. 7,730; E&P 88 Est. 6,736
CZ-ABC: (80) 7,730
RTZ-ABC: (80) 35,391
County/MSA 80 Cen. 128,587; E&P 88 Est. 127,570
City & RTZ-ABC: (80) 43,121

4 - HOUSEHOLDS:
City 80 Cen. 2,787; E&P 88 Est. 2,532
CZ-ABC: (80) 2,787
RTZ-ABC: (80) 11,897
County/MSA 80 Cen. 44,657; E&P 88 Est. 45,832
City & RTZ-ABC: (80) 14,684

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	N.A.
Savings & Loan	3	$286,000,000

6 - PASSENGER AUTOS: County 58,858.

7 - ELECTRIC METERS: Residence 5,641.

8 - GAS METERS: Residence 3,822.

9 - PRINCIPAL INDUSTRIES: Iron Castings; Aluminum Ladders; Stainless Steel Pipe; R.R. Cars; Health; Tourism; Agric.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-94; Summer 30-98; Fall 6-86; Winter 9-68.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Downtown Shopping Center**-5 blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Greenville Plz (22)	NA	Ames, Jamesway, Bilo Foods
Colonial Plz (5)	NA	Super Duper
Reynolds Plz (6)	3	

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-L.L. Keck; N.N. Moss; Jamesway.
Variety Store-Ames.
Chain Supermarkets-Golden Dawn; Valu King; Bilo Foods.
Other Chain Stores-Sears (catalog); King of Parts; NAPA; Radio Shack; Hallmark; Servistar; True Value; Firestone; Eastern Medical; Rexall; Carter; J.S. Raub.

14 - NEWSPAPERS: RECORD-ARGUS (e) 4,974, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Robert Simons, Adv. Mgr., RECORD-ARGUS, 10 Penn Ave., PO Box 711, Greenville, PA 16125; Tel. (412) 588-5000.
National Representative: Thomson Newspapers.

HANOVER

1 - LOCATION: York County (In York MSA). E&P Map D-3. 18 mi. W of York; 14 mi. E of Gettysburg; 40 mi. N of Baltimore; 40 mi. SE of Harrisburg.

2 - TRANSPORTATION: **Railroads**-Maryland-Penna.; Western Maryland.
Motor Freight Carriers-23.

3 - POPULATION:
Corp. City 80 Cen. 14,890; E&P 88 Est. 14,857
CZ-ABC: (80) 25,660
RTZ-ABC: (80) 193,068
County 80 Cen. 314,338; E&P 88 Est. 333,690
MSA 80 Cen. 382,993; E&P 88 Est. 405,519
City & RTZ-ABC: (80) 218,728

4 - HOUSEHOLDS:
City 80 Cen. 6,149; E&P 88 Est. 6,288
CZ-ABC: (80) 9,980
RTZ-ABC: (80) 62,653
County 80 Cen. 112,313; E&P 88 Est. 123,097
MSA 80 Cen. 135,210; E&P 88 Est. 147,634
City & RTZ-ABC: (80) 72,633

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$450,000,000
Savings & Loan	2	$53,000,000

6 - PASSENGER AUTOS: County 192,980.

7 - ELECTRIC METERS: Residence 30,850.

8 - GAS METERS: Residence & Commercial 9,500.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Leather 2,369; Paper & Printing 2,452; Textile & Apparel 1,249; Food Proc. 1,999; Primary & Fab. Metal 3,705; Furn. 748; Chem., Rubber, Stone 625.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-90; Summer 55-98; Fall 17-87; Winter 5-75.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Clearview(16)	1	People's, Woolworth, A&P
Hanover Plz (3)	2	Value City, Kiddie City
N. Hanover Mall(66)	2	Bon-Ton, Sears, K mart
South Hanover(8)	3	Nichols, Hill's, Drug Fair

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown Mon., Fri., Sat.; Shpg. Ctrs., every night.

13 - RETAIL OUTLETS: **Department Stores**-Bon Ton; Sears; JCPenney.
Discount Stores-Nichols; Value City; K mart.
Variety Stores-McCrory; Woolworth.
Chain Drug Stores-People's; Thrift; Drug Fair; Rite Aid; Revco.
Chain Supermarkets-A&P; Weis; Giant; Super Thrift.
Other Chain Stores-Columbia Jewelers; S&H Green Stamps; Super Shoes; Goodyear; Goodrich; Lowe's; Lumber Yard; 84 Lumber; Ames.

14 - NEWSPAPERS: SUN (e) 19,416; Mar 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Gloria Baker, Adv. Mgr., SUN, 135 Baltimore St.; PO Box 514, Hanover, PA 17331; Tel. (717) 637-3736.
National Representative: Thomson Newspapers.

HARRISBURG

1 - LOCATION: Dauphin County (In Harrisburg-Lebanon-Carlisle MSA). E&P Map D-3. State Capital and County Seat. On Eastern bank of Susquehanna River; 100 mi. from Phila.; 81 mi. N of Baltimore, MD. Wholesale center for Central PA on Hwys. 22, 322, 422, 11, 15, 111, 230; Interstates 76, 81, 83, & 283.

2 - TRANSPORTATION: **Railroads**-Amtrak; Conrail; Main Line. Largest freight classification yards on PA System.
Motor Freight-100 Carriers, 65 terminals.
Intercity Bus Lines-Greyhound; Trailways; Capitol Area Transit.
Airlines-TWA; USAir; United; American; Allegheny Commuter; Henson; Florida Express; Air Wisconsin; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 53,264; E&P 88 Est. 51,006
CZ-ABC: (80) 310,597
RTZ-ABC: (80) 167,058
County 80 Cen. 233,211; E&P 88 Est. 240,569
MSA 80 Cen. 558,110; E&P 88 Est. 590,051
City & RTZ-ABC: (80) 477,655
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 22,024; E&P 88 Est. 23,914
County 80 Cen. 88,088; E&P 88 Est. 93,893
MSA 80 Cen. 200,990; E&P 88 Est. 218,978
CZ-ABC: (80) 116,427
RTZ-ABC: (80) 57,000
City & RTZ-ABC: (80) 173,427

5 - BANKS	NUMBER	EST. DEP.
All Banks	143	$4,549,221,000

6 - PASSENGER AUTOS: County 145,322.

7 - ELECTRIC METERS: Residence 172,311.

8 - GAS METERS: Residence 53,347.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Durable Goods 24,400 ($417); Primary Metals 7,100 ($438); Electric Mach. 2,900 ($405); Non-Durable Goods 27,400 ($343); Food Prods. 10,500 ($441); Trans. and Util. 18,100 ($357); Printing & Pub. 3,800 ($383); State-Local Govt. 52,900; Federal Service 14,300.
Principal Pay Days-Staggered.

10 - CLIMATE: Spring 21-68; Summer 61-92; Fall 43-78; Winter 10. First killing frost, Sept. 28; last killing frost, May 11.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown: Strawberry Square Complex, King Blvd., 1 block on Walnut Street.
Major Shopping Centers-Harrisburg East Mall (Paxtang); Capital City Mall (Camp Hill); Colonial Park Mall (Colonial Park); The Point (Union Deposit); Camp Hill Mall (Camp Hill).
Minor Shopping Centers-Derrytown Mall (Hershey), East Park Center (Lawnton), Carlisle Plaza (Carlisle), Summerdale Plaza Shopping Center (Summerdale), Liberty Square (Colonial Park), West Shore Plaza (Lemoyne).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Harrisburg East Mall(79)	3	John Wanamaker, Hess, JCPenney
Capital City Mall(83)	5	Hess, Sears, Ames
Kline Vlg (12)	1	Peoples Drug
West Shore Plz (29)	2	
Camp Hill(68)	3	Peoples Drug, Boscov's
Colonial Pk (78)	6	Sears, Pomeroy's, Boscov's
Jamesway Plz (35)	7	Jamesway
Carlisle Plz (34)	17	JCPenney, Bon-Ton
Cedar Cliff Mall(14)	4	People's Drug
The Point(38)	5	Mandee, Thrift Drug, Ames
Valley Green(36)	15	Jamesway

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Shopping Centers every night.

13 - RETAIL OUTLETS: **Department Stores**-Pomeroy's 3; Sears 2; John Wanamaker; JCPenney 2; Hess's 2; Boscov 2.
Discount Stores-K mart 4; Hills 3; Ames 2; Jamesway 2; Best; Zayre 2; Ollie's 2; Jewelcor 2.
Variety Stores-Woolworth; Bills.
Chain Drug Stores-Peoples 20; Rite-Aid 5; Revco 5; Thrift Drugs 4; Drug Fair 2.

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(Circle No. 25 on Market Request Card)

Chain Supermarkets-Handy Mkt. 12; Weis 16; Super Fresh 3; Giant 13; Super Thrift 3; IGA 3; 7-Eleven 9; Pathmark 2; Pantry Fresh 2; Hattie Harris 6; Turkey Hill 8; Karns 5; Konhaus 3; Fox's 4
Other Chain Stores-Irvings; Kinney; Stuarts; Stephenson's; Moore's; Hickory Farms; Maternity Mart; Anderson-Little; Silo; Channel; Lowes; Hechinger; Wickes Lumber; Toys R Us.

14 - NEWSPAPERS: PATRIOT (m-mon to fri) 53,120; NEWS (e-mon to fri) 52,977; PATRIOT-NEWS (m-sat) 93,875; (S) 168,709 Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: Robert E. Cobaugh, Natl. Adv. Mgr., PATRIOT & NEWS, 812 King Blvd.; PO Box 2265, Harrisburg, PA 17105; Tel. (717) 255-8277
National Representative: Newhouse Newspapers Metro Suburbia

HAZLETON

1 - LOCATION: Luzerne County (In Scranton-Wilkes-Barre MSA). E&P Map E-2. Southern portion of Luzerne County, shopping and wholesale center of a tri-county area (lower Luzerne and northern Carbon and Schuylkill). 125 mi. from NYC; 102 mi. from Philadelphia.

2 - TRANSPORTATION: **Motor Freight Carriers**-34
Intercity Bus Lines-Hazleton Transit; Luzerne & Carbon County Motor Transportation; Valley Transit; Susquehanna Trailway; Capitol Trailways.

3 - POPULATION:
Corp. City 80 Cen. 27,318; E&P 88 Est. 23,994
CZ-ABC: (80) 47,398
RTZ-ABC: (80) 37,362
County 80 Cen. 343,094; E&P 88 Est. 338,703
MSA 80 Cen. 729,316; E&P 88 Est. 742,027
City & RTZ-ABC: (80) 84,760
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 10,762; E&P 88 Est. 9,637
CZ-ABC: (80) 18,432
RTZ-ABC: (80) 12,911
County 80 Cen. 125,502; E&P 88 Est. 127,810
MSA 80 Cen. 263,271; E&P 88 Est. 247,779
City & RTZ-ABC: (80) 31,343

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	14	$755,727,849
Savings & Loan	6	$328,732,000

6 - PASSENGER AUTOS: County 181,391

7 - ELECTRIC METERS: Residence 28,500

8 - GAS METERS: Residence 4,938

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 2,030; Textile 2,000; Printing 950; Mining 750; Bakery & Candy 465; Distribution Centers 250.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-56; Summer 65-80; Fall 35-59; Winter 23-27. First killing frost, Sept. 20; last killing frost, May 15.

11 - TAP WATER: Very soft.

12 - RETAILING: **Principal Shopping Center**-6 blocks on E. & W. Broad St.; 5 blocks on Wyoming St.; 1 block on Laurel St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Church Hill Mall(14)	2	Acme, Gee Bee, Rea & Derick
Laurel Mall(40)	4	Boscov's, Martin's, McCrory
Hazleton(8)	1	Weis, Sears, K mart
Hometown Mall(5)	10	Laneco, Food Lane
Valmont(10)	3	Hill's

Principal Shopping Days-Dept. Stores-Mon., Wed., Fri., Sat.; Food-Wed., Thur., Fri.
Stores Open Evenings-Downtown, Wed., Fri.; All Malls every night & Sun.

13 - RETAIL OUTLETS: Department Stores-P. Deisroth's; Sears; Boscov's; Gee Bee; Hill's.
Discount Stores-Gee Bee; K mart; Zayre.
Variety Stores-McCrory.
Chain Drug Stores-Rea & Derick; Rite Aid; Associated Druggist; Fays; CVS.
Chain Supermarkets-Acme 2; Weis; Insalaco; IGA 5; ShurSave; Thriftway; Freeland Food Mart; Food Lane.
Other Chain Stores-Thom McAn; Triangle; Sherwin-Williams; Women's Apparel: Junior Colony, Plums, Colony II; Men's Stores: Jack Lang, Frumkin Bros., Max's; Furn. Stores: Nathan's, Village, Pitman's, Fierro's, Thrift, Hazleton.

14 - NEWSPAPERS: STANDARD-SPEAKER (all day) 24,139; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Richard Rybarczyk, Adv. Dir., STANDARD-SPEAKER, 21 N. Wyoming St., Hazleton, PA 18201; Tel. (717) 455-3636.
National Representative: Landon Associates.

HERMITAGE
See SHARON

HONESDALE

1 - LOCATION: Wayne County. E&P Map E-1. County Seat. NE part of state, 20 mi. NW of Scranton; 20 mi. NW of Lake Wallenpaupac. On Rtes. 6 & 191.

2 - TRANSPORTATION: N.A.

3 - POPULATION:
Corp. City 80 Cen. 5,128; E&P 88 Est. N.A.
County 80 Cen. 35,331; E&P 88 Est. 40,353

4 - HOUSEHOLDS:
City 80 Cen. N.A.; E&P 88 Est. N.A.
County 80 Cen. N.A.; E&P 88 Est. 14,739

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	NA

6 - PASSENGER AUTOS: County 25,801

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Utilities: N.A.; Mfg. 1,177. Av. Wkly. Wage-N.A.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Moderate.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Center**-Route 6 Plaza; Sturbridge Mall.
Neighborhood Shopping Center-Great H. Shpg. Ctr. on Maple Ave.

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Great H.(14)	NA	JCPenney, Radio Shack, Endicott Johnson

13 - RETAIL OUTLETS: Department Stores-Katz; Sears Catalog; Arts for Her; Arts for Him.
Variety Stores-McCrory's.
Chain Drug Stores-Rea & Derick; Rite-Aid.
Chain Food Supermarkets-Giant; Dave's Super Duper.
Other Chain Stores-Arthur Treachers; McDonald's; Hallmark; Fashion Bug; Radio Shack; Video World.

14 - NEWSPAPERS: WAYNE INDEPENDENT (m-mon to fri) 9,292; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Sue Donohue, Adv. Sales Mgr., WAYNE INDEPENDENT, 220 8th St.; PO Box 122, Honesdale, PA 18431; Tel. (717) 253-3055.
National Representative-Landon Associates.

HUNTINGDON-MOUNT UNION

1 - LOCATION: Huntingdon County. E&P Map C-3. On the Juniata River, 36 mi. E of Altoona; 90 mi. W of Harrisburg, on U.S. Rte. 22. Mount Union is on the Juniata River, 12 mi. E of Huntingdon; 78 mi. W of Harrisburg, on U.S. Rtes. 22 & 522. Location of Raystown Lake, largest man-made reservoir in PA, with boating, fishing, recreational facilities.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. Boroughs 80 Cen. 10,143; E&P 88 Est. 9,204
  Huntingdon 80 Cen. 7,042; E&P 88 Est. 6,461
  Mount Union 80 Cen. 3,101; E&P 88 Est. 2,743
County 80 Cen. 42,518; E&P 88 Est. 43,278

4 - HOUSEHOLDS:
Boroughs 80 Cen. 3,976; E&P 88 Est. 3,284
  Huntingdon 80 Cen. 2,552; E&P 88 Est. 2,213
  Mount Union 80 Cen. 1,244; E&P 88 Est. 1,071
County 80 Cen. 14,459; E&P 88 Est. 14,769

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$156,227,000
Savings & Loan	2	$2,740,000

6 - PASSENGER AUTOS: County 21,487

7 - ELECTRIC METERS: Residence 8,275

8 - GAS METERS: Residence 2,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Brick 300; Glass 700; Garment 940; Printing 475; Footwear 495; Electronics 500; Engraving & Mach. Prods. 100; Railroad & Utility 325; State Gov't 450; Sand-Stone 265; Wood Prods. 400.
Principal Industrial Pay Days-Textiles, Thur.; Brick Refractories, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-90; Summer 42-98; Fall 21-90; Winter 11-66. First killing frost, Oct. 6; last killing frost, May 12.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-14 blocks on 5 streets, 7 units.
Principal Shopping Days-Fri., Sat., Thur.
Stores Close-Wed. afternoons all year.
Stores Open Evenings-Huntingdon, Fri.; Mount Union, Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Poser's; Miller's.
Variety Stores-McCrory.
Chain Drug Stores-Hilly's; Rite-Aid 2; Widmann's; Health Mart.
Chain Supermarkets-Weis 2; IGA 4; Riverside 2; Food Rite.
Discount Stores-Widmann's.
Other Chain Stores-Sears (catalog) 2; Western Auto 2; Sherwin-Williams; Wolf Furn.; Montgomery Ward 2; Ames; Murphy Mart.

14 - NEWSPAPERS: NEWS (e) 11,208; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Lenora M. Harris, Adv. Dir., NEWS, 325 Penn St., Huntingdon, PA 16652; Tel. (814) 643-4040.
National Representative: Landon Associates.

INDIANA

1 - LOCATION: Indiana County. E&P Map B-2. County Seat. 60 mi. NE of Pittsburgh; 50 mi. W of Altoona.

2 - TRANSPORTATION: Railroads-Conrail; B&O.
Motor Freight Carriers-2.
Intercity Bus Lines-Fullington Trailways; Blue & White; Grove City.

3 - POPULATION:
Corp. City 80 Cen. 16,051; E&P 88 Est. 14,727
CZ-ABC: (80) 29,228
RTZ-ABC: (80) 63,053
County 80 Cen. 92,644; E&P 88 Est. 92,823
City & RTZ-ABC: (80) 92,281
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,473; E&P 88 Est. 4,131
CZ-ABC: (80) 9,054
RTZ-ABC: (80) 20,944
County 80 Cen. 23,998; E&P 88 Est. 30,251
City & RTZ-ABC: (80) 29,998

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	7	$878,593,000
Savings & Loan	3	$100,000,000

6 - PASSENGER AUTOS: County 42,955

7 - ELECTRIC METERS: Residence 19,000

8 - GAS METERS: Residence 7,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Tires 345 ($351); Aluminum Doors 858 ($426); Medical Instruments 450 ($390); University 1,400 ($400); Coal Mining 5,200 ($552); Highway & Constr. 595 ($330); Generating 1,071 ($516); Mining Equip. 885 ($333); Chalkboards 127 ($275); Cardiac Pacemakers 30 ($300); Conveyors Equip. 700 ($325); Fabricated Metal 1,356 ($310); Utility 1,350 ($550).

10 - CLIMATE: Min. & Max. Temp.-Spring 31-65; Summer 60-90; Fall 25-70; Winter 10-42. First killing frost, Oct. 10; last killing frost, May 1.

11 - TAP WATER: Slightly acidic for indiv. wells; medium pH for city water.

12 - RETAILING: Principal Shopping Center-5 blocks on Philadelphia St.
Shopping Centers-Route 119 South, Wayne Ave. extension, Route 119 North-4th St.; Regency Mall, Indiana Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Rt. 286 S.	NA	David Weis
Riverside Mini Mall(3)	NA	Woolworth, Eckerd, Riverside
Regency Mall(23)	NA	Riverside, Thrift Drug, Mont. Ward, Murphy's Mart, Hills
Indiana Mall(59)	NA	K mart, Bon Ton, Sears, JCPenney

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Hills; Sears; Bon Ton.
Discount Stores-Distributors; Hills; David Weis; Murphy Mart; K mart; Heck's.
Variety Stores-G.C. Murphy; Woolworth.
Chain Drug Stores-Thrift 3; Eckerd; Revco; CVS; Rite Aid 3.
Chain Supermarkets-Bilo 3; Shop & Save 2; Comet; Giant Eagle.
Other Chain Stores-Ben Franklin; Penn Furniture.

14 - NEWSPAPERS: GAZETTE (e) 20,311; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Joseph Geary, Adv. Dir., GAZETTE, 899 Water St.; PO Box 10, Indiana, PA 15701; Tel. (412) 465-5555.
National Representative: Landon Associates.

IRWIN

1 - LOCATION: Westmoreland County. E&P Map B-3 (In Pittsburgh PMSA). Manufacturing, coal mining and agricultural area; 20 mi. SW of Pittsburgh, near junction of U.S. Hwys. 30 and I-76.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-10.
Airlines-USAir; American; Eastern; Nordair Ltd.; Northwest; TWA; United (all at Pittsburgh).

3 - POPULATION:
Corp. City 80 Cen. 4,995; E&P 88 Est. 4,492
NDM-ABC: (80) 124,506
County 80 Cen. 393,078; E&P 88 Est. 401,916
PMSA 80 Cen. 2,218,645; E&P 88 Est. 2,198,649

4 - HOUSEHOLDS:
City 80 Cen. 2,201; E&P 88 Est. 2,091
NDM-ABC: (80) 43,559
County 80 Cen. 139,233; E&P 88 Est. 148,869
PMSA 80 Cen. 885,070; E&P 88 Est. 842,377

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	1	N.A.

6 - PASSENGER AUTOS: County 193,770

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. Machine Tools; Elect. Equip., Mine Cars, Foundry and Castings; Farming.

10 - CLIMATE: Min. & Max. Temp.-Spring 1-95; Summer 38-103; Fall N.A.; Winter 20-77. First killing frost, Oct. 20; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Norwin(41)	NA	Thrift Drug, Foodland
Murphy's Mart	NA	Ames, K mart, Giant Eagle
Norwin Hills(20)	NA	Hills, Shop N Save

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: STANDARD OBSERVER (e) 11,550; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Bob Livorio, Adv. Dir., STANDARD OBSERVER, PO Box 280, Irwin, PA 15642; Tel. (412) 863-3601.
National Representative: Landon Associates.

JERSEY SHORE
See LOCK HAVEN

JIM THORPE
See LEHIGHTON

JOHNSTOWN

1 - LOCATION: Cambria County (In Johnstown MSA). E&P Map B-3. In valley formed by the confluence of Stonycreek and Little Conemaugh River; 78 mi. E of Pittsburgh; 38 mi. W of Altoona; 75 mi. N of Cumberland, MD. Steel, coal, regional health service center. Univ. of Pittsburgh at Johnstown.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail; Conemaugh & Blacklick; Johnstown & Stoney Creek.
Motor Freight Carriers-10 local; 27 steel carriers; 23 general commodity carriers.
Intercity Bus Lines-Blue & White; Greyhound; Cambria Co. Transit; De Bolt; Somerset.
Airlines-USAir Commuter.

3 - POPULATION:
Corp. City 80 Cen. 35,496; E&P 88 Est. 29,397
CZ-ABC: (80) 100,456

RTZ-ABC: (80) 250,712
County 80 Cen. 182,746; E&P 88 Est. 166,233
MSA 80 Cen. 264,115; E&P 88 Est. 248,583
City & RTZ-ABC: (80) 351,168
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 14,211; E&P 88 Est. 12,294
CZ-ABC: (80) 37,135
RTZ-ABC: (80) 84,111
County 80 Cen. 63,375; E&P 88 Est. 59,750
MSA 80 Cen. 91,924; E&P 88 Est. 89,518
City & RTZ-ABC: (80) 121,246

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$1,656,700,000
Savings & Loan	2	$441,800,000

6 - PASSENGER AUTOS: County 84,861

7 - ELECTRIC METERS: City Residence 14,259

8 - GAS METERS: City Residence 13,223

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Primary Metals and Metalworking Industries 5,500 ($357); Mining 5,400 (N.A.); Apparel 3,200 ($187); Health Servs 7,200 (N.A.)
Principal Pay Days-Thur., Fri.; 15th & 30th

10 - CLIMATE: Min. & Max. Temp.-Spring 18-92; Summer 36-100; Fall 10-82; Winter -1-66. First killing frost, Oct. 31; last killing frost, Apr. 22

11 - TAP WATER: Acid, very soft

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main; 2 on Market; 2 on Clinton; 2 on Washington; 2 1/2 miles on Rt. 56
Neighborhood Shopping Centers-4 blocks on Central Ave., Moham; 3 on Fairfield Ave., Morrellville

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Geistown(11)	3	Riverside
Westmont(41)	3	Gee Bee, Jr. Cambria Hdwe., Young American
Bel-Air(14)	3	Value City, Wolf's, Today's Living
Richland(60)	.5	Bi-Lo, Giant Eagle
Westwood(23)	3	U-Save, Hess
University Park(10)	7	JCPenney, Gee Bee, Hills, Phar-Mor, Rex TV, Furniture
Richland Mall(105)	7	Sears, Hess, K mart

Principal Shopping Days-Thur., Sun.
Stores Open Evenings-Downtown-Thur.; Shopping Ctrs.-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Glossers; Hess 2; Sears; JCPenney
Variety Stores-Woolworth; McCrory
Chain Drug Stores-Rite-Aid 2; Thrift 3; Rexall Group 4; Phar-Mor; Revco 2; Brooks
Chain Supermarkets-Giant Eagle 3; AG-Economy 9; Ideal Food; U-Save 6; Shop-N-Save 3; Riverside 13.
Discount Stores-Gee Bee; K mart; Hills 2; Value City; Jamesway.
Other Chain Stores-Auto: Gatlings, Goodyear. Shoes: Kinney, Thom McAn, Hanover, Pic-Way. Clothing: American Outfitters, Brooks, Burton's, Chess King, Fashion Bug, Foxmoor, LaRose, Motherhood Maternity, No Name, Fine's, Susie Casuals, Ormond's; Jewelry: Kay Jewelers, Musselman, Gordon's Jewelers; Furniture: Penn, Wolf; Young American.

14 - NEWSPAPERS: TRIBUNE-DEMOCRAT (m) 50,451; (S) 53,475; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jean Block, Natl. Adv. Mgr., TRIBUNE-DEMOCRAT, 425 Locust St., Johnstown, PA 15907; Tel. (814) 536-7048.
National Representative: Landon Associates.

KANE

1 - LOCATION: McKean County, E&P Map B-1. 29 mi. SE of Warren; 29 mi. SW of Bradford. On U.S. Hwy. 6; PA Hwy. 321; 66.

2 - TRANSPORTATION: **Railroads**-B&O; Chessie; Allegheny.
Motor Freight Carriers-2.
Bus Lines-Continental Trailways; Fullington Trailways.
Airlines-USAir.

3 - POPULATION:
Corp. City 80 Cen. 4,916; E&P 88 Est. 4,297
County 80 Cen. 50,558; E&P 88 Est. 48,086

4 - HOUSEHOLDS:
Corp. City 80 Cen. 1,919; E&P 88 Est. 1,599
County 80 Cen. 18,294; E&P 88 Est. 17,864

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 20,890

7 - ELECTRIC METERS: Residence 5,385

8 - GAS METERS: Residence 2,575

9 - PRINCIPAL INDUSTRIES: Elect. Components; Wood Prods.; Implement Handles; Wood Spec.; Luggage; Wood Dimension Milling; Detention Screens; Store Fixtures

10 - CLIMATE: N.A.

11 - TAP WATER: Spring and well water, fluoridated

12 - RETAILING: **Principal Shopping Center**-4 blocks on 8 St. Plz. Shpg. Ctr. (3 Stores-Market Basket) at W. end of Kane on Rt. 6
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Food-Wed., Thur., Fri.; General-Fri.

13 - RETAIL OUTLETS: **Variety Stores**-McCrory.
Chain Drug Stores-Widmann, Eckerd, Rite Aid.
Chain Supermarkets-Market Basket; Quality.

14 - NEWSPAPERS: REPUBLICAN (e) 2,534; sworn Sept. 30, 1987
Local Contact for Advertising and Merchandising Data: Donna Bradley, Adv. Dir.; Joseph C. Piccirillo, Gen. Mgr.; Richard Coleman, Ed., REPUBLICAN, 200 N. Fraley St., Kane, PA 16735; Tel. (814) 837-6000
National Representative: Landon Associates

KITTANNING

1 - LOCATION: Armstrong County, E&P Map B-2. County Seat. On the east bank of Allegheny River 45 mi. NE of Pittsburgh

2 - TRANSPORTATION: **Railroads**-Conrail; Pittsburgh & Shawmut; B&O with 3 mi. connections via Pittsburgh & Shawmut; Chessie System.
Motor Freight Carriers-2
Intercity Bus Lines-Butler Motor Transit; Mid-County Transit Authority

3 - POPULATION:
Corp. City 80 Cen. 5,432; E&P 88 Est. 5,169
CZ-ABC: (80) 18,552
RTZ-ABC: (80) 67,506
County 80 Cen. 77,776; E&P 88 Est. 83,793
City & RTZ-ABC: (80) 86,058
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 2,287; E&P 88 Est. 2,176
CZ-ABC: (80) 7,283
RTZ-ABC: (80) 23,785
County 80 Cen. 28,066; E&P 88 Est. 31,784
City & RTZ-ABC: (80) 31,068

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	11	$353,000,000
Savings & Loan	3	$252,583,000

6 - PASSENGER AUTOS: County 44,159

7 - ELECTRIC METERS: Residence 29,400

8 - GAS METERS: Residence 12,632

9 - PRINCIPAL INDUSTRIES: industry, No. of Wage Earners-Plate Glass 500; Sanitary Ware 750; Ceramics 500; Coal Mining 1,200; Mushroom Mining 900.
Principal Industrial Pay Days-1st, 15th, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 68-100; Fall 45-70; Winter 15-40. First killing frost, Sept. 15; last killing frost, May 15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Market, 4 on Jefferson, 3 on McKean, 2 on Grant.
Neighborhood Shopping Centers-Ford City; 2 blocks on Ford; 3 on Fifth, 2 on Fourth, Kittanning; 2 on Orr; 12 stores in Kittanning Highlands; 26 stores in Franklin Village Shopping Center.
Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Dept. Stores & Food-every night; Kittanning and Ford City-Fri. eve.

13 - RETAIL OUTLETS: **Department Stores**-Murphy; JCPenney (catalog); Sears (catalog).
Discount Stores-Jamesway.
Variety Store-Ames.
Chain Drug Stores-Thrift; Medicine Shoppe.
Chain Supermarkets-Foodland; Shop 'N Save 2; Riverside.
Other Chain Stores-Rocket Markets; Sherwin-Williams; Radio Shack; Agway; JoAnn Fabrics; 84 Lumber; Rax; McDonalds; Ponderosa; Fashion Bug; Payless Shoes; Montgomery Ward; Auto.

14 - NEWSPAPERS: LEADER-TIMES (e) 10,792; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Danny M. Shirley, Adv. Mgr., LEADER-TIMES, 115-121 N. Grant Ave., Kittanning, PA 16201; Tel. (412) 543-1303.
National Representative: Thomson Newspapers.

LANCASTER

1 - LOCATION: Lancaster County (MSA). E&P Map D-3. County Seat. Widely diversified manufacturing, tourist and agricultural area. College center 64 hwy. mi. from Philadelphia; 159 hwy. mi. from New York; 67 hwy. mi. from Baltimore. On U.S. 30 (Lincoln Hwy.); U.S. Hwy. 283.

2 - TRANSPORTATION: **Railroads**-Amtrak (passenger); Conrail (freight).
Intercity Bus Lines-Greyhound
Motor Freight Carriers-23
Airlines-Allegheny Commuter; Eastern Express/British Airways

3 - POPULATION:
Corp. City 80 Cen. 54,725; E&P 88 Est. 57,374
CZ-ABC: (80) 188,602
RTZ-ABC: (80) 247,509
County/MSA 80 Cen. 363,928; E&P 88 Est. 401,780
City & RTZ-ABC: (80) 436,111
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 24,746; E&P 88 Est. 22,891
CZ-ABC: (80) 67,178
RTZ-ABC: (80) 81,117
County/MSA 80 Cen. 123,864; E&P 88 Est. 140,002
City & RTZ-ABC: (80) 148,295

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	13	N.A.
Savings & Loan	10	N.A.

6 - PASSENGER AUTOS: County 217,534

7 - ELECTRIC METERS: County 180,410

8 - GAS METERS: County 32,153

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total Durable Goods 35,300 ($422); Lumber & Furn. 3,100 ($360); Stone, Clay & Glass Prods. 2,200 ($430); Primary Metals 3,200 ($358); Fabricated Metal Prods. 7,200 ($436); Mach. & Electrical Equip. 10,800 ($455); Other Durable Goods 8,800 ($434); Food Prods. 6,900 ($370); Textiles 1,700 ($252); Apparel & Related Prods. 4,100 ($232); Printing & Pub. 6,600 ($431); Leather Prods. 300 ($171); Other Non-durable Goods 4,900 ($374); Contract Constr. 9,800 (N.A.); Trans. & Pub. Util. 7,200 (N.A.); Whol. & Ret. Trade 42,700 (N.A.); Fin., Ins., R.E. 6,800 (N.A.); Servs. 36,100 (N.A.); Gov't 15,800 (N.A.)
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-82; Summer 58-96; Fall 33-83; Winter 0-70. First killing frost, Oct. 21; last killing frost, Apr. 9.

11 - TAP WATER: Alkaline, hard; fluoridated

12 - RETAILING: **Principal Shopping Area**-5 blocks on Queen St.; 5 on King St.; 4 on Prince St.; 3 on Duke St.; 4 on Orange St.; 3 on Chestnut St.; 1 on Market St. Downtown Stores 140.

Nearby Shopping Centers

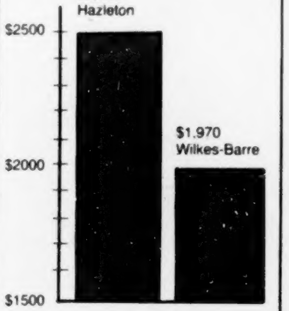
Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Lancaster(32)	2	Weis, Provident Book, Peoples, Giant, Kinney
Wheatland(26)	3	Thrift Drug, Dollar General, Morgan & Mailman, Rehman's
Manor(30)	2	Weis, Cloth World, Radio Shack, Maxwell's, Kinney, Hit or Miss
Lincoln Plaza(22)	3	Weis, Peoples, Jamesway, Stauffer's
Bridgeport(6)	2	Save-A-Lot, Peoples, Weis
Park City(190)	3	Sears, Boscov's, Woolworth, Watt & Shand, Peoples, JCPenney
Parkview(22)	3	T.J. Maxx, Children's Palace, Phar-Mor, Herman's
K mart Plaza(20)	2	K mart, Rite Aid, Cash & Carry, Mill Store, Weis, Savemart
East Towne Mall(42)	4	Weis, Kinney, K mart, Radio Shack, Maxwell's, People's, Jamesway, Pearle Vision
Lancaster Outlet City(39)	5	Reading China & Glass, Manhattan Factory Outlet, Warnaco Knitwear
Willow Valley Square(24)	4	Willow Valley Farms, IGA, Peoples
Stone Mill Plz.(12)	2	Giant, Rite Aid

Principal Shopping Days-Dept. Stores-Fri., Sat., Mon., Tues.; Food-Thur., Fri., Sat., Mon.
Stores Open Evenings-Downtown-Fri.; Shopping Centers & Food-6 nights

13 - RETAIL OUTLETS: **Department Stores**-Watt & Shand 2; Sears; JCPenney; Maxwell's; Boscov's; Clover.
Variety Stores-Woolworth 2; McCrory.
Discount Stores-Nichols 2; K mart 4; Morgan & Mailman; Jamesway 3; Silo.
Chain Drug Stores-Peoples 16; Savemart; Thrift; Rite-Aid 3; White Shield; Phar-mor.
Chain Supermarkets-Acme; Weis 15; Save-A-Lot 2; IGA 8; Food Rite 2; Giant 5; Jay's.
Other Chain Stores-Auto Supplies: Firestone 2, General, Goodrich, Goodyear 2. Shoes: Hanover, Thom McAn 3, Buster Brown, Irving's, Father & Son, Kinney 4, Super Shoe. Men's Clothing: Hamburgers, Fillings 2, Anderson-Little, Chess King, David Martin 2, Formal Affairs. Women's Apparel: Ormond 2, Lerner's, Poser's, Feel Fine, Casual Corner, Fashion Flair, Susie's Casuals, Maxwell's 2, Marianne, Limited, Benetton, Junior Colony 2, Fashion Bug, The Gap, A.S. Beck. Jewelry: Bash, Kay 2, Gordon's, Musselman's. Furniture: Harold's, Good's, Town & Country. Lumber: 84 Lumber, Wickes, Hechinger, Grossman's, Carter 2, Lowe's. Fabrics: So-Fro, Cloth World, Mill Store. Paint: MAB Paint, Best Bros., Sherwin-Williams 2, Glidden, PPG. Books: Provident 4, Waldenbooks, Anchor Christian, Encore. Catalog Stores: Jewelcor, S&H Green Stamps, Service Merchandise.

14 - NEWSPAPERS: INTELLIGENCER-JOURNAL (m) 43,523; NEW ERA (e) 55,393; NEWS (S) 100,691; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Melvin W. Williams, Gen. Adv. Mgr., INTELLIGENCER-JOURNAL, NEW ERA and SUNDAY NEWS, 8 W. King St., PO Box 1328, Lancaster, PA 17603; Tel. (717) 291-8700.
National Representative: None

A Pennsylvania Advertising Fact.



1987, HAZLETON, PA per capita food sales were 27% higher than Wilkes-Barre per capita food sales.

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Standard Speaker

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Hazleton, PA 18201
call 717-455-3636

Represented by Landon Associates

(Circle No. 26 on Market Request Card)

LANGHORNE
See LEVITTOWN

LANSDALE

1 - LOCATION: Montgomery County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. 25 mi. N of Philadelphia.

2 - TRANSPORTATION: Motor Freight Carriers-1.

3 - POPULATION:
Corp. City 80 Cen. 16,526; E&P 88 Est. 18,020
CZ-ABC: (80) 62,178
RTZ-ABC: (80) 64,821
PMSA 80 Cen. 4,720,929; E&P 88 Est. 4,848,893
County 80 Cen. 645,157; E&P 88 Est. 690,922
City & RTZ-ABC: (80) 126,999

4 - HOUSEHOLDS:
City 80 Cen. 6,216; E&P 88 Est. 7,068
County 80 Cen. 223,290; E&P 88 Est. 247,156
PMSA 80 Cen. 1,639,330; E&P 88 Est. 1,738,524
CZ-ABC: (80) 22,161
RTZ-ABC: (80) 21,444
City & RTZ-ABC: (80) 43,605

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	21	$8,175,000,000
Savings & Loan	15	$185,755,000

6 - PASSENGER AUTOS: County 452,822

7 - ELECTRIC METERS: Residence 6,000

8 - GAS METERS: Residence 4,503

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Tile Mfg. 1,000; Elect. Equip. 2,500; Condiments, Food 600; Textile Mach. 250; Pharmaceuticals 4,000; Elect. Measuring & Recording Insts. 1,500; Microwave Equip. 400; Spring Mfg. 330; Materials Handling Equip. 550; Trailer Mfg. 400; Elect. Laboratories 1,000; Steel Desks, Shelving, etc. 400.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-75; Summer 60-90; Fall 50-75; Winter 20-60.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Montgomery Mall(122)	3	Macy's, JCPenney, Wanamaker, Sears
Hillcrest(14)	1	
Pennwood Plz.(20)	NA	Stockade, Finnaren & Haley
South Broad(11)	1	
Sumney Forge Sq.(15)	2	Colonial Vlg. Meats, North Penn Drugs
Airport Sq.(15)	3	K mart, Best, Toys 'R Us, Marshall's
5 Points Plz.	3	Weis, Bradlees, Builders Square, Thrift Drug

Neighborhood Shopping Centers-S. Broad St. Hillcrest Shpg. Ctr., E. Main St.; English Vlg. Rts. 309 & 63, North Wales; Lansdale Shpg. Ctr., West Main St.; Snyder Sq., Hatfield Valley Rd., Hatfield; Spring House Vlg. Bethlehem Pike, Spring House; Pennwood Plz., N. Broad St., Lansdale; Chal-Britt Plz.; Chalfont. Sumney Forge Sq.; Upper Gwynedd; Souderton Shpg. Ctr.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Every evening, Sun.

13 - RETAIL OUTLETS: Department Stores-Clover; JCPenney; Wanamakers; Macy's; Sears; Marshall's.
Variety Store-Woolworth.
Chain Drug Stores-Rite Aid 5; Sav-Rite; CVS 2; Thrift 3.
Discount Stores-Jamesway; Clover; K mart 3; Aines; Bradlees.
Chain Supermarkets-Acme 3; Clemens 6; Genuardi's; Stop N Shop; Shop N Bag; Super Fresh; Weiss.
Other Chain Stores-Penn-Jersey Auto; Firestone; Levitz; Builder's Square; Toys 'R Us; Kids 'R Us; Stereo Discounters; Pep Boys; Goodyear; Kinney Shoe; Singer Co.; Sherwin-Williams Paints; Finnaren & Haley Paints; Dee's; Lane Bryant; Bakers; Chandiers; Zale's; Anderson-Little.

14 - NEWSPAPERS: THE REPORTER (e) 19,286; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Gayle S. Jefferis, Adv. Dir., THE REPORTER, 307 Derstine Ave., Lansdale, PA 19446; Tel. (215) 855-8440.
National Representatives: Gannett National Newspaper Sales; Robert Hitchings; U.S. Suburban Press.

LANSFORD
See LEHIGHTON

LATROBE

1 - LOCATION: Westmoreland County, (In Pittsburgh PMSA). E&P Map B-3. 40 mi. E of Pittsburgh. Steel center and miscellaneous small manufacturing plants.

2 - TRANSPORTATION: Motor Freight Carriers-8.
Intercity Bus Lines-Westmoreland County Transit Authority.
Airlines-Westmoreland County Airport, Latrobe.

3 - POPULATION:
Corp. City 80 Cen. 10,799; E&P 88 Est. 9,489
CZ-ABC: (80) 18,003
RTZ-ABC: (80) 48,799
County 80 Cen. 393,078; E&P 88 Est. 401,916
PMSA 80 Cen. 2,218,645; E&P 88 Est. 2,198,649
City & RTZ-ABC: (80) 66,802

4 - HOUSEHOLDS:
City 80 Cen. 4,336; E&P 88 Est. 3,829
CZ-ABC: (80) 6,899
RTZ-ABC: (80) 16,508
County 80 Cen. 139,233; E&P 88 Est. 148,869
PMSA 80 Cen. 885,070; E&P 88 Est. 842,377
City & RTZ-ABC: (80) 23,407

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$250,000,000
Savings & Loan	3	$75,000,000

6 - PASSENGER AUTOS: County 193,770

7 - ELECTRIC METERS: Residence 20,400

8 - GAS METERS: Residence 6,480

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 4,316; Commun. 313; Chem. 1,270; Constr. 991; Machine Tool & Die 716; Plastics 275; Trans. 250; Engineering & Related 47; Industrial related 528; Pattern Shops/Castings 275; Ceramics 363; Foams 310; Printing, Adv., Media 191.
Principal Industrial Pay Days-15th & 30th; 10th & 25th.

10 - CLIMATE: Min. & Max. Av. Temp. Est.-Spring 39-60; Summer 45-95; Fall 35-75; Winter 10-34.

11 - TAP WATER: Alkaline, very soft, not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Ligonier St.; 2 on Depot St.; 2 on Main St.; Latrobe.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Latrobe Shpg. Plz.(36)	3	Foodland Mkt., Thrift Drug, K mart
Lincoln Road(10) Lincoln Ave.	NA	Shop 'N Save, Thrift Drug, Foodland Mkt., McCrory's
Unity	3	Giant Eagle, Revco

Principal Shopping Days-Dept.-Thur., Sat.; Food daily until 10; Shopping Ctrs. until 9:30.

13 - RETAIL OUTLETS: Department Stores-Troutman's.
Discount Stores-Keystone Candy; American Candy.
Variety Stores-G.C. Murphy.
Chain Drug Stores-Revco; Thrift.
Chain Supermarkets-Foodland; Shop'N Save; Red & White; Giant Eagle.
Other Chain Stores-Shoes: Evans, Mendler; Furniture: Penn; Action Hdwe.; K mart; Jamesway; Weiss; Goodyear; Goodrich.

14 - NEWSPAPERS. BULLETIN (e) 9,311, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Ken Serement, Adv. Mgr., BULLETIN, 1211 Ligonier St., Latrobe, PA 15650; Tel. (412) 537-3351.
National Representative: Landon Associates.

LEBANON

1 - LOCATION: Lebanon County, (In Harrisburg-Lebanon-Carlisle MSA), E&P Map D-3, County Seat. Iron and steel, aluminum, textiles, miscellaneous manufacturing center and hub of rich farm area. S central part of state in heart of Pennsylvania Dutch country; 85 hwy. mi. from Philadelphia; 190 air mi. from Pittsburgh; 8 mi. S of Lebanon interchange of Penna. Tpke.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-29.
Intercity Bus Lines-Trailways; Colt.

3 - POPULATION:
Corp. City 80 Cen. 25,711; E&P 88 Est. 26,104
CZ-ABC: (80) 53,269
RTZ-ABC: (80) 55,313
County 80 Cen. 110,078; E&P 88 Est. 112,280
City & RTZ-ABC: (80) 108,582
MSA 80 Cen. 558,110; E&P 88 Est. 590,051

4 - HOUSEHOLDS:
City 80 Cen. 10,121; E&P 88 Est. 10,812
CZ-ABC: (80) 19,186
RTZ-ABC: (80) 18,747
County 80 Cen. 38,327; E&P 88 Est. 39,580
City & RTZ-ABC: (80) 37,933
MSA 80 Cen. 200,990; E&P 88 Est. 218,978

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$322,000,000

6 - PASSENGER AUTOS: County 62,873

7 - ELECTRIC METERS: Residence 12,094

8 - GAS METERS: Residence 4,738

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal Prods. 3,600 ($345); Apparel-Textiles 3,300 ($235); Food Prods. 1,900 ($200); Chem.-Pharmaceuticals 1,000 ($265); Leather Prods. 1,100 ($210); Machine Industries 1,100 ($345).

10 - CLIMATE: Min. & Max. Temp.-Spring 32-86; Summer 53-93; Fall 24-72; Winter 0-55. First killing frost, Oct. 22; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Cumberland; 2 on 8th; 2 on 9th.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Lebanon Plz.(39)	3	Sears, JCPenney, Hess's
Lebanon Mall	4	Murphy Mart, Boscov's
Palmyra(23)	10	Weis
Plaza 422	2	Giants, Hills

Principal Shopping Days-Wed., Fri., Sat., Sun.
Stores Open Evenings-Tues., Fri.; Shopping Centers every night and Sun. afternoon.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Boscov's; Murphy Mart; Sears; Nicols; Hess's.
Discount Stores-Hill's; Nichols.
Variety Store-Woolworth.
Chain Drug Stores-People's; Keystone 2; Thrift; Revco.
Chain Supermarkets-Weis 2; Giant.
Other Chain Stores-Firestone; Gordon's Jewelry; Ormond's; Waldenbooks; Radio Shack; Feel Fine; Zale's Jewelry; Cole Book; Kay Jewelers; Hanover Shoes; Sherwin-Williams.

14 - NEWSPAPERS: NEWS (e) 24,744; (S) 24,419; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Ray C. Sites, Adv. Mgr., NEWS, S. 8th & Poplar Sts., Lebanon, PA 17042; Tel. (717) 272-5611.
National Representative: Thomson Newspapers.

LEHIGHTON-JIM THORPE-LANSFORD-PALMERTON

1 - LOCATION: Carbon County (In Allentown-Bethlehem, PA-NJ MSA). E&P Map E-2; Jim Thorpe is County Seat; close to Lehigh River, about 90 mi. NW of Philadelphia.

2 - TRANSPORTATION: Intercity Bus Lines-Continental Trailways; Lakes to Sea; Greyhound; East Penn.

3 - POPULATION:
Corp. Cities 80 Cen. 29,853; E&P 88 Est. 21,566
  Lehighton 80 Cen. 5,826; E&P 88 Est. 5,872
  Jim Thorpe 80 Cen. 5,263; E&P 88 Est. 5,433
  Lansford 80 Cen. 4,466; E&P 88 Est. 4,403
  Palmerton 80 Cen. 5,455; E&P 88 Est. 5,858
MSA 80 Cen. 638,375; E&P 88 Est. 661,750
NDM-ABC: (80) 107,930
County 80 Cen. 53,297; E&P 88 Est. 54,729
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 11,556; E&P 88 Est. 7,759
  Lehighton 80 Cen. 2,181; E&P 88 Est. 2,013
  Jim Thorpe 80 Cen. 1,880; E&P 88 Est. 1,830
  Lansford 80 Cen. 1,883; E&P 88 Est. 1,820
  Palmerton 80 Cen. 2,135; E&P 88 Est. 2,096
County 80 Cen. 19,642; E&P 88 Est. 20,819
NDM-ABC: (80) 38,954
MSA 80 Cen. 230,764; E&P 88 Est. 245,744

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	9	$120,000,000

6 - PASSENGER AUTOS: County 32,059

7 - ELECTRIC METERS: Residence Est. 17,300

8 - GAS METERS: Residence Est. 5,000

9 - PRINCIPAL INDUSTRIES: Garments; Pressure Castings; Dye Works; Plastics; Handbags; Furn. & Woodworking; Clothing & Textiles; Fur Proc.; Chem.; Furn.; Zinc Refinery; Truck Manufacturing & Refurbishing; Coal Mining.
Principal Pay Days-R.R. 15th & 30th; others on Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 80-95; Fall 20-60; Winter 0-40. First killing frost, Sept. 10; last killing frost, June 17.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Shopping Center-Carbon Plz.-Lane's, Bright's; Walnutport Mall-K mart; Jamesway Plaza; Brodheadsville.
Principal Shopping Days-Tues., Fri., Sat.
Stores Open Evenings-Fri., Sat. some Tues., Thur. & Sun.

13 - RETAIL OUTLETS: Department Stores-Bright's; Segel's; Jamesway; Bosco's.
Variety Stores-Newberry's; Spillanes.
Discount Stores-Lane; Mahoning Mart; K mart.
Chain Supermarkets-Food Lane; IGA; Golden Key; A&P 2; Acme; Super Fresh.
Other Chain Stores-G.C. Murphy; Surefine Prods.; Montgomery Ward; Sears; Thrift Drugs; Rea & Derick; 7-Eleven; Turkey Hill Stores; Kinney Shoes.

14 - NEWSPAPERS: TIMES NEWS (e) 16,896; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Don Reese, Adv. Dir., TIMES NEWS, 1st & Iron Sts., Lehighton, PA 18235; Tel. (215) 377-2051.
National Representative: Landon Associates.

LEVITTOWN-BRISTOL-LANGHORNE

1 - LOCATION: Bucks County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. On Delaware River. On U.S. Hwys. 1 and 13.

2 - TRANSPORTATION: Railroads-Conrail; Reading; Amtrak; Septa.
Motor Freight Carriers-21.
Intercity Bus Lines-Burlington-Bristol; Trenton-Levittown; Septa Philadelphia to Levittown and Warminster; Greyhound; Bristol to N.Y.C.
Airlines-USAir at Mercer Airport and Northeast Philadelphia; All major Airlines through Philadelphia International Airport.

3 - POPULATION:
Corp. Cities 80 Cen. 66,738; E&P 88 Est. 75,816
  Levittown 80 Cen. 54,174; E&P 88 Est. 62,455
  Bristol 80 Cen. 10,867; E&P 88 Est. 10,726
  Langhorne 80 Cen. 1,697; E&P 88 Est. 2,635
CZ-ABC: (80) 148,723
RTZ-ABC: (80) 157,430
County 80 Cen. 481,061; E&P 88 Est. 550,637
PMSA 80 Cen. 4,720,929; E&P 88 Est. 4,848,893
City & RTZ-ABC: (80) 306,153
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 20,820; E&P 88 Est. 25,309
  Levittown 80 Cen. 16,245; E&P 88 Est. 20,308
  Bristol 80 Cen. 4,033; E&P 88 Est. 4,152
  Langhorne 80 Cen. 542; E&P 88 Est. 849
CZ-ABC: (80) 48,026
RTZ-ABC: (80) 51,684
County 80 Cen. 156,648; E&P 88 Est. 187,952
PMSA 80 Cen. 1,639,330; E&P 88 Est. 1,738,524
City & RTZ-ABC: (80) 99,710

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	4	N.A.
Savings & Loan	16	N.A.
Commercial	20	N.A.

6 - PASSENGER AUTOS: County 313,018

7 - ELECTRIC METERS: Residence 28,690-Levittown 22,190; Fairless Hills 2,500; Bristol 4,000.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Machine Shops; Metals; Plastics & Chems.; Corrugated & Parchment; Steel; Constr.; Fabrics; Food; Concrete; Explosives; Hdwe.; Electrical; Trucking; Trans.; Detergents; Lumber; Adhesives.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-70; Summer 70-100; Fall 30-88; Winter 0-45. First killing frost, Oct. 31; last killing frost, Apr. 7.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Levittown Center, Bristol Mill St.; Oxford Valley Mall, Langhorne; Neshaminy Mall, Cornwells Heights.
Neighborhood Shopping Centers-Levittown, Fairless Hills, Morrisville, Mid-Way, Country Club, Bristol, Croydon, Feasterville, Glenview, Southampton, Pennsbury Plaza, Bucks County Mall, Feasterville, Neshaminy Mall, Cornwells Heights, Warminster Plaza, Davisville Shopping Ctr., Woodhaven Mall; Richboro (Cornwells Heights), Richboro Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairless Hills	2	Super Fresh, CVS Phcy., Caldor, Channel
Falls(6)	3	Best, Clover, Acme
Country Club(25)	6	Goodyear, Levine's, Bradlees, Marshalls
Morrisville(25)	6	Acme
Leeper Village	2	Buckley Hdwe.
Croydon	7	Acme
Richboro Plaza	15	Great Scot, Shop 'N Bag, Thrift Drug
Southampton	14	Great Scot, Acme
Feasterville(20)	12	Clover, Channel
Neshaminy Mall (100)	12	Woolworth, Sears, Strawbridge & Clothier, Pomeroy's
Levittown(60)	1	Woolworth, Thriftway, Pomeroy's
Oxford Valley(140)	4	Macy's, Stern's, Acme, Woolworth, JCPenney, Mr. How, John Wanamaker

Principal Shopping Days-Mon., Thur., Sun.
Stores Open Evenings-Mon., Thur., Fri.; Food nightly & Sun.

13 - RETAIL OUTLETS: Department Stores-Pomeroy's; JCPenney; Sears; Strawbridge & Clothier; John Wanamaker; Stern's; Macy's.
Discount Stores-Kiddie City 2; K mart 4; Levitz; Clover Stores; Best; Silo; Bradlee's; Jamesway 2; Caldor.
Variety Stores-Woolworth 3; McCrory 2.
Chain Drug Stores-York 2; Thrift 7; Rite Aid 2; CVS 2.
Chain Supermarkets-Acme 11; Super Fresh 3; Great Scot 3; Pathmark 4; Thriftway 2; Nu-Way; Shop 'N Bag 10; Harvest; Gervardi.
Convenience Food Stores-Cumberland Farms 11; 7-Eleven 22; Wawa Food Markets 7; 32 others.
Other Chain Stores-Gordon Jewelers; Lerner's; Pep Boys; Waldenbooks; Thom McAn; Wilbur-Rogers; Penn-Jersey Auto; Lobel's; Father & Son; Hickory Farms; The Gap; Singer; Lafayette; Radio Shack.

14 - NEWSPAPERS: BUCKS COUNTY COURIER TIMES (m-mon to fri) 63,892; (S) 71,168; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Timothy J. Birch, Natl. Adv. Dir., BUCKS COUNTY COURIER TIMES, Route 13, Levittown, PA 19057; Tel. (215) 752-6701.
National Representatives: Sawyer-Ferguson-Walker; Robert Hitchings & Co.

LEWISBURG

1 - LOCATION: Union County, E&P Map D-2. County Seat. North central part of state. Town of university of Bucknell. 65 mi. from Harrisburg on Rte. 15.

2 - TRANSPORTATION: Motor Freight Carriers-3.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 5,407; E&P 88 Est. N.A.
County 80 Cen. 32,924; E&P 88 Est. 35,447

4 - HOUSEHOLDS:
City 80 Cen. N.A.; E&P 88 Est. N.A.
County 80 Cen. 10,043; E&P 88 Est. 10,445

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 17,245

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Farming; Furn.; Paper Co.; Wire & Rope; Business Forms.
Principal Industrial Pay Days-Bi-weekly.

10 - CLIMATE: Av. Temp.-Summer 85; Winter 28.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Neighborhood Shopping Center-Plaza 15 Mall on Rte. 15 & Hospital Dr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ames Plaza(12)	2	Ames
Plaza 15 Mall(18)	NA	Murphy's Mart, Acme Supermkt.
Lycoming	NA	Sears, Hess, Bonton
Sasquehanna	NA	JCPenney, Bonton, Boscov

13 - RETAIL OUTLETS: Department Stores-Ames; JCPenney; Brozman; Wardrobe Premiere; New York Express.
Discount Stores-K mart.
Chain Drug Stores-Rea Derrick.
Chain Supermarkets-Weis's; Acme; Giant.
Other Chain Stores-Arthur Treacher's; Fashion Bug; McDonald's; Video World.

14 - NEWSPAPERS: DAILY JOURNAL (m-mon to fri) 2,772; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Virginia Tompkins, Man. Ed. or Kathy Rising, Adv. Mgr., JOURNAL, 27 S. 5th St., PO Box 348, Lewisburg, PA 17837; Tel. (717) 523-1268.
National Representative: None.

LEWISTOWN

1 - LOCATION: Mifflin County, E&P Map C-2. County Seat. Shipping center for radius 30 mi. Agriculture and manufacturing. Center of state, 165 mi. from Philadelphia and 156 mi. from Pittsburgh; 60 mi. NW of Harrisburg.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-6.
Airlines-New local airport with 32,000 ft. paved runway.

3 - POPULATION:
Corp. City 80 Cen. 9,830; E&P 88 Est. 8,753
CZ-ABC: (80) 15,471
NDM-ABC: (80) 51,649
County 80 Cen. 47,009; E&P 88 Est. 47,174
City & NDM-ABC: (80) 67,120
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,322; E&P 88 Est. 3,851
CZ-ABC: (80) 6,358
NDM-ABC: (80) 17,525
County 80 Cen. 16,813; E&P 88 Est. 17,408
City & NDM-ABC: (80) 23,883

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$162,000,000
Savings & Loan	2	$41,000,000

6 - PASSENGER AUTOS: County 21,222

7 - ELECTRIC METERS: County Residence 15,203

8 - GAS METERS: City Residence 1,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Polyester Mfg. 450 ($170); Steel & Metals 2,484 ($247); Machine 102 ($189); Shirt 1,073 (N.A.); Farm Mach. 1,100 ($192); Electronic 717 (N.A.); Mobile Homes 320 ($181); Plastic 70 ($192); Carpet 120 ($236).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-60; Summer 60-90; Fall 36-55; Winter 15-50. First killing frost, Sept. 15; last killing frost, Mar. 1.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Nearby Shopping Centers-Burnham (2 mi. from city): Giant, Weis, Sears, Jamesway, People's, Fashion Bug, Radio Shack, JCPenney.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri.; some Sat.

13 - RETAIL OUTLETS: Department Stores-Danks (operates branches in State College, Bellefonte & Lewistown); The Bon Ton; Jamesway 2; JCPenney.
Variety Stores-McCrory; G.C. Murphy.
Chain Drug Stores-People's 2; Rite Aid; Thift Drug.
Discount Stores-Jamesway 2.
Chain Supermarkets-Giant 2; Weis.
Other Chain Stores-Glick; Diana; Arlene; Sears (catalog); Wolf.

14 - NEWSPAPERS: SENTINEL (e) 13,707; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Dennis J. Sheely, Adv. Dir., SENTINEL, 6th at Summit Dr., Lewistown, PA 17044; Tel. (717) 248-6741.
National Representative: Landon Associates.

LOCK HAVEN-JERSEY SHORE

1 - LOCATION: Lock Haven in Clinton County, and Jersey Shore in Lycoming County (Williamsport MSA). E&P Map C-2, County Seat. Dairy farming and industrial center. North central part of state, 200 mi. from Philadelphia; 220 mi. from N.Y. City; 170 mi. from Pittsburgh. On U.S. Hwy. 220; State Hwy. 120 and I-80 (Keystone Shortway).

2 - TRANSPORTATION: Motor Freight Carriers-6.
Intercity Bus Lines-Continental Trailways; New York & Cleveland.

3 - POPULATION:
Corp. Cities 80 Cen. 14,248; E&P 88 Est. 13,268
Lock Haven 80 Cen. 9,617; E&P 88 Est. 8,551
Jersey Shore 80 Cen. 4,631; E&P 88 Est. 4,717
CZ-ABC: (80) 15,467
RTZ-ABC: (80) 23,504
Counties 80 Cen. 157,387; E&P 88 Est. 156,773
Clinton 80 Cen. 39,090; E&P 88 Est. 39,261
Lycoming/MSA 80 Cen. 118,555; E&P 88 Est. 117,512
City & RTZ-ABC: (81) 38,971

4 - HOUSEHOLDS:
Cities 80 Cen. 4,947; E&P 88 Est. 4,350
Lock Haven 80 Cen. 3,261; E&P 88 Est. 2,687
Jersey Shore 80 Cen. 1,686; E&P 88 Est. 1,663
CZ-ABC: (80) 5,464
RTZ-ABC: (80) 8,070
Counties 80 Cen. 55,631; E&P 88 Est. 56,749
Clinton 80 Cen. 13,534; E&P 88 Est. 13,812
Lycoming/MSA 80 Cen. 42,097; E&P 88 Est. 42,937
City & RTZ-ABC: (80) 13,534

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$242,066,792
Savings & Loan	1	$41,113,926

6 - PASSENGER AUTOS: Counties: Clinton 16,770; Lycoming 59,837

7 - ELECTRIC METERS: Residence 3,800

8 - GAS METERS: Residence 1,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Aircraft 1,000 ($320); Paper Prods. 2,000 ($325); Chemicals 340 ($195); Textiles 310 ($240); Garment 1,500 ($250); Elect. Mach. 430 ($275); Mobile Homes 250 ($250); Steel 400 ($280); Shoewear 110 ($175).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-70; Summer 60-86; Fall 40-65; Winter 30-45. First killing frost, Oct. 15; last killing frost, Apr. 15.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Lock Haven: 3 blocks on Main St., 2 on Bellefonte Ave.; Jersey Shore: S. Main, 2 blocks; Allegheny, 2 blocks.
Neighborhood Shopping Centers-One block at Mill Hall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mill Hall	3	Roming's
Ames	NA	Thrift Drug, Sears
Clinton Plaza	NA	Acme, K mart, Rea & Derick
Plaza Mall(15)	30	Gee Bee, Nichols
Lycoming Mall(40)	36	Sears, Hess
Nittany Mall(42)	30	Sears, Hess

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Most Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney 2; Sears.
Discount Stores-K mart; Ames.
Variety Stores-Woolworth; Newberry 2.
Chain Drug Stores-Widmann 4; Revco; Rea & Derick.
Chain Supermarkets-Weis 3; IGA; Acme.
Other Chain Stores-Wolf; Regal & Blum; Agway; Firestone; Clasters.

14 - NEWSPAPERS: EXPRESS (e) 10,919; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Charles R. Ryan, Pub., EXPRESS, 9-11 W. Main St., Lock Haven, PA 17745; Tel. (717) 748-6791.
National Representative: Thomson Newspapers.

MAHANOY
See SHENANDOAH

McKEESPORT-DUQUESNE-CLAIRTON

1 - LOCATION: Allegheny County, E&P Map B-3 (In Pittsburgh PMSA). On the Monongahela River at the junction of the Youghiogheny. 15 mi. SE of Pittsburgh. On State Hwys. 48 and 148.

2 - TRANSPORTATION: Railroads-B&O; C&O; P&LE.
Motor Freight-Daily pickup and delivery.
Intercity Bus Lines-Greyhound; Port Authority of Allegheny County.
Airlines-TWA; Northwest; USAir; American; United; Eastern; Peoples; Delta; Nordair.

3 - POPULATION:
Corp. Cities 80 Cen. 53,294; E&P 88 Est. 46,615
McKeesport 80 Cen. 31,012; E&P 88 Est. 26,187
Duquesne 80 Cen. 10,094; E&P 88 Est. 9,069
Clairton 80 Cen. 12,188; E&P 88 Est. 11,359
CZ-ABC: (80) 102,597
RTZ-ABC: (80) 123,856
County 80 Cen. 1,448,332; E&P 88 Est. 1,420,927
PMSA 80 Cen. 2,218,645; E&P 88 Est. 2,198,649
City & RTZ-ABC: (80) 226,453

4 - HOUSEHOLDS:
Cities 80 Cen. 21,179; E&P 88 Est. 19,201
McKeesport 80 Cen. 12,321; E&P 88 Est. 10,828
Duquesne 80 Cen. 4,069; E&P 88 Est. 3,777
Clairton 80 Cen. 4,789; E&P 58 Est. 4,596
CZ-ABC: (80) 39,777
RTZ-ABC: (80) 43,096
County 80 Cen. 540,547; E&P 88 Est. 555,642
PMSA 80 Cen. 885,070; E&P 88 Est. 842,377
City & RTZ-ABC: (80) 82,873

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$5,500,000,000
Savings & Loan	2	$225,000,000

6 - PASSENGER AUTOS: County 674,805

7 - ELECTRIC METERS: Residence 22,073

8 - GAS METERS: Residence 16,583

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Basic Steel 18,100 ($418); Pipe Fabrication 4,070 ($400); Fabricated Metals 3,900 ($342); Atomic and Space 2,600 ($350); Ordnance 1,650 (N.A.); Constr. 2,380 (N.A.); Tool and Die 830 (N.A.).
Principal Industrial Pay Days-Tues., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-91; Summer 33-95; Fall -5-80; Winter -18-77. First killing frost, Nov. 2; last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: Principal Shopping Center-all blocks on Fifth Ave.; 4 on Walnut St.
Neighborhood Shopping Centers-Duquesne: Two blocks on Grant Ave., 1 on First St.; Clairton: Two on St. Clair St., 4 on Miller Ave.; East McKeesport: Great Valley center; Irwin: Norwin Center; Pleasant Hills; Southland Center; Duquesne: Hilltop Center; McKeesport: Olympia Center and Eastland Mall; Monroeville: Monroeville Mall; Garden City Plaza; Haymaker Square; Holiday Park; Miracle Mile; Parkway Center; Moss Side Plaza; West Mifflin Boro; Century III Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastland Plz.(68)	NA	Foodland
Olympia(38)	NA	Shop'N Save, Zayre, Murphy's
Rainbow Garden(18)	NA	Thrift Drug, Maraccini's
Rt. 30 Plz.(12)	NA	K mart, Revco
Southland(47)	NA	Shop & Save
Builder's Sq.(25)	NA	Builder's Square, Foodland
Century III(200)	NA	JCPenney, Sears, Kaufmann's, Horne's, Gimbels
Hills Plz.	NA	Hills

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Department Stores, Mon., Thur., Sat.; Food, every night.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Helmstadter Bros.; Kaufmann's; Sears; Horne's.
Variety Stores-Woolworth; Hills.
Discount Stores-Kelly & Cohen; K mart; Zayre; Murphy's Mart; Gee Bee.
Chain Drug Stores-Revco; Thrift Drug 10.
Chain Supermarkets-Giant Eagle 6; Foodland 7; Shop 'N Save 5; Marraccini 3; Super Dollar 2.
Other Chain Stores-Goodrich; Firestone; Goodyear.

14 - NEWSPAPERS: NEWS (e) 29,805; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: D.M. Farley, Adv. Dir., NEWS, 409 Walnut St., McKeesport, PA 15134; (412) 664-9161.
National Representative: Landon Associates.

MEADVILLE

1 - LOCATION: Crawford County, E&P Map A-1. County Seat. Industrial, tourist & agricultural center; Allegheny College. On I-79; U.S. Hwys. 6, 19, 322; State Hwys. 27, 77, 98. 90 mi. N of Pittsburgh; 90 mi. E of Cleveland; 40 mi. S of Erie.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-6.
Intercity Bus Lines-CATA; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 15,544; E&P 88 Est. 14,520
CZ-ABC: (80) 22,336
RTZ-ABC: (80) 48,761
County 80 Cen. 89,087; E&P 88 Est. 90,142
City & RTZ-ABC: (80) 71,097
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,972; E&P 88 Est. 4,943
CZ-ABC: (80) 8,315
RTZ-ABC: (80) 16,550
County 80 Cen. 30,960; E&P 88 Est. 32,224
City & RTZ-ABC: (80) 24,865

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$2,826,397,000
Savings & Loan	4	$789,014,956

6 - PASSENGER AUTOS: County 39,097

7 - ELECTRIC METERS: Residence 20,878

8 - GAS METERS: Residence 15,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal Forgings & Stampings 1,921 ($345); Flat Glass 750 ($320); Mfg. 6,400 ($360).

10 - CLIMATE: Min. & Max. Temp.-Spring 22-75; Summer 57-92; Fall 35-72; Winter 7-43.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Meadville Mall(31)	NA	K mart, Mont. Ward, Thorne's
Park Ave. Plz.(26)	NA	Carlisle's, Gee Bee, Dollar Bargain
Downtown Mall(14)	NA	Riverside, Big Wheel, Weldon's, Peoples Drugs
Saegertown Plz.(5)	NA	Super Duper
Penn-Plaza(7)	NA	County Market

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Wolff's; JCPenney; Carlisle's.
Variety Stores-Dahlkempers.
Discount Stores-Gee Bee; Fisher's Big Wheel; K mart; CVS; Dollar Bargain.
Chain Drug Stores-Eckerd; Thrift; Peoples; CVS.
Chain Supermarkets-Golden Dawn; Riverside; Quality Mkt.; Thorne.
Other Chain Stores-Firestone; Goodyear; Wickes Lumber; Radio Shack.

14 - NEWSPAPERS: TRIBUNE (m) 16,545; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Linda L. Seiver, Adv. Mgr., TRIBUNE, 947 Federal Ct., Meadville, PA 16335; Tel. (814) 724-6370.
National Representative: Thomson Newspapers.

MILTON

1 - LOCATION: Northumberland County, E&P Map D-2. On W branch of the Susquehanna River, 19 mi. S of Williamsport.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-10.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,730; E&P 88 Est. 6,996
County 80 Cen. 100,266; E&P 88 Est. 100,127

4 - HOUSEHOLDS:
City 80 Cen. 2,628; E&P 88 Est. 2,735
County 80 Cen. 37,846; E&P 88 Est. 38,958

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$1,567,237,000
Savings & Loan	2	$33,225,000

6 - PASSENGER AUTOS: County 49,380

7 - ELECTRIC METERS: Residence 3,374

8 - GAS METERS: 2,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Tank Cars 450 ($400); Steel 575 ($300); Food Proc. 1,400 ($280); Textiles 180 ($240); Furn. 900 ($280); Shoes 575 ($180).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-60; Summer 58-82; Fall 42-63; Winter 21-36.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sunbury Plz.(18)	14	Acme, Mont. Ward, Zayre, McCrory
Plaza(15)	5	Acme, Super Saver, Murphy's Mart
Susquehanna Valley Mall(70)	18	Boscov's, Bon-Ton, JCPenney
Lycoming Valley(94)	16	Hess, Gee Bee, Rea & Derick, Sears, Bon Ton

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shopping Centers daily.

13 - RETAIL OUTLETS: Department Stores-Famous.
Variety Stores-Newberry.
Discount Stores-Plaza Discount; K mart.
Chain Drug Stores-Rea & Derick; Rite Aid.
Chain Supermarkets-Acme; Weis; Riverside Markets.
Other Chain Stores-Western Auto; Triangle Shoes; JCPenney; Woolworth; Montgomery Ward; Murphy's Mart; Fashion Bug; Bon Ton; Sears; Ames.

14 - NEWSPAPERS: STANDARD (e) 4,137; sworn Oct. 16, 1987.
Local Contact for Advertising and Merchandising Data: Ed Bartello, Adv. Mgr., STANDARD, 17-35 Arch St., Milton, PA 17847; Tel. (717) 742-9671.
National Representative: Landon Associates.

MONESSEN-CHARLEROI-DONORA

1 - LOCATION: Westmoreland and Washington Counties (In Pittsburgh PMSA). E&P Map B-3. Monongahela River. 30 mi. SE of Pittsburgh. I-70 and State Hwys. 906, 88.

2 - TRANSPORTATION: Railroads-Amtrak; Pittsburgh & Lake Erie (NYC); Monessen Southwestern; Norfolk-Western.
Motor Freight Carriers-5.
Intercity Bus Lines-88 Transit Lines; Greater Charleroi; Hilltop; Mid Monessen Valley Transit Authority.

3 - POPULATION:
Corp. Cities 80 Cen. 25,169; E&P 88 Est. 21,709
Monessen 80 Cen. 11,928; E&P 88 Est. 9,987
Charleroi 80 Cen. 5,717; E&P 88 Est. 5,156
Donora 80 Cen. 7,524; E&P 88 Est. 6,566
CZ-ABC: (80) 26,929
RTZ-ABC: (80) 46,641
PMSA 80 Cen. 2,218,645; E&P 88 Est. 2,198,649
Counties 80 Cen. 609,898; E&P 88 Est. 618,424
Washington 80 Cen. 216,820; E&P 88 Est. 216,508
Westmoreland 80 Cen. 393,078; E&P 88 Est. 401,916
City & RTZ-ABC: (80) 73,570

4 - HOUSEHOLDS:
Cities 80 Cen. 10,178; E&P 88 Est. 9,243
Monessen 80 Cen. 4,715; E&P 88 Est. 4,119
Charleroi 80 Cen. 2,552; E&P 88 Est. 2,450
Donora 80 Cen. 2,911; E&P 88 Est. 2,674
CZ-ABC: (80) 10,886
RTZ-ABC: (80) 17,127
PMSA 80 Cen. 885,070; E&P 88 Est. 842,377
Counties 80 Cen. 216,266; E&P 88 Est. 228,655
Washington 80 Cen. 77,033; E&P 88 Est. 79,786
Westmoreland 80 Cen. 139,233; E&P 88 Est. 148,869
City & RTZ-ABC: (80) 28,013

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	11	$261,928,000
Savings & Loan	3	$147,421,000
Credit Unions	9	$21,913,000

6 - PASSENGER AUTOS: Counties: Westmoreland 193,770; Washington 106,615

7 - ELECTRIC METERS: Residence 15,706

8 - GAS METERS: Residence 11,802

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Basic Steel and Coking 5,000 ($320); Glass Mfg. 1000 ($290;; Mining 1000 ($320); Food Proc. 842 ($282); Clothing Mfg. 360 (N.A.); Steel Fab. 334 ($268).

10 - CLIMATE: Av. Temp.-Spring 50; Summer 70; Fall 53; Winter 29.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Monessen: Downtown-3 blocks on Donner, 3 on Schoonmaker, Fourth, Fifth and Sixth Sts.; Charleroi: Downtown-3 blocks on Fallowfield, 3 on McKean, Fourth, Fifth & Sixth Sts.; Donora: 4 blocks on McKean, 3 on Meldon, Third, Fourth, Fifth & Sixth Sts.
Neighborhood Shopping Centers-Monessen: Eastgate, Park Plan, Grand Blvd.; Charleroi: Chamber Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
TriCounty(20)	3	Radio Shack, Hills, Revco, Murphy's, Giant Eagle
K mart Plaza	3	Foodland, Thrift, K mart
Rostraver	8	Giant Eagle
Mon-Valley Plaza(13)	2	Giant Eagle, Valumart

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Monessen-Fri.; Charleroi-Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Fisher's Big Wheel; Eisenberg's; Boston; Rox's; Oranges.
Discount Stores-Health Mart 3; Army & Navy; Atlas; K mart; Topp Value; VSCI; Labels for Less; Fashion Factory; Bargain World.
Variety Stores-G.C. Murphy; Valumart; McCrory's; Family Dollar.
Chain Drug Stores-Brooks; Thrift; Revco; Health Mart 3.
Chain Supermarkets-Foodland 4; Super Dollar; Shop & Save 2; Uni Mart; Giant Eagle 2.
Other Chain Stores-Sherwin-Williams; Radio Shack; Pic Way; 84 Lumber; Kelley and Cohen; Jo Ann Fabric; Pearle Vision; Payless Shoes.

14 - NEWSPAPERS: VALLEY INDEPENDENT (e) 17,400; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: John J. Bennati, Adv. Mgr., VALLEY INDEPENDENT, Eastgate 19, Monessen, PA 15062; Tel. (412) 684-5200.
National Representative: Thomson Newspapers.

MOUNT CARMEL
See SHAMOKIN

MOUNT UNION
See HUNTINGDON

NEW CASTLE

1 - LOCATION: Lawrence County, E&P Map A-2. County Seat in W part of PA. On U.S. Hwys. 422, 224; State Hwys. 18, 88, 108, 168.

2 - TRANSPORTATION: Railroads-B & O; Conrail (freight); Lake Erie (N.Y.C.); Erie-Lackawanna (freight).
Motor Freight Carriers-11.
City Owned Intercity Bus Lines-Central Greyhound; Grove City.

3 - POPULATION:
Corp. City 80 Cen. 33,621; E&P 88 Est. 28,702
CZ-ABC: (80) 39,525
RTZ-ABC: (80) 68,420
County 80 Cen. 107,362; E&P 88 Est. 105,935
City & RTZ-ABC: (80) 107,945

4 - HOUSEHOLDS:
City 80 Cen. 12,581; E&P 88 Est. 11,229
CZ-ABC: (80) 14,638
RTZ-ABC: (80) 23,155
County 80 Cen. 37,501; E&P 88 Est. 38,248
City & RTZ-ABC: (80) 37,793

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$864,838,484
Savings & Loan	2	$319,802,157

6 - PASSENGER AUTOS: County 52,797

7 - ELECTRIC METERS: 37,433

8 - GAS METERS: 23,630

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Primary Metal 157; Mach. 2,027; Stone, Glass & Clay 2,156; Fab. Metal 920; Mining 324.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-64; Summer 35-91; Fall 21-65; Winter 0-70. First killing frost, Oct. 7; last killing frost, May 2.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Washington St.; 3 on Mercer St.; 5 on Mill St.; 1 on North St.; 3 Towne Mall on Jefferson St.
Neighborhood Shopping Centers-4 blocks on Long Ave.; 1 on Liberty Ave. 7th Ward; 1 at Washington St. & Butler Ave.; Call's on Rt. 18 N., 1 mi. beyond city limits; Westgate Plaza, Rt. 224 W. of City; Union Plaza Rt. 224; Lawrence Village Rt. 65; North City Plaza, Rt. 18 N., 3 mi. beyond city limits.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lawrence Vlg.(30)	4	Radio Shack, Rocky's, K mart, Stambaugh's
Westgate Plz.(14)	4	Brooks, A&M Supermkt., Treasure Island
Call's Plz.(8)	2	Thrift Drug, Ralph's
Towne Mall(31)	1	Thrift Drug, Sears
Neshannock Plz.(8)	NA	Union Prescription, Betty's Bridal
North City Plz.(21)	2	Radio Shack, K mart, Joseph's, Revco
Union Plz.(8)	4	Spiegels

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Department Stores-Mon. and Thur.; Food-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears.
Discount Stores-Fisher's Big Wheel 2; Treasure Island; K mart 2.
Variety Store-G.C. Murphy.
Chain Drug Stores-Brooks; Thrift 2; Revco 3; Medical Center Phcy.; Rite Aid.
Chain Supermarkets-A&M; Joseph's; Tic Toc 2; Ralph's; Valu King 2; Rocky's 2.

14 - NEWSPAPERS: NEWS (e) 20,620; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: David C. Jones, Adv. Dir., NEWS, 27-35 N. Mercer St.; PO Box 60, New Castle, PA 16103; Tel. (412) 654-6651.
National Representative: Landon Associates.

NEW KENSINGTON-TARENTUM

1 - LOCATION: New Kensington in Westmoreland County; Tarentum in Allegheny County (In Pittsburgh PMSA). E&P Map B-2. Allegheny-Kiski river valleys. Research and industrial center 20 mi. NE of Pittsburgh on Allegheny Valley Expressway; State Hwys. 28, 56, 88, 366 & 780; U.S. Hwy. 22 and Pennsylvania Tpke.

2 - TRANSPORTATION: Railroads-Conrail; Conemaugh & West Penn Branches.
Motor Freight Carriers-3.
Intercity Bus Lines-Port Authority Transit.

3 - POPULATION:
Corp. Cities 80 Cen. 24,079; E&P 88 Est. 22,485
New Kensington 80 Cen. 17,660; E&P 88 Est. 16,587
Tarentum 80 Cen. 6,419; E&P 88 Est. 5,898
NDM-ABC: (80) 178,306
Counties 80 Cen. 1,841,410; E&P 88 Est. 1,822,843
Allegheny 80 Cen. 1,448,332; E&P 88 Est. 1,420,927
Westmoreland 80 Cen. 393,078; E&P 88 Est. 401,916
PMSA 80 Cen. 2,218,645; E&P 88 Est. 2,198,649

4 - HOUSEHOLDS:
Cities 80 Cen. 9,731; E&P 88 Est. 9,325
New Kensington 80 Cen. 7,147; E&P 88 Est. 6,835
Tarentum 80 Cen. 2,584; E&P 88 Est. 2,490
Counties 80 Cen. 679,780; E&P 88 Est. 570,511
Allegheny 80 Cen. 540,547; E&P 88 Est. 555,642
Westmoreland 80 Cen. 139,233; E&P 88 Est. 148,869
NDM-ABC: (80) 64,566
PMSA 80 Cen. 885,070; E&P 88 Est. 842,377

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	25	$697,800,000
Savings & Loan	9	$332,500,000

6 - PASSENGER AUTOS: Counties: Allegheny 674,805; Westmoreland 193,770

7 - ELECTRIC METERS: Residence 31,693

8 - GAS METERS: Residence 27,342

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aluminum Fabrication N.A.; Technical 293; Glass Prods. 763; Paint Prods. 357; Steelmaking, Fab. 9,286; Tool & Die 341; Plastic Mfg. 357; Nuclear Prods. 876; Research Centers & Labs 4,902; Garment Mfg. 263; Distilleries 519; Printing 368; Power Plants (2) and Utilities 981;

Soft Coal Mines 990; Heavy Equip. & Bldg. 666; Foundries (2) 213; Limestone & Cement 101; Tile & Block 111; Mushroom Mines & Distributors 189.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-91; Summer 63-99; Fall 25-86; Winter 13-72. First killing frost, Oct. 31; last killing frost, May 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-Downtown-New Kensington (13 blocks plus discount center); Tarentum/Brackenridge (10 blocks); Leechburg (5 blocks); Apollo (3 blocks); Freeport (8 blocks).
Neighborhood Centers-New Kensington-Arnold-Lower Burrell, Leechburg Rd., Parnassus District, New Kensington, Rte. 28, Natrona Heights; Pittsburgh St., Springdale & Cheswick; Saxonburg; Russellton.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hillcrest(30)	NA	Hills
Heights Plz.(56)	NA	Joseph Horne Co.
Highlands Mall(25)	NA	Gee Bee
Kiskipark Plz.(15)	NA	Ben Franklin
Riverview Plz.(13)	NA	K mart
Allegheny Plz.(10)	NA	Fisher's Big Wheel
Apollo Plz.(10)	NA	
Cheswick(13)	NA	
Leechburg Plz.	NA	K mart
Harmar Plz.	NA	Murphy's Mart

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-All Major and Discount Stores; Food Stores.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; Hart's; JCPenney; Joseph Hornes.
Discount Stores-Fisher's Big Wheel; K mart; Gee Bee; Murphy's Mart; Thrift City; Hills; Gold Circle.
Variety Stores-G.C. Murphy; Ben Franklin.
Chain Drug Stores-Thrift 3; Eckerd; Revco 2; Gil's 3; Rite Aid 3.
Chain Supermarkets-Shop 'N Save 7; Golden Dawn 2; Foodland 5; Gee Bee; Giant Eagle 2; [illegible] 3.
Other Chain Stores-Goodyear; Firestone; Uniroyal; Goodrich; American Hardware 3; Radio Shack; Sears (catalog) 2; Singer; Thom McAn; Nobil Shoes; Sherwin-Williams; Tile City; General Electric Appliances; PicWay Shoes; Color Tile; Fashion Bug; Grossman's.

14 - NEWSPAPERS: VALLEY NEWS DISPATCH (e) 38,975; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: George Scott, Ret. & Natl. Adv. Mgr., VALLEY NEWS DISPATCH, 210 Fourth Ave., Tarentum, PA 15084; Tel. (412) 224-4321.
National Representatives: Gannett National Newspaper Sales; U.S. Suburban Press.

NORRISTOWN

1 - LOCATION: Montgomery County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. County Seat. 17 mi. NW of Philadelphia; 95 mi. SW of NY City; 41 mi. W of Trenton, NJ; 37 mi. SW of Reading; 91 mi. E of Harrisburg; 35 mi. NE of Wilmington. On U.S. Hwys. 422, 202; State Hwys. 23, 73, 123. On Schuylkill River, 5 1/2 mi. from Valley Forge, 4 mi. N of PA Turnpike.

2 - TRANSPORTATION: **Railroads**-Reading; Philadelphia Western.
Motor Freight Carriers-13.
Intercity Bus Lines-SEPTA; Trailways; Greyhound; North Penn.

3 - POPULATION:
Corp. City 80 Cen. 34,684; E&P 88 Est. 35,285
NDM-ABC: (80) 194,895
County 80 Cen. 645,157; E&P 88 Est. 690,922
PMSA 80 Cen. 4,720,929; E&P 88 Est. 4,848,893

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,343; E&P 88 Est. 13,474
NDM-ABC: (80) 65,946
County 80 Cen. 223,290; E&P 88 Est. 247,156
PMSA 80 Cen. 1,639,330; E&P 88 Est. 1,738,524

5 - BANKS	NUMBER	EST. DEP.
Commercial	24	$1,320,176,000
Savings	5	$42,720,000
Savings & Loan	15	$1,440,520,000

6 - PASSENGER AUTOS: County 452,822

7 - ELECTRIC METERS: Residence 14,322

8 - GAS METERS: Residence 7,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food and Beverages 6,501; Textile 8,598; Printing & Pub. 4,456; Chem. 7,240; Metal Industries 13,274; Whol. Trade 12,172; Business of Repair 8,919; Ins., Real Estate & Fin. 11,072; Constr. 12,964; Mach. Equip. & Supplies 21,114.

10 - CLIMATE: Min. & Max. Temp.-Spring, 40-75; Summer 60-98; Fall 20-80; Winter 10-50; First killing frost, Oct. 10; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on W. Main; 4 on E. Main; 8 on Dekalb; 10 on W. Marshall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Logan Sq.(35)	1	Ports of the World, Rite Aid
Plymouth Sq.(22)	2	Woolworth, Super Fresh, Thrift Drug
Valley Forge(55)	2	Marshall's, Thriftway Foods, Big Marty's
Norriton Sq.(17)	2	Shop-Rite, Silo, Dee's Appliance
Park Ridge(20)	3	Thriftway, Zummo's
Sandy Hill(9)	2	Genuardi's
King of Prussia (152)	4	Stern's, Wanamaker, Acme, Woolworth, JCPenney, Sears, Bloomingdale's, Macy's
Swede Sq.(24)	2	Genuardi's
Plymouth Mall(116)	6	Hess, Woolworth, Strawbridge & Clothier

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Fri.; Food-every evening except Sat.; Shopping Centers-every evening.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; John Wanamaker; Strawbridge & Clothier; Macy's; Bloomingdale's; Hess.
Discount Stores-K mart; Clover; Silo's; Dee's Appliance.
Variety Stores-Woolworth 3; Berlin-Spilane 4.
Chain Drug Stores-Rite Aid 2; Thrift Drugs 4; Drug Emporium.
Chain Supermarkets-Acme 4; Super Fresh 3; Genuardi's 8; Ficre's 3; Clemens; Shop-Rite.
Other Chain Stores-Channel; Grossmans.

14 - NEWSPAPERS: TIMES-HERALD (e) 30,032; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: John Gehringer, Adv. Dir., TIMES-HERALD, PO Box 591, Norristown, PA 19404; Tel. (215) 272-3830.
National Representatives: Landon Associates; Robert Hitchings & Co.

OIL CITY-FRANKLIN

1 - LOCATION: Venango County. E&P Map B-2. Adjacent cities in NW PA. on Allegheny River at junction with French Creek and Oil Creek. 68 mi. S of Erie; 86 mi. N of Pittsburgh; 62 mi. E of Youngstown. On U.S. Hwys. 62, 322 (Lakes to Sea); State Hwys. 8, 257, 428.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Continental Trailways; Lincoln Coach.
Airlines-USAir.

3 - POPULATION:
Corp. Cities 80 Cen. 22,027; E&P 88 Est. 20,203
Oil City 80 Cen. 13,881; E&P 88 Est. 12,683
Franklin 80 Cen. 8,146; E&P 88 Est. 7,520
County 80 Cen. 64,340; E&P 88 Est. 64,983

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 8,577; E&P 88 Est. 7,166
Oil City 80 Cen. 5,331; E&P 88 Est. 4,552
Franklin 80 Cen. 3,246; E&P 88 Est. 2,614
County 80 Cen. 22,700; E&P 88 Est. 23,945

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$2,318,051,470
Savings & Loan	2	$144,454,282

6 - PASSENGER AUTOS: County 26,902

7 - ELECTRIC METERS: Residence 36,054

8 - GAS METERS: Residence 21,501

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Petroleum 1,800 ($380); Steel 1,068 ($631); Glass 475 ($379), Printing 300 ($369); Chem. 191 ($369); Machine 3,123 ($397); Trans. & Public Utilities 1,000 ($379); Wholesale & Retail 3,000 (N.A.); Services 2,500 ($240); Gov't 2,500 (N.A.); Misc. 7,043 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 65-97; Fall 35-75; Winter 0-45. First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Area**-Franklin-Downtown, 4 blocks on Liberty St., 6 on 13th St., 1 on 12th St. Third Ward Area-3 blocks on 13th St. Oil City-Downtown; 6 blocks on Seneca St., 6 on Elm St., 3 on Center St. Southside District-4 blocks on Front St., 3 on First St., 2 on State St.
Shopping Centers-K mart Plaza, Rt. 8; Jamesway Plaza, Rt. 8; Cranberry Mall, Rt. 322.
Principal Shopping Days-Mon., Thur., Fri.
Stores Open Evenings-Dept. Fri.; Food nightly.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney 3; Brody's; Bon-Ton.
Variety Stores-Woolworth; G. C. Murphy; Oil City Variety; K mart; Hills.
Discount Stores-Buyers Fair; Jamesway; McCrory.
Chain Drug Stores-Thrift 3; Eckerd; Health Mart; Rite Aid; General Nutrition.
Chain Supermarkets-Foodland 2; Riverside Mkts. 10; Golden Dawn 4; Comet Mkt.; Country Fair 6; Shop 'N Save; Giant Eagle.
Other Chain Stores-Isaly's; Sherwin-Williams; Western Auto; Printz Clothing 2; Penn Rubber & Supply 2; Pennsy Auto 3.

14 - NEWSPAPERS: FRANKLIN NEWS-HERALD (e) 7,651; OIL CITY DERRICK (m) 16,259; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Edward B. Cowart, Adv. Dir., Venango Newspapers, Inc. NEWS-HERALD and DERRICK, 1510 W. First St., Oil City, PA 16301; Tel. (814) 676-7444.
National Representative: Landon Associates.

PALMERTON
See LEHIGHTON

PHILADELPHIA

1 - LOCATION: Coextensive with Philadelphia County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. 8-County Primary Market hub of over 4.8 million people. 90 mi. from N.Y. City; 136 mi. from Washington, D.C. In SE PA. on Delaware River; 88 nautical mi. from Atlantic Ocean.

2 - TRANSPORTATION: **Railroads**-Chessie System, Conrail; Amtrak.
Motor Freight Carriers-100.
Steamship lines, agents and companies-94.
Freight Steamship Lines-28.
Intercity Bus Lines-SEPTA, Red Arrow; 20 smaller bus companies.
Airlines-36; Air Freight-13.

3 - POPULATION:
Corp. City/County 80 Cen. 1,684,740; E&P 88 Est. 1,567,220
NDM-ABC: (80) 1,688,210
Bal. in NDM-ABC: (80) 3,028,349
PMSA 80 Cen. 4,720,929; E&P 88 Est. 4,848,893
Total NDM-ABC: (80) 4,716,559

4 - HOUSEHOLDS:
City/County 80 Cen. 619,781; E&P 88 Est. 592,806
NDM-ABC: (80) 619,781
Bal. in NDM-ABC: (80) 1,019,549
PMSA 80 Cen. 1,639,330; E&P 88 Est. 1,738,524
Total NDM-ABC: (80) 1,639,330

5 - BANKS	NUMBER	DEPOSITS
Commercial	25	$160,000,000,000

6 - PASSENGER AUTOS: County 525,937

7 - ELECTRIC METERS: 1,404,000

8 - GAS METERS: 1,500,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fab. Metal Prods. 29,800; Mach., Elect., & Electronic Equip. 81,000; Trans. Equip. 26,600; Apparel & Other Textile Prods. 19,000; Printing & Pub. 40,300; Chem. & Allied Prods. 36,900; Contract Constr. 108,900; Trans. & Public Util. 96,700; Whol. Trade 139,100; Ret. Trade 360,700; Fin., Ins. & R.E. 163,300; Service 629,300; Gov't 303,500.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-89; Summer 56-99; Fall 18-88; Winter 13-64. First killing frost, Nov. 16; last killing frost, Apr. 1.

11 - TAP WATER: Slightly acid; moderately hard (Schuylkill River); moderately soft (Delaware River); fluoridated.

12 - RETAILING: **Principal Shopping Center**-Philadelphia Central Business District-Market Street to South Street between Front and 24th Streets (includes The Gallery, Center City Enclosed Mall, with 3 dept. stores).
Major Regional Shopping Centers-(Philadelphia County) Roosevelt Mall; (Bucks County) Neshaminy Mall, Oxford Valley Mall; (Chester County) Exton Sq.; Coventry Mall; (Delaware County) Granite Run Mall, Springfield Mall; (Montgomery County) King of Prussia Plz., Court at King of Prussia, Montgomery Mall, Plymouth Meeting Mall; Cedarbrook Mall; Cheltenham Sq.; Suburban Sq.; Wynnewood Ctr.; Abington/Jenkintown, Willow Grove Pk.; (Burlington County) Moorestown Mall, Burlington Ctr.; (Camden County) Cherry Hill Mall, Echelon Mall; (Gloucester County) Deptford Mall; plus approximately 300 district shopping places in the Philadelphia PMSA.
Principal Shopping Days-Department Stores-Wed., Sat., Sun. Food-Thur., Fri., Sat.
Stores Open Evenings-Major suburban stores open all evenings and Sun. Most chain groceries-Mon. through Sat. until 9 or 10 p.m. Limited hrs. on Sun.

13 - RETAIL OUTLETS: **Department Stores**-Bloomingdale's (2 in suburbs); Hess (3 in suburbs); Macy's (6 in suburbs); JCPenney 8 (1 in Phila., 7 in suburbs); Pomeroy's (2 in suburbs); Sears 12 (2 in Phila., 10 in suburbs); Stern's (2 in Phila., 5 in suburbs); Strawbridge & Clothier, 11 (1 in Phila., 10 in suburbs); John Wanamaker, 10 (2 in Phila., 8 in suburbs).
Chain Specialty Stores-B. Altman; Bonwit Teller; Lord & Taylor; Saks Fifth Avenue.
Major General Merchandise Stores-Clover; K mart; Bradlees; Caldor; Jamesway; Ports of the World.
Variety Stores-McCrory; Kress; Murphy's Mart; Newberry; Valu Stores; Woolworth.
Chain Drug Stores-Brooks; CVS; Drug Emporium; Drug Fair; Eckerd; Gene's; Medic-Fair; Peoples; Rite Aid; Thrift; Rexall.
Chain Supermarkets-Acme; Clemens; Colonial Village; Cumberland Farms; Fairlawn; Genuardi; Great Scot; IGA; Pathmark; Pickwell; 7-Eleven; Shop 'N Bag; Shop-Rite; Super Fresh; Thriftway; Wawa.
Other Chain Stores-Women's Apparel: Cameo Stores, Deb Shops, Dress Barn, Fashion Bug, Frederick's of Hollywood, The Gap, Hit or Miss, Ladybug, The Limited, Loehmann's, Marianne, Roaman's, 16 Plus, Talbot's; Men's Apparel: Adams, Anderson Little, Brooks Brothers, The Hub, Eugene Jacobs, Jack Lang, Mitchell Daroff, Today's Man; Shoe Stores: Baker's, Bally, Beck's, Burt's, Chandler, Endicott-Johnson, Father & Son, Fayva, Flagg Brothers, Florsheim, Hahn Shoes, Hanover, Kinney, Knapp, Lloyd & Haig, Massey, Naturalizer, Pappagallo, Shoe Factory, Shoe Town, Steigerwalt, Stride-Rite, Thayer McNeil, Thom McAn; Automotive: Avellino, Firestone, General Tire, Goodrich, Goodyear, Penn Jersey, Pep Boys, Royal Auto, Uniroyal.

14 - NEWSPAPERS: INQUIRER (m-mon to fri) 504,348; (m-sat) 450,338; (S) 1,001,390; Mar. 31, 1988 ABC.
NEWS (e-mon to fri) 242,046; (e-sat) 158,646; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jim Hayden, Adv. Dir., INQUIRER and NEWS, 400 N. Broad St., Philadelphia, PA 19101; Tel. (215) 854-5451.
National Representatives: Metropolitan Publishers Representatives; Towmar; Knight-Ridder Newspaper Sales.

PHOENIXVILLE

1 - LOCATION: Chester County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. In Schuylkill Valley, 28 mi. W of Philadelphia; 12 mi. W of Norristown. On State Routes 23, 29 and 113.

2 - TRANSPORTATION: **Railroads**-Conrail; Reading.
Motor Freight Carriers-2.
Intercity Bus Lines-Werner; SEPTA; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,165; E&P 88 Est. 14,456
CZ-ABC: (80) 14,165
RTZ-ABC: (80) 62,774
County 80 Cen. 318,735; E&P 88 Est. 356,530
PMSA 80 Cen. 4,720,929; E&P 88 Est. 4,848,893
City & RTZ-ABC: (80) 76,939

4 - HOUSEHOLDS:
City 80 Cen. 5,415; E&P 88 Est. 5,769
CZ-ABC: (80) 5,415
RTZ-ABC: (80) 20,338
County 80 Cen. 104,752; E&P 88 Est. 121,519
PMSA 80 Cen. 1,639,330; E&P 88 Est. 1,738,524
City & RTZ-ABC: (80) 25,753

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$210,769,000

6 - PASSENGER AUTOS: County 196,087

7 - ELECTRIC METERS: Residence 4,622

8 - GAS METERS: Residence 2,978

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Steel N.A.; Pharmaceutical Supplies 507

10 - CLIMATE: Min. & Max. Temp.-Spring 39-65; Summer 62-85; Fall 43-59; Winter 22-46. First killing frost, Sept. 20; last killing frost, Apr. 9

11 - TAP WATER: Alkaline, soft

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Bridge St.; 2 on Main St.; 1 on Gay St.; 1 on Church St.

Neighborhood Shopping Centers-Nutt Road; Starr Hill; Gateway Shpg. Ctr.; Phoenix/Kimberton Mall; Chesterbrook Shpg. Ctr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
King of Prussia Plaza	10	Sears, Wanamaker's, JCPenney, Conran's
Norco Mall(42)	8	Britts, Fields, Sears
Phoenix/Kimberton Mall	2	Jamesway, Thrift Drug, Super Fresh
King of Prussia Court	10	Bloomingdale's, A&S

Principal Shopping Days-Dept.-Fri.; Food-Wed., Thur., Fri.
Stores Open Evenings-Fri. to 9, Food to 10

13 - RETAIL OUTLETS: **Variety Stores**-Jamesway
Chain Drug Stores-White Shield, Thrift
Chain Supermarkets-Acme, Genuardi, Mad Grocer, Super Fresh
Other Chain Stores-Sherwin-Williams, B.F. Goodrich

14 - NEWSPAPERS: EVENING PHOENIX (e) 6,449, Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: Susan Hassebroek, Ret. Adv. Mgr., EVENING PHOENIX, 225 Bridge St., Phoenixville, PA 19460; Tel. (215) 933-8926
National Representatives: Landon Associates, Robert Hitchings & Co.

PITTSBURGH

1 - LOCATION: Allegheny County (PMSA) E&P Map B-3. At junction where Allegheny and Monongahela Rivers form Ohio River; 270 mi. W by N of Philadelphia. Harbor frontage 54 mi.

2 - TRANSPORTATION: **Railroads**-20 railroads including Conrail, Pittsburgh & Lake Erie, Chessie System, Bessemer & Lake Erie, Pittsburgh & Lake Erie.
Motor Freight Carriers-163
Intercity Bus Lines-Greyhound; Lenzner; Beaver Valley; Bamfford; Grove City; Continental Trailways; Butler Valley; Ritchey; Saber's United; Suburban; Lincoln; Debolt-Somerset; 88 Transit.
Airlines-American; Eastern; Nordair-Ltd.; Northwest Orient; TWA; United; USAir; Piedmont; Pan Am; Delta; Air Wisconsin.

3 - POPULATION:
Corp. City 80 Cen. 423,959; E&P 88 Est. 366,827
CZ-ABC: (80) 1,136,038
RTZ-ABC: (80) 1,562,743
County 80 Cen. 1,448,332; E&P 88 Est. 1,420,927
PMSA 80 Cen. 2,218,645; E&P 88 Est. 2,198,649
City & RTZ-ABC: (80) 2,698,781
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 166,067; E&P 88 Est. 150,680
CZ-ABC: (80) 427,738
RTZ-ABC: (80) 551,861
County 80 Cen. 540,547; E&P 88 Est. 555,642
PMSA 80 Cen. 885,070; E&P 88 Est. 842,377
City & RTZ-ABC: (80) 979,599

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	$21,270,640,000
Savings	2	$1,411,142,000
Savings & Loan	89	$7,878,554,000

6 - PASSENGER AUTOS: County 674,805

7 - ELECTRIC METERS: Residence 1,027,720 (Pittsburgh MSA)

8 - GAS METERS: Residence 391,837 (Pittsburgh MSA)

9 - PRINCIPAL INDUSTRIES: (Allegheny, Beaver, Fayette, Washington & Westmoreland Counties): Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Prods. 10,300 ($381); Textile, Apparel 2,500 ($186); Paper Prods. 2,100 ($295); Printing & Pub. 9,200 ($353); Chem. Prods. 10,500 ($413); Oil & Coal Prods. 3,600 ($292); Stone, Clay & Glass 14,400 ($348); Primary Metal 77,400 ($492); Fab. Metal 19,100 ($404); Non-Elect. Mach. 22,700 ($417); Elect. Mach. 20,900 ($382); Trans. Equip. 9,900 (N.A.); Instruments, Rel. Equip. 6,300 (N.A.); Other Durable Goods 2,800 (N.A.); Other Nondurable Goods 200 (N.A.); Total All Mfg. 215,200 ($417).

10 - CLIMATE: Min. & Max. Temp.-Spring -1-95; Summer 38-103; Fall -1-102; Winter -20-77. First killing frost, Oct. 20; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft 9 months, hard 3 months (June, July, Aug.); fluoridated.

12 - RETAILING: **Principal Shopping Center**-bounded by the Monongahela and the Allegheny Rivers and Grant St. This is the Downtown Triangle-300 acres.
Neighborhood Shopping Centers-Homewood-N. Homewood & Kelly St.; East Liberty Mall-Penn & Highland Aves.; Squirrel Hill-Murray; Bloomfield-Liberty & Edmond Ave.; Oakland-Forbes Ave. & Fifth and Atwood Ave.; Greenfield-Greenfield Ave. & Coleman St.; Hazelwood-Hazelwood Ave. to Second Ave.; Lawrenceville-34th & Butler, 52nd & Butler; Uptown-Fifth Ave. from Ross St. to Dinwiddie St.; South Side-E. Carson St. from S. 13th to S. 25th St.; Mt. Oliver-Brownsville Rd.; Allentown-Warrington Ave.; Mt. Washington-Southern Ave. & Shiloh St.; West End-Main St.; Manchester-Beaver & Franklin; North Side-E. Ohio & Sandusky Sts. from Federal to Chestnut, Federal St. from Allegheny River to North Ave.; Brighton Road-Brighton Rd. & California Ave.; Shadyside-Walnut St. & S. Aiken Ave.; Station Sq. Carson St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Allegheny Center(70)	1	Sears, Zayre, Woolworth
Beaver Valley Mall(75)	23	Kaufmann's, Sears, Horne's, Woolworth
Century III Mall(145)	8	JCPenney, Sears, Mont. Ward, Kaufmann's
East Hills(63)	8	Zayre, Giant Eagle
Eastland(68)	10	Eckerd, Foodland
Franklin Mall(46)	35	Sears, Hills, Thrift Drug, Pomeroy's
Great Southern(47)	7	JCPenney, Thrift Drug, T.J. Maxx
Greengate Mall(95)	23	Horne's, JCPenney, G.C. Murphy
Heights Plaza(56)	20	Horne's, G.C. Murphy, Shop 'N Save, Giant Eagle
Miracle Mile(47)	13	Pharmor, Thrift Drug, David Weis
Monroeville Mall(125)	12	Kaufman's, Horne's, JCPenney, Giant Eagle, Thrift Drug
Northern Lights	18	JCPenney, Hills,
North Hills Vlg.	7	T.J. Maxx, Giant Eagle, Gee Bee
Northway Mall(35)	8	Horne's, Woolworth, Thrift Drug
Parkway Ctr.	2	Zayre, Giant Eagle, K mart, Thrift Drug
Penn Ctr.(10)	10	Sears, Thrift Drug
Penn Hills(60)	11	Giant Eagle
Ross Park Mall(125)	8	Kaufman's, Horne's, JCPenney, Sears
South Hills Vlg.(120)	8	Kaufmann's, Sears, Horne's, Woolworth, Eckerd
Southland(54)	9	Shop 'N Save, T.J. Maxx, Thrift Drug, Burlington Coat Fac.
Washington Mall(100)	23	JCPenney, Giant Eagle, G.C. Murphy, Thrift Drug, K mart
Westmoreland Mall(90)	30	Kaufmann's, Sears, Rite Aid, Pomeroy's
Whitehall Terrace	6	Horne's, Revco
Village Sq.	NA	Giant Eagle, Hills, Loehmann's, David Weis

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Mon., Thur.

13 - RETAIL OUTLETS: **Department Stores**-Kaufmann's; Joseph Horne; Sears; JCPenney; Montgomery Ward.
Discount Stores-Zayre; Ames; K mart; Hills.
Variety Stores-McCrory; Murphy; Woolworth.
Chain Drug Stores-Thrift 55; Revco 52; Rite Aide 33; Leader 19; Eckerd 27; Pharmor.
Chain Supermarkets-Foodland 66; Giant Eagle 44; Shop 'N Save 57; Golden Dawn 10; Super Dollar 25.
Other Chain Stores-Firestone; Goodrich; Goodyear; General Tire; Kelly & Cohen; Lerner; Florsheim; A.S. Beck; Richman; Keystone Shoes; Spiegel (catalog); Standard Sportswear; Saks Fifth Avenue; Kinney; Bakers; Thom McAn; Pic-Way; Kamps; Children's Palace; Brooks Bros.; Anderson-Little; Anders; Bailey, Banks & Biddle; T.J. Maxx; The Appliance Store; David Weis; Toys R Us; Builders Sq.; Busy Beaver; Wickes; Hechingers; General Nutrition Ctr.; Marshalls; National Record Mart.

14 - NEWSPAPERS: POST GAZETTE (m-mon to fri) 168,444; (m-sat) 155,546; Mar. 31, 1988 ABC. PRESS (e-mon to fri) 229,024; (e-sat) 199,475; (S) 558,828; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Dunning, Adv. Dir., POST-GAZETTE and PRESS, PO Box 566, Pittsburgh, PA 15230; Tel. (412) 263-1252.
National Representative: Sawyer-Ferguson-Walker, Leonard Company.

POTTSTOWN

1 - LOCATION: Montgomery County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. Industrial center. 37 mi. NW of Phila., 18 mi. NW of King of Prussia; 18 mi. SE of Reading; 32 mi. S of Allentown; 20 mi. N of Exton, on Schuylkill River. On U.S. Hwy. 422, Benjamin Franklin Hwy.; State Hwys. 724, 100 & 663 (to PA Tpke. & I-80).

2 - TRANSPORTATION: **Railroads**-Rail freight only.
Intercity Bus Lines-Pottstown Transit, Inc.; Werner; Trailways; SEPTA.
Motor Freight Carriers-11
Airlines-Limousine service to Philadelphia International Airport; Air Freight & Charter at Pottstown Airport (Limerick), Municipal Airport (Pottstown).

3 - POPULATION:
Corp. City 80 Cen. 22,729; E&P 88 Est. 23,890
NDM-ABC: (80) 137,717
County 80 Cen. 645,157; E&P 88 Est. 690,922
PMSA 80 Cen. 4,720,929; E&P 88 Est. 4,848,893
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,867; E&P 88 Est. 9,923
NDM-ABC: (80) 47,458
County 80 Cen. 223,290; E&P 88 Est. 247,156
PMSA 80 Cen. 1,639,330; E&P 88 Est. 1,738,524

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	$5,719,651,423
Savings & Loan	11	$112,500,000

6 - PASSENGER AUTOS: County 452,822

7 - ELECTRIC METERS: Residence 75,653

8 - GAS METERS: Residence 9,732

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Steel Fab. 422; Food Equip. Prods. 1,328; Boilers, Heating 643; Automotive Prods., Bodies 2,428; Die Castings 1,318; Pipe Fittings 1,183; Crane Hoists 130; Textiles, Clothing 4,025; Plastics, Rubber Prods. Metal Prods., Finishing 758; Pipe 270; Packaging 660; Burial Caskets, Funeral Supplies 615; Metal Tubing, Cathodes 1,089; Flags 255; Health Servs. 1,000.
Principal Industrial Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-75; Summer 73-90; Fall 55-68; Winter 12-40. First killing frost, Dec. 1; last killing frost, Feb. 15.

11 - TAP WATER: Acid, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-15 blocks on High St., Hanover St., Charlotte St., Washington St.
Neighborhood Shopping Centers-E. End (Moser Rd.); N. End (Mervine St.); W. End Rt. 100; Thriftway Suburbia Center Rt. 100; Coventry Mall Rt. 100 Bypass & 724, Boyertown Shpg. Ctr.; Gilbertsville Shpg. Ctr.; Park Towne, Royersford; Phoenix-Kimberton Mall, Rte. 724.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Ctr.	2	K mart
Coventry Mall(60)	1	Sears, Hess, Pomeroys, Bradlee's
North End Ctr.(19)	1	Acme, Woolworth, Rea & Derick

Principal Shopping Days-Mon., Wed., Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Fri.; Food-Tues., Wed., Thur., Fri.; Shpg. Ctrs.-Mon through Sun.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Bradlee's; Hess; Boscov's; Pomeroys.
Discount Stores-Ice City; K mart 2, Jamesway; Ames 2.
Variety Stores-Newberry; Woolworth 2.
Chain Drug Stores-Thrift 2; Rea & Derick 2; Rite Aid 4; CVS; Sunset Pharmacy; Canning's; Professional Pharmacy; Patton Pharmacy.
Chain Supermarkets-Super Fresh 2; Acme 2; Thriftway 1; Weis 3; Shop Rite; IGA 2; Wawa; 7-Eleven 3; Pathmark; Redner's 3; Genuardi 2; Save-A-Lot.
Other Chain Stores-A.D. Moyer Lumber 2; Penn Jersey; Western Auto 1; Pep Boys; 84 Lumber; Singer Co.; Endicott Johnson; Fecera; Grossman's; Radio Shack; Pet Carnival; Lippman's Jewelers; Hub; Sherwin-Williams; M.A.B.; Don Sand's Glidden; Rickels; The Gap; Rax; Brooks Fashions; CPI Photo Fashion; Circus World; Fashion Bus; Fashion Colony; The Gap; Hickory Farms; Joy Shop; Kids Point of View; Kinney Shoes; Sixteen Plus; Wall to Wall Sound.

14 - NEWSPAPERS: MERCURY (m) 28,507; (S) 28,662, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jean Maitland, Dir. Mktg., MERCURY, Hanover & King Sts., Pottstown, PA 19464; Tel. (215) 323-3000.
National Representative: Landon Associates.

POTTSVILLE

1 - LOCATION: Schuylkill County. E&P Map D-2. 93 mi. NW of Philadelphia; 56 mi. NE of Harrisburg. On U.S. Hwy. 61; State Hwys. 209 & 183.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-9
Intercity Bus Lines-Schuylkill Transportation; Capital Trailways.

3 - POPULATION:
Corp. City 80 Cen. 18,195; E&P 88 Est. 15,941
NDM-ABC: (80) 97,470
County 80 Cen. 160,684; E&P 88 Est. 154,165

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,944; E&P 88 Est. 6,234
County 80 Cen. 59,948; E&P 88 Est. 62,982
NDM-ABC: (80) 35,589

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$1,989,645,000
Savings & Loan	5	$288,490,299

6 - PASSENGER AUTOS: County 82,894

7 - ELECTRIC METERS: Residence 7,200

8 - GAS METERS: Residence 2,651

9 - PRINCIPAL INDUSTRIES: Aluminum and Plastic Extrusion; Anthracite Mining; Bldg. Materials; Commercial Tanks; Elect. Appliances (lamps, etc.); Leather Prods. (shoes); Mirrors; Mach. Tools; Metal Cabinets; Mobilehomes; Ball Point Pens; Apparel; Polyethelene Film; Screws & Anchors; Steel Doors; Frames; Trucks; Trailers.
Principal Industrial Pay Days-Thur., Fri.; 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 65-80; Summer 70-98; Fall 40-70; Winter 0-50.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Centre St.; 1 on Mahantongo St.; 3 on Norwegian St.; 4 on Market St.; 2 on Arch St.; 5 on Second St.; 3 on Pottsville Boulevard.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pottsville Plz.(6)	1	Automotion, Acme
Pottsville-Minersville(4)	3	
Cressona Mall(26)	3	Hills, Acme, Laneco, Rea & Derrick
Fairlane Mall(60)	1	Boscov's, Rea & Derick, Radio Shack, Listening Booth
Schuylkill Mall(90)	8	Sears, Hess, Pomeroy's

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Downtown: Thur., Fri.; Food: Mon. through Sat.; Shpg. Ctrs.: Mon. through Sat. Most malls and food mkts. open Sundays.

13 - RETAIL OUTLETS: **Department Stores**-Pomeroy's; Sears; Boscov's; Hess.
Discount Stores-Hills; Gee Bee; K mart; Laneco.
Variety Store-McCrory.
Chain Drug Stores-Rite Aid 2; Rea & Derrick 3.
Chain Supermarkets-Acme 6; UGA 2; Weis 2; IGA 3; Giant Food.
Other Chain Stores-Firestone; Fashion Colony; Junior Colony; Radio Shack; Kays; Zale's; Kinney; Glick; Thom McAn.

14 - NEWSPAPERS: REPUBLICAN (e) 29,314; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising

Data: James M. Vitale, Adv. Mgr., REPUBLICAN, PO Box 209, Pottsville, PA 17901; Tel. (717) 622-3456.
National Representative: Landon Associates.

PUNXSUTAWNEY

1 - LOCATION: Jefferson County, E&P Map B-2. New industrial site, 86 mi. NE of Pittsburgh; 68 mi. NW of Altoona.

2 - TRANSPORTATION: **Motor Freight Carriers**-4.

3 - POPULATION:
Corp. City 80 Cen. 7,479; E&P 88 Est. 6,943
County 80 Cen. 48,384; E&P 88 Est. 49,558
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,950; E&P 88 Est. 2,612
County 80 Cen. 17,260; E&P 88 Est. 18,084

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$495,000,000

6 - PASSENGER AUTOS: County 23,525.

7 - ELECTRIC METERS: Residence 6,206.

8 - GAS METERS: Residence 3,182.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textile 300; Carbon 650; Metal Stamping & Plating; Loudspeakers 758.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on 2 streets.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Punxy Plz.(12)	1	Sears, Thrift Drug
Groundhog Plz.(8)	NA	County Mkt., Dollar General

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Department Stores-Mon., Fri.; Food-7 nights.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety Stores-Ames; Jamesway.
Chain Drug Stores-Thrift; Rite Aid.
Chain Supermarkets-Comet Mkt. 2; Riverside; County Mkt.
Other Chain Stores-Wolf; Western Auto; Radio Shack; Dollar General.

14 - NEWSPAPERS: SPIRIT (m) 6,011; CAC Sept. 17, 1987.
Local Contact for Advertising and Merchandising Data: William C. Anderson, Adv. Mgr., SPIRIT, 111 N. Findley, Punxsutawney, PA 15767; Tel. (814) 938-8740.
National Representative: Landon Associates.

READING

1 - LOCATION: Berks County (In Reading MSA). E&P Map E-3, County Seat. Industrial center. SE part of state. On banks of Schuylkill River, 56 mi. NNW of Philadelphia; 120 mi. W of New York City.

2 - TRANSPORTATION: **Motor Freight Carriers**-30.
Intercity Bus Lines-Trailways; Bieber.
Airlines-USAir; Suburban; General Aviation; Air Pennsylvania.

3 - POPULATION:
Corp. City 80 Cen. 78,686; E&P 88 Est. 78,778
CZ-ABC: (80) 187,934
RTZ-ABC: (80) 126,549
County/MSA 80 Cen. 313,343; E&P 88 Est. 323,093
City & RTZ-ABC: (80) 314,483

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 31,902; E&P 88 Est. 33,828
CZ-ABC: (80) 72,493
RTZ-ABC: (80) 42,777
County/MSA 80 Cen. 114,544; E&P 88 Est. 121,108
City & RTZ-ABC: (80) 115,270

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	7	$110,000,000
Savings	4	$43,000,000
Savings & Loan	4	$10,852,153,000

6 - PASSENGER AUTOS: County 181,761

7 - ELECTRIC METERS: County 155,869

8 - GAS METERS: County 46,315

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Primary Metals 6,800 ($566); Iron & Steel Foundries 1,900 ($378); Fab. Metal Prods. 3,200 ($380); Non-Electric Mach. & Trans. Equip. 8,900 ($485); Food & Kindred Prods. 4,800 ($348); Textile Mill Prods. 3,700 ($279); Knitting Mills 2,500 ($265); Apparel & Other Textile Prods. 3,200 ($220); Women's & Misses' Outerwear 800 ($200); Paper & Allied Prods. 1,400 ($512); Petroleum, Rubber & Misc. Plastic Prods. 2,400 ($358); Leather & Leather Prods. 700 ($288).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-65; Summer 66-82; Fall 44-65; Winter 17-31. First killing frost, Nov. 6; last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Penn St.; 3 blocks on N. 5th St.; 3 blocks on N. 9th St.
Neighborhood Shopping Centers-Penn Ave. in West Reading.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Antietam Valley(7)	2	Thrift Drug
Berkshire Mall(90)	3	Sears, Pomeroy's, Wanamaker
Berkshire Mall West(14)	3	Acme, Wall to Wall
Fairgrounds Sq.(61)	3	JCPenney, Boscov's, Rite Aid
Madeira Plz.(28)	3	Nichol's, K mart, Acme
Muhlenberg(20)	3	McCrory, Weis, Shop-Rite Channel Home Ctr.
K mart(11)	7	Weis, K mart, Revco
Reading Mall(17)	3	Boscov's, Weis, Thrift Drug
Shillington(12)	2	Nichol's, Thriftway, Rite Aid

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Downtown Stores-Mon., Thur.; Shopping Centers every night.

13 - RETAIL OUTLETS: **Department Stores**-Pomeroy's Sears; Wanamakers; JCPenney.
Discount Stores-Nichols 2; Boscov's 3; K mart 3.
Variety Stores-Newberry; Woolworth; Jamesway; McCrory 3.
Chain Drug Stores-W. B. Boyer 4; Revco 4; Rite Aid 6; Peoples 2; Thrift 4; Keystone; Reading; Rundle's 3; Saylor-Weaver 2; Medicine Shoppe.
Chain Supermarkets-Redner's 9; Weis 6; Acme 6; IGA 10; Shop-Rite; Thriftway 5; Wawa; Pathmark 2; AM Markets; Turkey Hill 17; Mr. Food; Jewel T.

14 - NEWSPAPERS: TIMES (m) 46,083; EAGLE (e) 34,573; EAGLE (S) 113,654; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Terry Beilhart, Gen. Adv. Mgr., EAGLE-TIMES, 345 Penn St., Reading, PA 19603; Tel. (215) 371-5105.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

RIDGWAY

1 - LOCATION: Elk County, E&P Map C-2, County Seat. Residential center. 125 mi. NE of Pittsburgh; 127 mi. S of Buffalo, NY. Hwys. 219, 120, 948, 949.

2 - TRANSPORTATION: **Railroads**-Baltimore & Ohio; Allegheny.
Motor Freight Carriers-4.
Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 5,604; E&P 88 Est. 5,103
County 80 Cen. 38,501; E&P 88 Est. 37,541

4 - HOUSEHOLDS:
City 80 Cen. 2,142; E&P 88 Est. 1,637
County 80 Cen. 12,902; E&P 88 Est. 13,107

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 17,523

7 - ELECTRIC METERS: Residence 4,680

8 - GAS METERS: Residence 4,890

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Brake Lining 300; Powdered Metal 600; Color for Ink 135; Tool & Die 50.
Principal Pay Days-Wkly., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-87; Summer 43-94; Fall 20-89; Winter 10-67. First killing frost, Oct. 1.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Main St.; 2 blocks on N. Broad.
Neighborhood Shopping Centers-St. Mary's Shopping Plz.; St. Mary's Downtown; Johnsonburg.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Variety Store**-G.C. Murphy.
Chain Supermarkets-Riverside; Market Basket.

14 - NEWSPAPERS: RECORD (e) 3,400; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Lynne Roseto, Adv. Mgr., RECORD, PO Box T, Ridgway, PA 15853; Tel. (814) 773-3161.
National Representative: Landon Associates.

ROCHESTER

See BEAVER

ST. MARYS

1 - LOCATION: Elk County, E&P Map C-2. Carbon, powder metal, and light mfg. center. 135 mi. N of Pittsburgh; 122 mi. SE of Erie; 120 mi. W of Williamsport; 52 mi. SE of Bradford.

2 - TRANSPORTATION: **Railroads**-Allegheny.
Intercity Bus Lines-Trailways, A.T.A.
Motor Freight Carriers-2.
Airlines-American; United; USAir.

3 - POPULATION:
Corp. City 80 Cen. 6,417; E&P 88 Est. 5,872
County 80 Cen. 38,501; E&P 88 Est. 37,541

4 - HOUSEHOLDS:
City 80 Cen. 2,321; E&P 88 Est. 1,790
County 80 Cen. 12,902; E&P 88 Est. 13,107

5 - BANKS	**NUMBER**	**EST. DEP.**
Banks	4	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 17,523.

7 - ELECTRIC METERS: Residence County 23,300

8 - GAS METERS: Residence County 10,391; City 5,633

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Carbon Prods. 2,950 ($350); Light Bulbs 478 ($380); Powder Metal Prods. 678 ($350).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 45-92; Fall 40-85; Winter 15-67.

11 - TAP WATER: Acidic, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-8 blocks in center of town; St. Mary's Plz. on Rt. 255.
Neighborhood Shopping Centers-Rt. 255.
Principal Shopping Days-Tues., Thur., Fri., Sat., Sun.
Stores Close-Wed. afternoon.
Stores Open Evenings-Mon., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Ames; Big Wheel.
Variety Store-G. C. Murphy.
Chain Drug Stores-Thrift Drug.
Chain Supermarkets-Nation Wide 4; Riverside; Pfaffs; Loblaws; Market Basket.

14 - NEWSPAPERS: PRESS (e) 5,380; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Thomas E. Miller, Natl. Adv. Mgr., PRESS, 245 Brussels St., St. Marys, PA 15857; Tel. (814) 781-1596.
National Representative: Landon Associates.

SAYRE-ATHENS, PA-WAVERLY, NY

1 - LOCATION: Sayre and Athens in Bradford County, PA; Waverly in Tioga County, NY. E&P Map D-1. 17 mi. SE of Elmira, NY. Home of Guthrie Clinic, Robert Packer Hospital & Guthrie Medical Center.

2 - TRANSPORTATION: **Railroads**-Conrail.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. Cities 80 Cen. 15,311; E&P 88 Est. 14,726
Sayre 80 Cen. 6,951; E&P 88 Est. 6,963
Athens 80 Cen. 3,622; E&P 88 Est. 3,431
Waverly 80 Cen. 4,738; E&P 88 Est. 4,332
Counties 80 Cen. 112,947; E&P 88 Est. 118,582
Bradford, PA 80 Cen. 63,043; E&P 88 Est. 65,820
Tioga, NY 80 Cen 49,904; E&P 88 Est. 52,762
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 5,791; E&P 88 Est. 5,367
Sayre 80 Cen. 2,572; E&P 88 Est. 2,424
Athens 80 Cen. 1,427; E&P 88 Est. 1,259
Waverly 80 Cen. 1,792; E&P 88 Est. 1,684
Counties 80 Cen. 37,969; E&P 88 Est. 41,854
Bradford, PA 80 Cen. 21,449; E&P 88 Est. 23,446
Tioga, NY 80 Cen. 16,520; E&P 88 Est. 18,408

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: Counties: Bradford, PA 29,383; Tioga, NY 27,615

7 - ELECTRIC METERS: Residence 9,640

8 - GAS METERS: Residence 3,500.

9 - PRINCIPAL INDUSTRIES: Textiles; Lumber; Tools and Dies; Labels; Pumps & Foundry; Feed Mills; Varnishes; Electric Motors; Railroad Car Repair; Compressors; Health Care Services; Cheese Proc; Kitchen and bath manufacture.

10 - CLIMATE: Min. & Max. Temp.-Winter 14-36; Summer 56-85. Overall Av. Temp. 60.4.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Sayre Plz.(4)	NA	K mart
Valley(3))	NA	P&C Foods

Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Ames; K mart.
Variety Store-Newberry.
Chain Drug Stores-Rite-Aid; Fay's; Rea & Derick; Widmann's.
Chain Supermarkets-Acme; Great American 2; P&C Foods.
Other Chain Stores-National Auto; Firestone; Western Auto; Sears (catalog).

14 - NEWSPAPERS: TIMES (e) 8,493; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: LaVerra Parfrey, Adv. Mgr., TIMES, 201 N. Lehigh Ave., Sayre, PA 18840; Tel. (717) 888-9643.
National Representative: Landon Associates.

SCRANTON

1 - LOCATION: Lackawanna County (In Scranton-Wilkes Barre MSA). E&P Map E-2. County Seat and trading center. On Interstate Hwys. 80, 81, 84, 380; U.S. Hwys. 11; State Hwys. 106, 611, 11, 435 and 307; PA. Tpke.

2 - TRANSPORTATION: **Railroads**-D&H; Conrail; Lackawanna; Pocono Northeast.
Motor Freight Carriers-80.
Intercity Bus Lines-Colts; Martz; Greyhound; Capitol Trailways; Price Bus Co.
Airlines-USAir; Allegheny Commuter; Piedmont; Henson; Eastern; Florida Express; Britt.

3 - POPULATION:
Corp. City 80 Cen. 88,117; E&P 88 Est. 76,913
CZ-ABC: (80) 118,843
RTZ-ABC: (80) 233,888
County 80 Cen. 227,607; E&P 88 Est. 224,755
MSA 80 Cen. 729,316; E&P 88 Est. 742,027
City & RTZ-ABC: (80) 352,731

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 36,189; E&P 88 Est. 29,956
CZ-ABC: (80) 44,730
RTZ-ABC: (80) 82,002
County 80 Cen. 89,572; E&P 88 Est. 83,153
MSA 80 Cen. 263,271; E&P 88 Est. 274,779
City & RTZ-ABC: (80) 126,732

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	20	$6,525,000,000
Savings & Loan		(Incl. above)

6 - PASSENGER AUTOS: County 112,261

7 - ELECTRIC METERS: Residence 100,000

8 - GAS METERS: Residence 45,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees (Av. Wkly. Wage)-Fab. Metal Prods. 2,500 ($374); Elect. Mach. and other Durable Goods 10,600 ($404); Food Prods. 1,600 ($295); Textile Prods. 1,200 ($232); Apparel Prods. 7,300 ($182); Printing & Publishing 2,400 ($345); Other Non-Durables 2,000 ($315); Total All Mfg. 27,600 ($277).
Principal Pay Days-9th, 10th, 15th, 22nd, 23rd, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-70; Summer 57-83; Fall 42-80; Winter 19-48. First killing frost, Oct. 6; last killing frost, Apr. 14.

11 - TAP WATER: Spring and mountain water. Slightly acid, very soft; neutral.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Lackawanna Ave.; 6 on Spruce St.; 4 on Adams Ave.; 4 on N. Washington Ave.; 3 on Penn Ave.; 4 on Linden St.; 3 on Wyoming Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Viewmont(60)	4	Sears, JCPenney, Hess
IMA Plz.	7	Shop-Rite, Revco, Rolane, NBO, Burlington Outlet
South Side	1	IGA, Super Saver, Rea & Derick, Rite-Aid
Keyser Oak	3	Giant, Thrift Drug, Woolworth, Maxwells
Abington	6	Super Saver, Weis
Dunmore Plz.(7)	3	Jamesway, Super Saver, Picway, Rea & Derick
Eynon Plz.(20)	7	Sugarman's
Pittston Plz.(31)	8	Giant Food, Thrift Drug, K mart, McCrory
Birney Plz.(20)	3	K mart, Radio Shack, Super Saver
Taylor Hill(4)	3	Jamesway, IGA, Picway
West Side Plz.(2)	2	Price Chopper, Fays Drug

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Downtown-Mon., Thur.; Shopping Centers-every evening except Sun.

13 - RETAIL OUTLETS: **Department Stores**-The Globe Store; Maxwell's; Racusin's; Sears; JCPenney; Hess.
Discount Stores-Sugerman's; Jamesway; K mart; Murphy's Mart; Jewelcor; Wes Freedman; Service Merchandise.
Variety Stores-McCrory; Woolworth.
Chain Drug Stores-Rea & Derick 6; Thrift 4; Thrif-D 3; Rite-Aid 4; Kwik-Save; Revco 3; Fays Drug 6.
Chain Supermarkets-American (Acme/ Super Saver) 7; Giant 8; IGA 3; Doma 3; Affiliated Food (co-op) 195; Weis; Convenient Foods 9; Price Chopper 3.
Other Chain Stores-Gertrude Hawk Candy 2; J.D. Williams Candy; Fanny Farmer; Hanover Shoe; Endicott-Johnson; Grossman's; Sherwin-Williams; Mary Carter Paint; S&H Green Stamps; Kinney; Miles; Father & Son Shoes; Shoetown; MAB Paint; Lafayette Electronics; Lerner's; Spencer Gifts; 84 Lumber Co.; Radio Shack; Triangle Shoes; General Nutrition; Gallenkamp Shoes; A.S. Beck; Hickory Farms; Paperback Booksmith; Gordon Jewelers; Gemstone Jewelry; National Shirt Shops; Pic-Way Shoes; Jewelcor; B. Levy & Son; Children's Palace; Pearle Vision Center; Benetton; A&A Auto; Hill's; Kids Port; Catherine's Stout Shoppe.

14 - NEWSPAPERS: TIMES (e) 57,797; (S) 66,529; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Hal Marion, Adv. Dir., TIMES, 149 Penn Ave., Scranton, PA 18503; Tel. (717) 348-9150.
National Representative: Sawyer-Ferguson-Walker Co.
SCRANTONIAN TRIBUNE (m) 37,860; (S) 50,087; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Joseph J. McDonald, Adv. Dir., TRIBUNE and SCRANTONIAN, 338 N. Washington Ave., Scranton, PA 18503; Tel. (717) 344-7221.
National Representative: Landon Associates.

SHAMOKIN-MOUNT CARMEL

1 - LOCATION: Northumberland County, E&P Map D-2. 135 mi. NW of Philadelphia; 60 mi. N of Harrisburg. Farm and diversified industrial area. On State Hwys. 61, 125, 225, 901 off I-81.

2 - TRANSPORTATION: **Motor Freight Carriers**-10.
Intercity Bus Lines-Shamokin & Mt. Carmel; King Coal Trailways; Catawese Coach Lines.

3 - POPULATION:
Corp. Cities 80 Cen. 18,547; E&P 88 Est. 17,366
Shamokin 80 Cen. 10,357; E&P 88 Est. 9,835
Mount Carmel 80 Cen. 8,190; E&P 88 Est. 7,531
County 80 Cen. 100,266; E&P 88 Est. 100,127

4 - HOUSEHOLDS:
Cities 80 Cen. 8,873; E&P 88 Est. 8,042
Shamokin 80 Cen. 4,457; E&P 88 Est. 4,604
Mount Carmel 80 Cen. 4,416; E&P 88 Est. 3,438
County 80 Cen. 37,846; E&P 88 Est. 38,958

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 49,380

7 - ELECTRIC METERS: Residence 22,902

8 - GAS METERS: Residence 2,734

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Garment 1,741; Paper Prods. 210; Meat & Poultry 465; Recreation Vehicles 445; Tickets 155; Coal Mining 858; Wood 110.
Principal Pay Days-1st, 15th; 2nd, 4th Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-85; Summer 60-95; Fall 32-90; Winter -5-70. First killing frost, Nov. 1; last killing frost, Mar. 30.

11 - TAP WATER: Very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Anthra Plz.(9)	2	Jamesway, Sears (catalog)
Ames Big N Mall(2)	1	Ames, Acme, Rea & Derick
Susquehanna Valley Mall(66)	NA	JCPenney, Boscov's, Bon Ton, Acme
Schuylkill Mall(100)	NA	Sears, K mart, Hess, Weis, Pomeroy's
Fairlane Vlg. Mall(52)	NA	Boscov's, Weis, GeeBee

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; Food: Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Jamesway; Ames; K mart.
Variety Stores-Newberry; Woolworth; Dollar General.
Drug Stores-Sun Ray; Rea & Derick 2; Rite Aid; White Shield.
Chain Supermarkets-Acme 2; Weis; Bi-Lo Food.
Other Chain Stores-Sears (catalog); Kinney; Radio Shack.

14 - NEWSPAPERS: NEWS-ITEM (e) 14,045; sworn Mar. 31, 1988.
Local Contact for Advertising and Merchandising Data: John Kaminski, Adv. Dir., NEWS-ITEM, 707 N. Rock St., PO Box 587, Shamokin, PA 17872; Tel. (717) 648-4641.
National Representatives: Landon Associates; Thomson Newspapers.

SHARON-FARRELL-SHARPSVILLE-HERMITAGE

1 - LOCATION: Mercer County (MSA). E&P Map A-2. Trucking terminal. 14 mi. from Youngstown, OH; 70 mi. from Pittsburgh, Erie & Cleveland, OH; 460 mi. from NY & Chicago, IL. On U.S. Hwys. 18, 60, 62; I-79 and I-80.

2 - TRANSPORTATION: **Motor Freight Carriers**-22.
Intercity Bus Lines-Grove City; Trailways.
Airlines-United; Allegheny Commuter; Skyline Commuter.

3 - POPULATION:
Corp. Cities 80 Cen. 49,462; E&P 88 Est. 26,740
Sharon 80 Cen. 19,057; E&P 88 Est. 14,896
Farrell 80 Cen. 8,645; E&P 88 Est. 7,059
Sharpsville 80 Cen. 5,375; E&P 88 Est. 4,785
Hermitage 80 Cen. 16,385; E&P 88 Est. N.A.
CZ-ABC: (80) 50,574
RTZ-ABC: (80) 90,896
County/MSA 80 Cen. 128,587; E&P 88 Est. 127,570
City & RTZ-ABC: (80) 141,470
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 18,580; E&P 88 Est. 10,516
Sharon 80 Cen. 7,310; E&P 88 Est. 5,916
Farrell 80 Cen. 3,146; E&P 88 Est. 2,784
Sharpsville 80 Cen. 2,027; E&P 88 Est. 1,816
Hermitage 80 Cen. 6,097; E&P 88 Est. N.A.
CZ-ABC: (80) 18,782
RTZ-ABC: (80) 30,463
County/MSA 80 Cen. 44,657; E&P 88 Est. 45,832
City & RTZ-ABC: (80) 49,245

5 - BANKS	NUMBER	EST. DEP.
Savings	8	$889,000,000
Savings & Loan	4	$207,000,000
Credit Unions	13	$25,000,000

6 - PASSENGER AUTOS: County 58,858

7 - ELECTRIC METERS: Residence County 55,497

8 - GAS METERS: Residence County 35,307

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Primary Metals 5,200; Trans. Equip. 2,000; Non-electrical Mach. 1,900; Fabricated Metal Prods. 1,100; Food Whol. N.A.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 70-90; Fall 40-75; Winter -5-50.

11 - TAP WATER: Neutral; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on State St.; 1 each side on 6 cross sts.; One downtown mall; 5 shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hermitage Sq.(12)	3	Treasure Island
Hickory Plz.(26)	2	Zayre
Middlesex Vlg.(4)	4	Lil Shopper Foods
Hermitage Hills(6)	3	Hills, StamBaughs
Shenango Mall(47)	3	Sears, JCPenney

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Close-Mon. morning.
Stores Open Evenings-until 9 or 10.

13 - RETAIL OUTLETS: **Department Stores**-Strouss; Hills; JCPenney; Sears.
Discount Stores-Warehouse Sales; Valley View; Treasure Island; Zayre; Heck's.
Chain Drug Stores-Thrift; Medicine Shoppe; Rite Aid; Revco; Big & Small Lots.
Chain Supermarkets-Valu Rite; Golden Dawn 9; Valu-Rite; Donofrio's; County Market; Giant Eagle.
Other Chain Stores-Firestone; Goodyear.

14 - NEWSPAPERS: HERALD (e) 26,995; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: D.R. Armstrong, HERALD, S. Dock & E. State Streets; PO Box 51, Sharon, PA 16146; Tel. (412) 981-6100.
National Representative: Branham/Newspaper Sales.

SHENANDOAH-ASHLAND-MAHANOY CITY

1 - LOCATION: Schuylkill County, E&P Map D-2. Industrial ctr. 18 mi. S of Hazleton; 12 mi. N of Pottsville.

2 - TRANSPORTATION: **Intercity Bus Lines**-Trailways.
Motor Freight Carriers-14.

3 - POPULATION:
Corp. Cities 80 Cen. 17,991; E&P 88 Est. 15,043
Shenandoah 80 Cen. 7,589; E&P 83 Est. 6,140
Ashland 80 Cen. 4,235; E&P 88 Est. 3,713
Mahanoy City 80 Cen. 6,167; E&P 88 Est. 5,190
NDM-ABC: (80) 46,124
County 80 Cen. 160,684; E&P 88 Est. 154,165
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 7,653; E&P 88 Est. 6,861
Shenandoah 80 Cen. 3,327; E&P 88 Est. 2,902
Ashland 80 Cen. 1,654; E&P 88 Est. 1,522
Mahanoy City 80 Cen. 2,672; E&P 88 Est. 2,437
NDM-ABC: (80) 17,907
County 80 Cen. 59,948; E&P 88 Est. 62,982

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$94,000,000
Savings & Loan	1	$84,426,000

6 - PASSENGER AUTOS: County 82,894

7 - ELECTRIC METERS: Residence 1,701

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Anthracite coal 231; Women's Apparel 2,031; Shirts 720; Beverages N.A.; Scrap Metals 85; Plastics 422; Frozen Foods 150; Home Building 180.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 50-100; Fall 15-75; Winter 0-45.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Frackville(90)	NA	Anthony's IGA, Acme
Mahanoy City	NA	Stop & Go, Acme
Fairlane Vlg.(60)	NA	Boscov's
Cressona Mall(30)	NA	Acme Mkt., Hills
Schuylkill Mall(125)	NA	Sears, Hess, K mart, Pomeroy's

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Hess; Sears; K mart; Pomeroy's.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-F.C. Nesbitt 4; Health Mart; Rite Aid; Rea & Derrick.
Chain Supermarkets-IGA; Acme 4; Capitol; Weis Mart 2.
Other Chain Stores-Anderson-Little; Barbara Moss; Cole Books; Docktor Pet Ctr.; Fashion Bug; Endicott Johnson; Foxmoor; General Nutrition Ctr.; Hanover Shoes; Harmony Hut; Hickory Farms; Jean Nicole; Fashion Colony; Junior Colony; Kay Jewelers; Jay Jewelers; Kay-Bee Toys; Kinney Shoes; Liberty Travel; Radio Shack; Recordtown; Spencer Gifts; Thom McAn; Waldenbooks; Zale's Jewelers; Taxi; United Artists; Prints 'N Things; Pearle Vision Ctr.; American Vision Ctr.

14 - NEWSPAPERS: HERALD (e) 10,285; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Neil Rodino, Ret. Adv. Mgr., HERALD, Ringtown Blvd., Shenandoah, PA 17976; Tel. (717) 462-2777.
National Representative: Landon Associates.

SOMERSET

1 - LOCATION: Somerset County (In Johnstown MSA). E&P Map B-3. County Seat. In SW PA 30 mi. from Johnstown; 68 mi. from Pittsburgh. On U.S. Hwy 219; State Hwys. 31, 281 & Tpke.

2 - TRANSPORTATION: **Railroads**-Chessie; Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Somerset; Greyhound; Schrock; Cambria County Transit Authority.

3 - POPULATION:
Corp. City 80 Cen. 6,474; E&P 88 Est. 6,260
CZ-ABC: (80) 6,474
RTZ-ABC: (80) 74,769
County 80 Cen. 81,369; E&P 88 Est. 82,350
MSA 80 Cen. 264,115; E&P 88 Est. 248,583
City & RTZ-ABC: (80) 81,243
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,787; E&P 88 Est. 2,574
CZ-ABC: (80) 2,787
RTZ-ABC: (80) 25,762
County 80 Cen. 28,549; E&P 88 Est. 29,768
MSA 80 Cen. 91,924; E&P 88 Est. 89,518
City & RTZ-ABC: (80) 28,549

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$414,723,000
Savings & Loan	2	$109,400,000

6 - PASSENGER AUTOS: County 41,241

7 - ELECTRIC METERS: Residence County 35,865

8 - GAS METERS: Residence County 4,805

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Durable Goods 7,800 ($393); Primary, Fab. Metals & 2nd Mach. 6,600 ($405); Other Durable Goods 1,200 ($330); Nondurable Goods 5,400 ($330); Food & Kindred Prods. 1,400 ($371); Apparel & Other Textile Prods. 2,800 ($194); Other Nondurable Goods 1,200 ($300).
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Av. Summer, low 70's. Growing season, 132 days. First frost Sept. 27; last frost May 18. Rainfall 44", snowfall 90".

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-4 blocks E. and W. on Main. 4 blocks N. and S. on Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Somerset Mall(12)	2	Riverside, Penn Furn., Rite Aid, Radio Shack, Hess
Somerset Plz.(6)	2	Revco, K mart, County Mkt.
Jamesway(4)	2	Jamesway, Giant Eagle, Sears, Revco
Laurel Hill Vlg.(4)	1	Gatling's, Revco, Fisher's Big Wheel, Foodland
Community	NA	Latshaw's Dairy

Principal Shopping Days-Mon., Fri.
Stores Open Evenings-Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Newberry.

Discount Stores-K mart; Jamesway; Fisher's Big Wheel.
Chain Drug Stores-Health Mart; Revco; Rite Aid.
Chain Supermarkets-Giant Eagle; Foodland; Riverside; Foodlane; IGA; County Market.
Other Chain Stores-Sears; Penn Furn.; Giant Auto.

14 - NEWSPAPERS: AMERICAN (m) 11,717; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Donald Bruner, Adv. Mgr., AMERICAN, PO Box 638, 334 W. Main St., Somerset, PA 15501; Tel. (814) 445-9621.
National Representative: Landon Associates.

SO. CONNELLSVILLE
See CONNELLSVILLE

STATE COLLEGE-BELLEFONTE

1 - LOCATION: Centre County (In State College MSA). E&P Map C-2. Geographical center of State. 200 mi. NW of Philadelphia; 150 mi. NE of Pittsburgh.

2 - TRANSPORTATION: **Railroads**-Bellefonte-Central.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Fullington; Continental Trailways.
Airlines-Allegheny; Wings Airways.

3 - POPULATION:
Corp. Cities 80 Cen. 42,430; E&P 88 Est. 40,464
State College 80 Cen. 36,130; E&P 88 Est. 34,083
Bellefonte 80 Cen. 6,300; E&P 88 Est. 6,381
NDM-ABC: (80) 112,760
County/MSA 80 Cen. 113,080; E&P 88 Est. 121,054

4 - HOUSEHOLDS:
Cities 80 Cen. 12,217; E&P 88 Est. 11,457
State College 80 Cen. 9,830; E&P 88 Est. 9,005
Bellefonte 80 Cen. 2,387; E&P 88 Est. 2,452
NDM-ABC: (80) 36,112
County/MSA 80 Cen. 36,122; E&P 88 Est. 37,953

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$733,102,000
Savings & Loan	1	$312,209,000
Comm. Branches	38	$519,685,000
Savings Branches	10	$232,683,000
Credit	7	$14,078,000

6 - PASSENGER AUTOS: County 50,660.

7 - ELECTRIC METERS: Residence County 35,166.

8 - GAS METERS: Residence 3,710.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal Mfg. 1,670 ($380); University/Educ. 13,690 ($350); Engin. 2,080 ($400).
Principal Pay Days-1st, 15th.

10 - CLIMATE: Av. Temp.-Spring 46; Summer 69; Fall 51; Winter 31. First killing frost, Oct. 18; last killing frost, May 28.

11 - TAP WATER: Hard.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Allegheny & High, Bellefonte; 3 on Allen, Beaver & College, State College. Also several Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Nittany Mall(71)	6	Sears, Hess, Gee Bee
University Pk. Plz.(11)	1	Goodyear, IGA
Westerly Pkwy. Plz.(22)	1	Weis Mkt., Thrift, Scott's, Wolf
Hill's Plz.	3	Riverside, Hill's, Firestone

Principal Shopping Days-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-G.W. Houts; Danks; Hess; Hills; Sears; K mart.
Variety Stores-G.C. Murphy.
Discount Stores-Hills; Gee Bee; David Weis; Wilson's Sporting Goods.
Chain Drug Stores-Rea & Derick; Widman; Thrift 3; Peoples; McLanahan's 4; Rite Aid 2.
Chain Supermarkets-Weis 4; Riverside 4; IGA; U-Save.
Other Chain Stores-Wolf Furn.; S&H Green Stamps; Fashion Bug; Kinney Shoes; Thom McAn; Brooks; Spencer Gifts; Foxmoor; Merle Norman; Athlete's Foot; Record Bar; Gordon's Jewelers; Caryle & Co.; JoAnn Fabrics; Kay Jewelers; Wall to Wall Sound.

14 - NEWSPAPERS: CENTRE DAILY TIMES (m) 24,008; (S) 30,936; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jim Shine, Adv. Dir., CENTRE DAILY TIMES, 3400 E. College Ave.; PO Box 89, State College, PA 16804; Tel. (814) 238-5000.
National Representatives: Knight-Ridder Newspaper Sales; Landon Associates.

STROUDSBURG-EAST STROUDSBURG

1 - LOCATION: Monroe County (In Scranton-Wilkes-Barre MSA). E&P Map E-2. County Seat. Resort, Metal Trades Center. 4 mi. from Delaware Water Gap; 14 mi. from Mt. Pocono; 28 mi. from Easton; 90 mi. from NYC; 84 mi. from Philadelphia on State Hwys. 191, 115, 209, 611; Eastern terminals of Cross-State Sharon to Stroudsburg Keystone Shortway (I-80).

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Martz; Delaware Valley; MCTA.

3 - POPULATION:
Corp. Cities 80 Cen. 13,187; E&P 88 Est. 14,207
Stroudsburg 80 Cen. 5,148; E&P 88 Est. 5,453
E. Stroudsburg 80 Cen. 8,039; E&P 88 Est. 8,754
CZ-ABC: (80) 22,337
RTZ-ABC: (80) 48,520
County 80 Cen. 70,033; E&P 88 Est. 86,708
MSA 80 Cen. 729,316; E&P 88 Est. 742,027
City & RTZ-ABC: (80) 70,857

4 - HOUSEHOLDS:
Cities 80 Cen. 4,760; E&P 88 Est. 3,913
Stroudsburg 80 Cen. 2,282; E&P 88 Est. 1,800
E. Stroudsburg 80 Cen. 2,472; E&P 88 Est. 2,113
CZ-ABC: (80) 8,078
RTZ-ABC: (80) 17,638
County 80 Cen. 25,170; E&P 88 Est. 31,866
MSA 80 Cen. 263,271; E&P 88 Est. 274,779
City & RTZ-ABC: (80) 25,716

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	4	$160,000,000
Savings & Loan	2	$25,000,000

6 - PASSENGER AUTOS: County 51,352.

7 - ELECTRIC METERS: Residence 7,300.

8 - GAS METERS: Residence 2,954.

9 - PRINCIPAL INDUSTRIES: Industries, No. of Wage Earners-Resort and Services 5,200; Textiles 318; Apparel 900; Furn. and Fixt. 186; Printing and Pub. 500; Chem. Prods. 225; Fab. Metal Prods. 1,005; Mach. Mfg. 200; Elect. Mach., Equip. and Supplies 401; Misc. Mfg. 633; 101 Industries (Total Annual Payroll $550 million).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-65; Summer 65-90; Fall 30-70; Winter 0-39.

11 - TAP WATER: Acid, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Main; 2 on 7th; 2 on 6th.
Neighborhood Shopping Areas-Stroudsburg: Lower Main St., W. Main St.; Crystal, Washington & Courtland Sts. Arlington Heights.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Pocono Plz.(14)	NA	Rite Aid, K mart, Weiss Mkt.
Stroud Mall(50)	NA	Hess, JCPenney

Principal Shopping Days-Dept. Stores-Mon., Thur., Fri.; Food-Sun., Wed., Thur.
Stores Open Evenings-Dept.-Mon., Thur., Fri.; Food-every night.

13 - RETAIL OUTLETS: **Department Stores**-Routzahn's; Sears; JCPenney; Ames 2; Hess.
Discount Stores-Jamesway 3; K mart.
Chain Drug Stores-Rea & Derick; Rexall; Rite Aid; Fay's.
Chain Supermarkets-A&P 1; Acme 2; IGA 4; Weiss Mkt.; Shop Rite.
Other Chain Stores-Endicott-Johnson; Firestone; Dunlop; Community Jewelers; Strouds.

14 - NEWSPAPERS: POCONO RECORD (m) 19,770; (S) 21,863; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Peter L. Berry, Ret. Adv. Mgr., POCONO RECORD, 511 Lenox St., Stroudsburg, PA 18360; Tel. (717) 421-3000.
National Representative: Branham/Newspaper Sales.

SUNBURY

1 - LOCATION: Northumberland County, E&P Map D-2. County Seat. NE part of State; industrial, transportation and mercantile center. 54 mi. N of Harrisburg.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,292; E&P 88 Est. 12,203
Total NDM-ABC: (80) 139,907
County 80 Cen. 100,266; E&P 88 Est. 100,127

4 - HOUSEHOLDS:
City 80 Cen. 5,030; E&P 68 Est. 5,187
County 80 Cen. 37,846; E&P 88 Est. 38,958
Total NDM-ABC: (80) 46,963

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	13	$75,000,000
Savings & Loan	1	$18,500,000

6 - PASSENGER AUTOS: County 49,380.

7 - ELECTRIC METERS: Residence 5,600.

8 - GAS METERS: Residence 2,954.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textile 800; Metal Prods. 700; Bldg. Materials 600; Wire Rope 160.
Principal Industrial Pay Days-Mon., Fri.

10 - CLIMATE: Min. & Max. Temp. N.A.-First killing frost, Oct. 25; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Market St.; Sunbury Plaza, N. 4th St. (17 stores): Montgomery Ward, McCrory, Rea & Derick, Zayre, Acme.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Susquehanna	5	Boscovs, Acme,
Valley Mall(64)	NA	Bon Ton, JCPenney
Weis Plaza(5)	1	Weis
Plaza 15(12)	14	Ames, Acme
Lycoming Mall(95)	32	Sears, Hess, Gee Bee, Bon Ton

Principal Shopping Days-Fri., Sat., Sun.
Stores Close-Some on Wed. afternoon.
Stores Open Evenings-Every eve.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Boscov's; Bon Ton; Hess.
Discount Stores-K mart; Gee Bee; Ames.
Variety Stores-Newberry; Dollar General; Dollar Bargain.
Chain Drug Stores-Rea & Derick 5; Rite Aid.
Chain Supermarkets-Weis 7; Super Saver 4; Giant.
Other Chain Stores-Sears; Walker's; Firestone; Singer Co.; J.S. Raub; S&H Green Stamps; Kinney Shoes; Sherwin-Williams; Wolf Furn.; Wahl-Braun; Radio Shack; Wickes; Carter Lumber; So Fro Fabrics; Agway.

14 - NEWSPAPERS: ITEM (e) 26,227; Mar. 26, 1988 ABC.
Note: Sunday edition to start Oct. 9, 1988.
Local Contact for Advertising and Merchandising Data: Martin J. Hughes, Adv. Mgr., ITEM, 200 Market St., Sunbury, PA 17801; Tel. (717) 286-5671.
National Representative: Branham/Newspaper Sales.

TARENTUM
See NEW KENSINGTON

TITUSVILLE

1 - LOCATION: Crawford County, E&P Map B-1, SE part of County; on State Hwys. 8, 27.
Intercity Bus Lines-Grove City.
Airlines-USAir.

3 - POPULATION:
Corp. City 80 Cen. 6,884; E&P 88 Est. 6,717
CZ-ABC: (80) 9,679
RTZ-ABC: (80) 15,542
County 80 Cen. 89,087; E&P 88 Est. 90,142
City & RTZ-ABC: (80) 25,221

4 - HOUSEHOLDS:
City 80 Cen. 2,566; E&P 88 Est. 2,139
CZ-ABC: (80) 3,530
RTZ-ABC: (80) 4,966
County 80 Cen. 30,960; E&P 88 Est. 32,224
City & RTZ-ABC: (80) 8,496

5 - BANKS		
Commercial	2	$1,414,900,000
Savings & Loan	1	$519,100,000

6 - PASSENGER AUTOS: County 39,097.

7 - ELECTRIC METERS: Residence 5,200.

8 - GAS METERS: Residence 4,400.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Specialty Steel 1,000; Elect. Parts 320; Oil 750; Lumber 150.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-72; Summer 36-88; Fall 9-80; Winter 11-69. First killing frost, Oct. 13; last killing frost, May 7.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on 4 Sts. in center of town.
Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: **Discount Stores**-Ellis Day; Buyers Fair; Big Wheel.
Chain Drug Store-Eckerd.
Variety Stores-McCrory.
Chain Supermarkets-Quality Mkts., Riverside.

14 - NEWSPAPERS: HERALD (m) 4,771; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: James P. Blum, Adv. Dir., HERALD, 209 W. Spring St., Titusville, PA 16354; Tel. (814) 827-3634.
National Representative: Landon Associates.

TOWANDA

1 - LOCATION: Bradford County. E&P Map D-1. County Seat. Shopping center for 20 mi. radius. 200 mi. from New York City; 60 mi. from Scranton; 38 mi. from Elmira, NY.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 3,526; E&P 88 Est. 3,327
County 80 Cen. 63,043; E&P 88 Est. 65,820

4 - HOUSEHOLDS:
City 80 Cen. 1,723; E&P 88 Est. 1,214
County 80 Cen. 21,449; E&P 88 Est. 23,446

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$110,581,666

6 - PASSENGER AUTOS: County 29,383.

7 - ELECTRIC METERS: Residence 8,618.

8 - GAS METERS: Residence 2,771.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Chem. 1,550; X-Ray Screens 600; Fabrics & Women's Garments; Paper Boxes; Wood Prods. 250; Hardboard Prods. 700.
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-59; Summer 55-81; Fall 38-61; Winter 20-39. First killing frost, Sept. 12; last killing frost, May 12.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Main St. and Shopping Plazas.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Monrocton Rd.	2	Ames
Colonial Plaza(9)	1	A&P

Principal Shopping Days-Mon., Thur., Fri.
Stores Open Evenings-Department-Fri.; Food-Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-Hoffman's; The Hub.
Variety Stores-Ben Franklin.
Discount Store-Ames.
Chain Drug Stores-Widman & Teah; Medicine Shoppe 3.
Chain Supermarkets-A&P 6; American (Acme) 8; Red & White 10; Clover Farms 4.
Other Chain Stores-Thom McAn; True Value; Sears (catalog); Montgomery Ward; Village Casuals; Harolds Army & Navy.

14 - NEWSPAPERS: REVIEW (mS) 9,123; Mar. 31, 1988 CAC.
Local Contact for Advertising and Merchandising Data: James E. Towner, Pub., REVIEW, 116 Main St., Towanda, PA 18848; Tel. (717) 265-2151.
National Representative: Landon Associates.

TYRONE

1 - LOCATION: Blair County, (In Altoona MSA). E&P Map C-2. Residential and Industrial ctr. 128 mi. east of Pittsburgh; 213 mi. west of Philadelphia. On U.S. Hwys. 220, 453.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Motor Freight Carriers-6.

Intercity Bus Lines-Logan Valley; Greyhound; Fullington; Blue & White.
Airlines-USAir (Blair Co. Airport); Altoona Aviation Corp.

3 - POPULATION:
Corp. City 80 Cen. 6,346; E&P 88 Est. 5,777
County/MSA 80 Cen. 136,603; E&P 88 Est. 135,441

4 - HOUSEHOLDS:
City 80 Cen. 2,445; E&P 88 Est. 2,296
County/MSA 80 Cen. 49,088; E&P 88 Est. 50,284

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$267,135,000
Savings & Loan	1	$10,321,000

6 - PASSENGER AUTOS: County 68,518

7 - ELECTRIC METERS: Residence 7,568

8 - GAS METERS: Residence 1,782

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Pulp & Paper 400 ($300); Railroad 660 ($425); Rivets 300 ($355); Garment 349 ($185); Food 89 ($160); Misc. 40 ($175); Constr. 125 ($355); Windshields 550 ($425).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 50-100; Fall 20-70; Winter 18-45. First killing frost, Oct. 1; last killing frost, May 5.

11 - TAP WATER: Neutral, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on 2 streets; Shopping Ctr. at 3rd & Washington Ave. (11 units) including Foodland, Bee Gee Jr.
Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Thurs., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Bee Gee Jr.; Boutique; Ames.
Variety Stores-Dollar General.
Chain Drug Stores-Widmann's; Kopp's; Rite Aid.
Chain Supermarkets-Riverside; Foodland; Sheetz; Uni-Mart; IGA; Mini-Mart.
Other Chain Stores-Wolf Furn.; Sears (catalog); Montgomery Ward; Radio Shack.

14 - NEWSPAPERS: HERALD (e) 3,012; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Sally C. Shaffer, Adv. Dir., HERALD, 1018 Penna Ave., Tyrone, PA 16686; Tel. (814) 684-4000.
National Representative: Landon Associates.

UNIONTOWN

1 - LOCATION: Fayette County, (In Pittsburgh PMSA), E&P Map B-3, County Seat. Coal and coke producing; manufacturing; agriculture and meat packing.

2 - TRANSPORTATION: **Railroads**-B&O; Conrail.
Intercity Bus Lines-Eastern Greyhound.
Motor Freight Carriers-4.
Air Express-1.

3 - POPULATION:
Corp. City 80 Cen. 14,510; E&P 88 Est. 12,425
CZ-ABC: (80) 40,842
RTZ-ABC: (80) 85,256
County 80 Cen. 160,415; E&P 88 Est. 159,298
City & RTZ-ABC: (80) 126,098
PMSA 80 Cen. 2,218,645; E&P 88 Est. 2,198,649

4 - HOUSEHOLDS:
City 80 Cen. 5,864; E&P 88 Est. 5,227
CZ-ABC: (80) 15,197
RTZ-ABC: (80) 29,659
County 80 Cen. 56,925; E&P 88 Est. 58,080
City & RTZ-ABC: (80) 44,856
PMSA 80 Cen. 885,070; E&P 88 Est. 842,377

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$969,197,890
Savings & Loan	3	$212,579,371

6 - PASSENGER AUTOS: County 79,214

7 - ELECTRIC METERS: County 59,100

8 - GAS METERS: County 25,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Coal and Steel 6,000; Brick 150; Textiles 755; Meters 670; Steel Scaffolding 250; Glass 500; Trailers 530; Lumber 2,000; Mfg. 150; Glass & Closures 2,158.
Principal Industrial Pay Days-Every other Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-72; Summer 60-84; Fall 35-76; Winter 22-40. First killing frost, Oct. 18; last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main St.; 2 on Morgantown St.; 5 on Beeson Blvd., 2 on South St.; 3 on Peter; 3 on Gallatin Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Uniontown Ctr.(27)	2	Super Dollar, K mart
Fayette Plz.(10)	2	Hill's, Giant Eagle, Revco
Uniontown Mall(66)	2	Sears, Bon Ton, Gee Bee, Hess's
Laurel Mall(30)	5	Mont. Ward, Metzler's, Murphy's

Principal Shopping Days-Mon., Fri.
Stores Open Evenings-Mon., Fri.; Shopping Centers nightly.

13 - RETAIL OUTLETS: **Department Stores**-Metzler's; JCPenney; Montgomery Ward; Sears; Hills; Gee Bee; Bon Ton; Hess.
Variety Stores-McCrory.
Discount Stores-Moss; K mart; Hills; Big Lots.
Chain Drug Stores-Health Mart 3; Revco 2; Blumenscheins' 3.
Chain Supermarkets-Super Dollar 2; Foodland 2; Shop 'N Save; Giant Eagle.
Other Chain Stores-Thom McAn; Kinney; Fashion Bug; Pic Way Shoes; Gatlings; Western Auto; Bauer Lumber; Biggs Hardware; General Nutrition Center; Hanover Shoes; Lippman Jewelers; Kay Jewelers; 84 Lumber; Teek's; The Limited; Jean Nicole; Gordon's Jewelers; Altmeyer's Home Stores; Brooks Fashions; Card Cage; Deb Shop; Circus World Toys/Playland; Duling Optical; Fotomat; Earring Palace; Footlocker; Gemstone Jewelry; Hanover Shoes; Haynes Triangle; House of Cards/Trends; JoAnn Fabrics; Lane Bryant; Leeds Candies; Main Event; Marianne Shoppe; National Record Mart; Orange Julius; Payless Shoe Source; Pearle Vision Center; Radio Shack; Regis Hairstylists; Silverman's; 16 Plus; Original Cookie Co.; Tid Bit Alley; Village Buster Brown; Waldenbooks; Coles Bookstore; Hub; Claire's Boutique; Royal Optical; Dwight Dental; Teeks Shoes; Things Remembered.

14 - NEWSPAPERS: HERALD-STANDARD (m-mon to fri) 29,195; (S) 30,411; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: David S. Renne, Adv. & Mktg., HERALD-STANDARD, PO Box 848, Uniontown, PA 15401; Tel. (412) 439-7520.
National Representative: Landon Associates.

WARREN

1 - LOCATION: Warren County, E&P Map B-1. On the Allegheny River. 90 mi. SW of Buffalo; 160 mi. NNE of Pittsburgh. On U.S. Hwy. 6; State Hwys. 62 and 59.

2 - TRANSPORTATION: **Railroads**-Allegheny.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 12,146; E&P 88 Est. 10,462
CZ-ABC: (80) 15,639
RTZ-ABC: (80) 31,810
County 80 Cen. 47,519; E&P 88 Est. 47,995
City & RTZ-ABC: (80) 47,449

4 - HOUSEHOLDS:
City 80 Cen. 4,898; E&P 88 Est. 3,520
CZ-ABC: (80) 6,159
RTZ-ABC: (80) 10,560
County 80 Cen. 16,719; E&P 88 Est. 17,643
City & RTZ-ABC: (80) 16,719

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$944,156,000
Commercial	2	$645,529,206

6 - PASSENGER AUTOS: County 21,179

7 - ELECTRIC METERS: Residence 15,377

8 - GAS METERS: Residence 13,170

9 - PRINCIPAL INDUSTRIES: Electronic Parts & Equip.; Wire & Cable; Steel Fab.; Steel Tanks; Soft Goods Mail Order; Petroleum Refining; Forgings; Metal Furn. & Shelving; Plastic Molding; Large Valves.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-73; Summer 50-85; Fall 33-75; Winter 16-40. First killing frost, Nov. 1; last killing frost, Apr. 15. Rainfall 43 in.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Penna. Ave. W.; 2 on Penna. Ave. E.; 2 on Liberty St.; 2 on 2nd Ave.
Neighborhood Shopping Centers-Penna. Ave. E.; Market St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Warren Mall(40)	4	K mart, JCPenney, Bon Ton, Sears
Market St.(4)	1	Turner's
North Warren(4)	1	Jamesway

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Department Stores-Mon., Fri.; Food-Mon., Tue., Wed., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Levinson Bros.; Betty Lee; JCPenney; Bon Ton.
Variety Stores-G.C. Murphy; K mart.
Discount Stores-Jamesway.
Chain Drug Stores-Cowdrick's; CVS; Eckerd; Thrift.
Chain Supermarkets-Anderson's; Super Duper; Holiday Market; Quality; County Mkt; Thorns.

14 - NEWSPAPERS: TIMES-OBSERVER (m) 12,344; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Kevin Mead, Pub., TIMES-OBSERVER, PO Box 188, Warren, PA 16365; Tel. (814) 723-8200.
National Representative: Landon Associates.

WASHINGTON

1 - LOCATION: Washington County, (In Pittsburgh PMSA). E&P Map A-3. County Seat. SW corner of state. 26 mi. S of Pittsburgh.

2 - TRANSPORTATION: **Railroads**-B&O; Amtrak (freight only).
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound; Suburban.

3 - POPULATION:
Corp. City 80 Cen. 18,363; E&P 88 Est. 17,363
CZ-ABC: (80) 20,604
RTZ-ABC: (80) 80,101
County 80 Cen. 216,820; E&P 88 Est. 216,508
PMSA 80 Cen. 2,218,645; E&P 88 Est. 2,198,649
City & RTZ-ABC: (80) 100,705
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,137; E&P 88 Est. 7,070
CZ-ABC: (80) 8,132
RTZ-ABC: (80) 27,907
County 80 Cen. 77,033; E&P 88 Est. 79,786
PMSA 80 Cen. 885,070; E&P 88 Est. 842,377
City & RTZ-ABC: (80) 36,039

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$1,566,573,000
Savings & Loan	4	$735,845,000
Credit Union	NA	$65,675,000

6 - PASSENGER AUTOS: County 106,615

7 - ELECTRIC METERS: Residence 9,700

8 - GAS METERS: Residence 6,195

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Stone, Clay, Glass 1,144 ($448); Primary Metals 2,577 ($579); Electrical Mach. 1,419 ($588); Fabricated Metals 946 ($516); Non-Electrical Mach. 1,324 ($507); Printing & Allied 444 ($403); Chemicals 537 ($488).
Principal Pay Days-Every other Thur.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-61; Summer 56-88; Fall 39-67; Winter 24-43.

11 - TAP WATER: Alkaline, moderately soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown; 2 blocks on Chestnut St.; 5 on Main St.; 1 on Beau St.; 1 on Wheeling.
Neighborhood Shopping Centers-Tylerdale (1 block both sides); Jefferson Court Plaza (adjacent downtown) 14 units.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Washington Plz.	2	K mart
Washington Mall	2	JCPenney
Northgate Plz.(8)	3	Gee Bee
Franklin Mall(44)	3	Sears

Principal Shopping Days-Dept.: Mon., Thur., Fri., Sat.; Food: Fri., Sat., Tues.
Stores Open Evenings-Downtown, Fri.; Shopping centers & supermarkets nightly and Sunday.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Pomeroy's; Hess's.
Discount Stores-Seig's; K mart; Gee Bee; Hills.
Variety Store-G.C. Murphy.
Chain Drug Stores-Thrift 2; Revco 2.
Chain Supermarkets-Giant Eagle; U-Save; Shop 'N Save 2; Foodland 7; PX Super Mkts. 12.
Other Chain Stores-Richman Bros.; Murphy Mart; Tire America; Ben Franklin; Color Tile; Hanover Shoes; Lerner's Shop; Gordon Jewelry; Radio Shack; Kelly & Cohen; Waldenbooks; Kinney Shoes; Fashion Bug; PPG Industries; Goodyear; Sherwin-Williams; Goodrich; Associated Hardware; Hofheimer's Shoes.

14 - NEWSPAPERS: OBSERVER-REPORTER (m) 38,100; (S) 34,150; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Robert McFeely, Adv. Dir., OBSERVER-REPORTER, 122 S. Main St., Washington, PA 15301; Tel. (800) 222-NEWS.
National Representative: Landon Associates.

WAYNESBORO

1 - LOCATION: Franklin County, E&P Map C-3. 75 mi. NW of Washington, DC; 62 mi. NW of Baltimore, MD; 52 mi. SW of Harrisburg. Industrial and farming center. On PA Hwys. 16, 316, 997. 8 mi. E of I-81; 15 mi. S of U.S. Rt. 30; 12 mi. N of U.S. Rt. 40.

2 - TRANSPORTATION: **Motor Freight Carriers**-8.
Airlines-USAir (Hagerstown Airport).

3 - POPULATION:
Corp. City 80 Cen. 9,726; E&P 88 Est. 9,859
County 80 Cen. 114,095; E&P 88 Est. 119,594

4 - HOUSEHOLDS:
City 80 Cen. 3,981; E&P 88 Est. 4,096
County 80 Cen. 39,952; E&P 88 Est. 43,353

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$150,511,366
Savings & Loan	1	$15,898,000

6 - PASSENGER AUTOS: County 62,877

7 - ELECTRIC METERS: Residence 5,000

8 - GAS METERS: Residence 1,456

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Precision Tool 1,750; Specialty Printing 100; Refrigeration-Air Conditioning; Farm Mach. 1,300; Textiles 510.
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-74; Summer 57-98; Fall 35-54; Winter 23-42. First killing frost, Oct. 15; last killing frost, May 12.

11 - TAP WATER: Very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main St.; 2 on Potomac.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Potomac(10)	NA	Super Thrift
Wayne Hghts.(13)	NA	Ames, Thrift Drug, Martin's Food
Waynesboro Mall (25)	NA	A&P, K mart, Radio Shack

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Department Stores-every day; Food-every day.

13 - RETAIL OUTLETS: **Variety Stores**-McCrory.
Discount Stores-K mart; Ames.
Chain Drug Stores-Thrift Drugs; Drug Fair; People's.
Chain Supermarkets-A&P; Super Thrift; Henicle; Martin's.
Other Chain Stores-Western Auto; Radio Shack; Sidney's; J.S. Raub Shoes; JCPenney; Routzahn's.

14 - NEWSPAPERS: RECORD HERALD (e) 10,400; sworn Sept. 27, 1988.
Local Contact for Advertising and Merchandising Data: Robert Garnes, Adv. Mgr., RECORD HERALD, 30 Walnut St., Waynesboro, PA 17268; Tel. (717) 762-2151.
National Representative: Landon Associates.

WEST CHESTER

1 - LOCATION: Chester County, (In Philadelphia, PA-NJ PMSA). E&P Map E-3. In SE part of county. 25 mi. W of Philadelphia, 16 mi. N of Wilmington, DE. On U.S. Hwys. 202, 322; State Hwys. 3, 29, 52, 100.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-4
Intercity Bus Lines-SEPTA; Reeder.
Airport-Commuter-noncommercial.

3 - POPULATION:
Corp. City 80 Cen. 17,435; E&P 88 Est. 19,091
CZ-ABC: (80) 33,599
Bal. in NDM-ABC: (80) 137,564
County 80 Cen. 318,735; E&P 88 Est. 356,530
PMSA 80 Cen. 4,720,929; E&P 88 Est. 4,848,893
Total NDM-ABC: (80) 171,163

4 - HOUSEHOLDS:
City 80 Cen. 5,761; E&P 88 Est. 6,571
CZ-ABC: (80) 11,254
Bal. in NDM-ABC: (80) 44,270

County 80 Cen. 104,752; E&P 88 Est. 121,519
PMSA 80 Cen. 1,639,330; E&P 88 Est. 1,738,524
Total NDM-ABC: (80) 55,524

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	19	N.A.
Savings	3	N.A.
Savings & Loan	11	N.A.

6 - PASSENGER AUTOS: County 196,087

7 - ELECTRIC METERS: Residence 101,057

8 - GAS METERS: Residence County 15,765

9 - PRINCIPAL INDUSTRIES: Type of Industry, No. of Wage Earners-Electronic 3,277; Plastics 2,404; Paper Prods. 2,146; Food Packing 3,684; Chem 5,591; Platinum 650; Appliances 300; Fire Protection 157; Printing 843; Newspaper & Magazine 256.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-60; Summer 60-95; Fall 38-55; Winter 20-50.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Gay St.; 3 on Church St.; 3 on High St.; 4 on Market St.; W. Goshen, Rt. 202.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Exton Sq.(83)	7	Strawbridge & Clothier, K mart
West Goshen(18)	1	K mart, Sears, Acme
King of Prussia(330)	18	JCPenney, Sears, Wanamaker's, A&S, Bloomingdale's
Granite Run(131)	12	JCPenney, Sears
Thorndale(13)	9	Rite Aid, Jamesway, K mart

Principal Shopping Days-N.A.
Stores Open Evenings-N.A.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Wanamaker's; Bloomingdale's; Abraham & Strauss; Sears; Strawbridge & Clothier.
Discount Stores-K mart; Jamesway.
Variety Stores-Woolworth.
Chain Drug Stores-Rite Aid; Thrift.
Chain Supermarkets-Acme 14; Shop Rite; Shop 'N Bag 2; Thriftway 2; IGA 4; Super Fresh; Genuardi's; Giant.
Other Chain Stores-Agway; Wickes; Pep Boys; Penn Jersey Auto Stores; Sears Surplus; Channel; Frank's Nursery; Gaudio's.

14 - NEWSPAPERS: DAILY LOCAL NEWS (e-mon to fri) 36,666; (S) 33,621; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: David Tomasini, Gen. Mgr., DAILY LOCAL NEWS, 250 N. Bradford Ave., West Chester, PA 19382; Tel. (215) 696-1775.
National Representatives: Landon Associates; Robert Hitchings & Co.

WILKES-BARRE

1 - LOCATION: Luzerne County (In Scranton-Wilkes-Barre MSA), E&P Map E-2. On E bank of Susquehanna River; 132 mi. W of NYC; 130 mi. NW of Philadelphia; I-81, I-80, NE extension of Pennsylvania Turnpike.

2 - TRANSPORTATION: **Railroads**-Conrail; Pocono Northeast; Delaware & Hudson.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Martz Trailways; John Murray Coach; Williams; Central Florida; Yatesville; Valley; Capitol; Price.
Airlines-Eastern; USAir; Florida Express; Piedmont; (Pocono) Allegheny Commuter.

3 - POPULATION:
Corp. City 80 Cen. 51,551; E&P 88 Est. 45,017
CZ-ABC: (80) 124,509
RTZ-ABC: (80) 218,570
County 80 Cen. 343,094 E&P 88 Est. 338,703
City & RTZ-ABC: (80) 343,079
MSA 80 Cen. 729,316; E&P 88 Est. 742,027

4 - HOUSEHOLDS:
City 80 Cen. 21,606; E&P 88 Est. 17,871
CZ-ABC: (80) 47,542
RTZ-ABC: (80) 77,960
County 80 Cen. 125,502; E&P 88 Est. 127,810
City & RTZ-ABC: (80) 125,502
MSA 80 Cen. 263,271; E&P 88 Est. 274,779

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	19	$4,775,004,595
Savings & Loan	3	$814,031,615

6 - PASSENGER AUTOS: County 181,391

7 - ELECTRIC METERS: Residence 112,376

8 - GAS METERS: Residence 45,155

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Health Services 10,535 ($315); Apparel & Other Textile Prods. 8,517 ($186); Eating & Drinking Places 6,965 ($99); Food Stores 3,811 ($207); Durable Goods Wholesaling 3,283 ($336); General Mdse. Stores 3,202 ($175); Business Services 2,984 ($206); Fabricated Metal Prods. 2,940 ($419); Spec. Trade Contractors 2,841 ($337); Electric, Gas & Sanitary Servs. 2,666 ($607); Banking 2,440 ($268); Rubber & Misc. Plastic Prods. 2,394 ($376); Food & Kindred Prods. 2,393 ($328); Auto Dealers & Service Stations 2,391 ($239); Misc. Retail 2,391 ($198); Non-Durable Goods Wholesaling 2,279 ($321); Stone, Clay & Glass Prods. 2,275 ($493); Printing & Publishing 2,145 ($349); Communications 2,100 ($446); Social Services 2,071 ($219).

10 - CLIMATE: Min. & Max. Temp.-Spring 32-61; Summer 60-85; Fall 48-66; Winter 24-36; Annual snowfall: 40 inches.

11 - TAP WATER: Neutral, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Main St., 4 blocks on Market St. and 4 blocks on Northampton St.; (Principal Stores: Boscov's); Wyoming Valley Mall (95 stores incl. Sears, JC Penney, Hess's, Pomeroy's).

Neighborhood Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown Pittston(40)	8	Mark Data
Downtown Nanticoke(40)	9	Rea & Derick, Rite Aid.
West Side Mall/ Narrows Shpg. Ctr.(60)	3	Bergman's, Woolworth, Hills, Flemington Fashion
Gateway Shpg. Ctr.		Jewelcor, McCrory
Pittston Plz.(25)	8	K mart, Thrift Drug
Dallas Shopping Ctr.(20)	9	IGA, Humphrey's
Midway Shopping Ctr.(17)	9	Pomeroy's, McCrory, Acme Mkt., Rea & Derick, Radio Shack
Insalaco Shpg. Ctr.(15)	8	Insalaco's Mkt., Rite Aid
United Penn Plz.(15)	2	B. Levy
Hanover Mall(10)	6	K mart, Thrift Drug
Luzerne Shopping Ctr.	5	Jamesway, Fay's Drug
Mark Plz.(9)	5	K mart, Fay's Drug
Shavertown Shopping Ctr.(7)	8	Acme, McCrory
Blackman Plz.(6)	2	K mart
Crestwood Plz.(6)	9	Weis Market, Thrift Drug
Country Club Plz.(10)	10	Insalaco's, Thrift Drug
East End Ctr.(25)	3	Hills, Price Chopper, Phar-Mor Drug

Principal Shopping Days-Retail: Thur. through Sun.; Food: Tues. through Thur.
Stores Open Evenings-Dept. Stores & Malls: Mon. through Sat.; Downtown: Mon., Thur.

13 - RETAIL OUTLETS: **Department Stores**-Bergman's; Boscov's 2; Hess; JCPenney; Pomeroy's 2; Sears.
Discount Stores-Argo Factory Outlet; Clothing Warehouse; Jamesway; Jay Dee; Jewelcor; Hills 2; K mart 6; Keefer's Army & Navy 2; Leslie Fay 2; Stroud's Distributing; Suburban Casuals 2; Unclaimed Freight; Sugerman's.
Variety Stores-Woolworth 2; McCrory 5.
Chain Drug Stores-Cook's 2; Fay's 3; Rea & Derick 9; Revco 2; Rite Aid 7; Stapinski's 3; Thrift 5; Phar-Mor.
Chain Supermarkets-Acme 14; Insalaco's 7; IGA 4; Giant 3; Shoprite; Sunshine Markets; Weis 4; Bargains Galore 4; Price Chopper.
Other Chain Stores-84 Lumber; AT&T Phone Stores; A.S. Beck; Big Sky; Computerland; Corner House; Endicott-Johnson 3; Entre Computers; Famous Maid; Fashion Bug 6; Deb Shop; Flemington Fashions; Foxmoor Casuals; Gallery of Sound 5; The Gap; General Nutrition; Giant Floor and Wall; Gino's Shoes 2; Glidden Paint; Hanover Shoe; Gertrude Hawks; Hickory Farms; The Hub; Father & Son Shoes; Firestone 2; Goodyear 2; Hart Electronics; Humphrey's Shoes 2; Jean King 3; Jo Ann Fabrics; Junior Colony; Kost Tires; Lady Oris; Listening Booth; Thom McAn; Jean Nicole; Kay Bee Toy & Hobby; Kinney Shoes; Lerner's; MAB Paint; McCarthy Tire 2; National Shirt Shop; Naturalizer Shoes 3; Pearle Vision Centers 3; Pic Way 3; Radio Shack 8; J.S. Raub Shoes; Royal Optical 2; The Shoe Spot 6; Scranton Fabric; Sherwin-Williams 2; Sixteen Plus; Spencer Gifts; Susie's Casuals; Mary Taylor; Toys 'R Us; Kids 'R Us; Triangle Building; Waldenbooks 2; Waterbed Gallery; Jack Williams Tire 3; Color Tile; Wall-to-Wall Sound 2; Lazy-Boy Showcase; Red Lobster; Chi-Chi's; T.J. Cinnamon's.

14 - NEWSPAPERS: CITIZENS' VOICE (m) 47,606; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Walter Vukovich, Adv. Dir., CITIZENS' VOICE, 75 N. Washington Ave., Wilkes-Barre, PA 18711; Tel. (717) 821-2042.
National Representative: U.S. Suburban Press.
TIMES LEADER (m) 47,345; (S) 47,684; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Bob Kellagher, Mktg. Dir., TIMES LEADER, 15 N. Main St., Wilkes-Barre, PA 18711; Tel. (717) 829-7101.
National Representative: Branham/Newspaper Sales.

WILLIAMSPORT

1 - LOCATION: Lycoming County (MSA). E&P Map D-2. County Seat. Shipping Center for N Central PA. Diversified manufacturing. On Susquehanna River; 200 mi. from NY, Philadelphia, Pittsburgh, Buffalo, and Washington, DC.

2 - TRANSPORTATION: **Railroads**-Conrail (freight).
Motor Freight Carriers-17.
Intercity Bus Lines-Trailways, Susquehanna Trailways; Capitol Trailways.
Airlines-USAir.

3 - POPULATION:
Corp. City 80 Cen. 33,401; E&P 88 Est. 30,036
CZ-ABC: (80) 57,366
RTZ-ABC: (80) 249,519
County/MSA 80 Cen. 118,555; E&P 88 Est. 117,512
City & RTZ-ABC: (80) 306,885

4 - HOUSEHOLDS:
City 80 Cen. 12,554; E&P 88 Est. 11,256
CZ-ABC: (80) 21,314
RTZ-ABC: (80) 84,572
County/MSA 80 Cen. 42,097; E&P 88 Est. 42,937
City & RTZ-ABC: (80) 105,886

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$1,621,374,000
Savings & Loan	2	$288,362,000

6 - PASSENGER AUTOS: County 59,837

7 - ELECTRIC METERS: Residence 39,000

8 - GAS METERS: Residence 13,064

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Chem. Prods. 351; Clay, Glass & Stone 2,078; Food 827; Leather & Rubber Gds. 805; Lumber & Wood Prods. 1,619; Metal Prods. 4,228; Paper, Printing 1,194; Textiles 2,585; Misc. 354; Health Care 2400.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-70; Summer 56-83; Fall 32-61; Winter 21-38. First killing frost, Oct. 14; last killing frost, Apr. 29.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on 3rd St.; 5 on 4th St.; 3 on Pine St.; 3 on Market St.
Neighborhood Shopping Centers4 on W. 4th & Arch Sts.; 1 on W. 3rd & Arch Sts.; 4 on Washington Blvd. & Penn St.; 1 on W. Southern Ave. & Market St.; 6 on Broad St. & E. Broad in Montoursville; River Ave. (E. Williamsport); W. 4th St. (W. Williamsport).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Giant Plaza	NA	Revco, Giant Mkts.
Garden View Plz.(2)	NA	Rea & Derick, Weis Foods
Loyal Plaza (29)	NA	K mart, Acme, Nichols
Lycoming Mall(72)	NA	Hess's, Gee Bee, Sears, Woolworth, Bon Ton

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Close-Wed. (Some aft., some all day).
Stores Open Evenings-Fri., Mon.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Hess; Deisroth's; Wilson's; Bon Ton.
Discount Stores-Tops-All; Nichols; Hill's; Gee Bee; K mart.
Variety Stores-Woolworth.
Chain Drug Stores-Widman 4; Thrift 2; Revco 2; Rea & Derick 3.
Chain Supermarkets-Acme 2; Weis 6; Handy 5; Zippy 4; Riverside 4; Giant; Uni-Mart 5; Stop-N-Go 4; Turkey Hill 2.
Other Chain Stores-Ormond; Endicott-Johnson; Hanover; Kinney; Glick; Triangle; S&H Green Stamps; General Tire; Goodyear; Family Dollar; Pic-Way Shoes; Pay Less Shoes; Shoe Works; Super Shoes.

14 - NEWSPAPERS: SUN-GAZETTE (e) 34,618; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: James G. Norris, Dir. Sales & Mktg., SUN-GAZETTE, 252 W. 4th St., Williamsport, PA 17701; Tel. (717) 326-1551.
National Representative: Landon Associates.

YORK

1 - LOCATION: York County (MSA). E&P Map D-3. County Seat. Industrial center. 50 mi. N of Baltimore, MD; 99 mi. W of Philadelphia; 26 mi. S of Harrisburg.

2 - TRANSPORTATION: **Railroads**-Conrail (freight); Chessie System (freight); Maryland & Pennsylvania (freight).
Motor Freight Carriers-35.
Intercity Bus Lines-Greyhound; York Area Transit Authority; York Trans. Club.

3 - POPULATION:
Corp. City 80 Cen. 44,619; E&P 88 Est. 43,822
CZ-ABC: (80) 129,735
RTZ-ABC: (80) 186,631
County 80 Cen. 314,338; E&P 88 Est. 333,690
MSA 80 Cen. 382,993; E&P 88 Est. 405,519
City & RTZ-ABC: (80) 315,366

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 24,108; E&P 88 Est. 18,823
CZ-ABC: (80) 49,273
RTZ-ABC: (80) 63,921
County 80 Cen. 112,313; E&P 88 Est. 123,097
MSA 80 Cen. 135,210; E&P 88 Est. 147,634
City & RTZ-ABC: (80) 113,194

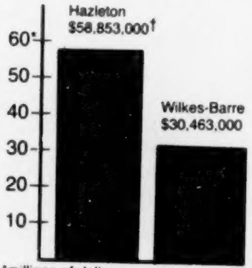
5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	13	$2,198,818,000
Savings & Loan	6	$442,391,000

6 - PASSENGER AUTOS: County 192,980

7 - ELECTRIC METERS: County 93,087

8 - GAS METERS: City 25,500; County 51,000

A Pennsylvania Advertising Fact.



*millions of dollars
†Sales & Marketing Management

For the fifth straight year, HAZLETON, PA auto sales outpaced Wilkes-Barre by nearly a 2 to 1 margin.

Setting the Standard and Growing

Standard Speaker

21 North Wyoming Street
Hazleton, PA 18201

call 717-455-3636

Represented by Landon Associates

(Circle No. 27 on Market Request Card)

9 - PRINCIPAL INDUSTRIES: Chain & Cable; Refrig. Mach.; Office Equip.; Water Turbines; Caskets; Wire Screen; Furn.; Wall Paper; Paper & Pub.; Ordnance Equip.; Electronic Equip.; Clothing; Heating Equip.; Baker Equip.; Cigars; Recreational Vehicles; Motorcycles; Parts for Earth-Moving Equip.; Dental & Ophthalmic Prods.; Ceramic Dinner & Gift Ware.

10 - CLIMATE: Min. & Max. Temp.-Spring 2-74; Summer 50-91; Fall 34-94; Winter 12-64. First killing frost, Nov. 17; last killing frost, May 2.

11 - TAP WATER: Nearly neutral, moderately soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on 2 Sts.; 2 on George; 3 on Market.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Colonial(14)	NA	Super Thrift Mkt.
Delco Plaza(12)	NA	Hill's, Pathmark, K mart
Haines Acres(6)	NA	Jay's Super Thrift
Haines Road(7)	NA	K mart, Weis Mkt.
Loucks Road(6)	NA	Weis Mkt.
Northgate(12)	NA	Weis Mkt., McCrory Peoples
North Mall(12)	NA	Burlington Coat, Mailman's
Queensgate(43)	NA	Mailman's, People's, Weis Mkt.
Randolph Park(6)	NA	Cloth World, York Outlet
York County(37)	NA	Sears, Jewelcor
York Hills(1)	NA	Hill's Dept.
The York Mall(60)	NA	Mont. Ward, JCPenney, Bon Ton
Edgar Street(4)	NA	Peoples
Village Green(9)	NA	Epco
West Manchester	NA	Bon Ton, Hess, Gee Bee
Meadowbrook Vlg.	NA	Pfaltzgraff
York Outlet Mall	NA	Phar Mor, Fashion Mart

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Department Stores daily; Food daily.

13 - RETAIL OUTLETS: **Department Stores**-Bon Ton; Sears; Hill's; Smith Village; Montgomery Ward; JCPenney; Hess.
Discount Stores-Mailman's, K mart, Gee Bee; Ollies Bargain Outlet.
Variety Stores-G.C. Murphy; McCrory; Woolworth.
Chain Drug Stores-People's; Thrift Drug 3; Minnich's; Revco 4; Rite Aid 3; Phar Mor; Epco 6; Brooks 2.
Chain Supermarkets-AG 150; Community 75; Super Fresh 2; Weis 8; Safeway; CHR Corp. 6; Jay's 3; P.A. & S. Small 10; Pathmark; Giant 3.
Other Chain Stores-Thom McAn; Kay Jewelry; Best; Gordon's Jewelers; Limited; Orman's; S&H Green Stamps; Anders; Anderson Little; Jewelcor; Kinney's; Silo; Pep Boys; Western Auto; Hechingers; Avellino's; Toys R Us; Radio Shack; Triangle Building Center; Zayre; Wall to Wall Sound; T.J. Maxx.

14 - NEWSPAPERS: DISPATCH (e) 48,624; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Marie Vito, II, Adv. Dir., DISPATCH, 15 E. Phila. St., York, PA 17405; Tel. (717) 845-1575.
National Representative: Landon Associates.
RECORD (m) 40,859; (S) 39,030; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Gary Graff, Adv. Dir., RECORD, 1750 Industrial Hwy., York, PA 17402; Tel. (717) 757-4842.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

RHODE ISLAND SURVEYS

METROPOLITAN STATISTICAL AREA

New London-Norwich, CT-RI-New London and Norwich cities; Bozrah, East Lyme, Franklin, Griswold, Groton, Ledyard, Lisbon, Montville, North Stonington, Old Lyme, Preston, Salem, Sprague, Stonington and Waterford towns in New London County, CT; Canterbury town in Windham County, CT; Hopkinton and Westerly towns in Washington County, RI.

PRIMARY METROPOLITAN STATISTICAL AREAS

Fall River, MA -RI-Fall River city; Somerset, Swansea and Westport towns in Bristol County, MA ; Little Compton and Tiverton towns in Newport County, RI
Pawtucket-Woonsocket-Attleboro, RI-MA -Attleboro city; North Attleboro, Rehoboth and Seekonk towns in Bristol County, MA ; Plainville town in Norfolk County, MA ; Blackstone and Millville towns in Worcester County, MA ; Central Falls, Pawtucket and Woonsocket cities; Burrillville, Cumberland, Lincoln, North Smithfield and Smithfield towns in Providence County, RI
Providence-Barrington, Bristol and Warren towns in Bristol County; Warwick city; Coventry, East Greenwich and West Warwick towns in Kent County; Jamestown town in Newport County; Cranston, East Providence and Providence cities; Foster, Glocester, Johnston, North Providence and Scituate towns in Providence County; Exeter, Narragansett, North Kingstown, Richmond and South Kingstown towns in Washington County.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Providence-Pawtucket-Fall River, RI-MA -Includes Fall River, MA -RI PMSA; Pawtucket-Woonsocket-Attleboro, RI-MA PMSA; and Providence, RI PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1989
Under 5 Years	76	59	75
5-14 Years	175	135	141
15-24 Years	174	180	155
25-44 Years	211	245	308
45-64 Years	210	203	199
65 and Over	104	127	118
TOTAL	950	949	995

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1989 Est.
Bldg. Mat./Hdwr	138	171	365
General Mdse	337	445	741
Food	639	901	1,350
Automobiles	472	621	1,347
Gasoline Stations	216	368	412
Apparel	144	233	377
Furniture	106	138	285
Eat-Drink Places	255	396	677
Drugs	96	172	284
TOTAL SALES	2,802	4,163	6,952

CENTRAL FALLS
See PAWTUCKET

NEWPORT

1 - LOCATION: Newport County, E&P Map D-3. Naval Base and Summer Resort. 30 mi. from Providence; 65 mi. from Boston; 200 mi. from New York.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Intercity Bus Lines-Bonanza; Greyhound.
Motor Freight Carriers-15.
Airlines-Air New England.

3 - POPULATION:
Corp. City 80 Cen. 29,259; E&P 88 Est. 27,454
CZ-ABC: (80) 46,475
RTZ-ABC: (80) 18,297
County 80 Cen. 81,486; E&P 88 Est. 83,112
City & RTZ-ABC: (80) 64,772

4 - HOUSEHOLDS:
City 80 Cen. 10,601; E&P 88 Est. 9,898
CZ-ABC: (80) 16,174
RTZ-ABC: (80) 6,355
County 80 Cen. 28,246; E&P 88 Est. 30,789
City & RTZ-ABC: (80) 22,529

5 - BANKS	NUMBER	DEPOSITS
Commercial	15	N.A.
Savings	4	N.A.
Savings & Loan	2	N.A.
Credit Union	4	N.A.

6 - PASSENGER AUTOS: County 51,466

7 - ELECTRIC METERS: Residence 25,246

8 - GAS METERS: Residence 6,887

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Elect. Parts 400; U.S. Navy Depot 3,262; Electronics 3,400; Wire Fab. 1,600; Computer Sciences 3,000; Shipyards 800.
Principal Pay Days-Fri.; 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 65-90; Fall 30-65; Winter 10-55. First killing frost, Nov. 14; last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-Thames St., Newport.
Neighborhood Shopping Centers-Broadway and Bellevue Ave., Newport; Two Mile Corner; Middletown, & West Main Rd., Middletown; Connell Hwy., Newport.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Bellevue(12)	NA	Almacs, A&P, CVS
Aquidneck(23)	NA	Anderson-Little, Woolworth
Connell Plz.(22)	NA	JCPenney, Food Mart
Zayre Plz.	NA	Radio Shack, Sherwin-Williams, Star Mkt., Zayre
Main Plz.(5)	NA	Almacs, K mart
Long Wharf Mall(15)	NA	

Principal Shopping Days-Dept.: Fri., Sat.; Food: Fri.
Stores Open Evenings-Department: Fri.; Supermarkets: 9 p.m. daily.

13 - RETAIL OUTLETS: **Department Stores**-Ley's Century; Sears; Cherry & Webb; Zayre; K mart; JCPenney.
Variety Stores-Newberry; Woolworth; Charles.
Discount Stores-Zayre; K mart; NHD; Tons of Toys.
Chain Drug Stores-Adams; CVS 2; Brooks/Adams 3.
Chain Supermarkets-A&P; Super Stop & Shop; Almacs 2; Star Mkt.; IGA; Food Mart.
Other Chain Stores-Goodyear, Endicott-Johnson Shoes; Firestone; Radio Shack; Sherwin-Williams; Narragansett Clothing; Donnelly's Men's Wear; Talbot's; Fashion Bug; Kidsport; Fayva; Waldenbooks; Naturalizer.

14 - NEWSPAPERS: NEWS (e) 15,790; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: J. Leo Deveau, Adv. Dir., NEWS, 101 Malbone Rd., Newport, RI 02840; Tel. (401) 849-3300.
National Representative: Landon Associates.

PAWTUCKET-CENTRAL FALLS

1 - LOCATION: Providence County (In Providence-Pawtucket-Woonsocket NECMA). E&P Map D-2. On Blackstone River at head of Narragansett Bay tidewaters, adjacent to Providence. 39 mi. from Boston; 44 mi. from Worcester. On U.S. Hwys. 1 & 95.

2 - TRANSPORTATION: **Railroads**-Conrail; Moshassuck Valley; Providence & Worcester; Amtrak.
Intercity Bus Lines-Bonanza; Shortline; R.I. Public Transit.
Motor Freight Carriers-81.
Airlines-USAir; Eastern; TWA; United; Air New England; Pilgrim; Piedmont; American.

3 - POPULATION:
Corp. Cities 80 Cen. 88,199; E&P 88 Est. 92,365
Pawtucket 80 Cen. 71,204; E&P 88 Est. 74,567
Central Falls 80 Cen. 16,995; E&P 88 Est. 17,798
CZ-ABC: (80) 88,199
RTZ-ABC: (80) 83,763
County 80 Cen. 571,571; E&P 88 Est. 580,636
NECMA 80 Cen. 867,061; E&P 88 Est. 902,254
City & RTZ-ABC: (80) 171,962

4 - HOUSEHOLDS:
Cities 80 Cen. 34,733; E&P 88 Est. 37,634
Pawtucket 80 Cen. 28,147; E&P 88 Est. 30,104
Central Falls 80 Cen. 6,586; E&P 88 Est. 7,530
CZ-ABC: (80) 34,733
RTZ-ABC: (80) 28,790
County 80 Cen. 209,698; E&P 88 Est. 218,783
NECMA 80 Cen. 311,051; E&P 88 Est. 333,951
City & RTZ-ABC: (80) 63,523

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	N.A.
Savings	3	N.A.
Savings & Loan	4	N.A.
Credit Unions	10	N.A.

6 - PASSENGER AUTOS: County 342,397; Pawtucket 42,521; Central Falls 8,979

7 - ELECTRIC METERS: Residence 45,838

8 - GAS METERS: Residence 42,739

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 6,534 ($238); Apparel 1,758 ($155); Fabric Metals 1,422 ($180); Food 968 ($218); Jewelry 4,051 ($168); Mac[illegible] 587 ($238); Plastics 1,242 ($208); Primary Metals 3,102 ($212).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-57; Summer 63-82; Fall 55-73; Winter 22-37. First killing frost, Oct. 24; last killing frost, Apr. 14.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main; 2 on Broad; 1 on East Ave.
Neighborhood Shopping Centers-Barton St., East Ave., South Woodlawn Station, Broad St., Dexter St. in Central Falls; Newport and Armistice, in Darlington Section; Smithfield Ave., Fairlawn Section; Central Ave. in Darlington; Broadway, at Mass. State Line; Benefit St., in Darlington Section; Washington St. in So. Attleboro, Mass.; Baker's Corner, Seekonk, Mass.; Route 1, No. Attleboro, Mass., Lincoln Mall, Lincoln; Commerce Way, Seekonk, Mass.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Barton St.	1	Star Market
Narragansett(17)	4	Star Mkt., Burlington Factory Outlet, Super Stop & Shop
Wampanoag(24)	3	Almac's Mkt.
Shopperstown(11)	3	Zayre, Star Mkt.
Cumberland Plz.(12)	6	Almac's Mkt.
Lincoln Ctr.	5	Nayco
Seekonk	5	K mart, Valueland
Central Plz.	3	Food Mart, Benny's
Washington Plz.	5	Zayre, Star Mkt.
Bayberry Plz.	10	Paperama
Walnut Hill(26)	15	Sears
Mineral Spring(9)	NA	Almac's Mkt.
Woonsocket Plz.(20)	15	Child World, Radio Shack
Lincoln Mall(65)	8	Caldor, Almac's, Zayre

Principal Shopping Days-Tues., Thur., Fri., Sat. & Sun.
Stores Open Evenings-Thur., Fri.; Shopping Ctrs. & discount stores every evening except Sun.

13 - RETAIL OUTLETS: **Department Stores**-Peerless; Burlington Factory Outlet; Sears 2; Apex; Lechmere.
Discount Stores-Zayre 2; Ann & Hope 2; K mart; Caldor; Mars; Stuarts.
Variety Stores-Nayco; Ben Franklin.
Chain Drug Stores-Adams/Brooks 9; Ann & Hope Pharmacy 2; CVS 9; Douglas Drug 4; Rite Aid.
Chain Supermarkets-Almac's 10; Stop & Shop; Star Mkts. 3; Cumberland Farms Dairy; IGA 2; Food Mart; Valueland; Wonder Food Mkt.
Other Chain Stores-Thom McAn; Firestone; Goodyear; Goodrich; Singer Co.; Dutchland Farms Dairy; Peerless; Dairy Mart; Kinney Shoes; Fashion Gallery; Radio Shack; Anderson Little; Merchant Tires; Diamond International; The Fair; Bennys; Zale's; Grossman's; Hickory Farm[illegible] Save Rite; Color Tile; Tile City.

14 - NEWSPAPERS: TIMES (e) 25,780; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Del St. Jean, Adv. Mgr. or Raymond Roy, Ret. Adv. Mgr., TIMES, 23 Exchange St., Pawtucket, RI 02860; Tel. (401) 722-4000.
National Representative: Landon Associates.

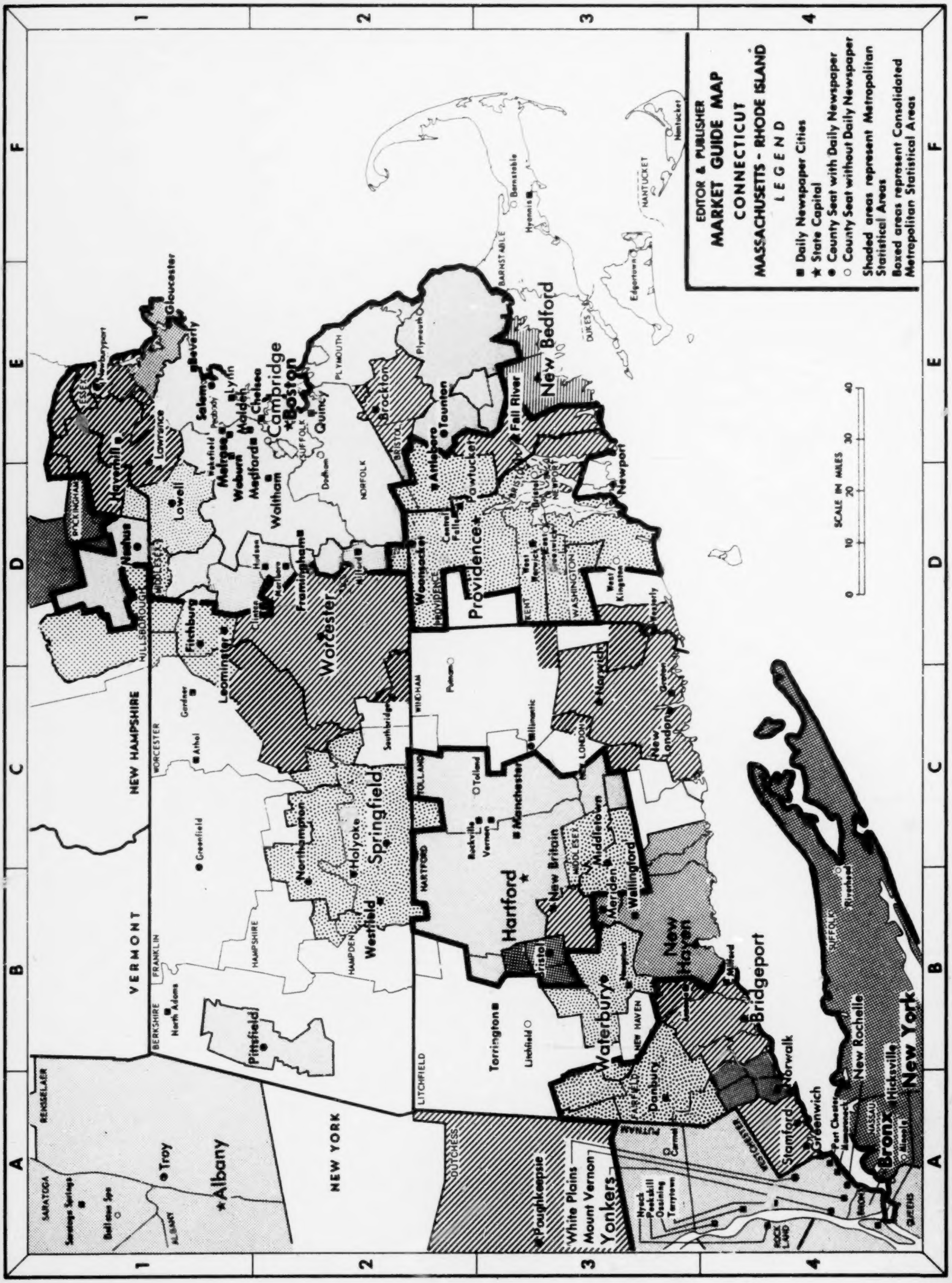
PROVIDENCE

1 - LOCATION: Providence County (In Providence-Pawtucket-Woonsocket NECMA). E & P. Map D-3. State Capital and County Seat. Industrial, Wholesale and Education Center. 43 mi. S of Boston. On U.S. Hwys. 1, 6, 44, 95, 295, 195; Hwys. 2, 3, 5, 14, 101, 102, 112, 117, 146, 295.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Motor Freight Carriers-400.
Freight Steamship Lines-2.
Intercity Bus Lines-R.I. Transit Authority; Arrow; Bonanza.
Interstate Bus Lines-Greyhound; Bonanza; Providence-Hartford-Norwich Line.
Airlines-American; American Eagle; Business Express; Continental; Eastern; Holiday; North West; Peidmont; USAir; United.

3 - POPULATION:
Corp. City 80 Cen. 156,804; E&P 88 Est. 154,723
NDM-ABC: (80) 1,149,132
County 80 Cen. 571,571; E&P 88 Est. 580,636
NECMA 80 Cen. 867,061; E&P 88 Est. 902,254
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 60,157; E&P 88 Est. 64,351
NDM-ABC: (80) 410,392


EDITOR & PUBLISHER
MARKET GUIDE MAP
CONNECTICUT
MASSACHUSETTS - RHODE ISLAND
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas
SCALE IN MILES
0
10
20
30
40
VERMONT
NEW HAMPSHIRE
NEW YORK
Boston
Cambridge
Quincy
Lowell
Lawrence
Haverhill
Salem
Lynn
Gloucester
Beverly
Brockton
Taunton
Fall River
New Bedford
Worcester
Framingham
Fitchburg
Leominster
Springfield
Holyoke
Northampton
Westfield
Pittsfield
North Adams
Greenfield
Providence
Pawtucket
Woonsocket
Newport
Westerly
Hartford
New Britain
Manchester
Middletown
Meriden
Wallingford
New Haven
Bridgeport
Waterbury
Bristol
Torrington
Danbury
Norwalk
Stamford
Greenwich
Norwich
New London
Willimantic
Nashua
Albany
Troy
Poughkeepsie
Yonkers
Mount Vernon
White Plains
New Rochelle
New York
Bronx
Hicksville
Riverhead
Hyannis
Barnstable
Nantucket
Edgartown
A
B
C
D
E
F
1
2
3
4

County 80 Cen. 209,698; E&P 88 Est. 218,783
NECMA 80 Cen. 311,051; E&P 88 Est. 333,951

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	12	$8,527,231,000
Mutual Savings	5	$2,464,270,000
Savings & Loan	4	$2,339,343,000
Credit Unions	80	$1,756,565,000

6 - PASSENGER AUTOS: Providence-City 73,662; County 342,397

7 - ELECTRIC METERS: Residence 65,205

8 - GAS METERS: Residence 52,899

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal & Mach. 36,300 ($369); Textiles 10,100 ($313); Jewelry & Silver 23,400 ($260); Rubber & Plastics 5,800 ($362); Trans. Equip. 9,000 ($443); Printing & Publishing 6,900 ($451).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-65; Summer 58-76; Fall 33-50; Winter 23-39. First killing frost, Nov. 1; last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Downtown Shopping Area**-Westminster St., Exchange Pl., Exchange St., Dorrance St., Weybosset St., Empire St.
Neighborhood Shopping Areas-Davol Sq., Olneyville Sq., Wayland Sq., The Arcade, Federal Hill.
Principal Shopping District-Jct. of 195 & 1295, Warwick.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Barrington Ctr.(12)	8	CVS, Cherry Webb & Touraine, Donnelly's
Coventry Plz.(7)	15	K mart, Radio Shack
Garden City Ctr.(43)	6	Child World, Cohoes, Donnelly's, Woolworth
Marshall's Plz.(20)	9	Marshall's, Herman's
Shopperstown(12)	12	Zayre, Radio Shack
Wampanoag Mall (22)	3	Cherry Webb & Touraine, Almacs, Channel Home Ctr.
Lincoln Mall(70)	9	Caldor, Donnelly's, Peerless, Zayre, Almacs
Wakefield Mall(12)	20	Donnelly's, Woolworth, NHD
Bald Hill Plz.(5)	9	Lechmere, Paperama
Gov. Francis(6)	8	Save Rite, IGA
Rhode Island Mall(76)	9	Cherry Webb & Touraine, Sears, G. Fox
Rickles Plz.(4)	9	Rickles, Kids R Us
Warwick Commons (10)	8	Filene's Basement
Warwick Mall(52)	8	Caldor, Filene's, JCPenney, Jordan Marsh, The Limited
Walnut Hill(23)	21	McCarthy's, Sears, Woolworth
Bayberry Plz.(3)	3	Sears Paint & Hdwe., Murray's
Seekonk Sq.(5)	3	T.J. Maxx, Child World
Swansea Mall(76)	13	Apex, Caldor, Toys R Us, Sears, Service Mdse.
Swansea Plz.(4)	13	K mart
Apple Valley Mall(24)	8	Almacs, CVS, Radio Shack
Woonsocket Plz.(24)	18	Caldors, Big D Mkt.
Loehmann's Plz.(12)	NA	Loehmann's, Pier I Imports

Principal Shopping Days-Department Stores-Thur., Fri., Sat., Sun.; Food Stores-Thur., Fri., Sat., Sun.
Stores Open Evenings-Department Stores-Mon. through Sat.; Food-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears 5; Jordan Marsh; Filene's; JCPenney 4; G. Fox.
Discount Stores-Ann & Hope 3; Apex 3; K mart 7; Murray's 3; Zayre 10; Caldor 4; Lechmere 2; Save Rite 4; Stuart's 3.
Leading Apparel Stores-Cherry Webb & Touraine; Peerless; Casual Corner; Briggs Ltd.; Donnelly's; Marshall's; Filene's Basement; Loehmann's.
Variety Stores-Woolworth 4.
Chain Drug Stores-Brooks 39; CVS 43; Douglas 11; Rite Aid 10; RX Place.
Chain Supermarkets-A&P 3; Almacs 37; Food City; Heartland; IGA; Mass Food; Morse's 2; Star 12; Stop & Shop; Valueland 8; Big D Wonder Mkt.
Other Chain Stores-Men's Clothing: Brigg's Ltd., Chess King, Harvey Ltd., Hillhouse Ltd., Wallach's; Women's Clothing: Casual Corner 3, Cherry Webb & Touraine 5, Cohoes 2, Olevson, Wm. H. Harris, Hit or Miss 3, Lane Bryant, Peerless 5, The Limited, The Talbots, The Weathervane; Family Clothing: Anderson Little 3, Donnelly's 8, Filene's Basement Store, Kennedy's, Marshall's 2, T.J. Maxx 3, Lady Briggs; Variety Stores: Woolworth 4; Shoes: Bakers, Dexter, Don Dee, Fayva, Flagg Bros., Florsheim, Hanover, Kays Newport, Kinney, Knapp, Morse, Quoddy, Stride Rite, Taymor, Thom McAn; Hosiery: Albert, Fields, Frederick's of Hollywood, Parklane; Auto Supplies: ADAP, Benny's, Carquest, McLaughlin, NHD, Western Auto; Dairy: Cumberland Farms, Dairy Mart, Xtra Mart; Furniture: Alpert's, Cardi, Georgetown Manor, Roitman's, Scandinavian Design, Liberty.

14 - NEWSPAPERS: JOURNAL (m-mon to fri) 96,080; BULLETIN (e-mon to fri) 104,394; JOURNAL BULLETIN (m-sat) 185,630; JOURNAL (S) 261,454; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: William H. Peckham, Gen./Adv. Mgr., BULLETIN and JOURNAL, 75 Fountain St., Providence, RI 02902; Tel. (401) 277-7172.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

WEST WARWICK

1 - LOCATION: Kent County (In Providence-Pawtucket-Woonsocket NECMA). E&P Map D-3. Industrial center. 10 mi. S of Providence; 4 mi. to State Airport. On U.S. Hwys. 3 & 117.

2 - TRANSPORTATION: **Railroads**-Conrail.

3 - POPULATION:
Corp. Town 80 Cen. 27,026; E&P 88 Est. 29,499
NECMA 80 Cen. 867,061; E&P 88 Est. 902,254
County 80 Cen. 154,613; E&P 88 Est. 166,331

4 - HOUSEHOLDS:
Town 80 Cen. 9,936; E&P 88 Est. 11,244
County 80 Cen. 54,137; E&P 88 Est. 61,402
NECMA 80 Cen. 311,051; E&P 88 Est. 333,951

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	N.A.
Savings	2	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: Town 18,414; County 107,867

7 - ELECTRIC METERS: Residence 9,983

8 - GAS METERS: Residence 9,000

9 - PRINCIPAL INDUSTRIES: Textiles; Medical Supply; Energy.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-65; Summer 58-76; Fall 33-50; Winter 23-39. First killing frost, Nov. 1; last killing frost, Apr. 14.

11 - TAP WATER: Acid, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Gateway(30)	NA	Ben Franklin
Governor Francis(18)	NA	Adams
Midland Mall(76)	NA	Sears, G. Fox, Zale's
Warwick Mall(52)	NA	Jordan Marsh, JCPenney

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Filene's; Jordan Marsh; JCPenney; G. Fox; Sears.
Variety Store-Newberry's.
Discount Stores-Ann & Hope Factory Outlet; Apex; Pontiac Mills Outlet; Lechmere Sales.
Chain Drug Stores-Adams; Davis Cut Rate; CVS; Douglas.
Chain Supermarkets-Stop & Shop; Almacs 2; Valueland; Jerry's 3; IGA 2.

14 - NEWSPAPERS: KENT COUNTY DAILY TIMES (e) 9,424; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Ted Holmberg, Pub., KENT COUNTY DAILY TIMES, 1353 Main St., West Warwick, RI 02893; Tel. (401) 821-7400.
National Representative: Landon Associates.

WESTERLY

1 - LOCATION: Washington County (In Providence-Pawtucket-Woonsocket NECMA). E&P Map D-3. On RI-CT line, 45 mi. SW of Providence; 150 mi. NE of New York. At head of navigation of Pawcatuck River which opens into Long Island Sound. On U.S. Hwy. 1; Conn. 2; R.I. 3. 3 mi. S of Interstate 95.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Rhode Island Coach; New Haven & Shore Line; RIPTA.
Airlines-RI Coastal Airways; USAir; Pilgrim; Viking Airways; Westerly State Airport.

3 - POPULATION:
Corp. City 80 Cen. 18,580; E&P 88 Est. 19,980
CZ-ABC: (80) 26,224
RTZ-ABC: (80) 64,505
County 80 Cen. 93,908; E&P 88 Est. 107,027
NECMA 80 Cen. 867,061; E&P 88 Est. 902,254
City & RTZ-ABC: (80) 90,729

4 - HOUSEHOLDS:
City 80 Cen. 6,599; E&P 88 Est. 7,031
CZ-ABC: (80) 9,266
RTZ-ABC: (80) 21,737
County 80 Cen. 31,081; E&P 88 Est. 37,190
NECMA 80 Cen. 311,051; E&P 88 Est. 333,951
City & RTZ-ABC: (80) 31,003

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	$198,054,000
Savings & Loan	1	$7,386,853
Credit Unions	4	$13,586,323

6 - PASSENGER AUTOS: County 67,637; City 14,717

7 - ELECTRIC METERS: Residence 11,497

8 - GAS METERS: Residence 4,235

9 - PRINCIPAL INDUSTRIES: Braided Synthetic Specialty Cords; Surgical Threads; Fishing Lines; Elastic Braid; Knitted Rubber Goods; Concrete Blocks; Silk Screen Printing on Linens; Fine Laces; Felts; Granite Monuments; Woolen Fabrics; Velvets; Tools & Dies; Dyers & Finishers; Textile Chem. Specialties; Printing Press Mfg.; Cable Grips; Custom-Built Hotel & Office Furn.; Electronic Coils & Transformers; Paper Mill Mach.; Plastic Moldings; Elect. Batteries; Plastic Extrusion Mach.; Investment Casting.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-57; Summer 61-79; Fall 45-62; Winter 23-38. First killing frost, Oct. 10; last killing frost, Apr. 10.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: **Principal Shopping Centers**-7 streets in center of town; 5 diversified shopping centers.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Franklin Plz.(14)	NA	Almac Mkt., JCPenney
Granite Plaza	NA	Sunrise Market
Granite Street(18)	NA	Walgreens
Main Street(15)	NA	E-Z Package Store
Ocean Plz.	3	Midas Muffler
Mill Pond Plz.	3	Level One, Trader Fred

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Close-Wed. afternoon downtown.
Stores Open Evenings-Fri.; Food and Shpg. Ctrs. nightly. Many stores open Sunday including Discount Stores; some markets until midnight.

13 - RETAIL OUTLETS: Department Stores-McCormick's; Sears (catalog); Reid & Hughes; JCPenney.
Discount Stores-Fisher's Big Wheel.
Chain Drug Stores-Higgins (Liggett-Rexall); Granite Walgreens; Brooks; Douglas.
Chain Supermarkets-A&P; Super Finast; Almac's; Universal 4; Gentile's; IGA; Sunrise; Cumberland Farms 3; Scott's; Stop & Shop; McQuade's.

14 - NEWSPAPERS: SUN (e-mon to fri) 11,847; (S) 12,085; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Leon F. Williams, Adv. Mgr., SUN, 56 Main St., Westerly, RI 02891; Tel. (401) 596-7791 and (203) 443-3307.
National Representative: Landon Associates.

WOONSOCKET

1 - LOCATION: Providence County (In Providence-Pawtucket-Woonsocket NECMA). E&P Map D-2. On the Blackstone River; at Woonsocket Falls; 39 mi. SW of Boston, MA and 16 mi. N by W of Providence. On State Hwys. 122, 146, 114, 104 and Route 99

2 - TRANSPORTATION: **Railroads**-P&W; Amtrak.
Motor Freight Carriers-18.
Intercity Bus Lines-RI Public Transit Authority.
Airlines-Eastern; United; United Express; USAir; American; American Eagle; Business Express; Continental; Holiday; Northwest; Pan Am Express; Piedmont; Presidential. (T.F. Green Airport. 25 mi. distance).

3 - POPULATION:
Corp. City 80 Cen. 45,914; E&P 88 Est. 46,336
CZ-ABC: (80) 78,287
RTZ-ABC: (80) 91,515
County 80 Cen. 571,571; E&P 88 Est. 580,636
NECMA 80 Cen. 867,061; E&P 88 Est. 902,254
City & RTZ-ABC: (80) 169,802

4 - HOUSEHOLDS:
City 80 Cen. 17,328; E&P 88 Est. 17,887
CZ-ABC: (80) 28,315
RTZ-ABC: (80) 29,110
County 80 Cen. 209,698; E&P 88 Est. 218,783
NECMA 80 Cen. 311,051; E&P 88 Est. 333,951
City & RTZ-ABC: (80) 57,425

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	$729,504,627
Savings & Loan	N.A.	N.A.

6 - PASSENGER AUTOS: County 342,397; City 24,215

7 - ELECTRIC METERS: Residence 18,764

8 - GAS METERS: Residence 11,923

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 1,071 ($408); Mfg. 9,609 ($355); Trans., Elect., Gas 838 ($584); Whol. Trade 1,032 ($363); Ret. Trade 3,420 ($212); Fin., Ins. & R.E. 895 ($329); Servs. 6,310 ($275).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-65; Summer 65-85; Fall 48-60; Winter 10-40.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Neighborhood Shopping Centers**-Mill River Square; Walnut Hill Plaza; Woonsocket Plaza; Park Square; Zayre; Slatersville Plaza; Crooks Corner.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Park Square(6)	2	Almac's, Star Mkt., Mars-Adap
Walnut Hill Plaza(26)	2	Sears, McCarthy's, Woolworth, Shaw's
Woonsocket Plaza(20)	2	Radio Shack, Caldor, Child World, CVS
Bellingham	1	Zayre, Almac's, CVS
Social Corner	1	Save-Rite
Slatersville Plaza(15)	4	Eddie's Mkt., Western Auto, Williams 5&10
Lincoln Mall(65)	4	Caldor, Zayre, Anderson-Little
The Pavillion	2	Carriage Trade, Cherry Webb & Touraine

Principal Shopping Days-Dept. Stores Thur., Fri., Sat.; Food Stores Thur., Fri., Sat.
Stores Open Evenings-Nightly, Sun. 12-5; Dept. Nightly; Food Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-McCarthy's Dry Goods; Cherry Webb & Touraine; Sears; Caldor 2; Carriage Trade.
Discount Stores-Rathbun Factory Outlet; National Hardgoods Dist. 2; Zayre 2; Save Rite 2; Mars.
Variety Store-Woolworth.
Chain Drug Stores-CVS 6; Adams/Brooks 6; Rite Aid.
Chain Supermarkets-Almac's 6; Star Market 2; Wonder Markets 2; Shaw's; IGA 2.
Other Chain Stores-Firestone; Benny's; Goodyear; Adap; Grossman's; Radio Shack 3; Child World; Western Auto; Anderson Little 2; Color Tile; NHD.

14 - NEWSPAPERS: CALL (e) 29,992; (S) 29,892; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Richard H. McGee, Mktg. Mgr. or Arthur B. Morin, Jr., Ret. Adv. Mgr., CALL, 75 Main St., Woonsocket, RI 02895; Tel. (401) 762-3000.
National Representative: Landon Associates.

SOUTH CAROLINA SURVEYS

METROPOLITAN STATISTICAL AREAS

Anderson-Anderson County.
Augusta, GA-SC-Columbia, McDuffie and Richmond Counties, GA; Aiken County, SC
Charleston-Berkely, Charleston and Dorchester Counties.
Charlotte-Gastonia-Rock Hill, NC-SC-Cabarrus, Gaston, Lincoln, Mecklenburg, Rowan and Union Counties, NC; York County, SC
Columbia-Lexington and Richland Counties.
Florence-Florence County.
Greenville-Spartanburg-Greenville, Pickens and Spartanburg Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1989**
Under 5 Years	236	238	326
5-14 Years	552	520	556

15-24 Years	519	633	612
25-44 Years	607	871	1,167
45-64 Years	487	578	588
65 and Over	190	287	284
TOTAL	2,591	3,127	3,533

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1989 Est.
Bldg. Mat./Hdwr	536	709	1,567
General Mdse	989	1,235	2,159
Food	2,022	3,096	4,872
Automobiles	1,766	2,169	4,900
Gasoline Stations	722	1,201	1,402
Apparel	414	677	1,142
Furniture	368	556	1,198
Eat-Drink Places	587	1,078	1,921
Drugs	264	596	719
TOTAL SALES	8,350	12,498	21,724

AIKEN

1 - LOCATION: Aiken County (In Augusta, GA-SC MSA). E&P Map B-3. 17 1/2 mi. NE of Augusta, GA; 120 mi. NW of Charleston. On U.S. Hwys. 1, 78; State Hwys. 19, 302, 126.

2 - TRANSPORTATION: **Railroads**-Southern; Seaboard; Georgia & Florida.
Motor Freight Carriers-1.
Intercity Bus Lines-Greyhound; Trailways; Southeastern Stages.

3 - POPULATION:
Corp. City 80 Cen. 14,978; E&P 88 Est. 18,204
NDM-ABC: (80) 105,767
MSA 80 Cen. 347,556; E&P 88 Est. 392,631
County 80 Cen. 105,863; E&P 88 Est. 117,449
Demographic Information available from Aiken Chamber of Commerce.

4 - HOUSEHOLDS:
City 80 Cen. 5,757; E&P 88 Est. 7,130
NDM-ABC: (80) 36,491
County 80 Cen. 36,456; E&P 88 Est. 42,497
MSA 80 Cen. 115,061; E&P 88 Est. 134,410

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$139,581,790
Savings & Loan	3	$169,081,506

6 - PASSENGER AUTOS: County 66,092

7 - ELECTRIC METERS: Residence 8,011

8 - GAS METERS: Residence 6,838

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles & Fabrics 10,443; Clay Prods. 291; Fiberglass 1,725; Nuclear Power Materials 6,000; Lumber 160; Paper Prods. 625; Food 100; Metal Fab. 138; Motor Protectors & Therm. 650; Constr. 1,860; Printing & Pub. 110.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Mean Jan. Temp. 47; Mean July Temp. 79. First killing frost, Nov. 14; last killing frost, Mar. 20.

11 - TAP WATER: N.A.

12 - RETAILING: **Neighborhood Shopping Centers**-Graniteville; Midland; Rich Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart(5)	1	K mart, Bi-Lo
Kalmia Plaza(45)	1	Belk's
Mitchell(10)	2	
N. Augusta Plz.	16	Belk's, Rose's
Heritage Sq.(20)	2	Revco, Wal-Mart, Whites, Food Lion

Principal Shopping Days-Thur., Fri., Sat.
Stores Close-6 p.m.; 9 p.m. Fri.

13 - RETAIL OUTLETS: **Department Stores**-White's; Belk's; B.C. Moore.
Variety Store-McCrory.
Chain Drug Stores-Aiken 2; Revco 3; Eckerd.
Discount Stores-K mart; Wal-Mart; Roses.
Chain Supermarkets-Winn-Dixie 2; Piggly Wiggly; Bi-Lo 2; Kroger; Food Town; Gurleys 3.
Other Chain Stores-Goodyear; Western Auto; Lowe's.

14 - NEWSPAPERS: STANDARD (e-mon to fri) 14,918; (S) 14,992; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: A.B. Cubbedge, Adv. Dir., STANDARD, 124 Rutland Dr., Aiken, SC 29801; Tel. (803) 648-2311.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ANDERSON

1 - LOCATION: Anderson County (MSA). E&P Map A-2, County Seat. Industrial center. 123 mi. NE of Atlanta, GA; 127 mi. SW of Charlotte. On U.S. Hwys. 29, 76, 178; I-85; State Hwys. 24, 28, 81, 243.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line; Southern.
Motor Freight Carriers-32.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 27,965; E&P 88 Est. 27,895
CZ-ABC: (80) 47,925
RTZ-ABC: (80) 312,091
County/MSA 80 Cen. 133,898; E&P 88 Est. 144,705
City & RTZ-ABC: (80) 360,016
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,308; E&P 88 Est. 10,289
CZ-ABC: (80) 17,458
RTZ-ABC: (80) 107,535
County/MSA 80 Cen. 46,944; E&P 88 Est. 54,485
City & RTZ-ABC: (80) 124,993

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$270,356,000
Savings & Loan	5	$332,615,000

6 - PASSENGER AUTOS: County 80,916

7 - ELECTRIC METERS: Residence 27,218

8 - GAS METERS: Residence 10,120.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 12,318 ($256); Fiberglass; Motor Prods.; Metal Working; Plastics; Fertilizer; Rubber Prods.; Apparel 21,700; 56,370 persons employed in County.
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-82; Summer 65-98; Fall 52-88; Winter 15-75. First killing frost, Nov. 9; last killing frost, Mar. 25.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Main St. & Square; 3 on N. Main; 2 on S. Main Ext.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Anderson Mall(92)	5	JCPenney, Uptons, Sears, Gallant-Belk
Belvedere Plz.(21)	NA	Bi-Lo, Rhodes
Camp(5)	NA	Professional Phcy.
Hanks(6)	NA	Hanks Jewelry
Lakeside Sq.(14)	NA	Bi-Lo, Winn-Dixie, Wal-Mart
Lyons Center(5)	NA	Dillard Marine & Sport
Market Place(10)	NA	Winn-Dixie, Cosmo
Pruitt(17)	NA	Sullivan Hdwe.
Watson Village	NA	White-Jones, Ingles, Helig-Meyers
Windsor Place	NA	Revco, Winn-Dixie
New South	NA	Revco, Sky City
East Point(6)	NA	Bi-Lo, Revco, Family Dollar

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Shopping Centers.

13 - RETAIL OUTLETS: **Department Stores**-Gallant-Belk; Sears; JCPenney; Uptons.
Discount Stores-K mart; Sky City; Wal-Mart.
Variety Store-Woolworth.
Chain Drug Stores-Revco 5; Bi-Lo; Eckerd 2.
Chain Supermarkets-A&P 2; Winn-Dixie 4; Fast-Fare Stores 14; Bi-Lo 4; Ingles 3; Kroger 2.
Other Chain Stores-Kimbrell's Furn.; Maxwell Furn.; Merit Shoes; Lerner's; Hammond-Brown Jennings Furn.; Jewelry: Kingoff's, Jewel Box; Pic-N-Pay Shoes; S&H Green Stamps; Radio Shack; Farr Music, John B. Lee.

14 - NEWSPAPERS: INDEPENDENT-MAIL (m) 39,291; (S) 42,859; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Larry D. Reeves, Adv. Dir. Sales, INDEPENDENT-MAIL, 1000 Williamstown Rd.; PO Box 2507, Anderson, SC 29622; Tel. (803) 224-4321
National Representatives: Landon Associates; Harte-Hanks Communications.

BEAUFORT

1 - LOCATION: Beaufort County, E&P Map C-4. Diversified Farming; Pine and Ash timber. Port on Port Royal River; 50 mi. SW of Charleston on U.S. Hwy. 21.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 8,634; E&P 88 Est. 9,803
CZ-ABC: (80) 20,808
RTZ-ABC: (80) 21,812
County 80 Cen. 65,459; E&P 88 Est. 87,597
City & RTZ-ABC: (80) 42,620

4 - HOUSEHOLDS:
City 80 Cen. 3,245; E&P 88 Est. 3,097
CZ-ABC: (80) 7,704
RTZ-ABC: (80) 6,039
County 80 Cen. 20,112; E&P 88 Est. 27,665
City & RTZ-ABC: (80) 13,743

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$90,000,000

6 - PASSENGER AUTOS: County 39,871

7 - ELECTRIC METERS: County Est. 24,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Farming; Lumber Milling; Military; Tourism; Shrimping.

10 - CLIMATE: Min. & Max. Temp.-Spring 57-82; Summer 60-95; Fall 42-82; Winter 27-75. First killing frost, Nov. 30; last killing frost, Mar. 2.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beaufort Plaza(10)	3	Roses, Eckerd, Winn-Dixie, Food Lion
Royal Oaks(6)	NA	A&P, Mack's 5 & 10, Revco
Ribaut Center(18)	2	K mart, Revco, Bi-Lo, Belk's
Island Center(6)	1	Winn-Dixie, Eckerd
Bi-Lo Center(3)	5	Bi-Lo, Sky City, Revco

13 - RETAIL OUTLETS: **Department Stores**-Belk-Simpson.
Discount Stores-K mart; Rose's; Sky City.
Chain Drug Stores-Eckerd; Revco.
Chain Supermarkets-A&P; Winn-Dixie; Bi-Lo; Piggly Wiggly; Food Lion; Red & White.

14 - NEWSPAPERS: GAZETTE (e-mon to fri) 8,403; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: John Heath, Pub., GAZETTE, PO Box 399, Beaufort, SC 29902; Tel. (803) 524-3183.
National Representative: Landon Associates.

CHARLESTON

1 - LOCATION: Charleston County, (In Charleston MSA). E&P Map C-3. County Seat. Center of state's sea coast. On peninsula bet. Ashley and Cooper Rivers. Excellent deep water harbor with important world commerce. Large U.S. Naval Base & U.S. Air Base.

2 - TRANSPORTATION: **Railroads**-Southern; Seaboard Coast Line; Amtrak.
Motor Freight Carriers-75.
Airlines-Delta; Eastern; Piedmont; United; American; Bankair.

3 - POPULATION:
Corp. City 80 Cen. 69,510; E&P 88 Est. 66,982
NDM-ABC: (80) 430,346
County 80 Cen. 276,954; E&P 88 Est. 303,480
MSA 80 Cen. 431,703; E&P 88 Est. 513,972

4 - HOUSEHOLDS:
City 80 Cen. 25,267; E&P 88 Est. 24,841
NDM-ABC: (80) 137,875
County 80 Cen. 90,717; E&P 88 Est. 102,325
MSA 80 Cen. 137,875; E&P 88 Est. 170,308

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 143,071

7 - ELECTRIC METERS: Residence 105,102

8 - GAS METERS: Residence 46,342

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Constr. 14,500; Durable Goods 11,500; Lumber and Wood Prods. 1,900; Stone & Glass 1,400; Machines, exc. elect. 2,200; Nondurable Goods 9,200; Apparel 1,100; Food 700; Paper & Allied Prods. 1,850; Chem. 1,800; Trans., Commun. & Public Util., 9,100; Whol. and Ret. Trade 45,400; Fin., Ins. & R.E. 8,700; Servs. 37,700; Gov't 49,700.
Principal Pay Days-1st, 15th, Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-80; Summer 60-95; Fall 40-80; Winter 25-75. First killing frost, Nov. 30; last killing frost, Mar. 2.

11 - TAP WATER: Alkaline, very soft: not fluoridated.

12 - RETAILING: **Principal Downtown Shopping Area**-13 blocks on King St. from Cannon to Market Sts., with shops and stores on side streets from Calhoun to Broad St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Berkeley(25)	18	S-Mart, TG&Y
Shannon(6)	21	Bi-Lo, Eckerd
North 52(10)	15	Bi-Lo, Revco
Yeaman's Hall(18)	10	Piggly Wiggly
King's Plz.(9)	2	Revco, Piggly Wiggly
Ashley Plz.(42)	5	Revco, Condon's, Brendles
Citadel(81)	6	Thalhimer's, Sears, Belk
Cross Creek(15)	3	Harris-Teeter, Eckerd
Folly Rd.(25)	3	
Harborview(13)	5	Winn-Dixie, Rite Aid
James Is.(16)	3	Piggly Wiggly, Harris Drugs
Meyer Pk.(8)	4	Foodland
Northbridge(20)	5	Piggly Wiggly
Shoppers Port(11)	6	Bi-Lo, Revco, Family Dollar
St. Andrews(10)	4	Rite Aid, Kerrison's
S. Windermere(47)	3	Belk, Piggly Wiggly, Rite Aid
Village Sq.(12)	4	Western Auto, Loehmann's
Aviation Sq.(20)	11	Sam's Wholesale, Carolina Baby, Circuit City
Wespanee(13)	7	E-Z Supermarket
Westwood Plz.(15)	4	Eckerd, Marshalls, TJ Maxx
Center Oak(7)	5	Revco, Food Lion
E. Cooper Plz.(10)	6	Piggly Wiggly, Eckerd, Wal-Mart
Moultrie(11)	5	Rite Aid, Gwynn's
Sea Island(15)	6	Piggly Wiggly, Eckerd, Western Auto, Belk
Patriot's Plz.(15)	5	Radio Shack, Kroger, World Bazaar
Brentwood Plz.(17)	7	Piggly Wiggly, Bi-Lo, Revco
Charles Towne(24)	8	JCPenney, Mont. Ward
Charleston Hgts. (11)	8	Piggly Wiggly
Evanston Plz.(26)	9	Foodland, Ace Hardware
Fabian(10)	8	Piggly Wiggly, Rite Aid
Gaslite(26)	7	Kuppenheimer
Northwoods(132)	13	Belk, Sears, Kerrisons, Thalhimer's
Oakridge Plaza(25)	8	Piggly-Wiggly, TG&Y
Shipwatch Sq.(25)	6	Winn-Dixie, Eckerd, Western Auto
Bi-Lo(10)	22	Bi-Lo, Revco, Sky-City
Heritage(13)	21	Revco, K mart
Oakbrook(13)	18	Piggly Wiggly, Eckerd, Revco, Kroger, Foodland
Summerville Plz.(5)	22	Wal-Mart, Eckerd, Winn-Dixie, Foodland
North Rivers Market(20)	13	Hechingers, Marshalls, TJ Maxx, Phar-Mor

Principal Shopping Days-Department: Mon., Wed., Fri., Sat.; Food: Wed., Thur., Fri., Sat., Sun.
Stores Open Evenings-Food, Dept. & Discount.

13 - RETAIL OUTLETS: **Department Stores**-Condon's; Kerrisons; Belk; JCPenney; Sears; Montgomery Ward; Thalhimer's.
Discount Stores-Service Mdse.; TG&Y; K mart; Wal-Mart; T.J. Maxx; Marshall's; Rolane's; Loehmann's; Brendle's; Sam's Wholesale.
Variety Stores-Kress; Woolworth; Family Dollar.
Chain Drug Stores-Eckerd; Scotties; Rite Aid; Medicine Shoppes; Revco; Treasury; K mart Pharmacies; Drug Emporium.
Chain Supermarkets-Winn-Dixie 5; Foodland 10; Piggly Wiggly 24; Bi-Lo 10; Harris-Teeter 3; Kroger 6; Food Lion 8.
Other Chain Stores-Women's Apparel: Lerner Shops, Diana, Casual Corner; Men's: Fines, Waltons, Kuppenheimer; Shoes: Hanover, Thom McAn, Butler, Shoe Mart, Baker's, Hardy, Jarman, Hahn, Kinney; Auto Supplies: Advance Auto, Allens, Western Auto, Keiths, Parks Auto, Firestone, Goodyear; Furniture, Appl.: Rhodes, Haverty's, Maxwell, Singer Co.; Misc.: Friedman's Jewelry, Sherwin-Williams, Lowe's, Wickes, S&H Green Stamps, Russell Stover, Top Value Stamps, Jewel Box, Hickory Farms, Radio Shack, 7-Eleven, Majik Market, Pantry, Scotchman, Bee-Rite, Book Bag, Waldenbooks, Home Quarters, Hechingers, B. Dalton Bookseller, West Super Store.

14 - NEWSPAPERS: NEWS & COURIER (m-mon to fri) 76,093; THE EVENING POST (e-mon to fri) 37,805; NEWS & COURIER/THE EVENING POST (m-sat) 114,258; (S) 121,274; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising

Data. Ernest Adams, Dir., Sales & Mktg., NEWS & COURIER/THE EVENING POST, 134 Columbus St., Charleston, SC 29403; Tel. (803) 577-7111, Ext. 450.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

COLUMBIA

1 - LOCATION: Richland County (MSA). E&P Map B-2. County Seat. State capital and largest city in state. Manufacturing textiles, concrete, electric & non-electric machinery, chemicals, metal products, lumber, dairying, cotton and miscellaneous smaller industries. Ft. Jackson (U.S. Army). College center. 94 mi. from Charlotte; Spartanburg NW, 96 mi.; Greenville NW, 107 mi.; Augusta SW, 72 mi.; Charleston SE, 114 mi. On U.S. Hwys. 1, 21, 76, 176, 321, 378, I-20, I-26 and I-77. State Hwys. 12, 48, 215, 262, 555, 602.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line; Southern; Columbia, Newberry & Laurens; Amtrak.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Delta; Eastern; Piedmont; American; United.

3 - POPULATION:
Corp. City 80 Cen. 99,969; E&P 88 Est. 98,249
MSA-ABC: (80) 409,955
Bal. in RTZ-ABC: (80) 447,967
County 80 Cen. 268,170; E&P 88 Est. 292,116
MSA 80 Cen. 409,302; E&P 88 Est. 464,709
Total MSA & RTZ-ABC: (80) 857,922
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 30,422; E&P 88 Est. 30,681
MSA-ABC: (80) 133,078
Bal. in RTZ-ABC: (80) 142,366
County 80 Cen. 85,461; E&P 88 Est. 94,821
MSA 80 Cen. 133,078; E&P 88 Est. 156,043
Total MSA & RTZ-ABC: (80) 275,444

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	10	$7,667,091,000
Savings & Loan	4	$1,625,567,000

6 - PASSENGER AUTOS: County 148,037.

7 - ELECTRIC METERS: County Residence 99,708.

8 - GAS METERS: County Residence 50,478.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 30,330; Trade 45,170; Trans. & Util. 11,270; Fin., Ins. & R.E. 15,560; Constr. 8,570; Servs. & Gov't 80,800.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-91; Summer 47-107; Fall 24-97; Winter 6-75. First killing frost, Nov. 3; last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-7 blocks on Main St.; 4 on Assembly St.; 3 on Sumter St.; 3 on Hampton; 3 on Taylor.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Five Points	2	Eckerd
Rosewood(24)	3	Dodd's, Bits 'N Pieces, Giant Food World
Trenholm Plz.(31)	4	Rite Aid, A&P, Ben Franklin
Richland Mall(28)	3	J.B. White's, Eckerd, Winn-Dixie
Cedar Terrace(24)	5	
Landmark Sq.(20)	6	Winn-Dixie, Hamricks, Cloth World, Rite Aid
Decker Plaza(9)	5	Rite Aid
Decker Village(5)	5	Food Lion
Midlands(16)	4	Giant Food, Western Auto, Furn. Factory Outlet
Columbia East(10)	6	Bi-Lo Foods, Family Dollar
Northway Plz.(12)	5	A&P, Cloth World
Northside Plz.(12)	6	Giant Food, Sentry Drug, Radio Shack, Pic 'N Pay
Beltline Village	6	Otasco, Bi-Lo Foods, Pic 'N Pay, Family Dollar
Boozer(37)	7	Western Auto, Key Distributors
West End Sq.	NA	Piece Good, Pic 'N Pay
Dutch Square(56)	7	A&P, J.B. White's, Eckerd
Seven Oaks(17)	7	Radio Shack, Food Lion
St. Andrews(10)	3	T.J. Maxx, Tons O' Toys
Widewater Sq.(12)	7	Bi-Lo Foods, Pic 'N Pay, Revco
Whitehall(16)	9	Winn-Dixie, Dodd's
Parkland Plz.(25)	2	Dodd's, Pic 'N Pay
Capitol Square(12)	3	Bi-Lo, Revco, Cloth World, Family Dollar
Intersection Ctr.(33)	8	Service Mdse., Robin's Menswear
Columbia Mall(111)	6	JCPenney, Sears, Rich's, Belk
Bush River Mall(17)	7	Richway
Decker Mall(11)	6	Kroger
Woodhill Mall(45)	5	Richway, Food Lion
Woodberry Plaza	7	Winn-Dixie, Revco
Saluda Plaza(7)	4	Piggly Wiggly
Sunset Plaza(11)	6	Winn-Dixie, Eckerd
Airport Sq.	10	Food Town, Radio Shack
Edenwood Sq.(6)	6	Bi-Lo, Revco

Principal Shopping Days-Department Stores-Mon., Tues., Fri., Sat., Food-Wed., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-James L. Tapp; Belk's; JCPenney; Sears; J.B. White; Rich's; Howard's; Macy's.
Discount Stores-K mart 4; Lowe's 2; Wickes 2; White's Auto 2; Service Merchandise; Richway 3; Key Distributors.
Variety Stores-Kress; Silver's; Dodd's 8; United 2; Crest; Emery 2; Family Dollar 8; G & H Warehouse World.
Chain Drug Stores-Eckerd 10; Rite Aid 7; Revco 16.
Chain Supermarkets-A&P 3; Winn-Dixie 8; Piggly Wiggly 11; Giant Food World/Red & White 7; Bi-Lo 7; Food Lion 11; Kroger SavOn 6; Family Mart 2.
Other Chain Stores-Women's Apparel: Banker's Note, Lerners, Garber's, The Limited, Brook's Fashions, Ashby's, Size 5-7-9, Stuarts, Body Shop, Ormond's, Foxmoor, Casual Corner, Susie's Casuals, The Ranch; Shoes: Butler's, Marilyn Shop, Thom McAn, Kinney's, Pic-N-Pay, Miles Ford, Endicott Johnson, Father & Son, Hanover, Baker, Varman; Men's Clothing: National Shirt Shop, Silverman's, J. Riggins, Bill's London Transit, Fine's; Jewelry: Zale's, Friedman's 5, D.P. Paul, Keepsakes, Osterman's; Auto Accessories: Otasco 2, Goodyear 5, Firestone 3, Miller Tire 2, Western Auto 6, Kenney 2, General Tires; Furniture: Haverty 2, Bridges 2, Maxwell Bros., Rhodes 2, Furniture World; Others: S&H Green Stamps, Greenbax Stamp.

14 - NEWSPAPERS: STATE (m) 125,376; RECORD (e) 25,324; STATE (S) 157,178; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: G.M. "Bucky" Johnson, Adv. Dir.; Sandra B. Suggs, Adv. Mgr., STATE and RECORD, PO Box 1333, Columbia, SC 29202; Tel. (803) 771-6161.
National Representative: Knight Ridder Newspaper Sales.

FLORENCE

1 - LOCATION: Florence County (MSA). E&P Map C-2. County Seat. 84 mi. NE of Columbia.

2 - TRANSPORTATION: **Railroads**-Seaboard Coastline; Amtrak.
Motor Freight Carriers-32.
Intercity Bus Lines-Greyhound; Queen City Trailways; Pee Dee Coaches.
Airlines-Atlantis; Henson.

3 - POPULATION:
Corp. City 80 Cen. 29,176; E&P 88 Est. 32,734
CZ-ABC: (80) 40,700
RTZ-ABC: (80) 199,856
County/MSA 80 Cen. 110,417; E&P 88 Est. 119,296
City & RTZ-ABC: (80) 240,556

4 - HOUSEHOLDS:
City 80 Cen. 10,370; E&P 88 Est. 11,617
CZ-ABC: (80) 13,983
RTZ-ABC: (80) 62,603
County/MSA 80 Cen. 35,705; E&P 88 Est. 40,246
City & RTZ-ABC: (80) 76,586

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	$384,883,000
Savings & Loan	3	$254,431,000

6 - PASSENGER AUTOS: County 56,704.

7 - ELECTRIC METERS: Residence Est. 25,761.

8 - GAS METERS: Residence Est. 2,334.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Woodworking 900; Textiles 2,500; Bakeries 1,000; R.R. 800; Bottling 273; Metal Fab. 1,942; Dairies 170; Film Plant 1,000; Electronics 1,750; Trans. & Public Util. 2,400; Paper Mill 1,000; Truck Motor Lines 341; Office Services 6,200.
Principal Industrial Pay Days-15th and 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-84; Summer 66-92; Fall 41-86; Winter 35-58. First killing frost, Nov. 12; last killing frost, Mar. 19.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-16 blocks on 4 streets; several shopping centers.
Neighborhood Shopping Center-1500 block W. Palmetto.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Florence Mall(55)	1	Peebles
Florence Plz.(2)	1	Wal-Mart, Winn-Dixie
Hallmark Sq.(20)	7	Bi-Lo Foods, Family Dollar, Alexander's
K mart Plz.		K mart, Food Lion
Magnolia Mall(68)	3	Belk's, Sears, Rose's, JCPenney
Palmetto(7)	1	Big Star
South Park(9)	2	Rose's, Winn-Dixie
Sweetbriar(9)	2	IGA

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mall, K mart, Wal-Mart, Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Belks; Sears; JCPenney; Peebles; Tomlinson.
Variety Stores-S.H. Kress; Rose's; VM Outlet.
Discount Stores-Family Dollar; Tomlinson's; K mart; Rose's; Alexander's; Wal-Mart.
Chain Drug Stores-Walgreens; Eckerd; Valu-Rite; Revco.
Chain Supermarkets-Kroger Sav-On; Winn-Dixie 2; Big Star (Colonial); Thriftway 4; INS 7; Piggly Wiggly 3; Food Lion 2; Bi-Lo; IGA.
Other Chain Stores-Friedman's; Singer Co.; Sherwin-Williams; Western Auto; Goodyear; Firestone; Advance; Kimbrell's; Eleanor Shop; Style Center; Wickes Bldg. Mat.; Cato's; 7-Eleven; Green Bax Stamps; Haverty's; Lowe's Bldg. Mat.; Lerner's; Brooks; Casual Corner; Ormonds; Foxmoor; Susie's Casuals; Thom McAn; Kinney; Athlete's Foot; Singer Co.; Just Pants; B. Dalton; LoveShop; American Seam; Reeds; Zale's; Kay Jewelers; Mill Fabrics.

14 - NEWSPAPERS: NEWS (m) 30,284; (S) 30,780; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Butler R.C. Taylor, Adv. Mgr., NEWS, 141 S. Irby St.; PO Box F-11, Florence, SC 29501; Tel. (803) 669-1771.
National Representative: Thomson Newspapers.

GREENVILLE

1 - LOCATION: Greenville County. (In Greenville-Spartanburg MSA). E&P Map A-1. County Seat. Northwestern corner of state; in center of Piedmont industrial area, foothills of Blue Ridge Mts. 99 mi. SW of Charlotte; 150 mi. NE Atlanta. College center. On U.S. Hwys. 25, 26, 29, 85.

2 - TRANSPORTATION: **Railroads**-Southern; Seaboard Coast Line; Greenville & Northern.
Motor Freight Carriers-50.
Intercity Bus Lines-Atlantic Greyhound; Continental Trailways.
Airlines-Eastern; Delta; Piedmont; Atlantic Southeast; American; USAir.

3 - POPULATION:
Corp. City 80 Cen. 58,242; E&P 88 Est. 59,215
CZ-ABC: (80) 209,121
RTZ-ABC: (80) 518,840
County 80 Cen. 289,021; E&P 88 Est. 320,435
MSA 80 Cen. 570,560; E&P 88 Est. 628,206
City & RTZ-ABC: (80) 727,961
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 22,170; E&P 88 Est. 23,320
CZ-ABC: (80) 74,767
RTZ-ABC: (80) 178,524
County 80 Cen. 101,579; E&P 88 Est. 116,621
MSA 80 Cen. 171,417; E&P 88 Est. 224,004
City & RTZ-ABC: (60) 253,291

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	11	$1,220,958,000
Savings & Loan	6	$1,122,692,000

6 - PASSENGER AUTOS: County 185,603.

7 - ELECTRIC METERS: County 124,862.

8 - GAS METERS: County 29,563.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total 302,300; Constr. 22,600 (N.A.); Trans. 10,900 (N.A.); Trade 69,200 (N.A.); Fin. 11,500 (N.A.); Servs. 48,600 (N.A.); Gov't 40,800 (N.A.); Mfg. 98,400 ($333).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-97; Summer 57-97; Fall 20-81; Winter 9-78. First killing frost, Oct. 3; last killing frost, Apr. 7.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Main St.; 4 on Washington St.; 2 each on McBee Ave., Coffee St., E. North St., Pendleton St. and Augusta St.; 4 to 6 mi. E. of Central Business District includes 3 regional malls.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Greenville Mall(65)	6	Mont. Ward, J.B. White
McAlister Sq.(53)	3	Belk-Simpson, Ivey's, Upton's, Winn-Dixie
Haywood Mall(105)	5	Rich's, JCPenney, Sears, Belk-Simpson, Upton's
Greer Plz.(15)	12	Belk-Simpson, Winn-Dixie, Eckerd, Otasco, Sky City
Wade Hampton Mall (25)	2	Eckerd
University Sq.	NA	Winn-Dixie, Revco
Pleasantburg(30)	3	Belk-Simpson
Nichols	3	Bi-Lo
North Hills(17)	3	Winn-Dixie, Rite Aid
Westowne(5)	5	Wal-Mart, Otasco, Auto Shack
Ashby's Vlg.(NA)	5	Ashby's
Haywood Plz.(NA)	5	T.J. Maxx
K mart (Mills Ave.)	5	K mart
K mart(Sulphur) (Spr.-Boca)	4	K mart, Winn-Dixie, Wade Hampton
Mauldin Plz.(4)	8	K mart, Sky City, Bi-Lo
K mart (Greer)	NA	Community Cash, Revco, K mart
Town & Country Plaza	NA	Belk-Simpson

Principal Shopping Days-Dept. Stores Fri., Sat., Mon., Tues.; Food Thur., Fri., Sat., Sun.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Belk-Simpson 4; Upton's; JCPenney; Sears; Ivey's; Montgomery Ward; Rich's; J.B. White.
Discount Stores-K mart 4; Sky City 3; Family Dollar 5; Wal-Mart 4; Service Mdse.; Brendles.
Chain Drug Stores-Eckerd 9; Family Mart 2; Rite Aid 11; Revco 13; Shaw's 2; Colonial; K mart 4; Ind. Drug Stores 40.
Chain Supermarkets-Winn-Dixie 13; Kash & Karry; Hometown 2; Bi-Lo 12; Ike's; Ingles 7; 7-Eleven 4; Community Cash; Family Mart 2.
Other Chain Stores-Butler's 2; Lerner's 2; Maxwell Bros. 2; Thom McAn 3; Haverty; Kimbrell Furn.; S&H Green Stamps; Friedman Jewelry 3; Western Auto; Rhodes Furn.; Carriage House; Handee Mart 5; Ashby's; Loehman's; S-Mart; S-K Outlets; Kuppenheimer; Fast Fare 3; Majik Market 6; Starvin' Marvin 3; Pic 'N Pay 6; The Pantry 12; Kinney 3; Market Place; Sam's Wholesale.

14 - NEWSPAPERS: NEWS (m-mon to fri) 86,089; PIEDMONT (e-mon to fri) 26,229; NEWS-PIEDMONT (m-sat) 107,354; (S) 126,647; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Steven Brandt, Gen. Mgr. or Dave Space, Adv. Dir., NEWS and PIEDMONT, 305 S. Main St.; PO Box 1688, Greenville, SC 29602; Tel. (803) 298-4100.
National Representative: Sawyer-Ferguson-Walker.

GREENWOOD

1 - LOCATION: Greenwood County. E&P Map B-2. County Seat. Shopping center for large textile, agriculture and cattle raising area. 76 mi. from Columbia; 124 mi. from Charlotte; 158 mi. from Atlanta; 54 mi. from Augusta; on U.S. Hwys. 25, 178, 221; State Hwys. 10, 22 and 72.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line; Georgia & Florida; Southern.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Carolina Scenic.

3 - POPULATION:
Corp. City 80 Cen. 21,613; E&P 88 Est. 23,555
CZ-ABC: (80) 21,613
RTZ-ABC: (80) 79,537
County 80 Cen. 57,997; E&P 88 Est. 62,616
City & RTZ-ABC: (80) 101,150

4 - HOUSEHOLDS:
City 80 Cen. 7,902; E&P 88 Est. 8,712
CZ-ABC: (80) 7,902
RTZ-ABC: (80) 26,580
County 80 Cen. 20,308; E&P 88 Est. 22,635
City & RTZ-ABC: (80) 34,482

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$240,000,000
Savings & Loan	3	$185,000,000

6 - PASSENGER AUTOS: County 33,340.

7 - ELECTRIC METERS: Residence 26,953.

8 - GAS METERS: Residence 10,605

9 - PRINCIPAL INDUSTRIES: Industry-Cotton Mills; Nylon; Print; Surgical Dressings; Garment Mfg.; Lumber, & Wood Prods.; Meat Proc. & Packing; Tooling Mfg.; Brick & Tile Mfg.; Flower Seeds & Bulbs; Electronics; Robots.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-89; Summer 63-90; Fall 40-75; Winter 34-57. First killing frost, Nov. 13; last killing frost, Mar. 22.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Main St.; 3 on Maxwell Ave.; 2 on Waller Ave.; 1 on Phoenix Ave.; several Shpg. Ctrs.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crosscreek(50)	NA	Belk's, JCPenney, Uptons, Service Mdse.
Montague St.(16)	NA	Rose's, Winn-Dixie
Hwy. 72 By-Pass(6)	NA	Sky City, Revco
Hampton(6)	NA	Bowling's, Big Lots
K mart(12)	NA	K mart, Radio Shack

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun. 1:30-6:30.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Belk's, JCPenney; Eckerd; Uptons.
Variety Stores-Rose's; Family Dollar.
Discount Stores-Sky City; S-mart; K mart; Big Lots.
Chain Drug Stores-Eckerd; Revco; Cambridge 3; Treasury Drug.
Chain Supermarkets-Winn-Dixie 2; Bi-Lo 2; Community Cash; Piggly Wiggly; Food Lion 2.
Other Chain Stores-Goodyear; Marilyn (shoes); Sears (catalog); Pic 'N Pay Shoes; Quickway; Helig-Meyers; Rhodes; T.E. Jones; Western Auto; Wickes; Service Mdse.; Lowes; Brendle's; Bodcock Home Furnishing; Kinney Shoes; Cato; Emphasis; Circus World; Butler Shoes; Juction Athletic Attic; Pearl Vision; Chess King; Ormonds; Key Jewelers; Rey Jewelers; Friedman Jeweler; Walden Books; Brooks; Earring Tree; Maurice; Thom McCan.

14 - NEWSPAPERS: INDEX-JOURNAL (e-mon to fri) 16,192; (S) 16,773; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Harry Garrett, Mktg. Dir., INDEX-JOURNAL, Phoenix & Fair, Greenwood, SC 29646; Tel. (803) 223-1414.
National Representative: Landon Associates.

HILTON HEAD ISLAND

1 - LOCATION: Beaufort County, E&P Map C-4. 40 mi. N of Savannah, GA. 40 mi. S of Beaufort.

2 - TRANSPORTATION: **Airlines**-Eastern; Piedmont.

3 - POPULATION:
Corp. C[illegible] Cen. 11,239; E&P 88 Est. N.A.
County [illegible] 65,459; E&P 88 Est. 87,597
CZ-ABC: (80) 11,239
RTZ-ABC: (80) 54,125
City & RTZ-ABC: (80) 65,364

4 - HOUSEHOLDS:
City 80 Cen. 4,634; E&P 88 Est. N.A.
County 80 Cen. 20,112; E&P 88 Est. 27,665
CZ-ABC: (80) 4,634
RTZ-ABC: (80) 15,748
City & RTZ-ABC: (80) 20,112

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	$325,000,000
Savings & Loan	2	$75,000,000

6 - PASSENGER AUTOS: County 39,871

7 - ELECTRIC METERS: County 25,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Tourism 3,855 ($175); Ret., Whol. 1,416 ($400); Servs. 1,287 ($220); Constr. 1,966 ($230); Fin., R.E. 1,025 ($330); Professional 1,018 ($295); Trans. & Commun. 464 ($360).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-90; Summer 75-100; Fall 60-90; Winter 40-70. First killing frost, Nov. 20; last killing frost, Mar. 1.

11 - TAP WATER: Hard.

12 - RETAILING: **Principal Shopping Center**-Coligny Plaza, Coligny Circle; Matthews Dr. & Hwy 278-North Island.
Neighbourhood Shopping Centers-In general area of Coligny Plaza (South Island) & North Island.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pineland Mall(40)	6	Big Star, Players World, Capins, Western Auto
Port Royal Plaza(20)	6	Wal-Mart, Bi-Lo
Shelter Cove(20)	4	Knickers
Plaza Shelter Cove(15)	4	Maxway, Piggly Wiggly, Revco
Village Wexford(25)	1	Surf Shop, Damons
Market Place(15)	1	Maxway, Winn-Dixie, Nash Drug
Harbour Town(22)	NA	Knickers

13 - RETAIL OUTLETS: **Discount Stores**-Wal-Mart; Maxway.
Variety Stores-Nash Drug; Capins.
Chain Drug Stores-Revco; Eckerd.
Chain Supermarkets-Red & White; Winn-Dixie; Big Star; Piggly Wiggly; Bi-Lo.
Other Chain Stores-True Value; Western Auto; Carvel.

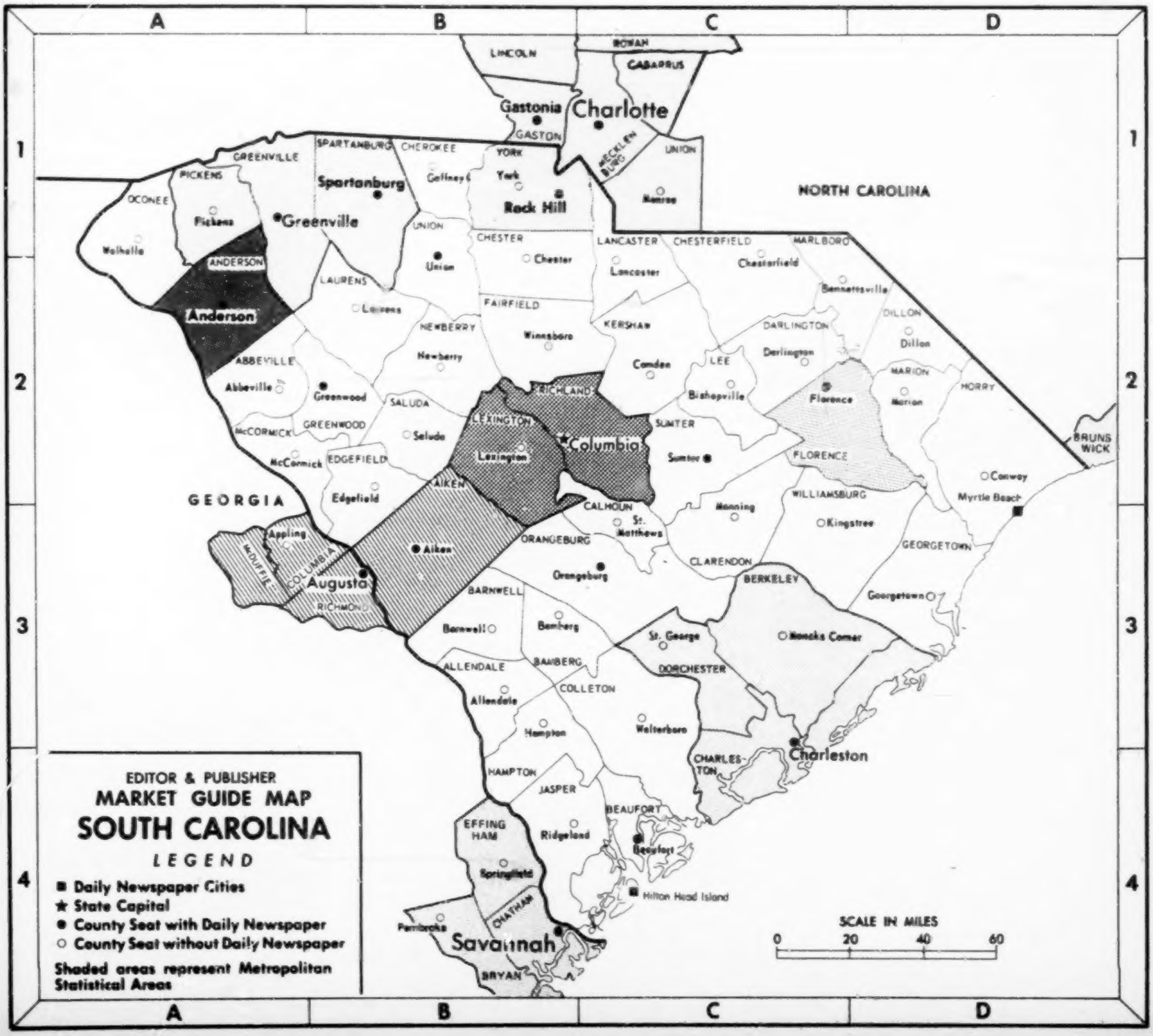
14 - NEWSPAPERS: ISLAND PACKET (m-mon to fri) 10,076; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Philip Porter, Adv. Dir., ISLAND PACKET, 1 Pope Ave. Mall; PO Box 5727, Hilton Head Island, SC 29938; Tel. (803) 785-4293.
National Representative: Landon Associates.

MYRTLE BEACH

1 - LOCATION: Horry County, E&P Map D-3. Center of Grand Stand, a long coastal beach area 50 mi. long. The coastline is oriented NE-SW on the Atlantic Ocean and Myrtle Beach is about 23 mi. S of the North Carolina boundary. Northeast part of state. Resort center on U.S. Hwy. 17.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line.
Motor Freight Carriers-19.
Intercity Bus Lines-Greyhound; Continental Trailways.
Waterway-Intercoastal Waterway.
Airlines-Piedmont; USAir.
Private Air Service-Southern Air Charter.

3 - POPULATION:
Corp. City 80 Cen. 18,758; E&P 88 Est. 30,289


A
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NORTH CAROLINA
GEORGIA
Charlotte
Gastonia
Rock Hill
Spartanburg
Greenville
Anderson
Columbia
Augusta
Florence
Sumter
Myrtle Beach
Charleston
Savannah
Hilton Head Island
Beaufort
Aiken
Orangeburg
Greenwood
Lexington
Conway
Kingstree
Georgetown
Moncks Corner
Walterboro
Camden
Lancaster
Chester
Union
Laurens
Newberry
Winnsboro
Abbeville
Edgefield
Saluda
McCormick
Barnwell
Bamberg
Allendale
Hampton
Ridgeland
St. George
Manning
Bishopville
Darlington
Dillon
Marion
Bennettsville
Chesterfield
Pickens
Walhalla
Gaffney
York
EDITOR & PUBLISHER
MARKET GUIDE MAP
SOUTH CAROLINA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
20
40
60

CZ-ABC: (80) 41,394
RTZ-ABC: (80) 48,198
County 80 Cen. 101,890; E&P 88 Est. 134,301
City & RTZ-ABC: (80) 89,592

4 - HOUSEHOLDS:
City 80 Cen. 6,725; E&P 88 Est. 10,877
CZ-ABC: (80) 15,370
RTZ-ABC: (80) 15,560
County 80 Cen. 34,798; E&P 88 Est. 48,748
City & RTZ-ABC: (80) 30,930

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$195,000,000
Commercial	9	$325,000,000

6 - PASSENGER AUTOS: County 73,549

7 - ELECTRIC METERS: Residence 12,500

8 - GAS METERS: Residence 3,716

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Resort 22,000; Electronic Components 2,156; Hydraulic Cranes 725; Brass Finishing 180; Air Base 3,500
Principal Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 69-75; Summer 83-89; Fall 55-76; Winter 38-60. First killing frost, Nov. 9; last killing frost, Mar. 23.

11 - TAP WATER: Milligrams per litre-Alkalinity 416; Hardness 7.0; Chloride Content 76 (pH 8.6).

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Myrtle Sq.(67)	NA	Belk's, Sears, Peebles
Village Sq.(16)	NA	Revco, Winn-Dixie, Wal-Mart
K mart(5)	NA	K mart
Deerfield Plz.(11)	NA	Revco
Surfwood Ctr.(8)	NA	A&P, Macks
Northstrand Ctr.(15)	NA	Colonial Super Mkt.
Eckerd Plaza(8)	NA	Eckerd
Outlet Park(20)	NA	Outlet Stores
Briarcliffe Mall(90)	NA	JCPenney, Belk, K mart
Mall Plaza(10)	NA	
The Galleria(30)	NA	Kroger, Savor

13 - RETAIL OUTLETS: Department Stores-Sears; Belk's 2; Chapin; Jerry Cox 2; Peebles 2; Tad's; Macks 7; JCPenney; Leder-Banner.
Discount Stores-Revco 4; K mart 3; Wal-Mart 3; Family Dollar 4; J.P. Stevens; RDR.
Variety Stores-Rose's 3; Waccamaw Pottery.
Chain Drug Stores-Treasury 2; Eckerd 5; Revco Discount Drug Ctr. 4.
Chain Supermarkets-A&P 7; Winn-Dixie 5; Piggly Wiggly 5; Food Lion 8; Minit Mart; 7-Eleven 7; Harris Teeter 4; Fast-Fare 3; Scottsmans IGA; Kroger 3; Red & White; Sav-A-Lot.
Other Chain Stores-Goodyear; Western Auto; Sherwin-Williams; Darden's; Friedman Jewelers; Hickory Farms; Southern Coatings; Morrison Cafeteria; K&W Cafeteria; Western Sizzlin; Shoney's; Slugs Rib; Brooks; Stuarts; Casual Corner; Cato's; Brendle's; S&K Fashions.

14 - NEWSPAPERS: SUN NEWS (m) 30,778; (S) 35,787; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Gary West, Adv. Dir., SUN NEWS, PO Box 406, Myrtle Beach, SC 29578-0406; Tel. (803) 626-0243.
National Representative: Knight-Ridder Newspaper Sales.

ORANGEBURG

1 - LOCATION: Orangeburg County, E&P Map C-3. Near center of state. Columbia 42 mi., Charleston 75 mi. On 6 major highways in rich agricultural area.

2 - TRANSPORTATION: Railroads-Southern Railway; Seaboard Coast Line.
Motor Freight Carriers-41
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,933; E&P 88 Est. 16,094
CZ-ABC: (80) 31,333
RTZ-ABC: (80) 65,611
County 80 Cen. 82,246; E&P 88 Est. 90,400
City & RTZ-ABC: (80) 96,944

4 - HOUSEHOLDS:
City 80 Cen. 4,719; E&P 88 Est. 5,107
CZ-ABC: (80) 9,913
RTZ-ABC: (80) 20,480
County 80 Cen. 25,643; E&P 88 Est. 30,700
City & RTZ-ABC: (80) 30,393

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 42,140

7 - ELECTRIC METERS: Residence 19,624

8 - GAS METERS: Residence 8,683

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 9,316; Non-mfg. 18,087; Agric., Forestry, Fisheries 507; Constr. 1,056; Trans., Commun. 780; Ret. 5,199; Whol. 833; Fin., Ins., R.E. 884; Servs. 3,254.

10 - CLIMATE: Min. & Max. Temp.-Spring 64-78; Summer 75-85; Fall 48-65; Winter 28-57.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main (Russell) St., 4 on Broughton, 5 on John C. Calhoun Dr., 2 on Boulevard, 6 on Chestnut.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Northgate(3)	2	Olan Mills, T.L. Tulips
Orangeburg Mall	1	Rose's, Eckerd, Winn-Dixie
Edisto Village	1	Sky City, Bi-Lo, Family Dollar, Revco
K mart Center	2	K mart, Piggly Wiggly
Chestnut Sq	2	Bi-Lo, Revco, Family Dollar, Sears Catalog
Prince of Orange	2	Belk-Hudson, JCPenney, Wal-Mart

Principal Shopping Days-Mon. through Sat., Most open Sunday.
Stores Open Evenings-Chain Stores nightly.

13 - RETAIL OUTLETS: Department Stores-Belks; JCPenney; Wal-Mart.
Variety Stores-Rose's; Ferse; K mart; Sky City; Family Dollar.
Chain Drug Stores-Eckerd; Revco; Rite Aid.
Chain Supermarkets-Winn-Dixie 2; Piggly Wiggly 2; Bi-Lo 2; Food Lion 2.
Other Chain Stores-Goodyear; Firestone; Sears (catalog); Eleanor Shop; Pic-N-Pay Shoes; Cato's.

14 - NEWSPAPERS: TIMES & DEMOCRAT (m) 16,249; (S) 16,397; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Catherine C. Hughes, Adv. Dir., TIMES & DEMOCRAT, PO Drawer 1766, Orangeburg, SC 29116; Tel. (803) 534-3352.
National Representative: Landon Associates.

ROCK HILL

1 - LOCATION: York County (In Charlotte-Gastonia-Rock Hill, NC-SC MSA), E&P Map B-2. Textile manufacturing center; farming (cotton, livestock, peaches, poultry) area. Education center. 75 mi. E of Spartanburg; 28 mi. S of Charlotte, NC; 75 mi. N of Columbia. On U.S. Hwy. 21; State Hwys. 5, 72, 322 and 901; I-77.

2 - TRANSPORTATION: Railroads-Norfolk Southern; Seaboard Coastline.
Motor Freight Carriers-31.
Intercity Bus Lines-Greyhound; Carolina Stages.
Airlines-Eastern; Southern; Delta; Piedmont; United; Atlantis; Sunbird; Wheeler; USAir; Pan Am; Ozark; Tennessee Airways. (Douglas Airport-Outside Charlotte).

3 - POPULATION:
Corp. City 80 Cen. 35,344; E&P 88 Est. 41,691
NDM-ABC: (80) 90,520
RTZ-ABC: (80) 42,366
County 80 Cen. 107,415; E&P 88 Est. 127,892
MSA 80 Cen. 975,873; E&P 88 Est. 1,110,273
Total NDM & RTZ-ABC: (80) 132,886

4 - HOUSEHOLDS:
City 80 Cen. 11,722; E&P 88 Est. 14,188
NDM-ABC: (80) 29,488
RTZ-ABC: (80) 13,836
County 80 Cen. 34,861; E&P 88 Est. 43,160
MSA 80 Cen 342,344; E&P 88 Est. 406,305
Total NDM & RTZ-ABC: (80) 43,324

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$1,057,712,000
Savings & Loan	2	$299,528,631

6 - PASSENGER AUTOS: County 70,812

7 - ELECTRIC METERS: Residence 17,564

8 - GAS METERS: Residence 9,294

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textile Finishing & Syn. Yarns 6,874; Paper Mill; Fibers.

10 - CLIMATE: Min. & Max. Temp.-Spring 61-89; Summer 62-100; Fall 31-80; Winter 15-64. First killing frost, Nov. 10; last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 4 on Black; 3 on White; 1 each on Oakland, Caldwell, Hampton & Elk; Cherry Plaza Shpg. Ctr.; Rock Hill Mall; Eastside on Albright Rd., Love's Plaza on Cherry Rd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cherry Plz.	2	Community Cash, Erin's Clothing, Sullivan Music
Beaty(42)	2	Harris-Teeter, Revco, Queen City TV, Tart's
Saluda(5)	1	Smith Drugs
Rock Hill Mall(36)	3	Belk, Sears, Eckerd, JCPenney
Love's Plz	2	Love's Jewelers, Cobblers Bench, Western Auto
York Plz.(15)	4	Watson's Back Room, Revco, Wal-Mart, Advance Auto
Bi-Lo Plz	2	Bi-Lo, Sky City, Family Dollar
K mart Plz.(2)	3	K mart, Bi-Lo
Eastside(3)	NA	Food Lion, Eckerd, Cheap Joe's
Village Sq.	NA	Eckerd, Winn-Dixie
Town Ctr. Mall	NA	Belk
Shiland Hills	5	Food Lion, Revco
Northeast Plz.(9)	3	Bi-Lo
Belleview Shopping Ctr	NA	Winn-Dixie, Rite Aid
Rawlinson Village Shopping Ctr.	NA	Food Lion
Southgate(3)	NA	Winn-Dixie, Rite Aid
Cherry Park Ctr.	NA	Winn-Dixie, Super Store, Tons of Toys

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk; JCPenney; Sears.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Tollison-Neal 3; Eckerd 2; Revco 3; Smith Drugs 3; Rite Aid; K mart Pharmacy; Kroger Sav-On Pharmacy.
Discount Stores-Family Dollar 2; Pic 'N Pay; Sky City; K mart; Wal-Mart; S Mart.
Chain Supermarkets-Winn-Dixie 4; Bi-Lo 2; Community Cash 2; Food Lion 2; Kroger Sav-On; Harris-Teeter.
Other Chain Stores-Sidney's; Eleanors; Friedman's Jewelers; Kimbrell's; Helig-Meyers; Harper Bros. (office supply); Sherwin-Williams; Singer Co.; Pic 'N Pay Shoes; Kinney Shoes; Royce Shoes; Ormond's Shop; Radio Shack; Iudi Smart Shops; Wrangler Wranch; Brook's; Marion Davis; Uniroyal; Carolina Tire; Firestone; Lowe's; Wickes; Ace Hardware; Watson's Family Clothing; Advance Auto; Western Auto.

14 - NEWSPAPERS: THE HERALD (e) 27,129; (S) 26,792; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: William J. Edinger, Adv. Dir. or C. Jack Harless, Class. Mgr., THE HERALD, 132-136 W. Main; PO Box 11707, Rock Hill, SC 29730; Tel. (803) 329-4000.
NOTE: As of Aug. 1, 1988, THE HERALD was converted to a morning paper.
National Representative: Landon Associates.

SPARTANBURG

1 - LOCATION: Spartanburg County (In Greenville-Spartanburg MSA). E&P Map B-1, County Seat. Industrial, agriculture and rail center. 96 mi. NNW of Columbia, in the NW part of the state. On U.S. Hwys. 29, 176, 221; State Hwys. 9, 56, 296, 417; Interstate Rtes. 25 and 85.

2 - TRANSPORTATION: Railroads-Main line of Southern Ry.; Cincinnati-Charleston Div.; Clinchfield (C.C.&O.); Amtrak; SCL.
Motor Freight Carriers-31.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Eastern; NYAir; Atlantic Southeast; Piedmont; USAir.

3 - POPULATION:
Corp. City 80 Cen. 43,826; E&P 88 Est. 46,260
CZ-ABC: (80) 111,695
RTZ-ABC: (80) 163,075
County 80 Cen. 201,951; E&P 88 Est. 216,878
MSA 80 Cen. 570,560; E&P 88 Est. 628,206
City & RTZ-ABC: (80) 274,770
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,050; E&P 88 Est. 17,433
CZ-ABC: (80) 39,296
RTZ-ABC: (80) 54,887
County 80 Cen. 69,838; E&P 88 Est. 77,785
MSA 80 Cen. 171,417; E&P 88 Est. 224,004
City & RTZ-ABC: (80) 94,183

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$1,575,000,000
Savings & Loan	4	$89,640,000

6 - PASSENGER AUTOS: County 125,700

7 - ELECTRIC METERS: Residence 67,211

8 - GAS METERS: Residence 9,928

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Rubber & Plastic 2,000; Paper Prods. 1,700; Textile 20,300; Garments 2,500; Food Prods. 1,100; Chem. Prods. 3,600; Mach. 3,100; Other Metal Prods. 2,300.

10 - CLIMATE: Min. & Max. Temp.-Spring 58-76; Summer 66-85; Fall 43-62; Winter 37-56. First killing frost, Nov. 5; last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main St.; 3 on Dunbar St.; 1 on Broad St.; 6 on Church St.; 2 on Magnolia St.
Neighborhood Shopping Centers-1 block each on Pine St., E. Main, Union St., W. Main, Reidville Rd., Pine St. North; Spartan Plz.; New 76-Westgate Mall; Hillcrest.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Westgate Mall(75)	4	Sears, JCPenney, Belk, K mart, Meyers-Arnold
W. Main St	3	Community Cash
E. Main St	2	Community Cash
Hillcrest(30)	2	Ivey's, Eckerd, Belk-Hudson
Pinewood(39)	2	Rose's, Com. Cash
Whitney Rd.	2	Sky City, Bi-Lo, Revco, Family Dollar
Asheville Hwy.	3	Community Cash, Ace Hardware, Rite Aid, Alexander's
Asheville Hwy.	6	Northside, Ingles, Super Dollar
Duncan Park	1	Community Cash, Carolina Cash, Rite Aid
K mart Plaza	2	K mart, Eckerd

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-most on Fri.; Sears, K mart, Rose's every evening.

13 - RETAIL OUTLETS: Department Stores-Aug. W. Smith; Belk-Hudson; The Leader; Carolina Cash; The Bargain Ctr.; Sears; JCPenney; John Graham Whol.; Meyers-Arnold; Ivey's.
Chain Drug Stores-Eckerd 3; Revco 9; Henitsh-Walker 2; Rite Aid 14; Medicine Shoppe.
Discount Stores-Rose's; Sky City; K mart; Family Dollar; Super Dollar.
Variety Stores-Woolworth; Silvers.
Chain Supermarkets-A&P; Community Cash 39; Winn-Dixie 4; Bi-Lo 5; Pik-Quick Shoppe 2; Fast Fare 26; Speedy Marts 6; Pantry 6; Ingles 4.
Other Chain Stores-Firestone; Goodyear; Western Auto; Sherwin-Williams; DeVoe & Reynolds; Alexander's; Ace Hardware; Lerner's; Kimbrell's (furn.); Otasco; Singer Co.; S&H Green Stamps; Top Value Stamps; Glidden; Royce (shoes); Bridges (furn.); B.F. Goodrich; Zale's; Gordon's; D.P. Paul; Ford Shoes; Anderson Little; Hanover Shoes; Building Materials: Lowes, Moores, Circle Lumber, Wikes Carter, 84 Lumber.

14 - NEWSPAPERS: HERALD-JOURNAL (m) 58,100; (S) 60,858; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Frank Smith, Gen. Adv. Mgr., HERALD-JOURNAL, PO Box 1657, Spartanburg, SC 29304; Tel. (803) 582-4511.
National Representative: Landon Associates.

SUMTER

1 - LOCATION: Sumter County, E&P Map C-2, County Seat. Site of Shaw Air Force Base. 44 mi. from Columbia; 98 mi. from Charleston; 7 mi. E of Shaw AFB. On U.S. Hwys. 15, 76, 378, and 521; State Hwys. 54, 120, 763.

2 - TRANSPORTATION: Railroads-Seaboard Coastline.
Motor Freight Carriers-18.
Intercity Bus Lines-Sumter Transit; Atlantic Greyhound; Queen City; Carolina Scenic; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 24,890; E&P 88 Est. 27,518
CZ-ABC: (80) 32,020
RTZ-ABC: (80) 102,616
County 80 Cen. 88,358; E&P 88 Est. 97,603
City & RTZ-ABC: (80) 134,636
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,634; E&P 88 Est. 9,745

CZ-ABC: (80) 10,965
RTZ-ABC: (80) 40,171
County 80 Cen. 27,268; E&P 88 Est. 31,473
City & RTZ-ABC: (80) 41,236

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	15	$140,000,000
Savings & Loan	5	$120,000,000

6 - PASSENGER AUTOS: County 47,016

7 - ELECTRIC METERS: Residence 39,000

8 - GAS METERS: Residence 11,201

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-TV Frozen Dinners, Poultry Prods. 1,700; Storage Batteries 450; Rug Fabrics 90; Fertilizer 40; Elect. 500; Furn., Plywood, Paint & Lumber 2,325; Textile Printing & Finishing 450; Steel Fab. 225; Wool Top Dyeing 158; Machine Shop, Iron Castings 130; Chenille Prods. 75; Burial Caskets 65; Meat Prods. 78; Draperies, Quilt Covers & Bedspreads 118; Surgical Needles 450; Hand Tools 850; Ball Bearings 200; Military 10,394.
Principal Pay Days-Industrial Thur. and Fri.; Military-1st & 15th of month

10 - CLIMATE: Min. & Max. Temp.-Spring 64-84; Summer 74-92; Winter 37-59. First killing frost, Nov. 1; last killing frost, Apr. 12

11 - TAP WATER: Acid, very soft

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Main St.; 5 on Liberty; 2 on Harvin; 3 on Sumter; 6 on Broad; Jessamine Mall

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Palmetto Plz (19)	NA	Food Lion, Kress, Simpson Hdwre.
Wesmark Plz (34)	NA	Roses, Eckerd, Piggly Wiggly
Sumter Sq (10)	NA	Revco, Bilo, Kroger, Wal-Mart, Family Dollar
K-Mart Plz (2)	NA	K-Mart, Winn Dixie
Savannah Plz (10)	NA	Winn Dixie, Big Lots, Puggly Wiggly, Simpson Hdwre.
Jessamine(45)	NA	Belk, JC Penny, Tapps, Service Mdse.
Gateway Plz (10)	NA	Bilo, Revco

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Plaza (Thur.); Some Downtown (Fri.); Shpg. Ctr. nightly; Sun. 1:30-6

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Belk; Service Mdse.; Tapps; Brody's.
Variety Stores-McLellan's; Kress; Family Dollar
Discount Stores-Walmart; Kmart; Roses; Big Lots.
Chain Drug Stores-Eckerd; Revco; Rexall
Chain Supermarkets-Piggly Wiggly 5; Food Lion; Winn-Dixie 3; Bilo 2; Kroger
Other Chain Stores-Advance Auto; Firestone; Western Auto; Diana Shop; Sears; Auto Shack; Radio Shack; Cato; Chess King; Times, Ltd; Casual Corner; Lerners; Brooks; Stuarts; Jewelers; Friedman's; Kays; Osterman; Reeds; Galloway & Moseley; Burls; Furniture; Kimbrells; Alsbrooks; Heilig Meyers; Hurst-Sexton; Hines Furniture; Shoes: Branford; Bootery; Footscene; Thom McAn; Sugarfoot; Kinney; Butler; Brody's.

14 - NEWSPAPERS: ITEM (e) 21,288; (S) 14,291; Mar. 31,1988 ABC.
Local Contact for Advertising and Merchandising Data: Caroline Walker, Adv. Dir., ITEM, 20 N. Magnolia, Sumter, SC 29150; Tel. (803) 775-6331.
National Representative: Landon Associates.

UNION

1 - LOCATION: Union County, E&P Map B-1. County Seat. Textile center. 68 mi. from Columbia; 27 mi. from Spartanburg; 66 mi. from Charlotte, NC.

2 - TRANSPORTATION: **Railroads**-Norfolk Southern.
Motor Freight Carriers-40.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,523; E&P 88 Est. 10,510
County 80 Cen. 30,657; E&P 88 Est. 30,925
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,861; E&P 88 Est. 3,939
County 80 Cen. 10,562; E&P 88 Est. 11,210

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$114,251,000
Savings & Loan	2	$91,882,000

6 - PASSENGER AUTOS: County 15,816
7 - ELECTRIC METERS: Residence, City 5,753
8 - GAS METERS: Residence, City 4,027
9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 5,300 ($210); Hosiery 130 ($200); Pulp Wood ($200); Plastic Holders 65 ($275); Bearings Mfg. 750 ($300); Garment & Sewing 365 ($200).
Principal Industrial Pay Days-Thur. and Fri.
10 - CLIMATE: Min. & Max. Temp.-Spring 46-74; Summer 65-90; Fall 43-74; Winter 33-57. First killing frost, Oct. 30; last killing frost, Apr. 5

11 - TAP WATER: Alkaline, very soft, fluoridated

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main St.; 2 blocks on Gadberry St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Merchant Walk(8)	8	Community Cash, Eckerd, Pic & Pay
East Main(6)	1	Fresh Air Galaxy
Jonesville(3)	9	Community Cash, Western Auto
Union Sq.(5)	1	Revco, Wal-Mart, Winn-Dixie
Union Plaza(3)	NA	Heilig-Myers, Revco

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Belk's; Cato's; Graham Cash; Harry Froms; Fincher's Shoppe; Gregory's.
Discount Stores-Family Dollar; Drug Mart; Pic N Pay Shoes; Wal-Mart; $6 Store
Variety Stores-McClellan's
Chain Drug Stores-Revco; Eckerd
Chain Supermarkets-Winn-Dixie; Community Cash 2; Bi-Lo; Fresh Air Galaxy
Other Chain Stores-Western Auto; Sears

14 - NEWSPAPERS: TIMES (e) 6,572; sworn Sept. 30, 1987
Local Contact for Advertising and Merchandising Data: Don Wilder, Pub., TIMES, 414 S. Pinckney St., Drawer 749, Union, SC 29379; Tel. (803) 427-1234
National Representative: General Advertising Service.

E&P

Subscribe Today!

SOUTH DAKOTA SURVEYS

METROPOLITAN STATISTICAL AREA

Rapid City-Pennington County
Sioux Falls-Minnehaha County

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1989
Under 5 Years	54	59	66
5-14 Years	143	107	110
15-24 Years	119	136	114
25-44 Years	136	167	212
45-64 Years	134	130	126
65 and Over	80	91	90
TOTAL	666	690	717

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1989 Est.
Bldg. Mat./Hdwr	202	199	392
General Mdse	193	254	400
Food	406	593	828
Automobiles	478	576	1,162
Gasoline Stations	241	357	372
Apparel	106	143	215
Furniture	94	107	204
Eat-Drink Places	190	266	423
Drugs	82	108	167
TOTAL SALES	2,184	2,989	4,648

ABERDEEN

1 - LOCATION: Brown County, E&P Map C-1, NE part of state. County Seat. Shopping center of 14-county farming, ranching and dairying area. Grocery, drug, liquor wholesale center for Northern South Dakota and Southern North Dakota. College town. Miscellaneous light manufacturing. 274 mi. W of Minneapolis and St. Paul. On U.S. Hwys. 12, 281.

2 - TRANSPORTATION: **Railroads**-Chicago & North Western; Burlington Northern
Motor Freight Carriers-6
Intercity Bus Line-Jack Rabbit; Greyhound
Airlines-Mesaba/Northwest Orient Airlink

3 - POPULATION:
Corp. City 80 Cen. 25,851; E&P 88 Est. 24,243
CZ-ABC: (80) 27,219
RTZ-ABC: (80) 80,391
County 80 Cen. 36,861; E&P 88 Est. 36,841
City & RTZ-ABC: (80) 107,610

4 - HOUSEHOLDS:
City 80 Cen. 9,655; E&P 88 Est. 9,153
CZ-ABC: (80) 10,096
RTZ-ABC: (80) 27,800
County 80 Cen. 13,357; E&P 88 Est. 13,882
City & RTZ-ABC: (80) 37,896

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$1,662,211,100
Savings & Loan	3	$130,500,000

6 - PASSENGER AUTOS: County 32,566 (includes trucks)

7 - ELECTRIC METERS: Residence 10,564

8 - GAS METERS: Residence 7,785

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Auto Supplies 135 ($162); Tools 190 ($167); Wood Prods. 63 ($178); Concrete & Marble Prods. 115 ($153); Farm Prods. 89 ($190); Precision Vehicle Prods. 289 ($220); Welding 39 ($162); Component Computer Parts 488 ($194); Respir. Masks 522 ($202)
Principal Pay Days-Wed. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-84; Summer 36-103; Fall 2-94; Winter -25-52. First killing frost, Sept. 6; last killing frost, May 9.

11 - TAP WATER: Alkaline, soft, fluoridated

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Main St.; 3 on Lincoln St.; 3 on 1st St.; 3 on 2nd St.; Super City Shpg. Ctr. (10 stores) SE Aberdeen on U.S. Hwy. 12; ShopKo Ctr. NW Aberdeen on U.S. Hwy. 281; K mart Ctr. SE Aberdeen on U.S. Hwy. 12
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney
Variety Stores-Ben Franklin; Coast-to-Coast; Sandvig's; Mac's; Bustwick's
Discount Stores-K mart; Pamida; ShopKo
Chain Drug Stores-White; Osco
Chain Supermarkets-Super Valu; Fairway; Food Bonanza
Other Chain Stores-Goodyear; Firestone; Northwest Fabrics; Sherwin-Williams; Singer Co.; Tradehome; Pittsburgh Plate Glass; Maurice's; Fred's; Feinstein's; Pay Less; Osborn's; Vanity; Radio Shack

14 - NEWSPAPERS: AMERICAN NEWS (m) 19,859; (S) 21,554; Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: Roger D. Legge, Adv. Dir., AMERICAN NEWS, PO Box 4430, Aberdeen, SD 57402-4430; Tel. (605) 225-4100
National Representative: Knight-Ridder Newspaper Sales.

BELLE FOURCHE

1 - LOCATION: Butte County, E&P Map A-2. County Seat. At junction of U.S. Hwys. 212, 85 and 34.

2 - TRANSPORTATION: **Railroads**-C&NW.

3 - POPULATION:
Corp. City 80 Cen. 4,692; E&P 88 Est. 4,466
County 80 Cen. 8,385; E&P 88 Est. 8,192
Demographic Information (Partial) available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,780; E&P 88 Est. 1,692
County 80 Cen. 3,048; E&P 88 Est. 3,054

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$93,800,000

6 - PASSENGER AUTOS: County 7,975 (includes trucks)

7 - ELECTRIC METERS: Residence 2,576

8 - GAS METERS: Residence 1,829

9 - PRINCIPAL INDUSTRIES: Mining & Proc. of Bentonite; Whol. Wool; Livestock; Radar Bomb Testing Site; Irrigation; Agric.; Bakery; Lumber; Oil Exploration; Retail Sales $55,900,000.

10 - CLIMATE: Av. Temp.-Spring 60; Fall 70; Winter 10.

11 - TAP WATER: 19 Grains.

12 - RETAILING: **Principal Shopping Center**-Downtown.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Snoozys; Four Seasons
Variety Stores-Ben Franklin; Gamble's; Western Drug Stores; Convenience 3
Chain Supermarkets-Lueders; Piggly Wiggly
Other Chain Stores-Coast-to-Coast; Pamida

14 - NEWSPAPERS: POST (m-tues to sat) 3,489; sworn Sept. 30, 1987
Local Contact for Advertising and Merchandising Data: Faye L. Kennedy, Adv. Mgr., POST, 1004 Fifth Ave., Belle Fourche, SD 57717; Tel. (605) 892-2528
National Representative: American Newspaper Representatives

BROOKINGS

1 - LOCATION: Brookings County, E&P Map D-2. County Seat. 48 mi. N of Sioux Falls. On Hwys. I-29; U.S. Hwys. 14, 77. Home of South Dakota State University.

2 - TRANSPORTATION: **Railroads**-Dakota, Minnesota & Eastern
Motor Freight Carriers-5
Intercity Bus Lines-Jackrabbit; Commuter Shuttle to S.F. Airport

3 - POPULATION:
Corp. City 80 Cen. 14,951; E&P 88 Est. 15,620
County 80 Cen. 24,457; E&P 88 Est. 27,480

4 - HOUSEHOLDS:
City 80 Cen. 4,797; E&P 88 Est. 4,834
County 80 Cen. 8,033; E&P 88 Est. 8,822

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	3	$20,000,000
Commercial	2	$50,000,000

5 - PASSENGER AUTOS: County 18,797 (includes trucks)

7 - ELECTRIC METERS: Residence 4,115

8 - GAS METERS: Residence 2,849

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Gov't 1,955; Medical Prods. 616; Farming & Seed Proc. (corn, oats, barley); Other Small Industries 200; Fans and Blowers 125; Distribution Ctr. 400; Electronic Message Centers 200; Door and Windows 100; Other 500.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-100; Summer 32-100; Fall 13-98; Winter 30-42.

11 - TAP WATER: Alkaline, hard, fluoridated

12 - RETAILING: **Principal Shopping Centers**-7 blocks along Main Ave.; 2 blocks along 3rd, 4th, 5th, 6th and other areas along 6th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brookings Mall(23)	1	Hy-Vee, White Mart
University Mall(26)	1	K mart, JCPenney, Bostwick's

Principal Shopping Days-Fri., Sat., Mon., Tues.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Cole's
Discount Stores-Pamida; Runnings Farm & Home; Holiday Station; White Mart; K mart
Chain Supermarkets-County Market; Red Owl; Hy-Vee
Other Chain Stores-Coast-to-Coast; Snyder Drug; General Nutrition Center; Hallmark; Harold's Camera; Stuarts; Waldenbooks; Zale's; Kinney Shoes; Musicland; The Wardrobe; Duling Optical; Morrey A; Gallenkamp Shoes; JoAnn Fabrics; Maurice's.

14 - NEWSPAPERS REGISTER (e-mon to fri) 5,417; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Sherry Ishol, Adv. Mgr., REGISTER, 312 Fifth St., Brookings, SD 57006; Tel. (605) 692-6271.
National Representative: Branham/Newspaper Sales.

DEADWOOD
See LEAD

HURON

1 - LOCATION: Beadle County, E&P map C-2. County Seat. Shipping center for 15 county agricultural area. Wholesale center for central part of state. 300 mi. SW of Minneapolis; 125 mi. NW of Sioux Falls.

2 - TRANSPORTATION: Railroads-Dakota Minnesota & Eastern, Burlington-Northern
Motor Freight Carriers-16
Intercity Bus Lines-Jack Rabbit
Airlines-Mesaba

3 - POPULATION:
Corp City 80 Cen 13,000, E&P 88 Est 11,497
CZ-ABC (80) 13,427
RTZ-ABC (80) 55,742
County 80 Cen 19,141, E&P 88 Est 18,237
City & RTZ-ABC (80) 69,169
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen 5,211 E&P 88 Est 4,613
CZ-ABC (80) 5,361
RTZ-ABC (80) 19,977
County 80 Cen 7,337, E&P 88 Est 7,342
City & RTZ-ABC (80) 25,338

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$260,000,000

6 - PASSENGER AUTOS: County 16,482 (includes trucks)

7 - ELECTRIC METERS: Residence 5,304

8 - GAS METERS: Residence 4,323

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners (Av Wkly Wage)-Food Proc /Meat Packing (food & kindred products) 662 ($430); Metal Fab 190 ($350), Cement Prods 18 ($275), Wood Prods 38 ($250), Constr 238 ($342); Mfg 1,051 ($379); Trans & Public Util 459 ($388); Whol Ret Trade 1,901 ($178), Fin Ins, R E 332 ($277), Services & Misc 1,361 ($203)

10 - CLIMATE: Min & Max Temp -Spring 43-57, Summer 57-100, Fall 33-61, Winter 5-27 First killing frost, Sept 29 last killing frost, May 6

11 - TAP WATER: Fluoridated

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Dakota Ave S, 4 on Third St S E & S W
Neighborhood Shopping Centers-Southgate Dakota Ave S, Supercity Dakota Ave N, Huron Mall (40 stores) Lincoln and 21st
Principal Shopping Days-Dept Stores Fri through Mon, Food Thur through Sun
Stores Open Evenings-Food & Shpg Ctrs Every night

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Lewis
Discount Stores-Pamida, K mart, Town & Country
Variety Store-Ben Franklin
Chain Drug Stores-Osco, Lewis, State Snyder
Chain Supermarkets-Randall's, Holiday Warehouse, Jack & Jill
Other Chain Stores-Firestone, Osborns, Coast-to-Coast, Our Own Hardware, Sandvig's Farm Supply, Braun's

14 - NEWSPAPERS: PLAINSMAN (e-mon to fri) 12,122, (S) 12,461, Mar 31, 1988 ABC
Local Contact for Advertising and Merchandising Data Darrell Walker Adv Mgr, PLAINSMAN, 49 E 3rd St S.E., Huron, SD 57350, Tel (605) 352-6401
National Representative Branham/Newspaper Sales

LEAD-DEADWOOD

1 - LOCATION: Lawrence County, E&P Map A-2, County Seat, 43 mi NW of Rapid City On Hwys 14, 85 and 385

2 - TRANSPORTATION. **Railroads**-BN
Motor Freight Carriers-2
Intercity Bus Lines-Continental

3 - POPULATION:
Corp Cities 80 Cen 6,365, E&P 88 Est 6,102
Lead 80 Cen 4,330, E&P 88 Est 4,115
Deadwood 80 Cen 2,035, E&P 88 Est 1,987
County 80 Cen 18,456, E&P 88 Est 19,124

4 - HOUSEHOLDS:
Cities 80 Cen 2,482, E&P 88 Est 2,392
Lead 80 Cen 1,655, E&P 88 Est 1,574
Deadwood 80 Cen 827, E&P 88 Est 818
County 80 Cen 6,738, E&P 88 Est 7,201

5 - BANKS	**NUMBER**	**EST. DEP.**
Comm /Sav & Loan	3	$31,200,000

6 - PASSENGER AUTOS: County 17,734 (includes trucks)

7 - ELECTRIC METERS: Residence 3,362

8 - GAS METERS: Residence 2,900

9 - PRINCIPAL INDUSTRIES: Gold Mining; Timbering; Jewelry Mfg.; Post Treating; Agric.; Steel Fab.; Tourist Bus; Milk Proc.; Pulpwood.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-61; Summer 50-90; Fall 24-80; Winter 15-60

11 - TAP WATER: Alkaline, semi-hard

12 - RETAILING: **Principal Shopping Days**-Thur., Fri. & Tues. after pay day.

13 - RETAIL OUTLETS: **Department Stores**-Anthony's
Discount Stores-Alco, Pamida
Chain Drug Stores-Rexall 4, Drug Mart
Chain Supermarkets-Safeway, Piggly Wiggly
Other Chain Stores-Coast-to-Coast, Montgomery Ward, Sears (catalog).

14 - NEWSPAPERS: CALL/PIONEER-TIMES/SPEARFISH QUEEN CITY MAIL (m-tues to sat) 5,200, sworn Mar. 31, 1987.

Local Contact for Advertising and Merchandising Data Ron Folkers, Adv Dir., CALL/PIONEER-TIMES/SPEARFISH QUEEN CITY MAIL, S Main, Lead, SD 57754; Tel (605) 584-2303.

National Representative Landon Associates.

MADISON

1 - LOCATION: Lake County, E&P Map D-3, County Seat, 58 mi NW of Sioux Falls.

2 - TRANSPORTATION: **Railroads**-Burlington Northern
Motor Freight Carriers-3
Intercity Bus Lines-Granflatten Service

3 - POPULATION:
Corp City 80 Cen 6,210; E&P 88 Est 6,080
County 80 Cen 10,731; E&P 88 Est 10,908
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen 2,374; E&P 88 Est 1,971
County 80 Cen 3,938; E&P 88 Est 4,104

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Comm.	3	$90,000,000
Savings & Loan	1	$65,000,000

6 - PASSENGER AUTOS: County 9,521 (includes trucks)

7 - ELECTRIC METERS: Residence 2,756

8 - GAS METERS: Residence 1,779

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Poultry Packing 125; Elect. Power Coop. 120; Machine Tools 50; Farm Mach. 150; Cabinets 75; Pumps 50; Auto Parts 75; Sewing 75; Street Equip. 100; Plastics 25.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-58; Summer 56-81; Fall 34-58; Winter 4-25. First killing frost, Sept. 28; last killing frost, May 5.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: **Principal Shopping Days**-Mon., Thur., Sat.
Stores Open Evenings-Thur.

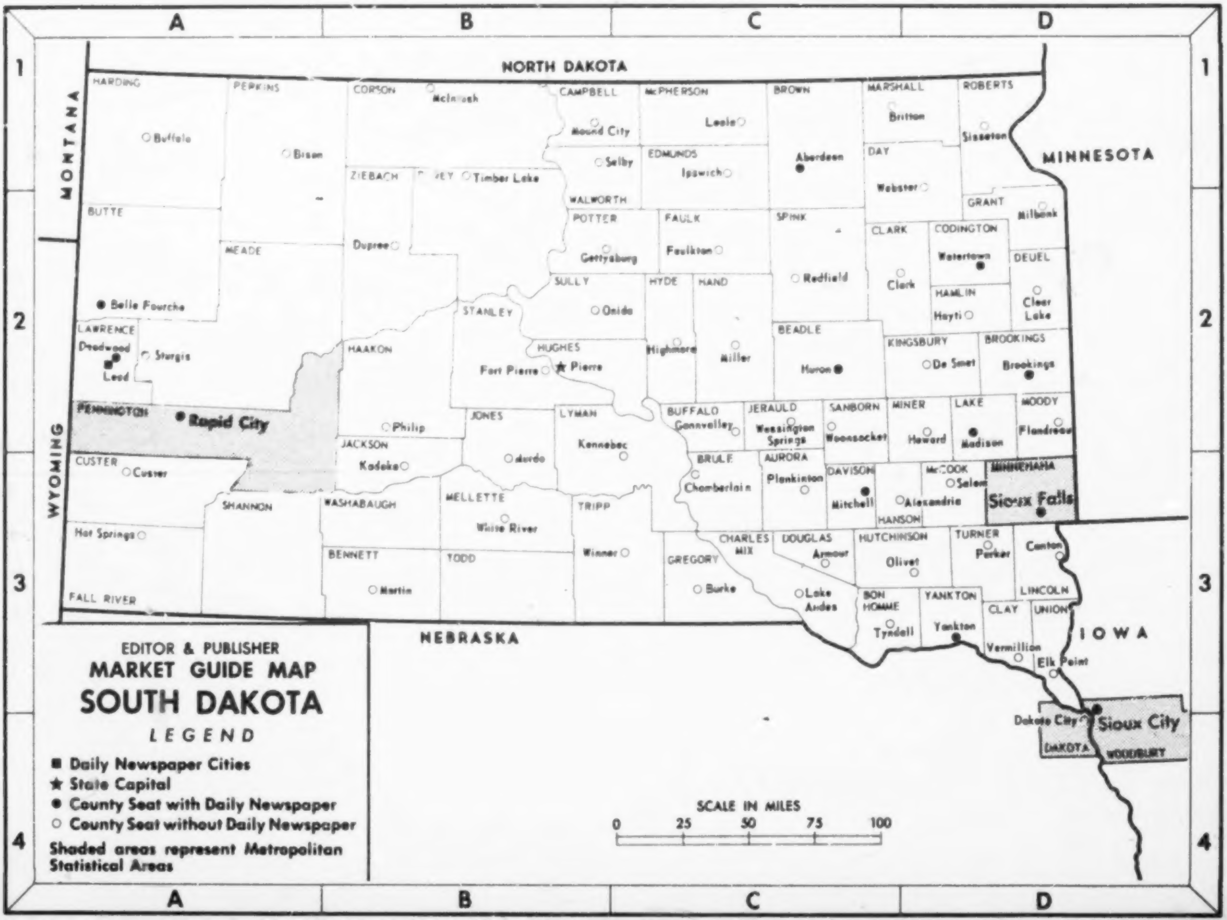
13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety Store-Ben Franklin; Y&S.
Chain Drug Stores-Walgreens; Rexall.
Chain Supermarkets-Jack & Jill; Super Valu.
Other Chain Stores-Coast-to-Coast; Holiday; Pamida; 7 Eleven.

14 - NEWSPAPERS: LEADER (e-mon to fri) 3,412; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data Merrill D. Hunter, Pub., LEADER, 218 S. Egan Ave., Madison, SD 57042; Tel. (605) 256-4555
National Representative American Newspaper Representatives

MITCHELL

1 - LOCATION: Davison County, E&P Map C-3. Commercial center of highly developed farm area. 253 mi. from Omaha; 310 mi. from Minneapolis; 76 mi. from Sioux Falls.

2 - TRANSPORTATION: **Motor Freight Carriers**-4.
Intercity Bus Lines-Jack Rabbit Intercity.
Airlines-Mesaba


A
B
C
D
1
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4
NORTH DAKOTA
MONTANA
WYOMING
MINNESOTA
NEBRASKA
IOWA
HARDING
Buffalo
PERKINS
Bison
CORSON
McIntosh
CAMPBELL
Mound City
McPHERSON
Leola
BROWN
Aberdeen
MARSHALL
Britton
ROBERTS
Sisseton
ZIEBACH
Timber Lake
Selby
EDMUNDS
Ipswich
DAY
Webster
WALWORTH
GRANT
Milbank
BUTTE
Dupree
POTTER
Gettysburg
FAULK
Faulkton
SPINK
Redfield
CLARK
Clark
CODINGTON
Watertown
DEUEL
MEADE
SULLY
Onida
HYDE
HAND
HAMLIN
Hayti
Clear Lake
Belle Fourche
STANLEY
Highmore
Miller
BEADLE
Huron
KINGSBURY
De Smet
BROOKINGS
Brookings
LAWRENCE
Deadwood
Lead
Sturgis
HAAKON
HUGHES
Fort Pierre
Pierre
PENNINGTON
Rapid City
Philip
JONES
LYMAN
Kennebec
BUFFALO
Gannvalley
JERAULD
Wessington Springs
SANBORN
Woonsocket
MINER
Howard
LAKE
Madison
MOODY
Flandreau
JACKSON
Kadoka
Murdo
BRULE
Chamberlain
AURORA
Plankinton
DAVISON
Mitchell
McCOOK
Salem
MINNEHAHA
Sioux Falls
CUSTER
Custer
SHANNON
WASHABAUGH
MELLETTE
White River
TRIPP
Alexandria
HANSON
Hot Springs
BENNETT
TODD
Winner
GREGORY
CHARLES MIX
DOUGLAS
Armour
HUTCHINSON
Olivet
TURNER
Parker
Canton
Martin
Burke
Lake Andes
BON HOMME
Tyndall
YANKTON
Yankton
LINCOLN
CLAY
UNION
FALL RIVER
Vermillion
Elk Point
Dakota City
Sioux City
DAKOTA
WOODBURY
EDITOR & PUBLISHER
MARKET GUIDE MAP
SOUTH DAKOTA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
25
50
75
100

3 - POPULATION:
Corp. City 80 Cen. 13,916; E&P 88 Est. 14,291
CZ-ABC. (80) 13,916
RTZ-ABC. (80) 81,573
County 80 Cen. 17,791; E&P 88 Est. 17,964
City & RTZ-ABC. (80) 95,489

4 - HOUSEHOLDS:
City 80 Cen. 5,402; E&P 88 Est. 5,738
CZ-ABC. (80) 5,402
RTZ-ABC. (80) 28,481
County 80 Cen. 6,656; E&P 88 Est. 7,000
City & RTZ-ABC. (80) 33,883

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$188,716,000
Savings & Loan	2	$23,500,000

6 - PASSENGER AUTOS: County 15,214 (includes trucks)

7 - ELECTRIC METERS: Residence 5,470

8 - GAS METERS: Residence 3,601

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Gen. Industry 475 ($271); Public Util. 66 ($305); Public Schools 250 ($225); Computer Ind. 140 ($220); Other Ind. 50 ($260)

10 - CLIMATE: Min. & Max. Temp.-Spring 20-69; Summer 57-86; Fall 27-81; Winter 1-49. First killing frost, Oct. 6; last killing frost, May 5

11 - TAP WATER: Alkaline, soft

12 - RETAILING: **Principal Shopping Centers**-13 blocks on Main; 4 on 1st; 2 on 2nd; 3 on 3rd; 2 on 4th; Super City

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Super City of Mitchell(14)	NA	Super Value, JCPenney, ShopKo, Hallmark

Principal Shopping Days-Mon., Thur., Sat.; Food Wed. & Sat.
Stores Open Evenings-Dept. stores Mon.; Food, Drug & Discount nightly

13 - RETAIL OUTLETS: **Department Stores**-Buche, JCPenney, Guyermans, Feinsteins
Variety Stores-Woolworth
Chain Drug Stores-State/Snyder, ShopKo Phcy
Discount Stores-ShopKo, K mart
Chain Supermarkets-Randall Super Valu, Sunshine Mkt., Market One Foods, County Fair Market
Other Chain Stores-Firestone, Goodyear, Radio Shack, Sherwin-Williams, Singer, Bostwick's, Tractor Supply, Campbell Supply, Fullerton Lumber, United Building Center

14 - NEWSPAPERS: REPUBLIC (e) 11,670, Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: Dale D. Andreasen, Adv. Dir., REPUBLIC, 120 S. Lawler, Mitchell, SD 57301; Tel. (605) 996-5514.
National Representative: Thomson Newspapers.

PIERRE

1 - LOCATION: Hughes County, E&P Map B-2. State Capital. On U.S. Hwys. 14, 83; State Hwy. 34.

2 - TRANSPORTATION: **Railroads**-Chicago & NW.
Motor Freight Carriers-3
Intercity Bus Lines-Greyhound
Airlines-Mesaba; Trans-Colorado

3 - POPULATION:
Corp. City 80 Cen. 11,973; E&P 88 Est. 13,108
County 80 Cen. 14,186; E&P 88 Est. 14,660

4 - HOUSEHOLDS:
City 80 Cen. 4,447; E&P 88 Est. 5,008
County 80 Cen. 5,180; E&P 88 Est. 5,634

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$338,000,000
Savings & Loan	1	(incl. above)

6 - PASSENGER AUTOS: County 13,101 (includes trucks)

7 - ELECTRIC METERS: Residence 4,850

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Ret. 570; Constr. 698; Whol. Trade 223; Service 2,321; Public Adm. 2,360; Others 1,473.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-80; Summer 60-105; Fall 32-75; Winter 20-45. First killing frost, Sept. 29; last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Pierre St.; Pierre Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Pierre Mall(34)	1	K mart, Bostwicks, JCPenney
Red Owl	NA	

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Thur.
Stores Open Sundays-Drug, supermarkets & Red Owl Shpg. Ctr.; Stores in Pierre Mall

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Lucas & Theim; K mart; Bostwicks
Variety Stores-Ben Franklin; Coast-to-Coast; Hogans Hardware; Trading Post
Discount Stores-Red Owl
Chain Drug Stores-Rexall 2; Corner Drug, Snyder Drug
Chain Supermarkets-Red Owl; Sooper Dooper; Sutleys Town & Ranch
Other Chain Stores-S&H Green Stamps; Goodyear; Montgomery Ward; Sears (catalog)

14 - NEWSPAPERS: CAPITAL JOURNAL (e-mon to fri) 4,051; sworn Sept. 30, 1987
Local Contact for Advertising and Merchandising Data: Terry Hipple, Adv. Mgr., CAPITAL JOURNAL, 333 W. Dakota, PO Box 878, Pierre, SD 57501; Tel. (605) 224-7301
National Representative: American Newspaper Representatives, South Dakota Press

RAPID CITY

1 - LOCATION: Pennington County, E&P Map A-2. County Seat. Tourist area-Mt. Rushmore, 30 mi. from western border of SD. Minneapolis, MN 650 mi., Denver, CO 400 mi., Sioux City, 464 mi., Billings, 410 mi. Elevation 3,247 ft. Vacation and resort center. On I-90

2 - TRANSPORTATION: **Railroads**-Chicago & Northwestern.
Motor Freight Carriers-5
Intercity Bus Lines-Gray Line of BH, Jack Rabbit, Rapid Transit System, Stage Coach West.
Airlines-Northwest, Continental Commuter, United, Delta

3 - POPULATION:
Corp. City 80 Cen. 46,492; E&P 88 Est. 51,040
CZ-ABC. (80) 46,492
RTZ-ABC. (80) 104,381
County 80 Cen. 69,716; E&P 88 Est. 74,422
City & RTZ-ABC. (80) 150,873

4 - HOUSEHOLDS:
City 80 Cen. 17,233; E&P 88 Est. 18,805
CZ-ABC. (80) 17,223
RTZ-ABC. (80) 35,542
County 80 Cen. 25,186; E&P 88 Est. 28,289
City & RTZ-ABC. (80) 52,765

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 75,627 (includes trucks)

7 - ELECTRIC METERS: Residence 26,673

8 - GAS METERS: Residence 17,507

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Forestry and Fishing 105; Mining and Quarrying 205; Constr. 1,275; Mfg. 2,340; R.R. 90; Other Util. 500; Whol. Trade 909; Ret. Trade 4,208; Fin., Ins. & R.E. 841; Servs. 2,175; Private Household 500; Gov't 5,050; Military personnel 6,277; Tourism 10,000.
Principal Pay Days-Sat., Tues.

10 - CLIMATE: Min. & Max. Temp.-Spring-Summer 44-86; Fall-Winter 34-49. First killing frost, Sept. 13; last killing frost, June 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main St.; 5 blocks on St. Joe St., connecting streets from Fourth to Ninth; Rushmore Mall Shpg. Ctr. Anchor stores-Sears, JCPenney, Herberger's, Target.
Neighborhood Shopping Centers-East Boulevard; Baken Park area; Canyon Lake area; Ellsworth Air Force Base Villa Ranchero; Robbinsdale Ctr.; North Rapid Ctr.; Family Thrift Ctr.; K mart; Northgate Shpg. Ctr.; Time Sq.; Sturgis Road Strip.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Baken Park(28)	2	
Northgate(7)	3	K mart
North Rapid	2	
Robbinsdale	2	
Rushmore Mall(128)	5	JCPenney, Sears, Herberger, Target
Villa Ranchero(17)	NA	

Principal Shopping Days-Dept. and Apparel: Sat., Fri., Mon.; Food: Sat., Fri.
Stores Open Evenings-Thur.; Malls: Mon.-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Mill's 3; Osco.
Discount Stores-Family Thrift Ctr.; Best; K mart; Target; Shopko.
Chain Supermarkets-Safeway 3; Sooper Dooper 2; Thrift Ctr. 2; Prairie Mkt.; Albertson's.
Other Chain Stores-Singer; Cook's Paint; Three Sisters; Firestone; Sherwin-Williams; Ace Hdwe.; Kinney Shoes; Pay 'N Pak; Haggerty's

14 - NEWSPAPERS: JOURNAL (e) 33,702; (S) 36,030; Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: Gene Hunter, Adv. Dir., JOURNAL, 507 Main St., Rapid City, SD 57701; Tel. (605) 342-0280.
National Representative: Branham/Newspaper Sales

SIOUX FALLS

1 - LOCATION: Minnehaha County (MSA), E&P Map D-3. SE South Dakota. Wholesale center. Rich agricultural area. 90 mi. NW of Sioux City, 240 mi. SW of Minneapolis. On U.S. Hwys. 42, 77, I-29, I-90, I-229; State Hwy. 38

2 - TRANSPORTATION: **Railroads**-Chicago & Northwestern, Burlington Northern, Illinois Central Gulf (I.C.G.)
Motor Freight Carriers-38
Intercity Bus Lines-Jack Rabbit; Springfield; Midwest Coach
Airlines-Delta; Northwest; TWA; Mesaba; United

3 - POPULATION:
Corp. City 80 Cen. 81,343; E&P 88 Est. 95,058
CZ-ABC. (80) 81,343
RTZ-ABC. (80) 161,910
County/MSA 80 Cen. 109,970; E&P 88 Est. 125,155
City & RTZ-ABC. (80) 243,253

4 - HOUSEHOLDS:
City 80 Cen. 30,883; E&P 88 Est. 37,679
CZ-ABC. (80) 30,883
RTZ-ABC. (80) 56,707
County/MSA 80 Cen. 40,054; E&P 88 Est. 47,446
City & RTZ-ABC. (80) 87,590

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	16	$2,598,547,000
Savings & Loan	5	$360,576,000

6 - PASSENGER AUTOS: County 105,335 (includes trucks)

7 - ELECTRIC METERS: Residence 43,700

8 - GAS METERS: Residence 32,186

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Servs. 17,900; Ret. 12,400; Mfg. 8200; Gov't 7,200; Fin./Ins./Real Estate 6,000; Whol. 4,800; Trans./Public Util. 4,600; Constr. 2,200; Av. Wkly. Wage ($369).
Principal Industrial Pay Days-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-68; Summer 56-81; Fall 23-45; Winter 11-32. Last killing frost, May 5. Growing season is 152 days.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Phillips Ave.; 4 on Main Ave.; 4 on Tenth St. Downtown; Western Mall, 41st St.; Empire Mall, 41st St.; New Town Mall, Louise Ave.; Park Ridge Mall, 2 blocks on Western Ave.
Neighborhood Shopping Areas-26th St. & Minnesota Ave., 18th St. & Minnesota Ave.; 18th St. & Grange Ave.; 8th St. & Indiana Ave.; 10th St. & Blauvelt Ave.; 26th & Western Ave.; 34th & Minnesota Ave.; 39th & Minnesota Ave.; 10th St. & Franklin Ave.; 10th St. & Cleveland Ave.; 10th St. & Kiwanis; 10th & Cliff Ave.; 41st & Minnesota Ave.; 49th & Western; Clock Tower Sq.; 41st St.; N. Cliff & Hwy. 38A; N. Cliff & Benson; 10th & Sycamore.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Park Ridge(11)	NA	Minerva's
Southgate	NA	Lewis Drug
Southway(15)	NA	Payless Shoes
Western Mall(69)	NA	1/2 Price Store, Walgreens, Best Buy, Wise Buy
The Empire(180)	NA	Younkers, Dayton's, JCPenney, Sears
New Town Mall(20)	NA	Richman Gordman, Target

Principal Shopping Days-Dept. Stores: Mon., Fri., Sat., Sun.; Food: Thur., Fri., Sat., Sun.
Stores Open Evenings-Mon., Fri. Super Mkts., Major Shopping Centers: Every night, Mon. to Sat. & Sun. 11 to 6.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Younkers; Dayton's; Richmond Gordman.
Discount Stores-K mart 3; Target; 1/2 Price Store.
Chain Drug Stores-Walgreens; Osco; Lewis 4.
Chain Supermarkets-Sunshine 6; Nash Finch 5; HyVee 3; Randall's; Wise Buy.
Other Chain Stores-Women's Apparel: Vanity, Maurices, Mode O'Day, Geyerman's, Susies Casuals, Three Sisters; GiGis, Frederick's of Hollywood, Brass Buckle, Casual Corner, Sieferts, The Limited, Michaels & Burkes, Catherines, Lerners, Benetton; Shoes: Baker's, Kinney, Caldwells, National Pay Less Shoes, Gallenkamp, Wonderfour, Johnson Shoes, Thom McAn, Todds, Naturalizer, Bass Shoes; Red Wing; Auto Supply: Champion Auto, Firestone, NAPA, Auto Parts Pro, Corbett Midland, Graham Goodyear; Paint: Cook, Pittsburgh, Sherwin-Williams, Diamond Vogel; Misc.: Fanny Farmer, Singer Co., Team Electronics 3, Radio Shack 3, Zale's Jewelry, Osborn's Mens Wear, N.W. Fabrics, Russell Stover Candy, Hallmark 3, Scheels Hardware, Pay 'N Pak, LaBelles, Best, Ace Hdwe., Campbell Supply 2, Color Tile, Waldenbooks, Port of Entry, TSC.

14 - NEWSPAPERS: ARGUS LEADER (m) 45,610; (S) 67,084, Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Gary Husman, Adv. Dir., ARGUS LEADER, PO Box 5034, Sioux Falls, SD 57117; Tel. (605) 331-2200.
National Representative: Gannett National Newspaper Sales.

WATERTOWN

1 - LOCATION: Codington County, E&P Map D-2. County Seat. Retail shopping, wholesale distributing and agricultural center. 190 mi. W of Minneapolis, MN and 89 mi. NW of Sioux Falls, SD.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; C&NW.
Motor Freight Carriers-7.
Intercity Bus Lines-Zephyr; Jack Rabbit
Airlines-Mesaba

3 - POPULATION:
Corp. City 80 Cen. 15,649; E&P 88 Est. 17,510
CZ-ABC. (80) 16,200
RTZ-ABC. (80) 55,683
County 80 Cen. 20,883; E&P 88 Est. 23,160
City & RTZ-ABC. (80) 71,883

4 - HOUSEHOLDS:
City 80 Cen. 6,051; E&P 88 Est. 7,017
CZ-ABC. (80) 6,209
RTZ-ABC. (80) 19,751
County 80 Cen. 7,675; E&P 88 Est. 8,868
City & RTZ-ABC. (80) 25,960

5 - BANKS	**NUMBER**	**DEPOSITS**
Comm. & Savings	4	$400,000,000

6 - PASSENGER AUTOS: County 19,821 (includes trucks)

7 - ELECTRIC METERS: Residence 7,178

8 - GAS METERS: Residence 5,532

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber Molding 350 ($290); Welding Equip. 160 ($230); Poultry Proc. 325 ($170); Mobile Homes 102 ($285); Hydraulic Digger Derricks 225 ($290); Bakery Goods 60 ($360); Granite Memorials 63 ($310); Down-Filled Outerwear 54 ($192).
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-53; Summer 55-80; Fall 33-57; Winter 4-24. Spring killing frost, May 16; Fall killing frost, Sept. 27.

11 - TAP WATER: Neutral, moderately hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Kemp Ave.; N. & S. Broadway; N. & S. Maple St.; 4 blocks on 1st Ave. N.; 1 block on 2nd St. N.E.
Shopping Centers-Watertown Mall (E. on U.S. Hwy. 212)-44 stores, K mart, JCPenney, Herberger's, Osco Drug, Hy-Vee, Spurgeons. Miracle Mall (2 firms located on Hwy. 212). Four block area at Junction of U.S. Hwys. 212 and 81. Five block area Hwy. 20 to Lake Kampeska.
Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Townwide Thur.; Food and Shopping Center, nightly.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Herberger's; Spurgeons; Shopko.
Chain Drug Store-Osco.
Discount Stores-Sandvig's Hdwe.; Pamida; K mart; Tractor Supply (TSC); Mac's; Shopko; Woolworth's.
Chain Supermarkets-Red Owl Country Store; O.P. Skaggs; Spies; Hy-Vee; Prairie Market.
Other Chain Stores-Sears (catalog); Goodyear; Firestone; So-Fro Fabrics; Coast-to-Coast; Radio Shack; Express Photo; Extra Touch; House of Wood; Pay Less Shoes.

14 - NEWSPAPERS: PUBLIC OPINION (e) 16,627, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: A.W. Johnson, Adv. Mgr., PUBLIC OPINION, 120 Third Ave. NW, Watertown, SD 57201; Tel. (605) 886-6901.
National Representative: Branham/Newspaper Sales.

YANKTON

1 - LOCATION: Yankton County. E&P Map 0-3. County Seat. Located on the Missouri River near the confluence of the James River. Agricultural and manufacturing area. Retail trade center 165 mi. NW of Omaha, NE. Juncture of U.S. Hwy. 81, South Dakota 50.

2 - TRANSPORTATION: **Railroads**-Burlington Northern (freight only).
Motor Freight Carriers-3.
Bus Lines-Jack Rabbit.
Airlines-AAA.

3 - POPULATION:
Corp. City 80 Cen. 12,011; E&P 88 Est. 12,724
County 80 Cen. 18,946; E&P 88 Est. 19,419

4 - HOUSEHOLDS:
City 80 Cen. 4,463; E&P 88 Est. 4,774
County 80 Cen. 6,624; E&P 88 Est. 7,058

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$153,000,000
Savings & Loan	2	$60,000,000

6 - PASSENGER AUTOS: County 16,560 (includes trucks).

7 - ELECTRIC METERS: Residence 4,595.

8 - GAS METERS: Residence 4,591.

9 - PRINCIPAL INDUSTRIES: 19 mfg. establishments; Seeds, Trees, Machine Tools, Electricity, Poultry Prods. and Feeds, Steel Scaffolding, Conveyors, Meat Proc., Aluminum Extrusion, Airplane Parts, Printing and Binding, Sheet Metal Works, Electronic Components, Quartz Crystals, Livestock Trailers, Fork Lifts, Front End Loader, Health industry (clinics, hospitals, nursing homes, etc.), Tool & Die Equip., Computer & Aerospace Parts, Automotive Air & Oil Filters.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-59; Summer 69-76; Fall 35-64; Winter 18-24. First killing frost, Oct. 11; last killing frost, Apr. 22.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on 3rd St., 5 on Broadway, 2 on Walnut, 2 on Douglas.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Yankton Mall(36)	2	Spurgeons, JCPenney, Chuck's, Jack & Jill
Alco Plaza(9)	2	Alco

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Dept. Stores-Fri. Food-Mon. through Sun. Shopping Mall-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Fantle Bros.; JCPenney; Spurgeons.
Discount Stores-K mart; Alco; Pamida.
Chain Supermarkets-Sunshine; Don's Super Saver; Haskers; Chuck's; Jack & Jill; Save-U-More.

Chain Drug Stores-Rexall; White Drug.
Other Chain Stores-Coast-to-Coast; Firestone; Clem's Goodyear; Singer Co.; Tradehome Shoes; Bomgaars; Stevensons; Radio Shack; Kinneys; One Hour Martinizing; Maurice's; Sears (catalog); Payless Shoes; Merle Norman; Sherwin-Williams Paint; Team Electronics.

14 - NEWSPAPERS: PRESS & DAKOTAN (e) 9,989; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Randy E. List, Adv. Mgr., PRESS & DAKOTAN, 319 Walnut St., Yankton, SD 57078; Tel. (605) 665-7811.
National Representative: Branham/Newspaper Sales.

Order a subscription to E&P

TENNESSEE SURVEYS

METROPOLITAN STATISTICAL AREAS

Chattanooga, TN-GA-Hamilton, Marion and Sequatchie Counties, TN; Catoosa, Dade and Walker Counties, GA.
Clarksville-Hopkinsville, TN-KY-Montgomery County, TN; Christian County, KY.
Jackson, TN-Madison County.
Johnson City-Kingsport-Bristol, TN-VA-Carter, Hawkins, Sullivan, Unicoi and Washington Counties, TN; Bristol City, Scott and Washington Counties, VA.
Knoxville-Anderson, Blount, Grainger, Jefferson, Knox, Sevier and Union Counties.
Memphis, TN-AR-Miss.-Shelby and Tipton Counties, TN; Crittenden County, AR; De Soto County, Miss.
Nashville-Cheatham, Davidson, Dickson, Robertson, Rutherford, Sumner, Williamson and Wilson Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1989**
Under 5 Years	325	326	421
5-14 Years	773	724	737
15-24 Years	701	854	753
25-44 Years	939	1,278	1,624
45-64 Years	807	895	888
65 and Over	382	518	512
TOTAL	3,926	4,595	4,936

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1989 Est.**
Bldg. Mat./Hdwr.	816	865	1,865
General Mdse.	1,764	2,345	4,038
Food	3,007	4,548	6,960
Automobiles	3,323	3,741	8,290
Gasoline Stations	1,151	1,958	2,241
Apparel	611	960	1,587
Furniture	599	773	1,626
Eat-Drink Places	990	1,643	2,857
Drugs	412	640	1,085
TOTAL SALES	13,692	19,605	33,356

ALCOA
See MARYVILLE

ATHENS

1 - LOCATION: McMinn County. E&P Map D-2. County Seat. Educational, industrial and agricultural center. 49 mi. NE of Chattanooga; 52 mi. SW of Knoxville. On Lee Hwy.; U.S. Hwy. 11, I-75.

2 - TRANSPORTATION: **Railroads**-CSX Transportation; Norfolk/Southern.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 12,080; E&P 88 Est. 12,314
CZ-ABC: (80) 12,080
RTZ-ABC: (80) 35,119
County 80 Cen. 41,925; E&P 88 Est. 43,144
City & RTZ-ABC: (80) 47,199

4 - HOUSEHOLDS:
City 80 Cen. 4,445; E&P 88 Est. 4,717
County 80 Cen. 14,727; E&P 88 Est. 15,717
CZ-ABC: (80) 4,445
RTZ-ABC: (80) 12,115
City & RTZ-ABC: (80) 16,560

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 33,054.

7 - ELECTRIC METERS: Residence 9,300.

8 - GAS METERS: Residence 2,047.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Disc Plows 100; Table 275; Plastics 250; Gas and Elect. Stoves 407; Process Milk 290; Chair Mfg. 200; Hosiery 750; Bed Mfg. 275; Paper Box Mfg. 100; Newsprint 1,750; Elect. Motors 500; Clothing 600; Elect. Light Metal 300; Refrigerated Trucks 200; Automobile Seat Frames 229.

10 - CLIMATE: N.A.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
McMinn	NA	Wal-Mart, Ingles, JCPenney, Goody's, Lowe's
Madison Park(14)	NA	Revco, Proffitts
Whiteway(10)	NA	Earl's Supermarket
Athens Plz.(8)	NA	Red Food, Pic-N-Pay, Rose's, K mart

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Proffitts; Goody's Outlet; Wal-Mart; Goodfriends; House of Renown; Sterling Shop.
Discount Stores-Rose's; K mart; Goody's Outlet; Wal-Mart.
Chain Drug Stores-Revco; SupeRx; Rite Aid.
Chain Supermarkets-White Stores; Red; Ingles; Earl's.
Other Chain Stores-Goodyear; Merle Norman Cosmetics; Family Dollar; Lowe's; Dollar General.

14 - NEWSPAPERS: POST-ATHENIAN (e-mon to fri) 10,296; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Melinda Hillman, Adv. Mgr., POST-ATHENIAN, 320 S. Jackson St., PO Box 340, Athens, TN 37303; Tel. (615) 745-5664.
National Representative: Landon Associates.

BRISTOL, TN
See BRISTOL, VA

CHATTANOOGA

1 - LOCATION: Hamilton County (In Chattanooga, TN-GA MSA). E&P Map D-3. County Seat. On Tennessee River. On U.S. Hwys. 11, 27, 41, 64, 76, 127, I-24, I-59, I-75; Lookout Mountain Scenic Hwy. Near Chickamauga Dam.

2 - TRANSPORTATION: **Railroads**-Norfolk Southern; Seabord System.
Motor Freight Carriers-38.
Intercity Bus Lines-Greyhound.
Airlines-American; Northwestern; Peidmont; Delta.

3 - POPULATION:
Corp. City 80 Cen. 164,344; E&P 88 Est. 167,514
CZ-ABC: (80) 257,987
Bal. in NDM-ABC: (80) 100,333
Total NDM-ABC: (80) 358,320
Bal. in RTZ-ABC: (80) 436,067
MSA 80 Cen. 426,929; E&P 88 Est. 428,517
County 80 Cen. 287,787; E&P 88 Est. 283,774
Total NDM & Bal. in [illegible]-ABC: (80) 794,387

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 62,139; E&P 88 Est. 65,605
County 80 Cen. 103,319; E&P 88 Est. 104,192
MSA 80 Cen. 150,760; E&P 88 Est. 155,748
CZ-ABC: (80) 94,963
Bal. in NDM-ABC: (80) 32,832
Total NDM-ABC: (80) 127,795
Bal. in RTZ-ABC: (80) 149,578
Total NDM & Bal. in RTZ-ABC: (80) 277,373

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	11	$8,620,365,574
Savings & Loan	5	$1,063,802,090

6 - PASSENGER AUTOS: County 211,920.

7 - ELECTRIC METERS: Residence 122,685.

8 - GAS METERS: Residence 25,069.

9 - PRINCIPAL INDUSTRIES: No. of Wage Earners (Av. Wkly. Wage)-Durable Goods 17,400 ($374); Nondurable Goods 29,200 ($305); Non-Mfg. 145,200 (N.A.).

10 - CLIMATE: Av. Temp.-Spring 63; Summer 78; Fall 60; Winter 41. Av. Precipitation 52.60 in.

11 - TAP WATER: Alkaline, moderately hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Airport Plz.(11)	13	Softwear City, Milo Beauty Prod.
Battlefield Plz.(8)	10	Shervin-Williams
Brainerd Vlg.(37)	7	Service Mdse., Eckerd, Goody's
Dallas Hollow(5)	15	Red Food
Direct Connection Mall(26)	13	Home World, Handmacker Fashions
Eastgate Mall(110)	8	JCPenney, Profitts
Frieght Depot(26)	1	Polo-Ralph Lauren Factory, Lemon Tree
Hamilton Place Mall(175)	24	Proffitts, Belk, Sears, Hess, T.J. Maxx
K Mart Plz.(12)	10	K mart, Revco
Kroger Plz.(10)	7	Kroger, Pic-N-Pay
Lee Plz. East(8)	8	Kroger, Revco, Radio Shack
Northgate Mall(132)	12	Sears, JCPenny, Hess, T.J. Maxx
Olde Brainerd(11)	4	Red Food, Revco
Osborne Shpg. Ctr.(38)	6	Chandler Fabrics, Red Food
Perimeter Pl.(17)	7	Home Depot
Red Food Shph. Ctr.(14)	5	Red Food, Revco, Family Dollar
South Terrace Plz.(20)	6	TCBY, Catherine's, Merle Norman
Town & Country Ctr.(6)	2	Kay's Kastles, Bonds Drugs
Village at East Ridge(8)	6	Revco, Radio Shack
Village at Riverview(8)	3	Revco, Kathy's Kloset

Principal Shopping Days-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Hess 2; Proffitts 4; Sears 2; JCPenney 2.

Discount Stores-K mart 4; Zayre 2; Payless 4; Dollar General 5; Service Mdse. 3.

Variety Stores-Woolworth 2.

Chain Drug Stores-Eckerd 11; Revco 14.

Chain Supermarkets-Kroger 7; Red Food 21; Golden Gallon 33; Gooldlet 3; Pruett Food Town 9.

Other Chain Stores-Clothing: National Shirt, 5-7-9 Shop, Lillie Rubin, Bottom Half, Brooks, Casual Corner, Paraphernalia, Lerners, Anderson-Little, J. Miller Fashion; Shoes: Thom McAn, Jarman, Baker's, Hardy's; Confectionery: Russell Stover; Others: Western Auto, Economy Auto, Otasco, Pier 1, Re[illegible] Bar, Swiss Colony, Wicks'n Sticks, Zale's, Kays, Oshman's.

14 - NEWSPAPERS: TIMES (m-mon to fri) 48,502; (m-sat) 47,858; NEWS-FREE PRESS (e-mon to fri) 58,351; (e-sat) 54,751; (S) 115,695; Mar. 31, 1988 ABC.

Local Contact for Advertising and Merchandising Data: Roy McDonald, Pub. or Frank McDonald, Adv. Dir., NEWS-FREE PRESS and TIMES, 400 E. 11th St., Chattanooga, TN 37401; Tel. (615) 756-6900.

National Representative: Landon Associates.

CLARKSVILLE

1 - LOCATION: Montgomery County (In Clarksville-Hopkinsville, TN-KY MSA). E&P Map C-1. County Seat. Agricultural and military; manufacturing; university center 45 mi. NW of Nashville, where Cumberland and Red Rivers meet. On U.S. Hwys. 41A, 79; and I-24.

2 - TRANSPORTATION: **Railroads**-CSX System.
Bus Lines-Greyhound; Trailways; Clarksville Transit System.
Airlines-Prime Air.

3 - POPULATION:
Corp. City 80 Cen. 54,777; E&P 88 Est. 61,349
CZ-ABC: (80) 67,891
RTZ-ABC: (80) 28,166
County 80 Cen. 83,574; E&P 88 Est. 90,220
MSA 80 Cen. 150,208; E&P 88 Est. 155,896
City & RTZ-ABC: (80) 96,057

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,817; E&P 88 Est. 20,630
CZ-ABC: (80) 22,142
RTZ-ABC: (80) 9,599
County 80 Cen. 27,198; E&P 88 Est. 30,530
MSA 80 Cen. 46,844; E&P 88 Est. 49,312
City & RTZ-ABC: (80) 31,741

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$671,590,139
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 85,635.

7 - ELECTRIC METERS: Residence 36,304.

8 - GAS METERS: Residence 5,635.

9 - PRINCIPAL INDUSTRIES: Rubber Goods; Air Conditioning; Heating Units; Snuff; Work Clothing; Western Boots; Fertilizer; Paper Containers; Appliance Components; Yearbooks; Commercial printing; Metalized Paper Labels; Tool & Die; Newspaper Publishing; Stainless Steel Cookware; Zinc Proc.; Bicycle Parts Mfg.; Military Reservation (Ft. Campbell). 37,309 (total).

10 - CLIMATE: Av. Temp.-Jan. 38; July 80.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Franklin St., 19 blocks on Riverside Dr., 1 block Madison St.; 10 blocks Ft. Campbell Blvd.
Neighborhood Centers-7 blocks on New Providence Blvd., includes 14 stores and Mart Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Clarksville Sq (6)	NA	Big-Lots, Super Value, Pic-N-Pay
Two Rivers Mall(24)	1	Walgreens, Jo Ann Fabrics.
Mart Shpg. Ctr (4)	NA	Super Value, Mart Furn.
K mart Plz (4)	2	K mart, Kroger, Walgreens
Madison Shpg Circle(5)	NA	Dollar General, Revco
Plz. Shpg. Ctr (9)	NA	Mont. Ward, Harvey's, Save-A-Lot Food
Tradewinds N (5)	NA	Radio Shack, McCrory's (TG&Y)
Tradewinds S (9)	4	Winn-Dixie, Revco, McCrory's (TG&Y), Radio Shack
St. Bethlehem Plz (6)	NA	Safeway, Super Valu
Governor's Sq. Mall(125)	5	Sear's, Hess, Park Belk, JC Penny
Cummingham Plz (16)	NA	Wal-Mart, Winn-Dixie
Hampton Plz (23)	NA	Wal-Mart, Goody's

Principal Shopping Days-Mon., Wed., Fri., Sat., Sun.
Stores Open Evenings-Shpg. Ctrs. until 9, Kroger's & SupeRx Drugs all night.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; Parks Belk; Harveys; Sears; Hess; JC Penny.
Discount Stores-McCrory 2; Grandpa's; Dollar General 4; K mart 2; Wal-Mart 2.
Chain Drug Stores-Walgreens 2; Revco 2; SupeRx; Medicine Shoppe.
Chain Supermarkets-Kroger 2; Winn-Dixie 2; CB 3; Foodtown 10; IGA 2; Bi-Rite; Shop-Rite 2; Majik Markets 3; Save-A-Lot; Super Value; Beach Mkts.
Other Chain Stores-Firestone; Goodyear; Lowe's; Moore's; Radio Shack; Pic 'N Pay; Butlers; JoAnn Fabrics; Foot Scene.

14 - NEWSPAPERS: LEAF-CHRONICLE (m) 18,413; (S) 21,901; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Gene Washer, Gen. Mgr., LEAF-CHRONICLE, 200 Commerce St.; PO Box 829, Clarksville, TN 37041-0829; Tel. (615) 552-1808.
National Representative: Branham/Newspaper Sales.

CLEVELAND

1 - LOCATION: Bradley County, E&P Map D-2, County Seat. 25 mi. NE of Chattanooga; 80 mi. SW of Knoxville; 123 mi. NW of Atlanta; 180 mi. SE of Nashville. Industrial and agricultural center. On U.S. Hwys. 11, 64, I-75; State Hwys. 74, 60, 40, 2.

2 - TRANSPORTATION: **Railroads**-Southern.
Motor Freight Carriers-8.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Delta; Northwest; Piedmont; American. (airport-22 miles).

3 - POPULATION:
Corp. City 80 Cen. 26,415; E&P 88 Est. 28,287
CZ-ABC: (80) 32,430
RTZ-ABC: (80) 44,161
County 80 Cen. 67,794; E&P 88 Est. 73,741
City & RTZ-ABC: (80) 76,591

4 - HOUSEHOLDS:
City 80 Cen. 9,946; E&P 88 Est. 11,054
CZ-ABC: (80) 11,790
RTZ-ABC: (80) 14,272
County 80 Cen. 23,026; E&P 88 Est. 25,761
City & RTZ-ABC: (80) 26,062

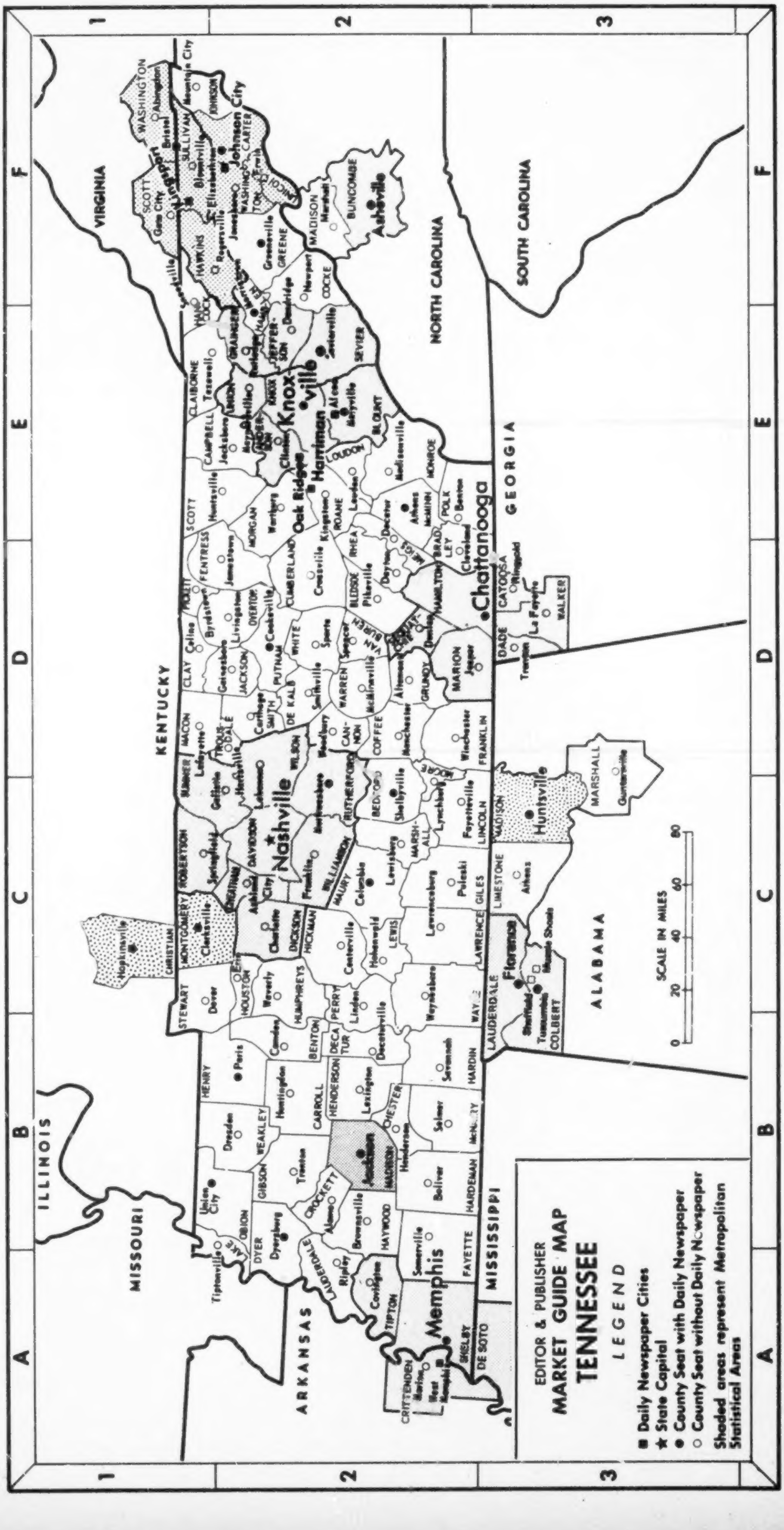
5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$497,428,000
Savings & Loan	2	$721,720,000

6 - PASSENGER AUTOS: County 63,257

7 - ELECTRIC METERS: Residence 20,555

8 - GAS METERS: Residence 3,173

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Stoves, Ranges


EDITOR & PUBLISHER
MARKET GUIDE MAP
TENNESSEE
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
20
40
60
80
VIRGINIA
KENTUCKY
ILLINOIS
MISSOURI
ARKANSAS
MISSISSIPPI
ALABAMA
GEORGIA
NORTH CAROLINA
SOUTH CAROLINA
Memphis
Nashville
Knoxville
Chattanooga
Oak Ridge
Harriman
Jackson
Johnson City
Kingsport
Bristol
Asheville
Huntsville
Florence
Clarksville
Hopkinsville
A
B
C
D
E
F
1
2
3

3,200; Textiles 2,500; Furn. 1,800; Chem. 1,200.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-82; Summer 58-94; Fall 20-100; Winter 7-77. First killing frost, Nov. 2; last killing frost, Apr. 1.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Neighborhood Shopping Centers**-Holiday Shopping Plaza (7 stores); Keith St. (7 stores); Cloverleaf 1 and 2, N. Keith St. (13 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Keith St. Plz.(40)	NA	Radio Shack, Sherwin-Williams, Auto Shack
Colony Square	NA	
Cleveland Mall(36)	2	JCPenney, Sears, Rose's
Village Mall(36)	NA	Hess, Parks-Belk
Northway Plaza	NA	
Stuart Park	NA	Hallmark

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Hess; Parks-Belk.
Variety Stores-Wal-Mart; Rose's; K mart; Family Dollar; Dollar General.
Chain Drug Stores-Eckerd; Revco; Rite Aid.
Chain Supermarkets-Red Food 3; Watson's 4; Pruitt's Food Town; Cooke's 3.
Other Chain Stores-Firestone; Goodyear; Goody's; Auto Shack; Butler Shoes; Ace Hardware; Behr's; Radio Shack; C.H. Duff; Kinney Shoes; Lowe's; West Building Materials.

14 - NEWSPAPERS: BANNER (e-mon to fri) 16,352; (S) 17,965; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Gary Davis, Natl. Adv. Mgr., BANNER, PO Box 3600, Cleveland, TN 37320; Tel. (615) 472-5041.
National Representative: Landon Associates.

COLUMBIA

1 - LOCATION: Maury County, E&P Map C-2. County Seat. Rail shipping center. Agricultural, mining and manufacturing area, wholesale grocery center. 43 mi. S of Nashville. Medical Center for South Central TN. Regional Retail Shopping area.

2 - TRANSPORTATION: **Railroads**-L&N.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 26,571; E&P 88 Est. 28,805
CZ-ABC: (80) 26,570
RTZ-ABC: (80) 107,521
County 80 Cen. 51,038; E&P 88 Est. 52,499
City & RTZ-ABC: (80) 134,091

4 - HOUSEHOLDS:
City 80 Cen. 10,200; E&P 88 Est. 10,513
CZ-ABC: (80) 9,666
RTZ-ABC: (80) 37,736
County 80 Cen. 18,180; E&P 88 Est. 19,533
City & RTZ-ABC: (80) 47,402

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$380,000,000
Savings & Loan	1	$110,000,000

6 - PASSENGER AUTOS: County 43,372

7 - ELECTRIC METERS: Residential County 19,630

8 - GAS METERS: County 5,364

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chem. 1,800 ($425); Textiles & Apparel 1,300 ($200); Mach. & Metals 1,300 ($250); Food 185 ($180); Other Mfg. 1,200 ($260); Mining 204 ($270); Constr. 475 ($240); Elemental Phosphorus; Carbon Electrodes; Sponges; Garments; Dairy Prods.; Flour & Agric. Chem.; Truck Springs; Air Conditioners; Plastics.
Principal Industrial Pay Days-Thur., Fri. 1st, 3rd, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-95; Summer 60-104; Fall 25-84; Winter 17-80.

11 - TAP WATER: Alkaline, medium hard; fluoridated.

12 - RETAILING: **Downtown Shopping Areas**-3 blocks on 7th St.; 7 on Garden; 3 on 8th St.; 4 on Main; 4 on Public Square; 2 on 6th St.; 1 on Woodland.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
West End(7)	1	Central Lime
Cambell Pl.(18)	1	Piggly Wiggly, Western Sizzlin
Northway(13)	1	Gibson, Sears
Maury County(13)	4	Rose's, Parks-Belk
Columbia Plz.(4)	NA	Hill's, Fred's
Carmack Plaza(4)	1	Columbia Paint & Wallpaper
Shady Brook Mall(44)	3	JCPenney, Harvey's, Wal-Mart
K mart Plaza(5)	3	K mart, Kroger
Red Food Plaza(6)	NA	Red Food Store

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon. through Sun.

13 - RETAIL OUTLETS: **Department Stores**-Sullivan's; Harvey; JCPenney; Behrs-Gordon; Parks-Belk; Wilma's.
Discount Stores-Fred's; Wal-Mart; K mart; Rose's; Family Dollar.
Chain Drug Stores-Reynolds 2; Woldridge; Revco 2; Derryberry's 2; SupeRx; Medicine Shoppe; Eckerd.
Chain Supermarkets-Harris & Prince; Kroger; Giant Foods; SuperRama; Piggly Wiggly 2; BiRite; Red Foods.
Other Chain Stores-Goodyear; Sherwin-Williams; Firestone; Payless Shoes; Baretts; Zale's Jewelry; Gordons Jewelry; Jones Home Furnishings; Wickes; Lowes; Helig-Meyers.

14 - NEWSPAPERS: HERALD (e-mon to fri) 12,036; (S) 13,795; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Larry Beasley, Adv. Dir., HERALD, 1115 S. Main St., PO Box 1425, Columbia, TN 38401; Tel. (615) 388-6464.
National Representative: Papert Companies.

COOKEVILLE

1 - LOCATION: Putnam County, E&P Map D-2. County Seat. Tenn. Technological University. Industrial cultural and education & shopping center for Upper Cumberland. U.S. Hwys. 70, I-40 & Corridor J (Hwy. 111); State Hwys. 135, 136, 42. 80 mi. E of Nashville; 100 mi. W of Knoxville; 80 mi. N of Chattanooga.

2 - TRANSPORTATION: **Railroads**-Nashville & Eastern.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-Cumberland Aero.
Motor Freight Carriers-14; UPS; Purolator; Federal Express.

3 - POPULATION:
Corp. City 80 Cen. 20,350; E&P 88 Est. 24,457
CZ-ABC: (80) 26,536
RTZ-ABC: (80) 21,154
County 80 Cen. 47,850; E&P 88 Est. 53,923
City & RTZ-ABC: (80) 47,690
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,087; E&P 88 Est. 8,767
CZ-ABC: (80) 9,202
RTZ-ABC: (80) 7,504
County 80 Cen. 16,706; E&P 87 Est. 18,938
City & RTZ-ABC: (80) 16,706

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$586,610,000

6 - PASSENGER AUTOS: County 40,354

7 - ELECTRIC METERS: City Residence 10,447

8 - GAS METERS: City Residence 2,611

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Apparel 1,066; Automotive 1,560; Food Proc. 1,409; Small Appliances 283; Heating Elements 450; Pre-washed Denim 468; Hydraulic Valves 247; Furn. Parts 160; Filtration Equip. 104; Inking 100. Av. Wkly. Wage $273.
Principal Industrial Pay Days-Fri.; 15th, 30th.

10 - CLIMATE: Mild Temp., mean 57; precipitation 51 1/2; 200-day growing season.

11 - TAP WATER: Soft, fluoridated.

12 - RETAILING: **Principal Shopping Area**-Broad St. between Willow and Washington, Spring St. between Willow and Maple, S. Jefferson between I-40 and 1st. St., Willow Ave. between I-40 and 1st St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cookeville Commons(6)	NA	K mart, Goody's, Radio Shack
Cookeville Mall(37)	NA	JCPenney, Harvey's
Willow Tree(22)	NA	Rose's, Eckerd, Sav-A-Lot
North Side Ctr.(8)	NA	Northside, IGA, Super D
Village Ctr.(6)	NA	Piggly Wiggly
West Side Ctr.(20)	NA	Village Squire, McAdoo's, Dollar General
Jackson Square(5)	NA	Kroger, SupeRx
Green Acres(4)	NA	Green Acres, IGA
Red Food(4)	NA	Red Food, Auto Shack, Curtis Mathes

Principal Shopping Days-Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-McAdoo's; Roberson's; Washington Mfg. Co.; Sears (catalog); JCPenney; Harvey's; Maddux & Proffitt.
Discount Stores-Wal-Mart; Odd Lots; Big Lots; K mart; Dollar General; TA&M Enterprises; Roses; Goody's.
Chain Drug Stores-Super D; Eckerd; SupeRx; Rexall; Kroger; Medicine Shoppe Phcy.; Wal-Mart Phcy.
Chain Supermarkets-Kroger; Red Food; Super Valu; Drive-In Markets; 7-Eleven; Kwik-Stop 2; IGA; Lickity Split; Bread Box 6; Get & Go; Kwik 'n Ezy.
Other Chain Stores-Shoes: Pay Less, Pic 'N Pay, Kinney; Paints: Dutch Boy, Sherwin-Williams, Porter, Pittsburgh Olympic, Martin-Senour; Auto Supply: Goodyear, Goodrich, One Price Tire Store, Auto Shack; Jewelry & Optical: Horner-Rauch, Cumberland Vision Care, C & H Rauch; Clothing: Artley's, Brooks Fashions, CM Clothing, Handmacher, Cato's; Other: Hancock Fabric, Singer Co., Orkin, Radio Shack, Roto-Rooter.

14 - NEWSPAPERS: HERALD-CITIZEN (e-mon to fri) 9,369; (S) 10,514; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Joseph P. Albrecht, Pub.; Allan Profant, Mktg. Dir., HERALD-CITIZEN, 124 S. Dixie; PO Box 2729, Cookeville, TN 38502; Tel. (615) 526-9715.
National Representative: Landon Associates.

DYERSBURG

1 - LOCATION: Dyer County, E&P Map A-2, County Seat. 13 mi. E of Mississippi River; 78 mi. NE of Memphis; 165 mi. W of Nashville; 230 mi. S of St. Louis. On U.S. Hwys. 51, 412; State Hwys. 20, 78, 104, 3; I-155.

2 - TRANSPORTATION: **Railroads**-Illinois Central Gulf (Piggy back); Amtrak (passenger); Tenn-Ken R.R.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound.
Airlines-Municipal Airport, Flight Service Station.

3 - POPULATION:
Corp. City 80 Cen. 15,856; E&P 88 Est. 16,032
CZ-ABC: (80) 15,856
RTZ-ABC: (80) 35,178
County 80 Cen. 34,642; E&P 88 Est. 34,558
City & RTZ-ABC: (80) 51,034

4 - HOUSEHOLDS:
City 80 Cen. 6,089; E&P 88 Est. 6,392
CZ-ABC: (80) 6,089
RTZ-ABC: (80) 12,436
County 80 Cen. 12,696; E&P 88 Est. 13,043
City & RTZ-ABC: (80) 18,525

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$462,679,721

6 - PASSENGER AUTOS: County 25,481

7 - ELECTRIC METERS: Residence 11,491

8 - GAS METERS: Residence 6,869

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Knitted Textiles 1,000; Molded Sponge Rubber; Custom Mixing; Thermoplastic Proc.; Rubber Roll Roofing 1,275; Exhaust System Clamps; Ammunition Metal Parts; Auto Steering Stabilizers 310; Lighting Fixtures 135; Materials & Ready Mixed Concrete 75; Transformers 193; Steel Doors 90; Printing 538.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 68-98; Fall 60-80; Winter 10-70.

11 - TAP WATER: Alkaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dyersburg Sq.(6)	2	Payless, Revco, Heilig-Meyers, Big Lots
Green Vlg.(20)	2	Walgreens, Otasco, Chandler Furn.
Forcum Oaks(8)	2	Sunpoint Dyersburg Uniform Shop
Northgate(12)	2	Fantastic Sam's 27
Dyersburg Mall(43)	2	Penney's, Harvey's, Maurice's, Cato's, Radio Shack

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears (catalog); Harvey's.
Variety Stores-Ben Franklin.
Chain Drug Stores-Gibson; Kroger; Walgreens; Revco; Wal-Mart.
Discount Stores-Wal-Mart; Gibson's; K mart; Big Lots.
Chain Supermarkets-Kroger; Pay Less; Save-A-Lot; Hays; Warehouse Foods.
Other Chain Stores-Brad Ragan; Firestone; B.F. Goodrich; Otasco; Hancock Fabrics.

14 - NEWSPAPERS: STATE GAZETTE (e-mon to fri) 8,422; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Ruby Alford, Adv. Dir., STATE GAZETTE, Hwy. 51 Bypass, Dyersburg, TN 38024; Tel. (901) 285-4091.
National Representative: Landon Associates.

ELIZABETHTON

1 - LOCATION: Carter County, (In Johnson City-Kingsport-Bristol, TN-VA MSA), E&P Map F-2, County Seat. Industrial center; in heart of Appalachians. On U.S. Hwys. 19E, 321; State Hwys. 67, 91; 20 mi. from Bristol, TN-VA; 5 mi. from Johnson City; 104 mi. from Knoxville.

2 - TRANSPORTATION: **Railroads**-ET&WNC.
Motor Freight Carriers-4.
Airlines-Piedmont; Southern; United; Charter service at local municipal airport.

3 - POPULATION:
Corp. City 80 Cen. 12,431; E&P 88 Est. 12,916
County 80 Cen. 50,151; E&P 88 Est. 54,512
MSA 80 Cen. 434,305; E&P 88 Est. 459,962
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,763; E&P 88 Est. 5,077
County 80 Cen. 17,868; E&P 88 Est. 20,062
MSA 80 Cen. 154,169; E&P 88 Est. 168,763

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$170,000,000
Savings & Loan	3	$158,000,000

6 - PASSENGER AUTOS: County 37,467

7 - ELECTRIC METERS: Residence 16,145

8 - GAS METERS: Residence [illegible]34

9 - PRINCIPAL INDUSTRIES: Corrugated Boxes; Furn.; Undergarments; Musical Strings; Rayon Yarn & Fabric for Tires; Rayon Knit Cloth; Vycron (Polyester); Rayon Staple & Tow; Chemical Research; Bldg. Blocks; Industrial Tool Mfg.; Air Filters; Aluminum Extrusions; Sportswear. Employment: Mfg. 5,500; Ret. 1,500; Trans. 88; Whol. 100; Servs. 1,000.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-67; Summer 63-85; Fall 45-69; Winter 34-55. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Elk Ave.; 4 on E. St.; 1 on F St.
Neighborhood Shopping Centers-1 block on W.G St.; Paramount and Westtown Sq.; Shpg. Ctrs. on W. Elk Ave.; Bemberg Shpg. Ctr.; Betsytowne Shpg. Ctr.
Principal Shopping Days-Dept. stores-Mon., Fri., Sat.; Food-Tues., Wed., Fri., Sat.
Stores Open Evenings-Dept.-Fri.; Food-Every night until 7 except Fri.; Shpg. Ctrs. until 9 p.m.

13 - RETAIL OUTLETS: **Department Stores**-Ira A. Watson; Parks-Belk.
Variety Stores-Dollar Stores; Family Dollar.
Discount Stores-Wal-Mart.
Chain Drug Stores-Eckerd; Burgie's (McKesson) Rexall; Revco.
Chain Supermarkets-Winn-Dixie; Food Lion; Publix; Whites.
Other Chain Stores-Heilig-Myers; Firestone; Free Service Tire (Goodyear); Advance; Goodrich; Women's Apparel: Edna's, George-Carols Ltd., Cato's, House of Fashions.

14 - NEWSPAPERS: STAR (e-mon to fri; S) 7,910; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Jack Campbell, Adv. Dir., STAR, 300 Sycamore St., Elizabethton, TN 37643; Tel. (615) 928-4151.
National Representative: Landon Associates.

GREENEVILLE

1 - LOCATION: Greene County, E&P Map F-2, County Seat. 59 mi. SW of Bristol; 65 mi. NE of Knoxville. On I-81, U.S. Hwys. 11E, 70 and 321; State Hwys. 34, 35, 70, 93, 172.

2 - TRANSPORTATION: **Railroads**-Norfolk Southern.

Motor Freight Carriers-43.
Intercity Bus Lines-Tennessee; Queen City; Tenn Coach; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,097; E&P 88 Est. 14,983
CZ-ABC: (80) 14,097
RTZ-ABC: (80) 41,146
County 80 Cen. 54,489; E&P 88 Est. 58,949
City & RTZ-ABC: (80) 55,243

4 - HOUSEHOLDS:
City 80 Cen. 5,447; E&P 88 Est. 5,783
CZ-ABC: (80) 5,447
RTZ-ABC: (80) 14,019
County 80 Cen. 19,151; E&P 88 Est. 21,290
City & RTZ-ABC: (80) 19,466

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$191,481,000
Savings & Loan	3	$93,980,053

6 - PASSENGER AUTOS: County 41,120

7 - ELECTRIC METERS: Residence 26,540

8 - GAS METERS: Residence 774

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Electronics 4,500; Tobacco 1,000; Dairy 500; Textile 400; Furn. 450; Metal Working 2,000; Chem. 350; Tool & Die 700; Paper Prods. 800; Other 1,000.

10 - CLIMATE: Min. & Max. Temp.-27-87.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown-Parks Belk; JCPenney; Woolworth.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Eastgate (12)	2	Watson's, White Stores, Revco
Food City(10)	2	Eckerd, Food City
West Greene	3	Food City, Emery's
Spencer Sq	-	J&R Drug
Greeneville Plz	2	Food Lion, Wal-Mart, Revco, K mart
Greeneville West Plaza	3	Ingles, Revco
Greeneville Sq.	NA	Revco, Winn-Dixie, Goody's

Principal Shopping Days-Fri., Sat., Tues.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Park-Belk; Watson's; Nettie Lee.
Discount Stores-Watson's; Scotties; Wal-Mart; K mart; Goody's.
Variety Stores-Woolworth; Emery's.
Chain Drug Stores-Revco; Scottie's; Eckerd.
Chain Supermarkets-White 2; Winn-Dixie 2; Ingles 2; Food City 2; Food Lion.

14 - NEWSPAPERS: SUN (e) 14,714; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: John E. Cash, Adv. Dir., SUN, PO Box 1630, Greeneville, TN 37744; Tel. (615) 638-4181.
National Representative: Landon Associates.

JACKSON

1 - LOCATION: Madison County. E&P Map B-2. Mfg., medical, college, farming and trade center for Western TN. Midwest portion of state 85 mi. NE of Memphis; 125 mi. SW of Nashville. On U.S. Hwys. 70, 45, I-40; State Hwys. 1, 5, 18, 20.

2 - TRANSPORTATION: Railroads-Norfolk Southern; CSX.
Airlines-Northwest Airlink.
Motor Freight Carriers-37.
Intercity Bus Lines-Greyhound; Gulf Transport.

3 - POPULATION:
Corp. City 80 Cen. 49,131; E&P 88 Est. 53,578
CZ-ABC: (80) 50,661
RTZ-ABC: (80) 228,268
County 80 Cen. 74,703; E&P 88 Est. 79,969
City & RTZ-ABC: (80) 278,929

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,800; E&P 88 Est. 20,282
CZ-ABC: (80) 18,585
RTZ-ABC: (80) 80,323
County 80 Cen. 27,600; E&P 88 Est. 29,533
City & RTZ-ABC: (80) 98,908

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	NA
Savings & Loan	3	NA

6 - PASSENGER AUTOS: County 57,814

7 - ELECTRIC METERS: Residence 21,843

8 - GAS METERS: Residence 15,792

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Mfg. 8,200; Lumber & Hardware 800; Ceramic Tile 542; Bldg. Materials 124; Aluminum Prods. 338; Chem. 80; Ptg. & Pub. 290; Carbonated Bev. 250; Power Tools 631; Misc. Mfg. 481; Sheeting for Bags 570; Dairy, Food Farm Prods. 600; Dresses 480; Frozen Foods 500; Food Prods. 1,301; Plastic Pipe 200; Furn. Mfg. 132; Pkg. 621; Automotive Parts 505; Printing 200; Reinforced Steel 260.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-79; Summer 64-105; Fall 22-85; Winter 2-54. Frost-free period-Apr. 6-Oct. 23.

11 - TAP WATER: Neutral, very soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown 10 blocks, 48 stores.
Neighborhood Shopping Centers-Highland Park-9; Highland & Campbell Sts.; E. Chester-6; E. Chester St. at city Limits; Hollywood on Hollywood Dr.-10; South Gate-10; Hwy. 45N; Knight Sq.-7; Hwy. 45 N; Casey Jones Vlg.-8; Hwy. 45 Bypass.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Old Hickory Mall(66)	4	Sears, JCPenney, Kisber's, Goldsmiths
Jackson Plz.(13)	4	Parks-Belk, Service Mdse., E.W. James
Oak Hill(4)	4	Hays Super Whse.
Hamilton Hills(14)	4	Gibson, Liberty, Helig Meyers, Arby's, Tempo
South Gate(5)	3	Pic-Pac, Dollar General
Hollywood(6)	2	E.W. James, Fred's
Madison South(15)	3	Gibson, Liberty
Highland Park(5)	NA	Highland Park Food
McKnight Sq.(5)	4	Goodyear
Casey Jones Vlg	10	Old Country Store
North Plz.(15)	5	Wal-Mart, Revco, Super Valu
K mart Ctr.(2)	6	K mart, Kroger
Bemis Sq.(12)	3	Wal-Mart, Kroger

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Kisber's; Parks-Belk; Goldsmiths.
Discount Stores-Gibson 2; K mart; Dollar General; Super D; Wal-Mart 2; Big Lots.
Variety Stores-Woolworth; Fred's.
Chain Drug Stores-Walgreens; Super D 2; Gibson 2; Rexall 3; Revco.
Chain Supermarkets-Piggly Wiggly; Liberty 4; Camp's; Kroger 3; Q-Mart 10; Pic-Pac; E.W. James 2; Hays Superwarehouse; Super Valu.
Other Chain Stores-Firestone; Goodyear; Western Auto; Mam'selle; Singer Co.; Hancock Fabrics; Wickes Lumber; Lowes Lumber; Helig-Meyers.

14 - NEWSPAPERS: SUN (e-mon to fri) 36,844; (m-sat) 35,974; (S) 40,241; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Roy W. Heatherly, Adv. Dir., SUN, 245 W. Lafayette, Jackson, TN 38301; Tel. (901) 427-3333.
National Representatives: Gannett National Newspaper Sales.

JOHNSON CITY

1 - LOCATION: Washington County (In Johnson City-Kingsport-Bristol, TN-VA MSA). E&P Map F-2. 22 mi. SW of Bristol; 97 mi. from Knoxville; 65 mi. NE of Asheville, NC shopping center; manufacturing; wholesale grocery, drug and hardware center; medical center; college center; medical school; VA hospital mountain home. On Hwys. 11E, 19W, 36, 321, 411 and 137, I-81 and I-181.

2 - TRANSPORTATION: Railroads-Southern; Clinchfield.
Motor Freight Carriers-17.
Intercity Bus Line-Trailways; Greene County.
Airlines-Piedmont; USAir; Appalachian Flying Service (Charter); Tri City Aviation; Tennessee Airways; ASA.

3 - POPULATION:
Corp. City 80 Cen. 39,753; E&P 88 Est. 46,429
CZ-ABC: (80) 60,764
RTZ-ABC: (80) 107,164
County 80 Cen. 89,021; E&P 88 Est. 96,752
City & RTZ-ABC: (80) 167,928
MSA 80 Cen. 434,305; E&P 88 Est. 459,962
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,031; E&P 88 Est. 16,890
CZ-ABC: (80) 21,528
RTZ-ABC: (80) 37,932
County 80 Cen. 31,191; E&P 88 Est. 34,649
City & RTZ-ABC: (80) 59,460
MSA 80 Cen. 154,169; E&P 88 Est. 168,763

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$523,614,855
Savings & Loan	5	$672,227,739

6 - PASSENGER AUTOS: County 74,315

7 - ELECTRIC METERS: Residence 41,950

8 - GAS METERS: Residence 3,500

9 - PRINCIPAL INDUSTRIES: Hardwood Flooring; Metal Prods.; Brick; Concrete Blocks; Baking Prods.; TV-Radio Cabinets; Tool Mfg.; Food Prods.; Women's Lingerie; Men's Trousers; Mens-Women's Clothing; Textiles; Foundry; Machine Prods.; Paint Rollers & Trays; Fine Furn.; Auto Brakes & Parts; Plastics; Elect. Heaters; Water Tanks; Mattresses; Dairy Prods.; Bottler's Sheet Metal Prods.; Electronic & Appliance Components; Aluminum Windows; Doors; Cement Prods.; Hospital Supplies; Flour; Meal; Concrete Pipe; Pipes & Valves; Chemicals; Gaskets; Surgical Supplies; Steel Cabinets; Metal Fab.; Tub & Showers; Cheese. Payroll $65,000,000 annually. 14,500 employees.
Principal Pay Days-Wkly.; 1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-85; Summer 54-90; Fall 35-80; Winter 5-79.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-12 blocks on Market St.; 9 on Main; 3 on Wilson Ave.; 3 blocks on Oakland at Bristol and Kingsport Highways.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Central(40)	NA	Anderson's, Wallace Shoes
K mart Plaza(3)	3	K mart, Food Lion, Revco
Ken's Plaza(5)	5	Magic-Mart, Winn-Dixie
Hills Plaza(3)	3	Hills, Kroger, Eckerd
The Mall(80)	3	Parks-Belk, Sears, Miller's, JCPenney
Shopper City(6)	5	Food Lion, Food City
Southside Plz.(5)	2	Food Lion, Revco
Center South(7)	1	Kroger, K mart, SupeRx
Food City Plz.(5)	2	Food City, Eckerd

Principal Shopping Days-Dept. Stores: Mon., Thur., Fri., Sat.; Food: Thur., Fri., Sat.
Stores Open Evenings-Fri., Mon.; Shopping centers nightly.

13 - RETAIL OUTLETS: Department Stores-Parks-Belk; Sears; Nettie Lee; JCPenney; Millers.
Variety Stores-Woolworth; McCrory.
Discount Stores-Howard Bros.; Magic-Mart; K mart; Hills.
Chain Drug Stores-Hospital Phcy.; SupeRx; Revco; Eckerd; Hills.
Chain Supermarkets-Food Lion 6; Kroger 2; Publix; Jiffy 6; Winn-Dixie 2; Food City 2.
Other Chain Stores-Sears; Singer Co.; Advance Auto Access; Firestone; Ball Bros. Furn.; Sterchi Bros Furn.; Free Service Tires; Zale's; Ormonds; Anderson-Little; Chess King; Foxmoor; Brooks; Spencer's Gifts; Sherwin-Williams; Mary Carter Shoes; Lerners; Rhodes Furn.; Fifth Avenue Card Shop; Butler Shoes; Endicott-Johnson; Hofheimer's Shoes; Boy & Girl Shop; Gateway Books; Motherhood Maternity; Famous Footwear; Auto Shack.

14 - NEWSPAPERS: PRESS (m) 29,497; (S) 32,178; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Bill J. Breeden, Adv. Dir., PRESS, 204 W. Main St., Johnson City, TN 37601; Tel. (615) 929-3111.
National Representative: Branham/Newspaper Sales.

KINGSPORT

1 - LOCATION: Sullivan County. (In Johnson City-Kingsport-Bristol, TN-VA MSA). E&P Map F-1. Industrial center in the upper eastern tip of state; 95 mi. E of Knoxville. On U.S. Hwys. 23 and 11 W; State Hwy. 81; I-81.

2 - TRANSPORTATION: Railroads-CSX Corp.; Norfolk Southern.
Motor Freight Carriers-17.
Intercity Bus Lines-Washington County Bus; Trailways; Suburban; Greyhound; S.W. Coach; Green Coach; Baileyton Bus.
Airlines-Piedmont; USAir; American; Eagle; ASA-Delta; Eastern Metro; Tennessee Airways.

3 - POPULATION:
Corp. City 80 Cen. 32,027; E&P 88 Est. 32,066
CZ-ABC: (80) 93,901
RTZ-ABC: (80) 147,169
County 80 Cen. 144,021; E&P 88 Est. 147,852
MSA 80 Cen. 434,305; E&P 88 Est. 459,962
City & RTZ-ABC: (80) 241,070
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,665; E&P 88 Est. 13,088
CZ-ABC: (80) 34,126
RTZ-ABC: (80) 50,538
County 80 Cen. 52,022; E&P 88 Est. 55,480
MSA 80 Cen. 154,169; E&P 88 Est. 168,763
City & RTZ-ABC: (80) 84,664

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$966,619,000
Savings & Loan	4	$1,098,942

6 - PASSENGER AUTOS: County 124,054

7 - ELECTRIC METERS: Residence 31,002

8 - GAS METERS: Residence 3,154

9 - PRINCIPAL INDUSTRIES: Chem.; Printing; Paper; Cotton Cloth; Glass; Leather Belting; Munitions; Oxygen; Bookbinding; Corrugated Cartons; Trucking; Brick. Est. Local Payroll $363,220,000.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-92; Summer 45-100; Fall 4-90; Winter 5-76. First killing frost, Nov. 1; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, medium; fluoridated.

12 - RETAILING: Principal Shopping Centers-16 blocks on Broad, Center, Market, Commerce, Cherokee, Sulivan and Main Sts.; Kingsport's Golden Mile, 2 mi. on E. Stone Dr. from Lynn Garden Dr. to John B. Dennis By-Pass; Fort Henry Mall, Fort Henry Drive.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fort Henry Mall (75)	3	Parks-Belk, Sears, JCPenney, Hess's
Greenacres(12)	3	Oakwood Mkt./Goody's
Kings Giant Plaza(16)	1	Radio Shack, Food Lion, Revco
Kingsport Mall(36)	3	Hills, Mont. Ward, K mart, Rhodes
Midtown(22)	1	Oakwood
Parkway Plaza(6)	NA	Food Country, Eckerd
Southland(4)	NA	Food Lion, Revco, Big Lots
Colonial Hts	NA	Food Lion, Ingles, Oakwood, Wal-Mart, Rex TV & Appliance
Mt. Carmel	NA	Winn-Dixie, Eckerd, Ben Franklin

Principal Shopping Days-Mon. through Sat.; Groceries-Mon., Sat.
Stores Open Sunday-K mart; Wal-Mart; Hills; Montgomery Ward; Revco; Food City; Kroger; Eckerd; Sears; JCPenney; Food Lion Mkt.; Parks-Belk; Millers; Winn-Dixie; Oakwood Mkts.; Rhodes Furn.
Stores Open Evenings-Most stores.

13 - RETAIL OUTLETS: Department Stores-Hess's; JC Penny; Parks-Belk; Montgomery Ward; Sears; Rose's.
Discount Stores-Wal-Mart; Hill's; K mart; Service Merchandise; Brendles.
Variety Stores-Woolworth; Family Dollar.
Chain Drug Stores-Revco 3; Eckerd 5.
Chain Supermarkets-Food Lion 4; Oakwood 5; Minute Mkts. 9; Quik Trips; Kroger 2; Food City 3; 7-Eleven 9; Winn-Dixie 2; Ingles.
Other Chain Stores-Jewel Box; Goodrich; Firestone; Free Service Tire; Bali Bros.; Advance Store 2; Dollar General; Sterchi, Zale's; Pic-N-Pay; Singer Co.; Glidden Paint; Sherwin-Williams; Lowe's; Pittsburgh Paints; Paty Lumber; New York Carpet; Lerner; Ford Shoes; B. Dalton Booksellers; General Nutrition; World of Clothing; Radio Shack; Rex Electronics; Rhodes Furn.

14 - NEWSPAPERS: TIMES-NEWS (all day-mon to fri) 46,894; (m-sat) 44,858; (S) 47,780; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Keith Wilson, Adv. Dir, TIMES-NEWS, 701 Lynn Garden Dr., Kingsport, TN 37662; Tel. (615) 246-8121.
National Representative: Landon Associates.
DAILY NEWS; SUNDAY POST (m-mon to fri) 1,188; (S) 2,168; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Steve Dykes, Adv. Mgr., DAILY NEWS, 320 E. Sullivan St., Kingsport, TN 37660; Tel. (615) 246-4800.
National Representative: None.

KNOXVILLE

1 - LOCATION: Knox County (MSA). E&P Map E-2. County Seat. Industrial, wholesale, and energy center. At the junction of the Holston and French Broad Rivers, which form Loudon Lake of TVA System (Tennessee River); 112 mi. from Chattanooga; 285 mi. S of Cincinnati OH; 198 mi. E of Nashville; 191 mi. N of Atlanta, GA; U.S. Hwys. 11, 70, 129, 441, 25-W, I-40, I-75, I-81; State Hwys. 33, 71, 127, 139.

2 - TRANSPORTATION: Railroads-Southern; Louisville & Nashville (L&N).
Motor Freight Carriers-39
Intercity Bus Lines-Knoxville Transit Corp. (City); Suburban; Greyhound; Trailways.
Airlines-United; Delta; Tenn. Airways; American Eagle; ComAir; Metro Express; Piedmont; US Air; TWE; United Express.

3 - POPULATION:
Corp. City 80 Cen. 175,045; E&P 88 Est. 176,868
CZ-ABC: (80) 252,520
RTZ-ABC: (80) 739,539
County 80 Cen. 319,990; E&P 88 Est. 340,820
MSA 80 Cen. 566,960; E&P 88 Est. 616,105
City & RTZ-ABC: (80) 992,059
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 71,640; E&P 88 Est. 76,631
CZ-ABC: (80) 95,466
RTZ-ABC: (80) 258,192
County 80 Cen. 117,951; E&P 88 Est. 130,938
MSA 80 Cen. 205,749; E&P 88 Est. 232,916
City & RTZ-ABC: (80) 353,658

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$1,594,000,000
Savings & Loan	7	$788,719,000

6 - PASSENGER AUTOS: County 238,805

7 - ELECTRIC METERS: Residence 140,685

8 - GAS METERS: Residence 23,163

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 3,200 ($225); Food 4,100 ($270); Stone & Clay Prods. 1,600 ($332); Apparel 7,600 ($261); Mach. 2,700 ($375).
Principal Industrial Pay Days-Fri., 1st, 15th., 26th.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-84; Summer 44-93; Fall 25-90; Winter 11-69. First killing frost, Oct. 20; last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Gay St.; 2 on Market St.; 1 on Clinch; 1 on Henley St.; 1 on State St.
Neighborhood Shopping Centers-1 on Chapman Hwy. at Colonial Vlg.; 1 on Kingston Pike at Bearden; 1 on Kingston Pike at West Hills; 2 on Kingston Pike at Lyons View Rd.; 1 on Kingston Pike at Morrell Rd.; 1 on Kingston Pike at Winston Rd.; 1 on Kingston Pike at Walker Springs Rd.; 1 on Kingston Pike at Cedar Bluff Rd.; 1 on Kingston Pike at Downtown West Blvd.; 1 on Executive Park Dr. at Cedar Bluff Rd.; 1 on Kingston Pike Love 11 Rd., 1 on Broadway at Edgewood; 1 on B'way at Mineral Springs; 1 on B'way at Cecil St.; also at Hillcrest; one on Broadway at Tazwell Pike; 2 on Magnolia; 2 on Clinton Hwy.; 2 on Oak Ridge Hwy.; 1 on Asheville Hwy. at Yankee St.; 1 on Maynardville Pk. at Norris Freeway; 1 on Maynardville Pk. at Doris Circle; 1 on Northshore Dr.; 1 on I-40 at Cedar Bluff, Washington Pike at I-640; Western Ave. at I-640.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bearden(24)	6	Whiteway
Broadway(28)	3	Kroger, White Store
Broadway Sq.	6	Hills, Revco
Black Oak	10	K mart, Kroger
Chapman Hwy.(15)	12	K mart, Kroger
Clinton Hwy.(15)	6	K mart, Revco, Winn-Dixie
Plaza(18)	9	Kroger, Winn-Dixie
Holston(18)	4	Hall-Brown, White Store
Kingston(10)	4	7Long's, White Store
Northgate(7)	5	Winn-Dixie, Revco, White Store
Southgate(12)	7	White Store
Suburban(27)	8	Toys-R-Us,
West Haven(15)	7	Munford, White's Bradley Drug
Western Plz.(33)	3	Hall-Brown,
West Town(90)	8	Hess's, JC Penny, Proffit's, Sears
Walker Springs(8)	12	Kroger, SupeRx
Cedar Springs	10	Winn Dixie, Revco
Cedar Bluff	10	White Stores
Knox Plz.	4	Kroger, SupeRx
Halls(10)	10	White's, Whiteway
Hall's Plz.(11)	10	Winn-Dixie, Revco
East Towne Mall	8	Hess's, JC Penney, Sears, Proffitts, Serv. Mdse

Principal Shopping Days-Department Stores-Sun., Mon., Fri., Sat.; Foods-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Thur.; Sears, Discount Stores and West Town-Mon through Sat.; Food-Every night until 9 p.m.
Stores Open Sundays-Some food & supermarkets; K mart; Millers (West Town), East Towne Mall.
13 - RETAIL OUTLETS: Department Stores-Hess 5; Sears 4; JCPenney 6; Ira A. Watson 2; Proffitt's 5; Hills 3.
Discount Stores-K mart 11; Service Mdse. 2; United General Prods.; Target 2; Wal-Mart 5.
Variety Stores-Woolworth; Whiteway; Emery.
Chain Drug Stores-Revco; SupeRx 7; Comers 3; Walgreens 2; Rite Aid 2; Eckerd 2.
Chain Supermarkets-White 30; Kroger 15; Winn-Dixie 8; A&P; Ingles 5; Bi-Lo 3; Pilot 12; Red Foods 2; Food Lion 4.
Other Chain Stores-Firestone; Western Auto; Sterchi's Furn.; National Shirt; Lerner's; Shoes: Hill Bros., Hardy, Jarman, Bell Bros., Kinney, Baker's; Zale's Jewelers; Richman Bros.; General Nutrition; Hickory Farms; Merle Norman; Brooks Fashions; Casual Corner; Singer Co.; Lillie Rubin; Ups & Downs; Radio Shack.
14 - **NEWSPAPERS**: JOURNAL (e) 43,850; NEWS-SENTINEL (m) 99,678; (S) 166,678; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Dick McMillan; Display Adv. Mgr., NEWS-SENTINEL and JOURNAL, PO Box 59038, Knoxville, TN 37950; Tel. (615) 521-8199.
National Representative: Sawyer-Ferguson-Walker.

LEBANON

1 - LOCATION: Wilson County, (In Nashville MSA). E&P Map D-2. County Seat. Home of Cumberland Univ. & Castle Heights Military Academy. 30 mi. NE of Nashville.

2 - TRANSPORTATION: Railroads-Nashville and Eastern Railroad Authority.
Bus Lines-Trailways; Greyhound.
Airlines-Metro Airport (17 mi.); Commercial Service, Lebanon Airport Center.

3 - POPULATION:
Corp. City 80 Cen. 11,872; E&P 88 Est. 12,750
MSA 80 Cen. 852,342; E&P 88 Est. 945,135
County 80 Cen. 56,375; E&P 88 Est. 64,126

4 - HOUSEHOLDS:
City 80 Cen. 4,334; E&P 88 Est. 4,803
County 80 Cen. 18,863; E&P 88 Est. 21,803
MSA 80 Cen. 319,907; E&P 88 Est. 344,541

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$382,000,000
Savings & Loan	4	$95,000,000

6 - PASSENGER AUTOS: County 57,215

7 - ELECTRIC METERS: Residence 7,333

8 - GAS METERS: Residence 2,952

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Blankets & Fabrics 253; Gears 665; Clocks 248; Televisions & Microwave 641; Candy 135; Western Boots 455; Luggage 400; Rubber Seals 385; Jeans 129; Pipe 123; Windows & Doors 200; Plastic 108.

10 - CLIMATE: Min. & Max. Temp.-Av. Min. 48; Av. Max. 72; Mild.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Village Ctr.(8)	NA	Auto Snack, Buckeye Drug, Family Dollar, Save-A-Lot
Cedars Shp. Ctr.(14)	1	Steve's IGA, Winfrey's Jewelery, Mary Lee's
West Hill Shp.(11)		Dick's Food Mart, Domino's Pizza, W. Waterbeds
Wentern Plz.(17)	3	SuperX, PayLess Shoes, Radio Shack, Goody's, K-Mart Discount, Arby's Big Lots
The Colony(6)	2	Lynn's Flowers, C&C Sports
Lebanon Plz.14	3	Lebanon Floor, Sears, Curtis Mathes
Cedar Crest Ctr.(16)	2	Wal-Mart Discount, Behr's, Pick-N-Pay Shoes, TBCY, Yogurt
West View Plz.(17)	3	Kroger, Cox's Jewelry, McAdoo's Fashion Boutique, Readmore Book, Ed's Shoes
Leabanon Town Sq.	NA	Ivy Wreath, John Hatchers, Swindell's Kimberly's, Terri Lee

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-McAdoo's.
Discount Stores-Fred's; Dollar General; Family Dollar; Wal-Mart; Cato's; K mart; Goody's; Buckeye Drug.
Chain Drug Stores-Eckerd; SupeRx; Buckeye; Medicine Shoppe.
Chain Supermarkets-Kroger; Piggly Wiggly; IGA; Save-A-Lot.
Other Chain Stores-Goodyear; Sears (catalog); Sherwin-Williams; Ace Hardware; Lowe's; Radio Shack; Auto Shack; Payless Shoes; Pick & Pay Carpet; Pic 'N Pay Shoes; Pearle Vision; Goody's; Artley's; Big Lots.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 8,717; sworn Mar. 1988.
Local Contact for Advertising and Merchandising Data: David Beasley, Adv. Mgr., DEMOCRAT, 402 N. Cumberland St.; PO Box 430, Lebanon, TN 37087; Tel. (615) 444-3952.
National Representative: Papert Companies.

MARYVILLE-ALCOA

1 - LOCATION: Blount County (In Knoxville MSA). E&P Map E-2. 15 mi. from Knoxville. On U.S. Hwys. 129, 321 & 411; State Hwys. 33, 35, 73 & 95.

2 - TRANSPORTATION: Railroads-SCL/L&N; Norfolk/Southern.
Intercity Bus Lines-Greyhound; Trailways; P&C.
Airlines-Delta; Republic; Tennessee; [illegible]d; USAir; Atlantis; Eastern; Eagle; ComAir; Piedmont.

3 - POPULATION:
Corp. Cities 80 Cen. 24,350; E&P 88 Est. 25,637
Alcoa 80 Cen. 6,870; E&P 88 Est. 6,878
Maryville 80 Cen. 17,480; E&P 88 Est. 18,759
CZ-ABC: (80) 51,692
RTZ-ABC: (80) 29,237
County 80 Cen. 78,133; E&P 88 Est. 86,285
MSA 80 Cen. 566,960; E&P 88 Est. 616,105
City & RTZ-ABC: (80) 80,929

4 - HOUSEHOLDS:
Cities 80 Cen. 9,300; E&P 88 Est. 9,893
Alcoa 80 Cen. 2,615; E&P 88 Est. 2,611
Maryville 80 Cen. 6,685; E&P 88 Est. 7,282
CZ-ABC: (80) 19,187
RTZ-ABC: (80) 10,104
County 80 Cen. 28,177; E&P 88 Est. 32,325
MSA 80 Cen. 205,749; E&P 88 Est. 232,916
City & RTZ-ABC: (80) 29,291

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$693,746,000
Savings & Loan	2	(incl. above)

6 - PASSENGER AUTOS: County 77,410

7 - ELECTRIC METERS: County 35,795

8 - GAS METERS: Residence 9,053

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees-Aluminum Smelting & Fab. 3,900; Engineering 50; Boats 400; Clothing 800.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-70; Summer 67-89; Fall 37-59; Winter 15-38.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Midland Center	NA	Winn-Dixie, Revco
Fair Park	NA	Food Lion, Revco, Family Dollar
Brown's Creek	NA	Food Lion
Foothills Mall(63)	NA	
Foothills Plaza	NA	Hills, Eckerd, Pic 'N Pay, Food Lion

Principal Shopping Days-Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-Profitt's; JCPenney; Sears; Miller's.
Discount Stores-Sky City; Wynn's; K mart; Wal-Mart; Family Dollar; Hills.
Variety Stores-Fred's.
Chain Drug Stores-Revco 2; SupeRx; Lowe's; Walgreens; Eckerd 2.
Chain Supermarkets-White 3; Winn-Dixie 2; Kroger; Food Lion 4; Red Foods; South Galaxy.

14 - NEWSPAPERS: TIMES (e-mon to fri) 20,784; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jerome F. Moon, Pub., TIMES, 307 E. Harper Ave.; PO Box 568, Maryville, TN 37803-0568; Tel. (615) 981-1100.
National Representative: Landon Associates.

MEMPHIS

1 - LOCATION: Shelby County (In Memphis, TN-AR-MS MSA). E&P Map A-2, County Seat. On Mississippi River between St. Louis, MO (305 mi.) and New Orleans, LA (394 mi.). Commercial, agribusiness and distribution center for the Mid-South area: College medical center, cotton and hardwood lumber markets.

2 - TRANSPORTATION: Railroads-Burlington Northern; Illinois Central Gulf Railroad; Louisville & Nashville; Missouri Pacific; Southern Pacific; Southern Railway System.
Motor Freight Carriers-200 motor freight companies; 100 freight terminals.
Intercity Bus Lines-Greyhound; Continental Trailways; Gulf Transport; Bridge Transit; Great Southern Coaches.
Airlines-American; United; Delta; TWA; USAir; Piedmont; Northwest; Federal Express; Flying Tiger; Airborne; Emery. 7 major/national; 4 regional/commuter; 42 air freight.

3 - POPULATION:
Corp. City 80 Cen. 646,174; E&P 88 Est. 678,832
NDM-ABC: (80) 913,472
Bal. in ADI-ABC: (80) 691,453
County 80 Cen. 777,554; E&P 88 Est. 805,301
MSA 80 Cen. 913,720; E&P 88 Est. 955,571
Total ADI-ABC: (80) 1,604,925
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 230,474; E&P 88 Est. 250,574
County 80 Cen. 269,186; E&P 88 Est. 290,695
MSA 80 Cen. 311,796; E&P 88 Est. 340,176
NDM-ABC: (80) 311,996
Bal. in ADI-ABC: (80) 230,120
Total ADI-ABC: (80) 542,116

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	24	$2,482,464,000

6 - PASSENGER AUTOS: County 538,054

7 - ELECTRIC METERS: Residence 332,344

8 - GAS METERS: Residence 243,105

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees (MSA)-Gov't 66,100; Constr. 19,500; Mfg. 53,700; Trans./Commun. 37,800; Whol. Trade 37,400; Ret. Trade 79,000; Fin./Ins./R.E. 23,600; Servs. 99,600.
Principal Pay Days-15th, 30th, Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-61; Summer 70-100; Fall 50-74; Winter 20-51.

11 - TAP WATER: Neutral, hardness 52.3 PPM; fluoridated.

12 - RETAILING: Principal Downtown Area is approx. 4 blocks x 12 blocks (Riverside Dr. to Fourth, Poplar Ave. to Vance Ave.).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Eastgate(56)		Osco, Piggly Wiggly, Ike's
Factory Outlet(51)	15	Furn. Factory Outlet
Hickory Ridge(120)	18	Sears, Goldsmiths, M.M. Cohn, Dawahare, Dillard's
Laurelwood(20)		M.M. Cohn, Sears, Walgreens
Mall of Memphis (156)		JCPenney, Dillard, Thalhimer's
Mid-America(88)		Goldsmith's
Northgate(50)		Kroger, Zayre
Oak Court(10)	NA	Goldsmith, Lord & Taylor
Park Pl. Mall(36)	44	Loehman's, Oshman,
Poplar Plaza(54)		Dillard, Kroger
Raleigh Springs(84)	12	Sears, JCPenney, Walgreens, Dillard's, Goldsmith's
Southgate(55)		Osco, Kroger, Zayre
Southland(70)		Goldsmith's, Sears, M.M. Cohn
Whitehaven(42)		Walgreens, Dillard's

Stores Open Evenings-Mon.-Sat. until 9:30, Sun. 1-6.

13 - RETAIL OUTLETS: Department Stores-M.M. Cohn 4; Goldsmith's 5; Sears 4; JCPenney 2; Dillard's 4; Thalhimers; Lord & Taylor.
Discount Stores-Zayre 5; Fred's 10; K mart 8; Target 4; Sam's Whol. 2; Wal-Mart 4.
Variety Stores-TG&Y Family Centers 2.
Chain Drug Stores-Walgreens 28; Osco 9; Super D 23.
Chain Supermarkets-Kroger 24; Seessel's 7; Big Star 27; Food Rite 12; Megamarket 3; Food Depot; Piggly Wiggly 5.
Other Chain Stores-Baker Shoes 4; Burk Hall Paint 4; Florsheim Shoe 4; Haverty Furn. 5; Thom McAn 4; Sherwin-Williams 4; Glidden; United Paint 8; Lerner's 5; Firestone 14; Goodyear 7;

National Tire Wholesale 2; Silo 3; Porter Paint 3; National Tire Wholesale 2; Levitz 2; Ethan Allen; Kinney Shoes 7; Radio Shack 22; Scott Appliances 6; Central Hardware 5; Lowe's Hardware 2; 84 Lumber 3; Butler's Shoes 4; Waldenbooks 3; Gordon's Jewelers 5; Hallmark 8; Circus World; Toys by Roy; Marshall 2; B. B. Dalton 2; Children's Palace 2; Naturalizer Shoes 4; Payless Shoe 14; Payless Cashways; Circuit City 2.

14 - NEWSPAPERS: COMMERCIAL APPEAL (m) 219,068; (S) 293,369; Mar. 31, 1988 ABC.

Local Contact for Advertising and Merchandising Data: Lester Gingold, Adv. Dir., THE COMMERCIAL APPEAL, 495 Union Ave., Memphis, TN 38103; Tel. (901) 529-2217.

National Representatives: Sawyer-Ferguson-Walker; Metropolitan Publishers Representatives.

MORRISTOWN

1 - LOCATION: Hamblen County, E&P Map E-2. County Seat. In the E Tennessee Valley, 38 mi. NE of Knoxville. On U.S. Hwys. 11E & 25E & 3 mi. from intersection of I-81 & 12 mi. to intersection of I-81 & I-40.

2 - TRANSPORTATION: **Railroads**-Norfolk/Southern (Main line, western terminus of the Carolina division).

Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 19,683; E&P 88 Est. 20,518
CZ-ABC: (80) 38,308
RTZ-ABC: (80) 81,005
County 80 Cen. 49,291; E&P 88 Est. 60,203
City & RTZ-ABC: (80) 119,313

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,376; E&P 88 Est. 7,933
CZ-ABC: (80) 13,639
RTZ-ABC: (80) 27,689
County 80 Cen. 17,257; E&P 88 Est. 21,991
City & RTZ-ABC: (80) 41,328

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$272,000,000
Savings & Loan	4	$186,000,000

6 - PASSENGER AUTOS: County 48,024.

7 - ELECTRIC METERS: Residence City 10,879; (County 22,408).

8 - GAS METERS: Residence County 3,900.

9 - PRINCIPAL INDUSTRIES: Poultry; Furn.; Upholstered, Wood & Commercial Furn.; Synthetic Fibers; Automotive Metal Prods.; Plastics; Printing; Rubber; 14,000 Mfg. employees.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 70-95; Fall 45-80; Winter 10-50.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
College Sq. Mall(40)	2	Sears, JCPenney Wal-Mart, Goody's, Radio-Shack, Byrd's
Buffalo Trail(10)	4	Buffalo Trail Mkt.
Eastgate(12)	2	Winn-Dixie
Morristown Plz.(10)	14	Rose's, Park-Belk
Plz. Terrace(10)	1	Radio Shack
Radio Ctr.(30)	1	Teague Drugs, Knox Williams
Sky City	1	Sky City, Ingles
Food City(15)	1	Bradley's Hdwe.

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Parks-Belk 2; JCPenney; Sears; Goody's.
Variety Stores-Eagle; Dollar Store; Rose's.
Chain Supermarkets-Food Lion 2; Winn-Dixie 2; Food City 2; Buffalo Trail Mkt.; Ingles 2; Red Foods.
Discount Stores-Sky City; K mart; Wal-Mart; Rose's.
Chain Drug Stores-Revco 3; Freel's; Minnis; Eckerd 2.
Other Chain Stores:Western Auto; Singer; Firestone; Goodyear.

14 - NEWSPAPERS: CITIZEN TRIBUNE (e-mon to fri) 19,887; (S) 23,362; Mar. 31, 1988 ABC.

Local Contact for Advertising and Merchandising Data: C. Reece Sexton, Adv. Dir., CITIZEN TRIBUNE, 1609 W. 1st North St.; Box 625, Morristown, TN 37814; Tel. (615) 581-5630.
National Representative: Landon Associates.

MURFREESBORO

1 - LOCATION: Rutherford County (In Nashville MSA). E&P Map C-2, County Seat. Residential, education center (Middle Tennessee State Univ.); 32 mi. SE of Nashville; 115 mi. NW of Chattanooga; geographic center of state. On U.S. Hwys. 41, 231, 70S, I-24; State Hwys. 10, 96, 99.

2 - TRANSPORTATION: **Railroads**-L&N.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Major airlines at Nashville Municipal Airport (26 mi.).
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 32,845; E&P 88 Est. 42,218
CZ-ABC: (80) 32,845
RTZ-ABC: (80) 51,213
County 80 Cen. 84,558; E&P 88 Est. 111,178
MSA 80 Cen. 852,342; E&P 88 Est. 945,135
City & RTZ-ABC: (80) 84,058

4 - HOUSEHOLDS:
City 80 Cen. 11,517; E&P 88 Est. 15,271
CZ-ABC: (80) 11,517
RTZ-ABC: (80) 16,485
County 80 Cen. 28,002; E&P 88 Est. 37,299
MSA 80 Cen. 201,945; E&P 88 Est. 344,451
City & RTZ-ABC: (80) 28,002

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	5	$187,000,000
Commercial	6	$288,000,000

6 - PASSENGER AUTOS: County 79,997.

7 - ELECTRIC METERS: County Residence 49,401.

8 - GAS METERS: Residence 7,876.

9 - PRINCIPAL INDUSTRIES: Hospital Equip.; Hosiery; Motors; Elect. Heating Equip.; Dairy Proc.; Clothing; Folding Tables & Chairs; Tire Mfg.; Electric Signs; Corrugated Boxes; Pneumatic Trucks; Plastic Bags; Records; Lighters; Rail Car Mfg.; Form Printing; Food Mfg.; Boat Mfg.; Truck & Car Mfg.

10 - CLIMATE: Av. Mean Temp.-60.

11 - TAP WATER: Neutral, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Jackson Heights(18)	NA	Sullivan's, Dollar General
Mercury Plz.(18)	NA	Rose's, Harvey's
Memorial Vlg.(10)	NA	Wal-Mart, Giant Foods
Northside Plz.	NA	Frank's IGA, Saveway Pharmacy
Stones River Plz.	NA	K mart, Kroger, Walgreens
Outlets Limited Mall	NA	Brand Name Fashions, Handmacher's
Plz. South	NA	Kroger, Goody's
Northfield Crossing	NA	Winn-Dixie, Eckerd
Northfield Court	NA	Red Food

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Harvey's; Sullivan's; Handmachers.
Discount Stores-Wal-Mart; K mart; Rose's; Fred's; Goody's; Walgreens.
Chain Drug Stores-Revco 2; Super D; SupeRx; Walgreens; Eckerd.
Chain Supermarkets-Bi-Rite; IGA 2; Kroger 2; Giant Food; Winn-Dixie; Red Food.

14 - NEWSPAPERS: NEWS-JOURNAL (e) 16,046; (S) 17,429; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Nilla Rinehart, Adv. Dir., NEWS-JOURNAL, 224 N. Walnut St., Murfreesboro, TN 37130; Tel. (615) 893-5860.
National Representatives: Landon Associates; U.S. Suburban Press.

NASHVILLE

1 - LOCATION: Davidson County (In Nashville MSA). E&P Map C-2, State Capital. Industrial, financial, education, recreational and distribution center; river terminal; 6-spoke hub on interstate hwys.

2 - TRANSPORTATION: **Railroads**-CSX; Southern.
Motor Freight Carriers-Over 140.
Intercity Bus Lines-Continental Trailways; Greyhound; Tennessee Trailblazers.
Airlines-Eastern; American; HUB; TWA; Republic; ComAir; USAir; Piedmont; Delta; Capitol; United; Pan Am; Northwest; South.

3 - POPULATION:
Corp. City 80 Cen. 455,651; E&P 88 Est. 473,089
NDM-ABC: (80) 850,505
County 80 Cen. 477,862; E&P 88 Est. 496,401
MSA 80 Cen. 852,342; E&P 88 Est. 945,135

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 169,674; E&P 88 Est. 182,635
NDM-ABC: (80) 301,945
County 80 Cen. 177,737; E&P 88 Est. 192,562
MSA 80 Cen. 201,945; E&P 88 Est. 344,451

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$6,800,245,000
Savings & Loan	7	(incl. above)

6 - PASSENGER AUTOS: County 351,671.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Printing; Paper Prods.; Hosiery; Stoves; Food Prods.; Glass; Appliances; Dacron; Barges; Boats; Tires; Music; Corfam; Tourism; Auto and Truck Mfg.; Health Services; Aircraft Wings.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Av. Temp.-Winter 38; Summer 80. First killing frost, Oct. 22; last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Downtown Shopping Area**-3 blocks on Union St.; 6 on Church St.; 5 on Broadway; 4 on Third Ave. North; 3 on Fourth Ave. North; 2 on Fifth Ave. N.; 1 on Sixth Ave. N.
Nearby Shopping Centers-Bellemeade Plaza, Harding Rd. at Woodmont Blvd.; Hillsboro Village, 21st Ave. S. at Belcourt; Green Hills, Hillsboro Rd. at Abbott Martin Rd.; Green Hills Ct., at Hillsboro Rd.; Northgate, Clarksville Hwy.; Hickory Hollow, I-24 and Bell Rd.; Hickory Plaza, Murfreesboro Rd.; Due West, Gallatin Rd. and Due West; Westgate, Hwy. 100 at Harding Rd.; Madison Square, Gallatin Rd. near Madison; Old Hickory; Merry Oaks, Lebanon Rd. near McGavock; Elysian Fields, Nolensville Rd.; Donelson Plaza, Donelson; 100 Oaks, Thompson Lane & Powell Ave.; Harding Mall, Nolensville Rd. at Harding Rd.; Hillwood Plaza, Charlotte Pike at Old Hickory Blvd.; Rivergate at 2-Mile Pike; Lion's Head Village, White Bridge Rd. & Post Rd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Belle Meade	6	Kroger
Old Hickory(10)	13	Sullivan's, Kroger
Westgate(12)	7	Super-Valu
Green Hills(50)	6	Castner-Knott,
Madison Sq.(27)	9	Harvey's
Elysian Fields(6)	7	Steinmart
Seven Oaks	7	Hill Grocer
Merry Oaks	7	Kroger
Donelson Plz.(22)	8	Castner-Knott
Harding Mall(38)	5	Castner-Knott
100 Oaks(90)	3	Harvey's
Rivergate(98)	10	Castner's, JCPenney, Dillard's, Sears
Belle Meade(4)	NA	Moon Drug, Theatre
Charlotte Sq.(26)	NA	Wal-Mart
Due West	8	Zayre
Northgate	5	
Hickory Hollow(11)	15	Dillard's, Sears, Castner-Knott, JCPenney
Hickory Plaza(12)	8	Kroger, SupeRx,
Lion's Head Vlg.	6	Target

Principal Shopping Days-Wed., Fri., Sat., Sun.
Stores Open Evenings-Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-Harveys; Castner-Knott; Dillards; Sears; JCPenney; Marshalls; McClures; Uptons; Steinmart.
Discount Stores-K mart; Zayre; Hills; Target; Wal-Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Wilson Quick; Walgreens; Rexall; SupeRx; Revco; Payless of Tenn.; Blankenship; Medicine Shoppe; Eckerd.
Chain Supermarkets-H.G. Hill; Kroger; Mega-Mart; Winn-Dixie; Sunflower; Super Value; Bi-rite; Foodtown.
Drive-In Markets-EZ Food Shops; Jim Dandy; 7-Eleven; Stop-N-Go; Hot Stop; Quik Sak; Hot Stop/SDE.
Other Chain Stores-Central Hdwe.; Service Merchandise; Lowes; Dollar General; Shoes: Hill Bros., Baynhams, Bakers, Burts, Bell Bros., Flagg Bros., Jarman, Florsheim, Family Booteries, The Athlete's Foot, Jensen, Banister, Foot Scene, Karls, Naturalizer, Payless, Stride Rite, Pic 'n Pay; Auto Supplies: Midas Mufflers, Karco, Western Auto, Auto Shack, Chief, Autowize, Firestone, Goodyear, K mart, Sears; Clothing: T.J. Maxx, National Shirt, Toggery; Jewelry & Optical: Zimms, Pearle, Lenscrafters, Milams, Horner-Rausch, Gordons, Kay, Zale's; Others: Singer Co., Genesco Sales, Gus Mayer, Radio Shack, Helig-Meyer, Payless Cashways, Silo, Handy City.

14 - NEWSPAPERS: BANNER (e) 65,968; TENNESSEAN (m) 127,015; (S) 261,126; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Bill Davis, TENNESSEAN and BANNER, 1100 Broadway, Nashville, TN 37203; Tel. (615) 259-8300.
National Representative: Gannett National Newspaper Sales.

OAK RIDGE

1 - LOCATION: Anderson and Roane Counties (In Knoxville MSA). E&P Map E-2. In industrialized eastern part of state. 24 mi. from Knoxville; 65 mi. from Great Smoky Mountain National Park; 22 mi. from TVA Norris Dam. On U.S. Hwy. 25W, I-40, I-75; State Hwys. 58, 61, 62, 95. Known as The Atomic City. American Museum Of Science and Energy located in Oak Ridge. Very High-tech area.

2 - TRANSPORTATION: **Railroads**-2-CSX Transportation; Norfolk Southern.
Motor Freight Carriers-1-Roadway Express, 6 others-UPS, Federal Express, Airborne Express, DHL, Purolator, Emory.
Intercity Bus Lines-2-Greyhound, Trailways.
Airlines-10-Delta; Piedmont; American Eagle; Eastern Metro Express; Republic; US Air; Northwestern; Conn-Air; Trans World Express; United Express.

3 - POPULATION:
Corp. City 80 Cen. 27,662; E&P 88 Est. 27,732
CZ-ABC: (80) 37,084
RTZ-ABC: (80) 80,634
Counties 80 Cen. 115,982; E&P 88 Est. 124,780
  Anderson 80 Cen. 67,464; E&P 88 Est. 70,862
  Roane 80 Cen. 48,518; E&P 88 Est. 53,918
MSA 80 Cen. 566,960; E&P 88 Est. 616,105
City & RTZ-ABC: (80) 117,710

4 - HOUSEHOLDS:
City 80 Cen. 11,021; E&P 88 Est. 11,384
CZ-ABC: (80) 14,298
RTZ-ABC: (80) 27,599
Counties 80 Cen. 41,694; E&P 88 Est. 47,082
  Anderson 80 Cen. 24,616; E&P 88 Est. 27,242
  Roane 80 Cen. 17,078; E&P 88 Est. 19,840
MSA 80 Cen. 205,749; E&P 88 Est. 232,916
City & RTZ-ABC: (80) 41,897

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$309,175,000
Savings & Loan	4	$125,566,000
Credit Union	9	$397,482,000

6 - PASSENGER AUTOS: Anderson County 73,391; Roane County 34,008.

7 - ELECTRIC METERS: Residence 11,858.

8 - GAS METERS: Residence 5,128.

9 - PRINCIPAL INDUSTRIES: Three major Federal (Department of Energy) installations involved in energy/conservation research and development and production of enriched uranium fuel for nuclear reactors. 14,900 employees, $633 av. wkly. wage.

10 - CLIMATE: Min. & Max. Tem[illegible]-70; Summer 65-87; Fall 48-70; W[illegible] First killing frost, Oct. 30; last killing frost, Apr. 1.

11 - TAP WATER: Hardness = 7 + grains (Alkaline, Soft).

12 - RETAILING: **Principal Shopping Center**-2-Downtown Shopping Ctr. on Oak Ridge Turnpike bet. Rutgers Ave. and Tulane Ave. Modern shopping (127 retail outlets, parks 4000 cars); Crown American Mall — on Oak Ridge Turnpike bet. Laboratory Rd., Fairbanks Rd. and Emory Valley Rd. opening Jan. 1989 (4 major stores & 50 + shops, parks 2,500 cars).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Illinois Ave.(25)	1	Big Lots, K mart
Security Sq.(6)	2	Security Trust
Ridgeway Ctr.(30)	2	Sun Graphics, Tn Of School Beauty
Grove Ctr.(15)	1	Yellow Cab, CATV, Sally, Grove Cinema
Jackson Sq.(45)	2	Watson's, Big Ed's,
Four Oaks Ctr.(23)	3	Bruner's
Tri-County(15)	6	Goodwill, Cinema, White Stores, Family Dollar
Downtown(15)	NA	JCPenney, Hess's, Proffitt's, Wal-Mart
Crown American Mall(54)	4.5	4-plus

Neighborhood Shopping Areas-Elm Grove, 5 miles on Fairbanks Rd.; Gleenwood, 8 miles on Alabama Ave.; Hilltop, 3 miles on Illinois Ave. at Outer Dr.; Pine Valley, 2 miles on New York Ave. at Utah Ave.; W. Village, 3 miles on Jefferson Circle at Jefferson Ave.; Woodland, 1 mile on North Western Ave.
Principal Shopping Days-Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores-Hess's; JC Penney; Proffitt's; Sears; Watson's.
Variety Stores-McCrory; Woolworth.
Discount Stores-K mart; Goody's; Big Lots; Wal-Mart; Value Mart.
Chain Drug Stores-Eckerd; Revco.
Chain Supermarkets-A&P; Kroger; White; Ingle's; Winn-Dixie; Weigels 2; Mini-Mart 3; Minit Check; Pantry 2.
Other Chain Stores-Nettie Lee; Nancy Lynn Fashions; Merle Norman; Sherwin-Williams; Zale's Jewelers; Jo Ann Fabrics; Federal Bake Shop; Western Auto; Goodyear; Firestone; Sears; Otasco; Helig-Meyers; Piece Goods Shop; Darrett Shoes; Pic-N-Pay Shoes; Radio Shack; Maurice's; Fashion Bug; Uh-Oh Shops; Clark-Jones Music; Baskin-Robbins; Brooks Fashions; Endicott-Johnson; Pearle Vision Ctr.

14 - NEWSPAPERS: THE OAK RIDGER (e-Mon to Fri) 12,072; Oct. 1, 1987 ABC (Sundays also beginning Sept. 11, 1988).
Local Contact for Advertising and Merchandising Data: Mark Crider, Adv. Mgr., THE OAK RIDGER, 785 Oak Ridge Turnpike; PO Box 3446, Oak Ridge, TN 37831; Tel. (615) 482-1021; Fax (615) 482-7834 (no headset).
National Representative: Landon Associates.

PARIS

1 - LOCATION: Henry County, E&P Map B-2. County Seat. 130 mi. NE of Memphis, 105 mi. NW of Nashville.

2 - TRANSPORTATION: **Railroads**-Kentucky-West Tennessee.
Motor Freight Carriers-9.

3 - POPULATION:
Corp. City 80 Cen. 10,728; E&P 88 Est. 10,639
NDM-ABC: (80) 29,306
County 80 Cen. 28,669; E&P 88 Est. 29,902

4 - HOUSEHOLDS:
City 80 Cen. 4,397; E&P 88 Est. 3,898
NDM-ABC: (80) 11,199
County 80 Cen. 10,914; E&P 88 Est. 11,660

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$176,493,000
Savings & Loan	1	$122,871,129

6 - PASSENGER AUTOS: County 21,315

7 - ELECTRIC METERS: County 16,012

8 - GAS METERS: Residence 2,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Rubber Prods. 450; Clay Mining & Proc. 244; Auto Brake Parts 201; Power Tools 429; Lamps 200; Mobile Homes 160; School Furn. 140; Meat Prods. 136; Elect. Motors 425; Garments 100; Plastic Parts 187; Wood Prods. 147.

10 - CLIMATE: Av. an. temp. 60; Av. monthly Jan. 37.6-July 78.5; Av. annual precipitation 55 in. Av. annual snowfall-11.

11 - TAP WATER: Hardness 59. PPM. Iron 0.0 PPM; turbidity 0.1; pH 8.2; Fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown two blocks each way from court square (64 stores).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Paris(13)	1	Kroger, Super D, Coast-to-Coast Hdwe., Family Dollar, Dollar General
Lakeway Vlg.(9)	2	Uncle Lee's, Odom's
Lee Greer(7)	1	Radio Shack, Nan Robbins, Sav-A-Lot
Paris Sq.(5)	1	IGA Foodliner,
Paris Plz.(5)	1	Wal-Mart, Sears, Pay-Less

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri. until 8; Groceries-Fri. & Sat. until 8; some supermarkets open 24 hours weekdays.
Stores Open Sundays-Some supermarkets, department, drug.

13 - RETAIL OUTLETS: Department Stores-JCPenney; National.
Discount Stores-Wal-Mart; Uncle Lee's; Family Dollar; Dollar General; Paris Discount Clothing; Holly.
Variety Stores-Pay-Less.
Chain Drug Stores-Rexall; Super D.
Chain Supermarkets-Kroger; Jim Adams IGA; Odom's; Big L; Foodtown.
Other Chain Stores-Goodyear; Western Auto; Sherwin-Williams; Radio Shack; Catos; Pay-Less Shoes; Auto Shack; Coast-to-Coast Hardware.

14 - NEWSPAPERS: POST-INTELLIGENCER (e-mon to fri) 7,846; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Bill Williams, Pub., POST-INTELLIGENCER, 208 E. Wood St.; PO Box 310, Paris, TN 38242; Tel. (901) 642-1162.
National Representative: Papert Companies.

SEVIERVILLE

1 - LOCATION: Sevier County, E&P Map E-2. On U.S. Hwy. 411 & 441, State Hwy. 321; I-40. Situated in the eastern part of state.

2 - TRANSPORTATION: **Airlines**-Served by McGee-Tyson Airport at Knoxville.

3 - POPULATION:
Corp. City 80 Cen. 4,556; E&P 88 Est. N.A.
County 80 Cen. 41,638; E&P 88 Est. 51,625

4 - HOUSEHOLDS:
City 80 Cen. N.A.; E&P 88 Est. N.A.
County 80 Cen. 14,600; E&P 88 Est. 19,039

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 39,271

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry-Tourism; Textile; Agric.

10 - CLIMATE: Av. Temp.-Summer 90; Winter 50.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
River Edge(20)	NA	Wal-Mart
Sevier Plz.(18)	NA	K mart
Downtown Sevierville(40)	NA	Family Dollar
Factory Merchants Mall(66)	8	Dollar General

Principal Shopping Days-Mon., Tues.
Stores Open Evenings-Most.

13 - RETAIL OUTLETS: Discount Stores-Wal-Mart; K mart; Family Dollar; Dollar General.
Chain Drug Stores-Revco; SupeRx; Stewart.
Chain Supermarkets-Kroger; Food City; Food Lion.

14 - NEWSPAPERS: MOUNTAIN PRESS (m-mon to fri) 7,013; sworn Sept. 25, 1987.
Local Contact for Advertising and Merchandising Data. Bob Childress, Pub., MOUNTAIN PRESS, PO Box 717, Sevierville, TN 37862; Tel. (615) 428-0746.
National Representative: Landon Associates.

SHELBYVILLE

1 - LOCATION: Bedford County, E&P Map C-2. County Seat. Retail center. Miscellaneous light manufacturing and dairy center 52 mi. S of Nashville in South Central part of state. On U.S. Hwys. 41A, 231.

2 - TRANSPORTATION: **Railroads**-Seaboard System.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 13,530; E&P 88 Est. 14,360
County 80 Cen. 27,926; E&P 88 Est. 28,877
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,031; E&P 88 Est. 5,449
County 80 Cen. 9,943; E&P 88 Est. 10,470

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$284,722,221
Savings & Loan	2	$266,553,603

6 - PASSENGER AUTOS: County 24,395

7 - ELECTRIC METERS: Residence City 6,920

8 - GAS METERS: Residence 3,335

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Building Constr. 170; Road Constr. 150; Plumbing-Elect. 200; Food Proc. 500; Textile & Garment 275; Printing & Pub. 85; Plastics 450; Leather & Leather Goods 120; Machine Shops 75; Trans. Equip. 680; Pencil Mfg. 1,220; Metals Proc. 325; Ret. & Whol. Trade 1,475; Misc. Ret. Workers 305; Food Serv. 400; Automobile Serv. 135; Fin. & Banking 155; Ins. 40; Repair Shops 90; Servs. 230; Auto Accessories Mfg. (Japan) 425.
Principal Pay Days-Fri., 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 65-90; Fall 25-80; Winter 10-75. First killing frost, Nov. 1; last killing frost, Apr. 1.

11 - TAP WATER: Neutral, medium hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main Sq.; 5 on Main St.; Madison St.
Neighborhood Shopping Centers-Edgemont; Big Springs; Madison St.; K mart Plz.; Red Foods Center.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Big Springs(15)		SupeRx, Wal-Mart, Kenwin, Sullivan's
Red Foods Ctr.	NA	Red Foods, Eckerd
Madison(7)		K mart, Kroger, Revco

Principal Shopping Days-Sat., Mon., Fri.
Stores Close-Some-Wed. aft., Jan. through Nov.
Stores Open Evenings-Dept.-Food Daily.

13 - RETAIL OUTLETS: Department Stores-Sears; McKees; Carolyn's; Tip Thompson's; Sullivan's; The Garage.
Chain Drug Stores-SupeRx; Revco; Renegar's; Eckerd.
Variety Stores-Fred's.
Discount Stores-Wal-Mart; K mart; Family Dollar; Dollar General; Fred's.
Chain Supermarkets-Kroger; Guy's Mkt.; Shelbyville Super; Dial's Superett; Sav-A-Lot; D&D Foods; Red Foods; C.F. Smith Foods.
Other Chain Stores-Simmons Jewelers; Lambert's Jewelers; Bootery; Artley's; Clifford Furn.; John F's Furn.; Kenwin's; The Pantry.

14 - NEWSPAPERS: TIMES-GAZETTE (e-mon to fri) 8,101; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Mrs. Ruth Coop, Adv. Mgr., TIMES-GAZETTE, PO Box 380, Shelbyville, TN 37160; Tel. (615) 684-1200.
National Representative: Landon Associates.

SOUTH FULTON, TN

See FULTON, KY

UNION CITY

1 - LOCATION: Obion County, E&P Map B-6. 120 mi. N of Memphis.

2 - TRANSPORTATION: **Railroads**-Illinois Central Gulf.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Gulf Transport.
Airlines-Taylor Charter; Pioneer Aviation Charter.

3 - POPULATION:
Corp. City 80 Cen. 10,436; E&P 88 Est. 10,407
County 80 Cen. 32,588; E&P 88 Est. 33,617

4 - HOUSEHOLDS:
City 80 Cen. 4,273; E&P 88 Est. 4,091
County 80 Cen. 12,979; E&P 88 Est. 12,743

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$186,365,000
Savings & Loan	1	$85,000,000
Obion County	12	$280,302,461

6 - PASSENGER AUTOS: County 23,234

7 - ELECTRIC METERS: Residence 5,523

8 - GAS METERS: Residence 3,950

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 1,172 ($200); Leather & Shoes 756 ($240); Metal Fab. 1,243 ($329); Food Packing 800 ($300); Tire 3,200 ($560); Lumber 211 ($210). Over 7,700 industrial jobs in Obion County.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: First killing frost, Nov. 12; last killing frost, Mar. 20.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-4 blocks on First St.; 1 on Washington; 3 on Second St.; 3 on Main; 2 on Church.
Neighborhood Shopping Centers-Edwards Additions; Garden Road Additions; E. Main Terminus; Reelfoot Shopping Center-Reelfoot & 1st St.; Obion Sq., Reelfoot Ave.; (Factory Direct Outlet Mall at city's industrial Park, Country Marketplace Shopping Ctr. Hwy. 51 Reelfoot Ave.)
Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Beall's; Cato; JC Penny; Shatz; Brights; Dollar General; Behrs.
Variety Stores-Fred's Dollar Store; Dollar General.
Chain Drug Stores-Revco; Super D; K&D; Gibson.
Chain Supermarkets-Kroger; E.W. James; Sav-A-Lot; Pic-Pac.
Discount Stores-Gibson's; Wal-Mart; K mart; VF Corp.; Outlet Mall.
Other Chain Stores-Libby's; Goodyear; Sears; Singer Co.; Otasco; Sherwin-Williams; Homestead; Pick 'N Pay Shoe; Scott Hallmark; Brooks Sewing & Vacuum; Radio Shack; Auto Shack; Master Muffler.

14 - NEWSPAPERS: MESSENGER (e) 8,890; sworn Spet. 28, 1987.
Local Contact for Advertising and Merchandising Data: Dave Critchlow, Pub., MESSENGER, 613 Jackson St.; PO Box 430, Union City, TN 38261; Tel. (901) 885-0744.
National Representative: Papert Companies.

TEXAS SURVEYS

METROPOLITAN STATISTICAL AREAS

Abilene-Taylor County.
Amarillo-Potter and Randall Counties.
Austin-Hays, Travis and Williamson Counties.
Beaumont-Port Arthur-Hardin, Jefferson and Orange Counties.
Brownsville-Harlingen-Cameron County.
Bryan-College Station-Brazos County.
Corpus Christi-Nueces and Sand Patricio Counties.
El Paso-El Paso County.
Killeen-Temple-Bell and Coryell Counties.
Laredo-Webb County.
Longwiew-Marshall-Gregg and Harrison Counties.
Lubbock-Lubbock County.
Midland-Midland County.
McAllen-Edinburg-Mission-Hidalgo County.
Odessa-Ector County.
San Angelo-Tom Green County.
San Antonio-Bexar, Comal and Guadalupe Counties.
Sherman-Denison-Grayson County.
Texarkan, TX-AR-Bowie County, TX; Miller County, AR.
Tyler-Smith County.
Victoria-Victoria County.
Waco-McLennan County.
Wichita Falls-Wichita County.

PRIMARY METROPOLITAN STATISTICAL AREAS

Brazoria-Brazoria County.
Dallas-Collin, Dallas, Denton, Ellis, Kaufman and Rockwall Counties.
Fort Worth-Arlington-Johnson, Parker and Tarrant Counties.
Galveston-Texas City-Galveston County.
Houston-Fort Bend, Harris, Liberty, Montgomery and Waller Counties.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Dallas-Fort Worth-Includes Dallas PMSA and Fort Worth-Arlington PMSA.
Houston-Galveston-Brazoria-Includes Brazoria PMSA; Galveston-Texas City PMSA; and Houston PMSA.

POPULATION ESTIMATES

(Thousands)

Age Group	**1970**	**1980**	**1989**
Under 5 Years	1,001	1,169	1,628
5-14 Years	2,330	2,380	2,686
15-24 Years	2,053	2,796	2,778
25-44 Years	2,686	4,049	5,955
45-64 Years	2,142	2,556	2,874
65 and Over	987	1,371	1,487
TOTAL	11,199	14,321	17,408

Based on U.S. Census

POPULATION ESTIMATES

(Thousands)

Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 census.

Cities	**Total Pop.**	**Spanish Origin**	**Percent**
Abilene	98	12	12.6
Austin	345	65	18.7
Baytown	57	9	16.4
Brownsville	85	71	83.7

Bryan- College Station	82	12	15.1
Corpus-Christi	232	108	46.6
Dallas	904	111	12.3
El Paso	425	266	62.5
Fort Worth	385	49	12.6
Galveston	62	11	17.7
Grand Praire	71	10	14.0
Houston	1,594	281	17.6
Laredo	91	85	93.0
Lubbock	174	33	18.8
McAllen	67	48	71.5
Midland	71	11	15.9
Odessa	90	21	23.1
Pasadena	113	19	17.0
San Angelo	73	17	23.1
San Antonio	786	422	53.7
Victoria	51	17	33.8
Waco	101	11	11.1

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1989 Est.
Bldg. Mat./Hdwr	2,295	4,273	8,675
General Mdse	5,884	9,109	14,756
Food	9,737	18,525	26,832
Automobiles	11,259	17,653	36,643
Gasoline Stations	3,444	6,600	7,066
Apparel	2,445	4,793	7,438
Furniture	2,044	3,585	7,064
Eat-Drink Places	3,678	7,306	11,889
Drugs	1,311	2,008	3,197
TOTAL SALES	45,816	82,272	131,405

ABILENE

1 - LOCATION: Taylor County (MSA). E&P Map D-3. 80 mi. NW of geographical center of Texas. County Seat. Cattle, oil, industry, education & transportation center.

2 - TRANSPORTATION: Railroads-Abilene Southern; Burlington; Missouri-Pacific; Ft. Worth & Denver.
Motor Freight Carriers-14.
Intercity Bus Lines-Arrow Coach; Burlington Trailways; Southwest Greyhound; Sunset Stages.
Airlines-American Eagle; ASA.

3 - POPULATION:
Corp. City 80 Cen. 98,315; E&P 88 Est. 115,100
CZ-ABC: (80) 99,761
Bal. in NDM-ABC: (80) 39,431
Total NDM-ABC: (80) 139,192
County/MSA 80 Cen. 111,384; E&P 88 Est. 125,693
Bal. in RTZ-ABC: (80) 121,622
Total NDM & Bal. in RTZ-ABC: (80) 260,814

4 - HOUSEHOLDS:
City 80 Cen. 33,939; E&P 88 Est. 41,296
CZ-ABC: (80) 34,442
Bal. in NDM-ABC: (80) 14,590
Total NDM-ABC: (80) 49,032
County/MSA 80 Cen. 38,515; E&P 88 Est. 43,885
Bal. in RTZ-ABC: (80) 46,184
Total NDM & Bal. in RTZ-ABC: (80) 95,216

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$1,234,954,000
Savings & Loan	5	$398,468,000

6 - PASSENGER AUTOS: County 107,824 (all vehicles)

7 - ELECTRIC METERS: Residence 45,797

8 - GAS METERS: Residence 32,343

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Feed, Cottonseed Oil Prods. 250; Aerospace Structures 400; Meat Prods. 448; Newspaper 300; Oil & Gas Proc. 500; Bakery Prods. 300; Soft Drinks 300; Steel Fab. 250; Plumbing Fixtures, Fitting & Trim 300; Band Instruments 350; Tire Retreading 100; Electronics 800; Soft Drink Containers 200.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-72; Summer 72-105; Fall 54-78; Winter 21-55. Last frost, Mar. 25.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-2 blocks on Oak St.; 6 on Pine St.; 6 on Cypress St.; 6 on Cedar St.; 6 on Walnut St.; 3 on N. 3rd St.; 4 on N. 4th St.; 2 on N. 5th St.; 10 on S. 14th; 12 on N. Mockingbird; 5 on N. 6th; S 23 & Barrow; 1 on Judge Ely Blvd.; Hwy. 80 & Buffalo Gap Road.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brook Hollow(12)	NA	Super Duper
Edgewood(4)	NA	M System
Elmwood West(28)	NA	
Frenchman's Creek(17)	NA	Albertson's
Mall of Abilene(96)	NA	JCPenney, Sears, Dillard, Bealls
Meads Suburban(9)	NA	Luskey's
Merchant Park(9)	NA	Super Duper, TG&Y
Oakwood Vlg.(95)	NA	Super Duper Food
Park Terrace(8)	NA	
River Oaks(20)	NA	Super Duper, TG&Y
Radford Hills(23)	NA	Wal-Mart
Westgate(42)	NA	Mont. Ward

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Major malls to 9 pm.

13 - RETAIL OUTLETS: Department Stores-Grissoms; Sears; Montgomery Ward; Dillard; Beall's 2; Anthony's 2.
Discount Stores-Wal-Mart 2; K mart 2; Pay-Less Cashways; McCoy's; TG&Y 2; Service Merchandise.
Chain Drug Stores-Eckerd 3.
Chain Supermarkets-M-System 3; Super Duper 7; Skinnys 28; Circle k 17; Albertson's; Skaggs.
Other Chain Stores-JCPenney; Kinney; Western Auto; Firestone; Goodyear; Sherwin-Williams; Zale's; Jewel Box; Baker's; Lerner's.

14 - NEWSPAPERS: REPORTER-NEWS (m) 43,316; (S) 56,224; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Gregory Shrader, Adv. Dir., REPORTER-NEWS, 100 Block Cypress St., Abilene, TX 79604; Tel. (915) 673-4271.
National Representatives: Harte-Hanks Communications; Cresmar, Woodward, O'Mara & Ormsbee.

ALICE

1 - LOCATION: Jim Wells County. E&P Map D-5. County Seat. On Hwys. 44, 259, 281.

2 - TRANSPORTATION: Railroads-Texmex.
Intercity Bus Lines-Valley Transit, Trailways.

3 - POPULATION:
Corp. City 80 Cen. 20,961; E&P 88 Est. N.A.
County 80 Cen. 36,693; E&P 88 Est. 41,024

4 - HOUSEHOLDS:
City 80 Cen. N.A.; E&P 88 Est. N.A.
County 80 Cen. 36,498; E&P 88 Est. 13,005

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$230,000,000
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: 26,748

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-N.A. (Av. Wkly. Wage N.A.) Oil; Gas.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Av. Temp.-83.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
La Villita(16)	NA	Baskin Robbins
Sagewood(8)	NA	JCPenney

Principal Shopping Days-Weekends.
Stores Open Evenings-Wal-Mart.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Weiners; Anthony's; Beall's.
Discount Stores-Wal-Mart; K mart; Wonder World.
Chain Drug Stores-Independence.
Chain Supermarkets-HEB; Bag 'N Save.

14 - NEWSPAPERS: ECHO-NEWS (e-mon to fri; S) 7,200; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Larry Smallwood, Adv. Dir., ECHO-NEWS, 405 E. Main; PO Box 1610, Alice, TX 78333; Tel. (512) 664-6588.
National Representatives: Papert Companies; Texas Press Association.

AMARILLO

1 - LOCATION: Potter & Randall Counties (MSA), E&P Map C-1. Geographic ctr. of the Texas Panhandle. 264 mi. W of Okla. City; 335 mi. NW of Ft. Worth; 384 mi. NW of Dallas; 454 mi. SE of Denver; 450 mi. NE of El Paso. On U.S. Hwys. 87, 60, 287, I-27, I-40; State Hwys. 117, 136, 51.

2 - TRANSPORTATION: Railroads-Burlington; Santa Fe.
Motor Freight Carriers-27.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Aspen Airways; Southwest; American; Delta.

3 - POPULATION:
Corp. City 80 Cen. 149,230; E&P 88 Est. 215,799
CZ-ABC: (80) 149,230
RTZ-ABC: (80) 280,490
Counties/MSA 80 Cen. 174,783; E&P 88 Est. 201,340
Potter 80 Cen. 98,999; E&P 88 Est. 106,403
Randall 80 Cen. 75,784; E&P 88 Est. 94,937
City & RTZ-ABC: (80) 429,720

4 - HOUSEHOLDS:
Corp. City 80 Cen. 56,216; E&P 88 Est. 82,810
CZ-ABC: (80) 56,216
RTZ-ABC: (80) 98,833
Counties/MSA 80 Cen. 64,478; E&P 88 Est. 76,052
Potter 80 Cen. 37,769; E&P 88 Est. 41,281
Randall 80 Cen. 26,709; E&P 88 Est. 34,771
City & RTZ-ABC: (80) 155,049

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$2,044,258,000
Savings & Loan	8	$4,990,884,996

6 - PASSENGER AUTOS: Counties (All Vehicles): Potter 96,018; Randall 81,092.

7 - ELECTRIC METERS: Residence 77,431

8 - GAS METERS: Residence 64,128

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 9,700; Mining Oil 1,400; Constr. 4,400; Util. 6,000; Services 15,600; Trade 25,200; Fin. 4,300.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-69; Summer 62-88; Fall 44-69; Winter 24-51. First killing frost, Nov. 1; last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-34th & Georgia; Wolflin & Georgia (69); 3600 W. 15th; NE 24th & Grand; I-40 & Western; 45th & Western; 34th & Bell; 34th & Western; I-40 & Coulter; 34th & Coulter; I-40 & Ross; I-40 & Bell.
Stores Open Evenings-Mon.-Sat.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wolflin-Village	NA	Colberts, TG&Y
Wolflin-Georgia(69)	4	K mart, Albertson's, Blackburn Bros.
Trades Fair	5	K mart, TG&Y, Furr's Food
S. Lawn Plz.	6	United Foods, TG&Y, C.R. Anthony
Western Plaza(32)	5	Mont. Ward, Dunlaps, Service Mdse.
Western Square	6	United, Anthony's
Puckett Plaza(30)	7	United, Handy Dan, Revco
Spanish Crossroads	NA	Furr's Family Ctr.
Georgia Terrace	6	Furr's Food
Lawndale	6	Furr's Food, TG&Y, C.R. Anthony
Summit(15)	NA	T.J. Maxx, United
Bell Plaza	8	Wal-Mart
Wellington Sq.(26)	4	Gardski's Loft, El Artesano
Westgate Mall(120)	8	Sears, Dillard, Monnig's, Mervyn's, Beall's, Target
Interstate Village	6	Albertson's

Stores Open Evenings-Dept.-Thur.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony 4; Sears; Blackburn Bros.; Montgomery Ward; JCPenney; Colbert's 2; Mervyn's; Dillard's; Beall's.
Discount Stores-K mart; Best; Service Mdse.; Wal-Mart; Target.
Variety Stores-Woolworth; TG&Y 6.
Chain Drug Stores-Albertson's 3; D&S 4; Maxor 2; S&M 2; Sav-On 5; Revco.
Chain Supermarkets-Furr's Food 10; Safeway 4; Food Bonanza; United 7; Toot-N-Totum 40; 7-Eleven 16; Food King.
Other Chain Stores-Lerner's; Western Auto; Zale's; Firestone.

14 - NEWSPAPERS: NEWS (m) 44,035; (e-mon to fri) 25,426; NEWS-GLOBE (S) 75,563; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: George M. Guy, Adv. Dir., GLOBE-NEWS, 900 Harrison St.; PO Box 2091, Amarillo, TX 79166; Tel. (806) 376-4488.
National Representative: Papert Companies.

ANGLETON

1 - LOCATION: Brazoria County, (In Brazoria PMSA), E&P Map E-5, County Seat. Chem., oil & gas industries. Agric., cotton, rice, soybeans, cattle. Located 45 mi. S of Houston on Hwy. 288 on the Gulf Coast.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Motor Freight Carriers-Alamo; Merchants; UPS.
Intercity Bus Lines-Trailways.
Airlines-Served by all major airlines through Houston Airport.

3 - POPULATION:
Corp. City 80 Cen. 11,091; E&P 88 Est. 14,377
County/PMSA 80 Cen. 171,887; E&P 88 Est. 195,405

4 - HOUSEHOLDS:
City 80 Cen. 4,678; E&P 88 Est. 4,771
County/PMSA 80 Cen. 53,907; E&P 88 Est. 62,308

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	N.A.
Commercial	3	$95,000,000

6 - PASSENGER AUTOS: County 156,783

7 - ELECTRIC METERS: Residence 5,500

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Chem.; Farming.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-78; Summer 72-88; Fall 62-78; Winter 60-67.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-N Downing Rd. & Hwy. 35 (9 stores); County Rd. (Cedar St.) & State Hwy. 35 (13 stores); SWC Hwys.; 36 & 288 (9 stores); K mart Hwy. 288.
Neighborhood Shopping Centers-Four Corners; Angleton Plz.; Angleton Palm Ctr.; K mart Plz.; Wal-Mart.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brazos Mall	9	Sears, Wilsons, JCPenney, Joske's
Lacks Plantation	12	Lacks Ctr.

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Shpg. Ctrs. every evening to 9.

13 - RETAIL OUTLETS: Department Stores-Brockmans; Weiners.
Discount Stores-Wal-Mart; K mart.
Variety Stores-Perry Bros.
Chain Drug Stores-Eckerd; Walgreens.
Chain Supermarkets-Safeway; Kroger.
Other Chain Stores-Firestone; World of Fabrics; Merle Norman.

14 - NEWSPAPERS: ANGLETON TIMES (m-tues to fri; S) 3,290; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Dwight L. Moody, Jr., Pub., ANGLETON TIMES, 700 Western Ave.; PO Box 936, Angleton, TX 77515; Tel. (409) 849-8581.
National Representative: Landon Associates.

ARLINGTON

1 - LOCATION: Tarrant County (In Fort Worth-Arlington PMSA). E&P Map E-3. Midway between Fort Worth and Dallas. On U.S. Hwy. 80; State Hwys. 303, 157, 360; Ft. Worth Tpke.; Interstate Hwy. 20.

2 - TRANSPORTATION: Railroads-Texas and Pacific; Great Southwest.
Motor Freight Carriers-45.
Intercity Bus Lines-Texas Motor Coaches; Continental Trailways.
Airlines-Dallas-Ft. Worth Regional Airport; Arlington Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 160,123; E&P 88 Est. 260,834
City of Pub.-ABC: (80) 163,644
County 80 Cen. 867,557; E&P 88 Est. 1,097,500
PMSA 80 Cen. 981,112; E&P 88 Est. 1,250,626
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 58,650; E&P 88 Est. 101,593
City of Pub.-ABC: (80) 59,813
County 80 Cen. 310,272; E&P 88 Est. 408,807
PMSA 80 Cen. 349,034; E&P 88 Est. 461,920

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$474,654,010
Savings & Loan	9	$6,625,486,014

6 - PASSENGER AUTOS: County 1,000,327

7 - ELECTRIC METERS: Residence 61,197

8 - GAS METERS: Residence 27,000

9 - PRINCIPAL INDUSTRIES: Widely diversified-Auto Assembly; Medical Products; Aerospace; Electronics; Helicopters; Sprocket & Gears; Plastics; Oil Field Equip. (Av. hourly wage $6.69).

10 - CLIMATE: Av. Temp.-Summer 88; Winter 34.

11 - TAP WATER: Well water-very soft, alkaline; lake water-medium.

12 - RETAILING: Downtown Shopping Area plus 15 major centers in outlying area: 785 retail outlets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arlington Plaza(8)	NA	Buddies
Ashbury(12)	NA	Cloth World, Skaggs-Alpha Beta
Fielder North(25)	NA	Buddies
Forum 303 Mall(60)	NA	Mont. Ward, Dillard, Kinney
Four Corners(7)	NA	Kroger
French Market(5)	NA	Buddies, Motts, J. Brannam
Galleria Plaza(5)	NA	
Overland Stage	NA	
Park Plaza(4)	NA	Buddies
Parkway Central(15)	NA	Tom Thumb
Randol Mill West(2)	NA	
Royal Park(5)	NA	Skaggs-Alpha Beta
Six Flags Mall(72)	NA	Sears, JCPenney, Foley's
Sylvan Heights(16)	NA	Piggly Wiggly
Town North(40)	NA	Buddies, Ben Franklin
Westbury Sq.(5)	NA	Monnigs
Woodland West(28)	NA	Safeway

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. to Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Anthony's; Sears; Mitchell's; Watsons; Dillard; Sanger-Harris; Montgomery Ward.
Variety Stores-Ben Franklin 3; Motts; M.E. Moses; McCrory.
Discount Stores-Gibson; K mart; Treasure City; Target; Edison's; Best.
Chain Drug Stores-Arlington; Baker 2; Skillkens 2; SupeRx 2; Gibson 2; Skaggs-Alpha Beta; Eckerd; Revco.
Chain Supermarkets-Buddies 7; Allied Foods; Minyards; Lee's 2; Piggly Wiggly; Kroger 2; Skaggs-Alpha Beta; Jewel T; Tom Thumb.
Other Chain Stores-Western Auto; Singer Co.; White Auto; Cook Paint; Sherwin-Williams; Firestone; Goodyear.

14 - NEWSPAPERS: NEWS (e-mon to fri) 4,902; (S) 5,800; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Ron Wallace, Adv. Mgr., NEWS, 1000 Ave. H East, Arlington, TX 76011; Tel. (817) 277-5511.
National Representative: U.S. Suburban Press.

ATHENS

1 - LOCATION: Henderson County, E&P Map E-3. County Seat. Industrial and agricultural center in eastern Texas. 72 mi. SE of Dallas; 110 mi. SE of Ft. Worth; 175 mi. N of Houston; 190 mi. NE of Austin; 230 mi. NW of New Orleans. On U.S. Hwy. 175; State Hwys. 19, 31.

2 - TRANSPORTATION: Railroads-St. Louis & Southwestern.

Motor Freight Carriers-5.

Intercity Bus Lines-Central Texas Trailways; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,197; E&P 88 Est. 11,800
County 80 Cen. 43,081; E&P 88 Est. 54,293

4 - HOUSEHOLDS:
City 80 Cen. 3,777; E&P 88 Est. 3,484
County 80 Cen. 16,087; E&P 88 Est. 21,063

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$200,026,313
Savings & Loan	3	$118,265,632

6 - PASSENGER AUTOS: County 52,088 (all vehicles)

7 - ELECTRIC METERS: Residence 4,284

8 - GAS METERS: Residence 3,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 200 ($200); Oil & Gas 372 ($255); Television Cabinetry & Assembly 1,100 ($300); Mobile Homes 153 ($220); Boat Mfg. 375 ($250).

10 - CLIMATE: Jan. av. temp. 47; July av. temp. 83. First killing frost, Nov. 18; last killing frost, Mar. 15. Growing season 245 days; rainfall 37 in. annually.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-On Courthouse Square & two blocks in all directions.

Nearby Shopping Centers

Name (No. of storus)	Miles from Downtown	Principal Stores
Park Highland(4)	NA	JCPenney, Perry Bros., Brookshire
South Park(4)	NA	Holiday Cleaners
Heritage Sq.(24)	NA	Sears, Daniels' Super Drug, True Value Hdwe.
Athens Ctr.(5)	NA	Wal-Mart, Beall's, Pay-Less Shoes

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Beall Bros. 3.

Variety Stores-Perry Bros.

Discount Stores-K mart; Wal-Mart.

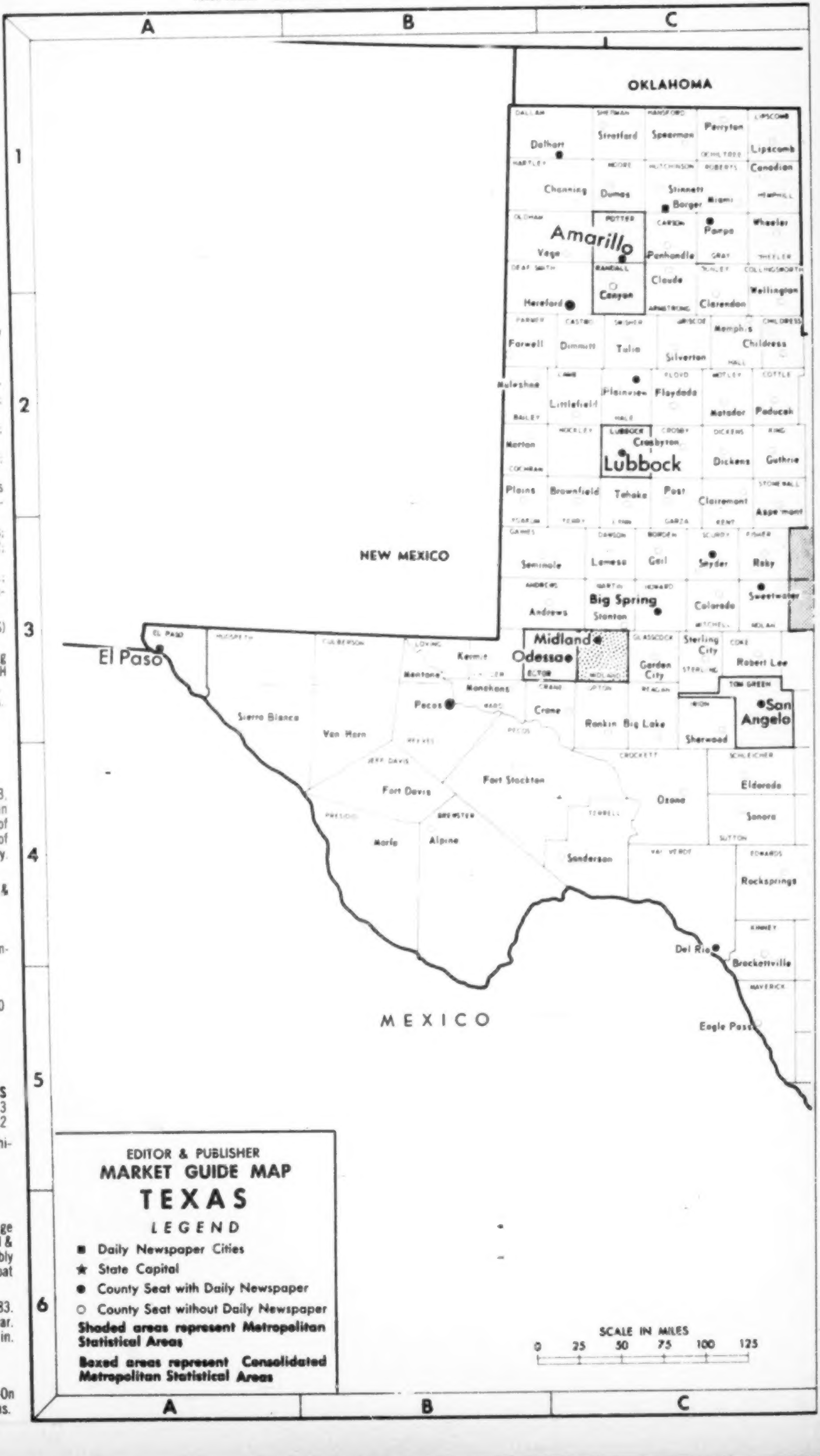
Chain Supermarkets-Safeway; Winn-Dixie; Brookshire's.

Other Chain Stores-Western Auto.

14 - NEWSPAPERS: REVIEW (e-mon to fri; S) 7,307; sworn Oct. 1, 1987.

Local Contact for Advertising and Merchandising Data: Dan Youngman, Natl. Adv. Mgr., REVIEW, 201 S. Prairieville; Box 32, Athens, TX 75751; Tel. (214) 675-5626.

National Representative: Papert Companies.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OKLAHOMA
NEW MEXICO
MEXICO
Dalhart
Stratford
Spearman
Perryton
Lipscomb
Channing
Dumas
Stinnett
Borger
Miami
Canadian
Amarillo
Vega
Panhandle
Pampa
Wheeler
Hereford
Canyon
Claude
Clarendon
Wellington
Farwell
Dimmitt
Tulia
Silverton
Memphis
Childress
Muleshoe
Littlefield
Plainview
Floydada
Matador
Paducah
Morton
Crosbyton
Lubbock
Dickens
Guthrie
Plains
Brownfield
Tahoka
Post
Clairemont
Aspermont
Seminole
Lamesa
Gail
Snyder
Roby
Andrews
Big Spring
Stanton
Colorado
Sweetwater
El Paso
Midland
Odessa
Kermit
Mentone
Monahans
Garden City
Sterling City
Robert Lee
Pecos
Crane
Rankin
Big Lake
Sherwood
San Angelo
Sierra Blanca
Van Horn
Fort Davis
Fort Stockton
Ozona
Eldorado
Sonora
Marfa
Alpine
Sanderson
Rocksprings
Del Rio
Brackettville
Eagle Pass
EDITOR & PUBLISHER
MARKET GUIDE MAP
TEXAS
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas
SCALE IN MILES
0 25 50 75 100 125

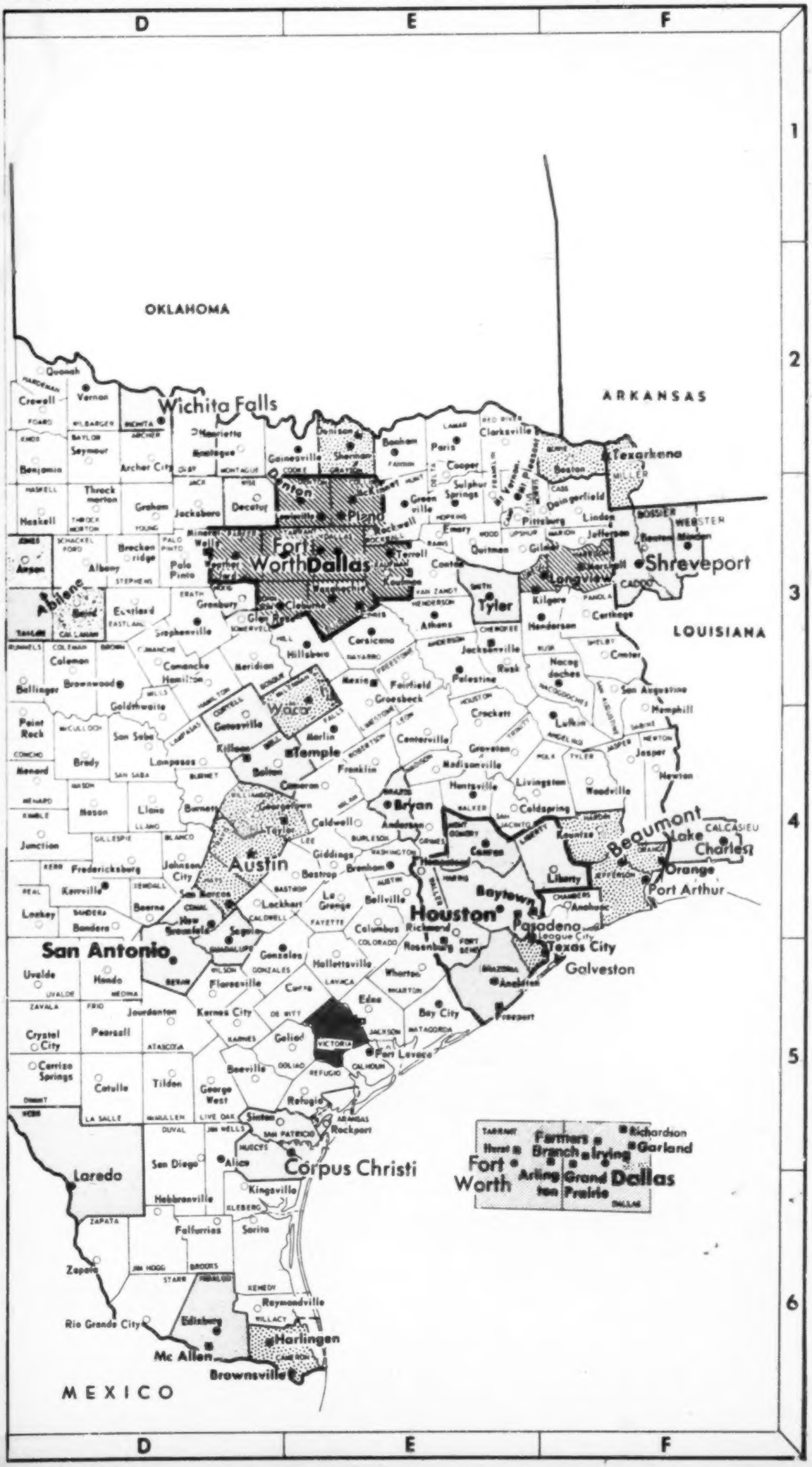
AUSTIN

1 - LOCATION: Travis County (MSA). E&P Map D-4. State capital. County Seat. 200 hwy. mi. from Dallas & Ft. Worth; 75 mi. from San Antonio: 160 mi. from Houston.

2 - TRANSPORTATION: **Railroads**-Mo. Pacific; Southern Pacific; Mo., Kansas & Texas; Amtrak.
Motor Freight Carriers-25
Intercity Bus Lines-Transportation Enterprises; Greyhound; Kerrville; Arrow Lines; Trailways.
Airlines-United; Continental; Southwest; Delta; USAir; American; America West; American Eagle; Pan Am; Transtar; Trans World; Northwest.

3 - POPULATION:
Corp. City 80 Cen. 345,496; E&P 88 Est. 466,772
CZ-ABC: (80) 394,673
RTZ-ABC: (80) 270,404
County 80 Cen. 423,058; E&P 88 Est. 541,692
MSA 80 Cen. 542,149; E&P 88 Est. 704,703
City & RTZ-ABC: (80) 665,077
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 133,934; E&P 88 Est. 186,417
CZ-ABC: (80) 149,645
RTZ-ABC: (80) 92,374
County 80 Cen. 158,341; E&P 88 Est. 214,257
MSA 80 Cen. 195,856; E&P 88 Est. 265,201
City & RTZ-ABC: (80) 242,019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OKLAHOMA
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Vernon
Wichita Falls
Henrietta
Seymour
Benjamin
Archer City
Gainesville
Sherman
Denison
Bonham
Paris
Clarksville
Cooper
Sulphur Springs
Texarkana
Boston
Daingerfield
Linden
Pittsburg
Haskell
Throckmorton
Graham
Jacksboro
Decatur
Denton
McKinney
Plano
Greenville
Rockwall
Emory
Quitman
Gilmer
Jefferson
Marshall
Shreveport
Anson
Albany
Breckenridge
Palo Pinto
Mineral Wells
Weatherford
Fort Worth
Dallas
Terrell
Canton
Kaufman
Waxahachie
Tyler
Longview
Kilgore
Henderson
Carthage
Abilene
Baird
Eastland
Stephenville
Granbury
Cleburne
Glen Rose
Athens
Corsicana
Hillsboro
Jacksonville
Rusk
Center
Coleman
Brownwood
Comanche
Hamilton
Meridian
Fairfield
Palestine
Nacogdoches
San Augustine
Hemphill
Ballinger
Goldthwaite
Waco
Groesbeck
Crockett
Lufkin
Paint Rock
San Saba
Gatesville
Marlin
Centerville
Jasper
Menard
Brady
Killeen
Temple
Franklin
Groveton
Lampasas
Belton
Madisonville
Livingston
Newton
Cameron
Bryan
Huntsville
Woodville
Mason
Llano
Burnet
Georgetown
Taylor
Caldwell
Anderson
Coldspring
Beaumont
Lake Charles
Junction
Johnson City
Austin
Giddings
Brenham
Conroe
Kountze
Liberty
Orange
Fredericksburg
Bastrop
Port Arthur
Kerrville
Boerne
San Marcos
Lockhart
La Grange
Bellville
Baytown
Houston
Pasadena
Leakey
Bandera
New Braunfels
Seguin
Columbus
Richmond
Rosenberg
League City
Texas City
Galveston
San Antonio
Gonzales
Hallettsville
Wharton
Angleton
Uvalde
Hondo
Floresville
Cuero
Edna
Bay City
Freeport
Jourdanton
Karnes City
Victoria
Goliad
Port Lavaca
Crystal City
Pearsall
Carrizo Springs
Cotulla
Tilden
Beeville
George West
Refugio
Sinton
Rockport
Laredo
San Diego
Alice
Corpus Christi
Hebbronville
Kingsville
Falfurrias
Sarita
Zapata
Raymondville
Rio Grande City
Edinburg
Harlingen
Mc Allen
Brownsville
Fort Worth
Hurst
Farmers Branch
Irving
Richardson
Garland
Arlington
Grand Prairie
Dallas

5 - BANKS

5 - BANKS	NUMBER	EST. DEP.
Commercial	54	$6,394,980,000
Savings & Loan	126	$4,815,345,806

6 - PASSENGER AUTOS: County 450,189 (all vehicles)

7 - ELECTRIC METERS: Residence 193,069

8 - GAS METERS: Residence 115,862

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 39,200; Gov't 100,200; Trade 77,900; Servs. 83,600; Constr. 15,200; Fin., Ins., R.E. 24,800; Trans., Commun. and Util. 10,800; Mining 700.
Principal Pay Days-Fri. and last day of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 70-100; Fall 60-70; Winter 32-70. First killing frost, Nov. 28; last killing frost, Mar. 3.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Barton Creek Mall(185)	6	Dillard, Foley's, Scarbrough's, Sears, Mont. Ward, JCPenney
Capital Plaza(31)	4	Mont. Ward, Beall's, HEB
Hancock Center(38)	3	Dillard, Sears, HEB, Beall's
Highland Mall(84)	3	Dillards, JC Penney, Scarbrough's, Foley's
Northcross Mall(55)	6	Frost Bros., Beall's, Scarbrough's
Westgate Mall(31)	4	Solo Serve, Beall's, Service Mdse.

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-Beall's 9; Dillard's 3; Foley's 2; Frost Bros.; JCPenney 2; Leon's 3; Montgomery Ward 2; Sears 2; Weiner's 6; Yaring's 10; Mervyn's 2.
Discount Stores-K mart 4; Target 2.
Variety Stores-TG&Y; Winn's 16.
Chain Drug Stores-Ace 9; Eckerd 18; Revco 20; Walgreens 11.
Chain Supermarkets-Foodland 3; HEB 18; Fresh Plus 7; MiniMax 2; Safeway 20; Tom Thumb 9; Mkt. Basket 4; Skaggs 3; Whole Foods 3.
Other Chain Stores-Baker's 3; Lerner's 2; Mission Jewelry 4; S&H Green Stamps; Thom McAn 2; Western Auto 5; White's; Zale's 4; McCoy's 7; Handy Dan 3; Furrow's 3; Ace Hardware 5; True Value 3; Bumper to Bumper.

14 - NEWSPAPERS: AMERICAN-STATESMAN (m-sat) 170,382; (S) 211,561; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Warren Smith, Adv. Dir., AMERICAN-STATESMAN, 166 E. Riverside Dr.; PO Box 670, Austin, TX 78704; Tel. (512) 445-3744.
National Representative: Sawyer-Ferguson-Walker.

BAY CITY

1 - LOCATION: Matagorda County, E&P Map E-5, County Seat. On the Colorado River. 150 mi. NE of Corpus Christi; 80 mi. SW of Houston and Galveston; 20 mi. N of Matagorda River to the Gulf of Mexico.

2 - TRANSPORTATION: **Railroads**-AT&SF; Missouri Pacific (GCL); Southern Pacific.
Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 17,837; E&P 88 Est. 20,796
County 80 Cen. 38,332; E&P 88 Est. 38,768
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,313; E&P 88 Est. 6,678
County 80 Cen. 13,110; E&P 88 Est. 13,710

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$255,422,312
Savings & Loan	4	$310,396,933

6 - PASSENGER AUTOS: County 33,974

7 - ELECTRIC METERS: Residence 6,143

8 - GAS METERS: Residence 4,963

9 - PRINCIPAL INDUSTRIES: Cattle; Rice; Maize; Cotton; Soy Beans; Fishing; Packing; Shell; Meat; Dairy Prods.; Poultry; Oil Refining; Petrochemicals; Port; Welding; Nuclear Power Plant; Grass Farms.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-89; Summer 66-100; Fall 45-94; Winter 31-84.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Centers-Matagorda Plaza; Lacks Center; Gulf Bay Plaza.

13 - RETAIL OUTLETS: Department Stores-Beall's; JCPenney; Oshman's; Weiners; Clothes Inc.
Chain Drug Stores-Matagorda Phcy.; Discount Phcy.; Eckerd; Bay Drug Store.
Discount Stores-K mart; Winn's.
Variety Stores-Ben Franklin; Perry's.
Chain Supermarkets-Stanley 3; HEB; Safeway.
Other Chain Stores-Firestone; Goodyear; Goodrich; Western Auto; Sears.

14 - NEWSPAPERS: TRIBUNE (e) 5,739; June 30, 1987 VAC.
Local Contact for Advertising and Merchandising Data: Gerald R. Winton, Pub., TRIBUNE, 2901 16th St.; PO Box 1551, Bay City, TX 77414; Tel. (409) 245-5555.
National Representative: None.

BAYTOWN

1 - LOCATION: Harris County (In Houston PMSA) E&P Map E-4. 22 mi. E of Houston on Houston Ship Channel. On State Hwy. 146, I-10.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific.

3 - POPULATION:
Corp. City 80 Cen. 56,923; E&P 88 Est. 65,685
County 80 Cen. 2,429,505; E&P 88 Est. 2,868,002
PMSA 80 Cen. 2,762,095; E&P 88 Est. 3,350,941

4 - HOUSEHOLDS:
City 80 Cen. 20,731; E&P 88 Est. 23,225
County 80 Cen. 869,880; E&P 88 Est. 1,079,948
PMSA 80 Cen. 973,162; E&P 88 Est. 1,233,469

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$3,534,139,899
Savings & Loan	6	$4,645,815,539

6 - PASSENGER AUTOS: County 2,089,820 (all vehicles)

7 - ELECTRIC METERS: Residence 26,469

8 - GAS METERS: Residence 15,720

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Refining 6,300 ($330); Rubber 482 ($429); Chemical Research 1,000 ($495); Chemical Prods. 1,400 ($440); Carbon Black 180 ($275); Space Lab 3,000 ($440).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-89; Summer 62-98; Fall 46-88; Winter 27-75.

11 - TAP WATER: Neutral, semi-soft, surface water; natural fluoridation.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bay Plaza(35)	NA	TG&Y, The Fair, Food King
K mart(4)	NA	K mart
West Town(28)	NA	Beall's, Safeway
Wood Creek(9)	NA	Wieners, Holiday Foods
Garth Plaza(5)	NA	Style Shop, Eurotan
San Jacinto Mall(160)	NA	JCPenney, Sears, Mont. Ward, Mervyn's, Foleys, Service Mdse.
Goose Creek Plz.	NA	United
Willowcreek	NA	Kroger, Walgreens

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-All to 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Sears; Beall Bros 2; Montgomery Ward; JCPenney; Weiners; Foleys; Service Merchandise; Palais Royale; The Fair 2; Oshman's; Craig's; Mervyn's.
Discount Stores-K mart; TG&Y 2; Wal-Mart.
Variety Stores-Heidi's.
Chain Drug Stores-Gray; Gulf Coast; Lakewood; Medic; Eckerd 2; Walgreens.
Chain Supermarkets-Hathaways 2; Kroger 2; Affiliated 2; Safeway 2; Food King 2; Super-O; Holiday; Sac & Sav.
Other Chain Stores-Jewelry: Gordon's, Sweeney, Zale's, Whitehall, Marquis, Cross; Kay, Mission; Auto: Goodyear, Firestone 2; Clothing: Foxmoor, The Gap, Gingiss Formalwear, 5-7-9, Lane Bryant, Lerner's Shops, Limited, Casual Corner; Shoes: Pay-Less, Naturalizer, Stride Rite, Thom McAn, Hanover, Kinney, Regal, Baker, Butler's; Furn.: Cargo, Furniture Etc., Wilkenfeld; Misc.: Singer, Team Electronics, Waldenbooks, Radio Shack 3, Royal Optical, Sherwin-Williams, Texas State Optical 2; Building Supplies: 84 Lumber, McCoys, Furrow's, Woods Home Ctr.

14 - NEWSPAPERS: SUN (e) 15,610; (S) 16,259 June 30, 1987 VAC.
Local Contact for Advertising and Merchandising Data: Russell Maroney, Adv. Dir., SUN, 1301 Memorial Dr.; PO Box 90, Baytown, TX 77520; Tel. (713) 422-8302.
National Representative: U.S. Suburban Press.

BEAUMONT

1 - LOCATION: Jefferson County (In Beaumont-Port Arthur MSA). E&P Map F-4. County Seat. Shipping Ctr.; large oil refining ctr.; wholesale & small mfg. ctr. Extreme SE corner of the State. 80 mi. E of Houston, 277 mi. W of New Orleans. 40 foot channel to the sea.

2 - TRANSPORTATION: Railroads-Amtrak; Santa Fe; Union Pacific; Southern Pacific; Missouri Pacific; Kansas City & Southern.
Motor Freight Carriers-27.
Freight Steamship Lines-9.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Metro; Royale; ASA/Delta; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 118,102; E&P 88 Est. 124,963
CZ-ABC: (80) 141,565
RTZ-ABC: (80) 485,617
County 80 Cen. 251,441; E&P 88 Est. 264,787
MSA 80 Cen. 376,691; E&P 88 Est. 405,165
City & RTZ-ABC: (80) 627,182
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 43,082; E&P 88 Est. 47,321
CZ-ABC: (80) 50,648
RTZ-ABC: (80) 166,374
County 80 Cen. 90,245; E&P 88 Est. 99,393
MSA 80 Cen. 131,890; E&P 88 Est. 147,911
City & RTZ-ABC: (80) 217,022

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	11	$1,290,000,000
Savings & Loan	7	$822,793,000

6 - PASSENGER AUTOS: County 201,032

7 - ELECTRIC METERS: Residence 45,759

8 - GAS METERS: Residence 31,919

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Petroleum 14,500; Chem. 11,250; Constr. 15,800; Food 1,050; Mach. 1,550; Trans. Equip. 4,750; Mining 1,300; Paper, Lumber, Wood Prods. 1,550; Trans. 7,400; Fab. Metal Prods. 3,200.
Principal Pay Days-Thur., Fri., Sat.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-91; Summer 60-100; Fall 35-92; Winter 14-82.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Pearl; 5 on Orleans; 2 on Liberty, Broadway, Crockett, Fannin, Bowie & Forsythe; 3 on Park St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Gateway(51)	4	White House, Weiner's, Market Basket
Gaylynn(18)	3	Fair
Parkdale Mall(134)	6	JCPenney, Sears, Joske's, Mont. Ward, Dillard's
Stadium(9)	3	Market Basket, Beall's
23rd St.(6)	4	Market Basket
Village(20)	4	Weiner's, Market Basket
Parkway Plaza(12)	5	Handy Dan, King Saver
Northpark Plz.	6	Target
Forest Park(8)	7	Market Basket
11th St. Plz.(20)	2	
Westmont(10)	6	Eckerd, Safeway,
Colonnade(16)	6	The Fair
Phelan Center(17)	4	Albertson's, Kroger
The Oaks(21)	6	Walgreens, King Saver

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat.; Food Stores-Thur., Fri., Sat.; Food Stores open 24 hours daily.
Stores Open Evenings-Food Daily; Gateway, Parkdale Daily except Sunday.

13 - RETAIL OUTLETS: Department Stores-White House; Fair Store; Beall's; Palais Royal; Sears; JCPenney; Joske's; Dillard's; Montgomery Ward.
Discount Stores-Gibson; Giant Food Center; Services; K mart; Target; Wal-Mart; Weiner's; Sam's.
Variety Stores-Murphy's; McCrory; Dollar General.
Chain Drug Stores-Walgreens 3; Albertson's Phcy.; Kroger Phcy.; Eckerd 7.
Chain Supermarkets-Kroger; King-Saver 2; Hometown; 7-Eleven 15; Market Basket 11; Albertson's; Safeway 4; Country Pantry 12; Fertitta's 5; Kwik Pantry 4; Sak-N-Pak 2.
Other Chain Stores-Firestone; Goodyear; Western Auto; Thom McAn; Baker's; Lane's; Gordon's Jewelry; Kinney Shoes; Zale's Jewelry; Oshman's (sporting goods); Candle Shop; Casual Corner; Chess King; Craig's; B. Dalton; Flagg Bros.; Fox Photo; Foxmoor; Frederick's; General Nutrition; Hickory Farms; Jarman Shoes; Jean's West; Kinderphoto; Motherhood and Maternity; Musicland; The Ranch; Singer; Size 5-7-9; So-Fro Fabric; Spencer Gifts; Stover Candy; Merle Norman; Stride-Rite Shoes; Waldenbooks; Cloth World; Gordon's; Kinney; Catherine's Stout Shoppe; Hallmark; Gem; Zale's; Brook Fashion; Cards 'N Such; Claire's Boutique; Connie's Shoes; CPI Photo; Cutlery World; D.J.'s Fashions; Endicott Johnson; Eye Tech; The Gap; Original Cookie Co.; Intrigue; Kay Bee Toy; Kay Jewelers; Ladies Foot Locker; Lane Bryant; The Limited; Limited Express; Merry Go Round; Miller's Outpost; Ormond Shop; Oak Tree; Paul Harris; Petite Sophisticate; Petland; Papagallo Shoes; Regis Corp.; Sound Shop; Sweeney's Jewelers; Women's World.

14 - NEWSPAPERS: ENTERPRISE (m) 67,424; (S) 80,103; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Don Taylor, Natl. Adv. Mgr., ENTERPRISE, 380 Walnut; PO Box 3071, Beaumont, TX 77704; Tel. (409) 838-2842.
National Representative: Branham/Newspaper Sales.

BIG SPRING

1 - LOCATION: Howard County. E&P Map C-3. County Seat. In Midwest Texas. At intersection of IS 20, U.S. Hwys. 80 & 87. Ind. mfg. & refining ctr. Major medical ctr. with V.A. Hospital, State Hospital & four private clinic hospitals. Center of livestock, agricultural & oil production & processing, petrochemicals, carbon black. 290 mi. W of Dallas; 333 mi. E of El Paso.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Southwestern Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 24,804; E&P 88 Est. 25,856
CZ-ABC: (80) 24,804
Bal. in NDM-ABC: (80) 8,338
County 80 Cen. 33,022; E&P 88 Est. 35,395
Total NDM-ABC: (80) 33,142
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,089; E&P 88 Est. 9,915
CZ-ABC: (80) 9,089
Bal. in NDM-ABC: (80) 2,876
County 80 Cen. 11,965; E&P 88 Est. 13,463
Total NDM-ABC: (80) 11,965

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$317,831,811
Savings & Loan	2	$229,950,427

6 - PASSENGER AUTOS: County 30,627

7 - ELECTRIC METERS: Residence 10,301

8 - GAS METERS: Residence 8,924

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Refining & Petrochemical 869 ($250); Railroad 235 ($210); Gas Proc. 57 ($250); Carbon Black 151 ($230); Garment Sewing 150 ($185); Pipe Mfg. 69 (N.A.); VA Hospital 312 ($185); State Hospital 454 ($200); Private-Hospitals 464 (N.A.); Nursing Home 95 (N.A.); Data Proc. 11 ($260); Plastic Moulding 70 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 44-71; Summer 70-96; Fall 51-72; Winter 28-57; First killing frost, Nov. 17; last killing frost, Mar. 24.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-18 blocks on Second, Third, Fourth, Gregg, Scurry, Main & Runnels Sts.
Neighborhood Shopping Centers-Gregg, 13th to 21st St.; State & 11th Place; Airport Addition; Lamesa Hwy.; FM 700 & Birdwell Lane.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
College Park(21)	1	Furr's, Anthony's
Highland South(24)	2	Dunlaps
Coronado Plz.(5)	2	Winn-Dixie, Wal-Mart
Big Spring Mall(14)	3	JCPenney, Beall's

Principal Shopping Days-Department Stores-Sat., Mon., Fri.; Food Stores-Fri., Sat., Wed.
Stores Open Evenings-Food stores, JCPenney, Beall's, all stores in Big Spring Mall.

13 - RETAIL OUTLETS: Department Stores-Dunlap's; C.R. Anthony; JCPenney; Beall's.
Discount Stores-Wal-Mart.
Chain Drug Stores-Leonard's 3; Revco.
Chain Supermarkets-Winn-Dixie; Furr's 2; Giant Discount; Newsom's IGA; Box Store.
Other Chain Stores-Zale's; Firestone; Goodyear; Connies; Emphasis (clothing); Gordon's Jewelry; Peanut Shack; Cowtown Boots; Radio Shack; Sherwin-Williams; Sears (catalog); Payless Shoes.

14 - NEWSPAPERS: HERALD (e-mon to fri) 9,092; (m-sat) 9,080; (S) 10,141; Sept. 30, 1987 ABC. (Latest statement available).
Local Contact for Advertising and Merchandising Data: Richard White, Adv. Dir., HERALD, PO Box 1431, Big Spring, TX 79721; Tel. (915) 263-7331.
National Representative: Landon Associates.

BONHAM

1 - LOCATION: Fannin County. E&P Map E-2. County Seat. Agricultural and manufacturing center. NE part of state.

2 - TRANSPORTATION: Railroads-Texas & Pacific; (freight).
Bus Lines-Trailways.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 7,338; E&P 88 Est. 7,127
County 80 Cen. 24,409; E&P 88 Est. 24,819

4 - HOUSEHOLDS:
City 80 Cen. 2,877; E&P 88 Est. 2,812
County 80 Cen. 9,267; E&P 88 Est. 9,774

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$61,799,000

6 - PASSENGER AUTOS: County 22,894

7 - ELECTRIC METERS: Residence 4,410

8 - GAS METERS: Residence 4,268

9 - PRINCIPAL INDUSTRIES: Pumps; Trailers; Fertilizer; Agric.; Meat Packing; Cable.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-70; Summer 85-104; Fall 51-81; Winter 5-55. First killing frost, Nov. 23; last killing frost, Mar. 15.

11 - TAP WATER: Lake water, medium hardness; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks surrounding City Square; Sav-Park Plaza (4 stores).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Food-Sat.

13 - RETAIL OUTLETS: Department Stores-J.B. White; Hunt.
Variety Stores-Ben Franklin; Bewley's.
Discount Stores-Wal-Mart.
Chain Supermarkets-Safeway; Brookshires.
Other Chain Stores-Babcock Bros.; Otasco; Western Auto; Goodyear.

14 - NEWSPAPERS: FAVORITE (e-tues to fri; S) 3,091; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Jane Head, Gen. Mgr., FAVORITE, 314 N. Center; Box 550, Bonham, TX 75418; Tel. (214) 583-2124.
National Representative: Papert Companies.

BORGER

1 - LOCATION: Hutchinson County, E&P Map C-1. 50 mi. N of Amarillo; 27 mi. W of Pampa.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-3.
Intercity Bus Lines-Continental-Panhandle.

3 - POPULATION:
Corp. City 80 Cen. 15,837; E&P 88 Est. 17,857
CZ-ABC: (80) 17,566
RTZ-ABC: (80) 21,619
County 80 Cen. 26,477; E&P 88 Est. 31,859
City & RTZ-ABC: (80) 39,185

4 - HOUSEHOLDS:
City 80 Cen. 6,093; E&P 88 Est. 6,932
CZ-ABC: (80) 6,768
RTZ-ABC: (80) 7,733
County 80 Cen. 9,837; E&P 88 Est. 12,075
City & RTZ-ABC: (80) 14,501

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$75,195,217
Commercial	2	$186,812,737

6 - PASSENGER AUTOS: County 29,219

7 - ELECTRIC METERS: Residence 6,193

8 - GAS METERS: Residence 5,662

9 - PRINCIPAL INDUSTRIES: Petroleum; Carbon Black; Synthetic Rubber; Printing Ink; Anhydrous Ammonia Fertilizer; Tool & Mach. Shops.

10 - CLIMATE: Av. Temp.-Summer 74; Winter 40; annual 58. First killing frost, Nov. 10; last killing frost, Mar. 10.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center**-15 blocks on Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Coronado(6)		Food Bonanza
Bunavista	3	Fairlanes Mkt.
Borger Plaza	1	K mart, United Foods

Principal Shopping Days-Mon., Wed., Thur., Sat., Sun.
Stores Open Evenings-JCPenney, daily; Food-daily; Borger Plz.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony; JCPenney; Beall's.
Variety Stores-M.E. Moses; Wal-Mart.
Chain Drug Stores-Harris 3; H&M; Lee; Revco.
Chain Supermarkets-Furr; Safeway; 7-Eleven; Holt; Allsups 5; Quick Stop 6.
Discount Stores-K mart; Wal-Mart.
Other Chain Stores-Hasting Books & Records; Zale's; Oklahoma Tire; Singer Co.; Sears (catalog); Pay-Less Shoes; Western Auto; Hallmark Cards.

14 - NEWSPAPERS: NEWS-HERALD (e-mon to fri) 6,836; (S) 7,778; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Ken Dulaney, Adv. Mgr., NEWS-HERALD, 207-209 N. Main; PO Box 5130, Borger, TX 79008; Tel. (806) 273-5611.
National Representative: Papert Companies.

BRENHAM

1 - LOCATION: Washington County, E&P Map E-4. County Seat. Agricultural center. 84 mi. E of Austin; 74 mi. W of Houston.

2 - TRANSPORTATION: **Railroads**-Gulf, Colorado, Santa Fe.
Motor Freight Carriers-4.
Intercity Bus Lines-Kerrville; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,966; E&P 88 Est. 14,825
County 80 Cen. 22,120; E&P 88 Est. 27,716

4 - HOUSEHOLDS:
City 80 Cen. 3,798; E&P 88 Est. 4,715
County 80 Cen. 7,817; E&P 88 Est. 9,559

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$300,000,000
Savings & Loan	3	$200,000,000

6 - PASSENGER AUTOS: County 24,033 (all vehicles).

7 - ELECTRIC METERS: Residence 4,200.

8 - GAS METERS: Residence 3,400.

9 - PRINCIPAL INDUSTRIES: Ice Cream Mfg.; Textiles; Cotton Seed Prods.; Mattresses; Wood Prods.; Upholstered Furniture.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline.

12 - RETAILING: **Downtown**-5 block square.
Shopping Centers-H.E.B.; Brookshire's; Four Corners; Market Square; Bluebonnet Center.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; New York; Lou's; Cato's; Weiner's; Marsh-Bode & Tonn; Beall's.
Discount Stores-Wal-Mart; Eckerd.
Variety Stores-Perry Bros.
Chain Supermarkets-Food Pantry; Brookshire Bros.; H.E.B.; Safeway; Stanley's.
Other Chain Stores-Goodyear; White Auto; Western Auto; Sears.

14 - NEWSPAPERS: BANNER-PRESS (e-mon to fri; S) 6,036; sworn June 30, 1987 VAC.
Local Contact for Advertising and Merchandising Data: Charles Moser, Pub. or Don R. Chandler, Asst. Pub., BANNER-PRESS, 2000 Stringer; PO Box 585, Brenham, TX 77833; Tel. (409) 836-7956.
National Representative: U.S. Suburban Press.

BROWNSVILLE

1 - LOCATION: Cameron County (In Brownsville-Harlingen MSA), E&P Map E-6. Extreme SE part of Texas. 271 mi. SE of San Antonio; 22 mi. from Gulf of Mexico. Port of entry into Mexico. Ship channel, 16 mi. inland to Port of Brownsville.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific; Southern Pacific; National Railways of Mexico.

Motor Freight Carriers-17.

Intercity Bus Lines-Continental Trailways; Valley Transit; Circulo Rojo-Matamoros; Transportes del Norte, S.A.

3 - POPULATION:
Corp. City 80 Cen. 84,997; E&P 88 Est. 112,862
CZ-ABC: (80) 84,997
RTZ-ABC: (80) 481,065
County/MSA 80 Cen. 211,022; E&P 88 Est. 258,239
City & RTZ-ABC: (80) 566,062
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 22,882; E&P 86 Est. 29,723
CZ-ABC: (80) 22,882
RTZ-ABC: (80) 86,815
County/MSA 80 Cen. 58,409; E&P 88 Est. 73,705
City & RTZ-ABC: (80) 109,697

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$1,200,000,000
Savings & Loan	3	$174,905,894

6 - PASSENGER AUTOS: County 136,647 (all vehicles).

7 - ELECTRIC METERS: Residence 25,804.

8 - GAS METERS: Residence 12,541.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fishing & Shrimping 4,000; Cotton Proc. 2,200; Natural Gas Proc. 600; Port of Brownsville 2,200; Aviation 200; Clothing Mfg. 2,600; Import-Export 1,000; Electronics 400; Clothing 100; Mfg. Oil Drilling Rigs 3,200; Ship Dismantling 450; Misc. Dockside 500.
Principal Pay Days-Sat., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 68-84; Summer 76-92; Fall 67-85; Winter 54-73. First killing frost, Dec. 23; last killing frost, Mar. 14.

11 - TAP WATER: Alkaline, medium hard.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on E. Elizabeth, Levee, Washington & Adams Sts.; 46 acres on Mexico St. between Palm Blvd. & Sixth St.
Neighborhood Shopping Centers-W. 2nd to 8th on Eliz. Junction Boca Chica & Los Fresnos Hwys.; Palm Blvd. & Old Alice Rd.; 14th St. & Boca Chica Blvd.; Fort Brown; Parede & Boca Chica.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Amigoland Mall(52)	1	Dillard, JCPenney, Mont. Ward
Hospital(10)	2	Antony's
N. Park Plz.(40)	3	Wiener's
Palm Vlg.(18)	2	King Mart, Loro's
Sunrise Mall(85)	4	Sears, Beall's, Wal-Mart, K mart

Principal Shopping Days-Mon., Sat.
Stores Open Evenings-Dept.-Sat.; Some Discount Stores; Supermarkets, Amigoland Mall, and Sunrise Mall-Daily.

13 - RETAIL OUTLETS: **Department Stores**-Anthony; Beall's; JCPenney; Terry-Farris; Sears; Montgomery Ward; Dillard.
Discount Stores-K mart; Wal-Mart.
Variety Stores-Kress; Woolworth.
Chain Drug Stores-Walgreens; Rexall; Medico; Revco.
Chain Supermarkets-H.E. Butt 3; El Centro; Loro's; King Mart 2; Lopez 7; Warehouse Grocery.
Other Chain Stores-Tires, Auto Accessories: Goodyear, Goodrich, Western Auto 2, Firestone; Shoes: Thom McAn, Baker's, Kinney's, Pat's Shoe Box, Wally's; Women's Clothing: Lerner Shops, Vogue, Santi's, Advance Shop, Village Casuals, Mangel's; Jewelry: Sweeney's, Weldon's, Zale's, Gordon's; Other: Edelstein's Furn., Singer Co., Handy Dan, Hickory Farms, Lack's Furniture, National Shirts, The Ranch.

14 - NEWSPAPERS: HERALD (e-mon to fri) 16,349; (S) 20,427; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: David Ginsburg, Natl. Adv. Dir., HERALD, 1135 E. Van Buren; PO Box 351, Brownsville, TX 78520; Tel. (512) 542-4301.
National Representative: Papert Companies.

BROWNWOOD

1 - LOCATION: Brown County, E&P Map D-3, County Seat. Residential, college, wholesale ctr. near geographical ctr. of Texas. On U.S. Hwys. 67, 84 & 183; State Hwys. 10 & 279.

2 - TRANSPORTATION: **Railroads**-Santa Fe.
Motor Freight Carriers-8.
Intercity Bus Lines-Continental Trailways; Sunset Stage.

3 - POPULATION:
Corp. City 80 Cen. 19,203; E&P 88 Est. 21,261
CZ-ABC: (80) 21,709
RTZ-ABC: (80) 70,349
County 80 Cen. 33,255; E&P 88 Est. 36,020
City & RTZ-ABC: (80) 92,058
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,203; E&P 88 Est. 7,736
CZ-ABC: (80) 8,098
RTZ-ABC: (80) 27,916
County 80 Cen. 12,308; E&P 88 Est. 13,147
City & RTZ-ABC: (80) 36,014

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$279,774,536
Savings & Loan	1	$140,231,000

6 - PASSENGER AUTOS: County 32,676 (all vehicles).

7 - ELECTRIC METERS: Residence 8,138.

8 - GAS METERS: Residence 6,975.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-R.R. 356; Needlecraft 165; Mfg. 600; Cable 450.
Principal Pay Days-Fri., 1st, 5th, 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 80-100; Fall 50-80; Winter 30-75. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-11 blocks on Center; 12 on Fisk; 4 on Main.
Neighborhood Shopping Centers-Austin Ave.; Coggin Ave.; Melwood Ave.; W. Commerce; Fort Worth Hwy.; Woodland Heights; Main St.; Commerce Square 14 units; Village Shopping Center; Heartland Mall (40 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Heartland Mall(40)	1	K mart, Beall's, JCPenney, Walgreens
Sav-On-Food		Palace Drug
Austin Ave.	NA	Winn-Dixie, Motts, Eckerd
Melwood Ave.	NA	Village Market
Commerce Sq.(22)	NA	Furr's, McCrory's, Singer Sewing Ctr.
Village	NA	Pin Ball Wizard, Music Box, China Inn

Principal Shopping Days-Mon., Wed., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Beall's; Stevenson's; Worth's; Connies.
Discount Stores-Thompson Surplus; K mart; Wal-Mart.
Variety Stores-McCrory's; Motts.
Chain Drug Stores-Gibson; Walgreens; Eckerd; Revco.
Chain Supermarkets-Furr's Discount; Winn-Dixie; Sav-On Foods 3; Kroger.
Other Chain Stores-Sherwin-Williams; Goodyear; Firestone; Pizza Inn; Pizza Hut; Higginbotham Bros.; Nathan's; Affiliated Foods 3; Allsups; Weakly-Watson; S&H Green Stamps; Radio Shack; Camelot Music; Jo Ann Fabric; Zale's; Kay Jewelers; McDonald's; Kinney Shoes; Burger King; Dairy Queen; Mr. Gattis; Gateway Cards; B. Dalton Bookseller; Taco Bell; Peanut Shack; Circus World Toys; Pay-Less Shoe; Kentucky Fried Chicken; Pass th' Biskits; Church's Fried Chicken; Circle K.

14 - NEWSPAPERS: BULLETIN (e-mon to fri) 9,186; (S) 11,025; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Gene Bigham, Adv. Mgr., BULLETIN, 700 Carnegie; PO Box 1188, Brownwood, TX 76804; Tel. (915) 646-2541.
National Representative: Papert Companies.

BRYAN-COLLEGE STATION

1 - LOCATION: Brazos County (In Bryan-College Station MSA). E&P Map E-4. County Seat (Bryan). Midway between Houston & Dallas. 106 mi. NE of Austin; 97 mi. NW of Houston; 89 mi. SE of Waco. Site of Texas International Raceway.

2 - TRANSPORTATION: **Railroads**-Texas & New Orleans; Missouri Pacific; Southern Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.
Airlines-Rio Airways; Royale.

3 - POPULATION:
Corp. Cities 80 Cen. 81,609; E&P 88 Est. 123,129
Bryan 80 Cen. 44,337; E&P 88 Est. 68,667
College Station 80 Cen. 37,272; E&P 88 Est. 54,462
NDM-ABC: (80) 93,588
RTZ-ABC: (80) 51,434
County/MSA 80 Cen. 94,565; E&P 88 Est. 136,794
NDM & RTZ-ABC: (80) 145,022
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 35,592; E&P 88 Est. 42,653
Bryan 80 Cen. 16,081; E&P 88 Est. 25,024
College Station 80 Cen. 11,967; E&P 88 Est. 17,629
NDM-ABC: (80) 32,488
RTZ-ABC: (80) 19,062
County/MSA 80 Cen. 32,488; E&P 88 Est. 47,541
NDM & RTZ-ABC: (80) 51,550

5 - BANKS	NUMBER	EST. DEP.
Commercial	10	$721,900,000
Savings & Loan	6	$551,200,000

6 - PASSENGER AUTOS: County 78,548.

7 - ELECTRIC METERS: Bryan 19,705; College Station 17,415.

8 - GAS METERS: 23,265.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Furn. 475; Rubber Slabs & Sales 275; Alum. Windows 593; Poultry Proc. 115; Agric. Chem. 146; University Educ. (College Station) 9,200; Military Academy (Bryan); Oil Well Prods. 150; Computer Terminals 300; Electric Appliances 500; Electronic 500.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-75; Summer 70-100; Fall 54-80; Winter 15-65.

11 - TAP WATER: Very soft.

12 - RETAILING: **Principal Shopping Areas**-Downtown Bryan Area 10 blocks long, 5 blocks wide; Manor East Mall; Post Oak Mall; Townshire Center; 18 Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Texas Ave.(40)	NA	Kroger, Safeway
Culpepper Plaza (26)	NA	Safeway, Weiner's, Eckerd
Manor East(20)	NA	Fair, Mont. Ward
University Sq.(16)	NA	Alpha-Beta
Sunnyland(7)	NA	
Townshire(14)	NA	Safeway
Villa Maria(12)	NA	Merle Norman
Redmond Terr.(10)	NA	Academy
Briar Crest Drive(16)	NA	Ardans, Star Furn., Woodstone
Post Oak Mall(88)	NA	Sears, Dillard, Foleys, JCPenney

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Mon., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Sears; Beall's 2; Edge's; Weiner's 2; J.B. White; Margo La Mode; Skagg's; Dillard; Foley's; Service Mdse.
Variety Stores-Woolworth; Perry Bros.
Chain Drug Stores-Eckerd; Skaggs; Walgreens.
Discount Stores-K mart; Wal-Mart.
Chain Supermarkets-Safeway 4; Kroger 2; Skaggs; Winn-Dixie 2.
Other Chain Stores-Western Auto; Sherwin-Williams; Texas State Optical; Firestone; National Cash Register; Franklin's; Star Furn.; Furrow's; The Fair; Lowe's; Cloth World; Hancock's; Ardan's; Academy; Goodyear.

14 - NEWSPAPERS: EAGLE (m) 26,288; (S) 29,797; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Mike Curry, Ret. Adv. Mgr., EAGLE, PO Box 3000, Bryan, TX 77805; Tel. (409) 776-4444.
National Representatives: Harte-Hanks Communications; Landon Associates.

CLEAR LAKE CITY

1 - LOCATION: Harris County (In Houston PMSA), E&P Map F-4. Clear Lake consists of 8 cities around the Bay Area, including northern portion of Galveston County; subdivision of Houston. N.A.S.A. Johnson Space Center (4 mi.). Shrimping, fishing & sailing center of SE Texas. 30 mi. S of Houston.

2 - TRANSPORTATION: **Railroads**-Galveston-Houston; Henderson.
Motor Freight Carriers-All Houston based freight lines.
Airlines-10 mi. from Houston's Hobby Airport, 1 mi. from Metro Airlines.

3 - POPULATION:
County 80 Cen. 2,429,505; E&P 88 Est. 2,868,002
PMSA 80 Cen. 2,762,095; E&P 88 Est. 3,350,941
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
County 80 Cen. 865,880; E&P 88 Est. 1,079,948
PMSA 80 Cen. 973,162; E&P 88 Est. 1,233,469

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	4	$148,880,000
Commercial	6	$352,970,000

6 - PASSENGER AUTOS: County 2,089,820

7 - ELECTRIC METERS: Residence 43,512

8 - GAS METERS: Residence 12,913

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-80; Summer 80-100; Fall 40-75; Winter 20-45

11 - TAP WATER: Alkaline, soft

12 - RETAILING: **Principal Shopping Center**-I-45 at Bay Area Blvd. Baybrook Mall (110 stores)

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Camino South(27)	3	Eagle, Walgreens
Town Plaza(20)	5	Kroger, SupeRx
Nassau Bay(21)	5	Weingarten's, TG&Y
Village Real(24)	3	Kroger, Palais Royal
Miramar(27)	7	Kroger, Gibson
Clear Lake(17)	3	Safeway, Weiner's
Dickinson Plaza(18)	6	Weingarten's
League City	2	Eckerd
Armand Center	4	Gerlands
Baybrook Terrace	2	R B Furniture

13 - RETAIL OUTLETS: **Department Stores**-Beall's, Palais Royal, Weiner's, Sears, Montgomery Ward, Joske's.
Discount Stores-Gibson, K mart, Target.
Variety Stores-TG&Y, Perry Bros.
Chain Drug Stores-Walgreens, Eckerd, SupeRx.
Chain Supermarkets-Eagle, Kroger, Safeway, Randalls, Gerland's.
Other Chain Stores-Radio Shack, Firestone, Goodrich, Sherwin-Williams, Western Auto, White Auto.

14 - NEWSPAPERS: CITIZEN (m-tues to fri, S) 6,920, sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Charlie Rickett, Adv. Mgr., CITIZEN, PO Box 57907, Webster, TX 77598; Tel. (713) 488-1108.
National Representative: U.S. Suburban Press.

CLEBURNE

1 - LOCATION: Johnson County (In Fort Worth-Arlington PMSA), E&P Map D-3, County Seat. 28 mi. S of Fort Worth; 57 mi. W of Dallas, 68 mi. N of Waco. On U.S. Hwy. 67 (E&W), State Hwy. 174 (N&S).

2 - TRANSPORTATION: **Railroads**-Amtrak (on Santa Fe), Passenger; Atchison, Topeka & Santa Fe, Freight.
Intercity Bus Lines-Central Texas Trailways.
Motor Freight Carriers-4.
Airlines-55 mi. to DFW Intl. Airport-Air Canada; American; Continental; Delta; Eastern; Mexicana; Ozark; Piedmont; Texas Intl.

3 - POPULATION:
Corp. City 80 Cen. 19,218; E&P 88 Est. 26,706
County 80 Cen. 68,275; E&P 88 Est. 89,707
PMSA 80 Cen. 981,112; E&P 88 Est. 1,250,626

4 - HOUSEHOLDS:
City 80 Cen. 7,290; E&P 88 Est. 10,524
County 80 Cen. 23,122; E&P 88 Est. 30,729
PMSA 80 Cen. 349,034; E&P 88 Est. 461,920

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$379,681,000

6 - PASSENGER AUTOS: County 84,498 (all vehicles)

7 - ELECTRIC METERS: Residence 9,643

8 - GAS METERS: Residence 7,182

9 - PRINCIPAL INDUSTRIES: R.R. Shops; Furn.; Dairy Prods.; Cotton Ginning; Clothing; Batteries; Air Conditioners; Optical Goods; Feed Mills & Mixers; Stove Hoods; Wiping Cloths; Intercom Systems; Meat Proc.; Building Trusses; Commercial Displays; Rubber Prods.; Corrugated Boxes & Wood Pallets; Redwood Planters & Cabinets; Lithograph; Offset Printing; Refuse Containers; Silica Sand & Flour; Explosives; Fiberglass Prods. & Insulation; Concrete Products; Portable Buildings; Radio & Electronic Equip.; Crushed Limestone, Lime Prods.; Diesel Additives; Playground equipment; Computer component products.

10 - CLIMATE: Jan. avg. 34; July avg. 97.4; Annual avg. 66.4.

11 - TAP WATER: Neutral, soft (Artesian wells) & surface reservoir.

12 - RETAILING: **Principal Shopping Centers**-N.A.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bellevue Crest(6)	NA	Gibson
Cleburne(6)	NA	Thrift Mart
Meadowbrook(6)	NA	Winn's
Ridgeway(4)	NA	True Value Hdwe.
Nolan River(33)	NA	K mart, Beall's, JCPenney

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Lintz, JCPenney, Sears, Mr. Gus, Beall's.
Variety Stores-Ben Franklin.
Discount Stores-Gibson; Winn's; Wal-Mart, K mart; Weiners.
Chain Drug Stores-Rexall 4, Eckerd, Revco.
Chain Supermarkets-Piggly Wiggly, Tom Thumb Page, Winn-Dixie, Thrift Mart, 7-Eleven 2, David's Super Save 2; Kroger.
Other Chain Stores-Goodyear; Firestone; Radio Shack; Western Auto; Sherwin-Williams; Texas State Optical; True Value Hdwe.; Zale's; Jo Ann; Kay Jewelers; Regis Hairstyling; Kinney; Royal Optical; Stevensons; Giovanni's; Walden II; Texas-T. Chief Auto Parts, Higginbothams Lumber, Singer Co.; The Tire Store; Hallmark Cards; Fayva; McCoy's Lumber; Texas Best BBQ; Stewart Lumber; Cleburne Hdwe.; Ace Hdwe.; All Star TV & Stereo Rental; Braums Ice Cream; Beefers; Colortyme TV & Appliance; Curtis Mathes Home Entertainment; Dairy Queen; Diet Center; Mazzio's Pizza; Wylie's Aluminum Products; Royal Jewelers; Burger King; EZ Marts 5; Long-John Silvers; Pizza Inn; Pizza Hut; Tiger Mart-2.

14 - NEWSPAPERS: TIMES-REVIEW (e-mon to fri, S) 9,813, sworn Sept. 25, 1987.
Local Contact for Advertising and Merchandising Data: Bill Rice, Adv. Dir., TIMES-REVIEW, PO Box 1620, Cleburne, TX 76031; Tel. (817) 645-2441.
National Representative: Papert Companies.

CLUTE-FREEPORT-LAKE JACKSON

1 - LOCATION: Southern three-fourths of Brazoria County. (In Brazoria PMSA), E&P Map E-5. 5 mi. from Gulf Coast; 45 mi. S of Houston. Area of heavy petrochemical and refining industry. Major U.S. seaport. Major cities: Clute, Freeport, Lake Jackson, Angleton, West Columbia. Other cities: Oyster Creek, Surfside, Richwood, Sweeny, Brazoria, Jones Creek, Danbury, Old Ocean.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific.
Motor Freight Carriers-Alamo Express; Merchants; Roadway Express; Missouri Pacific Truck Line; UPS; Tex Pack.
Waterway-Intercoastal Canal; Brazos River; Port of Freeport.
Airlines-Connecting with all major airlines in Houston.

3 - POPULATION:
Corp. Cities 80 Cen. 42,123; E&P 88 Est. 44,808
Clute 80 Cen. 9,577; E&P 88 Est. 9,801
Freeport 80 Cen. 13,444; E&P 88 Est. 12,842
Lake Jackson 80 Cen. 19,102; E&P 88 Est. 22,165
CZ-ABC: (80) 44,714
RTZ-ABC: (80) 67,297
County/PMSA 80 Cen. 171,887; E&P 88 Est. 195,405
City & RTZ-ABC: (80) 112,011
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 19,090; E&P 88 Est. 15,268
Clute 80 Cen. 3,327; E&P 88 Est. 3,320
Freeport 80 Cen. 4,536; E&P 88 Est. 4,419
Lake Jackson 80 Cen. 6,549; E&P 88 Est. 7,529
CZ-ABC: (80) 15,333
RTZ-ABC: (80) 20,104
County/PMSA 80 Cen. 53,907; E&P 88 Est. 62,308
City & RTZ-ABC: (80) 35,437

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	15	$575,652,000
Savings & Loan	5	$533,259,000
Credit Union	2	$64,000,000

6 - PASSENGER AUTOS: County 156,783 (all vehicles)

7 - ELECTRIC METERS: Residence 22,000

8 - GAS METERS: Residence 18,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chem. 8,800 ($540); Constr. 3,700 ($490); Mfg. 850 ($375); Comm. Fishing 1,000 ($300); Shipping & Trans. 400 ($350).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-78; Summer 72-88; Fall 62-78; Winter 60-67.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Downtown Shopping Areas**-Clute: 10 blocks on S. Hwy. 288, 5 on S. Main, 8 on Dixie Dr.; Freeport: 2 blocks on W. Park, 6 on 2nd St., 2 on W. Broad; Lake Jackson: 3 blocks on Circle Way, 3 on Parking Way, 3 on That Way, 3 on This Way; Angleton: 8 blocks on Hwy. 288, 10 on Hwy. 35.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Brazos Mall(100)	NA	Sears, JCPenney, Beall's, Dillard's
Freeport 4 Corners(10)	NA	Kroger, Eckerd, Weiner's
Lake Jackson 4 Corners(12)	NA	Stanley's, Winn's, Eckerd
Wal-Mart Ctr.	NA	Wal-Mart
Angleton 4 Corners(4)	NA	Kroger, Weiner's, TG&Y
Angleton Safeway Plaza(14)	NA	Safeway, Eckerd
Palm Ctr.(7)	NA	Perry's, Firestone, Brockman's
Brazosport Vlg.(20)	NA	Weiner's, Linens N' More
Lack's Plantation Center(27)	NA	Lack's, Baron's
Kroger Ctr.(10)	NA	Kroger, Walgreens, True Value
K mart Center(1)	NA	K mart
Oyster Creek Center(15)	NA	Budget Chopper, Mr. Gatti

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Grocery, Brazos Mall; most discount.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Sears; Dillard's; Beall's, Fair, Brockman's.
Variety Stores-Perry's 2, Winn's, Ben Franklin.
Discount Stores-K mart; Wal-Mart; Service Merchandise.
Chain Drug Stores-Eckerd 3; Walgreens 2.
Chain Supermarkets-Kroger 3; Safeway 2; Gerland's 1; Stanley's; Lucky 7 (2); Albertson's; Stewart's; Budget Chooper.
Other Chain Stores-Firestone 2; Goodyear 3; Western Auto 5; White's Auto; Craig's; Gordon's; Kinney Shoes; Lerner's; Zale's; Waldenbooks; Spencer Gifts; Naturalizer Shoes; Radio Shack; Baker's; Singer; Goodrich; Sherwin-Williams; County Seat; Flagg Shoes; Hanover Shoes; B Dalton; Dyer Electronics.

14 - NEWSPAPERS: BRAZOSPORT FACTS (e) 19,155; (S) 20,782; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Gilbert C. Vetters, Adv. Dir., BRAZOSPORT FACTS, 720 S. Main; PO Box 549, Clute, TX 77531; Tel. (409) 265-7411.
National Representative: Landon Associates.

CONROE

1 - LOCATION: Montgomery County, (In Houston PMSA). E&P Map E-4, County Seat. Oil well, timber, diversified farming, manufacturing area. 36 mi. N of Houston. On State Hwy. 105; U.S. Hwy. 75; I-45.

2 - TRANSPORTATION: **Railroads**-Atcheson, Topeka & Santa Fe; Missouri Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Continental Trailways.
Airlines-All major airlines. 25 mi. from the Houston Inter-Continental Airport.

3 - POPULATION:
Corp. City 80 Cen. 18,034; E&P 88 Est. 22,149
CZ-ABC: (80) 18,034
RTZ-ABC: (80) 109,188
County 80 Cen. 130,882; E&P 88 Est. 192,633
PMSA 80 Cen. 2,762,095; E&P 88 Est. 3,350,941
City & RTZ-ABC: (80) 127,222
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,660; E&P 88 Est. 8,276
CZ-ABC: (80) 6,660
RTZ-ABC: (80) 34,827
County 80 Cen. 41,487; E&P 88 Est. 62,648
PMSA 80 Cen. 973,162; E&P 88 Est. 1,233,469
City & RTZ-ABC: (80) 41,487

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	[illegible]	$667,251,208
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 139,072 (all vehicles)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg.; Hardwood Lumber; Timber; Gasoline; Creosote; Foundry Products; Farming Area (Cotton, Corn, Truck Crops); Chemical, Mining Trucks; Oil Field Equip.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-75; Summer 72-100; Fall 55-80; Winter 15-65.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Conroe(14)	NA	Conroe Furn.
Greenspoint	20	Beall's, Foley's, Joske's
East Davis(8)	1	Weiner's
Edgewood	NA	
Montgomery Plz.	2	Randall, Wal-Mart, Weiner, Handy Dan
Crossroads	NA	Eckerd, Winns, Safeway
Woodwinds	NA	Kroger, Wal-Mart

Principal Shopping Days-Wed., Fri., Sat.

13 - RETAIL OUTLETS: **Chain Supermarkets**-Kroger; Safeway 3; Brookshire Bros. 2; Jamail's 2.
Other Chain Stores-Radio Shack 2; Weiners 2; JCPenney; Montgomery Ward; Western Auto; Amato's 2; Randall's 2; Wal-Mart 2; Beall Bros.; Kinney's; Payless Shoes; SAS Shoes; Walgreens 2; Eckerd 4; Handy Dan 2.

14 - NEWSPAPERS: COURIER (m) 10,754; (S) 11,845 Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Bonnie Martin, Adv. Dir., COURIER, 100 Ave. A; PO Drawer 609, Conroe, TX 77305; Tel. (713) 756-6671.
National Representative: U.S. Suburban Press.

CORPUS CHRISTI

1 - LOCATION: Nueces County (In Corpus Christi MSA). E&P Map E-5. On Gulf of Mexico in S Texas, 210 mi. SW of Houston, 145 mi. SE of San Antonio, 160 mi. N of Brownsville, which is on border of Mexico. On U.S. Hwys. 77, 181; State Hwys. 9, 44, 286. Av. Altitude is 35 ft. above sea level.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Missouri Pacific; Texas-Mexican.
Motor Freight Carriers-15.
Airlines-American; Southwest; Continental; Conquest; Continental Express.

3 - POPULATION:
Corp. City 80 Cen. 231,999; E&P 88 Est. 271,312
CZ-ABC: (80) 236,561
Bal. in NDM-ABC: (80) 89,667
Bal. in RTZ-ABC: (80) 146,091
County 80 Cen. 269,109; E&P 88 Est. 317,006
MSA 80 Cen. 327,652; E&P 88 Est. 383,244
Total NDM-ABC: (80) 326,228
CZ-NDM & RTZ-ABC: (80) 472,319
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 76,661; E&P 88 Est. 91,429
CZ-ABC: (80) 77,878
Bal. in NDM-ABC: (80) 26,662
Bal. in RTZ-ABC: (80) 46,047
County 80 Cen. 86,989; E&P 88 Est. 107,100
MSA 80 Cen. 104,540; E&P 88 Est. 127,712
Total NDM-ABC: (80) 104,540
CZ-NDM & RTZ-ABC: (80) 150,587

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	27	$2,000,000,000
Savings & Loan	12	$900,000,000

6 - PASSENGER AUTOS: County 222,009 (all vehicles)

7 - ELECTRIC METERS: Residence 88,313

8 - GAS METERS: Residence 57,200

9 - PRINCIPAL INDUSTRIES: Chem.; Metals; Dextrose; Oil; Iron Prods.; Milk Prods.; Petroleum Prods.; Steel Bars; Fab.; Cement; Liquid Gas; Aluminum; Cadmium Zinc Sulphate; Util.; Stone, Clay & Glass; Allied Prods.; Tourism; Oil & Gas; Agriculture; Fishing; Ranching; Manufacturing; Military; Port.
Principal Pay Days-1st, 15th, 29th.

10 - CLIMATE: Min. & Max. Temp.-Av., 63.7-78.6; mean av. 71.2.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Sunrise Mall; S. Padre Island Dr. & Airline Rd.; Padre-Staples Mall & Staples Ctr., S. Padre Island Dr. & Staples.
Neighborhood Shopping Centers-Gulfway, Airline at McArdle; Hamlin Center, Doddridge at Staples; Lamar Park, Alameda at Doddridge; Portairs, Port at Ayers; Town and Country, 4200 Alameda; Weber Square, 5800 Weber; Woodlawn, 3700 Leopard; Five Points, 4100 Calallen Dr.;

Windchase, Airline at Holly; Parkdale Plz., Staples at Gollinar; Promenade Center, Airline at McArdle; HEB Center, Waldron Rd. at SPID; Bel-Aire, 2700 Staples at Annapolis; Carmel, 4100 S. Staples; Commerce I, 4455 S. Padre Island Dr.; Country Club Plz., 5800 Everhart; Country Vlg., 5810 S. Staples; Copperfield, Staples & Holly; Crossroads Shpg. Vlg., 5830 McArdle at Airline Rd.; Cullen Mall, 4800 S. Alameda at Airline; Downtown, 10 blocks on Chaparral & 10 on Mesquite; Gaslight Sq., 1016 Santa Fe at Hancock & Third; Kingsberry Sq., 6400 Weber at Saratoga; Meadowbrook, 4700 S. Alameda at Airline; Oakbrook, 5100 Everhart; Plaza Del Sol, 5300 Everhart; Portairs, 4100-4200 Ayers; Pueblo Park Mall, 4600 S. Padre Island Dr.; Saxet, 3900 Leopard; Six Points, 1700 S. Alameda at Staples 7 Ayers; South Park, 3800 S. Padre Island Dr.; Stonegate, 5400 Everhart; Village Park Sq., 5500 Everhart; Windsor Pk., 4300 S. Alameda; Ridgewood, 5800 S. Staples; Boardwalk, 5433 S. Staples.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alameda(17)	NA	H.E.B., Winn's
Gulfway(42)	NA	Sun Harvest
Hamlin Place	NA	Hamlin Phcy., Model Market
Copperfield	NA	
Five Points(45)	NA	Beall's, K mart, Eckerd
Wal-Mart(3)	NA	Wal-Mart
K mart(8)	NA	K mart
Lamar Park(4)	NA	
Mission(8)	NA	K mart, Walgreens
Padre Staples(87)	NA	Beall's, Dillard, JCPenney, Foley's
Parkdale Plaza(38)	NA	Appliance Mart
Portairs(35)	NA	Beall's, Eckerd,
Saratoga Oaks	NA	Memo's
Shell Ctr.(9)	NA	Super-Mex
Stonewall Mall(4)	NA	
Sunrise Mall(95)	NA	Mervyns, Sears Sears, Eckerd
The Village(11)	NA	Jack English, Taylor Ctr., Apropos
Town & Country(30)	NA	Anne Wilson
Village Park(15)	NA	Jr. Foodmart
Weber Square(16)	NA	H.E.B.
Westwood City(5)	NA	H.E.B.
Woodlawn(21)	NA	Beall's, Eckerd
Staples Ctr.	NA	Solo Serve, Service Mdse.

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Every night until 9.

13 - RETAIL OUTLETS: **Department Stores**-Beall's; Dillard; JCPenney; Oshman's; Sears; Weiner's; Solo Serve; Foley's; Palais Royal; Service Merchandise; K mart; Wal-Mart.
Variety Stores-Woolworth 2; Kress; Winn's 5; Ben Franklin; Old America; Crafts Etc.; Michael's.
Chain Drug Stores-Walgreens; Eckerd 10; Rexall 5; Port Avenue; Bayview; Town & Country; Valu-rite; H.E.B. Pharmacies.
Chain Supermarkets-H.E. Butt 13; Maverick Mkts. 40; Super-Mex 3; Circle K 27; 7-Eleven 21; Albertson's; PW Foods; Fuedo 2; Sun Harvest Farms.

14 - NEWSPAPERS: CALLER-TIMES (m) 69,350; (S) 90,367; Mar. 31, 1988 ABC.
NOTE: Times (e-mon to fri) discontinued publication effective June 1, 1987. Caller (m) will be renamed Caller-Times.
Local Contact for Advertising and Merchandising Data: Jane Merritt, Natl. Adv. Coordinator, CALLER-TIMES, 820 Lower Broadway; PO Box 9136, Corpus Christi, TX 78469; Tel. (512) 884-2011.
National Representatives: Harte-Hanks Communications; Cresmar, Woodward, O'mara & Orsmbee.

CORSICANA

1 - LOCATION: Navarro County, E&P Map E-3. 49 mi. S of Dallas, 80 mi. SE of Ft. Worth; 75 mi. W of Tyler; 52 mi. E of Waco; 187 mi. to Houston. On U.S. Hwys. 31, 75, 287; State Hwys. 14, 22, 31, 75; I-45.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Rock Island; Burlington; St. Louis & Southwestern.

Motor Freight Carriers-19.
Intercity Bus Lines-Continental.
Airlines-Charter Air Service.

3 - POPULATION:
Corp. City 80 Cen. 21,712; E&P 88 Est. 26,532
County 80 Cen. 35,510; E&P 88 Est. 39,975

4 - HOUSEHOLDS:
City 80 Cen. 8,323; E&P 88 Est. 10,189
County 80 Cen. 13,331; E&P 88 Est. 15,170

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$287,650,000
Savings & Loan	4	$310,690,000

6 - PASSENGER AUTOS: County 34,220

7 - ELECTRIC METERS: Residence 9,332

8 - GAS METERS: Residence 7,794

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Soft Drink Bottles 270; Pastries & Cakes 326; Slacks 400; Cotton Duck 206; Men's Hats 894; Gloves 182; Insulation Materials 380; Potato Chips 225; Steel 483; Fertilizer Complex & Ammonia Mfg. 250; Oil Production 531; Insurance 165; Mobile Homes 400; Plastic Prods. 300; Oil Field Equip. 1,000; Drilling Equip. 480; Glass 800.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 70-100; Fall 60-75; Winter 28-40. First killing frost, about Nov. 15; last killing frost, Mar.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
College Park Mall	NA	Wal-Mart, Beall's, JCPenney, United Jewelry
Golden Circle(7)	NA	Gibson, Winn's
Novarro Mall(18)	NA	Woolworth, Brookshire
Seventh Ave.	NA	Eckerd, Minyard
Westgate(6)	NA	Sears, Mont. Ward

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears; J.M. Dyer; JCPenney; Miles; Tekell's; Beall's; Montgomery Ward.
Discount Stores-Gibson; K mart; K. Wolens; Woolworth; Wal-Mart.
Chain Supermarkets-Brookshire; Safeway; Buddie's; Minyard; HEB.
Other Chain Stores-Singer Co.; Goodyear; Sherwin-Williams; Western Auto; Radio Shack; Zale's; Cato; United Jewelry.

14 - NEWSPAPERS: SUN (eS) 10,334; sworn Oct. 2, 1987.
Local Contact for Advertising and Merchandising Data: Gary Conner, Adv. Dir., SUN, 405 E. Collin; PO Box 622, Corsicana, TX 75110; Tel. (214) 872-3931.
National Representatives: Landon Associates; Harte-Hanks Communications.

DALHART

1 - LOCATION: Dallam and Hartley Counties, E&P Map C-1. At Intersection of Hwys. 51, 54, and 87. 88 mi. from Amarillo. Shipping and trading center for NW Panhandle of Texas, Oklahoma and NE New Mexico.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Cotton Belt; Burlington Northern.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,854; E&P 88 Est. 7,093
Counties 80 Cen. 10,518; E&P 88 Est. 11,034
Dallam 80 Cen. 6,520; E&P 88 Est. 7,026
Hartley 80 Cen. 4,008; E&P 88 Est. 3,656
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,545; E&P 88 Est. 2,593
Counties 80 Cen. 3,747; E&P 88 Est. 4,232
Dallam 80 Cen. 2,386; E&P 88 Est. 2,612
Hartley 80 Cen. 1,361; E&P 88 Est. 1,620

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$169,619,589

6 - PASSENGER AUTOS: Counties: Dallam 6,245; Hartley 4,342

7 - ELECTRIC METERS: Residence 2,720

8 - GAS METERS: Residence 2,868

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. 150 ($650); Electric Power 48 ($200); Feed Proc. 75 ($150); Commercial Feed Lots (cap. 150,000 head of cattle) ($175).
Principal Industrial Pay Day-Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-95; Summer 40-110; Fall 20-95; Winter 17-90. First killing frost, Sept. 20; last killing frost, Apr. 15.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Denrock; 4 on Denver; 3 on Rock Island; 12 on Hwys. 54 & 87; Shopping Ctr. on 7th St.; Apache Shopping Ctr. on 16th and Tennessee (Furr's, United Food Store, Furn. Fashions).
Principal Shopping Days-Wed., Thur.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony; Sears; Montgomery Ward.
Variety Stores-H&B.
Discount Stores-Alco.
Chain Supermarkets-Jack & Jill; United Food; Allsup's 2; Southland 2; 7-Eleven.

14 - NEWSPAPERS: TEXAN (e-tues to fri; S) 2,530; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: J. Kenneth Hogue, Pub., TEXAN, 410 Denrock St., Dalhart, TX 79022; Tel. (806) 249-4511.
National Representative: Papert Companies.

DALLAS

1 - LOCATION: Dallas County (PMSA); E&P Map E-3. NE portion of Texas on Trinity River 32 mi. from Fort Worth, 240 mi. NW of Houston; 300 mi. NE of San Antonio. On Interstate Hwys. 20, 30, 35E, and 45. Also U.S. Hwys. 67, 75, 77, 80, and 175. State Hwys. 78, 114, 121, 183, 289, 342, 352, 356. County Seat. A financial, distributing, educational, mktg. and insurance center. Mfg., Wholesale and Retail Trade, Real Estate, Trans., High Tech Industries, and Conventions.

2 - TRANSPORTATION: **Railroads**-Amtrak; Burlington Northern; Kansas City Southern Lines; Missouri-Kansas-Texas; St. Louis Southwestern; Union Pacific; Santa Fe-Southern Pacific.
Motor Freight Carriers-54.
Intercity Bus Lines-Central Texas Trailways; Arrow Trailways; Greyhound; Transportation Enterprises. Metropolitan Service. Dallas Transit.
Airlines-Serving Dallas-Ft. Worth Airport; American; Continental; Delta; Eastern; Mexicana; Piedmont; British Airways; Hawaiian; Lufthansa; Midway; Midwest Express; Northwest Orient; Pan Am; Thai; TWA; United; USAir. Cargo & Commuters: Airborne Express; American Eagle; China Airlines; Emery; Evergreen International; Federal Express; Flying Tiger; Interstate; Kitty Hawk; Executive Express; Orion; SMB Stage Line; United Parcel; Zantop International; Longview A.F.; American Transair; Gulf Air; Mesa; Pleasant Hawaii Tours; Pacific Interstate; Sun Country; Air Cargo Express; Air Compak; Air General; Associated Air Freight; Security Couriers; Burlington A.F.; C.F. Air Freight; Circle; Jim N yerges; Ownes World International; Panalipina Air Freight; Schenkers; Sternair; Wice Air Freight; W.T.C. Air Freight; Yusen Air Freight.

3 - POPULATION:
Corp. City 80 Cen. 904,078; E&P 88 Est. 1,058,708
County 80 Cen. 1,563,730; E&P 88 Est. 1,892,588
PMSA 80 Cen. 1,970,967; E&P 88 Est. 2,478,045
DALLAS MORNING NEWS:
CZ-ABC: (80) 1,556,419
Bal. in NDM-ABC: (80) 2,010,106
Total NDM-ABC: (80) 3,566,525
DALLAS TIMES HERALD:
CZ-ABC: (80) 1,556,419
RTZ-ABC: (80) 1,237,481
City & RTZ-ABC: (80) 2,793,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 355,073; E&P 88 Est. 440,038
County 80 Cen. 577,753; E&P 88 Est. 737,833
PMSA 80 Cen. 711,093; E&P 88 Est. 930,994
DALLAS MORNING NEWS:
CZ-ABC: (80) 577,701
Bal. in NDM-ABC: (80) 719,859
Total NDM-ABC: (80) 1,297,560
DALLAS TIMES HERALD:
CZ-ABC: (80) 577,701
RTZ-ABC: (80) 439,257
City & RTZ-ABC: (80) 1,016,958

5 - BANKS (Dallas County)	NUMBER	DEPOSITS
Commercial	196	$29.9 billion
Savings & Loan	56	$15.7 billion

6 - PASSENGER AUTOS: County 1,569,867 (all vehicles)

7 - ELECTRIC METERS: Residential, Industrial & Commercial 427,121

8 - GAS METERS: Res. Ind. & Comm. 455,522

9 - PRINCIPAL INDUSTRIES: Dallas-Fort Worth MSA, No. of Wage Earners-Whol. and Ret. Trade 834,000; Mfg. 341,500; Serv. and Misc. 301,800; Gov't 214,100; Fin., Ins., 156,900; Trans. and Util. 116,000; Constr. 83,100; Mining 22,000; Total Labor Force 1,828,600; Average weekly wage $423.02; 42.6 Hrs. Week; $9.93 per hour average.

10 - CLIMATE: Min. & Max. Temp.-Daily mean temp.: Annual Av. 66 F; Hottest month (Av. 24 hr. temp.) 86 F.; Coldest month (Av. 24 hr. temp.) 44 F.; Record temps. (highest) 113 F; (lowest) 4 F; Precipitation: Av. Annual 29 in.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Major Shopping Centers**-Northpark; Valley View; Prestonwood; Galleria; Red Bird Mall; Collin Creek Mall; Town East; Richardson Sq.; Downtown Dallas; Preston Ctr.; Big Town; Preston Forest; Wynnewood; Irving Mall; Northtown Mall; Casa Linda Plz.; Casa View; Custer Sq.; The Promenade; Hampton Sq.; Highland Pk. Vlg.; Inwood Vlg.; Keystone Pk.; Lancaster-Kiest; Lochwood Mall; Medallion Ctr.; Old Town in the Vlg.; Park Forest; Plymouth Pk.; Preston Royal; Promenade Ctr.; Vlg. on the Pkwy.; The Corner; The Quadrangle; Walnut Hill Vlg.; plus over 125 smaller ctrs. throughout Dallas and suburban area.
Major Retail Shopping Areas: Preston Rd.; Lovers Lane; Mockingbird Lane; Dallas N. Pkwy.; Beltline Rd.; Northwest Hwy.; Buckner Blvd.; Garland Rd.; W Jefferson; I-30; I-20; I-35E; North Central Exprwy.; Inwood Rd.; Lemmon Ave.; Oak Lawn; Plano Rd.; Greenville Ave.; McKinney Ave.; Hampton Rd.; Kiest Blvd.; Lake June Rd.; Forest Lane; Josey and Marsh Lanes; Gus Thomasson; Royal Lane; Walnut Hill Lane; Ferguson Rd.; Cort Rd.; Arapaho Rd.; Zangs Blvd.; Illinois and the Downtown area.
Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores Open Evenings-Many stores open until 9 p.m. every evening except Sun. Most stores open until 9 p.m. Thur. Food stores open late every night.

13 - RETAIL OUTLETS: **Department Stores**-Foley's 12; Dillard 16; Neiman Marcus 2; Lord & Taylor 3; JCPenney 14; Sears 13; Montgomery Ward 10; Myers 11; Macy's; Marshall Field; Saks Fifth Avenue; Bloomingdale's; Mervyn's 5.
Discount Stores-K mart 39; Target 8; Jewelry Sterling 3. Service Mdse. 4.
Variety Stores-M. E. Moses 26; Mott 12; Ben Franklin 5; TG&Y 6; Duke & Ayers 4; H.L. Green 2; McCrory 3; Hall's 3.
Chain Drug Stores-Revco 70; Eckerd 40; Drug Mart 6; Page/Tom Thumb 29; Skaggs-Alpha Beta 22; Treasury 20; Myers & Rosser 6; Dougherty's 4; Raven's 4; Drug Emporium; Eckerd; Revco.
Chain Supermarkets-Tom Thumb 56; Albertson's 4; Minyard's 61; Kroger 41; Skaggs-Alpha Beta 32; Winn-Dixie 10; 7-Eleven 157; Stop 'N Go 36; Schepps 19; Mr. M 18; Affiliated; Sack & Save 10.
Other Chains-Women's Apparel: Loretta Blum; Carriage Shop; Lilly Dodson; The Gazebo; Lou Lattimore, Lester Melnick; Turtletique; Suzzanes; Margos; Stanley Korshak; Colberts; Lane Bryant; Lerner; J. Brannum; County seat; The Gap; Jeans West; John's Jeans; Lerner; Margo's; Margies; Men's Apparel: Big & Tall; Brooks Bros.; Culwell & Sons; K.G.; Irby Mayes; Clyde Campbell; John Mabry; Reynolds Penland; J. Riggins; Kuppenheimers; Jas. K. Wilson; Woolf Bros.; Family Clothing Stores: Woolf Bros., Scheplers, Coopers, County Seat, The Gap, Culwell and Son; Shoe Stores: I. Miller, Baker's, Butler's, Florsheim, Foot Locker, Hardy's, Jarman, Kinney, Larry's, Knapp, Naturalizer, Payless, Red Cross, Thom McAn, Vandy's, Boot Town, Smythe Bros., Johnson & Murphy, Bally, Shoe Box, Joyce Shelby, Connie; Auto Repair and Parts: Goodyear, Firestone, Goodrich, General Tire, Eaton, Exxon Car Care Centers, Shell Car Care, Gulf Car Care, Midas, Tune-up Masters, All-Pro Parts, Pep Boys, Checker, Chief Auto Parts, Ken's, Green Light, Jack's Auto Supply, Western Auto, White's Auto; Jewelry Stores: Black Starr and Frost, Corrigans, Fullers, Gordon's, Linz, Tiffany & Co., Semor, J.C. Sloan, Tabers, Zales; Cleaners: Fishburns, Holiday, Faulkners, One-Hour Martinizing, Oriental, Glo, Comet, Barton-Howell, Town & Country, White Star; Home Centers: Handy Dan, Homers, Pay-Less Cashways, Sutherland Lumber, Lights Fantastic, Ivy Lumber, Simms-Moore, Ace Hdwe., True Value Hdwe., C&S, Sharp Hdwe., Glidden, Jones Blair Stores, Dalworth Paints, Sherwin-Williams Decorating Centers, Pittsburgh Paints, Tru-Test, Elliots; Furniture Stores: Haverty's, Freed, Sofa Country, R.B. Furn., Pidgeon's, Hudson's, Ethan Allen, Hart, La-Z-Boy Stores, Rick, Levitz, Sleep Country, Duffey's, Gabbert's, Leather Center, McConnell's, Weirs; TV-Stereo: J.G. Boyd's, Federated, Curtis Mathes TV Centers, CMC Stereo, Custom Hi-Fi, Sound Climax, Radio Shack; Appliances: Highland, Ed Kellum, J.G. Boyd's, L.A. Zetley, Richardson, Gold Star Distributors.

14 - NEWSPAPERS: DALLAS MORNING NEWS (m) 362,959; (S) 526,743; Mar. 31, 1988 ABC. statement available).
Local Contact for Advertising and Merchandising Data: Marvin Veal, Adv. Dir., DALLAS MORNING NEWS, Communication Center, Dallas, TX 75265; Tel. (214) 977-8222.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.
DALLAS TIMES-HERALD (all day) 226,286; (S) 324,802; Mar. 31, 1988 ABC. available).
Local Contact for Advertising and Merchandising

Data: David Holmes, Ret. Adv. Dir., DALLAS TIMES-HERALD, 1101 Pacific, Dallas, TX 75202; Tel. (214) 720-6111.
National Representative: Branham/Newspaper Sales.
DALLAS WALL STREET JOURNAL (Southwest Edition) (m-mon to fri) 212,140; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Dave Manchee, Southwest Adv. Mgr., DALLAS WALL STREET JOURNAL, 1233 Regal Row, Dallas, TX 75247; Tel. (214) 631-7250.
Representative: Direct through branch offices.

DEL RIO

1 - LOCATION: Val Verde County, E&P Map C-5, County Seat. 153 mi. W of San Antonio; 422 mi. E of El Paso; 2 mi. NE of Rio Grande-bridge to Cuidad Acuna, Mexico.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Amtrak.
Motor Freight Carriers-6.
Intercity Bus Lines-Painter (Greyhound Affiliate); Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 30,034; E&P 88 Est. 36,608
CZ-ABC: (80) 30,034
RTZ-ABC: (80) 5,876
County 80 Cen. 36,167; E&P 88 Est. 36,167
City & RTZ-ABC: (80) 35,910
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,724; E&P 88 Est. 10,497
CZ-ABC: (80) 8,724
RTZ-ABC: (80) 1,631
County 80 Cen. 10,355; E&P 88 Est. 12,117
City & RTZ-ABC: (80) 10,355

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$180,668,291
Savings & Loan	1	$88,128,126
Credit Unions	3	$25,325,359

6 - PASSENGER AUTOS: County 28,084

7 - ELECTRIC METERS: Residence 13,276

8 - GAS METERS: Residence 8,071

9 - PRINCIPAL INDUSTRIES: Sheep & Goat Raising; Air Force Base; Tourist; Railroad; Clothing; Winery; Electronics; Bottling; Constr.; Retail.
Principal Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-82; Summer 72-95; Fall 62-81; Winter 38-59. First killing frost, Nov. 29; last killing frost, Feb. 26.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-9 blocks on S. Main St.; 6 on Pecan St.; 2 on Losoya St.; 2 on Garfield St.; 2 on Broadway; 5 mi. on Avenue F; 1 mi. on Gibbs St.
Neighborhood Shopping Centers-Las Vacas St. & Chihuahua Ave.; F extending approx. 5 mi. toward Amistad Dam & N. Main; E. Gibbs St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
La Paloma(8)	NA	Omaha Ins.
La Villita(30)	NA	Anthony's, Lacks, Perry's
Plaza del Sol(48)	NA	Beall's, K mart, JCPenney

Principal Shopping Days-Thur., Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Guarantee Store; Beall's; Anthony.
Discount Stores-K mart; Wal-Mart; 50% off.
Chain Supermarkets-M Systems; H. E. Butt 2; Foodway; Warehouse Grocery.
Other Chain Stores-Firestone; Goodyear; Western Auto; Goodrich; True Value Hardware; Radio Shack; Sears (catalog); Lacks; Zale's; Gordon; Auto Shack.

14 - NEWSPAPERS: NEWS-HERALD (e) 5,899; (S) 6,221; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Janis Hallmark, Adv. Mgr., NEWS-HERALD, 321 S. Main St., Del Rio, TX 78840; Tel. (512) 775-1551.
National Representative: Landon Associates.

DENISON

1 - LOCATION: Grayson County (In Sherman-Denison MSA), E&P Map E-2. Industrial & recreational center. 3 mi. S of Denison Dam on Red River; 8 mi. NE of Sherman; 73 mi. from Dallas. On U.S. Hwys. 69, 75; State Hwys. 6, 84, 169.

2 - TRANSPORTATION: **Railroads**-Missouri-Kansas-Texas; Frisco; Texas & Pacific; Southern Pacific.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 23,884; E&P 88 Est. 26,276
CZ-ABC: (80) 23,884
Bal. in NDM-ABC: (80) 65,912
County/MSA 80 Cen. 90,431; E&P 88 Est. 96,934
Total NDM-ABC: (80) 89,796
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,304; E&P 88 Est. 10,004
CZ-ABC: (80) 9,304
Bal. in NDM: (80) 24,668
County/MSA 80 Cen. 33,972; E&P 88 Est. 37,590
Total NDM-ABC: (80) 33,972

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$269,221,399

6 - PASSENGER AUTOS: County 91,332

7 - ELECTRIC METERS: Residence 9,373

8 - GAS METERS: Residence 8,147

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Medicare Claims Proc. 159; Evaporative Coolers 125; Infant Wear 175; Non-Ferrous Aluminum Castings 511; Transit and Plastic Pipe 300; Box Cars 800; Refrigerated Dough Prods. 287; Earth Augers 313; Edible Oil Prods. 400; Creosote, Timbers and Poles 103; Margarine 147; Architectural Alum. Prods. 350.

10 - CLIMATE: Min. & Max. Temp.-Spring 61-81; Summer 71-92; Fall 45-65; Winter 38-58. First killing frost, Nov. 14; last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-7 blocks on Main St.
Neighborhood Shopping Centers-100 to 600 Blocks S Armstrong; Main & Tone; Morton & Fairbanks; 1000 to 1300 S Austin Ave.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Midway(120)	5	Sears, Dillard's, Mervyn's, Beall's, JCPenney
Sher-Den Mall(68)	7	Beall's, Mont. Ward
Morton Plaza	3	Piggly Wiggly, Winn's

Principal Shopping Days-Mon., Thur., Fri., Sat.

Stores Open Evenings-Shpg. ctrs. every evening. Downtown-Thur. until 8 p.m.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Montgomery Ward; Beall's; Lilley's.

Chain Supermarkets-Piggly Wiggly; Safeway; Kroger; Skaggs.

Discount Stores-Winn's; Wal-Mart; K mart; Barrett's; Gibsons.

14 - NEWSPAPERS: HERALD (e-mon to fri) 13,144; (S) 14,487; Mar. 31, 1988 ABC.

Local Contact for Advertising and Merchandising Data: Wes King, Adv. Dir., HERALD, 331 W. Woodward, Denison, TX 75020; Tel. (214) 465-7171.
National Representative: Landon Associates.

DENTON

1 - LOCATION: Denton County, (In Dallas PMSA), E&P Map E-2, County Seat. Educational, manufacturing, retail & shipping ctr. N central part of State. 38 mi. from Dallas; 35 mi. from Ft. Worth. Junction of I-35W and I-35E; State Hwys 377 & 380.

2 - TRANSPORTATION: **Railroads**-Missouri-Pacific; Santa Fe; Texas & Pacific; Atchison Topeka; Missouri-Kansas-Texas.
Motor Freight Carriers-12.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 48,063; E&P 88 Est. 58,527
CZ-ABC: (80) 58,261
RTZ-ABC: (80) 117,309
County 80 Cen. 145,526; E&P 88 Est. 209,551
PMSA 80 Cen. 1,970,967; E&P 88 Est. 2,478,245
City & RTZ-ABC: (80) 175,570
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,522; E&P 88 Est. 22,017
CZ-ABC: (80) 21,058
RTZ-ABC: (80) 39,302
County 80 Cen. 49,134; E&P 88 Est. 71,869
PMSA 80 Cen. 711,093; E&P 88 Est. 930,994
City & RTZ-ABC: (80) 60,360

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$594,669,672
Savings & Loan	2	$267,502,288

6 - PASSENGER AUTOS: County 191,761

7 - ELECTRIC METERS: Residence 28,665

8 - GAS METERS: Residence 20,040

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (An. Payroll)-University Educ. 5,147 (74,782,000); Denton State School 1,600 ($19,000,000); Welding Equip. & Suppl. 710 ($12,000,000); Flour, Corn Meal, Convenience Foods 165 ($2,700,000); Diesel Trucks 365 (N.A.); Clothing 321 (over $7,000,000); Bricks 250 ($2,600,000) Microwave Antennae 300 ($4,400,000); Rings 315 ($6,000,000).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-80; Summer 75-98; Fall 54-82; Winter 31-62. First killing frost, Nov. 10; last killing frost, Mar. 26.

11 - TAP WATER: Hardness 140, Alkalinity 105, pH 7.8.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Hickory; 4 on Oak; 8 on Elm; 6 on Locust.
Neighborhood Shopping Centers-Golden Triangle Mall, 35 at Loop 288; Denton Center, 3 blocks on University Dr. at Carroll Blvd.; 4 blocks E on University Drive; Picadilly, 2 blocks at Malone & University; 2 on W Hickory; 1 on Ave. A at Hickory; 1 on Fry at Hickory; 4 on U.S. Hwy. 377; Carriage Square 35 at Ave. B; 4 blocks on Sunset St. at Alice; 6 blocks on W. University at Bonnie Brae; Golden Triangle Mall 93 stores; 1 block on 288; 1 block on 35E.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carriage Sq.(18)	1	Revco
Denton Center(19)	1	Revco, Eckerd
Sunset(10)	1	Sherwin-Williams
University Ctr.(8)	1	S&H Green Stamps, Lee Optical

Principal Shopping Days-Thu., Sat.
Stores Open Evenings-Thur., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Russells; JCPenney; Sears; Beall's; Craven; Dillard; Montgomery Ward; Wilsons; Mervyn's.
Discount Stores-Wal-Mart; K mart; Target.
Variety Stores-M.E. Moses; McCrory; Michaels MJ Design.
Chain Drug Stores-Revco 2; Eckerd 2.
Chain Supermarkets-Kroger 2; Piggly Wiggly 4; Buddies 2; Skaggs 2; Minyards.
Other Chain Stores-B. Dalton; Baker's Shoes; Brooks Fashions; Butler Shoes; Casual Corner; Chess King; Connie Shoes; Claire's Boutique; Corrigan's Jewelers; Oshman's; Docktor Pet Center; El Chico; Jarman's Shoes; Florsheim Shoes; Foxmoor; General Nutrition Center; Gingiss Formal Wear; Gordon's Jewelers; Handy Dan; Hastings Records; Coach House Gifts; Jean Nicole; Jeans West; JoAnn Fabrics; K-G Men's Wear; Kinney Shoes; Lerner Shops; Linz Jewelers; Margo's La Mode; Merle Norman; Mission Jewelers; Mothercare Maternity; Motherhood Maternity; Musicland; Naturalizer Shoes; Richman Brothers; Spencer's Gifts; Stuarts; Thom McAn; Toys by Roy; Sweetbriar; Singer Co.; Goodyear; Margie's; Pay-Less Shoes; Wyatt's Cafeteria; White's Auto; Uniroyal; Handy Dan; Athlete's Foot; County Seat; Grate Fireplace; Jarman Shoes; Love Shop; Pearle Vision Center; Radio Shack; Waldenbooks; Women's World; World Bazaar; Wolfe Nursery.

14 - NEWSPAPERS: RECORD-CHRONICLE (e-mon to fri) 17,079; (S) 19,281; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jim Shane, Adv. Dir., RECORD-CHRONICLE, 314 E. Hickory, Denton, TX 76201; Tel. (817) 387-3811.
National Representative: Landon Associates.

EDINBURG

1 - LOCATION: Hidalgo County (In McAllen-Edinburg-Mission MSA). E&P Map D-6, County Seat. Agricultural, industrial & governmental center. At Southern tip of Texas, in Rio Grande Valley, 220 mi. S of San Antonio; 340 mi. SW of Houston. On U.S. Hwy. 281; State Hwy. 107.

2 - TRANSPORTATION: **Railroads**-Southern Pacific, Missouri Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Valley Transit; Greyhound; Continental Trailways.
Airlines-Continental; Muse Air.

3 - POPULATION:
Corp. City 80 Cen. 26,121; E&P 88 Est. 36,176
County/MSA 80 Cen. 285,415; E&P 88 Est. 377,076

4 - HOUSEHOLDS:
City 80 Cen. 6,755; E&P 88 Est. 9,668
County/MSA 80 Cen. 75,816; E&P 88 Est. 103,920

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$373,985,373
Savings & Loan	2	$619,773,096

6 - PASSENGER AUTOS: County 200,924

7 - ELECTRIC METERS: Residence 5,940

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-A[illegible]eral Extraction; Oil N.A.; Mfg. and Con[illegible]'t Servs. 1,090; Non-Agric. 2,90[illegible]duc. 820.
Principal P[illegible]st & 15th.

10 - CLIMAT[illegible]emp.-Spring 66-87; Summer 74-96, [illegible]inter 53-78. First killing frost, Dec[illegible]ng frost, Feb. 15.

11 - TAP WATER: Alka[illegible], hard.

12 - RETAILING: **Principal Shopping Centers**-2 blocks on 12th St.; 2 on Cano St.; 7 on University Dr.; 6 on Closner St.
Neighborhood Shopping Centers-3 blocks on S. Closner St.; 1 on E. University Dr.; Palm Plz. (6 stores); University Plz. (11 stores); Ebony Hills Shopping Center.
Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; C.R. Anthony; Beall's; J&V Mart.
Variety Stores-Winn's; TG&Y; K mart; Wal-Mart.
Chain Drug Stores-Rexall; Medico; Eckerd.
Chain Supermarkets-H.E. Butt; Scurlock's; Valley Mart Rivas 2; Trevino's Drive In 3.
Other Chain Stores-Lack's Home & Auto; Goodyear; Billups Oil; Firestone; Osment's; Hoff Auto Parts; Minyard Auto Parts; NAPA Auto; Bull Parts; Pay-Less Shoe Source; Shamrock Oil; Edelstein's; Brand X; Risica & Sons; Radio Shack; Edinburg True Value; M&S Trustworthy; Sonic; Sherwin-Williams; Zale's.

14 - NEWSPAPERS: REVIEW (e-tues to fri; S) 5,187; sworn Sept. 29, 1987.
Local Contact for Advertising and Merchandising Data: James V. Mathis, Pub., REVIEW, 215 E. University Dr.; PO Box 148, Edinburg, TX 78539; Tel. (512) 383-2705.
National Representative: None.

EL PASO

1 - LOCATION: El Paso County (MSA). E&P Map A-3, County Seat. W tip of Texas. Wholesale & manufacturing center. Home of Fort Bliss Air Defense Center; Fort Bliss (U.S. Army); W Beaumont Army Medical Center.

2 - TRANSPORTATION: **Railroads**-Mexico, Northwestern & Mexican Central; Santa Fe; Southern Pacific; Missouri Pacific; Amtrak.
Motor Freight Carriers-27.
Intercity Bus Lines-Greyhound; New Mexico Trans.; Continental Trailways; Autobuses Internacionales; El Paso-Los Angeles; Limosine Express Inc.; Omnibus de Mexico; Tex./N.M./Okla. Coaches Inc.; Geronimo; Chihuahua; Sun City Area Transit.
Airlines-American; Delta; Aeronaves de Mexico; Southwest; America West; United.

3 - POPULATION:
Corp. City 80 Cen. 425,259; E&P 88 Est. 529,476
CZ-ABC: (80) 441,323
RTZ-ABC: (80) 351,871
County/MSA 80 Cen. 482,213; E&P 88 Est. 565,798
City & RTZ-ABC: (80) 793,194
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 128,167; E&P 88 Est. 165,559
CZ-ABC: (80) 130,712
RTZ-ABC: (80) 115,677
County/MSA 80 Cen. 140,806; E&P 88 Est. 158,299
City & RTZ-ABC: (80) 246,389

5 - BANKS Dep.: $4,627,310,000

6 - PASSENGER AUTOS: County 352,388 (all vehicles)

7 - ELECTRIC METERS: City 161,170

8 - GAS METERS: City 143,919

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Total non-agric. employment 209,000 including 22,000 military; Constr. 9,200; Trans. & Public Util. 10,400; Whol. & Ret. Trade 46,600; Fin., Ins., & R.E. 9,400; Servs. 34,900; Non-Military Gov't employees 39,300; Mfg. 37,200.

Principal Pay Days-Fort Bliss, 1st; Others 1st, 15th & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-64; Summer 67-98; Fall 51-64; Winter 42-55.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown 5 blocks on Mills St.; 6 on Texas & San Antonio Sts.; 7 on Mesa, Stanton & Oregon Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bassett(85)	5	Safeway, Popular, Walgreens, Mervyn's, White House
Chelmont(33)	7	Woolworth, C.R. Anthony
Cielo Vista Mall(160)	8	Mont. Ward, JCPenney, Sears, Dillard
Country Club	13	Big 8, Winn's, C.R. Anthony, Safeway
Fox Plaza(37)	8	JCPenney, Winn's
Eastgate(7)	NA	Safeway, Walgreens
El Mercade Mesa(9)	7	Revco
Kern Plaza(15)	4	Walgreens
Lakeside(15)	8	Food Market, Woolworth
North Park(48)	12	Popular, JCPenney
Northland(19)	11	Furr's
Pebble Hills(16)	13	Safeway, Revco
Ranchland(17)	15	Winns Variety, Food City
Sunland Park Mall(85)	8	Popular, JCPenney, Dillards
Rushfair(28)	15	Revco
Scottsdale(14)	13	Winn Variety
Sunrise(45)	10	Anthony's, Zale's
Valley	16	Big 8, Ben Franklin
Viscount(15)	14	
Montwood Sq.(27)	16	Ben Franklin, Skaggs, Anthony's
Pepper Tree Sq.(25)	5	Charlotte's
Trawood(14)	13	7-Eleven
Lee Trevino Outlet Mall(33)	13	Frugal Frank's, Old Mill, Linens N' Things
Vista Hills(26)	15	Bealls
Yarbrough Ctr.(11)	12	Mervyn's, Pep Boys, Best

Principal Shopping Days-Dept.-Mon., Fri., Sat.; Food-Wed., Fri., Sat.; Furn.-Mon., Sat.

Stores Open Evenings-Shpg. Ctrs.-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Popular Dry Goods 3; White House; Sears; JCPenney 4; C.R. Anthony 5; Levines; Montgomery Ward; Dillard; Beall's 2; Mervyn's 2.
Discount Stores-K mart 6; Wal-Mart 4.
Variety Stores-Kress; Woolworth 2; Winn 15; Springers Center; Sprouse-Reitz 4.
Chain Drug Stores-Walgreens 9; Coleman's 4; McCrory; Bank Phcy. 2; Thrifty 3; Tigua; Revco 20.
Chain Supermarkets-Shur-Sav 12; Furr's 5; Safeway 15; Skaggs Alpha-Beta 3; Smith's 3; Save N' Gain 6.
Other Chain Stores-Singer Co. 5; Ladies Apparel: Franklin's 2; Lerner's 4; Western Auto 3; Goodyear 7; Goodrich; Firestone 3; Zale's 2; Thom McAn 3; Pay Less Shoes 10; Kinney 6; Gordon's 5; Pep Boys 3; Checker Auto 10.

14 - NEWSPAPERS: TIMES (m) 61,346; HERALD-POST (e) 30,637; TIMES (S) 96,611; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Ron Clausen, Natl. & Co-op Mgr., TIMES and HERALD-POST, 401 Mills Ave., El Paso, TX 79901; Tel. (915) 546-6100.
National Representative: Gannett National Newspaper Sales.

ENNIS

1 - LOCATION: Ellis County (In Dallas PMSA), E&P Map E-3. In Eastern half of Ellis County. 33 mi. SE of Dallas; 54 mi. SE of Ft. Worth.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,110; E&P 88 Est. 15,706
County 80 Cen. 60,283; E&P 88 Est. 74,071
PMSA 80 Cen. 1,970,967; E&P 88 Est. 2,476,045

4 - HOUSEHOLDS:
City 80 Cen. 4,112; E&P 88 Est. 5,460
County 80 Cen. 19,866; E&P 88 Est. 24,497
PMSA 80 Cen. 711,093; E&P 88 Est. 930,994

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$17,327,355
Savings & Loan	1	$4,500,000

6 - PASSENGER AUTOS: County 71,003

7 - ELECTRIC METERS: Residence 38,243

8 - GAS METERS: Residence 3,612

9 - PRINCIPAL INDUSTRIES: Business Forms; Carbon; Bed Springs; Doors; Garment Mfg.; Metal Tanks; Sheet Metal Prods.; Cotton Oil; Concrete Pipe; Paper Bags; Carbon Paper; Ladies & Children's Clothing; Oil Well & Chem. Equip.; Roofing Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 80-110; Fall 70-95; Winter 20-70.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Shopping Center**-Willow Creek, 15 stores; South Main Plaza, 12 stores.
Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-K. Wolens.
Discount Stores-Holmes Discount Salvage; Wal-Mart.
Variety Stores-Perry Bros.
Chain Supermarkets-Safeway; Piggly Wiggly; HEB.

14 - NEWSPAPERS: NEWS (e-mon to fri; S) 4,850; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Roger N. Gentry, Adv. Dir., NEWS, 231 N. Dallas St., Ennis, TX 75119; Tel. (214) 875-3801.
National Representative: Papert Companies.

FORT WORTH

1 - LOCATION: Tarrant County (In Fort Worth-Arlington PMSA), E&P Map D-3. County Seat. In N Central Texas. Railroad, air travel. Auto & aircraft mfg., distribution, commercial & education center.

2 - TRANSPORTATION: **Railroads**-Amtrak; Burlington Northern; Missouri-Kansas-Texas; Missouri Pacific; Sante Fe; Texas & Pacific; The Rock.
Motor Freight Carriers-36.
Intercity Bus Lines-Southwestern Greyhound; Texas Motor Coaches.
Airlines-American; Ozark; Delta; Continental; Texas International; Southwest; Eastern; Pan Am.

3 - POPULATION:
Corp. City 80 Cen. 385,141; E&P 88 Est. 459,262
NDM-ABC: (80) 860,880
RTZ-ABC: (80) 426,252
County 80 Cen. 867,557; E&P 88 Est. 1,097,500
PMSA 80 Cen. 981,112; E&P 88 Est. 1,250,626
Total NDM & RTZ-ABC: (80) 1,287,132
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 144,025; E&P 88 Est. 177,540
County 80 Cen. 310,372; E&P 88 Est. 408,807
PMSA 80 Cen. 349,034; E&P 88 Est. 461,920
NDM-ABC: (80) 310,272
RTZ-ABC: (80) 152,566
Total NDM & RTZ-ABC: (80) 462,838

5 - BANKS	NUMBER	DEPOSITS
Commercial	96	$9,722,034,622
Savings & Loan	22	$2,124,519,000

6 - PASSENGER AUTOS: County 1,000,327

7 - ELECTRIC METERS: Total 284,019

8 - GAS METERS: Residence 206,513

9 - PRINCIPAL INDUSTRIES: Automobile; Aircraft Mach.; Food Proc. Containers.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-75; Summer 73-94; Fall 53-74; Winter 37-54. First killing frost, Nov. 1; last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: There are 71 shopping centers in the metropolitan area, with a total of 1,196 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northeast(98)	NA	Dillard, Mont. Ward, Sears, JCPenney
Ridgmar(137)	NA	Dillard, JCPenney, Neiman-Marcus, Sears
Fort Worth Town Ctr.(170)	NA	Dillard, JCPenney, Sears
Forum 303(65)	NA	Dillard, Mont. Ward
Hulen Mall(92)	NA	Sangers, Mont. Ward
North Hills(56)	NA	Sangers, Cox's
Tandy Center	NA	Dillard
Monnig's Oaks(20)	NA	Monnig's, Motts
Park Plaza(60)	NA	Joske's, Minyard
Tandy Town(20)	NA	Mitchell's
Town & Country(27)	NA	Eckerd
Fielder Plaza(41)	NA	Buddies, Eckerd
Mayfair Vlg.	NA	Monnig's
Lincoln Sq.	NA	Stripling & Cox
City View Ctr.	NA	Stripling & Cox
Ridgmar Sq.	NA	Mervyn's

Principal Shopping Days-Sat., Fri., Mon.
Stores Open Evenings-Dept. Fri.; Food daily.

13 - RETAIL OUTLETS: **Department Stores**-Stripling & Cox 8; Dillard's 5; Neiman-Marcus; Sanger-Harris 3; Sears 4; Montgomery Ward 4; Mitchell & Myers 20; JCPenney 4; Monnig's 8; Margo's 6; Mervyn's 3.
Discount Stores-K mart 13; Best 3; Edisons 3; Target 4; White's 8; Service Mdse. 3; Wal-Mart 6.
Variety Stores-Woolworth; Mott's; Ben Franklin.
Chain Drug Stores-Eckerd 33; Revco 41; Town & Country 9.
Chain Supermarkets-Big Value 6; Diamond 4; Jewel T 4; Kroger 14; Minyards 12; Stricks 7; Skaggs 9; Tom Thumb 6; Winn-Dixie 34; Wyatts 5.
Convenience Stores-7-Eleven 102; Stop 'N Go 31; Mr. M 19; U-Tote-M 16; Quick Sak 15; Quickway 11; McCloud's 5.

14 - NEWSPAPERS: STAR-TELEGRAM (m-mon to fri) 140,154; (e-mon to fri) 120,935; (m-sat) 264,935; (S) 317,239; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Mac Tully, Gen. Adv. Mgr., STAR-TELEGRAM, PO Box 1870, Fort Worth, TX 76101; Tel. (817) 390-7400.
National Representative: Sawyer-Ferguson-Walker.

FREEPORT
See CLUTE

GAINESVILLE

1 - LOCATION: Cooke County, E&P Map E-2. County Seat. Small manufacturing center. N part of state. 68 mi. from Dallas and Fort Worth; 140 mi. from Oklahoma City. I-35 & U.S. Hwy. 82.

2 - TRANSPORTATION: **Railroads**-Santa Fe.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,077; E&P 88 Est. 15,821
County 80 Cen. 27,897; E&P 88 Est. 29,613

4 - HOUSEHOLDS:
City 80 Cen. 5,568; E&P 88 Est. 6,210
County 80 Cen. 10,078; E&P 88 Est. 10,996

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$103,889,000
Commercial	3	$216,933,222

6 - PASSENGER AUTOS: County 29,163

7 - ELECTRIC METERS: Residence County 13,662

8 - GAS METERS: Residence-City 5,397; County 6,295

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Field Equip. 830 ($350); Aircraft 1,455 ($250); Paint Mfg. 150 ($175); Machine Tools 200 ($275); Mainframe Computer Parts 150 ($300); Polyethylene Wrap 100 ($250).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-98; Summer 53-107; Fall 25-90; Winter 14-86. First killing frost, Oct. 20; last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Principal Shopping Centers**-20 blocks on 4 streets. Shopping center, Hwy. 82 at Grand Avenue; 25 units.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept. & Groc.-Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Beall's.
Discount Stores-Wal-Mart; Dollar General; K mart.
Chain Drug Stores-Page Super; Eckerd.
Chain Supermarkets-Tom Thumb; AF 4; Piggly Wiggly.
Other Chain Stores-Sherwin-Williams; Babcock Bros.; Sears (catalog); Osborne; Zale's; Radio Shack; McCoys; M.E. Moses.

14 - NEWSPAPERS: REGISTER (eS) 8,390; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: David Scott, Adv. Mgr., REGISTER, 306 E. California, Gainesville, TX 76240; Tel. (817) 665-5511.
National Representative: Papert Companies.

GALVESTON

1 - LOCATION: Galveston County (In Galveston-Texas City PMSA), E&P Map F-4, County Seat. Seaside resort, heavy industry. University of Texas Medical School. Six oil refineries and chemical plants. Shipyards. Interstate Hwy. 45. 50 mi. S of Houston; 300 mi. S of Dallas.

2 - TRANSPORTATION: **Railroads**-Atchison, Topeka & Santa Fe; Burlington Northern; Galveston, Houston & Henderson; Galveston Wharves Terminal Railway; Missouri-Kansas Texas Railroad; Missouri Pacific; Southern Pacific.
Motor Freight Carriers-12.
Intercity Bus Lines-Texas Bus Lines.

3 - POPULATION:
Corp. City 80 Cen. 61,902; E&P 88 Est. 63,576
County/PMSA 80 Cen. 196,372; E&P 88 Est. 228,075

4 - HOUSEHOLDS:
City 80 Cen. 24,013; E&P 88 Est. 24,827
County/PMSA 80 Cen. 69,284; E&P 88 Est. 83,648

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$685,191,000
Savings & Loan	3	$650,000,000

6 - PASSENGER AUTOS: County 161,539

7 - ELECTRIC METERS: Residence 25,852

8 - GAS METERS: Residence 15,898

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fishing & Agric. 2,555; Constr. 9,900; Mfg. 9,900; Trans. 5,400; Public Util. 3,099; Whol. Trade 2,000; Ret. Trade 11,700; Fin., Ins. & R.E. 4,700; Business & Repair Servs. 4,162; Personal, Entertainment & Recreation 3,568; Health Servs. 10,186; Education 7,602; Professional & Related 3,699; Public Administration 4,058.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 61-75; Summer 81-83; Fall 63-80; Winter 54-57.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-16 blocks on D, E and F Streets.
Neighborhood Shopping Centers-61st & Broadway; 61st & Stewart Rd.; 400 Strand; 61st & Central City Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Galvez Mall(45)	NA	Sears, Beall's, Eiband's
Port Holiday	NA	The Fair
Westgate(12)	NA	Kingsaver, Eckerd
K mart(10)	NA	K mart
Central Cities Plz.	NA	Wal-Mart, Randall's, Walgreens

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Shopping centers every evening until 9 p.m.
Stores Open Sundays-Most.

13 - RETAIL OUTLETS: **Department Stores**-The Fair; Eibands; Sears; Schwartz's; Weiners; Beall's; Craigs.
Variety Stores-S.H. Kress; McCrory; Perry's.
Discount Stores-K mart; Wal-Mart.
Chain Drug Stores-Walgreens 3; Wright's 3; Texas 4; Eckerd.
Chain Supermarkets-Gerland's 3; Kroger; Randall's; Kingsaver; 7-Eleven 24; Stop-N-Go 9; Circle K 10.
Other Chain Stores-Athletic Attic; Butler; Fayva; Kinney; Morse; Firestone; Goodyear; Walter Pye; Sherwin-Williams; Singer Co.; Texas State Optical; True Value Hardware; Zale's; Goodrich; Western Auto; Margos La Mode; B. Dalton; Evenson's; General Nutrition Center; Junction; Kay Jewelers; Mr. Music; So-Fro Fabrics; World Bazaar; McCoy's Building Supplies; Color Tile; Radio Shack; Pay-Less; Kid's Mart.

14 - NEWSPAPERS: NEWS (m) 29,000; (S) 30,000; Aug. 1, 1988 CAC.
Local Contact for Advertising and Merchandising Data: David Lyons, Adv. Dir., NEWS, 8522 Teichman Rd.; PO Box 628, Galveston, TX 77551; Tel. (409) 744-3611.
National Representative: Landon Associates.

GARLAND

1 - LOCATION: Dallas County (In Dallas PMSA), E&P Map E-3. 12 mi. NE of Dallas.

2 - TRANSPORTATION: **Railroads**-MKT of Texas; Santa Fe.
Motor Freight Carriers-41.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 138,857; E&P 88 Est. 183,316
CZ-ABC: (80) 138,857
RTZ-ABC: (80) 10,812
County 80 Cen. 1,563,730; E&P 88 Est. 1,892,588
PMSA 80 Cen. 1,970,967; E&P 88 Est. 2,478,045
City & RTZ-ABC: (80) 149,669

4 - HOUSEHOLDS:
City 80 Cen. 45,978; E&P 88 Est. 61,406
CZ-ABC: (80) 45,978
RTZ-ABC: (80) 3,369
County 80 Cen. 577,753; E&P 88 Est. 737,833
PMSA 80 Cen. 711,093; E&P 88 Est. 930,944
City & RTZ-ABC: (80) 49,347

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$436,267,856
Savings & Loan	7	$169,867,161

6 - PASSENGER AUTOS: County 1,569,867

7 - ELECTRIC METERS: Residence 46,109

8 - GAS METERS: Residence 29,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil Equip. 1,240; Food Prods. 4,032; Clothing 800; Electronics 5,365; Paint, Varnish 600.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-76; Summer 75-94; Fall 57-78; Winter 38-58.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping centers**-6 blocks on W. Garland Ave., 3 on State St., 3 on Fifth St., 3 on Sixth St., 2 on Seventh St., 2 on Eighth St., all in Downtown area; 4 in Skillern Plaza Center; 2 in Ridgewood Shpg. Ctr.; Meadowcreek; Lakeview Village.

Neighborhood Shopping Centers-4 blocks on First St.; 2 in Orchard Hills Ctr.; 2 on N. Star Rd.; 3 in Duck Creek Ctr.; 3 on S. Garland Ave.; 2 on Fifth St. & Ave. G; 4 corners Kingsley & First.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Buckingham Plz.(20)	NA	Tom Thumb, Cloth World
North Star Plz.(22)	NA	Rexall
K mart Plaza(8)	NA	K mart
Walnut Village(21)	NA	Minyards
Walnut Plaza(25)	NA	Revco, Kroger
Walnut Creek(10)	NA	Safeway
Jupiter Plaza(24)	NA	Radio Shack
Walnut Park(12)	NA	Pizza Inn
Plano/Walnut(17)	NA	Yardbirds
Duckcreek(9)	NA	Safeway
Meadowcreek(37)	NA	Safeway, Tom Thumb
Ridgewood(70)	NA	Minyards, Sears
Orchard Hills(14)	NA	Rexall
Oakridge	NA	
Club Hills(30)	NA	Safeway
Broadway Vlg.(35)	NA	Tom Thumb
Garland(27)	NA	JCPenney
Eastgate(20)	NA	Radio Shack
Centerville Crossroads(22)	NA	Target, Kroger, Homers
Lakeview Vlg.(21)	NA	Winn-Dixie
Richardson Sq. (110)	NA	Dillard, Ward's Drug, Joske's
Town East(145)	NA	Sears, Joske's
Faulkner(30)	NA	

Principal Shopping Days-Thur. evening; Fri. day & evening, Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Mervyn's.

Discount Stores-K mart; Manufacturer's Outlet.
Chain Drug Stores-Drug Mart 2; Skaggs; Revco 5; Eckerd 4; Garland 3; Garview.
Chain Supermarkets-Safeway 4; Kroger 3; Tom Thumb 3; Minyards 3; Skaggs/Albertson's; Gerland's Food Fair; Winn-Dixie.
Other Chain Stores-Babcock Bros.; Sherwin-Williams; Goodyear; TG&Y; Myers; Satellite Store; Zale's; Sears (catalog); M.E. Moses; Target.

14 - NEWSPAPERS: NEWS (e-tues to sat) 12,515; (S) 13,958; Mar. 31, 1988 ABC.

Local Contact for Advertising and Merchandising Data: Robert Keeter, Adv. Mgr., NEWS, 1000 Ave. H East, Arlington, TX 76011; Tel. (214) 272-6591.
National Representative: U.S. Suburban Press.

GONZALES

1 - LOCATION: Gonzales County, E&P Map D-5, County Seat. On the Guadalupe River. 90 mi. from coast in S central part of state. 65 mi. S of Austin; 70 mi. E of San Antonio; 140 mi. SW of Houston.

2 - TRANSPORTATION: **Railroads**-Galveston, Harrisburg & San Antonio (Southern Pacific).
Motor Freight Carriers-6.
Interstate Bus Lines-Kerrville; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 7,152; E&P 88 Est. 8,908
County 80 Cen. 16,932; E&P 88 Est. 19,009

4 - HOUSEHOLDS:
City 80 Cen. 2,480; E&P 88 Est. 2,886
County 80 Cen. 5,949; E&P 88 Est. 6,757

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$130,716,000
Savings & Loan	3	$14,521,491

6 - PASSENGER AUTOS: County 15,129 (all vehicles)

7 - ELECTRIC METERS: 3,040

8 - GAS METERS: 2,240

9 - PRINCIPAL INDUSTRIES: Southern Clay Prods.; Egg Packing; Feed Mill; Hatcheries; Dog & Cat Food Prods. Plant; Meat Pkg.; Cattle Buyers.
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-74; Summer 56-98; Fall 48-85; Winter 20-65. First killing frost, Nov. 11-26; last killing frost, Feb. 27.

11 - TAP WATER: Alkaline, medium hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-13 blocks on 5 streets; Country Village Shpg. Ctr.-5 stores.

Principal Shopping Days-Mon., Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Gindler's; Ladies First; Toggery; J.B. White; Bill's Dollar; The Corral Western Wear; Donnie's Western Wear; The Clothes Tree.

Variety Stores-Perry's.
Chain Drug Stores-Wal-Mart; Rexall.
Chain Supermarkets-United Supers; Boysen's; Circle K; Wuest's; H.E.B.; Super S.
Other Chain Stores-Goodyear; Western Auto; Sears; Montgomery Ward; Boothe & Lewis; Wally's; True Value; Shoe Bar.

14 - NEWSPAPERS: INQUIRER (e-mon to fri) 2,468; sworn Sept. 30, 1987.

Local Contact for Advertising and Merchandising Data: Pearl Robertson, Adv. Dir., INQUIRER, 622 N. St. Paul; Box 616, Gonzales, TX 78629; Tel. (512) 672-2861.
National Representative. None.

GRAND PRAIRIE

1 - LOCATION: Dallas County (In Dallas PMSA), E&P Map E-3. Manufacturing; North Central Texas; 15 min. from Dallas & 17 min. from Ft. Worth.

2 - TRANSPORTATION: **Railroads**-T&P.
Intercity Bus Lines-Texas Motor Coaches.
Motor Freight Lines-15.
Airports-Love Field Dallas/Ft. Worth Airport.

3 - POPULATION:
Corp. City 80 Cen. 71,462; E&P 88 Est. 99,205
City of Pub.-ABC: (80) 71,462
County 80 Cen. 1,563,730; E&P 88 Est. 1,892,588
PMSA 80 Cen. 1,970,967; E&P 88 Est. 2,478,045

4 - HOUSEHOLDS:
City 80 Cen. 23,714; E&P 88 Est. 33,525
City of Pub.-ABC: (80) 23,714
County 80 Cen. 577,753; E&P 88 Est. 737,833
PMSA 80 Cen. 711,093; E&P 88 Est. 930,994

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$44,904,162
Savings & Loan	2	$38,874,954

6 - PASSENGER AUTOS: County 1,569,867

7 - ELECTRIC METERS: Residence 16,000

8 - GAS METERS: Residence 15,000

9 - PRINCIPAL INDUSTRIES: Mfg.; Industrial Supply; Tanks; Pipes; Steel; Bottling; Trailers; Aerospace; Warehousing.

10 - CLIMATE: Av. Temp.-Jan. 46; June 85.

11 - TAP WATER: Artesian Wells plus water main connection with Dallas.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Carrier Pkwy.(9)	NA	Mitchell's, Thrifty Drug
Dalworth Ctr.(2)	NA	Buddies
Grand Central(4)	NA	
Indian Hills(10)	NA	B&W Foods
Inglewood(3)	NA	Dairy Mart
Marshall Plz.(25)	NA	Piggly Wiggly, TG&Y
Plaza 303(19)	NA	Kroger, Goodyear

Principal Shopping Days-Fri., Sat. All Stores open on Thur., Fri. nights.

13 - RETAIL OUTLETS: **Department Stores**-Watson Bros.; Meyer's; Dillard; Montgomery Ward.
Variety Stores-Woolworth; Mott's; TG&Y.
Discount Stores-Gibson; K mart.
Chain Drug Stores-Skillern's 2; Millar; Walgreens; Rexall; Baker's; Thrifty; SupeRx.
Chain Supermarkets-Kroger 2; Safeway; 7-Eleven 3; Cabell's 2; Buddies; Piggly Wiggly; Edelman's 3; Jefferson St. Drive In 2; Mack 2; Skaggs-Albertson's; Minyards.
Other Chain Stores-Firestone; Goodyear; Western Auto; Sherwin-Williams Paint.

14 - NEWSPAPERS: NEWS (e-tues to sat) 7,990; (S) 8,750; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Ron Wallace, Adv. Mgr., NEWS, 1000 Ave. H East, Arlington, TX 76011; Tel. (214) 640-0146.
National Representative. U.S. Suburban Press.

GREENVILLE

1 - LOCATION: Hunt County, E&P Map E-3, County Seat. 42 mi. NE of Dallas.

2 - TRANSPORTATION: **Railroads**-MKT; KCS-L&A; StLSW.
Intercity Bus Lines-Greyhound; Continental.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 22,161; E&P 88 Est. 27,170
CZ-ABC: (80) 22,161
Bal. in NDM-ABC: (80) 33,087
County 80 Cen. 55,516; E&P 88 Est. 65,621
Total NDM-ABC: (80) 55,248
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,271; E&P 88 Est. 10,254
County 80 Cen. 20,331; E&P 88 Est. 24,466
CZ-ABC: (80) 8,271
Bal. in NDM-ABC: (80) 12,060
Total NDM-ABC: (80) 20,331

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$301,004,517
Savings & Loan	1	$473,605,943
Savings	1	$79,088,728

6 - PASSENGER AUTOS: County 55,275

7 - ELECTRIC METERS: Residence 9,903

8 - GAS METERS: Residence 8,089

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Needlecraft 2,500 ($135); Aircraft 2,800 ($350); Elect. 165 ($225); Rail 275 ($175); Wood Mfg. 400 ($190-$265).

10 - CLIMATE: Min. & Max. Temp.-Spring 61-82; Summer 70-92; Fall 44-67; Winter 38-59.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Crossroads(26)	NA	Wal-Mart, Beall's, JCPenney
Rolling Hills(15)	NA	Martin Theatres, Woody's Mkt.
South Gate(8)	NA	Jewel-T, Harvey's TV, Kingsaver
Town South(15)	NA	TG&Y, Eckerd, White's

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Beall's; Sears; Swartz.
Variety Stores-Dollar General.
Discount Stores-Wal-Mart; General Distributors; TG&Y; Howards; K mart.
Chain Supermarkets-Safeway; Brookshire; Kroger; Woody's 12; E-Z Mart 2; Jewel-T; Kingsaver.
Other Chain Stores-White's Auto; S&H Green Stamps; Eckerd; Hallmark; Revco.

14 - NEWSPAPERS: HERALD BANNER (m) 11,656; (S) 12,620; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Bill Hunsucker, Adv. Dir., HERALD BANNER, 2305 King St.; PO Box 1047, Greenville, TX 75401; Tel. (214) 455-4220.
National Representatives: Landon Associates; Harte-Hanks Communications.

HARLINGEN

1 - LOCATION: Cameron County (In Brownsville-Harlingen MSA), E&P Map D-6. Junction of Federal Hwys. 77, 83. 245 mi. SE of San Antonio.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific; Southern Pacific.

Motor Freight Carriers-8.

Intercity Bus Lines-Continental Trailways; Valley Transit.

Airlines-Southwest; American; Continental.

3 - POPULATION:
Corp. City 80 Cen. 43,543; E&P 88 Est. 61,459
CZ-ABC: (80) 64,399
RTZ-ABC: (80) 241,638
County/MSA 80 Cen. 211,022; E&P 88 Est. 258,239
City & RTZ-ABC: (80) 306,037
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,091; E&P 88 Est. 18,785
CZ-ABC: (80) 18,873
RTZ-ABC: (80) 64,383
County/MSA 80 Cen. 58,409; E&P 88 Est. 73,705
City & RTZ-ABC: (80) 83,256

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	14	$5,296,481,731
Savings & Loan	6	$2,007,832,247

6 - PASSENGER AUTOS: County 136,647 (all vehicles)

7 - ELECTRIC METERS: Residence 50,390

8 - GAS METERS: Residence 21,905

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Dairy Proc. 175; Bakery 600; Fruit & Veg. Mach. 200; Food Proc. 1,700; Cotton Proc. 600; Chem. Plants 350; Bottlers 250; Publishing 300; Clothing Mfg. 800; Aircraft 300.
Principal Pay Days-Fri.; 1st, 15th.

10 - CLIMATE: Av. An. Temp.-Spring 75; Summer 84; Fall 75; Winter 62.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-(Downtown)-5 blocks on E. Jackson St.; 3 on Van Buren; 3 on Monroe.
Neighborhood Shopping Centers-7th St. & 77 Sunshine Strip; Ed Carey Dr. & Highway 83/77 North 77 Sunshine Strip; Jackson St. & Third St. W to Commerce; Morgan Blvd. & 77 Sunshine Strip; South 77 Sunshine Strip; North 77 Sunshine Strip & 13th St.; 77 Sunshine Strip at Arroyo Colorado.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Colonial Square	NA	Brooks & Brooks, Suburban Casuals
Commerce Plz. S.	NA	Hair Affair
Coronado Village	NA	Cook Office Supply
El Mercado	NA	Thom McAn, Kwik Copy
Laurel Park	NA	C.R. Anthony's, Pay Less Shoes
Treasure Hills Plz.	NA	Curtis Mathes, Winn's, Hallmark
Valle Viste Mall	NA	Dillards, JCPenney, Sears, Service Mdse.

Principal Shopping Days-Sat.; 1st Mon. of month.
Stores Open Evenings-All on Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JC Penney; Beall's; K mart; Wal-Mart.
Variety Stores-McClellan's; Winn's.
Chain Drug Stores-Rexall 2; Walgreens; Medico.
Chain Supermarkets-H.E. Butt 3.
Other Chain Stores-Suburban Casuals; Brooks & Brooks; Winn's; Sherwin-Williams; Thom McAn Shoes; Kwik Copy; C.R. Anthony's; Zale's Jewelers; Radio Shack; Curtis Mathes; Hallmark; Shoes: Baker, Connie, Kinney, Payless, Naturalizer, Butlers; Camelot Music; Casual Corner; Chess King; Chez Choclat; Chic Fil A; Cookie Co.; Dillard's; Food Action; Food Locker; General Nutrition; Gold Mine; Gordon's; Hit or Miss; Jean Nicole; Kaleidoscope; Kinderfoto; Lerners; Mission Jewelers; Morrow's Nut House; One Potato Two; Parklane Hosiery; Serv. Mdse.; Sunglass Co.; Sweeney's; Tin Can Alley; Video Sq.; Waldenbooks; Wyatt's.

14 - NEWSPAPERS: VALLEY STAR (m) 29,865; (S) 33,092; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: David Ginsberg, Mktg. Dir., VALLEY STAR, PO Box 511, Harlingen, TX 78550; Tel. (512) 423-5511.
National Representative: Papert Companies.

HENDERSON

1 - LOCATION: Rusk County, E&P Map E-3, County Seat. Residential ctr. 138 mi. E of Dallas; 78 mi. W of Shreveport, LA; 185 mi. N of Houston. On U.S. Hwys. 259, 79; State Hwys. 64, 43, 323, 322.

2 - TRANSPORTATION: **Railroads**-M.P.

Intercity Bus Lines-Continental Trailways.
Motor Freight Lines-5; Central Freight.

3 - POPULATION:
Corp. City 80 Cen. 11,473; E&P 88 Est. 12,831
County 80 Cen. 41,476; E&P 88 Est. 47,142

4 - HOUSEHOLDS:
City 80 Cen. 4,335; E&P 88 Est. 4,753
County 80 Cen. 15,011; E&P 88 Est. 17,337

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$115,105,721
Commercial	3	$309,210,247

6 - PASSENGER AUTOS: County 35,325

7 - ELECTRIC METERS: Residence 5,431

8 - GAS METERS: Residence 4,553

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Oil 3,000; Bricks 400; Mobile Homes 150; Lignite Generating Plant 1,950; Office Furn. 225; Lumber 225; Garment 300.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-80; Summer 65-95; Fall 36-70; Winter 28-65.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Henderson Plz.(11)	NA	Wal-Mart, Beall's
South Main Plz.(8)	NA	K mart, Eckerd
Circle Plz.	NA	Winn-Dixie

Principal Shopping Days-Mon., Thur., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Beall's; J.B. White.
Variety Stores-M.E. Moses; Duke & Ayers.
Discount Stores-United Dollar; Wal-Mart; K mart.
Chain Drug Stores-Drug-Sav; Gibson; Eckerd.
Chain Supermarkets-Safeway; Brookshire; Griffith; Winn-Dixie; King Saver.
Other Chain Stores-Goodyear; Singer Co.; Western Auto; Sears; Otasco; Margo's.

14 - NEWSPAPERS: NEWS (e-mon to fri; S) 5,864; sworn Sept. 28, 1987.
Local Contact for Advertising and Merchandising Data: William Ashby, Adv. Mgr., NEWS, 1711 Hwy 79 South; PO Box 30, Henderson, TX 75653; Tel. (214) 657-2501.
National Representative: None.

HEREFORD

1 - LOCATION: Deaf Smith County, E&P Map C-1. County Seat. Agricultural & manufacturing, panhandle section of state, 46 mi. SW of Amarillo on U.S.-60, 95 mi. N of Lubbock on U.S. 385.

2 - TRANSPORTATION: **Railroads**-Sante Fe.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 15,853; E&P 88 Est. 14,765
County 80 Cen. 21,189; E&P 88 Est. 20,484

4 - HOUSEHOLDS:
City 80 Cen. 4,969; E&P 88 Est. 4,713
County 80 Cen. 6,487; E&P 88 Est. 6,422

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$161,546,000
Savings & Loan	2	$50,000,000
Credit Union	1	$18,000,000

6 - PASSENGER AUTOS: County 17,090 (all vehicles)

7 - ELECTRIC METERS: Residence 5,900

8 - GAS METERS: Residence 4,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners -Sugar Plant 360; Clothing 300; Cattle Feedyards 200.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-80; Summer 60-100; Fall 30-85; Winter 0-70. First killing frost, Oct. 22; last killing frost, Apr. 15.

11 - TAP WATER: Hard, natural fluoridation.

12 - RETAILING: **Principal Shopping Center**-8 blocks downtown, 20 other on principal hwys.
Neighborhood Shopping Centers-West Park Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Park Plz.(12)	1	Jack & Jill, McCrory's
Sugarland Mall(25)	2	JCPenney, C.R. Anthony

Principal Shopping Days-Wed., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; C.R. Anthony.
Discount Stores-Gebo's; Farm Discount & Lumber.
Variety Stores-M.E. Moses; McCrory's; Winn's.
Chain Supermarkets-Jack & Jill; Taylor & Sons; IGA; Sav 'N' Gain; La Tienda.
Other Chain Stores-Sherwin-Williams; Montgomery Ward; Sears (catalog); Otasco; Higginbotham-Bartlett Lumber; Goodyear; A to Z Tires.

14 - NEWSPAPERS: BRAND (e-tues to fri; S) 3,320; sworn Oct. 29, 1987.
Local Contact for Advertising and Merchandising Data: Mauri Montgomery, Adv. Mgr., BRAND, 313 N. Lee; PO Box 673, Hereford, TX 79045; Tel. (806) 364-2030.
National Representative: Papert Companies.

HOUSTON

1 - LOCATION: Harris County (PMSA), E&P Map E-4. On Houston Ship Channel; 23 mi. from Galveston Bay; 50 mi. from Gulf of Mexico; 252 mi. SE of Dallas; 219 mi. E of San Antonio; 50 mi. NW of Galveston; 95 mi. W of Beaumont. On U.S. Hwys. 59, 75, 90, 290, I-10, I-45; State Hwys. 35, 73, 225, 288.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Southern Pacific; Missouri-Kansas-Texas; Katy; Amtrak; Burlington Northern; Galveston Houston Henderson; Soo Line; Brit Rail; German Rail.
Motor Freight Carriers-50 Common Carriers. Over 72 Regulated Special Carriers. Over 200 Local Delivery Trucking Firms.
Intercity Bus Lines-Trailways; Greyhound; Kerrville; Texas; Valley Transit; Transportation Enterprises.
Freight Steamship Lines-Over 200.
Airlines-Aerolineas Argentina; Aeromexico; Air France; Air Link; Alaska; American; Avianca; Aviateca; British Caledonian; Cayman; Continental; Delta; Eastern; Eastern Metro Express; Emerald Air; Executive Air Link; KLM Royal Dutch; Lufthansa German; Metro; Northwest; Ozark; Pan Am; Piedmont; Royale; Southwest; Trans World; Transamerica; USAir; United; Viasa Venezuelan Intl.

3 - POPULATION:
Corp. City 80 Cen. 1,594,086; E&P 88 Est. 1,844,822
County 80 Cen. 2,429,505; E&P 88 Est. 2,868,002
PMSA 80 Cen. 2,762,095; E&P 88 Est. 3,350,941
CZ-ABC: (80) 2,425,836
RTZ-ABC: (80) 964,486
City & RTZ-ABC: (80) 3,390,322
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 602,242; E&P 88 Est. 722,747
County 80 Cen. 896,880; E&P 88 Est. 1,079,948
PMSA 80 Cen. 973,162; E&P 88 Est. 1,233,469
CZ-ABC: (80) 874,652
RTZ-ABC: (80) 318,911
City & RTZ-ABC: (80) 1,193,563

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	261	$33,935,128,000
Savings & Loan	58	$20,444,685,136

6 - PASSENGER AUTOS: County 2,089,820

7 - ELECTRIC METERS: Residence County 1,144,165

8 - GAS METERS: Residence County 525,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Durable Goods 74,800; Lumber & Wood Prods. 2,800; Furn. & Fixt. 1,700; Stone, Clay & Glass 5,800; Primary Metals 3,300; Fab. Metal Prods. 19,500; Mach. Non-Elect. 26,100; Elect. Mach. 19,500; Trans. Equip. 3,400; Other Durable Goods 6,000; Food 12,300; Textiles & Apparel 1,400; Paper 3,300; Printing & Publishing 16,400; Chem. 21,900; Petroleum & Coal Prods. 10,900; Other Non-Durable Goods 7,290; Mining 62,500; Contract Constr. 63,100; Trans., Commun. & Util. 91,600; Whol. Trade 105,900; Ret. Trade 348,100; Ins. & R.E. 100,400; Servs. 348,100; Business & Personal Servs. 157,900; Medical & Prof. Servs. 183,500; Agric. Serv. 6,700; Fed. Gov't 23,700; State Gov't 32,000; Local Gov't 136,200.

10 - CLIMATE: Min. & Max. Temp.-Spring 59-80; Summer 73-92; Fall 59-80; Winter 45-65.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-9 blocks on Main St.; 9 on Fannin St.; 9 on Travis St.
Neighborhood Shopping Centers-There are about 200 shopping centers in the area.
SHOPPING CENTERS
50 or More Stores-Almeda; Baybrook; Brazos Mall; Carillon Ctr.; Champion Vlg. III; Deerbrook; Fondren Southwest; Galleria; Greenspoint; Gulfgate; Highland Vlg.; Long Point; Memorial City; Meyerland Plz.; North Oaks; Northline Mall; Northwest; Pasadena Plz.; Pasadena Town Sq.; Post Oak/San Felipe; River Oaks; San Jacinto; Sharpstown Ctr.; The Park; The Village; Town & Country; West Oaks; Westbury Sq.; Westwood; Willowbrook; Woodlake Sq.
31 to 50 Stores-Champion Forest; Champion Vlg. I; Clear Lake Sq.; Gessner-Harwin Plz.; Greenbriar; Greenway Plz.; Humblewood Plz.; Kingwood Ctr.; Lakeside Vlg.; Mason Vlg.; Merchants Pk.; North Junction Plz.; Northland; Northtown Plz.; Northwest Vlg.; Oak Forest; Park Plz.; Pasadena Oaks; Pasadena Plz.; Popolo Vlg.; Southway; The Underground; Weslayan Plz.; Westchase; Westheimer/Ashford Oaks; Woodland Acres; Willowchase Ctr.
21 to 30 Stores-5900 North Freeway; Almeda Sq.; Ashford Sq.; Atascocita; Bay Plz.; Bear Creek; Bellwood; Belt/West; Braesner Vlg.; Braeswood Ctr.; Braeswood Sq.; Briargrove Plz.; Bunker Hill; Camino South; Clear Lake Ctr.; Cypress Landing; Cypress Plz.; Cypress Station; Cypress Vlg.; Dashwood; Deauville Sq.; Deauville Plz.; Echo Lane; Fondren Plz.; Fondrenwood Ctr.; Forest West; Four Corners West; Greenspoint Gallery; Greenspoint Sq.; Hammerly Plz.; Keegan's Vlg.; Kempwood Plz.; Lantern Lane; Maplewood; Mariner Vlg.; Miramar Ctr.; Nassau Bay; Northbrook; Northeast Lakewood; Northshore Ctr.; Northwood Plz.; Palm Ctr.; Parkland West; Parkshire Ctr.; Ponderosa Ctr.; Post Oak Plz.; Saks Ctr.; Stafford Plz.; Stella Link Ctr.; The Corners; The Jones Road Plz.; The Oaks of Inwood; Timberwood Ctr.; Town Plz.; Village Green; Village Real; West Junction; West Town; Westchase; Westhilie Vlg.; Willow Pk.; Wind Chimes; Windsor Plz.; Woodway Sq.; York Plaza.
15 to 20 Stores-Allen Ctr.; Almeda Genoa; Argyle Plz.; Armand Ctr.; Baybrook Terr.; Bellaire Triangle; Bellford Crossing; Bellwood Plz.; Beltway Ctr.; Braesgate; Briarwest Ctr.; Broadway; Country Club; Countryside Vlg.; Cypress Sq.; Cypresswood Plz.; Deauville East; Deauville West; Deauville North; Fairbanks Ctr.; Garden Oaks; Gessner Sq.; Goose Creek; Gulf Point; Gulfway; Hudson Vlg.; Huntington Vlg.; Huntwick Vlg.; Inwood Forest; Jacinto City; Jester Vlg.; Kingsland Vlg.; Klein Sq.; Kuykendahl Vlg.; Laura Koppe; Levitz Plz.; Long Point Ctr.; Long Point Plz.; Loop Ctr.; MacGregor Plz.; Mainhill; Maplewood Sq.; Meyerland Plz. Annex; Mission Bend; Northshore Vlg.; Northwood Ctr.; Oak Vlg.; Parkland Humble; Piney Point; Point West; Post Oak Ctr.; Prestonwood Forest Vlg.; Rummel Creek; South Main Ctr.; Southpoint; Spencer Sq.; Sylvan Plz.; Synott Pl.; Tanglewilde; Township Ctr.; Westheimer Vlg.; White Plz.; Willowcreek; Woodforest Ctr.; Deerbrook Commons.
11 to 15 Stores-Allendale; Bayshore; Bayway; Beechcrest Ctr.; Bellaire Theatre Ctr.; Bellfort East; Blalock Sq.; Braes; Briar Hollow; Cluc Creek; Cypress Trails; Edgebrook Plz.; El Camino Ctr.; El Dorado Bend; Galena Pk.; Glenbrook; Breenridge Plz.; Griggs Road Ctr.; Gulfway Plz.; Hillcroft Vlg.; Homestead Plz.; Inwood Central; Inwood Vlg.; Jensen Sq.; Kirby Glen; Little York Plz.; Memorial/Dairy Ashford; Miracle Corners; Monroe Plz.; Northborough Sq.; Orchard Green; Owens Sq.; Parkland North; Pine Forest Vlg.; Red Bluff Mall; Red Bluff Vlg.; Sheldon Forest; Southgate; Spencer Hwy. Ctr.; Sylvan Plz.; The Gessner Ctr. II; Town Centre; West Oak; Westbury Triangle; Westheimer Sq.; Willowbrook Ct.; Willowbrook Commons.
10 or Less Stores-7000 North Freeway; Alabama; Antoine Sq.; Brookhollow Vlg.; Champion Forest; Country Pl.; Graywood; Heights Plz.; Hermitage Oaks; High Meadows; Homestead Vlg.; North Shepherd; Northpark Ctr.; Northwood Vlg.; Nottingham Ctr.; Olde Oaks; Parkland East; Parktown; Pinemont; Riedel Ctr.; Rolling Wood; Savon Sq.; Southmore Plz.; Spencerwood; Spring Plz.; Spring Vlg.; Steeplechase; The Crossroads; University Plz.; Williamstown Ctr.; Winfield Ctr.; Woodcreek.

13 - RETAIL OUTLETS: **Department Stores**-Beall's 15; Foley's 12; Frost Bros. 3; JCPenney 8; Dillard's 10; Lord & Taylor 4; Macy's 4; Marshall Field 2; Mervyn's 7; Montgomery Ward 8; Neiman-Marcus 2; Palais Royal 26; Sakowitz 4; Saks Fifth Avenue 2; Sears 10.
Discount Stores-Best Products 3; Houston Jewelry 2; K mart 20; Target 15; United Jewelers 7; W. Bell & Co. 3; Service Mdse. 5; Winn's 11.
Variety Stores-Ben Franklin 2; Kresge; McCrory; Variety Value; Woolworth 7.
Chain Drug Stores-Cunningham's 5; Doyles; Eckerd 107; Jones Apothecary 4; Medic Pharmacy 3; Ralston's 18; Walgreens 95.
Chain Supermarkets-Baby Giant 7; Clayton's 3; Fiesta 12; Food City 6; Food Giant 4; Gerland's 19; Kroger 58; Lucky Seven 27; Minimax 11; M&M Foods 5; Randall's 40; Rice 33; Safeway 80; 7-Eleven 250; Stop'N Go 250; Sunny's 7; Circle K 195.
Other Chain Stores-Men's Clothing: Al's Formal Wear 14, Buck's 2, Chess King 10, Front Row 5, Kuppenheimer's 5, Leopold Price & Rolle 15, The Men's Warehouse 14, Norton Ditto 2, J. Riggin's 9, Rodneys 12, Ventura's 12, Zindler's 2; Women's Clothing: Casual Corner 17, Esther Wolf, Everitt Buelow 3, Fashion Conspiracy 4, Foxmoor 12, Frederick's 5, Isabell Gerhart 2, Judy's 5, Lane Bryant 12, Lerner's 14, The Limited 14, Margos 10, Shelly's Tall Girls 3, 5-7-9 Shops 8, The Woman's Shop 10; Family Clothing: Beall's 15, Craig's 10, County Seat 8, Frost Brothers 3, The Gap 16, Jeans West 10, Leonard's 8, Marshall's 5, Palais Royal 23, Walter Pye 5, Weiner's 43; Shoes: Athlete's Foot 5, Baker's 13, Burt's 3, Butlers 5, Chandler's 5, Church's, Cowtown 3, El Bee 6, Ellis, Fayva 20, 5 & 10 Shoe Store 7, Flagg Brothers 3, Florsheim 14, Florsheim Thayer McNeil 3, French Bootery 2, Hanover 9, Hardy's 6, Jarman 5, Johnston Murphy 4, Joyce Selby 3, Just Boots 4, Kinney 22, Knapp, National Brand 3, Naturalizer 13, Pay-Less 33, Red Cross 8, Red Wing 8, Saks 3, Shoe Box 10, Shoe Gallery 4, Shoe Hut, The Shoe Rack 6, Shoes N' Such 4, Sofwear Shoes, Shoe World, Standard Shoes 8, Thom McAn 12, Wild Pair 6; Furniture: Blum's, Brittain's 4, Carolina, Fingers 8, Furniture Clearance Center, Furniture Idea 5, Georgetown Manor 2, Hilsher's 2, Lazy Boy Showcase Shoppers 3, Levitz 2, Metropolitan 3, Arron Rents Furn., Sleep-N-Aire 4, Star 10, Storehouse 5, Suniland 3, Waddell's 3; Miscellaneous: Academy 15, Firestone 31, Goodyear 28, Front Row 5, T.H. Mandy 3.

14 - NEWSPAPERS: HOUSTON CHRONICLE (all day) 411,701; (S) 553,044; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Dwight Brown, Display Adv. Dir., CHRONICLE, 801 Texas Ave., Houston TX 77002; Tel. (713) 220-7385.
National Representatives: Sawyer-Ferguson-Walker; London-Joshua B. Powers, Ltd.
POST (m) 302,125; (S) 344,925; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jerry D. Burton, Adv. Dir., POST, 4747 Southwest Freeway, Houston, TX 77001; Tel. (713) 621-7000.
National Representative: Branham/Newspaper Sales.

HUNTSVILLE

1 - LOCATION: Walker County, E&P Map E-4; County Seat. Sam Houston State University. 70 mi. N of Houston; on U.S. Hwy. 190; State Hwys. 30, 94; I-45.

2 - TRANSPORTATION: **Railroads**-Missouri-Pacific.
Motor Freight Carriers-10.
Intercity Bus Lines-Continental Trailways; Greyhound; City Transit; Brazos Transit System.
Airlines-Most national, some international lines at Houston.

3 - POPULATION:
Corp. City 80 Cen. 23,936; E&P 88 Est. 35,816
CZ-ABC: (80) 25,786
RTZ-ABC: (80) 16,003
County 80 Cen. 42,246; E&P 88 Est. 59,799
City & RTZ-ABC: (80) 41,789

4 - HOUSEHOLDS:
City 80 Cen. 6,558; E&P 88 Est. 10,321
County 80 Cen. 11,813; E&P 88 Est. 14,789
CZ-ABC: (80) 6,558
RTZ-ABC: (80) 5,255
City & RTZ-ABC: (80) 11,813

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$341,745,141 (County)

6 - PASSENGER AUTOS: County 29,612

7 - ELECTRIC METERS: 10,337

8 - GAS METERS: [illegible],992

9 - PRINCIPAL INDUSTRIES: Tank Trailer Repair; Mirror Mfg.; Chem.; Lumber & Timber; Farming; Oil Field Equip.; Lignite Coal; Oil; Gas; Ranching; Texas Dept. of Corrections.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-73; Summer 70-100; Fall 42-72; Winter 24-65. First killing frost, Oct. 10; last killing frost, Mar. 28.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Northwest Shopping Ctr**-11th St. (9 stores); Timber Hills; Town West (10 stores); Midway Plz. (9 stores); West Hill Mall-Hwy. 30.
Neighborhood Shopping Centers-Downtown (13th St.); University Hts. (5 stores); South Plaza (4 stores); Brookhaven (12 stores).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Some in Northwest Shpg. Ctr.; West Hill Mall-Open 10 a.m.-9 p.m. Mon.-Sat.; Sun. 1:00-6:00.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears (catalog); Beall's; The Fair; Kerrs; Marias; Felders.
Discount Stores-Wal-Mart; K mart.
Variety Stores-Wiener's; Perrys.
Chain Drug Stores-Eckerd; Walgreens; Revco.
Chain Supermarkets-Mini Max; Safeway; Food King; Kroger.

Other Chain Stores-Zale's; Firestone; Goodyear; Western Auto; TSO; Radio Shack; Gordons; Waldenbooks.

14 - NEWSPAPERS: ITEM (m-tues to sat) 5,458; (S) 6,425; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Arlena McLaughlin, Adv. Dir., ITEM, 1409 Tenth St.; PO Box 539, Huntsville, TX 77340; Tel. (713) 295-5407.
National Representative: Landon Associates.

HURST

1 - LOCATION: Tarrant County (In Fort Worth-Arlington PMSA). E&P Map E-3. 12 mi. NE of Fort Worth; 17 mi. NW of Dallas, North Central Texas. Near Hwys. 121, 183, 337.

2 - TRANSPORTATION: **Railroads**-Rock Island; T&P; MK&T; St. Louis & Southwestern.
Intercity Bus Lines-Continental Trailways; Greyhound; Texan Motor Coach.
Airlines-American; Continental; Delta; Eastern; Trans-Texas (Adjoins new Dallas-Fort Worth International Airport).

3 - POPULATION:
Corp. City 80 Cen. 31,420; E&P 88 Est. 39,230
CZ-ABC: Cities of Hurst, Bedford, Euless and towns of North Richland Hills and Richland Hills (80) 114,812
County 80 Cen. 867,557; E&P 88 Est. 1,097,500
PMSA 80 Cen. 981,112; E&P 88 Est. 1,250,626

4 - HOUSEHOLDS:
City 80 Cen. 11,111; E&P 88 Est. 14,644
CZ-ABC: (80) 40,241
County 80 Cen. 310,272; E&P 88 Est. 408,807
PMSA 80 Cen. 349,034; E&P 88 Est. 461,920

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$278,199,990

6 - PASSENGER AUTOS: County 1,000,327

7 - ELECTRIC METERS: Residence 31,514

8 - GAS METERS: Residence 23,444

9 - PRINCIPAL INDUSTRIES: Metals; Helicopters; Welding Supplies; Galvanizing; Sand & Gravel; Refining; Forges; Builders Supplies; Mattresses; Refrigerators; Plastics; Paper Prods.; Auto Air Conditioners; Paint Mfg.; Furn.; Bag & Box Mfg.; Tile; Tower Constr.; Fiberglass Engineering; Neon Signs; Felt; Pet Foods; Hermetics; Aircraft Component.

10 - CLIMATE: Mild; Av. Annual Temp. 66; Av. An. Rainfall 33 in.

11 - TAP WATER: Artesian wells; fluoridated.

12 - RETAILING: **Nearby Shopping Centers**-Belaire; Richland Plaza; Richland Center; Wilshire; Norrich; North Hills Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Euless Town Ctr.	NA	Handy Dan
Hill's(8)	NA	Buddies
Hurst Belaire(34)	NA	Moses Variety
Hurst Plaza(8)	NA	Town & Country Drugs
Mayfair Village	NA	Tom Thumb, Monnig's
Myers(7)	NA	Myers
North East(100)	NA	JCPenney, Sears, Mont. Ward
Plaza Grande(11)	NA	Tom Thumb
Shady Oaks(29)	NA	Safeway
Stonegate(8)	NA	Thrifty Drug
Village Square(22)	NA	Safeway, Skillerns
White's Plaza(7)	NA	Whites
Val Oaks(21)	NA	Cloth World, Eckerd
Willows(12)	NA	Safeway
North Hills(60)	NA	Sanger-Harris, Cox

Principal Shopping Days-Thur., Fri., Sat.; Most stores open evenings.

13 - RETAIL OUTLETS: Department Stores-Myers; Montgomery Ward; JCPenney; Lerner; Anthony's; Mitchell's; Watson Bros.; Dillard; Striplings; Sears; Cox's; Sanger-Harris.
Variety Stores-M.E. Moses; Mott's.
Discount Stores-Gibson; K mart; Treasure City; Best; H.S. Wilson; Target.
Chain Drug Stores-Revco; Treasury; Eckerd; Skillern's; Town & Country; Skagg's.
Chain Supermarkets-Winn-Dixie; Safeway; Kroger; Tom Thumb; Skagg's; Alpha Beta; Jewel T; Affiliated; Minyards.
Other Chain Stores-White's; Goodyear; Firestone.

14 - NEWSPAPERS: MID-CITIES NEWS (e-tues to sat) 5,309; (S) 5,624; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Bill Rea, Adv. Mgr., MID-CITIES NEWS, 1000 Ave. H East, Arlington, TX 76011; Tel. (817) 633-0500.
National Representative: U.S. Suburban Press.

IRVING

1 - LOCATION: Dallas County (In Dallas PMSA). E&P Map E-3. Light manufacturing. North Central Texas. 10 min. from Dallas and 20 min. from Fort Worth.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-40.
Intercity Bus Lines-Continental.
Airlines-American; Continental; Delta; Ozark; Eastern; Mexicana; Texas Int'l.; Dart.

3 - POPULATION:
Corp. City 80 Cen. 109,943; E&P 88 Est. 132,063
City of Pub.-ABC: (80) 109,943
County 80 Cen. 1,563,730; E&P 88 Est. 1,892,588
PMSA 80 Cen. 1,970,967; E&P 88 Est. 2,478,045

4 - HOUSEHOLDS:
City 80 Cen. 40,184; E&P 88 Est. 49,828
City of Pub.-ABC: (80) 40,184
County 80 Cen. 577,753; E&P 88 Est. 737,833
PMSA 80 Cen. 711,093; E&P 88 Est. 930,994

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$190,000,000
Savings & Loan	5	$110,000,000

6 - PASSENGER AUTOS: County 1,569,867

7 - ELECTRIC METERS: Residence 54,560

8 - GAS METERS: Residence 30,023

9 - PRINCIPAL INDUSTRIES: Petroleum Distribution; Chem.; Aluminum Prods.; Heavy Equip.; Precision Tools; Food Distribution; Asphalt; Tool & Dies; Sash & Doors; Trailers; Oil Refining; Truck Transport; Food Proc.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-82; Summer 72-100; Fall 48-68; Winter 41-61.

11 - TAP WATER: From wells and lakes.

12 - RETAILING: **Neighborhood Shopping Centers**-Downtown; Ridgecrest; Irving Plaza; K mart; Northgate Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carvel Square(10)	NA	Safeway
Central Pk. Plz.(33)	NA	Ward Drug
Citizens Center(20)	NA	Pulido's, Tom Thumb
Cortez Plaza(20)	NA	Page Drug, Tom Thumb
Freeway(9)	NA	Sears
Irvingate(10)	NA	Nichols
Irving Mall(78)	NA	Sears, JCPenney, Joske's, Dillards, Mervyns
Irving North	NA	Food Basket
Irving Shopping Village(17)	NA	TG&Y, Skillern's
MacArthur	NA	Minyards
Martinique	NA	Jewel T
Plymouth Pk. N. (15)	NA	Ward Drug, Minyards
Plymouth Park(100)	NA	Kroger, Dillard
2nd & Jefferson	NA	Buddies

Principal Shopping Days Fri., Sat.
Stores Open Evenings-Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; White Stores; Neal's Dry Goods; Sanger-Harris; Western Auto; Dillard; Joske's.
Variety Stores-Duke & Ayres 2; M.E. Moses 2; TG&Y; Motts; Ben Franklin.
Chain Drug Stores-Big State 3; Ward Cut Rate; Dekoven; Page; SupeRx; Skaggs; Skillern's 2.
Discount Stores-Gibson; K mart.
Chain Supermarkets-Safeway 2; Worth; Buddies 2; Reese's; Minyard's 3; Morris; Kroger 2; L & M 5; Tom Thumb; Skaggs; Albertson's.

14 - NEWSPAPERS: NEWS (e-tues to sat) 10,680; (S) 11,861; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Bill Rea, Adv. Mgr., NEWS, 1000 Ave. H East, Arlington, TX 76011; Tel. (817) 633-0400.
National Representative: U.S. Suburban Press.

JACKSONVILLE

1 - LOCATION: Cherokee County, E&P Map E-3. Shipping and distribution Center for E Texas Agriculture, Manufacturing and lumber area. College Center in E central Texas; 110 mi. SE of Dallas; 110 mi. SW of Shreveport, LA; 180 mi. N of Houston; 145 mi. SE of Texarkana.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific; Southern Pacific (freight).
Motor Freight Carriers-17.
Intercity Bus Lines-Continental.

3 - POPULATION:
Corp. City 80 Cen. 12,264; E&P 88 Est. 13,634
County 80 Cen. 38,443; E&P 88 Est. 40,689

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,501; E&P 88 Est. 4,925
County 80 Cen. 13,627; E&P 88 Est. 14,618

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$1/3,884,000
Savings & Loan	3	$234,108,000

6 - PASSENGER AUTOS: County 32,849

7 - ELECTRIC METERS: Residence 5,172

8 - GAS METERS: Residence 4,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Charcoal 75 ($140); Plastic 1,008 ($180); Needlecraft & Clothing 627 (N.A.); Fiberglass 40 ($165); Wood 900 (N.A.); Metal 300 ($165); Printing 72 ($145); Signs 50 ($185); Plants 350 ($145).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-90; Summer 70-110; Fall 30-90; Winter 15-85. First killing frost, Nov. 1; last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Principal Shopping Centers**-18 blocks on 6 Sts.; Jackson Sq. (15 units); Jackson Sq. II (6 units occupied).
Principal Shopping Days-Thur., Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores-Beall's; J.B. White.
Variety Stores-Perry.
Chain Supermarkets-Safeway; Brookshires; Piggly Wiggly 2; Winn-Dixie.
Discount Stores-Discount City; Wal-Mart.
Chain Drug Stores-Drug-Sav; Revco.
Other Chain Stores-Bearden Furn.; Goodyear; Elaine's; Groom Furn.; Linda Kay; Lang Jewelry; Diamond Shop; Otasco; Kerwin Shop; Trudy's Stout Shop; Bratz TV/Tire & Appliances; John's True Value; Heath & Heath Hdwe.; Broadway Furn.; Baker's Hallmark; The Diamond Shop; Sunshine House; Lowell's Jewelry; Staton's; The Work Baket; Harry's Building Supplies; Circle W; Radio Shack; Pazzazz Boutique; Just Quackers; Imperial Gifts; Ruffles On Ragsdale; Yuletime Gifts; The Office Shop; Cook's Office Supply; Sears (catalog).
Jacksonville is hdqtrs. for following chains: Beall's; White & Mayes.

14 - NEWSPAPERS: PROGRESS (e-mon to fri) 7,673; (S) 7,673; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Rod Boudreaux, Adv. Mgr., PROGRESS, 525 E. Commerce, Jacksonville, TX 75766; Tel. (214) 586-2236.
National Representative: Papert Companies.

KERRVILLE

1 - LOCATION: Kerr County, E&P Map D-4, County Seat. Tourism, retirement Center, 65 mi. NW of San Antonio. On I-10; State Hwys. 27, 16.

2 - TRANSPORTATION: **Intercity Bus Lines**-Kerrville; Greyhound.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 15,276; E&P 88 Est. 21,659
CZ-ABC: (80) 21,096
RTZ-ABC: (80) 29,187
County 80 Cen. 29,069; E&P 88 Est. 37,312
City & RTZ-ABC: (80) 50,283

4 - HOUSEHOLDS:
City 80 Cen. 5,955; E&P 88 Est. 8,105
CZ-ABC: (80) 8,471
RTZ-ABC: (80) 11,056
County 80 Cen. 11,171; E&P 88 Est. 14,629
City & RTZ-ABC: (80) 19,527

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$439,801,044
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 33,184

7 - ELECTRIC METERS: Corp. City 9,370

8 - GAS METERS: Residence 4,351

9 - PRINCIPAL INDUSTRIES: Airplane Mfr.; Tourism; Agric. & Livestock; Health Ctr.; Youth Camps; Entomology.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-96; Summer 49-105; Fall 29-98; Winter 10-90.

11 - TAP WATER: Alkaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
River Hills(40)	1	Beall's, K mart, JCPenney
River Oaks(30)	1	Anthony's, Winn's
Town Plz.(9)	1	Crafts Etc.

Principal Shopping Days-Mon., Sat.

13 - RETAIL OUTLETS: Department Stores-Schreiner's; JCPenney; C.R. Anthony; Beall's; Weiners.
Variety Stores-Winn's; Crafts Etc.
Discount Stores-Gibson's; K mart; Wal-Mart.
Chain Drug Stores-Rexall; Gibson; Revco.
Chain Supermarkets-HEB; Colonial; United Super; Stop & Shop 3; Circle K 3; Super-S; Handy Andy.
Other Chain Stores-Western Auto; Radio Shack; Baskin-Robbins; Zales; Kay Jewelry.

14 - NEWSPAPERS: TIMES (e-mon to fri) 9,019; (S) 10,618; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Wm. H. Klusmeier, Adv. & Mktg. Dir., TIMES, 429 Jefferson St.; PO Box 1428, Kerrville, TX 78028; Tel. (512) 896-7000.
National Representative: Landon Associates.

KILGORE

1 - LOCATION: Gregg and Rusk Counties, E&P Map E-3. 125 mi. E of Dallas; 70 mi. W of Shreveport, LA. State Hwys. 31, 42, 135, 349; U.S. Hwy. 259; I-20.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific.
Intercity Bus Lines-Continental Trailways; Greyhound.
Motor Freight Carriers-3.
Airlines-Metro.

3 - POPULATION:
Corp. City 80 Cen. 11,332; E&P 88 Est. 12,949
Counties 80 Cen. 141,860; E&P 88 Est. 166,055
Gregg 80 Cen. 100,384; E&P 88 Est. 118,913
Rusk 80 Cen. 41,476; E&P 88 Est. 47,142

4 - HOUSEHOLDS:
City 80 Cen. 4,265; E&P 88 Est. 5,099
Counties 80 Cen. 50,895; E&P 88 Est. 60,835
Gregg 80 Cen. 35,884; E&P 88 Est. 43,498
Rusk 80 Cen. 15,011; E&P 88 Est. 17,337

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$217,367,690
Savings & Loan	2	$118,760,477

6 - PASSENGER AUTOS: Counties (all vehicles): Gregg 119,708; Rusk 35,325

7 - ELECTRIC METERS: Residence 6,201

8 - GAS METERS: Residence 5,320

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil & Gas 4,500 ($283); Plumbing Fixtures 465 ($355); Boat Mfg. 204 ($260); Plastics Mfg. 95 ($288); Air Conditioning Duct Mfg. 225 ($290); Steel Fabrication 185 ($300).

10 - CLIMATE: Min. & Max. Temp.-Spring 36-98; Summer 60-108; Fall 36-95; Winter 18-80.

11 - TAP WATER: Aklaline, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Kilgore Plz. Shopping Center: Between Hwy. 42 & 259. Margaret Downs Jewelry; Otasco; Beall's; The New Yorker; Hurwitz; Revco; Brookshire's; J.B. White Co.; Rho's Hallmark; Baskin-Robbins Ice Cream.
Mid-Town Shopping Centers-Eckerd; Margie's; Kilgore First Natl. Mini-Bank; Joyce's Hair Fashions; Movies & Sounds.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: Department Stores-Beall's; J.B. White Co.
Discount Stores-Dollar General; Wal-Mart.
Chain Drug Stores-Longhorn; Revco; Eckerd; K&B.
Chain Supermarkets-AG; Brookshire's; Piggly Wiggly.
Other Chain Stores-The Automotive; Hurwitz; Otasco; 7-Eleven 2; Thriftyman Foods 2; The New Yorker; Kenwin; Radio Shack; Singer Sewing Machine; Merle Norman; Blake Furn.; Texas Interiors; Kwik-Kopy; Sherwin-Williams; Baskin Robbins Ice Cream; Arby's; Church's Fried Chicken; Dairy Queen; Del Taco; Golden Corral; Hardee's; Hot Biscuit; McDonald's; Pizza Hut; Pizza In; Whataburger.

14 - NEWSPAPERS: NEWS HERALD (e-mon to fri; S) 5,250; sworn Sept. 29, 1987.
Local Contact for Advertising and Merchandising Data: Mrs. Mary Ann McDonald, Natl. Adv. Mgr., NEWS HERALD, 610 E. Main St.; PO Box 1210, Kilgore, TX 75662; Tel. (214) 984-2593.
National Representative: None.

KILLEEN

1 - LOCATION: Bell County (In Killeen-Temple

MSA). E&P Map D-4. Home of Fort Hood (largest U.S. Army Armor Center), American Educational Complex: Central Texas College, American Technological University, American Preparatory Institute. 160 mi. SW Dallas-Ft. Worth; 198 mi. NW Houston; 65 mi. NE Austin; 146 mi. NE San Antonio. On U.S. Hwy. 190; State Hwy. 195.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-1.
Intercity Bus Lines-Trailways; Kerrville.
Airlines-Atlantic Southeast; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 46,296; E&P 88 Est. 60,991
CZ-ABC: (80) 84,891
RTZ-ABC: (80) 43,615
County 80 Cen. 156,588; E&P 88 Est. 173,276
MSA 80 Cen. 213,134; E&P 88 Est. 235,667
City & RTZ-ABC: (80) 128,506

4 - HOUSEHOLDS:
City 80 Cen. 16,672; E&P 88 Est. 23,416
CZ-ABC: (80) 21,823
RTZ-ABC: (80) 13,355
County 80 Cen. 52,661; E&P 88 Est. 58,855
MSA 80 Cen. 66,751; E&P 88 Est. 72,512
City & RTZ-ABC: (80) 35,178

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	11	$526,115,495
Savings & Loan	8	$2,415,531,753

6 - PASSENGER AUTOS: County 149,028 (all vehicles)

7 - ELECTRIC METERS: City & RTZ 43,978

8 - GAS METERS: City & RTZ 19,409

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food & Beverages 200; Printing & Pub. 500; Personal Servs. 650; Constr. 3,500; Packing & Moving 100; Data Proc. 300; Gov't Emp. 21,500; Vending 50; Educ. 2,500; Military Troops 39,263; Dependents 50,547.
Principal Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-71; Summer 62-104; Fall 58-78; Winter 29-58. First killing frost, Nov. 25; last killing frost, Mar. 10.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Killeen: Killeen Mall (110 stores, Dillard, Sears, Beall's, JCPenney), 40 blocks Business 190, Downtown, 440 Plz., Wendland Plz., Mid-town Mall, 40 blocks Rancier St. Copperas Cove: 25 blocks Business 190, Downtown, Cove Terrace S.S., West Park S.S. Harker Heights: 20 blocks Business 190, Downtown, Heights Plz.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cove Terrace(42)	10	Thrifty Foods
Killeen Business Center(6)	4	
Killeen Plaza(6)	4	
West Park(18)	10	Winn-Dixie
E. Rancier(5)	1	
HEB Center(2)	1	Winn's, HEB
Eastlake(12)	1	Winn's, IGA
Highland Park(8)	1	Winn's, IGA
Midtown Mall(5)	NA	Weiner's
440 Plaza(46)	3	Winn-Dixie, Radio Shack
Wendland(10)	3	K mart, HEB, Lack's
Heights Plaza(18)	NA	Winn-Dixie

Principal Shopping Days-Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Beall's; Sears; Dillard; JCPenney; Weiner's; Miller's Outpost.
Discount Stores-Ft. Hood Commissary & Post Exchange 3; Revco 3; K mart; Wal-Mart 2.
Variety Stores-Winn's 3.
Chain Supermarkets-Affiliated 2; Safeway; HEB 3; Winn-Dixie 3; IGA 3.
Other Chain Stores-Firestone 2; Western Auto; Goodyear; Otasco; Payless Shoes; Sherwin-Williams; McDuff Appliances; Zale's; Lack's Furniture; Radio Shack 3; Gordon Jewelers; Walgreens; Baker Shoes; Linz Jewelry; Waldenbooks; Kinney; Thom McAn; Pic-N-Save.

14 - NEWSPAPERS: HERALD (m) 16,807; (S) 19,946; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Ray Townsend, Pub., HERALD, PO Box 1300, Killeen, TX 76540; Tel. (817) 634-2125.
National Representative: Papert Companies.

Subscribe to E&P and invest in your future.

LAKE JACKSON

See CLUTE

LAREDO

1 - LOCATION: Webb County (MSA). E&P Map D-6. County Seat. An export & import inland port. 155 mi. from San Antonio; 138 mi. from Corpus Christi on new Hwy.; 150 miles from Monterrey, Mexico. Main port of entry from Mexico. On U.S. Hwys. 59, 81, 83; State Hwy. 359; I-35.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Texas Mexican. Both connect with Ferrocarriles Nacional de Mexico at Laredo.
Motor Freight Carriers-23.
Intercity Bus Lines-Continental Trailways; Greyhound; Transports del Norte; Valley Transit.
Airlines-Royale; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 91,449; E&P 88 Est. 122,384
CZ-ABC: (80) 91,449
RTZ-ABC: (80) 28,773
County/MSA 80 Cen. 99,950; E&P 88 Est. 125,883
City & RTZ-ABC: (80) 120,222
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,903; E&P 88 Est. 32,607
CZ-ABC: (80) 23,903
RTZ-ABC: (80) 8,416
County/MSA 80 Cen. 25,896; E&P 88 Est. 33,099
City & RTZ-ABC: (80) 32,319

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	7	$1,876,997,696
Savings & Loan	3	$448,765,000

6 - PASSENGER AUTOS: County 67,992

7 - ELECTRIC METERS: Residence 29,714

8 - GAS METERS: Residence 19,982

9 - PRINCIPAL INDUSTRIES: Mach.; Smelting; Mattresses; Frocks; Cement Prods.; Hats; Chairs; Furn.; Export-Import; Glass Specialties; Electronics; Tire Testing; Tourism; Meat Packing; Trans. (freight forwarding/warehousing); Coal Mining; Automotive Radiator; Mfg. Plant.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-97; Summer 74-105; Fall 56-90; Winter 33-76.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Salinas; 7 on Convent; 7 on Flores; 5 on San Augustine; 4 on Farragut; 4 on Hidalgo; 4 on Lincoln and 4 on Iturbide.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Del Mar	NA	HEB
Laredo Mall(25)	NA	
Las Lomas(8)	NA	Perry Variety
Mall Del Norte(120)	NA	Sears, Dillard, Mont. Ward
Riverdrive Mall(60)	NA	JCPenney, Frost Bros., McCrory, Wal-Mart

Principal Shopping Days-Dept. Stores: Mon., Tues., Fri. & Sat.; Food: Thur., Fri. & Sat.
Stores Open Evenings-Dept.-Sat., Sun.; Food nightly.

13 - RETAIL OUTLETS: Department Stores-Richter's; Hachar's; Sears; JCPenney; Beall's; Montgomery Ward.
Men's Wear-Joe Brand's; Sande Fashions; I. Alexander; Don Antonio's; Portofino; Juvencio's.
Specialty-La Feria; Dillard; Las Novedades; Polly Adams; Frontier Dept. Stores; Carrousel; Jacqueline; Cindy Fashions (Ladies); Frontier Western Wear; Lico Western Wear; Mike's Western Wear.
Shoes-Kinney Shoes 2; Scooti; Sam Sullivan; Thom McAn 2.
Discount Stores-Santos; Munden; Kroger's; Dr. Ike's Economy Center; Wal-Mart.
Variety Stores-S.H. Kress; Woolworth; McClellan's; Perry's.
Chain Drug Stores-Continental Rexall; City Drug; Central Drug.
Chain Supermarkets-El Rio Family Center; Kroger; Tony's 2; HEB 4; Jitney Jungle; Narvaez Grocery; Tom's; Warehouse Grocery 3.
Other Chain Stores-O. Tamez; Maverick Markets 13; Charm; Lane's; Sherwin-Williams; Firestone; Western Auto; White's Auto; Zale's Jewelers; Laredo Sewing Ctr.; Gordon's Jewelers; PFAU Tire; Radio Shack; City Service; Goodyear; Laredo Furn. Distributors; Star Beauty Supply; Ardans; K mart; Circle K; McCoy's.

14 - NEWSPAPERS: TIMES (m) 18,511; (S) 20,351; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Mario A. Pena, Natl. Adv. Dir., TIMES, PO Box 2129, Laredo, TX 78041; Tel. (512) 723-2901.
National Representative: Branham/Newspaper Sales.

LEWISVILLE

1 - LOCATION: Denton County (In Dallas PMSA). E&P Map E-3. Light industry and agriculture. In north central part of state. 25 mi. NW of Dallas on 135 E; 7 mi. E of Dallas-Fort Worth Intl. Airport. On State Hwy. 121.

2 - TRANSPORTATION: Railroads-Atchison, Topeka & Santa Fe; Mo.-Kansas-Texas.
Motor Freight Carriers-50.
Intercity Bus Lines-Continental Trailways.
Airlines-American; Delta; Continental; Eastern; Mexicana; Ozark; Texas Intl. (Dallas-Fort Worth Airport).

3 - POPULATION:
Corp. City 80 Cen. 24,273; E&P 88 Est. 32,449
County 80 Cen. 145,526; E&P 88 Est. 209,551
PMSA 80 Cen. 1,957,451; E&P 88 Est. 2,478,045

4 - HOUSEHOLDS:
City 80 Cen. 7,986; E&P 88 Est. 10,894
County 80 Cen. 49,134; E&P 88 Est. 71,869
PMSA 80 Cen. 711,093; E&P 88 Est. 930,994

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 191,761

7 - ELECTRIC METERS: Residence 13,000

8 - GAS METERS: Residence/City 11,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Electronics 5,000 (N.A.); Office Equip. 1,500 (N.A.); Windows & Doors 500 (N.A.).
Principal Industrial Pay Days-1st, 15th, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 75-95; Fall 57-79; Winter 35-56. First killing frost, Nov. 22; last killing frost, Mar. 18. Heaviest rainfall in May with av. of 4.9 in.

11 - TAP WATER: Slightly alkaline, hard.

12 - RETAILING: Principal Shopping Centers-(No. of stores)-Main Valley 33 stores; Lakeland Plaza (28); Old Orchard East (15); Old Orchard West (15); Round Grove Crossing (10); Garden Park Shpg. Ctr. (20); Old Settler's Mall (15).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Golden Triangle Mall(100)	10	Denton, Sears, Mont. Ward, Dillard, Beall's
Irving Mall(77)	12	Sears, JCPenney
Northtown Mall	13	Mont. Ward
Valley View Mall	16	Sears, Sanger-Harris

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Shopping centers, every evening.

13 - RETAIL OUTLETS: Department Stores-Sears; Miller's Outpost.
Variety Stores-M.E. Moses 2.
Discount Stores-Wal-Mart; K mart.
Chain Drug Stores-Revco; Eckerd.
Chain Supermarkets-Skaggs; Tom Thumb; Sack-n-Save; Kroger; Winn-Dixie; Brookshire's; The Colony.
Other Chain Stores-Goodyear; Firestone; Zale's; Chief Auto Parts; Michael's MJ Design; Cloth World; Wolfe Nursery.

14 - NEWSPAPERS: LEADER (m) 16,747; (S) 16,538; VAC Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Christian R. Schilt, Pub., LEADER, 591 W. Main; PO Box 308, Lewisville, TX 75067; Tel. (214) 436-3566.
National Representative: U.S. Suburban Press, Landon Associates.

LONGVIEW

1 - LOCATION: Gregg County (In Longview-Marshall MSA). E&P Map E-3. County Seat. Oil field & industrial center. On U.S. Hwys. 80, 259 & I-20. 65 mi. W of Shreveport, LA; 126 mi. E of Dallas; 210 mi. N of Houston.

2 - TRANSPORTATION: Railroads-Union Pacific; Santa Fe.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Mooney Motor Coach; Carthage.
Airlines-American Eagle Airlines; Atlantic Southeast (Delta).

3 - POPULATION:
Corp. City 80 Cen. 62,762; E&P 88 Est. 80,727
CZ-ABC: (80) 73,372
RTZ-ABC: (80) 144,767
County 80 Cen. 100,384; E&P 88 Est. 118,913
MSA 80 Cen. 152,960; E&P 88 Est. 179,967
City & RTZ-ABC: (80) 218,139

4 - HOUSEHOLDS:
City 80 Cen. 22,934; E&P 88 Est. 30,456
CZ-ABC: (80) 25,224
RTZ-ABC: (80) 52,823
County 80 Cen. 35,884; E&P 88 Est. 43,498
MSA 80 Cen. 53,933; E&P 88 Est. 64,968
City & RTZ-ABC: (80) 78,047

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$935,052,000
Savings & Loan	6	$307,067,000

6 - PASSENGER AUTOS: County 119,708 (all vehicles)

7 - ELECTRIC METERS: Residence 30,209

8 - GAS METERS: Residence 24,864

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total Employment 65,300 (374); Oil & Gas 3,500 ($537); Chem. & Refineries 4,300 ($651); Machine Shops 600 ($425); Constr. 3,300 ($344); Apparel 900 ($196); Food & Bev. 4,300 ($140); Fab. Metals 1,400 ($660); Trans. Equip. 1,300 ($413); Other Mfg. 13,100 ($599); Total Employees 65,300 ($374).
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-97; Summer 72-106; Fall 31-70; Winter 30-70. First killing frost, Nov. 15-20; last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Tyler St.; 4 on Fredonia; 5 on Methvin; 4 on Ctr.; 10 on Marshall; 4 on High; 4 on Cotton; 3 on Green; 4 on South; 8 in Greggton (W. Longview); 2 at Pine Tree; 2 on Alpine; 5 on McCann; 6 on Loop 281; 2 on Mobberly.

Neighborhood Shopping Centers-Pinewood; Earlee; High; Colonial; Brookwood; Greggton; Pine Tree; The Village; Chapparal; Alpine; High St.; Colonial Shops (2)- Longview Mall; Northwest Vlg.; Royal Forest; Alpine Vlg.; Spring Hill; Towne Lake; Point North; Park Pl.; Oak Forest; Triple Creek; North Lake Plaza; Market Place; Town North Sq.; Longview Town Ctr.

Principal Shopping Days-Department Stores-Mon., Fri., Sat.; Food-Thur., Fri., Sat., Mon., Tues.

Stores Open Evenings-Dept.: Thur., Sat.; Food: Fri., Sat.; Longview Mall 10 a.m. to 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Dillard; Beall's 3; Sears; Anthony 2; JCPenney; Service Mdse.; Target; Mervyn's.

Discount Stores-Wacker's; Kroger Family Ctr.; Zale's; Cook Paint; Radio Shack; Kelly-Moore Paint; Singer Sewing Machine; TG&Y; K mart; Otasco 5; Wal-Mart 2; Weiner's.

Variety Stores-Moses 2; Perry Bros. 3; Seasons of Texas.

Chain Drug Stores-Skaggs 2; Skillern's; Louis Morgan 4; McIntosh; Eckerd 3; K&B 2; Emporium; Dollar General 2; Family dollar; R Superstore 5.

Chain Supermarkets-Super One; County Supermarket; Brookshire 5; Kroger 2; Tom Thumb; Winn-Dixie 3.

Other Chain Stores-Franklin's Winston's (women's); Sherwin-Williams; Nicholson; Paint; Murphy 6; Regan's (women's); Auto Supplies: H. & S. 555, Owen, Western Auto, Firestone 2, Goodrich, Bill Day Tire, General Tire, Goodyear, Kelly Springfield Tire, General Auto, Otasco, ABC Auto Parts 3, The Automotive, Mobberly Auto Parts, 100,000 Auto Parts; East Texas; S&H Green Stamps; Gold Bond Stamps; Fox Photo; Gordon's Jewelers; County Seat; Fashion Conspiracy; Spencer Gifts; Waldenbooks; Circus World; General Nutrition; Haverty's Fine Furn.; Payless Cashways; Michael's; Radio Shack; Shoes: Austin, Thom McAn, Kinney, Buster Brown, Bakers; Optical: Texas State, Royal, Lee; Bldg. Materials: Lowes, McCoy's, Payless Cashways, Cassity Jones, Cade's; Loop 281 Lumber; Reynolds Lumber; Dowden Bldg. Mall; Satterwhite Const.; Union Salvage.

14 - NEWSPAPERS: JOURNAL (m-mon to fri) 19,059; NEWS (e-mon to fri) 12,708; NEWS-JOURNAL (m-sat) 31,883; (S) 42,249; Mar. 31, 1988 ABC.

Local Contact for Advertising and Merchandising Data: Rob Minervini, Adv. Dir., JOURNAL and NEWS, 320 E. Methvin, Longview, TX 75601; Tel. (214) 757-3311.

National Representative: Landon Associates.

LUBBOCK

1 - LOCATION: Lubbock County (MSA), E&P Map C-2. County Home of Texas Tech University. 300 mi. NW of Ft. Worth; San Antonio 390 mi.; Oklahoma City 365 mi.; El Paso 350 mi.; Wichita Falls 209 mi. Trade and wholesale distributing center.

2 - TRANSPORTATION: Railroads-AT&SF; FW&D; Burlington Northern.
Motor Freight Carriers-15.
Intercity Bus Lines-Texas, New Mexico & Oklahoma Coaches.
Airlines-Southwest; Delta; American; America West.

3 - POPULATION:
Corp. City 80 Cen. 173,979; E&P 88 Est. 188,962
CZ-ABC: (80) 175,913
RTZ-ABC: (80) 238,755
County/MSA 80 Cen. 212,061; E&P 88 Est. 225,989
City & RTZ-ABC: (80) 414,668
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 60,733; E&P 88 Est. 68,149
CZ-ABC: (80) 61,124
RTZ-ABC: (80) 79,413
County/MSA 80 Cen. 72,627; E&P 88 Est. 78,403
City & RTZ-ABC: (80) 140,537

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	13	$1,827,888,000
Savings & Loan	4	$686,735,480

6 - PASSENGER AUTOS: County 180,728 (all vehicles)

7 - ELECTRIC METERS: Residence 80,556

8 - GAS METERS: Residence 56,376

9 - PRINCIPAL INDUSTRIES: Cotton Oil Mills; Food; Mach. & Equip.; Steel & Steel Fab.; Meat, Poultry Packing; Cottonseed Oil; Feed Mills; Bottling; Healthcare.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 75-100; Fall 20-70; Winter 0-60. First killing frost, Oct. 25; last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Centers-10 on Main; 8 on Aves. G, H, Texas Ave., Aves. J, K, L & M all in downtown section; 8 on 50th & Ave. H; South Plains Mall.
Neighborhood Shopping Centers-8 blocks on Ave. Q and Broadway; 4 at 34th St. Vlg.; 3 in Green Acres Shopping Ctr.; 10 on E. Broadway; 10 in Arnett-Benson Ctr.; 2 in Highland Pl.; 1? on 19th St.; 6 on College Ave.; 2 at 34th St. and Ave. Q, 2 in Modern Manors; 4 at Traffic Circle; 4 at Ave. Q & 4th St.; 3 at Town & Country Shopping Ctr.; 4 on Indiana Gardens; 4 at Ave. H and 34th St.; 19 on 34th St.; Monterey, 10 on 50th; Caprock, 11 on 50th; Oakwood Vlg.; 4 on 50th; Mackenzie Terrace; 4 on Parkway Dr.; 2 on Slide & 13th; Winchester; 4 on 50th; Gibson; 2 on 50th & Slide.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mackenzie Terr.	2	Furr's
Family Park	2	Furr's, Raff & Hall Drug
Caprock	4	Dunlap's, Furr's, Mont. Ward
Monterey(28)	4	Halsey Drug
Town & Country(32)	2	Furr's
Red Bud Sq.(15)	NA	Furr's
S. Plains Mall(115)	9	JCPenney, Sears, Dillard's
Briercroft(15)	NA	United, Pay-Less Shoes
Cactus Alley(12)	NA	
Green Acres(19)	NA	Furr's Mkt.
Indiana Gdns.(4)	NA	Lena Stephen's
Mardi Gras(4)	NA	Furr's
Oakwood(13)	NA	Sound Warehouse
Parkway Mall(15)	NA	Furr's
Sunshine Square	NA	Skibells

Principal Shopping Days-Dept. Stores Thur. eve.; Food Tues. eve.; Wed. morn. & Thur. eve., Fri. morn.

13 - RETAIL OUTLETS: Department Stores-Sears; Mervyn's; Montgomery Ward; S&O Clothiers; Dunlap's; JCPenney; Skibell's; Lena Stephen's; Dillard; Margaret's; Anthony's; Beall's.
Variety Stores-McCrory's 2.
Chain Drug Stores-John Halsey 3; L & H 4; Prescription Laboratory 2; Raff & Hall 2; Fee Phcy. 2; Eckerd 4.
Discount Stores-Furr's; K mart; Albertson's; Best Products; Target; Service Mdse.; Wal-Mart.
Chain Supermarkets-Furr's 6; United 10; Independents 67; 7-Eleven 12; Albertson's 3; Food Emporium 2.
Other Chain Stores-Thom McAn; S&H Green Stamps; Gold Bond Stamps; Jones-Roberts; The Cloth World; Pier 1; Radio Lab; Payless Cashway; McCoys; Builder's Square.

14 - NEWSPAPERS: AVALANCHE-JOURNAL (m-mon to fri) 58,504; (e-mon to fri) 10,866; (m-sat) 64,263; (S) 72,924; Mar. 31, 1988 ABC.
Note: Evening Journal to be merged with Avalanche-Journal (m) on Sept. 1, 1988.
Local Contact for Advertising and Merchandising Data: Steve Beasley, Adv. Dir., AVALANCHE-JOURNAL, 8th St. & Ave. J, Lubbock, TX 79408; Tel. (806) 762-8844.
National Representative: Papert Companies.

LUFKIN

1 - LOCATION: Angelina County, E&P Map F-4. E Central part of state, midway between Houston & Shreveport. On U.S. Hwys. 59, 69; State Hwys. 94, 103.

2 - TRANSPORTATION: Railroads-Angelina & Neches River; Texas Southeastern; Southern Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Trailways, Kerriville.

3 - POPULATION:
Corp. City 80 Cen. 28,562; E&P 88 Est. 33,115
CZ-ABC: (80) 28,562
RTZ-ABC: (80) 109,807
County 80 Cen. 64,646; E&P 88 Est. 74,281
City & RTZ-ABC: (80) 138,369
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,180; E&P 88 Est. 11,645
CZ-ABC: (80) 10,180
RTZ-ABC: (80) 38,002
County 80 Cen. 21,781; E&P 88 Est. 25,633
City & RTZ-ABC: (80) 48,182

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$393,976,000
Savings & Loan	3	$492,421,000

6 - PASSENGER AUTOS: County 61,013

7 - ELECTRIC METERS: Residence 28,865

8 - GAS METERS: Residence 11,709

9 - PRINCIPAL INDUSTRIES: Foundries; Paper Mill; Lumber; Total 5,134 employees.

10 - CLIMATE: Av. Temp.-Spring 66; Summer 82; Fall 68; Winter 51.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on First St.; 2 blocks on Lufkin Ave.
Neighborhood Shopping Centers-900 block on Ellis Ave.; 1200 block of S. Chestnut; Timberland Dr.; 600 block S. First.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Angelina Mall(23)	NA	Clark Dept., K mart
Chestnut Vlg.(18)	NA	Brookshire, Eckerd, Weiners
Lufkin Mall(71)	NA	JCPenney, Sears
Towne Square(20)	NA	Wal-Mart

Principal Shopping Days-Department Stores: Wed. through Sat. Food: Tues.; Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Clark's; JCPenney; Sears; The Fair.
Discount Stores-Howard's; Wal-Mart; K mart; Dollar General.
Chain Drug Stores-Cavanagh; Peden 10; Thompson Phcy.; Eckerd 3; Medical Discount 2.
Chain Supermarkets-Brookshire 31; O-Kay 10; Boles 2; Safeway 2; Albertson's.
Other Chain Stores-Beall's; S&H Green Stamps; Weiner's; Brown's Shoe Fit; Regans; Perry Bros.; Lerners; Foxmoor; Zale's; Missions; Corrigans; Goldfinger; Brooks; Spencers; Bakers Shoes; Kinneys; Thom McAn; Naturalizer; Beard's.

14 - NEWSPAPERS: NEWS (e-mon to fri) 14,387; (m-sat) 15,399; (S) 16,289; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Joe Murray, Pub., NEWS, PO Box 1089, Lufkin, TX 75901; Tel. (409) 632-6631.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

MARLIN

1 - LOCATION: Falls County, E&P Map E-4, County Seat. Agricultural, Manufacturing, Livestock and Geothermal heat center. 222 bed VA Admin. Hosp. midway between Dallas & Houston. Hwys. 6, 7.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,099; E&P 88 Est. 5,999
County 80 Cen. 18,045; E&P 88 Est. 18,250

4 - HOUSEHOLDS:
City 80 Cen. 2,810; E&P 88 Est. 2,408
County 80 Cen. 6,920; E&P 88 Est. 7,337

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$105,950,888
Savings & Loan	1	$217,000,000

6 - PASSENGER AUTOS: County 13,517

7 - ELECTRIC METERS: Residence 5,375

8 - GAS METERS: Residence 5,328

9 - PRINCIPAL INDUSTRIES: Carpet; Glass, Sand Mining & Proc.; Bus. Forms Printing; Silk Flowers & Arrangements; Mfg. Bus. Clothing/Apparel; Day-Nite Wild Game Feeders; Agric.; Boats; Agri-Bus.; Geothermal Energy; Private Hospital & Clinic; Patient Care Ctrs.; VA Hospital; Lignite & Coal Strip Mining; Onion Ring Proc.; Mfg. Housing; Oil; Mesquite Wood; Natural Gas; Printing.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-85; Summer 70-103; Fall 38-92; Winter 10-75. First killing frost, early Nov., last killing frost, early Apr.

11 - TAP WATER: Surface lake, alkaline.

12 - RETAILING: Principal Shopping Center-Downtown 3 blocks on Live Oak St. and eastward. Shopping area at intersection of Hwy. 6 bypass and Hwy. 7. Stores open Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears (catalog).
Variety Stores-Wal-Mart; Perry's; VS Variety.
Chain Drug Stores-Majestic; Shelton; Sanitarium; Gibson.
Chain Supermarkets-Live Oak; Kash Way; HEB; Texas T.
Other Chain Stores-Rush's True Value; Lonnie Hicks Shoe; RJ's; Perry Bros.; Barnett's; Heart of Texas Jewelry; Threadgill's Jewelers; Lewis Bros.; Brown Radio & TV; Fashion Fabrics; Western Auto; Kenwin Shop; Genie's of Marlin; Career Shop; Kerr Appliance; Career Girl; Sims Furn.; Pyland's Office Supply; Center Glass and Mirror; Radio Shack.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri; S) 3,179; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Robert N. Groff, Adv. Mgr., DEMOCRAT, 211 Fortune St., Marlin, TX 76661; Tel. (817) 883-2554.
National Representative: None.

MARSHALL

1 - LOCATION: Harrison County (In Longview-Marshall MSA). E&P Map F-3, County Seat. Railroad division point, system-wide general stores site and shops. Shipping and manufacturing center. U.S. Army pyrotechnics center. 150 mi. E of Dallas; 225 mi. N of Houston. On U.S. Hwys. 80, 59, I-20; State Hwys. 15, 43, 155.

2 - TRANSPORTATION: Railroads-Texas & Pacific; Missouri Pacific; Kansas City Southern; Santa Fe; Amtrak.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 24,921; E&P 88 Est. 26,784
CZ-ABC: (80) 27,324
Bal. in NDM-ABC: (80) 61,188
County 80 Cen. 52,576; E&P 88 Est. 61,054
MSA 80 Cen. 152,960; E&P 88 Est. 179,967
Total NDM-ABC: (80) 88,512

4 - HOUSEHOLDS:
City 80 Cen. 8,818; E&P 88 Est. 9,541
CZ-ABC: (80) 9,665
Bal. in NDM-ABC: (80) 21,479
County 80 Cen. 18,049; E&P 88 Est. 21,470
MSA 80 Cen. 53,933; E&P 88 Est. 64,968
Total NDM-ABC: (80) 31,144

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$250,133,575
Savings & Loan	3	$212,325,415

6 - PASSENGER AUTOS: County 45,101

7 - ELECTRIC METERS: Residence 9,550

8 - GAS METERS: Residence 8,766

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Pyrotechnics Munitions 1,700; Plastics and Organic Chemicals 2,300; Petroleum Equip. and Pumps 800; Agric. Prods. 725; Lignite Mining and Proc. to Activated Carbon 500; Steel Castings and Foundry 250; Lumber Saw Mill 200; Ceramic Wall Tile 240; Bricks 100; Pottery and Stoneware 259; Industrial Abrasives 250; Lumber Mfg. 200; Aluminum Electric Cables 400; Chemical Plastics 100.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-97; Summer 56-102; Fall 25-98; Winter 0-50. First killing frost, Nov. 12; last killing frost, Mar. 19.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Houston; 5 on Austin; 5 on Rusk; 4 on Burleson; 22 on Grand; 4 on S. Washington; 5 on N. Washington; 4 on Wellington; 1 on Franklin; 6 on Bolivar; 3 on Lafayette.
Neighborhood Shopping Centers-4 blocks on S. Washington, from Pope to Nathan; 4 on S. Washington at Hwy. 43; 3 on W. Grand, from Bishop to Highbridge; 5 on E. Grand, from Alamo to Hwy. 43; 1 on N. Franklin at East Ave.; 1 on N. Bolivar at East Ave.; 3 mi. on East End Blvd. from E. Houston to I-20; 1 on S. Grove; Marshall Mall (36 stores); Pinecrest Dr. S.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
South Side	2	Brookshire's, K&B Drug
W Grand	2	Grand Food II
Parkview(6)	NA	
Pinecrest(7)	NA	Dollar General, Family Dollar
Marshall Mall(36)	3	JCPenney, Beall's, K mart, Radio Shack
Grand Plaza(9)	1	Pay-Less Shoes, Brookshire's, Weiner's
Eastpark(5)	1	Otasco, Anthony's
Kroger Family Center	1	Hancock Fabrics, Radio Shack, Eckerd
Crossroads Ctr.	NA	Wal-Mart, Brookshire
Hwy. 59 South	NA	Winn-Dixie

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. through Sat.
Stores Open Sundays-All main stores.

13 - RETAIL OUTLETS: Department Stores-Joe Weisman; JCPenney; Beall's; Sears.
Discount Stores-K mart; Wal-Mart.
Variety Stores-McClelland's; Dollar General; Family Dollar.
Chain Supermarkets-Kroger; Brookshire 2; Winn-Dixie.
Other Chain Stores-Firestone; Goodyear; Singer Co.; Otasco; C.R. Anthony; Weiner's.

14 - NEWSPAPERS: NEWS MESSENGER (e-mon to fri) 9,726; (S) 11,051; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Mike Whitworth, Adv. Dir., NEWS MESSENGER, 309 E. Austin; PO Box 730, Marshall, TX 75670; Tel. (214) 935-7914.
National Representative: Landon Associates.

McALLEN

1 - LOCATION: Hidalgo County (In McAllen-Edinburg-Mission MSA), E&P Map D-6. On U.S. Hwy. 83; 3 mi. W of 281, at Pharr; 235 mi. SE of San Antonio; 7 mi. N of Mexican border; 150 mi. N of Monterrey, Mexico.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific.
Intercity Bus Lines-Valley Transit; Continental Trailways.
Motor Freight Lines-10.
Airlines-Continental; Texas National; Conquest.

3 - POPULATION:
Corp. City 80 Cen. 67,042; E&P 88 Est. 93,915
CZ-ABC: (80) 144,044
RTZ-ABC: (80) 166,545
County/MSA 80 Cen. 285,415; E&P 88 Est. 377,076
City & RTZ-ABC: (80) 310,589
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 19,628; E&P 88 Est. 27,267
CZ-ABC: (80) 40,143
RTZ-ABC: (80) 42,531
County/MSA 80 Cen. 75,816; E&P 88 Est. 103,920
City & RTZ-ABC: (80) 82,674

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$1,250,507,071
Savings & Loan	5	$1,017,336,804

6 - PASSENGER AUTOS: County 200,924 (all vehicles)

7 - ELECTRIC METERS: Residence 26,446

8 - GAS METERS: Residence 9,648

9 - PRINCIPAL INDUSTRIES: Canning; Shipping; Packing; Apparel; Chemical & Fertilizer Mfg.; Bottling; Refining Natural Gas; Bakeries; Sheet Metal

Fab.; Pest Control Ctr.; Tourism; Importing & Exporting; Citrus & Vegetable; Cotton; Television Mfg.; Auto parts Mfg.

10 - CLIMATE: Av. An. Temp.-Spring 78; Summer 88; Fall 77; Winter 63.

11 - TAP WATER: Alkaline, medium hard.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main & Bway.; 5 on State Hwy.
Neighborhood Shopping Centers-9 blocks on N. 10th St.; 5 on S. 17th St.; Gateway S. 10th St.; E. Hwy. 83; 4 on S. 10th St.; 1 at 3 mi. E. Expressway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
El Centro Mall(50)	NA	Mont. Ward
La Plaza Mall(103)	NA	Beall's, Dillard, JCPenney, Sears, Service Mdse.
Palm Valley Mall(69)	NA	JCPenney, Sears, Zale's
Weslaco	NA	
University Plz.(7)	NA	TG&Y, Anthony's, Beall's

Principal Shopping Days-Mon. (especially 1st Mon. each month), Thur., Fri., Sat.
Stores Open Evenings-Malls until 9 p.m.; Sun. 12-6 p.m.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Anthony; Sears; Valley Mercantile; Montgomery Ward; Beall's; Dillard; Jones & Jones; Weiners; Service Mdse.; HEB Family Ctr.
Variety Stores-Woolworth; McCrory; McClellan; Winn's.
Discount Stores-Wal-Mart; 50/50 Store; Globe; K mart; Klinck's; Whalen's.
Chain Drug Stores-Klinck's; Medico; Revco.
Chain Supermarkets-HEB 3; Globe; M. Rivas; Carl's; Jerry's Supermarket; Warehouse Grocery.
Other Chain Stores-Ardans; Osment's Appliance; Strouds Furn.; J. Edelstein's; Edelstein's Better; Radio Shack; Sweeneys; Gordens; Firestone; Goodyear; PayLess Shoes; Man's Shop; Lack's; Puryear's; Thom McAn; Vogue; Amigo Store; Advance; Zale's.

14 - NEWSPAPERS: THE MONITOR (e-mon to fri) 30,303; (S) 40,451; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Dale R. Pearson, Mktg. Dir., THE MONITOR, PO Box 511, Harlingen, TX 78550; Tel. (512) 423-5511.
National Representative: Papert Companies.

McKINNEY

1 - LOCATION: Collin County (In Dallas PMSA), E&P Map E-3, County Seat. Manufacturing center 30 min. N of Dallas, 55 mi. NE of Ft. Worth, center of highly productive agricultural area; in Metropolitan Dallas Area.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 16,249; E&P 88 Est. 22,378
County 80 Cen. 147,153; E&P 88 Est. 227,404
PMSA 80 Cen. 1,970,967; E&P 88 Est. 2,478,045

4 - HOUSEHOLDS:
City 80 Cen. 5,612; E&P 88 Est. 8,138
County 80 Cen. 46,344; E&P 88 Est. 71,693
PMSA 80 Cen. 711,093; E&P 88 Est. 930,994

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$487,000,000
Savings & Loan	3	$281,000,000

6 - PASSENGER AUTOS: County 202,775 (all vehicles)

7 - ELECTRIC METERS: Residence 6,211

8 - GAS METERS: Residence 5,712

9 - PRINCIPAL INDUSTRIES: Indusiry, No. of Wage Earners (Av. Wkly. Wage)-Garments 435 ($175); Gas Valves 450 ($260).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-74; Summer 73-92; Fall 57-77; Winter 35-57. First killing frost, Oct. 1; last killing frost, Apr. 1.

11 - TAF WATER: Soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Louisiana & Virginia St.; 14 on Tennessee St.; 4 on Ken St.; McKinney Plaza; Westgate; Virginia Square; The Heritage.

13 - RETAIL OUTLETS: Department Stores-Beall Bros.; The Style Shop; JCPenney; McKinney; Wal-Mart.
Chain Drug Stores-North Side 2; Eckerd; Revco.
Variety Stores-Ben Franklin.
Chain Supermarkets-Cabell's; Piggly Wiggly; Moseleys; Birds; Brookshire; Kroger.

14 - NEWSPAPERS: COURIER-GAZETTE (e-mon to fri; S) 6,408; June 30, 1987 VAC.
Local Contact for Advertising and Merchandising Data: Jerry Strader, Pub., COURIER-GAZETTE, 4005 W. University, McKinney, TX 75069; Tel. (214) 542-2631.
National Representative: U.S. Suburban Press.

MEXIA

1 - LOCATION: Limestone County, E&P Map E-3. Agricultural and oil center, 85 mi. from Dallas; 175 mi. from Houston.

2 - TRANSPORTATION: Railroads-Southern Pacific; Chicago; R.I.; Pacific; Ft. Worth; Denver.
Bus Lines-Continental Trailways; Central Texas.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 7,094; E&P 88 Est. 7,116
County 80 Cen. 20,246; E&P 88 Est. 23,419

4 - HOUSEHOLDS:
City 80 Cen. 2,862; E&P 88 Est. 2,787
County 80 Cen. 7,421; E&P 88 Est. 8,410

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$65,506,000
Commercial	2	$[illegible]9,474,000

6 - PASSENGER AUTOS: County 17,901

7 - ELECTRIC METERS: Residence 2,991

8 - GAS METERS: Residence 2,650

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-State School 1,637; Mfg. 150; Whol.

10 - CLIMATE: First killing frost, Nov. 20; last killing frost, Mar. 14.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Commerce; 3 on Palestine St.; 2 on Main St.; 2 on Railroad St.; 3 on Sherman; 2 on McKinney; 1 on Milam.
Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Karner-Phillips; K. Wolens.
Variety Stores-Perry Bros.
Discount Stores-Wal-Mart.
Chain Drug Stores-Rexall.
Chain Supermarkets-HEB; Brookshire.

14 - NEWSPAPERS: NEWS (e) 3,991; sworn Sept. 28, 1987.
Local Contact for Advertising and Merchandising Data: Blake Smith, Jr., Pres., NEWS, 214 Railroad; PO Box 431, Mexia, TX 76667; Tel. (817) 562-2868.
National Representative: None.

MIDLAND

1 - LOCATION: Midland County (MSA), E&P Map C-3, County Seat. Oil, manufacturing, financial, computer, transportation, livestock, agricultural, shopping center. More than 800 oil and oil servicing firm offices. 140 mi. SW of Abilene; 300 mi. from Ft. Worth; 306 mi. E of El Paso. On U.S. Hwy. 80; I-20; State Hwys. 158, 349; F.M. 307, 868.

2 - TRANSPORTATION: Railroads-Union Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Continental.
Airlines-American West; Southwest; American; Continental.

3 - POPULATION:
Corp. City 80 Cen. 70,525; E&P 88 Est. 23,126
CZ-ABC: (80) 71,011
RTZ-ABC: (80) 197,318
County/MSA 80 Cen. 83,475; E&P 88 Est. 113,766
City & RTZ-ABC: (80) 268,329
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 25,558; E&P 88 Est. 8,733
CZ-ABC: (80) 25,719
RTZ-ABC: (80) 68,770
County/MSA 80 Cen. 29,650; E&P 88 Est. 42,690
City & RTZ-ABC: (80) 94,489

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$1,753,735,888
Savings & Loan	5	$586,506,164

6 - PASSENGER AUTOS: County 97,375 (all vehicles)

7 - ELECTRIC METERS: Residence 45,649

8 - GAS METERS: Residence 27,181

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Petroleum (Adm.) 11,690 ($369); Mfg. 3,700 ($229); Constr. 2,790 ($253); Trade 9,830 ($233); Svcs. 6,820 ($216); Gov't 4,720 ($290).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-90; Summer 57-104; Fall 61-94; Winter 25-68. Annual rainfall 13 in.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Neighborhood Shopping Areas-Dodson St., Secor Street, W. Ohio; N. Big Spring St., E. Florida St., W. Florida St., Rankin Hwy., W. Wail St., E. Wall St., Andrews Hwy., Cuthbert & Midkiff, North A & Scharbauer Dr., W. Illinois; Midkiff Drive; Midland Dr. & Illinois; Lamesa Road, Midland Dr. & Neely, 4 blocks on Main St., 4 on Loraine, 5 on Wall, 3 on Colorado, 5 on Texas St., Andrews Hwy. Illinois; Village Shpg. Ctr., Midkiff & Wadley, Garfield & Wadley; S. Garfield, S. Big Spring; Racquet Club Dr.; Midkiff & F.M. 868; Cloverdale Rd., Garden City Hwy.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Village(25)	1	Walgreens, TG&Y, Folger's
Mulberry Mall	2	Albertson's, Handy Dan
Oakridge Sq.(25)	3	Pappagallo
Highland	1	
Town & Country(12)	2	Furr's, Anthony's
Northland(12)	1	Wolfe Nursery, M. System
Dellwood Plz.(31)-	2	Dunlap's
The Strip(16)	2	Tull's Drug
The Plaza(25)	2	Safeway, Revco
North Park(8)	3	Wal-Mart, Skaggs, Alpha-Beta
Regency(7)	1	Western Auto
Imperial	3	Imperial Market
San Miguel Square	NA	Sports Place
Midland Mall(80)	NA	Sears, JCPenney, Dillard, Beall's
Tiara Del Sol	NA	

Principal Shopping Days-Sat., Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-Dunlap; Skibell's; JCPenney; Sears; S&Q; Antnony's; Dillard.
Chain Drug Stores-Walgreens; Revco.
Discount Stores-K mart; Albertson's; Wal-Mart; Service Mdse.; Mervyn's.
Variety Stores-TG&Y.
Chain Supermarkets-Furr's 2; Safeway 2; M. System 3; 7-Eleven 12; Albertson's 2; Skaggs Alpha-Beta.
Other Chain Stores-Shoes: Austin, Barnes 2, J&K, Pay-Less; Krugers Jewelry; Balie Griffith Firestone 2; Singer; Southwestern Drug; Pittsburgh Plate Glass; Julian Gold; Grisby's Rag Doll; Zale's Jewelers 2; Good Housekeeping Shop; Goodyear; The Rag Doll; Pappagallo; Sherwin-Williams; TCI Paint Stores.

14 - NEWSPAPERS: REPORTER-TELEGRAM (e-mon to fri) 22,486; (m-sat) 23,983; (S) 27,979; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Rollie D. Hyde, Adv. Dir., REPORTER-TELEGRAM, 201 E. Illinois St.; PO Box 1650, Midland, TX 79701; Tel. (915) 682-5311.
National Representative: Papert Companies.

MINERAL WELLS

1 - LOCATION: Palo Pinto County, E&P Map D-3. 50 mi. W of Fort Worth.

2 - TRANSPORTATION: Railroads-Weatherford; Mineral Wells & NW.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 14,468; E&P 88 Est. 15,492
County 80 Cen. 24,175; E&P 88 Est. 26,728
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,257; E&P 88 Est. 5,119
County 80 Cen. 8,977; E&P 88 Est. 8,689

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$205,000,000
Savings & Loan	2	$20,000,000

6 - PASSENGER AUTOS: County 24,832

7 - ELECTRIC METERS: Residence 5,800

8 - GAS METERS: Residence 5,700

9 - PRINCIPAL INDUSTRIES: Aluminum Prods.; Kitchen Fixtures & Cabinets; Plastic Prods.; Oil & Gas Drilling & Related Industries; Resistors; Bricks; Agric.; Tourism.

10 - CLIMATE: Av. An. Temp.-Spring 74; Summer 83; Fall 55; Winter 50.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Postons; Mitchell's.
Chain Drug Stores-Hilley's.
Discount Stores-Buy-Rite; Coast-to-Coast; Alco; Wal-Mart.
Chain Supermarkets-Southside; Diamond; Piggly Wiggly; Winn-Dixie; E-Z Mart 5; Joyners; Mr. C's 3; Harmons 12.
Other Chain Stores-Goodyear; Western Auto; Sears.

14 - NEWSPAPERS: INDEX (e-mon to fri; S) 4,763; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Gary Adkisson, Pub./Gen. Mgr., INDEX, 300 S.E. First St.; PO Box 370, Mineral Wells, TX 76067; Tel. (817) 325-4466.
National Representative: Papert Companies; Texas Daily Press League.

MOUNT PLEASANT

1 - LOCATION: Titus County, E&P Map E-3, County Seat. 61 mi. SW of Texarkana. On U.S. Hwys. 271, I-30; 120 mi. E of Dallas.

2 - TRANSPORTATION: Railroads-St. Louis Southwestern; Southern Pacific.
Intercity Bus Lines-Greyhound; Trailways.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 11,003; E&P 88 Est. 12,705
CZ-ABC: (80) 11,003
RTZ-ABC: (80) 38,430
County 80 Cen. 21,558; E&P 88 Est. 29,954
City & RTZ-ABC: (80) 49,433

4 - HOUSEHOLDS:
City 80 Cen. 4,056; E&P 88 Est. 4,701
CZ-ABC: (80) 4,056
RTZ-ABC: (80) 13,799
County 80 Cen. 7,740; E&P 88 Est. 8,945
City & RTZ-ABC: (80) 17,855

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$252,000,000
Savings & Loan	2	$56,000,000

6 - PASSENGER AUTOS: County 21,301

7 - ELECTRIC METERS: Residence 5,558

8 - GAS METERS: Residence 5,932

9 - PRINCIPAL INDUSTRIES: Whol. Meat Proc.; Saw Mills; Wood Furn. Mfg.; Chicken Proc.; Hardwood Timber; Lignite; Coal; Elect. Generating; Cable and Tubing; Feed Proc.; Machinery; Livestock Equip.; Doors; Trailers.

10 - CLIMATE: Min. & Max. Temp.-35-95.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-Town & Country-Piggly Wiggly, Perry Bros. Variety, Eckerd; Jefferson Park-Safeway, Revco, TG&Y, Beall's, Sears; South Town-sixteen small shops downtown; Airport Road Shopping Center-Wal-Mart, Winn-Dixie, Anthony's, Spann's, Brookshire's, Family Dollar, Drug-Sav.

13 - RETAIL OUTLETS: Department Stores-West's; Beall Bros.; Marshall's; Sears; Anthony's.
Variety Stores: Perry's; Family Dollar.
Discount Stores-Howard's; Wal-Mart; TG&Y.
Chain Drug Stores: Drug-Sav; Revco; Eckerd.
Chain Supermarkets-Safeway; Piggly Wiggly 4; Brookshire's; Winn-Dixie.
Other Chain Stores-Western Auto; Radio Shack; True Value Hdwe.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 4,783; (S) 5,199; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Robert L. Palmer, Pub., TRIBUNE, 1705 Industrial; PO Drawer 1177, Mount Pleasant, TX 75455; Tel. (214) 572-1705.
National Representative: Landon Associates.

NACOGDOCHES

1 - LOCATION: Nacogdoches County, E&P Map F-3, County Seat. 97 mi. from Shreveport, LA; 140 mi. N of Houston; 168 mi. SE of Dallas; 135 mi. NW of Beaumont. On U.S. Hwy. 59; State Hwys. 21, 26, 7, 204.

2 - TRANSPORTATION: Railroads-HE & WT; T & NO.
Intercity Bus Lines-Continental Trailways; Kerrville Lines.

3 - POPULATION:
Corp. City 80 Cen. 27,149; E&P 88 Est. 31,542
County 80 Cen. 47,078; E&P 88 Est. 55,566

4 - HOUSEHOLDS:
City 80 Cen. 9,268; E&P 88 Est. 10,557
County 80 Cen. 16,457; E&P 88 Est. 19,771

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$376,802,350
Savings & Loan	3	$155,201,140

6 - PASSENGER AUTOS: County 39,971 (all vehicles)

7 - ELECTRIC METERS: Residence 11,452

8 - GAS METERS: Residence 7,166

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Feed & Fertilizer [illegible]; Brass Valves 300; Woodworking 300; Poultry Proc. 600; Chairs 400; State Univ. 13,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 50-95; Fall 30-75; Winter 20-80.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northview Plaza(20)	20	Otasco
North St.(6)	NA	Safeway, Sears
University Mall(14)	NA	Weiner's, JCPenney, Beall's
Univ. Park Plaza	8	Food-4-Less

Principal Shopping Days-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Mize; JCPenney; Beall's; J.B. White; Weiner's.
Variety Stores-Dollar Store; Family Dollar.
Discount Stores-Wal-Mart.
Chain Drug Stores-Eckerd; Revco; K&B.
Chain Supermarkets-Kroger; Safeway; Brookshire's 3; Ken's Minit-Mkts 6; Food-4-Less.
Other Chain Stores-Firestone; Sears (catalog); Western Auto; Otasco; National Automotive.

14 - NEWSPAPERS: SENTINEL (e) 8,349; (S) 11,844; June 30, 1987 VAC.
Local Contact for Advertising and Merchandising Data: Charles K. Lamb, Ret. Adv. Mgr., SENTINEL, 4920 Colonial Dr.; PO Box 68, Nacogdoches, TX 75963; Tel. (409) 564-8361.
National Representative: Landon Associates.

NEW BRAUNFELS

1 - LOCATION: Comal County (In San Antonio MSA), E&P Map D-4, County Seat. Manufacturing, textile, hosiery, stone quarries, diversified farming. 23 mi. NE of San Antonio. On I-35 & U.S. Hwy 81.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Missouri-Kansas-Texas (Katy).
Intercity Bus Lines-Greyhound; Trailways.
Motor Freight Carriers-3.
Airlines-At San Antonio Airport, all major carriers.

3 - POPULATION:
Corp. City 80 Cen. 22,402; E&P 88 Est. 31,516
CZ-ABC: (80) 22,375
RTZ-ABC: (80) 24,813
County 80 Cen. 36,790; E&P 88 Est. 52,231
MSA 80 Cen. 1,074,712; E&P 88 Est. 1,308,921
City & RTZ-ABC: (80) 47,188

4 - HOUSEHOLDS:
City 80 Cen. 7,895; E&P 88 Est. 10,275
CZ-ABC: (80) 7,884
RTZ-ABC: (80) 8,883
County 80 Cen. 12,958; E&P 88 Est. 18,990
MSA 80 Cen. 349,330; E&P 88 Est. 441,540
City & RTZ-ABC: (80) 16,767

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$189,478,000
Savings & Loan	3	$243,994,000

6 - PASSENGER AUTOS: County 46,474 (all vehicles)

7 - ELECTRIC METERS: Residence 11,986

8 - GAS METERS: Residence 5,106

9 - PRINCIPAL INDUSTRIES: Industry-Textile; Furn.; Dresses; Lime Prods.; Limestone; Cement Forms; Canoes & Coolers.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-75; Summer 75-95; Fall 53-75; Winter 32-75. First killing frost, Dec.; last killing frost, Feb.

11 - TAP WATER: Alkaline, hard. Spring fed.

12 - RETAILING: Principal Shopping Centers-Downtown 6 blocks N. & S. on Seguin St.; Downtown 7 blocks E. & W. on San Antonio St. around Plaza Sq.
Neighborhood Shopping Centers-Courtyard, S. Seguin St. & I-35; Walnut Sq., N. Walnut & I-35; Landa, W. Landa St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Courtyard(17)	2	TG&Y, Weiner's, Bealls
Walnut Sq.(11)	2	K mart, Radio Shack, Revco
Landa(13)	1	Wuest's, Winn's, Sears (catalog)
Kroger(4)	1	Kroger, A&B Hearing Ctr.

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Shopping Centers & Major Chains every evening until 9.

13 - RETAIL OUTLETS: Department Stores-Paul Bruners; Jacob Schmidt's; Weiner's; Bealls.
Discount Stores-Gibson's; K mart; TG&Y; Wal-Mart.
Variety Stores-Winn's.
Chain Drug Stores-Revco; Eckerd.
Chain Supermarkets-Wuest's; Kroger; H.E.B.
Other Chain Stores-Sherwin-Williams; Town & Country; House of Jeans; Radio Shack; Lowe's of Texas; Goodyear; JCPenney; Wickes; Sears (catalog).

14 - NEWSPAPERS: HERALD-ZEITUNG (e-tues to fri) 7,106; (S) 8,818; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Sandi Hutter, Adv. Mgr., HERALD-ZEITUNG, 707 Landa St., New Braunfels, TX 78130; Tel. (512) 625-9144.
National Representative: U.S. Suburban Press.

ODESSA

1 - LOCATION: Ector County (MSA). E&P Map C-3, County Seat. Manufacturing, education, ranching; wholesale & retail center. Western portion of state; 320 mi. W of Ft. Worth; 285 mi. E of El Paso; U.S. Hwys. I-20, 80, 385; State Hwy. 302.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Motor Freight Carriers-38.
Intercity Bus Lines-Greyhound; Continental; TNM & O.
Airlines-Texas International; Southwest; American; Muse; Republic.

3 - POPULATION:
Corp. City 80 Cen. 90,027; E&P 88 Est. 109,876
CZ-ABC: (80) 111,410
RTZ-ABC: (80) 226,330
County/MSA 80 Cen. 116,294; E&P 88 Est. 147,711
City & RTZ-ABC: (80) 337,740
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 32,139; E&P 88 Est. 40,308
CZ-ABC: (80) 39,200
RTZ-ABC: (80) 77,265
County/MSA 80 Cen. 40,450; E&P 88 Est. 54,089
City & RTZ-ABC: (80) 116,465

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$745,893,000
Savings & Loan	5	$859,765,000

6 - PASSENGER AUTOS: County 111,287

7 - ELECTRIC METERS: 53,446

8 - GAS METERS: 28,863

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Petroleum & Petro-Chem. 8,256 ($374); Oilfield Supply 3,500 ($233); Constr. 4,880 ($295); Higher Educ. 920 ($320); Ret. 12,180 ($186); Whol. 4,595 ($344); Servs. 6,040 ($232); Computers 3,120 ($225).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-80; Summer 72-95; Fall 53-79; Winter 29-59. First killing frost, Nov. 1; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-Downtown, 9 blocks long and 3 blocks wide.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadmoor(11)	NA	
Crestwood(9)	NA	
Eastroad(9)	NA	Bill Sears Mkt.
Ector Plaza(8)	NA	TG&Y, Safeway
Grandview Ctr.(8)	NA	Safeway, Model Shop
Great Oil Basin(18)	NA	Dunlap, Zale's
Harrisdale	NA	
Meyers Village(30)	NA	Clarks, M System
North Plaza(10)	NA	
Odessa Plaza	NA	
Permian Mall(144)	7	Sears, JCPenney, Dillard
Plaza Del Sol	NA	
Ridgecrest(30)	NA	M System, Safeway
Rockhill Annex	NA	
Rockhill Vlg.(10)	NA	Walgreens, Cobb's
Sante Fe Sq.(25)	6	Knorr Furn.
Sherwood Vlg.(11)	NA	Sears, Super Mkt.
31st St.(14)	NA	Furrs, Anthony's, TG&Y, Radio Shack
Town & Country(10)	NA	Cobb's, TG&Y, Furr's
West County Plaza	NA	Furr's, Anthony's, Radio Shack
Westgate Plaza	NA	Safeway, Beall's
West Redondo(3)	NA	
Winwood Mall(45)	NA	Beall's, Franklin, Wal-Mart, Mont. Ward

Principal Shopping Days-Mon., Wed., Thur., Sat.
Stores Open Evenings-Thur. Winwood Mall Mon. through Sat. to 9 p.m.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Dunlap's; Sears; Montgomery Ward; Beall's 2; C.R. Anthony 2; Dillards.
Variety Stores-Wacker; TG&Y 3.
Discount Stores-Gibson's 2; Super Center; Furr's Family Center 3; K mart; Wal-Mart.
Chain Drug Stores-Walgreens 2; Skaggs, Safeway; Town & Country.
Chain Supermarkets-Furr's 3; Skaggs-Albertson; Safeway; Thriftway 3; Everybody's 2.
Other Chain Stores-White's (Auto); Kinney Shoes 2; Luskey's; Buster Hanks; Cashway; Connie's; Barker's Shoes; Franklin's; Quicksilver 2; Mode O'Day; JoAnn Shop 2; Goodyear 3; Shaw's; Jewel Box; Zale's 2; Agnew's; Western Auto; Singer; Texas State Optical; Lee Optical; Furr's Cafeteria 2; Picadilly Cafeteria; Wolfe Nursery; Color Tile; Radio Shack; Firestone 2; Musicland; Butlers Shoes; Walton Book & Card; Austin Shoes; Cloth World; Shetland Hallmark.

14 - NEWSPAPERS: AMERICAN (e-mon to fri) 30,443; (m-sat) 31,086; (S) 39,893; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Howard L. Rockafellow, Adv. Dir., AMERICAN, 222 E. 4th, Odessa, TX 79760; Tel. (915) 337-4661.
National Representative: Papert Companies.

ORANGE

1 - LOCATION: Orange County (In Beaumont-Port Arthur MSA), E&P Map F-4, County Seat. On Sabine River and Intracoastal Canal, approximately 40 ship miles from the Gulf of Mexico. On I.H. 10; N.S. Hwy. 90; State Hwy. 87. 125 mi. from Houston; 257 mi. from New Orleans.

2 - TRANSPORTATION: Water Transportation-Ocean going freight facilities; Intracoastal barge lines.
Railroads-Southern Pacific; Missouri Pacific (freight); Kansas City; Southern; 14 mi. NW with an interchange to Missouri Pacific; Sabine River & Northern.
Motor Freight Carriers-Missouri Pacific; Southern Pacific; Herrin Trans.; Southern Motor; Central Freight; Strickland Trans.; Red Ball; Mercury; TMF.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Mid-County Airport (Jefferson County); Metro; Royale; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 23,628; E&P 88 Est. 24,324
CZ-ABC: (80) 31,293
RTZ-ABC: (80) 67,460
County 80 Cen. 84,201; E&P 88 Est. 92,852
MSA 80 Cen. 376,691; E&P 88 Est. 405,165
City & RTZ-ABC: (80) 98,753

4 - HOUSEHOLDS:
City 80 Cen. 8,237; E&P 88 Est. 8,959
CZ-ABC: (80) 11,071
RTZ-ABC: (80) 21,720
County 80 Cen. 27,918; E&P 88 Est. 32,112
MSA 80 Cen. 131,890; E&P 88 Est. 147,911
City & RTZ-ABC: (80) 32,791

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$268,411,000

6 - PASSENGER AUTOS: County 68,581 (all vehicles)

7 - ELECTRIC METERS: 21,967

8 - GAS METERS: 16,557

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chem. 3,150 ($449); Paper Prods. 750 ($309); Rice Milling 100 ($256); Util. 200 ($279); Cement 70 ($326); Steel (N.A.); Shipbuilding (N.A.); Synthetic Rubber (N.A.).
Principal Industrial Pay Days-Wed., Thur., Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-80; Summer 72-98; Fall 55-80; Winter 32-75. First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 miles along Green Ave.; 2 miles along 16th St. Orangehurst West (K mart, Walgreens, Weiners, The Fair, Market Place, King Saver, Eckerd Drug).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
MacArthur(25)	NA	Sears, The Fair, Palais Royal, Beall's
Northway(20)	NA	Market Basket, The Fair

Principal Shopping Days-Thur., Fri., Sat., Mon.
Stores Open Evenings-Clothing Thur.; Food daily.

13 - RETAIL OUTLETS: Department Stores-The Fair; Beall's; Palais Royal; Sears; Weiner's.
Variety Stores-Perry Bros. 2.
Discount Stores-King Saver; K mart; Wal-Mart.
Other Chain Stores-Zale's; Singer Co.; Pay Less Shoes; Family Dollar; Eckerd; Walgreens; Conn's Appliances; Dollar General; McLaury's; Guarantee Shoe; Radio Shack 2; Kroger.

14 - NEWSPAPERS: LEADER (e-mon to fri) 10,896; (S) 12,632; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Don Dauterive, Adv. Dir., LEADER, 200 Front Ave.; PO Box 1028, Orange, TX 77630; Tel. (713) 883-3571.
National Representative: Landon Associates.

PALESTINE

1 - LOCATION: Anderson County, E&P Map E-3. 108 mi. SE of Dallas; 150 mi. N of Houston; 150 mi. SW of Shreveport, LA. Railroad, industrial, commercial and agricultural center in E Texas. On U.S. Hwys. 84, 79, 287; State Hwys. 19, 155.

2 - TRANSPORTATION: Railroads-Gulf Div. "H" for Union Pacific; TSERR.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways; Central Texas.

3 - POPULATION:
Corp. City 80 Cen. 15,948; E&P 88 Est. 19,799
CZ-ABC: (80) 15,948
RTZ-ABC: (80) 41,724
County 80 Cen. 38,607; E&P 88 Est. 53,017
City & RTZ-ABC: (80) 57,672
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,977; E&P 88 Est. 7,692
CZ-ABC: (80) 5,977
RTZ-ABC: (80) 13,577
County 80 Cen. 12,385; E&P 88 Est. 14,025
City & RTZ-ABC: (80) 19,554

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$162,347,000
Savings & Loan	3	$44,709,624

6 - PASSENGER AUTOS: County 34,875 (all vehicles)

7 - ELECTRIC METERS: Residence 7,505

8 - GAS METERS: Residence 5,813

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. 700 ($260); Meat Packing; Oil & Gas Prods.; Granite & Marble Works; Mattresses; Ceramic Tile; Work Clothes; Bakery; Concrete Prods.; Bottling; Ice Packaging; Millwork; Wooden Pallets; Newspaper Racks; Apparel; Metals.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-75; Summer 71-91; Fall 57-77; Winter 40-58. First killing frost, Nov. 20; last killing frost, Mar. 8.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on W. Oak St.; 5 on W. Main St.; 5 on Spring St.; 4 on Sycamore; 4 on Queen; 4 on Magnolia; 4 on Tennessee.
Neighborhood Shopping Centers-Royall at Neches; N. Mallard. 300 Spring St.; Palestine Mall, Loop 256 & Crockett Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kroger(7)	NA	Kroger, Dollar Stores
Palestine Plaza(14)	NA	Brookshire's, Anthony's

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-K. Wolens; JCPenney; Beall's; Sears (catalog); Anthony's.
Discount Stores-Wal-Mart; McCoy's Building Supply Centers; Dollar Stores.
Chain Supermarkets-Kroger; Winn-Dixie; Brookshire; Affiliated; King Saver.

Other Chain Stores-Babcock Home & Auto; Automotive, Inc.; E. Tex. Auto Shop; Goodyear; S&H Green Stamps; White's Auto; 7-Eleven; Home Furn.; Zale's; Gordons; Radio Shack; Eckerd; Kinney Shoes; Curtis Mathes; Revco.

14 - NEWSPAPERS: HERALD-PRESS (e) 10,685; (S) 11,445; Mar. 31, 1988 ABC.
Local Contact for Advertising and Marketing Data: James Kerby, Adv. Dir., HERALD-PRESS, 519 Elm St.; PO Box 379, Palestine, TX 75801; Tel. (214) 729-0281.
National Representative: Papert Companies.

PAMPA

1 - LOCATION: Gray County, E&P Map C-1. 50 mi. E of Amarillo; 200 mi. W of Okla. City on Hwy. 60. County Seat. Agriculture center for 5 counties. Oil center for 6 counties.

2 - TRANSPORTATION: **Railroads**-Santa Fe.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways Bus System.
Air Service-Commercial Airport 45 mi. at Amarillo. County Airport 4 mi. N. of city. Charter & private facilities available.

3 - POPULATION:
Corp. City 80 Cen. 21,396; E&P 88 Est. 23,603
CZ-ABC: (80) 21,396
RTZ-ABC: (80) 35,480
County 80 Cen. 26,548; E&P 88 Est. 27,690
City & RTZ-ABC: (80) 56,876

4 - HOUSEHOLDS:
City 80 Cen. 8,290; E&P 88 Est. 9,437
CZ-ABC: (80) 8,290
RTZ-ABC: (80) 13,086
County 80 Cen. 10,224; E&P 88 Est. 10,856
City & RTZ-ABC: (80) 21,376

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$260,110,763
Savings & Loan	2	$270,691,892

6 - PASSENGER AUTOS: County 27,300

7 - ELECTRIC METERS: Residence 10,214

8 - GAS METERS: Residence 9,818

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Petroleum & Natural Gas 1,934 ($325); Mfg. 1,982 ($250); Constr. 1,015 ($300).
Principal Pay Days-1st; 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 50-105; Fall 15-75; Winter 10-65. First killing frost, Oct. 15; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Downtown Shopping Area**-4 blocks on Cuyler; 2 on Foster; 2 on Kingsmill; 2 on Francis.
Neighborhood Shopping Centers-3 miles of retail shops & offices on N. Hobart.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Coronado(28)	1	Anthony's, Alco, Dunlaps
Pampa Mall(31)	5	Beall's, JCPenney, K mart

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Alco; Furr's; Allsup; Anthony's; K mart; JCPenney; Beall's; and all other stores at Pampa Mall. Open Sun. afternoons.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; C.R. Anthony 2; Dunlap's; Beall's.
Variety Stores-Alco; K mart; Moses; Wal-Mart.
Discount Stores-Alco; Pay Less Shoes; K mart; Wal-Mart.
Chain Drug Stores-Heard-Jones (Rexall); Revco; Medicine Shoppe.
Chain Supermarkets-Furr's; Safeway.
Other Chain Stores-Firestone; Zale's Jewelers; Sears (catalog); Sherwin-Williams; Singer; Brown's Shoe Fit; Radio Shack; Carquest; 100,000 Auto Parts; Evensan's; Kinney Shoes; Stewarts; Waldenbooks; Gordon's Jewelers; General Nutrition Center; T-Shirts Plus; Texas State Optical; Regis.

14 - NEWSPAPERS: NEWS (e-mon to fri) 7,604; (S) 8,414; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Rick K. Clark, Adv. Mgr., NEWS, 403 W. Atchison; PO Box 2198, Pampa, TX 79065; Tel. (806) 669-2525.
National Representative: Papert Companies.

PARIS

1 - LOCATION: Lamar County, E&P Map F-2. County Seat. Industrial, medical, commercial and education center. NE part of state in Red River Valley; 15 mi. to OK border; 110 mi. to Dallas; 97 mi. to Texarkana; 65 mi. to Sherman; 105 mi. to Tyler; 175 mi. to Tulsa, OK.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific; Frisco; Santa Fe; Southern Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Continental-Dixie; Jordan.

3 - POPULATION:
Corp. City 80 Cen. 25,498; E&P 88 Est. 28,270
CZ-ABC: (80) 25,498
Bal. in NDM-ABC: (80) 16,658
County 80 Cen. 42,352; E&P 88 Est. 45,784
Total NDM-ABC: (80) 42,156

4 - HOUSEHOLDS:
City 80 Cen. 9,923; E&P 88 Est. 11,290
CZ-ABC: (80) 9,923
Bal. in NDM-ABC: (80) 5,787
County 80 Cen. 15,710; E&P 88 Est. 17,080
Total NDM-ABC: (80) 15,710

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$227,819,290
Savings & Loan	2	$432,148,361

6 - PASSENGER AUTOS: County 41,374 (all vehicles)

7 - ELECTRIC METERS: Residence 10,050

8 - GAS METERS: Residence 8,191

9 - PRINCIPAL INDUSTRIES: Elect. Lamps; Boilers; Concrete Prods.; Furn.; Bras & Corsets; Paper Boxes; Business Forms; Soups; Disposable Diapers; Christmas Trees; Bread.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Nov. 15; last killing frost, Mar. 19.

11 - TAP WATER: Neutral, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-16 blocks on Main Downtown; Located around Square & Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Place	NA	Wal-Mart, Winn-Dixie, C.R. Anthony
Brookshire(5)	NA	Brookshire
The Village(15)	NA	
Williamsburg(42)	NA	Kroger, Dollar General
Mirabean Sq.(35)	NA	Country Market, Belk's, JCPenney, Beall's
Plaza(4)	NA	Palace Drug, Zale's

Principal Shopping Days-Mon., Sat.
Stores Open Evenings-Dept. Stores-Mon. through Fri.; Food-Wed.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Beall's; JCPenney, Belk's; C.R. Anthony.
Discount Stores-Wal-Mart; K mart.
Variety Stores-Winn's.
Chain Drug Stores-Palace (Hilley's); Eckerd; Revco.
Chain Supermarkets-Country Market; Brookshire; Kroger's Family Center; 7-Eleven 4; Winn-Dixie; Fords Food; Harvest Food; Super S; Thomas; City Market.
Other Chain Stores-Goodyear; Goodrich; Firestone; TSO; Lee Optical; Otasco; Foxworth-Galbraith Lmbr.; Fashion Crossroads; Colortyme; Radio Shack; Hastings Books & Records, Cato; Zale's; McCoy; Craft's Etc.; TSC.

14 - NEWSPAPERS: NEWS (e-mon to fri) 12,811, (m-sat) 12,676; (S) 13,319, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Doug Kelley, Adv. Dir., NEWS, 138 Lamar Ave., Paris, TX 75460; Tel. (214) 785-8744; FAX 214-785-1263.
National Representative: Papert Companies.

PASADENA

1 - LOCATION: Harris County (In Houston PMSA), E&P Map E-4.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Texas & New Orleans.
Intercity Bus Lines-Continental Trailways; Texas Bus Lines.

3 - POPULATION:
Corp. City 80 Cen. 112,560; E&P 88 Est. 128,374
County 80 Cen. 2,429,505; E&P 88 Est. 2,868,002
PMSA 80 Cen. 2,762,095; E&P 88 Est. 3,350,941
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 38,750; E&P 88 Est. 46,617
County 80 Cen. 869,080; E&P 88 Est. 1,079,948
PMSA 80 Cen. 97[illegible],162; E&P 88 Est. 1,233,469

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$496,000,000
Savings & Loan	7	$490,000,000

6 - PASSENGER AUTOS: County 2,089,820 (all vehicles)

7 - ELECTRIC METERS: Residence 36,100

8 - GAS METERS: Residence 26,000

9 - PRINCIPAL INDUSTRIES: Chem.; Refining; Rubber; Plastics; Paper & Steel. 65,000 Employees. Av. Wkly. Wage N.A.

10 - CLIMATE: Av. Temp.-Spring 69; Summer 92; Fall 70.5; Winter 64. First killing frost, Dec. 10; last killing frost, Feb. 2.

11 - TAP WATER: Medium.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Allendale(13)	NA	
Mkt. Ctr.(21)	NA	Eckerd
Pasadena Oaks(45)	NA	
Pasadena Plz.	NA	JCPenney, Kinney
Red Bluff(16)	NA	Weiner's
Arlington Pl.	NA	Stop & Go
Berkshire Vlg.	NA	Martin's Mkt.
Family Pk.	NA	Rice
Southmoor Plz.	NA	Kroger, SupeRx
Spencer Plz.(30-40)	NA	Walgreens
Town Sq.(100)	NA	Foley's, Joske's, Walgreens

Principal Shopping Days-Tues., Thur., Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-Palais Royal; JCPenney; Sears; Montgomery Ward; Foley's, Oshman's, Weiners, Joske's; Mervyn's.
Discount Stores-Abel's 3; K mart; Wal-Mart.
Chain Drug Stores-Rexall; SupeRx; Eckerd; Walgreens; Rx Value.
Chain Supermarkets-Safeway; Save-Mart; Lucky-7; Sellers Bros.; Food City; Kroger; Utotem; Food King; Gerlands; Fiesta; Randalls.
Other Chain Stores-Firestone; Goodrich; Goodyear; Furrows, Handy Dan; Builders Square.

14 - NEWSPAPERS: CITIZEN (e) 7,026; (S) 7,026; June 30, 1987 VAC.
Local Contact for Advertising and Merchandising Data: David Kouljain, Adv. Dir., CITIZEN, PO Drawer 6192, Pasadena, TX 77506; Tel. (713) 477-0221.
National Representative: U.S. Suburban Press.

PECOS

1 - LOCATION: Reeves County, E&P Map B-3. County Seat. 207 mi. E of El Paso; 70 mi. W of Odessa; on U.S. Hwy. 285 & I-20.

2 - TRANSPORTATION: **Railroads**-UP; PVS.
Airlines-Served at Midland Regional Airport by American, Southwest, Continental, America West.
Intercity Bus Lines-Trailways; Greyhound; New Mexico Trans.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 12,855; E&P 88 Est. 12,263
County 80 Cen. 15,822; E&P 88 Est. 15,364

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,919; E&P 88 Est. 3,734
County 80 Cen. 4,567; E&P 88 Est. 4,812

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$107,496,000
Savings & Loan	1	$14,700,000

6 - PASSENGER AUTOS: County 11,031

7 - ELECTRIC METERS: Residence 3,699

8 - GAS METERS: Residence 3,888

9 - PRINCIPAL INDUSTRIES: Well Servicing; Oil & Gas Exploration; Agric.; Cotton; Cantaloupes; Onions; Cattle; Grain; Cattle Feeding; Tire Test Track; Sulphur Mining.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-80; Summer 72-95; Fall 53-78; Winter 29-59. First killing frost, Nov. 12; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Shopping Centers**-Airlawn S.C. (5 Stores)-Safeway; Winn's; Anthony's.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Swaim's; C.R. Anthony; United.
Variety Stores-Woolworth; Sprouse-Reitz; Winn's.
Discount Stores-Wal-Mart; Gibson.
Chain Drug Stores-Revco; Rexall; Val-Rite.
Chain Supermarkets-Safeway; Furr's; Thriftway.
Other Chain Stores-Goodyear; Sears (catalog); Allsup's; Town & Country; Shop 'n Go.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 2,449; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Larry C. Jackson, Pub., ENTERPRISE, 324 S. Cedar St., Pecos, TX 79772; Tel. (915) 445-5475.
National Representative: Texas Press Service.

PLAINVIEW

1 - LOCATION: Hale County, E&P Map C-2. County Seat. Retail center for 10 county area. Heart of irrigated district. U.S. Hwys. I-27, I-70.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Fort Worth & Denver.
Motor Freight Carriers-5.
Intercity Bus Lines-Texas, New Mexico & Oklahoma Coaches.

3 - POPULATION:
Corp. City 80 Cen. 22,187; E&P 88 Est. 22,080
County 80 Cen. 37,638; E&P 88 Est. 36,995
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,494; E&P 88 Est. 7,311
County 80 Cen. 12,385; E&P 88 Est. 13,283

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$250,000,000
Savings & Loan	4	$300,000,000

6 - PASSENGER AUTOS. County 30,238 (all vehicles)

7 - ELECTRIC METERS: Residence 10,747

8 - GAS METERS: Residence 8,005

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fertilizer 175; Farm Equip. 155; Beef Proc. 1,350; Seed & Feed 225; Aircraft 20; Solid Waste Collector Mfg. 100; Whse. 450.
Principal Pay Days-1st, 15th, Mon., Fri.

10 - CLIMATE: Min. & Max. Temp.-Av. Min. 41 (Jan.); Av. Max. 78 (July). First killing frost, Nov. 21; last killing frost, Apr. 1. Av. Mean 60.

11 - TAP WATER: Alkaline, semi-hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-9 blocks on Broadway; 9 on Ash; 7 on Austin; 13 on Fifth; 8 on Sixth; 8 on Seventh; 6 on Eighth; 2 on Beech; 4 on Date; 1 on W. Eighth; 10 on W. Fifth; 1 on W. Seventh; 1 on Columbia; 4 on Yonkers & 29th.

-Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gabriel/Wayland (18)	1	Gabriel's, Gebo's, Chief Auto, Perrys
The Village(21)	1	Radio Shack, Winn's, Claiborne's
Edgemore(5)	NA	M-Systems, Revco, K mart
College(9)	NA	Camera Shop, Florist
Plainview Towne Ctr.	NA	Wal-Mart
West-View	NA	Marse & Son, Anthony's, Revco, United, Hastings

Principal Shopping Days-Mon., Wed., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Marse & Son; Gabriels; JCPenney; C.R. Anthony.
Variety Stores-Perry's; Winn's.
Chain Drug Stores-Revco.
Discount Stores-K mart; 84 Lumber; Wal-Mart; McCrory's.
Chain Supermarkets-Claiborne's; Pay N' Save; United Super Mkt. 2; M System; Allsups 5.
Other Chain Stores-White's Auto; Heath Furn.; S&H Green Stamps; Sherwin-Williams; Pay-Less Shoes; Radio Shack; Chief Auto.

14 - NEWSPAPERS: HERALD (e-mon to fri; S) 8,787; sworn Sept. 15, 1987.
Local Contact for Advertising and Merchandising Data: Perry Dorrell, Adv. Dir., HERALD, 820 Broadway, Plainview, TX 79072; Tel. (806) 293-1343.
National Representative: Papert Companies.

PLANO

1 - LOCATION: Collin County (In Dallas PMSA), E&P Map E-2. 18 mi. N of Dallas; on Interstate Hwy. I-75.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; St. Louis-Southwestern.
Motor Freight Carriers-5.
Airlines-At Dallas Airport.

3 - POPULATION:
Corp. City 80 Cen. 72,331; E&P 88 Est. 128,754
CZ-ABC: (80) 83,959
RTZ-ABC: (80) 16,279
County 80 Cen. 147,153; E&P 88 Est. 227,404
PMSA 80 Cen. 1,970,967; E&P 88 Est. 2,478,045
City & RTZ-ABC: (80) 100,238

4 - HOUSEHOLDS:
City 80 Cen. 22,221; E&P 88 Est. 40,832
County 80 Cen. 46,344; E&P 88 Est. 71,693
PMSA 80 Cen. 711,093; E&P 88 Est. 930,994
CZ-ABC: (80) 25,907
RTZ-ABC: (80) 5,175
City & RTZ-ABC: (80) 31,082

5 - BANKS	NUMBER	DEPOSITS
Commercial	20	N.A.

6 - PASSENGER AUTOS: County 202,775

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. Copper & Brass Gas Fittings; Wire & Cable; Farming, grains, cotton, corn and wheat.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 75-95; Fall 57-79; Winter 36-56. First killing frost, Nov. 20; last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town Square	NA	Wolfe Nursery
Panther Park(28)	NA	Brookshire's, Eckerd
Adobe Vlg.(7)	NA	
Jupiter Place(15)	NA	Tom Thumb
Preston Trail Plz.(19)	NA	
Park West Plz.(26)	NA	K mart, Brookshire's, Eckerd
Cloister Sq.(23)	NA	Eckerd
Palisades Sq.(14)	NA	Drug Emporium
Chisolm Plaza(17)	NA	
Crosspoint Plz.(8)	NA	
Ruisseau Vlg.(25)	NA	Mervyn's
Highland Shpg. Area(44)	NA	Highland Appliance, Revco
Parkway Plz.(20)	NA	
Collin Creek Mall(170)	NA	JCPenney, Dillard's, Sanger-Harris, Sears, Lord & Taylor

13 - RETAIL OUTLETS: Department Stores-Dillard's; Sanger-Harris; JCPenney; Sears; Lord & Taylor.
Variety Stores-Drugs for Less; Drug Emporium; Eckerd.
Chain Supermarkets-Brookshire's.

14 - NEWSPAPERS: STAR COURIER (e-mon to fri) 14,623; (S) 15,686; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jim Wilson, Adv. Dir., STAR-COURIER, 801 E. Plano Pkwy., Plano, TX 75074; Tel. (214) 424-6565.
National Representative: U.S. Suburban Press.

PORT ARTHUR

1 - LOCATION: Jefferson County (In Beaumont-Port Arthur MSA), E&P Map F-4. 2nd largest deep water port in Texas. 92 mi. E of Houston; 300 mi. W of New Orleans; 78 mi. NE of Galveston; deep water channel to Gulf of Mexico. Greater Port Arthur consists of the contiguous cities of Port Arthur, Nederland, Port Neches, and Groves, Texas.

2 - TRANSPORTATION: Railroads-KCS; SP (freight).
Motor Freight Carriers-7.
Freight Steamship Agents-9.
Intercity Bus Lines-Greyhound; Texas Bus Lines.
Airlines-Royale; ASA; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 61,195; E&P 88 Est. 65,228
CZ-ABC: (80) 119,236
RTZ-ABC: (80) 22,115
County 80 Cen. 251,441; E&P 88 Est. 264,787
MSA 80 Cen. 375,497; E&P 88 Est. 405,165
City & RTZ-ABC: (80) 141,351
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 22,130; E&P 88 Est. 24,442
CZ-ABC: (80) 42,138
RTZ-ABC: (80) 7,852
County 80 Cen. 90,245; E&P 88 Est. 99,393
MSA 80 Cen. 131,890; E&P 88 Est. 147,911
City & RTZ-ABC: (80) 49,990

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$557,370,577

6 - PASSENGER AUTOS: County 201,032

7 - ELECTRIC METERS: Residence 42,805

8 - GAS METERS: Residence 35,698

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Retail/Trade 25,700; Servs. 20,400; Manufacturing 6,800. Av. Wkly. Wage-$393.
Principal Industrial Pay Days-Fri., Wed.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-94; Summer 58-102; Fall 29-98; Winter 11-85. First killing frost, Dec. 14; last killing frost, Feb. 18.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on Twin City Hwy.
Neighborhood Shopping Centers-12 blocks on Houston Ave., 6 blocks on Procter St., 2 blocks on Waco Ave., 3 blocks on Austin Ave., 1 block on Shreveport Ave., 33 blocks on Gulfway Dr., 7 blocks on 9th Ave., 11 blocks on 25th St., 2 blocks on Lincoln Ave., 19 blocks on Nederland Ave., 2 blocks on Boston Ave., 23 blocks on Magnolia Ave., 2 blocks on Port Neches Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gulfway(12)	NA	Discount Foods, Delmar Phcy.
Jefferson City (52)	NA	Walgreens, The Fair, Oshman's, Beall's
Snell(18)	NA	Garrison's Phcy., Drago Hardware, Safeway, TG&Y
K mart(8)	NA	K mart
Central Mall(63)	NA	JCPenney, Sears, Beall's
Midcounty(10)	NA	Safeway, TG&Y, The Fair, JCPenney
Tri-Cities(9)	NA	Market Basket
Mid-Way(3)	NA	Discount Foods, Garret's TV

Principal Shopping Days-Department Stores: Sun., Mon.; Food: Mon., Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Beall's 2; JCPenney; Sears; The Fair 2; Weiner's; Dryden's; Spencers; Dillard's.
Discount Stores-K mart; Wal-Mart 2; O.G. Wilson.
Variety Stores-S.H. Kress; TG&Y; Dollar General.
Chain Drug Stores-Walgreens 3; King's 2; Pat Wood 2; Webb 2; Eckerd; K&B.
Chain Supermarkets-Market Basket 10; Discount Foods; Safeway 4; Howdy Doody; Giant; King Saver.
Other Chain Stores-Firestone; B.F. Goodrich; Goodyear; Western Auto 4; Sherwin-Williams 3; White Auto; Allied Radio Shack 3; Jewelry: Gem 2, Gordon, Nacol 2, Zales; Shoes: Kinney, Pay-Less, Thom McAn, Foot Locker, Red Cross; Conns; Oshman's; McLaury's; General Nutrition; Hancock Fabrics; So-Fro Fabrics; Waldenbooks.

14 - NEWSPAPERS: NEWS (m) 23,533; (S) 25,120; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Horace R. Fontenot, Jr., Adv. Dir., NEWS, 549 Fourth St.; PO Box 789, Port Arthur, TX 77640; Tel. (409) 985-5541.
National Representativa: Landon Associates.

PORT LAVACA

1 - LOCATION: Calhoun County, E&P Map E-5. County Seat. 70 mi. NE of Corpus Christi. On U.S. Hwy. 35. On Lavaca Bay.

2 - TRANSPORTATION: Railroads-Southern Pacific.

Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 10,911; E&P 88 Est. 12,244
County 80 Cen. 19,655; E&P 88 Est. 22,772

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,445; E&P 88 Est. 3,328
County 80 Cen. 6,469; E&P 88 Est. 8,027

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$172,344,422
Savings & Loan	2	$47,433,721

6 - PASSENGER AUTOS: County 16,664 (all vehicles)

7 - ELECTRIC METERS: City Est. 5,242

8 - GAS METERS: City Est. 3,634

9 - PRINCIPAL INDUSTRIES: Grain Sorghum; Shrimp & Oyster Freezing; Aluminum; Gas & Oil Wells; Farming; Mineral Extraction; Ranching; Plastics; Chem.; Marine Repair Building.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-75; Summer 77-90; Fall 62-80; Winter 45-67.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bottom Dollar(7)	3	Bottom Dollar
Calhoun Plz.(17)	3	Safeway, Weiner's, TG&Y, Beall's
Fairway(5)	3	Bottom Dollar, Stanley's, Goodyear
Viking Mall(14)	3	HEB, Coles Dept., Cunningham Jewelry, Oshman's Sports Ctr.

13 - RETAIL OUTLETS: Department Stores-Sears.

14 - NEWSPAPERS: WAVE (e-mon to fri) 3,768; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Chester Surber, Ed. & Pub., WAVE, 107 E. Austin; PO Box 88, Port Lavaca, TX 77979; Tel. (512) 552-9788.
National Representative: Texas Press Service.

RICHARDSON

1 - LOCATION: Dallas County (In Dallas PMSA), E&P Map E-3. Adjacent to Dallas City limits on N Central Expressway. Aerospace center. Farming in N part of County.

2 - TRANSPORTATION: Railroads-Santa Fe; Southern Pacific.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 72,496; E&P 88 Est. 82,172
City of Pub.-ABC: (80) 72,655
County 80 Cen. 1,563,730; E&P 88 Est. 1,892,588
PMSA 80 Cen. 1,957,451; E&P 88 Est. 2,478,045
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 24,097; E&P 88 Est. 29,385
City of Pub.-ABC: (80) 24,157
County 80 Cen. 577,753; E&P 88 Est. 737,833
PMSA 80 Cen. 711,093; E&P 88 Est. 930,994

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$468,500,000
Sav. & Loan	3	N.A.

6 - PASSENGER AUTOS: County 1,569,867

7 - ELECTRIC METERS: Residence 12,759

8 - GAS METERS: Residence 11,899

9 - PRINCIPAL INDUSTRIES: (Av. Wkly Wage-$240) Instruments; Radio; Hoods; Sausage Plant; Electronics; Research Center.
Principal Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-85; Summer 80-110; Fall 30-90; Winter 0-70.

11 - TAP WATER: Fairly soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arapaho Vlg. North(11)	NA	Mont. Ward
Buckingham Square(18)	NA	Winn-Dixie, Minyards Super Mkt.
Camelot(17)	NA	A&P, Sears
Campbell Rd. Village(13)	NA	Kroger, 7-Eleven
Dal Rich Vlg.(60)	NA	TG&Y, Safeway
Northrich Vlg.(5)	NA	Gibson
Pavillion	NA	Marshalls
Richardson E.(16)	NA	Kinney
Richardson Heights Village(60)	NA	Kroger, JCPenney, Sun Drug
Richardson Sq. Mall(104)	NA	Sears, Dillard, Mont. Ward
Richardson Terrace(12)	NA	A&P, Safeway, Skillern
Spring Valley	NA	Kroger, Rexall
Town & Country(20)	NA	Goodyear
University Vlg.	NA	Tom Thumb, Page Drug

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Montgomery Ward; Joske's; Dillard; Marshall's.
Chain Drug Stores-Skaggs; Skillern's; Sun; Steen.
Variety Stores-Whites.
Discount Stores-Gibson; K mart.
Chain Supermarkets-A&P; Safeway; Tom Thumb; Kroger; Piggly Wiggly; Minyards; Skaggs; Winn-Dixie.

14 - NEWSPAPERS: NEWS (e-tues to sat) 6,844; (S) 6,959; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Robert Keefer, Adv. Mgr., NEWS, 1000 Ave. H East, Arlington, TX 76011; Tel. (214) 234-1131.
National Representative: U.S. Suburban Press.

ROSENBERG

1 - LOCATION: Fort Bend County, (In Houston PMSA), E&P Map E-4. On Hwys. 36, 59, 90A.

2 - TRANSPORTATION: Railroads-Gulf; Colorado & Santa Fe; Southern Pacific.
Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 17,995; E&P 88 Est. 22,932
County 80 Cen. 134,147; E&P 88 Est. 208,510
PMSA 80 Cen. 2,762,095; E&P 88 Est. 3,350,941

4 - HOUSEHOLDS:
City 80 Cen. 5,753; E&P 88 Est. 7,589
County 80 Cen. 39,840; E&P 88 Est. 63,978
PMSA 80 Cen. 973,162; E&P 88 Est. 1,233,469

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$322,456,000
Savings & Loan	2	$255,975,000
Savings	2	$34,613,000

6 - PASSENGER AUTOS: County 130,707 (all vehicles)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-78; Summer 72-88; Fall 62-80; Winter 45-67. First killing frost, Oct. 10; last killing frost, Mar. 28.

1 TAP WATER: Medium hard, well water.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rose-Rich Ctr.	NA	Moore's Food, Woolworth
Weingarten Ctr.	NA	Beall's, Budget Chopper
Lamar Plz.	NA	Kroger, Weiners, Sears
Twin City Ctr.	NA	Fitness Plus
Randall's Ctr.	NA	Randall's Grocery

13 - RETAIL OUTLETS: Department Stores-Woolworth; K mart; Wal-Mart; Rude & Sons; Blase; Perry Brothers; Weiners; RB; Bealls.
Chain Supermarkets-Kroger; Safeway; Fiesta; Moore's; Randall's; Budget Chopper.
Other Chain Stores-Payless Shoes; Goodyear; Sherwin-Williams; Sears (catalog); Radio Shack.

14 - NEWSPAPERS: HERALD-COASTER (e-mon to fri; S) 7,694; June 30, 1987 VAC.
Local Contact for Advertising and Merchandising Data: Bill Hartman, Pub., HERALD-COASTER, 1902 4th St.; PO Box 1088, Rosenberg, TX 77471; Tel. (713) 232-3737.
National Representative: U.S. Suburban Press.

SAN ANGELO

1 - LOCATION: Tom Green County (MSA), E&P Map C-4, County Seat. 229 mi. from Austin; 236 mi. from Ft. Worth; 268 mi. from Dallas; 220 mi. from San Antonio; 451 mi. from El Paso; 352 mi. from Amarillo. On State Hwy. 208; U.S. Hwys. 67, 87, 277.

2 - TRANSPORTATION: Motor Freight Carriers-9.
Intercity Bus Lines-Kerrville; Arrow Trailways of Texas; Sunset Stages; Trans-Texas Coaches.
Airlines-ASA; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 73,240; E&P 88 Est. 95,227
CZ-ABC: (80) 73,240
Bal. in NDM-ABC: (80) 11,544
Bal. in RTZ-ABC: (80) 57,399
Total NDM-ABC: (80) 84,784
Total NDM & Bal. in RTZ-ABC: (80) 142,183
County/MSA 80 Cen. 85,292; E&P 88 Est. 97,639
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 26,576; E&P 88 Est. 35,338
CZ-ABC: (80) 26,576
Bal. in NDM-ABC: (80) 3,793
Bal. in RTZ-ABC: (80) 21,019
Total NDM-ABC: (80) 30,369
Total NDM & Bal. in RTZ-ABC: (80) 51,388
County/MSA 80 Cen. 30,369; E&P 88 Est. 35,303

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$867,061,403
Savings & Loan	5	$282,158,000

6 - PASSENGER AUTOS: County 87,487

7 - ELECTRIC METERS: 35,631

8 - GAS METERS: 21,634

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Gov't (ex. military) 6,500; Goodfellow AFB 3,357; Public Schools 1,979; Fin., Ins., R.E. 1,800; Trade 9,600; Trans./Comm./Util. 3,100; Constr. 1,600; Mining 400; Mfg. 5,600; Services & Misc. 7,700.

mum-32; July Mean Temp.-96; Av. An. Rainfall 17.53 in.; Av. An. Humidity-55%.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-17 blocks in downtown area; 8 on W. Beauregard bet. Park & Van Buren Sts.; Village, 2100 & 2200 on W. Beauregard; 3 on W. Beauregard and Sherwood Way; 3 on N. Main St.; 2 on Chadbourne; N. Chadbourne, 2 at Freeland & Van Buren Sts.; K mart Plaza at Intersection Sherwood Way and Ave. N.; 20 acres at intersection of Knickerbocker and Loop 306.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart(8)	NA	K mart, M System, Bowman Lbr.
Freeland(5)	NA	S&H Green Stamps, Cutting Corner
Stadium Park(15)	NA	Westlake Hdwe., Nathan's Jewelers, Merle Norman
Vlg.(25)	NA	Winn-Dixie, Gabriel's, Eckerd, Sherwin-Williams
Southwest Plz.(20)	NA	Taste of Italy, Revco, Singer
Park 2400 (10)	NA	Ridgway Florist, Jack & Jill Children's Wear
Sunset Mall(90)	NA	Sears, JCPenney, Dillard's, Beall's, Service Mdse., Eckerd
N. Main	NA	Winn's, Eckerd, Winn-Dixie
Knickerbocker Sq.(10)	NA	Skinny Dip, Gold's, Papronni's Pizza
Jackson Sq. (15)	NA	Blazer Finance,
The Commons (5)	NA	KBIL Radio, Cuts By Cade
Sherwood Ctr. (8)	NA	Olan Mills, Save-All Pharmacies, Sheer Perfection

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Close-Food-10 p.m. Mon. through Sat. Most others 5:30 p.m.; K mart; Wal-Mart until 9 p.m. Mon.-Sat.; Albertson's until 12 p.m.; M System until 9 p.m.
Stores Open Sundays-Grocery, Sunset Mall Stores, K mart, Wal-Mart.

13 - RETAIL OUTLETS: **Department Stores**-Dillard's; Sears; JCPenney; Beall's; Anthony's.
Chain Drug Stores-Albertson's; Eckerd; Revco; Skaggs Alpha Beta.
Discount Stores-K mart; Service Mdse.; Wal-Mart; Target.
Variety Stores-Winn's.
Chain Supermarkets-Winn-Dixie 2; Albertson's; 'M' Sys. 3; Furr's; Skaggs Alpha Beta; Food Emporium.
Other Chain Stores-Firestone, Goodyear; Western Auto; Amb[illegible]'s; Radio Shack; McDuffs; McCoy's.

14 - NEWSPAPERS: STANDARD-TIMES (m) 33,885; (S) 39,595; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Cheryl Ebright, Adv. Dir., STANDARD-TIMES, 34 W. Harris, San Angelo, TX 76903; Tel. (915) 653-1221.
National Representative: Cresmer, Woodward, O'mara & Ormsbee.

SAN ANTONIO

1 - LOCATION: Bexar County (MSA), E&P Map D-5. Home of Randolph, Lackland, Kelly & Brooks Air Force Bases, and Fort Sam Houston (U.S. Army). 200 mi. W of Houston; 150 mi. NW of Corpus Christi; 150 mi. NE of Mexico Border at Laredo. On U.S. Hwys. 90, 87, 81, 281, 181; on State Hwy. 16; I-10, 35, 410, 37.

2 - TRANSPORTATION: **Railroads**-MKT (freight); UP; SP; Amtrak.
Motor Freight Carriers-53.
Intercity Bus Lines-Greyhound; Continental Trailways; Kerrville; Valley.
Airlines-American; Continental; Eastern; Delta; Mexicana; Northwest; Pan Am; Southwest; TWA; USAir; United.

3 - POPULATION:
Corp. City 80 Cen. 786,023; E&P 88 Est. 948,895
County 80 Cen. 991,007; E&P 88 Est. 1,194,694
MSA 80 Cen. 1,074,712; E&P 88 Est. 1,308,921
EXPRESS-NEWS:
NDM-ABC: (80) 1,589,350
LIGHT:
CZ-ABC: (80) 896,801
RTZ-ABC: (80) 692,549
City & RTZ-ABC: (80) 1,589,350

paper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 258,733; E&P 88 Est. 325,362
County 80 Cen. 320,639; E&P 88 Est. 401,346
MSA 80 Cen. 349,330; E&P 88 Est. 441,540
EXPRESS-NEWS:
NDM-ABC: (80) 509,605
LIGHT:
CZ-ABC: (80) 291,781
RTZ-ABC: (80) 217,824
City & RTZ-ABC: (80) 509,605

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	66	$8,678,357,879
Savings & Loan	18	N.A.

6 - PASSENGER AUTOS: County 868,811.

7 - ELECTRIC METERS: Residence 450,000.

8 - GAS METERS: Residence 285,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Gov't 117,500; Ret./Whol. 132,700; Mfg. 47,100; Servs. 125,700; Military 83,095; Constr. 27,300; Fin., Ins., R.E. 40,000. Av. Wkly. Wage $306.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Jan. 49-62; July 74-94; Av. Annual Temp. 58-80. First killing frost, Nov. 30; last killing frost, Feb. 24.

11 - TAP WATER: Moderate mineral content, chiefly sodium bicarbonate; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-(No. of stores)-Central Park Mall (95); Ingram Park Mall (140); McCreless (72); North Star Mall (210); South Park Mall (72); Crossroads Mall (80); Windsor Park Mall (125); Westlake Mercado Mall (52); Rolling Oaks (95 +).
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Thur.; Grocery & Shpg. Ctrs.-weeknights.

13 - RETAIL OUTLETS: **Department Stores**-Sears 3; JC Penney 5; Montgomery Ward 4; Frost Bros. 2; Dillards 9; Beall's 6; Foley's 2; Saks Fifth Ave.; Marshall Fields; Lord & Taylor.
Discount Stores-Solo-Serve 7; K mart 9; Target 6; Best Products 2; Service Merchandise 2; Sam's Wholesale Club 2; Wal-Mart.
Variety Stores-Woolworth 3; Ben Franklin 2; Winn's 36; McCrory; Kress 4.
Chain Drug Stores-Walgreens 15; Revco 11; Eckerd 23; Drug Emporium 4.
Chain Supermarkets-H.E.B. 35; Handy Andy 19; Stop 'N Go 113; Albertson's 7; Centeno 3; Warehouse Grocery 13; Kroger 13.
Other Chain Stores-Thom McAn 9; Baker's 6; Mervyn's 3; Marshall's 2; Ross Stores 2; Burt's 4; Wieners 13; Chandler's; Western Auto 12; Firestone 14; Lerner's 5; Zale's 6; National Shirts 5; Kinney Shoes 12; McDuff Electronics 12; Radio Shack 26; Highland Appliance 2; Federated Superstores; Barry's Camera & Video; Pier I Imports 2; Custom Hi-Fi 3; Pfau Tire 4; Margos LaMode 6; Shepler's; Toys 'R Us 2; Furn.: Lack's 7, Levitz 2, Weberg's 4, Furniture Expo, Louis Shanks, Building Materials: Sutherlands 2, Handy Dan 8, McCoy's 3; Builder's Sq. 4; Liquor Stores: Don's and Ben's 16, Discount Liquor 3; Gabriels 3; Payless Beverage 4; Mike's Beverage Whse. 2.

14 - NEWSPAPERS: EXPRESS-NEWS (all day) 177,588; (S) 265,201; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: James G. Allen, V.P.-Adv., EXPRESS-NEWS, Ave. E and 3rd St., San Antonio, TX 78205; Tel. (512) 225-7411.
National Representative: Branham/Newspaper Sales.
LIGHT (all day) 151,429; (S) 224,367; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Larry R. Wynn, V.P.-Mktg., LIGHT, McCullough & Broadway; PO Box 161, San Antonio, TX 78291; Tel. (512) 271-2700.
National Representative: Branham/Newspaper Sales.

SAN MARCOS

1 - LOCATION. Hays County, (In Austin MSA), E&P Map D-4, County Seat. Manufacturing and agricultural area; Southwest Texas State University. 31 mi. SW of Austin. On Interstate Hwy. 35; State Hwys. 12, 32, 80, 123.

2 - TRANSPORTATION: **Railroads**-Missouri-Kansas-Texas; Missouri Pacific; Amtrak.
Motor Freight Carriers-10.

3 - POPULATION:
Corp. City 80 Cen. 23,420; E&P 88 Est. 34,092
CZ-ABC: (80) 23,420
RTZ-ABC: (80) 23,111
County 80 Cen. 40,981; E&P 88 Est. 53,279
MSA 80 Cen. 542,149; E&P 88 Est. 704,703
City & RTZ-ABC: (80) 46,531

City 80 Cen. 6,627; E&P 88 Est. 9,216
County 80 Cen. 12,583; E&P 88 Est. 16,340
MSA 80 Cen. 195,856; E&P 88 Est. 285,201
CZ-ABC: (80) 6,627
RTZ-ABC: (80) 7,166
City & RTZ-ABC: (80) 13,793

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	$88,000,000

6 - PASSENGER AUTOS: County 46,666.

7 - ELECTRIC METERS: City Est. 9,000.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Die Castings; Mfg. Bldg. Materials; Cotton; Corn; Cattle; Tourism; Pressure Measuring Systems; Indoor-Outdoor Lighting Systems; Heat Conducting Tape and Compounds; Pre-Engineered Metal Buildings; Gas Regulators; Controls.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-75; Summer 77-90; Fall 62-80; Winter 45-67.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-Nelson (15 stores, Colorado St.); Springtown Shopping Center (40 stores, Loop 82 & Thorpe Lane); San Mar Plz. (25 stores).

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Beall's.
Discount Stores-Wal-Mart.
Variety Stores-Wackers.
Chain Drug Stores-Revco; Eckerd.
Chain Supermarkets-HEB; Wuests; Safeway; Kroger.
Other Chain Stores-White Auto; Western Auto; Goodyear; Firestone; Radio Shack; Zale's; Ben Franklin; Winn's.

14 - NEWSPAPERS: RECORD (e-tues to fri) 5,069; (S) 6,539; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Janice Eaton, Adv. Mgr., RECORD, 1910 I-35 S.; PO Box 1109, San Marcos, TX 78666; Tel (512) 392-2458.
National Representative: None.

SEGUIN

1 - LOCATION: Guadalupe County (In San Antonio MSA), E&P Map D-4, County Seat. Texas Lutheran College. On I-10, Alt. 90, 30 mi. NE of San Antonio.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Amtrak.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-At San Antonio Airport.

3 - POPULATION:
Corp. City 80 Cen. 17,854; E&P 88 Est. 20,970
CZ-ABC: (80) 17,854
RTZ-ABC: (80) 60,116
County 80 Cen. 46,915; E&P 88 Est. 61,996
MSA 80 Cen. 1,074,712; E&P 88 Est. 1,308,921
City & RTZ-ABC: (80) 77,970

4 - HOUSEHOLDS:
City 80 Cen. 5,751; E&P 88 Est. 6,578
CZ-ABC: (80) 5,751
RTZ-ABC: (80) 20,908
County 80 Cen. 15,733; E&P 88 Est. 21,204
MSA 80 Cen. 349,330; E&P 88 Est. 441,540
City & RTZ-ABC: (80) 26,659

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$252,125,000
Savings	2	$107,900,000

6 - PASSENGER AUTOS: County 50,319 (all vehicles).

7 - ELECTRIC METERS: Residence 7,296.

8 - GAS METERS: Residence 5,723.

9 - PRINCIPAL INDUSTRIES: Microwave Panels; Poultry; Steel; Wallboard; Road Maintenance Equip.; Oil and Gas Storage Tanks; Fiberglass Fabric; Architectural Mill Work; Linens; Feeds; Biological & Diagnostic Prods.; Marble Prods.; Tools; Dies; Tractor Implements.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-85; Summer 75-100; Fall 50-90; Winter 23-70. First killing frost, Nov.; last killing frost, Feb.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center**-Hwy. 90 E., U.S. Hwy. 90A, State Hwy. 123.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Oak Park Ctr.(13)	1	JCPenney, Wuests
Five Courts(44)	NA	Wal-Mart, Weiners, Beall's
Plaza Del Rey (26)	NA	K mart, TG&Y, Eckerd, Beall's

Principal Shopping Days-Fri., Sun.
Stores Open Evenings-Shopping Centers every evening until 9.

13 - RETAIL OUTLETS: **Department Stores**-Beall's; JCPenney; Reichman's; Anthony's.
Discount Stores-K mart; TG&Y; Wal-Mart.
Variety Stores-Lehmann's; Vivroux.
Chain Drug Stores-Eckerd.
Chain Supermarkets-Wuest's; Pic & Pac; HEB; 7-Eleven; Circle K.
Other Chain Stores-Sears (catalog); Radio Shack; Auto Shack; Colortyme.

14 - NEWSPAPERS: GAZETTE-ENTERPRISE (e-tues to fri) 6,315; (S) 7,412; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Stephen K. Tschoepe, Adv. Dir., GAZETTE-ENTERPRISE, 1012 Schriewer; PO Box 1200, Seguin, TX 78155; Tel. (512) 379-5402.
National Representative: U. S. Suburban Press.

SHERMAN

1 - LOCATION: Grayson County (In Sherman-Denison MSA), E&P Map E-2, County Seat. Agriculture, industry & residential; wholesale & retail center. 18 mi. S of Lake Texoma; 65 mi. N of Dallas; 87 mi. NE of Fort Worth; 170 mi. S of Oklahoma City, OK; 324 mi. SW of Little Rock, AR; 243 mi. NW of Shreveport, LA. On U.S. Hwys. 75, 82; State Hwy. 289.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Southern Pacific; Missouri Pacific; M-K-T.
Motor Freight Carriers-8.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 30,413; E&P 88 Est. 34,526
CZ-ABC: (80) 30,413
RTZ-ABC: (80) 155,434
County/MSA 80 Cen. 90,431; E&P 88 Est. 96,934
City & RTZ-ABC: (80) 185,847

4 - HOUSEHOLDS:
City 80 Cen. 11,738; E&P 88 Est. 13,039
CZ-ABC: (80) 11,718
RTZ-ABC: (80) 56,985
County/MSA 80 Cen. 33,972; E&P 88 Est. 37,590
City & RTZ-ABC: (80) 68,763

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$442,091,284
Savings & Loan	3	$649,049,255

6 - PASSENGER AUTOS: County 91,332.

7 - ELECTRIC METERS: Residence 14,115.

8 - GAS METERS: Residence 9,801.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronic Equip. 3,000; Food Proc. 1,391; Surgical Prods. 709; Aluminum Castings and Extrusions 183; Textile Mfg. 278; Earth Augers 123; Box Mfg. 66; Control Valves 278; Trailer Mfg. 26; Steel Wire Prods. 139; Concrete Prods. 17; Auto Glass Mfg. 575; Clothing 162; Truck Body Mfg. 111; Fishing Lures 50; Pre-Fab. Buildings 56.
Principal Pay Days-Thur., Fri.; 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-88; Summer 61-101; Fall 38-92; Winter 15-77. First killing frost, Nov. 14; last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Travis St.; 3 on Lamar St.; 4 on Houston St.; 1 on Wall St.; 2 on Pecan St.; 3 on Mulberry St.
Neighborhood Shopping Centers-1 at Lamar & Willow Sts., 1 at N Travis & Evergreen Sts., 2 at Lamar & Dewey; 1 at Hwy. 75N; 2 at Houston & Sunset; 1 at Woods & Lamar; 1 at Hwy. 1417; 1 at Grand Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairview(9)	NA	7-Eleven
Kam Corners(4)	NA	Revco, Kingsaver Foods, Dollar General
Midway	NA	Sears, Eckerd, Dillards, Mervyn's
Parkview(4)	NA	7-Eleven
Sher-Den Mall(63)	NA	JCPenney, Lilleys, Mont. Ward, Beall's
Westwood(32)	NA	Piggly Wiggly, Revco, Winns
Colonial Square(6)	NA	High Fashions
Jamestown Plaza	NA	Ambers

Principal Shopping Days-Sat., Thur., Mon.
Stores Open Evenings-Mon. through Fri.
Stores Open Sundays-Drug, Supermarkets, Dept.

Stores. Building Supply Retailers. Discount Centers.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward, JCPenney, Sears, Beall's, Lilley's, Dillards, Mervyn's.
Discount Stores-Gibson's 2, K mart, Wal-Mart
Variety Stores-Winn's 2, Dollar General
Drug Stores-May's, Hestand, Revco 2, Eckerd
Chain Supermarkets-Piggly Wiggly 2, Tom Thumb, Skaggs Alpha Beta
Other Chain Stores-Goodyear, Goodrich, Babcock Bros. (auto), Sherwin-Williams, Havertys Furniture, Zale's, Kinney Shoes, Musicland, Sweeney Jewelers, So-Fro Fabrics, Docktor Pet Center, General Nutrition Center, Margo's-La Mode (ready-to-wear), Foxworth-Galbreth Lbr., Radio Shack, Brooks Fashion, Bolen's Card Shop, Chess King, Fashion Crossroads, Foxmoor Casuals, Gordon's Jewelers, Lerners, Merle Norman Cosmetics, Tobacco House, B. Dalton, Pay Less Cashways, Color Tile, Lowe's, Material Center, McCoy's Bldg. Supply, Andrea's (ready to wear), Circus World, Pants West, Bed & Bath Fashion Shop, Foot Action, Connie Shoes, Cutlery World, Foot Locker, Mission Jewelers, K-G Mens Store.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 21,147; (S) 23,981; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: James Tracy, Adv. Mgr., DEMOCRAT, 603 S. Sam Rayburn Expwy., PO Box 1128, Sherman, TX 75090; Tel. (214) 893-8181.
National Representative: Papert Companies.

SNYDER

1 - LOCATION: Scurry County, E&P Map C-3, County Seat. Oil & agricultural center in W Central part of State. 260 mi. W of Dallas on Hwy. 180.

2 - TRANSPORTATION: Railroads-Snyder & Pacific, Santa Fe.
Motor Freight Carriers-3
Intercity Bus Lines-Texas-New Mexico & Oklahoma Coaches.

3 - POPULATION:
Corp. City 80 Cen. 12,705; E&P 88 Est. 14,970
County 80 Cen. 18,175; E&P 88 Est. 19,791

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,455; E&P 88 Est. 5,217
County 80 Cen. 6,376; E&P 88 Est. 7,095

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$255,000,000
Savings & Loan	3	$95,000,000

6 - PASSENGER AUTOS: County 18,606 (all vehicles)

7 - ELECTRIC METERS: Residence 4,921

8 - GAS METERS: Residence 4,341

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Gasoline Plants 325 ($285); Petroleum Prods. 1,500 ($230); Petroleum Service 1,100 ($230); Chem. Prods. 315 ($255); King's Hwys. ($200).
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Av. Temp.: Winter 41; Summer 82; Annual Av. 62. Annual rainfall 21 in.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-(Downtown)-3 blocks on 25 St.; 4 on 26 St.; 2 on Ave. Q; 4 on Ave. R; 4 on Ave. S; Highland, New Center, 15 blocks from Downtown; Varsity Square-3 blocks from Downtown; Junction Center.
Principal Shopping Days-Mon., Wed., Sat.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: Department Stores-Anthony's; Sears.
Variety Stores-Perry's.
Discount Stores-Munden's; K mart; TG&Y.
Chain Supermarkets-Furr's; IGA; Allsup's.
Other Chain Stores-Goodyear; Higginbotham Bartlett; True Value; Western Auto; Eckerd Drug.

14 - NEWSPAPERS: NEWS (e-mon to fri) 4,738; (S) 4,738; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Roy McQueen, Pub., NEWS, 2103 25th, Snyder, TX 79549; Tel. (915) 573-5486.
National Representative: None.

STEPHENVILLE

1 - LOCATION: Erath County, E&P Map D-3, County Seat. 70 mi. SW of Fort Worth. On U.S. Hwys. 67, 281, 377 & State Hwy. 108.

2 - TRANSPORTATION: Railroads-Santa Fe.
Intercity Bus Lines-Continental, Central Texas

3 - POPULATION:
Corp. City 80 Cen. 11,881; E&P 88 Est. 13,635
County 80 Cen. 22,757; E&P 88 Est. 26,316
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 4,652; E&P 88 Est. 5,180
County 80 Cen. 8,699; E&P 88 Est. 9,852

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$183,920,337
Savings & Loan	3	$106,004,780

6 - PASSENGER AUTOS: County 24,488

7 - ELECTRIC METERS: Residence 5,406

8 - GAS METERS: Residence 3,503

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Suits & Dresses 250; Peanut Prods. 125; Feed Mfg. 85; Norton Company; Oil Field Pipe Mfg.; FMC Corp.

10 - CLIMATE: Min. & Max. Temp.-Av. Jan. 56, July 97

11 - TAP WATER: Approved

12 - RETAILING: Principal Shopping Areas-South Loop Mall; Mitchells; Reunion Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Plaza(10)	NA	K mart

Principal Shopping Days-Mon., Wed., Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney, Beall Bros.; Mitchell's, Anthony's.
Variety Stores-Perry Bros., Ben Franklin.
Discount Stores-K mart; Wal-Mart.
Chain Supermarkets-Safeway, Piggly Wiggly, Winn-Dixie.

14 - NEWSPAPERS: EMPIRE TRIBUNE (e-mon to fri.) 4,647; (S) 5,887; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Lowell Hunt, Pub., EMPIRE TRIBUNE, 110 S. Columbia, Stephenville, TX 76401; Tel. (817) 965-3124.
National Representative: Papert Companies.

SULPHUR SPRINGS

1 - LOCATION: Hopkins County, E&P Map E-3, County Seat. Trading and Distribution center. Dairy, farming, oil producing and manufacturing area including Hopkins and parts of Hunt, Delta, Lamar, Franklin, Wood and Rains Counties. 80 mi. NE of Dallas; 100 mi. W of Texarkana. On Interstate Route 30.

2 - TRANSPORTATION: Railroads-St. Louis & Southwestern (Cotton Belt), Louisiana & Arkansas (Kansas City Southern).
Motor Freight Carriers-5.
Intercity Bus Lines-Southwestern Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 12,804; E&P 88 Est. 15,974
County 80 Cen. 25,376; E&P 88 Est. 29,329

4 - HOUSEHOLDS:
City 80 Cen. 5,013; E&P 88 Est. 6,152
County 80 Cen. 9,528; E&P 88 Est. 11,166

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$70,133,951
Commercial	4	$185,974,361

6 - PASSENGER AUTOS: County 26,953

7 - ELECTRIC METERS: Residence 10,493

8 - GAS METERS: Residence 7,131

9 - PRINCIPAL INDUSTRIES: Pipeline Valves; Oil & Refining; Dairy Proc.; Fire Brick; Fertilizer; Women's Apparel; Wooden Shutters; Meat Packing; Work Clothes; Mach.; Meteorological Balloons; Mobile Homes; Lignite Mining; Boat Trailers; Food Proc.; Door Mfg.; Office Furn.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 70-105; Fall 35-85; Winter 20-70. First killing frost, Nov. 13; last killing frost, Mar. 13.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-12 blocks in downtown area.
Neighborhood Shopping Centers-Spring Village (16 stores-Kroger, Perry Bros. Variety); Sears; Shannon Square (10 stores, local retail); The Center (currently 11 stores-Wal-Mart, Beall's, Pay-Less Shoes, Athlete's Corner).
Principal Shopping Days-Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Beall Bros.; JCPenney; Foster's; Sears.
Variety Stores-Perry Bros.
Chain Drug Stores-Revco; Eckerd.
Discount Stores-Western; K mart; Wal-Mart.
Chain Supermarkets-Piggly Wiggly; Kroger; Super Handy 3; Safeway; Winn-Dixie.

14 - NEWSPAPERS: NEWS-TELEGRAM (eS) 6,489; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Clarke Keys, Ed./Bus. Mgr., NEWS-TELEGRAM, 401 Church St., Sulphur Springs, TX 75482; Tel. (214) 885-8663.
National Representative: Landon Associates.

SWEETWATER

1 - LOCATION: Nolan County, E&P Map C-3, County Seat. 200 mi. W of Fort Worth on I-20.

2 - TRANSPORTATION: Railroads-Union & Pacific, Santa Fe.
Motor Freight Carriers-4
Intercity Bus Lines-Greyhound, Continental.

3 - POPULATION:
Corp. City 80 Cen. 12,242; E&P 88 Est. 13,011
County 80 Cen. 17,361; E&P 88 Est. 17,672
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 4,654; E&P 88 Est. 4,927
County 80 Cen. 6,446; E&P 88 Est. 6,710

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$125,783,736
Savings & Loan	3	$1,129,294,966

6 - PASSENGER AUTOS: County 15,456 (all vehicles)

7 - ELECTRIC METERS: Residence 5,621

8 - GAS METERS: Residence 4,336

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Wallboard 900 ($175); Cement 300 ($160); Oil incl. Gasoline, Butane, Propane 400 ($200); Cotton Seeds By-Prods. 125 (N.A.); Clothing 550 (N.A.); Cotton Compress 100 (N.A.).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 70-104; Fall 32-60; Winter 15-50. First killing frost, Oct. 15; last killing frost, Mar. 4.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Area-20 blocks on Main, Broadway, Oak & Locust.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadway	1	Sears, Vlg. Foods, Beall's
Lamar St.	1	
Nolan County Plaza(5)	2	Super Duper, K mart, Eckerd, McCrory's

Principal Shopping Days-Mon., Wed., Sat.; Food-Wed., Sat.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Beall's; C.R. Anthony.
Variety Stores-Mott's; McCrory's.
Discount Stores-Munden; K mart.
Chain Drug Stores-Rexall; Eckerd.
Chain Supermarkets-Village; Super Duper; IGA.
Other Chain Stores-Firestone; Goodyear; Western Auto; Higginbotham-Bartlett; Skinneys; Sav-in; Payless Shoes.

14 - NEWSPAPERS: REPORTER (e-mon to fri-S) 4,115; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Dave Kucifer, Gen Mgr., REPORTER, 112 W. 3rd St., Sweetwater, TX 79556; Tel. (915) 236-6677.
National Representative: Papert Companies.

TAYLOR

1 - LOCATION: Williamson County (In Austin MSA), E&P Map D-4. 30 mi. NE of Austin; 168 mi. NW of Houston; 176 mi. S of Dallas. Junction of State Hwys. 95, 29; U.S. Hwys. 79, 112.

2 - TRANSPORTATION: Railroads-Missouri-Pacific; Missouri-Kansas-Texas; Amtrak.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,619; E&P 88 Est. 11,273
County 80 Cen. 78,110; E&P 88 Est. 109,732
MSA 80 Cen. 542,149; E&P 88 Est. 704,703

4 - HOUSEHOLDS:
City 80 Cen. 3,832; E&P 88 Est. 4,118
County 80 Cen. 24,932; E&P 88 Est. 34,004
MSA 80 Cen. 195,856; E&P 88 Est. 265,201

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$170,000,000
Savings & Loan	2	$90,000,000

6 - PASSENGER AUTOS: County 103,005 (all vehicles)

7 - ELECTRIC METERS: Residence 4,353

8 - GAS METERS: Residence 3,911

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Bedding & Furn. 450; Woodwork 220; Food Proc. 50; Clothing 100.
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 70-104; Fall 40-70; Winter 20-50. First killing frost, Nov. 25; last killing frost, Feb. 28.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; Hwy. 95 N.
Neighborhood Shopping Centers-W. Second St.; N. Main St.; W. Lake Drive, S. Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lake Drive(9)	2	
Taylor Plz.(6)	3	Revco Drug

Principal Shopping Days-Department Stores-Mon., Wed., Sat. Food-Mon., Thur., Fri., Sat.
Stores Open Evenings & Sun.-Drug, grocery.

13 - RETAIL OUTLETS: Department Stores-Sears.
Discount Stores-Wal-Mart.
Chain Drug Stores-Revco; Wal-Mart.
Chain Supermarkets-Safeway; HEB; Super S.
Other Chain Stores-Firestone; White Auto; Kenwin; Goodyear; Merle Norman.

14 - NEWSPAPERS: PRESS (e-mon to fri) 5,346; Sept.30, 1987 VAC.
Local Contact for Advertising and Merchandising Data: Charles A. Schulz Jr., Assoc. Pub., PRESS, 211 W. 3rd St., Taylor, TX 76574; Tel. (512) 352-8535.
National Representative: Papert Companies.

TEMPLE

1 - LOCATION: Bell County (In Killeen-Temple MSA), E&P Map E-4. 70 mi. NE of Austin; 130 mi. from Dallas; 123 mi. from Fort Worth; 146 mi. from San Antonio; 160 mi. from Houston; 30 mi. from Ft. Hood. On Interstate Hwy. 35, intersection of U.S. Hwys. 190, 81; State Hwys. 36, 95, 53.

2 - TRANSPORTATION: Railroads-MK&T; Santa Fe; Amtrak.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Arrow Trailways; Kerrville.

3 - POPULATION:
Corp. City 80 Cen. 42,354; E&P 88 Est. 47,769
CZ-ABC: (80) 53,001
RTZ-ABC: (80) 193,144
County 80 Cen. 156,588; E&P 88 Est. 173,276
MSA 80 Cen. 213,134; E&P 88 Est. 235,667
City & RTZ-ABC: (80) 246,145
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,039; E&P 88 Est. 17,631
CZ-ABC: (80) 19,749
RTZ-ABC: (80) 64,105
County 80 Cen. 52,661; E&P 88 Est. 58,855
MSA 80 Cen. 66,751; E&P 88 Est. 72,512
City & RTZ-ABC: (80) 83,854

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$458,597,689

6 - PASSENGER AUTOS: County 149,028 (all vehicles)

7 - ELECTRIC METERS: Residence 19,241

8 - GAS METERS: Residence 11,263

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Bottlers 150; Cardboard Containers 100; City 502; Cotton Compress 50; Cotton Seed 30; Farm Equip. 249; Fixtures 226; Foundry 148; Food 831; Gov't 1,400; Grain Terminals 40; Hatchery 107; Hydraulic Cylinders 145; Hospitals 5,435; Kiln Dried Lumber 35; Insulation 450; Livestock Feed 87; Mobile Homes 3; Plastics 3,100; Printing & Pub. 325; R.R. 500; Schools 958; Screw Machine Prods. 13; Sheet Metal 363; Specialty Truck Bodies 13; Theatre, School, Church Furn. 2,100; Urethane Foam 337; Wood 408; Electronics 770; Centrifugal & Die Casting 198.
Principal Pay Days-Fri., Sat.; 1st & 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-78; Summer 75-102; Fall 30-90; Winter 18-80. First killing frost, Nov. 15.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on Main St.; 3 on Central Ave.; 2 on Ave. A; 5 on 1st St.; 4 on 2nd St.
Neighborhood Shopping Centers-3 blocks on Ave. G; 2 on Third & French; 1 on S. 25; Ave. A through G on S. 8 St.; 25th through 29th Sts. between Adams & Barton Aves.; 21st through 29th Sts. on Adams Ave.; 7th through 11th Sts. on

Adams Ave., 3 blocks on Interstate Hwy. 35. S. 57th through S. 63rd St., 4400 block of S. Interstate Hwy. 35; S.E. Corner of intersection of S. 31st St. & Loop 363

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Loop(14)	NA	Wal-Mart, King Saver, Perry's
Temple Mall(75)	NA	Dillard, Beall's, JCPenney, Sears, Service Mdse.
West Adams(6)	NA	HEB
Youngstown(12)	NA	Piggly Wiggly
Southwest City	NA	Safeway
Oak Park(6)	NA	Audio Tech
The Market Place(30)	NA	HEB, Revco, Weiner's, Mont. Ward, Western Auto
Exchange Plz. (32)	NA	The Rosebud
Pecan Plaza(11)	NA	Holze Music Co.

Principal Shopping Days-Mon., Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-Cheeves Brothers; Montgomery Ward; JCPenney; Sears; Beall Brothers; Dillard; Cochran, Blair & Potts (in Belton); Schigut's (in Belton); Weiner's; Triple D Tack; Western.
Discount Stores-K mart; Dollar General; First Place Warehouse; Wal-Mart.
Variety Stores-Perry's.
Chain Drug Stores-Eckerd 3; Revco 2.
Chain Supermarkets-Safeway; David's; Red & White; Piggly Wiggly; 7-Eleven 11; HEB 3; Minimax; Super-Save; Strasburger; Meshack's 2; Payless Gas 15; King Saver 2; Albertson's.
Other Chain Stores-Singer; Firestone 2; Goodyear 2; Western Auto; Career Girl (Women's) 2; Sherwin-Williams (Paints); Zale's (Jewelry); S&H Green Stamps; Lack's Furn.; McCoy's (lumber); Service Merchandise; Kinney (Shoes); General Nutrition; Radio Shack; Waldenbooks; Lerners; Baker's Shoes; Hallmark; K-G Men's Wear; Casual Corner; Connie's; Foot Action; J. Riggins; Merle Norman (cosmetics) 2; Gingiss; Spencer's Gifts; Stuart's; MusicLand; T-Shirts Plus; Wicks 'N Sticks; Weiner's; Oshman's; Command Performance; B. Dalton; Hasting's Records; Gordon's Jewelers; Kruger's; Lowe's Building Materials Ctr.; Colortech Photography; Foxworth Gabraith Bldg. Materials; Millers Outpost; Tractor Supply Co.; Michaels.

14 - NEWSPAPERS: TELEGRAM (m) 25,252; (S) 28,257; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jack W. Jones, Mktg. Dir., TELEGRAM, 10 S. 3rd St., Temple, TX 76501; Tel. (817) 778-4444.
National Representative: Papert Companies.

TERRELL

1 - LOCATION: Kaufman County (In Dallas PMSA), E&P Map E-3. 30 mi. E of Dallas on Intersection Interstate 20 and Hwy. 80, Hwys. 34 & 205.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Motor Freight Carriers-7; Central Freight.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 13,269; E&P 88 Est. 16,079
County 80 Cen. 39,331; E&P 88 Est. 51,650
PMSA 80 Cen. 1,970,967; E&P 88 Est. 2,478,045

4 - HOUSEHOLDS:
City 80 Cen. 4,302; E&P 88 Est. 5,356
County 80 Cen. 13,154; E&P 88 Est. 17,609
PMSA 80 Cen. 711,093; E&P 88 Est. 930,994

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$189,543,000
Savings & Loan	2	$192,303,000

6 - PASSENGER AUTOS: County 44,962 (all vehicles)

7 - ELECTRIC METERS: Residence 4,976

8 - GAS METERS: Residence 4,202

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Hospital 1,468 ($231); Aluminum Prods. 445 ($236); Metal Shelving 375 ($256); Air Conditioning 406 ($240); Photo Processing 185 ($239); Foam Prods. 123 ($151); Air Filters 155 ($148).

10 - CLIMATE: Min. & Max. Temp.-Spring 54-78; Summer 71-94; Fall 56-80; Winter 39-62.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-5 blocks on Hwy. 80-W.; 4 blocks on N. Rockwall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town West Plz.(20)	NA	JCPenney, Kroger, Revco
Terrell Sq.(2)	NA	Brookshines, Motts, Torrel Pharmacy

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Discount Centers-Revco; Wal-Mart; McCoy's.
Variety Stores-Mott's.
Chain Supermarkets-Safeway; Brookshires; Kroger; Affiliated.
Other Chain Stores-McDonald's; Lone John Silver; Western Auto; Radio Shack; Pay-Less Shoes; Colortyme; Kentucky Fried Chicken; Grandy's; 7-11.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri; S) 5,800; sworn Mar. 31, 1988.
Local Contact for Advertising and Merchandising Data: Noble Welch, Adv. Dir., TRIBUNE, PO Box 669, Terrell, TX 75160; Tel. (214) 563-6476.
National Representative: None.

TEXARKANA, TX-AR

1 - LOCATION: Bowie County, TX, Miller County, AR (MSA), E&P Map F-2, County Seat of Miller County. Principal City in NE Texas. Twin cities located 189 mi. NE of Dallas, 158 mi. SW of Little Rock. Wholesale distribution center for NE Texas, SW Arkansas, NW Louisiana & SE Oklahoma. Shopping center for cotton & cattle.

2 - TRANSPORTATION: Railroads-Union Pacific; Kansas City Southern; Southern Pacific; Amtrak.
Motor Freight Carriers-28.
Intercity Bus Lines-Continental; Greyhound; Jefferson & Jordan.
Airlines-American Eagle; ASA.

3 - POPULATION:
Corp. City 80 Cen. 52,730; E&P 88 Est. 56,548
CZ-ABC: (80) 72,561
RTZ-ABC: (80) 285,167
Counties/MSA 80 Cen. 113,528; E&P 88 Est. 122,959
Bowie, TX 80 Cen. 75,466; E&P 88 Est. 81,916
Miller, AR 80 Cen. 38,062; E&P 88 Est. 41,043
City & RTZ-ABC: (80) 357,728

4 - HOUSEHOLDS:
City 80 Cen. 20,213; E&P 88 Est. 22,459
CZ-ABC: (80) 26,797
RTZ-ABC: (80) 101,951
Counties/MSA 80 Cen. 40,925; E&P 88 Est. 45,625
Bowie, TX 80 Cen. 27,449; E&P 88 Est. 30,750
Miller, AR 80 Cen. 13,476; E&P 88 Est. 14,875
City & RTZ-ABC: (80) 128,748

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$789,389,094
Savings & Loan	4	$698,802,655

6 - PASSENGER AUTOS: Miller Co., AR 17,292; Bowie Co., TX 73,476 (all vehicles)

7 - ELECTRIC METERS: Residence 32,167

8 - GAS METERS: Residence 26,978

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Ordnance 12,000 ($258); Clay & Min. 200 ($220); Food 228 ($210); R.R. Tank Cars 358 ($260); Tires 1,400 ($225); Pipe Fitting Prods. ($204); Lumber Prods. 550 ($270).
Principal Pay Days-Ordnance, Fri.; Lumber, Sat.; Others, 1st., 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-91; Summer 64-94; Fall 36-78; Winter 35-60.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Areas-5 blocks on Broad St.; 2 on Pine St.; 2 on State Line Ave.; 4 on Third St.
Neighborhood Shopping Areas-4 blocks on Texas Ave.; 5 on State Line Ave.; 4 on Hwy. 82 W., Hwy. 67 W.; 2 on College Hill; 2 on Blvd.; 2 on Lake Dr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central Mall	NA	Dillard; Sears, JCPenney
Southwest Mall	NA	Piggly Wiggly
New Boston Rd.(3)	NA	Price Lo, McCrory's
Oaklawn	NA	Mont. Ward
Wake Village	NA	7-Eleven
K mart	NA	K mart
College Hill	NA	Piggly Wiggly, West Co.
Richmond Square	NA	Piggly Wiggly, Eckerd

Principal Shopping Days-Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores-Dillard; Belk-Jones; Montgomery Ward; JCPenney; Sears.
Discount Stores-K mart; Dollar General; Wal-Mart; Target.
Chain Drug Stores-Medisav; Hart; Eckerd.
Variety Stores-McCrory 2.
Chain Supermarkets-7-Eleven 12; Piggly Wiggly 7; Albertson's; Skagg's Alpha Beta; Roadrunner 6; Shur-Pak 6; E-Z Mart 17; Price Lo; Price-Slasher.
Other Chain Stores-Okla. Tire & Supplies; Otasco; Goodyear; White's Auto; Kay's; Gordon's; Zale's; Austin's; S&H Green Stamps; Skibell's; Regans; Holly's; Steien's; Pay-Less; Fabric World.

14 - NEWSPAPERS: GAZETTE (m) 32,161; (S) 35,118; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Tom Robbins, Adv. Dir., GAZETTE, 313-17 Pine St., PO Box 621, Texarkana, TX 75501; Tel. (214) 794-3311.
National Representative: Papert Companies.

TEXAS CITY

1 - LOCATION: Galveston County (In Galveston-Texas City PMSA), E&P Map E-5. 12 mi. from Galveston on U.S. Hwy. 75; State Hwy. 146.

2 - TRANSPORTATION: Railroads-Southern Pacific; M-K-T; Rock Island; Missouri Pacific; Texas City Terminal Railway; Santa Fe.
Motor Freight Carriers-3.
Intercity Bus Lines-Texas; Central Texas.
Airlines-All major airlines at Houston, 40 mi.

3 - POPULATION:
Corp. City 80 Cen. 41,403; E&P 88 Est. 45,381
County/PMSA 80 Cen. 196,372; E&P 88 Est. 228,075
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,045; E&P 88 Est. 14,291
County/PMSA 80 Cen. 69,284; E&P 88 Est. 83,648

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$132,000,000
Saving & Loan	3	$62,000,000

6 - PASSENGER AUTOS: County 161,539

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence 16,923

9 - PRINCIPAL INDUSTRIES: 8 Major Industries With 7,658 Employees. An. Payroll $279,431,614.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 75-95; Fall 60-80; Winter 35-65.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Texas Ave., 9 on 6th St., 3 on 9th Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Harbor Village	NA	Western Auto
Mainland Plaza(12)	NA	Plaza Drugs, Texas Super
Bay Center(10)	NA	Kroger, Wal-Mart, Academy
Trade Winds(24)	NA	Fair, Weiners, Sears, TG&Y
K mart Ctr.(13)		K mart, Ronnie's Super Value, Handy Dan

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores Open Evenings-Thur., Fri., Sat.
Stores Open Sundays-All Major, some local stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Weiners; The Fair; Handy Dan.
Variety Stores-TG&Y.
Chain Drug Stores-Plaza; Eckerd.
Discount Stores-Wal-Mart; K mart.
Chain Supermarkets-Texas Super 3; Kroger; Lucky-7 2; Safeway; Ronnies; Super Value Food Warehouse.
Other Chain Stores-Western Auto; Sears (catalog); Montgomery Ward; Goodyear 2; Zale's Jewelers; Sherwin-Williams; Firestone; Goodrich; Singer Co.

14 - NEWSPAPERS: SUN (mS) 8,707; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Brenda Placette, Adv. Dir., SUN, 624 Fourth Ave.; PO Box 2249, Texas City, TX 77592; Tel. (713) 945-3441.
National Representatives: Landon Associates; U.S. Suburban Press.

TYLER

1 - LOCATION: Smith County (MSA), E&P Map E-3, County Seat. Shipping, college, manufacturing, wholesale, hospital & medical center. Oil operators. Rose capital-growing & shipping center. NE central part of the state between (100 mi.) Dallas and Shreveport, LA.

2 - TRANSPORTATION: Railroads-Southern Pacific; Union Pacific.
Motor Freight Carriers-9.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-Metro.

3 - POPULATION:
Corp. City 80 Cen. 70,508; E&P 88 Est. 82,021
CZ-ABC: (80) 77,493
RTZ-ABC: (80) 395,582
County/MSA 80 Cen. 129,348; E&P 88 Est. 159,000
City & RTZ-ABC: (80) 473,075
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 26,024; E&P 88 Est. 30,875
CZ-ABC: (80) 28,552
RTZ-ABC: (80) 141,469
County/MSA 80 Cen. 46,042; E&P 88 Est. 58,616
City & RTZ-ABC: (80) 170,021

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$1,462,929,000
Savings & Loan	6	$700,300,000

6 - PASSENGER AUTOS: County 136,611 (all vehicles)

7 - ELECTRIC METERS: Residence 34,260

8 - GAS METERS: Residence 28,230

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Cast Iron Foundry 3,500 ($235); Refining 275 ($273); Heating & Cooling Equip. 1,800 ($235); Ceramics 150 ($135); Pre-Fab Homes 150 ($210); R.R. Mng. Office 300 ($246); Clothing 700 ($140); Alum. Casting 100 ($230); Fire Drum & Corr. Boxes 160 ($165); Oil Field Equip. 250 ($245); Tire Mfg. 1,400 ($240); Alum. Furn. 225 ($165); Rubber Parts Mfg. 100 ($216); Engineers 160 ($343); Tractor 150 ($195); Canning 200 ($132).

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 71-92; Fall 56-77; Winter 39-58. First killing frost, Nov. 15; last killing frost, Mar 15.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-24 blocks on 6 Sts.; 4 on Erwin St., 4 on Ferguson; 6 on Broadway; 3 on Spring; 3 on College; 2 on E. 5th. Broadway Mall 55 acres S. Broadway at Loop 323.

Neighborhood Shopping Centers-Lake Park Shopping Ctr.-8 units; NW Loop Shopping Ctr.-8 units; W.C. Square-5 units; Lincoln Plz.-3 units; Hillside Ctr.-10 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadway Square Mall(72)	4	Sears, Dillard, JCPenney, Zale's
Bergfeld(36)	2	Mont. Ward, Brookshire Groc.
French Quarter(40)	4	Eckerd, Pic N Save, Hancock Fabric
Green Acres(41)	2	Brookshire Groc., Revco
Front-Beckham (14)	1	B-Mart Groc., Eckerd
West Bow	2	Eckerd, Perry 5&10
West Erwin(8)	3	B-Mart Groc., General Dollar
Loop East	3	Brookshire Groc., Revco, Otasco, Perry
Southeast Crossing(3)	3	Backcountry Michaels
Times Sq. Plz.	5	
Westwood	3	Brookshire's, Royal Optical
Off Broadway	2	SR Superstore, M.A. Sims Co.
Towne Ctr	4	Clothestime, Barrett Shoes
Gas Light Plaza(5)	1	Brookshire Groc., Otasco
Old English	4	Karls Cameras

Principal Shopping Days-Dept.-Mon., Fri. and Sat., Food-Sun., Wed.
Stores Open Evenings-Wed., Thur.

13 - RETAIL OUTLETS: Department Stores-Foley's; Dillard; Sears; Montgomery Ward; JCPenney; New York.
Discount Stores-K mart 2; Target; Service Mdse.; Wal-Mart 2; Sam's Whsle.
Variety Stores-Perry 5&10 3; TG&Y.
Chain Drug Stores-Eckerd 5; Skaggs Alpha Beta; Drug-Sav 4; Revco 6; Tom Thumb; Page.
Chain Supermarkets-Beards; Tom Thumb; Brookshire 7; Jewel T; B-Mart 4; Skaggs Alpha Beta.
Other Chain Stores-Firestone; Singer Co.; Goodrich; Sherwin-Williams; Goodyear Service; Cook's

Paint 4; Zale's Jewelry; Kelly Tire; General Tire; S&H Green Stamps; Luby's; Wyatt's Cafeteria; Lee Optical; Furniture Stores: Swann's, Broadway, Brewster, H.C. Pittman, Pope & Turner, Rose City, Ethan Allen, Almand's, Furn. World, Kelly Furn., Murphy Bros., Furn. Corner; Lowes; Payless Cashways.

14 - NEWSPAPERS: TELEGRAPH (m) 37,329; COURIER-TIMES (e-mon to fri) 7,128; COURIER-TIMES-TELEGRAPH (S) 50,655; Mar. 31, 1988 ABC.

Local Contact for Advertising and Merchandising Data: William E. Zeiss, Adv. Dir., COURIER-TIMES and TELEGRAPH, 410 W. Erwin St., PO Box 2030, Tyler, TX 75710; Tel. (214) 597-8111.
National Representative: None.

VERNON

1 - LOCATION: Wilbarger County, E&P Map D-2, County Seat. Retail center for agricultural, ranching and oil area. On U.S. Hwys. 70, 281, 287; State Hwys. 5, 23, 28; 170 mi. NW of Fort Worth; 193 mi. NW of Dallas; 180 mi. NE of Lubbock.

2 - TRANSPORTATION: Railroads-Ft. Worth and Denver.
Motor Freight Carriers-3.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 12,695; E&P 88 Est. 15,293
County 80 Cen. 15,944; E&P 88 Est. 17,116
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,871; E&P 88 Est. 6,058
County 80 Cen. 5,983; E&P 88 Est. 6,371

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$109,000,000
Savings & Loan	2	$78,000,000

6 - PASSENGER AUTOS: County 14,631

7 - ELECTRIC METERS: County 6,317

8 - GAS METERS: Residence 5,671

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 450 ($430); Feed 250 (N.A.); Meat Packing 300 ($200); Proc. & Mfg. 48 (N.A.); Proc. 125 (N.A.); State Hospital 900 ($170); Jr. College 75 ($225).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 68-95; Fall 57-88; Winter 35-76. First killing frost, Oct. 25; last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center-13 blocks on Main, Wilbarger, Texas, Pease, Fannin and Cumberland Sts.
Neighborhood Shopping Centers-Wilbarger, Turner, 14th and Sand Road, Hillcrest Plaza.
Principal Shopping Days-Mon., Wed., Sat.
Stores Open Evenings-Food-daily; Family Centers-daily.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; JCPenney; Inabnit's; Louise's; Sears; Watkins; Perry's.
Shoe Stores-Gibson's; Osbornes; Bootierie.
Variety Stores-M.E. Moses; Perry's; Alco.
Chain Drug Stores-M&S Phcy.; City Phcy.; Gibson; Hillcrest.
Discount Stores-Gibson's.
Chain Supermarkets-United; Food Emporium; Coy's.
Other Chain Stores-Otasco Auto; S&H Green Stamps; Golden Corral; Brauns; R&S Mens Wear.

14 - NEWSPAPERS: RECORD (e-mon to fri; S) 5,192; sworn Sept. 28, 1987.
Local Contact for Advertising and Merchandising Data: Larry L. Crabtree, Pub. or Jim Surber, Adv. Dir., RECORD, 3214 Wilbarger St.; PO Box 1979, Vernon, TX 76384; Tel. (817) 552-5454.
National Representative: None.

VICTORIA

1 - LOCATION: Victoria County (MSA), E&P Map E-5, County Seat. 126 mi. W of Houston; 116 mi. E of San Antonio; 94 mi. N of Corpus Christi. On State Hwy. 295; U.S. Hwys. 59, 77, 87.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways; Kerrville; Valley Transit Co.
Airlines-Royale.

3 - POPULATION:
Corp. City 80 Cen. 50,695; E&P 88 Est. 60,079
CZ-ABC: (80) 50,116
RTZ-ABC: (80) 122,149
County/MSA 80 Cen. 69,425; E&P 88 Est. 77,183
City & RTZ-ABC: (80) 172,265
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,220; E&P 88 Est. 20,884
CZ-ABC: (80) 17,045
RTZ-ABC: (80) 42,337
County/MSA 80 Cen. 22,988; E&P 88 Est. 26,746
City & RTZ-ABC: (80) 59,382

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$1,140,932,278
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 66,168 (all vehicles)

7 - ELECTRIC METERS: Residence 19,692

8 - GAS METERS: Residence 12,076

9 - PRINCIPAL INDUSTRIES: Chem., Aluminum; Oil; Cattle; Bldg. Materials; Petro-Chem.; Sand & Gravel; Steel Fab.

10 - CLIMATE: Min. & Max. Temp.-Spring 61-76; Summer 77-90; Fall 63-80; Winter 44-66.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Lone Tree(16)	NA	7-Eleven, Dick's
Town & Country (33)	NA	Melvin's, Leons
Town Plaza(28)	NA	Beall's, Grahams, Walgreens
Village Ctr. (22)	NA	Weiner's, Village Drug, Woolworth
North Cross(14)	NA	Weiner's, Hastings, Revco, H.E.B.
Victoria Mall (85)	NA	Sears, Dillard, JCPenney, Radio Shack

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Simon; Dunlaps; Sears; Beall Bros. 2; Leon's; Dillard; Weiner's 2.
Discount Stores-K mart; Wal-Mart.
Variety Stores-Woolworth 2.
Chain Drug Stores-Walgreens 2; Revco.
Chain Supermarkets-H.E. Butt 2; Bag & Save; Dick's 3; Price-Lo; Albertson's.

14 - NEWSPAPERS: ADVOCATE (m) 35,238; (S) 36,620; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: L. Michael Tieman, Adv. Dir., ADVOCATE, 311 E. Constitution; PO Box 1518, Victoria, TX 77902; Tel. (512) 575-1451.
National Representative: Branham/Newspaper Sales.

WACO

1 - LOCATION: McLennan County (MSA), E&P Map E-3, County Seat. Market and shipping center for agricultural, and industrial area. Location of Baylor University, Paul Quinn College, McLennan Community College (2 yr.), Texas State Technical Institute. Central Texas. 90 mi. S of Ft. Worth and Dallas; 190 mi. N of Houston. On U.S. Hwys. 77, 81, 84; State Hwys. 6, 31; I-35, 190 mi. NE of San Antonio.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific; Cotton Belt.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; Continental.
Airlines-American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 101,261; E&P 88 Est. 111,834
CZ-ABC: (80) 138,965
RTZ-ABC: (80) 300,007
County/MSA 80 Cen. 171,222; E&P 88 Est. 193,073
City & RTZ-ABC: (80) 438,972

4 - HOUSEHOLDS:
City 80 Cen. 37,578; E&P 88 Est. 42,851
CZ-ABC: (80) 50,366
RTZ-ABC: (80) 104,145
County/MSA 80 Cen. 61,554; E&P 88 Est. 69,627
City & RTZ-ABC: (80) 154,511

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	12	$1,571,148,000
Savings & Loan	4	$1,108,020,000

6 - PASSENGER AUTOS: County 157,154 (all vehicles)

7 - ELECTRIC METERS: 69,215

8 - GAS METERS: 38,166

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Glass 850; Cement 100; Lumber and Wood Prods. 1,570; Furn. & Fixtures 500; Rocket Fuel 350; Tire 125; Mobile Homes & Trans. Equip. 150; Iron & Steel Fab. 150; Food & Candy 1,800; Plastics 100; Battery Mfg. 379; Mach. 680; Elect. Mach. 500; Apparel 1,980; Paper 500; Printing & Pub. 800; Aircraft Modification 500.
Principal Pay Days-1st & 15th and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-85; Summer 73-96; Fall 47-90; Winter 37-62. First killing frost, Nov. 15; last killing frost, Mar. 10.

11 - TAP WATER: Alkaline, hard. Artesian; soft in some areas; fluoridated.

12 - RETAILING: Principal Shopping Center-12 neighborhood centers.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Brookview Hills (17)	4	Austin-Closs, Circle K, Kestner
Eastgate Plz.(15)	3	Winn's, HEB
Fairgate(21)	4	DuBois Furn.
Lake Air Ctr.(30)	5	Goldstein-Migel, Mont. Ward
K mart Center	3	Hancock, K mart
Richland Mall(102)	5	Sears, JCPenney, Beall's, Dillard, Service Mdse.
Parkdale	5	Weiners, Sack & Save
Park Lake(14)	5	Eckerd, HEB
Southgate(20)	3	HEB, Eckerd
Westview Village(23)	3	Cox
Centerpoint	5	Mervyns, Showtime Pizza
Brazos Sq.	NA	Fuddruckers, Po' Folks
Bosque Sq.(20)	6	Revco, Winn-Dixie

Principal Shopping Days-Dept. Stores-Mon., Thur., Sat. Food-Fri., Sat.
Stores Open Evenings-Dept.-Mon., Thur. Food Chains-all week.

13 - RETAIL OUTLETS: Department Stores-Goldstein-Migel; Cox's; Montgomery Ward; JCPenney; Sears; Dillard; Beall's; Service Mdse.; Target; Mervyn's.
Variety Stores-McCrory 1; Winn's 4.
Discount Stores-K mart 2.
Chain Drug Stores-Eckerd 7; Revco 1.
Chain Supermarkets-Safeway 3; Piggly Wiggly 2; H.E. Butt 5; Circle K 20; Zippy 11; Skaggs Alpha Beta; Winn-Dixie; United; Sack & Save.
Other Chain Stores-Butlers; Thom McAn; Kinney; Pay Less; Career Girl 2; Regan's 2; Zale's Jewelers; Piccadilly Cafeteria 2; Olmstead-Kirk (paper); Sherwin-Williams 2; Singer Co.; Pollock Paper; Goodyear 1; Texas State Optical 2; Luby's Cafeteria; Radio Shack 3; Pier I.

14 - NEWSPAPERS: TRIBUNE-HERALD (m) 53,547; (S) 67,348; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: John Kolinek, Adv. Dir., TRIBUNE-HERALD, 900 Franklin; PO Box 2588, Waco, TX 76702-2588; Tel. (817) 757-5757.
National Representative: Sawyer-Ferguson-Walker.

WAXAHACHIE

1 - LOCATION: Ellis County (In Dallas PMSA), E&P Map E-3, County Seat. Diversified economy, light industry, agriculture center. 28 mi. S of Dallas; 38 mi. SE of Ft. Worth. On U.S. Hwy. 287, I-35.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri-Kansas-Texas; Burlington Rock Island.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Texas Electric Bus Lines.

3 - POPULATION:
Corp. City 80 Cen. 14,624; E&P 88 Est. 19,757
County 80 Cen. 60,288; E&P 88 Est. 74,071
PMSA 80 Cen. 1,970,967; E&P 88 Est. 2,478,045

4 - HOUSEHOLDS:
City 80 Cen. 5,046; E&P 88 Est. 7,063
County 80 Cen. 19,866; E&P 88 Est. 24,497
PMSA 80 Cen. 711,093; E&P 88 Est. 930,994

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$193,709,000
Savings & Loan	2	$6,678,223,179

6 - PASSENGER AUTOS: County 71,003

7 - ELECTRIC METERS: Residence 5,610

8 - GAS METERS: Residence 4,560

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Refrig. 175 ($180); Furn. 200 ($175); Textile 340 ($180); Wood Work 55 ($175); Oil Field Equip. 200 ($185); Glass Containers 110 ($190); Insulation 432 ($190).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 70-105; Fall 60-85; Winter 20-45.

11 - TAP WATER: Neutral, Soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Kroger Plz.	2	Kroger
JCPenney		JCPenney, Safeway
North Gate(30)	2	Sears, Eckerd, Beall's, Motts
Ferris Ave.	NA	JCPenney

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Wal-Mart; Revco; Eckerd.

13 - RETAIL OUTLETS: Department Stores-Cheeves Bros.; JCPenney; Sears; K-Wolen's; Beall's.
Variety Stores-Motts; Revco; Wal-Mart.
Chain Drug Stores-Eckerd.
Chain Supermarkets-Kroger; Minyards; Winn-Dixie.

14 - NEWSPAPERS: LIGHT (e-mon to fri; S) 5,722; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Lyall Kirton, Adv. Mgr., LIGHT, 200 W. Marvin; PO Box 877, Waxahachie, TX 75165; Tel. (214) 937-3310.
National Representative: Papert Companies.

WEATHERFORD

1 - LOCATION: Parker County (In Fort Worth-Arlington PMSA), E&P Map D-3, County Seat. 28 mi. W of Fort Worth.

2 - TRANSPORTATION: Railroads-Union Pacific; Missouri Pacific.
Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 12,049; E&P 88 Est. 17,361
County 80 Cen. 45,280; E&P 88 Est. 63,419
PMSA 80 Cen. 981,112; E&P 88 Est. 1,250,626
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,609; E&P 88 Est. 7,098
County 80 Cen. 15,640; E&P 88 Est. 22,384
PMSA 80 Cen. 349,034; E&P 88 Est. 461,920

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$265,692,000
Savings & Loan	3	$75,000,000

6 - PASSENGER AUTOS: County 54,945

7 - ELECTRIC METERS: Residence 7,125

8 - GAS METERS: Residence 4,772

9 - PRINCIPAL INDUSTRIES: Mach. Shops; Gen. Agric.; Truck Farming; Natural Gas; Bakery; Lamp Mfg.; Oil Tool Engineering; Tourist; Printing.

10 - CLIMATE: Min. & Max. Temp.-36-98.

11 - TAP WATER: Fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Southtown(9)	2	Radio Shack
Safeway(2)	1	Safeway, Gibson's
Village(4)	1	Sears, Motts
Parker Plaza(19)	1	JCPenney, Winn-Dixie
College Park(20)	2	Kroger, TG&Y, Mitchell's, Eckerd

Principal Shopping Days-Wed., Sat., Sun.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Mitchells; The Hub.
Discount Stores-Gibson's; K mart; TG&Y; Wal-Mart.
Chain Drug Stores-Revco; Eckerd.
Chain Supermarkets-Safeway; Winn-Dixie; Tony's 2; Kroger; Affiliated.
Other Chain Stores-Higinbotham's; McCoys.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri; S) 6,418; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Frank Rowe, Adv. Mgr., DEMOCRAT, 512 Palo Pinto St., Weatherford, TX 76086; Tel. (817) 594-7447.
National Representative: Papert Companies.

WICHITA FALLS

1 - LOCATION: Wichita County (MSA), E&P Map D-2, County Seat. Manufacturing; Oil & Gas; Sheppard AFB; Retail & Wholesale Trade; Convention/Visitor Service. 120 mi. NW of Fort Worth on

2 - TRANSPORTATION: Railroads-Fort Worth & Denver, Missouri-Kansas-Texas.
Motor Freight Carriers-11
Intercity Bus Lines-Trailways, Oklahoma Trans., Texas-New Mexico-Oklahoma, Jordan.
Airlines-Delta, American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 94,201; E&P 88 Est. 101,216
County/MSA 80 Cen. 120,897; E&P 88 Est. 125,917
CZ-ABC: (80) 94,201
Bal. in NDM-ABC: (80) 36,463
Total NDM-ABC: (80) 130,664
Bal. in RTZ-ABC: (80) 126,277
Total NDM & Bal. in RTZ-ABC: (80) 256,941
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 33,647; E&P 88 Est. 37,670
County/MSA 80 Cen. 43,134; E&P 88 Est. 45,493
CZ-ABC: (80) 33,647
Bal. in NDM-ABC: (80) 13,094
Total NDM-ABC: (80) 46,741
Bal. in RTZ-ABC: (80) 48,755
Total NDM & Bal. in RTZ-ABC: (80) 95,496

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$1,020,034,687

6 - PASSENGER AUTOS: County 122,863 (all vehicles)

7 - ELECTRIC METERS: Residence 44,046

8 - GAS METERS: Residence 27,490

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber & Wood Prods. 660; Furn. & Fixtures 244; Stone, Clay & Glass 3,232; Printing & Pub. 396; Primary Metals 185; Fab. Metals 342; Apparel 776; Constr. 2,820; Photographic, Medical 456; Trans., Comm. & Util. 2,400; Fin. & R.E. 2,320; Gov't 11,280; Petroleum Prods. 5,608; Private Household 1,820; Mach. 2,634; Electronic/Elect. 1,068; Trans. Equip. 302; Food 1,214; Medical & Prof. 2,148; Ret. 8,692.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-84; Summer 75-95; Fall 43-67; Winter 36-59. First killing frost, Nov. 14; last killing frost, Mar. 22.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks at Monroe; 1 at Brook; 2 at Harrison; 1 at Ninth & Denver; 2 at Tenth & Van Buren; 1 at Bridge & Ohio; 3 at Holliday & Jacksboro Hwy.; 2 at Holliday & Eleventh; 3 at Hayes & Seymour Rd.; 3 at Grant St.; 3 at N. Broadway; 1 Midwestern Pkwy. & Kemp; 1 Midwestern Pkwy. & Maplewood.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Plaza	NA	Superfine, United Supermkt.
Parker Sq.(45)	NA	McClurkan's, Winn's
Southmoor(11)	NA	Computerland
Faith Village(60)	NA	Western Auto, Cloth World
Sikes Center(79)	NA	JCPenney, Beall's, Dillard, Monnig's
Wichita Sq.	NA	
French Vlg.(15)	NA	Penelope's
Scott Sq.	NA	
Century Plz.	NA	Steak & Ale
Southwest Plz.	NA	Eckerd, Furr's

Principal Shopping Days-Thur., Sat., Mon.
Stores Open Evenings-Dept.: Thur.; Food: Fri., Sat. Sikes Center, Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Dillard; Monnig's; McClurkan's; JCPenney; Sears; Beall's.
Discount Stores-Gibson's 2; K mart 2; Best Prod; Target; Edisons.
Variety Stores-Winn's 2.
Chain Drug Stores-Walgreens; Eckerd; Albertson's; Skaggs Alpha-Beta.
Chain Supermarkets-Furr's 3; United 3; Affiliated 7; Albertson's; Skaggs.
Other Chain Stores-Auto Supplies: Western Auto, Firestone, Goodyear, Popular, Spears'; Women's Clothing: Bakers, Lerner's, Brooks, Woods; Misc.: Singer Co., Zale's Jewelry, Merle Norman Cosmetics, S&H Green Stamps, McCoys Building Supplies, Hallmark, Radio Shack, Sutherland Lumber, Stewarts', Payless Shoes, Chick Fila, County Corrigans, Gordans, Keepsake Diamond, Picadilly, Royal Optical, TSO.

14 - NEWSPAPERS: TIMES/RECORD NEWS (m) 42,699; (S) 49,649; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Marvin B. Penrod, Mgr. Gen. Adv., TIMES/RECORD-NEWS, 1301 Lamar St.; PO Box 120, Wichita Falls, TX 76307; Tel. (817) 767-8341.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Harte-Hanks Communications.

UTAH SURVEYS

METROPOLITAN STATISTICAL AREAS

Prvo-Orem-Utah County.
Salt Lake City-Ogden-Salt Lake, Weber and Davis Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1989
Under 5 Years	112	199	234
5-14 Years	241	272	310
15-24 Years	215	295	288
25-44 Years	238	394	557
45-64 Years	177	212	235
65 and Over	77	110	120
TOTAL	1,060	1,472	1,746

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1989 Est.
Bldg. Mat./Hdwr.	290	362	784
General Mdse.	551	708	1,231
Food	821	1,481	2,290
Automobiles	952	1,178	2,638
Gasoline Stations	367	657	755
Apparel	169	292	465
Furniture	231	305	648
Eat-Drink Places	314	498	872
Drugs	130	161	275
TOTAL SALES	4,146	6,327	10,850

LOGAN

1 - LOCATION: Cache County. E&P Map B-1. County Seat. 86 mi. N of Salt Lake City. On U.S. Hwys. 89, 91, 30; State Hwy. 101. Gateway to Yellowstone National Park, Grand Teton National Park, Jackson Hole, Wyoming.

2 - TRANSPORTATION: Railroads-Union Pacific.
Intercity Bus Lines-Cook; Greyhound.
Motor Freight Carriers-4

3 - POPULATION:
Corp. City 80 Cen. 26,844; E&P 88 Est. 29,621
CZ-ABC: (80) 32,988
RTZ-ABC: (80) 33,083
County 80 Cen. 57,551; E&P 88 Est. 72,512
City & RTZ-ABC: (80) 66,071

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,291; E&P 88 Est. 11,261
CZ-ABC: (80) 10,877
RTZ-ABC: (80) 9,343
County 80 Cen. 17,558; E&P 88 Est. 22,461
City & RTZ-ABC: (80) 20,220

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$119,532,748
Savings & Loan	3	$32,000,000

6 - PASSENGER AUTOS: County 29,158

7 - ELECTRIC METERS: Residence 9,589

8 - GAS METERS: Residence, City 11,069

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Women's Apparel 125; Cheese Mfg. 633; Trackmaster 225; Canning Factory 270; Farm Equip. Mfg. 230; Printing 260; Meat Packing 239; Plastic Mfg. 105; Electronics 350.

10 - CLIMATE: Min.& Max. Temp.-Spring 27-72; Summer 49-88; Fall 20-63; Winter 15-47.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-18 blocks on Main St.; 2 on Center St.; 2 on First North; 2 on Second North; 2 on 4th North; Cache Valley Mall 1300 N. Main, Logan 50.
Stores Open Evenings-Drug & Dept.: Nightly until 10; Grocery: Daily until midnight (two open 24 hrs.).

13 - RETAIL OUTLETS: Department Stores-JCPenney; Fred Meyer; ZCMI; Ernst Home Centers; The Bon; K mart.
Variety Stores-King's; K mart.
Chain Drug Stores-Osco's; Smiths; Fred Meyer.
Chain Supermarkets-Albertson's; Smith's Foodking; Maceys.
Other Chain Stores-Standard Optical; Sherwin-Williams; Goodyear; Sunset Sporting Goods; Kinney Shoes; Thom McAn; Lerner's Shops; Nobby; Anita Shops; Discount Tire; Furniture Stores: Crystal, Edwards, Lundstrom, U&L, Bob's Furniture Outlet, Hy Whitney; House of Fabrics; Zales; Mode O'Day.

14 - NEWSPAPERS: HERALD-JOURNAL (e-mon to fri) 13,810; (S) 14,242; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Roy W. Callaway, Adv. Dir., HERALD-JOURNAL, 75 W. 3rd North St., Logan, UT 84321; Tel. (801) 752-2121.
National Representative: None.

OGDEN

1 - LOCATION: Weber County (In Salt Lake City-Ogden MSA). E&P Map B-2. County Seat. 2 Industrial Centers, R.R. shipping center. 37 mi. N of Salt Lake City. On U.S. Hwys. 15, 89, 91, 30S & 80N, State Hwys. 39, 40.

2 - TRANSPORTATION: Railroads-Union Pacific, Southern Pacific, Amtrak.
Motor Freight Carriers-21
Intercity Bus Lines-Greyhound; Utah Transit Authority.

3 - POPULATION:
Corp. City 80 Cen. 64,407; E&P 88 Est. 69,031
NDM-ABC: (80) 263,001
County 80 Cen. 144,885; E&P 88 Est. 172,769
MSA 80 Cen. 916,358; E&P 88 Est. 1,095,004

4 - HOUSEHOLDS:
City 80 Cen. 23,985; E&P 88 Est. 26,915
NDM-ABC: (80) 80,507
County 80 Cen. 47,643; E&P 88 Est. 58,730
MSA 80 Cen. 289,379; E&P 88 Est. 356,260

5 - BANKS	NUMBER	EST. DEP.
Commercial	7	N.A.
Savings & Loan	7	N.A.
Credit Unions	13	N.A.

6 - PASSENGER AUTOS: County 84,889

7 - ELECTRIC METERS: Residence 53,404

8 - GAS METERS: Residence 52,211

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aerospace & Aircraft 2,500; Hill Air Force Base 20,705; Internal Revenue 3,996; Defense Depot 1,800; Freeport Center (60 companies) 4,600; Weber Industrial Park (10 companies) 1,500; Ogden Commercial and Industrial Park (10 companies) 1,200; Western Zirconium 450; Great Salt Lake Mineral 190; Steel Fab. (5 companies) 600.
Principal Pay Days-R.R.: 10th & 25th; Hill Air Force Base, Defense Depot Ogden, Internal Revenue Service: Twice monthly. Others: Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-70; Summer 52-95; Fall 28-76; Winter 17-50. First killing frost, Oct. 8; last killing frost, May 6.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-2nd & Harrison Blvd.; 40th & Washington Blvd.; 40th & Harrison Blvd.; 36th & Wall, North Ogden; Riverdale Center; Harrison Blvd.; Downtown; 5 Points.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
S. Ogden	4	ZCMI
Roy(21)	6	Smith's
Five Points(46)	3	Wangsgard
Layton Hills Mall(100)	12	Mervyn's Bon Marche
Wall Ave.	3	Sears, Smith's
2nd/Harrison	2	
K mart(12)	2	K mart
Newgate(11)	3	Sears
Newgate Mall	3	Mervyn's, Sears
Ogden Mall		Bon Marche, JCPenney, Nordstrom
Wangsgard's	2	Wangsgard's

Principal Shopping Days-Dept. Stores: Mon., Thur., Fri. & Sat. Food: Tues., Wed., Sat., Sun.
Stores Open Evenings-Fri. Food-Nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Bon Marche; Sears; ZCMI; Weinstocks; Nordstrom; Mervyn's.
Discount Stores-Price Savers; Farr; K mart; Fred Meyer; Skaggs Alpha Beta; Osco; Shopko.
Variety Stores-Woolworth; Pay & Pak.
Chain Drug Stores-Osco 2; Prescription Centers 3; Fred Meyer; Skaggs Alpha Beta.
Chain Supermarkets-Farmer Jacks 3; Albertson's 5; Smith's Food 6; Stimson's 7; Macey's; Harmons 2.
Other Chain Stores-Singer Co.; Baker; Firestone; Goodyear; Western Auto; Zale's; Pay 'N Pak; B Mart; Ernst Home Center.

14 - NEWSPAPERS: STANDARD-EXAMINER (e) 54,916; (S) 57,460; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: James L. Barclay, Adv. Dir., STANDARD-EXAMINER, 455 23rd St., Ogden, UT 84401; Tel. (801) 394-7711.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

PROVO

1 - LOCATION: Utah County (In Provo-Orem MSA). E&P Map B-3. County Seat. Site of Brigham Young University (26,000 students). 44 mi. S of Salt Lake City. U.S. Hwys. 89, 91, 50; State Hwys. 189, 115.

2 - TRANSPORTATION: Railroads-D&RGW; UP.
Motor Freight Carriers-8
Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 73,907; E&P 88 Est. 75,175
CZ-ABC: (80) 155,932
RTZ-ABC: (80) 62,174
County/MSA 80 Cen. 220,387; E&P 88 Est. 261,130
City & RTZ-ABC: (80) 218,106
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 20,059; E&P 88 Est. 20,863
CZ-ABC: (80) 42,177
RTZ-ABC: (80) 16,338
County/MSA 80 Cen. 58,515; E&P 88 Est. 69,225
City & RTZ-ABC: (80) 58,515

5 - BANKS	NUMBER	EST. DEP.
Commercial	16	$310,000,000
Savings & Loan	6	$111,150,000

6 - PASSENGER AUTOS: County 99,362

7 - ELECTRIC METERS: Residence 49,414

8 - GAS METERS: Residence (County) 59,971

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric. 1,500; Contract Constr. 2,300; Mfg. 10,800; Trans. & Util. 2,800; Whol. & Ret. 15,500; Fin., Ins. & R.E. 2,300; Servs. 25,600; Gov't (Fed., State and Local) 13,900.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-64; Summer 51-88; Fall 37-67; Winter 18-41.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
University Mall(165)	NA	ZCMI, JCPenney, Mervyn's
Carillan Sq.(17)	NA	Macey's, Sack'N Save, Ernst
Parkway Ctr.(14)	NA	Fashion Gal, Utah Craft
Fred Meyer(10)	NA	Fred Meyer
Riverside Plz.(10)	NA	LaBelle's, Osco
Parkway Plz.(20)	NA	Albertson's,
Edgemont Plz.(12)	NA	Day's Thriftway
Northgate Mall	NA	Farmer Jacks
Expressway Sq.(5)	7	K mart, Payless Shoes
Connco Plz.(15)	NA	Connco Shoes Wallpaper Whse.
Orem Ctr.(4)	NA	Pykettes
American Fork(20)	14	Fred Meyer, Albertson's
Orem Plz.(5)	NA	Osco Drug
Orem Macey's(9)	NA	Macey's, Sack 'N Save
Univ. Festival(7)	NA	Lionel Playworld, Cloth World
Plum Tree(8)	NA	Food 4 Less

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-University Mall, Mon.-Fri.

13 - RETAIL OUTLETS: Department Stores-LaBelle's; JCPenney; Sears; Fred Meyer; ZCMI; Mervyn's.
Variety Stores-Woolworth; Sprouse-Reitz; K mart; Ross Stores.
Chain Drug Stores-Osco; City Drug (Walgreens).
Chain Supermarkets-Allen's 4; IGA 4; Farmer Jack's; Reams 4; Albertson's 3; A.G. Stores 8; Smith's Food King 2; Macey's Sack'N Save 3; Food 4 Less; Associated Foods 8.
Other Chain Stores-Anderson Lumber; BMC West; Firestone; Sherwin-Williams Paint; Bennett's

Paints, Lerner's Shops, Anita Shops, Goodrich, Sweetbriar, Douglas Optical, Standard Optical, Zale's, Montgomery Ward, House of Fabrics, Radio Shack, Payless Shoes, Utah Auto Parts, Herman's, Checker Auto Supply, Singer Co., Midas Muffler, Ernst Home Ctr., 84 Lumber, Discount Tire Co., Ogden's Carpet, Pay 'N Pak, Coast-to-Coast Hardware, Bernina, Edison Bros., Hickory Farms, Pier I Imports, Fashion Gal.

14 - NEWSPAPERS: HERALD (e-mon to fri) 31,415; (S) 31,907; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Don Rowley, Adv. Dir., HERALD, 1555 N. 200 W., Provo, UT 84603; Tel. (801) 373-5050.
National Representative: Papert Companies.

ST. GEORGE

1 - LOCATION: Washington County, E&P Map A-5. County Seat. Winter resort. Diversified farming.

2 - TRANSPORTATION: Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.
Airlines-All major airlines at Las Vegas, NV, Airport & Commuter Skywest; Delta.

3 - POPULATION:
Corp. City 80 Cen. 11,350; E&P 88 Est. 18,487
County 80 Cen. 26,546; E&P 88 Est. 41,539

4 - HOUSEHOLDS:
City 80 Cen. 3,589; E&P 88 Est. 5,679
County 80 Cen. 7,801; E&P 88 Est. 12,370

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	8	N.A.
Commercial	6	N.A.

6 - PASSENGER AUTOS: City 16,927.

7 - ELECTRIC METERS: Residence 10,215.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Sugar, Beet Seeds; Fruit; Poultry; Light Mfg.; Tourism; Cattle Ranching; Resort Community; Steel Fabrication.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Mild winters, warm summers.

11 - TAP WATER: Soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown; St. George Blvd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Dixie Mall	3	Farmer Jacks
East City(8)	NA	Mont. Ward, K mart
Kemp Korner(18)	NA	Chuck's
Skyline Ctr.	NA	
Sunshine Sq.	NA	Sears (catalog), Ace Hdwe., Thriftway
Ancestor	NA	Commercial Ctr.
Zion Plz.(12)	8	

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Shpg. Ctrs. every evening until 9 & 11.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Christensen.
Discount Stores-K mart; Ashleys; D & D Discount; Outdoor Outlet; Sprouse-Reitz; Harmons.
Variety Stores-Ben Franklin.
Chain Drug Stores-Skaggs; Osco.
Chain Supermarkets-Thriftway; Food Town; Short Stop Mkt.; Albertson's; Harmons; IGA.
Other Chain Stores-Radio Shack; Ace Hdwe.; 7-Eleven; True Value Hdwe.; Pro Hdwe. 11.

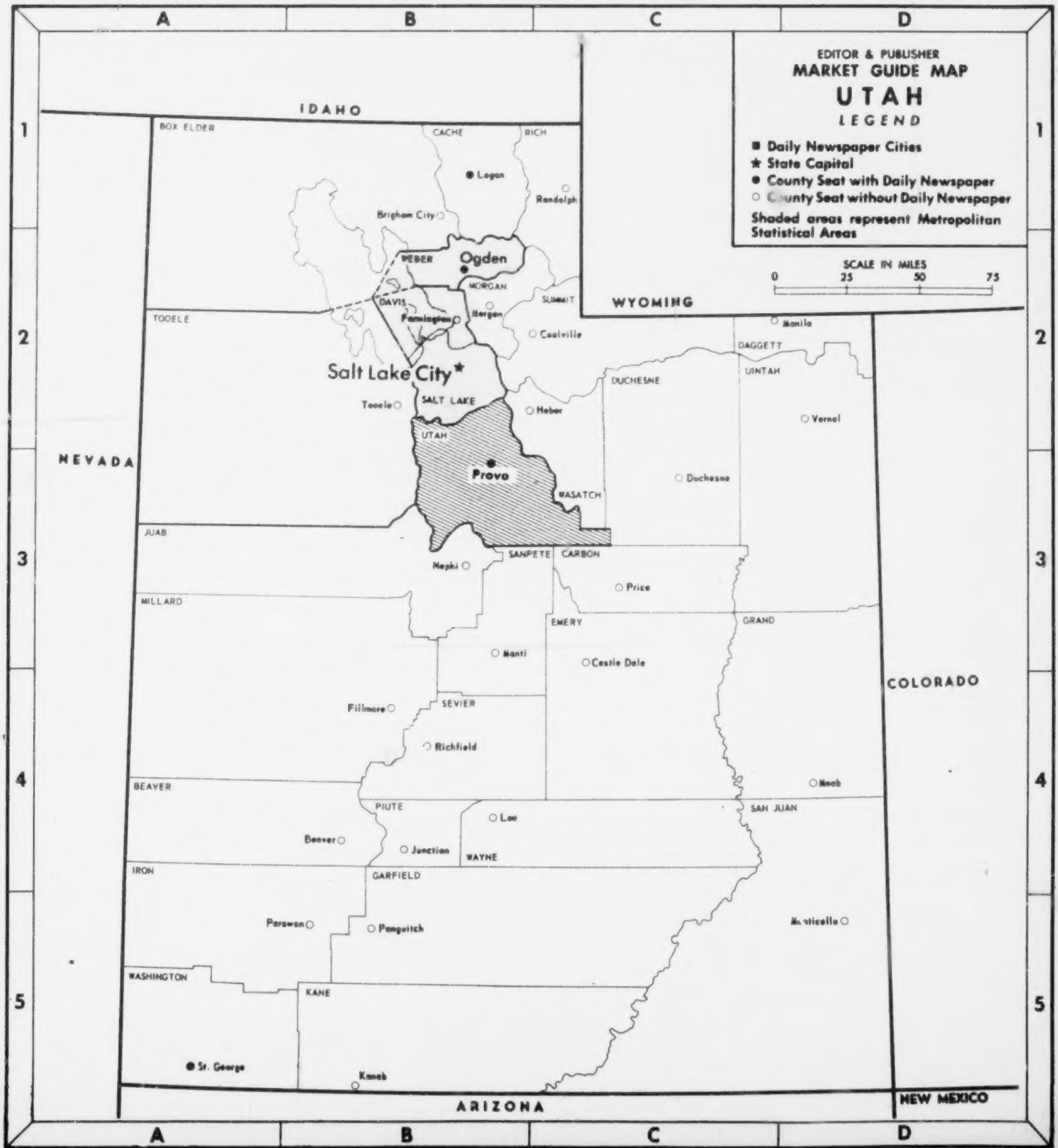
14 - NEWSPAPERS: SPECTRUM (e) 14,321; (S) 14,607; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Greg Hardig, Adv. Dir., SPECTRUM, 275 East St. George Blvd.; PO Box 1630, St. George, UT 84770; Tel. (801) 673-3511.

National Representative: Thomson Newspapers.

SALT LAKE CITY

1 - LOCATION: Salt Lake County (In Salt Lake City-Ogden MSA), E&P Map B-2. State Capital. County Seat. MSA: Salt Lake; Davis, Weber. Trade ctr., heavy industry, finance. On U.S. Hwys. 40, 50; I-80, I-15.

2 - TRANSPORTATION: Railroads-Union-Pacific; Denver-Rio Grande; Garfield & Western; Amtrak; Southern Pacific.
Motor Freight Carriers-40.
Intercity Bus Lines-Continental; Greyhound; Lake


A
B
C
D
1
2
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5
EDITOR & PUBLISHER
MARKET GUIDE MAP
UTAH
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
25
50
75
IDAHO
WYOMING
NEVADA
COLORADO
ARIZONA
NEW MEXICO
BOX ELDER
CACHE
RICH
Logan
Randolph
Brigham City
WEBER
Ogden
MORGAN
Morgan
DAVIS
Farmington
SUMMIT
Coalville
TOOELE
Salt Lake City
SALT LAKE
Tooele
Heber
DAGGETT
Manila
UINTAH
Vernal
DUCHESNE
Duchesne
UTAH
Provo
WASATCH
JUAB
Nephi
SANPETE
CARBON
Price
MILLARD
EMERY
Manti
Castle Dale
GRAND
Fillmore
SEVIER
Richfield
Moab
BEAVER
PIUTE
Loa
Beaver
Junction
WAYNE
SAN JUAN
IRON
GARFIELD
Parowan
Panguitch
Monticello
WASHINGTON
KANE
St. George
Kanab

Shore; Lewis Bros. Stages; Utah Transit Authority; Gray Line.
Airlines-Continental; United; American; Republic; TWA; Eastern; Delta; Horizon Air; America West.

3 - POPULATION:
Corp. City 80 Cen. 163,697; E&P 88 Est. 163,598
NDM-ABC: (80) 730,114
RTZ-ABC: (80) 436,395
County 80 Cen. 623,392; E&P 88 Est. 737,088
MSA 80 Cen. 916,358; E&P 88 Est. 1,095,004
Total NDM & RTZ-ABC: (80) 1,166,509
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 67,576; E&P 88 Est. 71,987
NDM-ABC: (80) 233,977
RTZ-ABC: (80) 122,391
County 80 Cen. 201,742; E&P 88 Est. 245,751
MSA 80 Cen. 288,779; E&P 88 Est. 356,260
Total NDM & RTZ-ABC: (80) 356,368

5 - BANKS	**NUMBER**	**DEPOSITS**
State	35	$3,262,149,000
National	6	$8,534,998,000
Savings & Loan	13	$4,153,239,000
Credit Unions	150	$1,716,959,000

6 - PASSENGER AUTOS: County 321,506

7 - ELECTRIC METERS: Residence (MSA) 340,000

8 - GAS METERS: Residence (MSA) 346,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Monthly Wage)-Nonagricultural 634,138 ($1,463); Mining 7,810 ($2,758); Contract Constr. 32,216 ($1,636); Mfg. 92,085 ($1,864): Durable Goods 63,159 ($2,041); Nondurable Goods 28,926 ($1,476); Trans., Commun., and Public Util. 37,543 ($2,087); Trade 152,440 ($1,052); Whol. Trade 36,099 ($1,790); Ret. Trade 116,341 ($823); Fin., Ins., R.E. 32,866 ($1,568); Servs. 137,889 ($1,226); Total Gov't 141,289 ($1,574): Federal Gov't 40,350 ($2,004); State Gov't 37,823 ($1,442); Local Gov't 63,116 ($1,377).

10 - CLIMATE: Min. & Max. Temp.-Spring 37-81; Fall 22-66; Summer 49-101; Winter 19-51. First killing frost, Nov. 16; last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-43 blocks on 8 streets.
Neighborhood Shopping Centers-4 to 10 blocks on Sugarhouse, Murray, Midvale, Magna, Kearns, Sandy, Holladay, West Valley, Riverton, Draper, Bountiful, Centerville, Farmington, Kaysville, Layton, Syracuse, Clearfield, Sunset.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cottonwood(120)	8	ZCMI, JC Penney
Crossroads(102)		Nordstrom, Weinstocks
Fashion Place(107)	13	Sears, Weinstock's, Nordstrom
Foothill Vlg.(36)	NA	
Granger(27)	NA	Merc, Sprouse-Reitz
Mid-Valley Family Ctr.(60)	NA	Radio Shack, Silo, Shopko
Brickyard Plz.(30)	NA	REI, Mervyn's, Ernst
Olympus Hills(26)	NA	Smith's Food
7th East(2)	NA	Food King, Osco
Sugar House(20)	NA	Granite Furn.
Trolley Sq.(60)	NA	
Union Sq.(35)	NA	
Valley Fair(98)	15	JCPenney, ZCMI, Mervyn's
Valley(11)	NA	Osco
ZCMI(55)	NA	ZCMI

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-ZCMI; Sears; JCPenney; Weinstock's; Mervyns; Nordstroms.
Discount Stores-K mart; Thrifty Drug; Fred Meyer.
Variety Stores-Sprouse-Reitz.
Chain Drug Stores-Osco 8; Erickson's 2; Thrifty Drug 7; Dan's 5; Professional Phcy. 3.
Chain Supermarkets-Smiths 20; Albertson's 27; Reams 10; Harmons 5; Dan's 7; 7-Eleven 120; Circle K 20; Skaggs Alpha-Beta 9; Winegars 3.
Other Chain Stores Sherwin-Williams; Chandler's; Firestone; Goodrich; Goodyear; Burt's; Zale's; Gallenkamp; Glidden; Dutch Boy; Baker's; Thom McAn; Kinney Shoes; Dayne's Optical; Ernst; Pay N Pak.

14 - NEWSPAPERS: TRIBUNE (m) 110,810; (S) 139,273; DESERET NEWS (e) 60,335; (S) 65,240; Mar. 31, 1988 ABC.
Local Contact for Advertising and Market Information Data: Merlyn Rodgers, Natl. Mgr., Newspaper Agency Corp., 143 S. Main St., Salt Lake City, UT 84110; Tel. (801) 237-2725.
National Representative: None.

VERMONT SURVEYS

METROPOLITAN STATISTICAL AREAS

Burlington-Burlington, South Burlington and Winooski cities; Charlotte, Colchester, Essex, Hinesburg, Jericho, Milton, Richmond, St. George, Shelburne and Williston towns in Chittenden County; Georgia town in Franklin County; South Hero and Grand Isle towns in Grand Isle County.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1989**
Under 5 Years	38	36	48
5-14 Years	92	81	86
15-24 Years	81	100	87
25-44 Years	100	145	190
45-64 Years	87	92	99
65 and Over	47	58	61
TOTAL	445	512	572

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1989 Est.**
Bldg. Mat./Hdwr	129	173	406
General Mdse	145	171	317
Food	388	596	989
Automobiles	307	464	1,110
Gasoline Stations	137	217	271
Apparel	63	107	191
Furniture	56	76	170
Eat-Drink Places	125	217	407
Drugs	37	68	125
TOTAL SALES	1,668	2,601	4,785

BARRE-MONTPELIER

1 - LOCATION: Washington County, E&P Map B-3. State capitol (Montpelier). Shpg. ctr. for central VT. Granite ctr. of world; direct railroad connection. On State Hwy. 14; U.S. Hwys. 122, 302; I-89.

2 - TRANSPORTATION: Railroads-Montpelier & Barre (feeders for Canadian National, Central Vermont and Boston Maine; join at Montpelier Junction); Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Vermont Transit; Twin City.
Airlines-Precision.

3 - POPULATION:
Corp. Cities 80 Cen. 18,065; E&P 88 Est. 18,259
Barre 80 Cen. 9,824; E&P 88 Est. 9,961
Montpelier 80 Cen. 8,241; E&P 88 Est. 8,298
CZ-ABC: (80) 20,519
RTZ-ABC: (80) 55,280
County 80 Cen. 52,365; E&P 88 Est. 54,944
City & RTZ-ABC: (80) 75,799

4 - HOUSEHOLDS:
Cities 80 Cen. 7,257; E&P 88 Est. 6,815
Barre 80 Cen. 4,003; E&P 88 Est. 3,740
Montpelier 80 Cen. 3,254; E&P 88 Est. 3,075
CZ-ABC: (80) 8,115
RTZ-ABC: (80) 18,502
County 80 Cen. 18,613; E&P 88 Est. 20,353
City & RTZ-ABC: (80) 26,617

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	9	$420,000,000

6 - PASSENGER AUTOS: 316,502 (statewide)

7 - ELECTRIC METERS: Residence 8,052

8 - GAS METERS: Residence 1,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Granite Mfg. 1,500 ($260); Machine Shops 100 ($250); Capacitor Plant 350 ($210); State Gov't 3,750 ($236); Ins. 1,464 ($250); Rail Car Assembly 200 ($225).
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-65; Summer 52-88; Fall 24-66; Winter 10-34. First killing frost, Sept. 15; last killing frost, May 15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Barre: Main St.; Summer; Washington; Main Sts. Montpelier: 3 blocks on Main St.; 3 on State St.; Elm, Barre & Berlin Sts.; Barre-Montpelier Rd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ames(6)	NA	Ames, Radio Shack, Kinney Drugs
Central Plz.(5)	NA	Grand Union
Zayre(15)	NA	Woolworth, Zayre, Finast, JCPenney (catalog), Fayva
Montpelier Railroad Station(6)	NA	Grand Union
Twin City Plz.(7)	NA	
Berlin Mall(20)	3	Rich's, Magram's

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Grocery chains, shpg. ctr. stores, Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-Homer Fitts; J.W. Campion.
Discount Stores-Harry's; Ames; Zayre; Rich's.
Variety Stores-Woolworth; Newberry.
Chain Drug Stores-Kinney; Brooks; Whelan's.
Chain Supermarkets-First Natl.; Grand Union 5; P&C 5.
Other Chain Stores-Sears (catalog); Sherwin-Williams; Endicott-Johnson 2; Aubuchon 2; So-Fro Fabrics; Radio Shack; Goss Tire; Goodyear.

14 - NEWSPAPERS: TIMES-ARGUS (e) 12,885; (S) 13,700; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Glenn Dunning, Adv. Dir., TIMES-ARGUS, 540 N. Main St., Barre, VT 05641; Tel. (802) 479-0191.
National Representative: Landon Associates.

BENNINGTON

1 - LOCATION: Bennington County, E&P Map A-6. County Seat. Residential center. 180 mi. NE of New York City; 148 mi. NW of Boston, MA; 37 mi. NE of Albany, NY. On U.S. Hwy. 7; State Hwys. 7, 9.

2 - TRANSPORTATION: Railroads-Vermont.
Motor Freight Carriers-2.
Intercity Bus Lines-Trailways; Vermont Transit; Greyhound; Mini-Bus.

3 - POPULATION:
Corp. City 80 Cen. 15,815; E&P 88 Est. 18,476
NDM-ABC: (80) 40,077
County 80 Cen. 33,314; E&P 88 Est. 35,984

4 - HOUSEHOLDS:
City 80 Cen. 5,457; E&P 88 Est. 5,448
County 80 Cen. 11,956; E&P 88 Est. 13,298
NDM-ABC: (80) 14,259

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$190,000,000
Savings & Loan	1	$12,000,000

6 - PASSENGER AUTOS: 316,502 (statewide)

7 - ELECTRIC METERS: Residence 3,860

8 - GAS METERS: Residence 1,147

9 - PRINCIPAL INDUSTRIES: Town Zone-Textiles; Plastics; Paper; Wood Novelties; Yarn; Printing; Tanning; Tissue Paper; Box Board; Chemical Prods.; Electronics; Pottery; Union Carbide 1,200; Globe Union 600; Tool Mfg. 800; Paper 450; Lubrication 300; Chemical Fabrics 160; Sports Clothing 260; Total labor force (county) 14,200; Mfg. 4,500; Service and misc. 2,600; Gov't 1,200; Trade 2,450; Contract and Constr. 800. Bal. agric. and misc.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-70; Summer 50-95; Fall 30-75; Winter -30-50. First killing frost, Oct. 1; last killing frost, May 31.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-Five blocks on Main St., downtown on Rt. 9. Four blocks on U.S. Rt. 7 downtown. A&P, Grand Union, all downtown.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bennington Plz.(6)	NA	Price Chopper, Ames
Monument Plz.(5)	NA	Woolworth, Adams Drug, Sears (catalog), Western Auto
Bennington Sq.(11)	NA	JCPenney, P&C, K mart
North Street	NA	

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri. until 9; Price Chopper, P&C open 24 hrs., 7 days.

13 - RETAIL OUTLETS: Department Stores-E.L. Nichols; Fienberg; JCPenney; H. Greenberg; Tuttle's.
Discount Stores-Ames; Woolworth's; K mart.
Chain Drug Stores-Adams; CVS; Rite Aid; Carl's.
Chain Supermarkets-A&P; Grand Union; P&C; Price Chopper.
Other Chain Stores-Sportique; Radio Shack; Sears (catalog); Midas Muffler; Subway.

14 - NEWSPAPERS: BANNER (m) 7,803; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Mark Nesbit, Adv. Mgr., BANNER, 425 Main St., Bennington, VT 05201; Tel. (802) 447-7567.
National Representative: Landon Associates.

BRATTLEBORO

1 - LOCATION: Windham County, E&P Map B-6. On Connecticut River in SE corner of state. 200 mi. from New York City; 100 mi. from Boston, MA; on I-91.

2 - TRANSPORTATION: Railroads-Amtrak; Boston & Maine; Central Vermont.
Motor Freight Carriers-5.
Intercity Bus Lines-Vermont Transit; Peoples; Greyhound.
Airports-Keene, NH (20 min.); Hartford, CT (1 1/2 hr.).

3 - POPULATION:
Corp. City 80 Cen. 11,886; E&P 88 Est. 12,724
County 80 Cen. 36,926; E&P Est. 40,545

4 - HOUSEHOLDS:
City 80 Cen. 4,598; E&P 88 Est. 4,104
County 80 Cen. 13,840; E&P 88 Est. 16,034

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$200,000,000
Savings & Loan	1	$10,000,000
Savings	2	$25,000,000

6 - PASSENGER AUTOS: 316,502 (statewide)

7 - ELECTRIC METERS: Residence 6,021

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Wood & Lumber Prods. 125; Printing 1,050; Boots & Shoes 115; Paper Mills 190; Cattle Registry 200.
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: First killing frost, Nov. 1; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on 3 streets: Brattleboro North; Fairfield Plaza; Finast Plaza.
Neighborhood Shopping Centers-Western Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Brattleboro Plz.(7)	NA	P&C
Brattleboro North Plz.(7)	2	Ames, O.K. Fairbanks
Fairfield Plz.(12)	2	Grand Union, JCPenney
Finast Plz.(4)	2	Finast, Brooks

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-J.E. Mann; Army & Navy; JCPenney.
Discount Stores-Ames.
Chain Drug Stores-Rexall; Rite Aid; Brooks.
Chain Supermarkets-Grand Union; First National; P&C; O.K. Fairbanks.

14 - NEWSPAPERS: REFORMER (m) 9,629; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Richard Macko, Adv. Mgr., REFORMER, Box 802, Brattleboro, VT 05301; Tel. (802) 254-2311.
National Representative: Landon Associates.

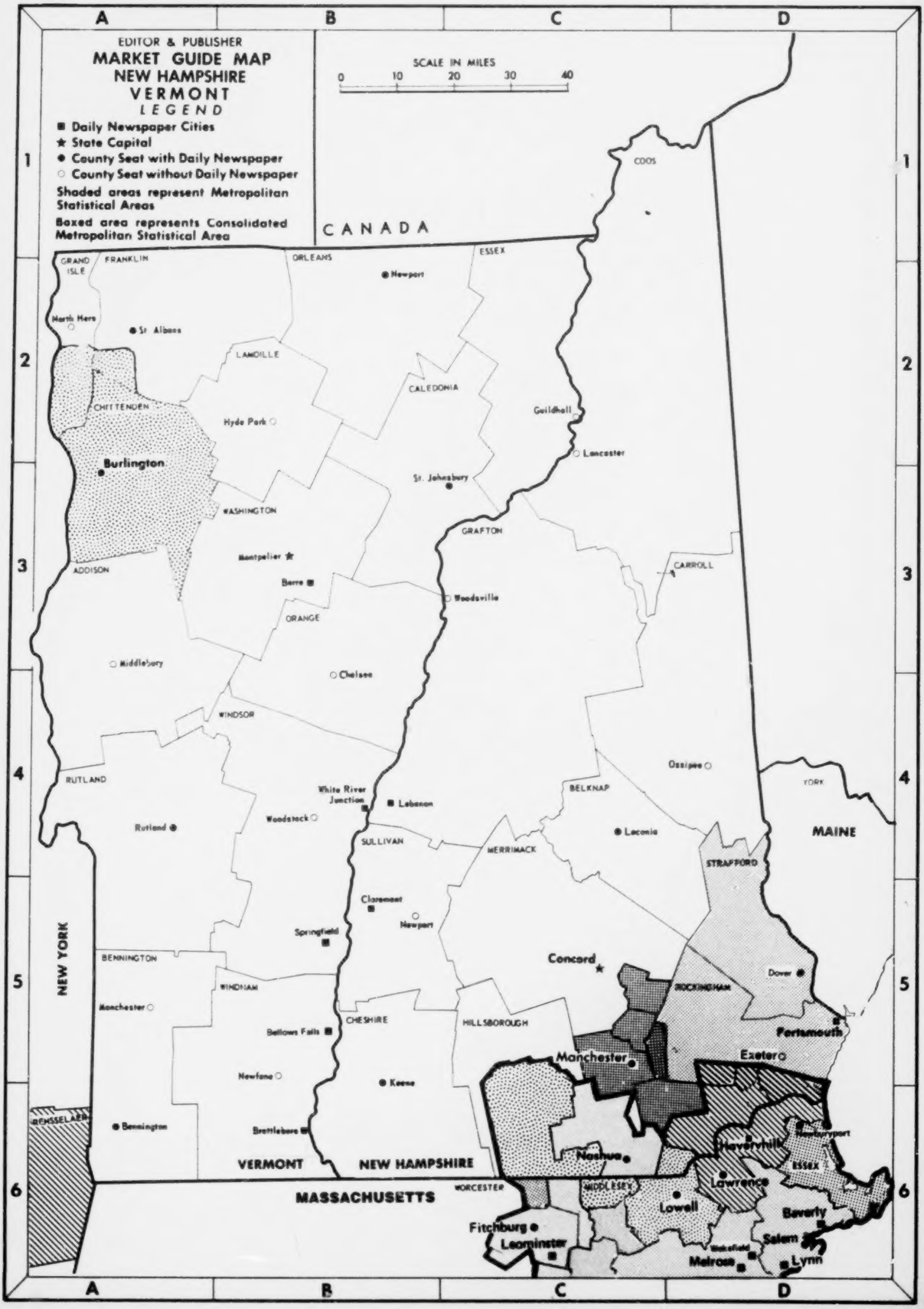
BURLINGTON

1 - LOCATION: Chittenden County, (Burlington NECMA), E&P Map A-3, County Seat. Banking, shipping, resort, medical. College center. In NW part of State. 300 mi. from NYC; 225 mi. from Boston; 90 mi. from Montreal.

2 - TRANSPORTATION: Railroads-Central Vermont (Canadian Nat'l); Vermont Railway.
Intercity Bus Lines-Greyhound; Vermont Transit.
Motor Freight Carriers-6.
Airlines-USAir; Continental; Piedmont; United; Piedmont Commuter; Eastern Express; Business Express.

3 - POPULATION:
Corp. City 80 Cen. 37,712; E&P 88 Est. 38,839
CZ-ABC: (80) 54,709
RTZ-ABC: (80) 163,724
County 80 Cen. 115,842; E&P 88 Est. 132,050
NECMA 80 Cen. 120,513; E&P 88 Est. 137,611
City & RTZ-ABC: (80) 218,433
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,107; E&P 88 Est. 13,770
CZ-ABC: (80) 19,256
RTZ-ABC: (80) 53,481
County 80 Cen. 38,528; E&P 88 Est. 45,523
NECMA 80 Cen. 40,214; E&P 88 Est. 47,530
City & RTZ-ABC: (80) 72,737


EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW HAMPSHIRE
VERMONT
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area
SCALE IN MILES
0
10
20
30
40
A
B
C
D
1
2
3
4
5
6
CANADA
COOS
GRAND ISLE
FRANKLIN
ORLEANS
ESSEX
Newport
North Hero
St. Albans
LAMOILLE
CALEDONIA
CHITTENDEN
Hyde Park
Guildhall
Lancaster
Burlington
St. Johnsbury
WASHINGTON
GRAFTON
Montpelier
CARROLL
ADDISON
Barre
Woodsville
ORANGE
Middlebury
Chelsea
WINDSOR
Ossipee
RUTLAND
BELKNAP
YORK
White River Junction
Lebanon
Woodstock
MAINE
Rutland
Laconia
SULLIVAN
MERRIMACK
STRAFFORD
Claremont
Newport
Springfield
NEW YORK
BENNINGTON
Concord
Dover
WINDHAM
ROCKINGHAM
Manchester
CHESHIRE
HILLSBOROUGH
Portsmouth
Bellows Falls
Manchester
Exeter
Newfane
Keene
RENSSELAER
Bennington
Brattleboro
Newburyport
Haverhill
Nashua
VERMONT
NEW HAMPSHIRE
ESSEX
WORCESTER
MIDDLESEX
Lawrence
MASSACHUSETTS
Lowell
Beverly
Fitchburg
Salem
Leominster
Wakefield
Melrose
Lynn

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$1,742,879,000
Savings	1	$507,959,000
Savings & Loan	1	$234,196,000

6 - PASSENGER AUTOS: 316,502 (statewide)

7 - ELECTRIC METERS: Residence 13,500

8 - GAS METERS: Residence 11,948

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aircraft Armament 2,180; Computer Electronic and Components 8,700; Greater Burlington Area-Total non-farm employment 71,150; Total Mfg. 16,750; Durable Goods Mfg. 14,050; Nondurable Goods Mfg. 2,700; Total Non-mfg. 54,400; Contract Constr. 4,150; Trans. & Pub. Util. 3,000; Whol. & Ret. Trade 16,050; Servs. 17,200; Fin., Ins. & R.E. 3,200; Gov't 10,750.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 50-90; Fall 20-80; Winter -20-40; last killing frost, May 1.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: ***Principal Shopping Center***-12 blocks on and crossing Church St. plus underground mall.
Shopping Centers-Seaway (6 units); Shelburne Rd. Plaza (23 units); Ethan Allen, North Ave. (20 units); Williston Rd. (2 units); Burlington Plaza (6 units); University Mall (45 units); Jelly Mill Common (25 units); Champlain Mill (36 units); So. Burlington Factory Outlet (10 units).
Principal Shopping Days-Food: Tues.; Others: Fri. & Sat.
Stores Open Evenings-Downtown Stores: Fri.; Burlington Square (downtown) Mall: Mon.-Fri.; University Mall: Mon.-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Magram's; Woolworth; Hill's; Ben Franklin; Porteus.
Discount Stores-Gaynes; K mart; Zayre; Ames; Service Mdse.
Chain Drug Stores-Mall; Brooks; Luv's; Wellby's; City Drug.
Chain Supermarkets-Grand Union 5; P&C 4; Martin's 2; A&P.
Other Chain Stores-Thom McAn; Kinney; Goodyear; Victory Auto; Pittsburgh Plate Glass; Radio Shack; Gordon Jewelry; So-Fro Fabrics; Brooks Fashions; Casual Corner; Chess King; Foxmoor; General Nutrition; Hickory Farms; Merle Norman Cosmetics; Pearle Vision Ctr.; Music Land; All Seasons Factory Outlet; Maternity Warehouse; Bass Shoes; Kids Port USA; Old Mill; Dress Barn; Frugal Franks; Labels for Less; Hit or Miss; Linen & Things; Anderson-Little; Sherwin-Williams; Lane Bryant; Limited; Jason's Jewelry; Kitchen Etc.; Bed & Bath; Timberland Sports; Pier One Imports; Belden Jewelers; The Lodge; Benetton; Banana Republic; The Limited; Victoria's Secret; American Eagle Outfitters; Laura Ashley; Strawberries.

14 - NEWSPAPERS: FREE PRESS (m) 52,070; (S) 58,176; Mar. 27, 1988 ABC.
Local Contact for Advertsing and Merchandising Data: Michael De Carlo, Adv. Dir., FREE PRESS, 191 College St., Burlington, VT 05401; Tel. (802) 863-3441.
National Representative: Gannett National Newspaper Sales.

HARTFORD, VT
See LEBANON, NH

MONTPELIER
See BARRE

NEWPORT

1 - LOCATION: Orleans County, E&P Map B-2, County Seat. Shipping ctr. for county agric. and dairy area. Ret. trade ctr.; in NE part of State on S end of Lake Memphremagog; 225 mi. from Boston; 75 mi. from Burlington; 102 mi. from Montreal. U.S. Hwy. 5.

2 - TRANSPORTATION: **Railroads**-Canadian Pacific; Quebec Central.
Motor Freight Carriers-1.
Intercity Bus Lines-Vt. Transit (Greyhound); Voyageur.

3 - POPULATION:
Corp. City 80 Cen. 4,756; E&P 88 Est. 4,519
County 80 Cen. 23,440; E&P 88 Est. 24,416

4 - HOUSEHOLDS:
City 80 Cen. 2,199; E&P 88 Est. 1,427
County 80 Cen. 8,097; E&P 88 Est. 8,824

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.
Savings	1	N.A.

6 - PASSENGER AUTOS: 316,502 (statewide)

7 - ELECTRIC METERS: Residence 7,820

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Railway 75 ($350); Clothing 220 (N.A.); Plastics 100 (N.A.); Plywood 100 ($225); Other Mfg. 900 ($200).

10 - CLIMATE: Min. & Max. Temp.-Spring 29-48; Summer 53-76; Fall 4-56; Winter 6-27. First killing frost, Sept. 15; last killing frost, May 15.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: **Principal shopping Center**-5 blocks on Main; Coventry; Second Sts. and North Ave.
Shopping Center-Derby (4 mi. distant) Ames.
Neighborhood Shopping Centers-East Main St., two blocks; Lakeside Shpg. Ctr.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Needleman's.
Variety Stores-Newberry; Ames.
Chain Supermarkets-Grand Union; Fedeles' Mkt.; Shop & Save.
Other Chain Stores-Endicott-Johnson (shoes); Sears (catalog); JCPenney; Aubuchon.

14 - NEWSPAPERS: EXPRESS (e) 4,893; sworn Sept. 28, 1987.
Local Contact for Advertising and Merchandising Data: Richard T. Rivard, Adv. Mgr., EXPRESS, Hill St.; PO Box 347; Newport, VT 05855; Tel. (802) 334-6568.

National Representative: Scripps League Newspapers.

RUTLAND

1 - LOCATION: Rutland County, E&P Map A-4, County Seat. Shopping center for Central Vermont. 250 mi. from New York City; 160 mi. from Boston.

2 - TRANSPORTATION: **Railroads**-Vermont.
Motor Freight Carriers-9.
Intercity Bus Lines-Vermont Transit; White River; Greyhound.
Airlines-Precision.

3 - POPULATION:
Corp. City 80 Cen. 18,436; E&P 88 Est. 18,245
CZ-ABC: (80) 28,457
RTZ-ABC: (80) 108,570
County 80 Cen. 58,244; E&P 88 Est. 61,573
City & RTZ-ABC: (80) 137,027

4 - HOUSEHOLDS:
City 80 Cen. 6,973; E&P 88 Est. 6,032
CZ-ABC: (80) 10,437
RTZ-ABC: (80) 38,423
County 80 Cen. 20,604; E&P 88 Est. 22,752
City & RTZ-ABC: (80) 48,860

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$2,312,256,872
Savings	1	$168,353,420
Savings & Loan	1	$201,000,762

6 - PASSENGER AUTOS: 316,502 (statewide)

7 - ELECTRIC METERS: Residence 6,700

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Plaster; Medical Supplies; Quarrying; Dresses; Jet Turbine Components; Printing; Direct Mail Adv.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Merchants Row; 2 on West St.; 1 on Center St.; 2 on Wales St.; 1 on Evelyn St.
Shopping Centers-Green Mt. Plz.; Rutland Plz.; Rutland Mall; Tenny Brook Mini-Mall; Stony Brook Plz.; Woodstock Ave. Mini-Mall.
Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Thur., Fri.; Mall nightly except Sun.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward.
Discount Stores-Ames; K mart; Zayre.
Variety Stores-Woolworth; Duffys .
Chain Drug Stores-CVS; Rix; Rite Aid; Osco.
Chain Supermarkets-Red & White 2; IGA 3; P&C 2; Grand Union 2; Martin's.

14 - NEWSPAPERS: HERALD (m) 24,208; (S) 23,515; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Peter Kenyon, Ret. Adv. Mgr., HERALD, 27 Wales St., Rutland, VT 05701; Tel. (802) 775-5511.
National Representative: Branham/Newspaper Sales.

ST. ALBANS

1 - LOCATION: Franklin County, E&P Map A-2. County Seat. 3 mi. E of St. Albans Bay on Lake Champlain; 28 mi. N of Burlington. On U.S. Hwys. 7, I-89.

2 - TRANSPORTATION: **Railroads**-Central Vermont; Amtrak.

3 - POPULATION:
Corp. City 80 Cen. 7,308; E&P 88 Est. 7,422
County 80 Cen. 34,879; E&P 88 Est. 37,931
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,913; E&P 88 Est. 2,596
County 80 Cen. 11,586; E&P 88 Est. 13,099

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$350,000,000

6 - PASSENGER AUTOS: 316,502 (statewide)

7 - ELECTRIC METERS: Residence 9,000

8 - GAS METERS: Residence 1,600

9 - PRINCIPAL INDUSTRIES: Agriculture; Flashlights; Pulp & Paper; Software; Machine Shop; Milk Processing; Cheese; Printing; Outerwear; Chocolate Chips; Lighting Fixtures; Industrial Ceramics; Maple Sugar Utensils.

10 - CLIMATE: Min. Temp.-35; Max. 100.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: **Shopping Centers**-Downtown; St. Albans; W.M. Doolin; St. Albans Electric; Nates; Anthony Stevens; Federal Establishment; Lorraine's; Bernos; Rixon's; Country Casuals; Children's Carousel; Kid's Stuff; Sherwin-Williams; Malric's Stationers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Switchyard	NA	Blouin's IGA Mkt., V&S Pharmacy
Redwood Plz.	NA	Janson's Sporting Goods
Highgate Plz.(12)	NA	Woolworth, Kinney Drugs, Martin's
St. Albans(15)	NA	JCPenney, Ben Franklin, Grand Union

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Wed., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety Stores-Ben Franklin; Woolworth.
Discount Stores-Ames; Kinney Drug; Brooks.
Chain Supermarkets-Grand Union; Martin's; Blouin's IGA.

14 - NEWSPAPERS: MESSENGER (e) 4,780; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Jeremy Reed, Adv. Mgr., MESSENGER, 281 N. Main St., St. Albans, VT 05478; Tel. (802) 524-2104.
National Representative: None.

ST. JOHNSBURY

1 - LOCATION: Caledonia County, E&P Map C-3, County Seat. Shipping ctr. for Caledonia and Essex Counties; dairy area; maple sugar ctr.; NE part of state; U.S. Hwys. 2, 5, I-91; I-93; 188 railroad mi. from Boston, MA; 317 mi. from NYC.

2 - TRANSPORTATION: **Railroads**-Canadian Pacific; Maine Central.
Motor Freight Carriers-4.
Intercity Bus Lines-Vermont Transit.

3 - POPULATION:
Corp. City 80 Cen. 7,938; E&P 88 Est. 7,790
CZ-ABC: (80) 7,938
RTZ-ABC: (80) 50,790
County 80 Cen. 25,784; E&P 88 Est. 26,981
City & RTZ-ABC: (80) 58,728

4 - HOUSEHOLDS:
City 80 Cen. 3,131; E&P 88 Est. 2,746
CZ-ABC: (80) 3,131
RTZ-ABC: (80) 17,943
County 80 Cen. 9,225; E&P 88 Est. 9,985
City & RTZ-ABC: (80) 21,074

5 - BANKS	NUMBER	DEPOSITS
Savings	N.A.	$402,000,000

6 - PASSENGER AUTOS: 316,502 (statewide)

7 - ELECTRIC METERS: Residence 6,048

8 - GAS METERS: Residence 842

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Scales 700; Freight 118; Paper 600; Tap & Die Workers 300; Maple Prods. 100; Sand & Gravel 325; Electronics 345.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-54; Summer 54-90; Fall 36-57; Winter 7-28. First killing frost, Sept. 20; last killing frost, May 25.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-2 blocks on Railroad St.; 3 on Eastern Ave.; 1 on Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Green Mountain Mall(8)	NA	Fayva, Radio Shack
St. Johnsbury Plz.	NA	P&C Supermkt.

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Hoveys; JCPenney; Ben Franklin.
Variety Stores-Brooks Drugs.
Discount Stores-Ames; Zayre.
Chain Supermarkets-Shop & Save 3; P&C.
Other Chain Stores-Sears; Aubuchon Hdwe.; Fayva; Radio Shack; Sunshine Boutique; B&B Sales.

14 - NEWSPAPERS: CALEDONIAN-RECORD (e) 9,931; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: John E. Byrne, Gen. Mgr., CALEDONIAN-RECORD, 25 Federal St., St. Johnsbury, VT 05819; Tel. (802) 748-8121.
National Representative: Landon Associates.

WHITE RIVER JUNCTION, VT
See LEBANON

VIRGINIA SURVEYS

METROPOLITAN STATISTICAL AREAS

Charlottesville-Charlottesville city; Albemarle, Fluvanna and Greene Counties.
Danville-Danville city; Pittsylvania County.
Johnson City-Kingsport-Bristol, TN-VA-Carter, Hawkins, Sullivan, Unicoi and Washington Counties, TN; Bristol city, Scott and Washington Counties, VA
Lynchburg-Lynchburg city; Amherst and Campbell Counties.
Norfolk-Virginia Beach-Newport News-Chesapeake, Hampton, Newport News, Norfolk, Poquoson, Portsmouth, Suffolk, Virginia Beach and Williamsburg cities; Gloucester, James City and York Counties.
Richmond-Petersburg-Colonial Heights, Hopewell, Petersburg and Richmond cities; Charles City, Chesterfield, Dinwiddie, Goochland, Hanover, Henrico, New Kent, Powhatan and Prince George Counties.
Roanoke-Roanoke and Salem cities; Botetourt and Roanoke Counties.
Washington, DC-MD-VA-District of Columbia; Alexandria, Fairfax, Falls Church, Manassas and Manassas Park cities, VA; Arlington, Fairfax, Loudoun, Prince William and Stafford Counties, VA; Calvert, Charles, Frederick, Montgomery, and Prince George's Counties, MD

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1989
Under 5 Years	392	369	494
5-14 Years	930	818	881
15-24 Years	882	1,036	992
25-44 Years	1,164	1,591	2,127
45-64 Years	917	1,043	1,085
65 and Over	367	505	508
TOTAL	4,652	5,362	6,087

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1989 Est.
Bldg. Mat./Hdwr	813	1,066	2,443

General Mdse	2,215	2,868	5,197
Food	3,712	5,735	9,316
Automobiles	3,520	4,541	10,591
Gasoline Stations	1,481	2,394	2,911
Apparel	729	1,227	2,141
Furniture	740	1,135	2,525
Eat Drink Places	1,239	2,111	3,872
Drugs	591	875	1,570
TOTAL SALES	16,545	24,706	44,494

ALEXANDRIA

1 - LOCATION: Independent City connected with Arlington and Fairfax Counties (In Washington, DC-MD-VA-MSA). E&P Map E-1. Residential center, 6 mi. S of Washington, DC. On Potomac River and U.S. Hwy. 1.

2 - TRANSPORTATION: **Railroads**-A.C.L.; C&O; N&W; Richmond, Fredericksburg & Potomac; Southern; Washington; B&O; Conrail; Amtrak; Chessie.
Motor Freight Carriers-41.
Intercity Bus Lines-Richmond Greyhound; Metro Bus; Continental Trailways; Gold Line; Colonial Transit.
Airlines-Major airlines. National Airport in Arlington.

3 - POPULATION:
Corp. City 80 Cen. 103,002; E&P 88 Est. 105,057
Counties 80 Cen. 753,480; E&P 88 Est. 927,862
Arlington 80 Cen. 152,541; E&P 88 Est. 149,401
Fairfax 80 Cen. 600,939; E&P 88 Est. 778,461
MSA 80 Cen. 3,258,724; E&P 88 Est. 3,584,547
NDM-ABC: (80) 103,217

4 - HOUSEHOLDS:
City 80 Cen. 49,004; E&P 88 Est. 53,683
Counties 80 Cen. 276,781; E&P 88 Est. 359,025
Arlington 80 Cen. 71,615; E&P 88 Est. 73,069
Fairfax 80 Cen. 205,166; E&P 88 Est. 285,956
MSA 80 Cen. 1,173,172; E&P 88 Est. 1,346,531
NDM-ABC: (80) 49,004

5 - BANKS	NUMBER	DEPOSITS
Commercial	14	$7,000,000,000
Savings & Loan	9	$4,100,000,000

6 - PASSENGER AUTOS: Counties: Arlington 116,263; Fairfax 554,816

7 - ELECTRIC METERS: Residence 32,373; MSA 873,200

8 - GAS METERS: Residence 18,361; MSA 565,320

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronics 850; Iron Works 200; Dairy Prods. 365; Paper Cups 150; Shades & Awnings 200; Concrete Prods. 170; Servs. 14,000; Whol. & Ret. Trade 13,000; Gov't 8,000; Trans. & Public Util. 5,000.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 66-90; Fall 58-71; Winter 20-45. First killing frost, Nov. 27; last killing frost, Mar. 10.

11 - TAP WATER: Slightly alkaline, medium soft.

12 - RETAILING: **Principal Shopping Centers**-9 blocks on King St.; 5 on Washington St.; 10 on Mt. Vernon Ave; Landmark Center.
Neighborhood Shopping Centers-Braddocks and Seminary Rds.; Mt. Vernon Ave. and Russell Rd.; 600 block, Belle View Blvd.; N. Kings Hwy. (Jefferson Manor); Tavern Square; Duke St.; Landmark; Springfield Mall; Hybla Valley Plaza; Woodlawn; Ingelside Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arlandria(35)	3	Kinney
Beacon Mall(28)	6	Giant Food
Belle View(30)	2	Safeway, People's Drugs
Farlington(12)	3	NA
Hollin Hall(9)	5	Drug Fair
Penn Daw(10)	4	Dart Drugs, K mart, Grand Union
Virginia Plaza(19)	NA	Hecht's, Evan Products

Principal Shopping Days-Department Stores-Mon., Fri., Sat.; Food-Fri., Sat.
Stores Open Evenings-Dept.-Thur., Fri.; Food every evening.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Hecht; Montgomery Ward; Woodward & Lothrop; Garfinckels.
Discount Stores-Luskin Sales; Zayre; Memco; K mart; Evans; Best.
Variety Stores-G.C. Murphy; H.L. Green.
Chain Drug Stores-Peoples 31; Drug Fair 13; Dart 10; Luskin 2; Revco.
Chain Supermarkets-Acme 2; Safeway 14; IGA 2; A&P 2; Giant 8; Cook 2; Basics.
Other Chain Stores-Lerner's (Ladies); Pep Boys; Penn-Jersey; Hi-Gear (Automotive); Western Auto; Goodyear; Talbots; Castlebergs; MTW; Market Tire.

14 - NEWSPAPERS: JOURNAL (m-mon to fri) 5,200; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Michael Veitch, V.P. Sales & Mktg., JOURNAL, Springfield, VA 22159; Tel. (703) 750-8100.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ARLINGTON

1 - LOCATION: County seat in Arlington County. (In Washington, DC-MD-VA MSA). E&P Map E-1. This Northern Virginia trading area is central to Arlington and Fairfax Counties and the cities of Falls Church and Alexandria. Residential center, immediately W and S of Washington, DC, on the Potomac River and Hwys. 1, 50, 29-211, Interstate 66, Capital Beltway, and access road to Dulles International Airport.

2 - TRANSPORTATION: **Motor Freight Carriers**-41.
Intercity Bus Lines-Greyhound; Trailways; Gold Line; Colonial Transit.
Airlines-Major national and international airlines at Washington, DC.

3 - POPULATION:
Corp. City/County 80 Cen. 152,541; E&P 88 Est. 149,401
MSA 80 Cen. 3,258,724; E&P 88 Est. 3,584,457
JOURNAL
NDM-ABC: (80) 152,599

4 - HOUSEHOLDS:
City/County 80 Cen. 71,615; E&P 88 Est. 73,069
MSA 80 Cen. 1,112,579; E&P 88 Est. 1,346,531
JOURNAL
NDM-ABC: (80) 71,615

5 - BANKS	NUMBER	EST. DEP.
Commercial	17	$500,000,000
Savings & Loan	13	$150,000,000

6 - PASSENGER AUTOS: County 116,263

7 - ELECTRIC METERS: Residence 138,470; MSA 873,200

8 - GAS METERS: Residence 96,886; MSA 565,320

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Ret. Trade 22,950; Electronic Research 16,675; Trans. & Public Util. 14,850; Constr. 14,000; Fin., Ins. & R.E. 5,500; Mfg. Prods. 4,575; Whol. 4,300; Gov't 9,400; Total Private Ind. 92,300; Federal Gov't 101,550 (Military Personnel undisclosed); Total 193,850 plus Military.
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 66-90; Fall 50-71; Winter 20-45. First killing frost, Nov. 27; last killing frost, Mar. 10.

11 - TAP WATER: Slightly alkaline, medium soft.

12 - RETAILING:
Arlington County-Buckingham; Cherrydale; Clarendon; Columbia Pike; Courthouse; Crystal City; East Falls Church; Harrison-Lee; Jeff Davis; Lee; Lexington; North Arlington; Parkington; Rosslyn; Shirlington; South 23rd St.; Virginia Square; Washington-Lee; Westover.
Fairfax County-Tyson's Corner; Springfield Mall; Landmark Center; Seven Corners; McLean; Herndon; Vienna; Fairfax City; Centerville; Clifton; Merrifield; Graham Road; Jefferson Village; Falls Church-Downtown West End; Falls Plaza; Willston; Culmore; Bailey's Crossroads; Annandale; Lincolnia; Springfield; Franconia; Jefferson Manor; Belle View and Hollin Hall; Fair Oaks Mall.
Principal Shopping Days-Dept. Stores-Mon., Fri., Sat.; Food-Thur., Fri., Sat.
Stores Open Evenings-Most open every evening.

13 - RETAIL OUTLETS: Department Stores-Hecht 3; Woodward & Lothrop 3; Sears 3; Garfinckel's 4; Montgomery Ward 2; JCPenney 2; Lord & Taylor 2; Bloomingdale's.
Variety Stores-Ayers; Ben Franklin 2; Gregg; McCrory; Murphy; Robertson's; Super Giants.
Discount Stores-Zayre; K mart; Woolco; Bradlees.
Chain Drug Stores-Peoples 24; Drug Fair 22; Dart 17; Preston's 2; Standard.
Chain Supermarkets-A&P 8; Giant Foods 21; 7-Eleven 41; Safeway 37; High's Dairy 28; Westmont 2.
Other Chain Stores-Hahn's Shoe 5; Lerner's 3; Penn Jersey 3; Western Auto 3; National Shoe 2; Firestone; Goodrich Market Tire; Goodyear; Panelrama.

14 - NEWSPAPERS: NORTHERN VIRGINIA SUN (m) 10,524; Sept. 30, 1987 CAC.
Local Contact for Advertising and Merchandising Data: Danial King, Adv. Dir., NORTHERN VIRGINIA SUN, 1227 N. Ivy St., Arlington, VA 22201; Tel. (703) 524-3000.
National Representative: Landon Associates.
ARLINGTON JOURNAL (m-mon to fri) 8,461; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Geoffry Edwards, Pub., The Journal Newspapers, Springfield, VA 22159; Tel. (703) 750-8100.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.
USA TODAY (m-mon to fri) 1,345,721; Mar. 27, 1988 ABC.
Note-USA TODAY is distributed nationally.
Local Contact for Advertising and Merchandising Data: Jack Dickman, Vice Pres.-Adv., USA TODAY, Box 500, Washington, DC 20044; Tel. (703) 276-3400; New York Office: Valerie Salembier, Adv. Dir., 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5350.
National Representative: USA TODAY New York Office with branches in Chicago, Los Angeles, Detroit and San Francisco.

BLUEFIELD, VA

See BLUEFIELD, WV

BRISTOL, VA-TN

1 - LOCATION: Independent City in Washington County, VA & city in Sullivan County, TN (In Johnson City-Kingsport-Bristol, TN-VA MSA). E&P Map B-3 and Map (TN) F-1. Bristol is on the Tennessee-Virginia State line running through center of city, 110 airline mi. NE, and 125 rail mi. from Knoxville, TN, 150 mi. W of Roanoke, VA. On U.S. Hwys. 11, 19, 58, 421 & I-81.

2 - TRANSPORTATION: **Railroads**-Norfolk; Southern Railways (Southern Railway to South western Virginia coal fields).
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Yellow Coach; Bristol-Jenkins; Continental Tennessee Trailway; City Bus System.
Airlines-Piedmont; USAir; Atlantic Southeast; American Eagle; Eastern Metro.

3 - POPULATION:
Corp. Cities 80 Cen. 43,028; E&P 88 Est. 43,745
Bristol, TN 80 Cen. 23,986; E&P 88 Est. 25,351
Bristol, VA 80 Cen. 19,042; E&P 88 Est. 18,394
CZ-ABC: (80) 50,089
RTZ-ABC: (80) 267,515
Counties 80 Cen. 190,770; E&P 88 Est. 197,851
Sullivan, TN 80 Cen. 144,021; E&P 88 Est. 147,852
Washington, VA 80 Cen. 46,749; E&P 88 Est. 49,999
MSA 80 Cen. 434,305; E&P 88 Est. 459,962
City & RTZ-ABC: (80) 317,604
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 16,543; E&P 88 Est. 17,564
Bristol, TN 80 Cen. 9,305; E&P 88 Est. 8,763
Bristol, VA 80 Cen. 7,238; E&P 88 Est. 8,801
Counties 80 Cen. 67,888; E&P 88 Est. 71,947
Sullivan, TN 80 Cen. 52,022; E&P 88 Est. 55,480
Washington, VA 80 Cen. 15,866; E&P 88 Est. 16,467
CZ-ABC: (80) 18,935
RTZ-ABC: (80) 91,241
MSA 80 Cen. 154,169; E&P 88 Est. 168,763
City & RTZ-ABC: (80) 110,176

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: Sullivan Co. (TN) 124,054; Washington Co. (VA) 31,071, Bristol City (VA) 11,700

7 - ELECTRIC METERS: Residence 34,919; Bristol, VA 12,092; Bristol, TN 22,827

8 - GAS METERS: Residence 3,673

9 - PRINCIPAL INDUSTRIES: Food; Textile; Chem.; Metal Work; Electronics; Wood Works; Printing & Pub.; Stone, Clay & Glass Prods.; Mining Equip.
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-92; Summer 52-93; Fall 6-86; Winter 4-75. First killing frost, Oct. 12; last killing frost, Apr. 18.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Downtown Shopping Center**-16 blocks on State St.; 3 on Shelby St.; 2 on Moore St.; 2 on Pennsylvania Ave.; 2 on 6th & 7th Sts.; 2 on Piedmont St. & Commonwealth Ave.
Neighborhood Shopping Centers-Lee Garden Section; Cedar Valley; Edgemont; Hill's Shpg. Ctr.; Bristol Mall, Gate City Hwy. & I-81. Approx. 70 stores. K mart, Bountville Hwy.; K mart, Volunteer Pkwy.; Little Creek Shpg. Ctr., Euclid Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southside	2	Winn-Dixie
Bristol Plaza(9)	2	Kroger, SupeRx
Giant Plaza South	1	Giant, Revco
Hills Volunteer	2	Hills
Giant Plaza West	1	Giant, Revco
Southgate	2	Kroger, SupeRx, K mart
Westridge Plz (9)	1	Wal-Mart, Food Lion
Food Lion/Lee Hwy.(5)	3	Food Lion, Revco

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Downtown-Fri.; Major food & chain drug-Mon. through Fri.; Bristol Mall Merchants and Discount Stores-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Parks-Belk; JCPenney; Sears; Millers.
Discount Stores-Hills; J&M Wholesale Co.; K mart 2; Wal-Mart.
Variety Stores-Woolworth; Dollar General; Family Dollar 2.
Chain Drug Stores-Revco 4; SupeRx 2; Eckerd 2.
Chain Supermarkets-Kroger 2; Winn-Dixie 2; Thrifty 2; Hurt's; Food City 2; Food Country 2; Food Lion 2.
Other Chain Stores-Lerner's (women's); Lowes; Firestone; Free Service; Zale's; Pic Way Shoe; Paty; Singer Co.; Advance Auto 2; Western Auto; Ball Bros. Furn.; Sherwin-Williams; Spencer; Rush Electronics; Hofheimers Shoes; Pappagallo; Ormonds; Hanover Shoes; Gordon Jewelry; Kinney Shoes; Radio Shack; Brooks Fashion; Butler Shoes; Port 'o' Call Records; Goody's; Sidney's; Hip Pocket; Shoe Show; Foxmoor; Worth's; B. Dalton; On Stage; Circus World.

14 - NEWSPAPERS: HERALD-COURIER VIRGINIA-TENNESSEAN (all day-mon to fri) 42,708; (m-sat) 42,408; (S) 44,021; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Lee Owens, Adv. Dir., HERALD-COURIER VIRGINIAN-TENNESSEAN, 320 Morrison Blvd., Bristol, VA 24201; Tel. (703) 669-2181.
National Representative: Branham/Newspaper Sales.

CHARLOTTESVILLE

1 - LOCATION: Independent City connected with Albemarle County (In Charlottesville MSA). E&P Map D-2. County Seat. Univ. and agric. mfg. ctr. 133 mi. by rail & 117 hwy. mi. S of Washington, DC; 66 mi. W of Richmond, VA. On U.S. Hwy. 29 N & S; U.S. Hwy. 250 E & W & State Hwy. 20; I-64.

2 - TRANSPORTATION: **Railroads**-Southern; C&O.
Motor Freight Carriers-5.
Airlines-Piedmont; USAir; American; United Express; Continental Express.

3 - POPULATION:
Corp. City 80 Cen. 39,884; E&P 88 Est. 41,949
NDM-ABC: (80) 155,159
County 80 Cen. 56,186; E&P 88 Est. 63,830
MSA 80 Cen. 114,053; E&P 88 Est. 124,972

4 - HOUSEHOLDS:
City 80 Cen. 15,706; E&P 88 Est. 16,066
NDM-ABC: (80) 54,424
County 80 Cen. 18,561; E&P 88 Est. 21,608
MSA 80 Cen. 40,241; E&P 88 Est. 44,279

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$1,904,865,000
Savings & Loan	4	$203,000,000

6 - PASSENGER AUTOS: County 45,048; City 22,905

7 - ELECTRIC METERS: Residence 28,439

8 - GAS METERS: Residence 11,010

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Univ. Research & Medical Ctr. 5,500; Electronic Equip. 3,049; Frozen Foods 1,450; Nylon & Rayon Acetate 1,100; Office Record Equip. 800.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 50-92; Fall 35-85; Winter 10-65. First killing frost, Nov. 24; last killing frost, Apr. 5.

11 - TAP WATER: pH7; very soft (less than 2 gpg); fluoridated (1 ppm).

12 - RETAILING: **Principal Shopping Center**-10 blocks on E. Main St.
Neighborhood Shopping Centers-Univ., W. Main St.; K mart, Univ. Shpg. Ctr., Ivy Sq., Woodbrook; Preston Plz., Meadowbrook.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Albermarle Sq.(41)	NA	Safeway, Rite Aid
Barracks Rd.(64)	NA	Superfresh
Charlottesville Fashion Sq.(75)	NA	JCPenney, Leggett, Miller & Rhoads, Sears

Shoppers World(20)	NA	Dart Drug, Superfresh
Seminole Sq.(6)	NA	Giant Foods, Bradlees
Willoughby	NA	Holdrens, Food Lion
River Bend	NA	Hecks, Food Lion

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Downtown-Fri., Barracks Rd - Mon. through Fri.

Stores Open Sundays-Food and drug stores.

13 - RETAIL OUTLETS: **Department Stores**-Miller & Rhoads 2; Sears; K mart; Leggett 2; JCPenney.

Chain Drug Stores-Standard; Peoples; Dart; Rite Aid; Revco.

Chain Supermarkets-Safeway 3; Superfresh; Kroger; Reid Super Save 2; IGA 2; Food Lion 3; Giant.

Other Chain Stores-Kane Furn.; H&M Shoe 3; A&N 2; Advance; Rose's; Woolworth; Firestone 4; Glassner 3; Moores; Lowes; Best Prods.; Grand Piano & Furniture.

14 - NEWSPAPERS: PROGRESS (e) 31,307; (S) 33,199; Mar. 31, 1988 ABC.

Local Contact for Advertising and Merchandising Data: Martin L. White, Adv. Dir., PROGRESS, PO Box 9030, Charlottesville, VA 22902; Tel. (804) 978-7220.

National Representative: Landon Associates.

CHRISTIANSBURG

1 - LOCATION: In Montgomery County. County Seat. E&P Map C-3. 200 mi. SW of Richmond. On Route 460.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western.

Motor Freight Carriers-United Parcel; Purolator Service.

Intercity Bus Lines-Greyhound; Trailways.

Airlines-Piedmont; Eastern.

3 - POPULATION:

Corp. City 80 Cen. 10,345; E&P 88 Est. 13,493

County 80 Cen. 63,635; E&P 88 Est. 69,239

4 - HOUSEHOLDS:

City 80 Cen. 3,929; E&P 88 Est. 5,298

County 80 Cen. 20,831; E&P 88 Est. 22,266

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	6	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 41,366.

7 - ELECTRIC METERS: Residential Appalachian Power 23,950; V.P.I. 4,500.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Furn.; Arsenal; Electric Tech.; A.T.&T.; Harvey Hubbell, Inc.; Federal Mogul Corp.; Inland Motors; Christiansburg Garment; Lynchburg Foundry; Poly-Scientific; Volvo-White Truck Corp.; New River Textiles.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 70-90; Fall 50-75; Winter 0-40. First killing frost, Sept. 20; last killing frost, May 15.

11 - TAP WATER: Hard & alkaline.

12 - RETAILING: **Principal Shopping Center**-University Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
University(36)	1	
Gables(21)		Leggetts
Blackbury Sq.(4)		Lowes Foods
Hills(5)	9	Hills
Northgate Vlg.(7)	4	Food World, Rose's

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Discount Stores**-National Stores; K mart; Pic 'N Pay Shoes; Hills; Family Dollar; Rose's.

Variety Stores-Fenton Hdwe.; Pic 'N Save.

Chain Drug Stores-Eckerd; Peoples; Revco.

Chain Supermarkets-Kroger; Lowes; Food Lion; Harris-Teeter.

Other Chain Stores-Sears; Heironimus; Leggetts.

14 - NEWSPAPERS: NEWS MESSENGER (e-tues to fri) 7,100; (S) 7,300; sworn Sept. 30, 1987.

Local Contact for Advertising and Merchandising Data: Shelby Roope, Adv. Dir., NEWS MESSENGER, PO Box 419, Christiansburg, VA 24073; Tel. (703) 382-6171.

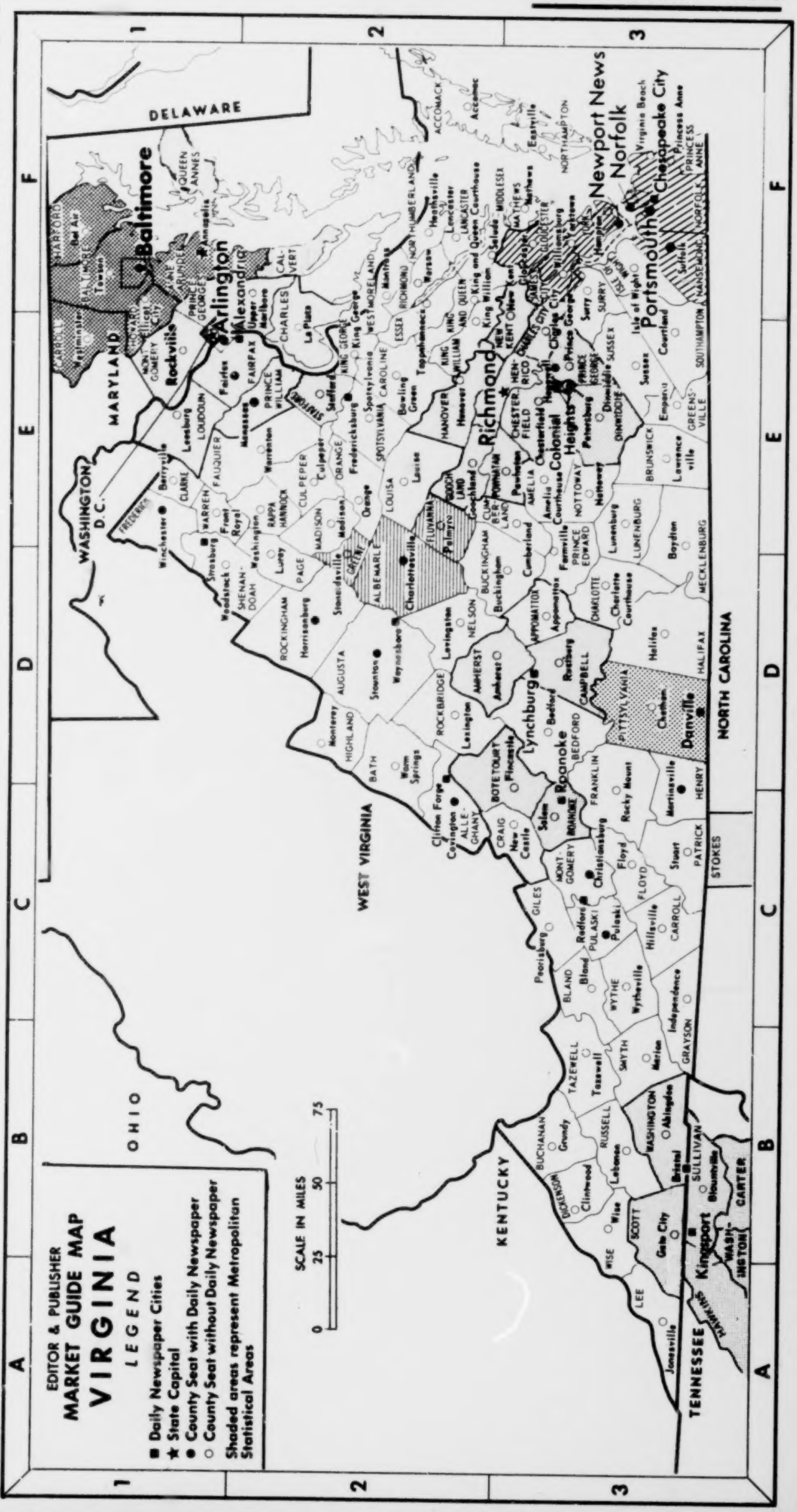
National Representative: Landon Associates.

CLIFTON FORGE

1 - LOCATION: Independent City; Connected with Alleghany County, E&P Map D-2; 49 mi. N of Roanoke. On U.S. Hwys. 60, 220, I-64.

2 - TRANSPORTATION: **Railroads**-Railroad junction on C & O, terminal for 3 divisions.

Motor Freight Carriers-17.


EDITOR & PUBLISHER
MARKET GUIDE MAP
VIRGINIA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
25
50
75
A
B
C
D
E
F
1
2
3
DELAWARE
MARYLAND
WASHINGTON D.C.
WEST VIRGINIA
OHIO
KENTUCKY
TENNESSEE
NORTH CAROLINA
Baltimore
Rockville
Arlington
Alexandria
Richmond
Colonial Heights
Lynchburg
Roanoke
Danville
Newport News
Norfolk
Portsmouth
Chesapeake City
Virginia Beach
Hampton
Petersburg
Charlottesville
Harrisonburg
Staunton
Waynesboro
Winchester
Fredericksburg
Christiansburg
Clifton Forge
Covington
Salem
Pulaski
Radford
Bristol
Kingsport
Martinsville
Lexington
Front Royal
Culpeper
Fairfax
Manassas
Warrenton
Leesburg
Williamsburg
Suffolk
Hopewell
Abingdon
Marion
Wytheville
Galax

Intercity Bus Lines-Greyhound; Trailways.
Airlines-Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 5,046; E&P 88 Est. 4,379
County 80 Cen. 14,362; E&P 88 Est. 15,265

4 - HOUSEHOLDS:
City 80 Cen. 1,896; E&P 88 Est. 1,906
County 80 Cen. 4,851; E&P 88 Est. 5,399

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$80,000,000
Savings & Loan	1	$7,344,534

6 - PASSENGER AUTOS: City 2,855; County 10,037

7 - ELECTRIC METERS: Residence 2,016

8 - GAS METERS: Residence 1,940

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-R.R. 1,000; Rubber 550; Dental Mfg. 100; Knitwear Mfg. 475; Hospital 600; An. Payroll $15,000,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-85; Summer 52-95; Fall 17-85; Winter 10-75. Elevation-1,065 to 1,200 ft.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Oak Hill(5)	NA	SupeRx, Kroger

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Variety Stores**-Dollar General; Super Dollar; Family Dollar.
Chain Drug Stores-SupeRx; Thrift.
Chain Supermarkets-A&P; Kroger; Safeway.
Other Chain Stores-Sears (catalog); Western Auto; Goodyear; Cato's; TV Stamps.

14 - NEWSPAPERS: REVIEW (e) 3,300, sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: George Rumpf, Pub., REVIEW, 505 Loop St., PO Box 542, Clifton Forge, VA 24422; Tel. (703) 862-4139.
National Representative: General Advertising Service.

COVINGTON

1 - LOCATION: Independent City in center of Alleghany County, E&P Map C-2, County Seat. On Jackson River, tributary of James River. On U.S. Hwys. 60, 220, I-64; State Hwy. 18.

2 - TRANSPORTATION: **Railroads**-CSX; Railpax.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,059; E&P 88 Est. 7,441
CZ-ABC: (80) 9,063
Bal. in NDM-ABC: (80) 25,239
County 80 Cen. 14,362; E&P 88 Est. 15,265
Total NDM-ABC: (80) 34,302
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,511; E&P 88 Est. 3,590
CZ-ABC: (80) 3,511
Bal. in NDM-ABC: (80) 8,708
County 80 Cen. 4,851; E&P 88 Est. 5,399
Total NDM-ABC: (80) 12,219

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$732,000,000
Savings & Loan	1	$350,000,000

6 - PASSENGER AUTOS: County 10,037

7 - ELECTRIC METERS: Residence 3,600

8 - GAS METERS: Residence 4,235

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper 1,825 ($255); Synthetic Fiber 800 ($190).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-80; Summer 70-95; Fall 35-85; Winter 10-70.

11 - TAP WATER: Medium alkaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mallow Mall(13)	NA	K mart, Thrift Drug
Red Oak(6)	NA	Krogers, SupeRx, Roses, Family Dollar

Principal Shopping Days-Thur. through Sun.
Stores Open Evenings-Groceries-Thur. & Fri.; dept., furn. & jewelry-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Leggetts; JCPenney; Sidney's; Dollar General; Aides; K mart; Rose's.
Chain Drug Stores-SupeRx; Thrift; Revco.
Chain Supermarkets-Kroger; Food Lion; Mick-or-Mack.

14 - NEWSPAPERS: VIRGINIAN (e) 8,351, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Robert S. Tucker, Gen. Mgr., VIRGINIAN, 343 Monroe Ave., Covington, VA 24426; Tel. (703) 962-2121.
National Representative: Landon Associates.

CULPEPER

1 - LOCATION: Culpeper County, County Seat. E&P Map E-2. Manufacturing and agricultural center NW portion of state. 65 mi. SW of Washington, DC; 85 mi. NW of Richmond, VA.

2 - TRANSPORTATION: **Railroads**-Southern.
Intercity Bus Lines-Trailways; Greyhound.
Motor Freight Carriers-15.

3 - POPULATION:
Corp. City 80 Cen. 6,621; E&P 88 Est. 7,118
County 80 Cen. 22,639; E&P 88 Est. 23,655
NDM-ABC: (80) 56,412

4 - HOUSEHOLDS:
City 80 Cen. 2,611; E&P 88 Est. 2,794
County 80 Cen. 7,605; E&P 88 Est. 8,320
NDM-ABC: (80) 18,680

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$75,648,053
Savings & Loan	1	$124,700,000

6 - PASSENGER AUTOS: County 18,284

7 - ELECTRIC METERS: Residence County 3,914

8 - GAS METERS: Residence 2,479

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Metal Working & Casting 1,195; Sewing 480; Light Mfg. 735; Highway & Commun. 570.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Mean Temp.-Summer 76; Winter 35. First killing frost, Sept. 25; last killing frost, Apr. 16.

11 - TAP WATER: Soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Meadowbrook	NA	Food Lion, Revco, Aides
Dominion Sq	NA	Leggett, Roses
Southgate(18)	1	People's Drug, Safeway, Jamesway

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Dept.

13 - RETAIL OUTLETS: **Department Stores**-Leggetts; Lerner's; Fashion Shop; Rose's; Fashion Bug; Fashion Ctr.
Variety Stores-Newberry; G.C. Murphy; Aides; Jamesway.
Chain Supermarkets-Safeway; A&P; Food Lion; Sun Foods.
Chain Drug Stores-Drug Fair; Peoples; Revco.
Other Chain Stores-Firestone; A&N Men's Clothing; Sears (catalog).

14 - NEWSPAPERS: STAR-EXPONENT (m) 7,841; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Linda Ryder, Adv. Dir., STAR-EXPONENT, 122 W. Spencer St., Culpeper, VA 22701; Tel. (502) 825-0771.
National Representative: Landon Associates.

DANVILLE

1 - LOCATION: Independent City connected with Pittsylvania County (MSA). E&P Map D-3, industrial center 50 mi. N of Greensboro, NC; 70 mi. S of Lynchburg; 150 mi. from Richmond. On U.S. Hwys. 29, 58, 360; State Hwy. 86.

2 - TRANSPORTATION: **Railroads**-Norfolk/Southern; Carolina & Northwestern.
Intercity Bus Lines-Greyhound; Trailways; Silver Fox; Safety.
Airlines-Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 45,669; E&P 88 Est. 44,431
CZ-ABC: (80) 62,550
RTZ-ABC: (80) 72,271
County 80 Cen. 66,276; E&P 88 Est. 68,016
MSA 80 Cen. 111,945; E&P 88 Est. 112,447
City & RTZ-ABC: (80) 134,821

4 - HOUSEHOLDS:
City 80 Cen. 17,511; E&P 88 Est. 17,655
CZ-ABC: (80) 23,474
RTZ-ABC: (80) 23,802
County 80 Cen. 22,147; E&P 88 Est. 24,002
MSA 80 Cen. 39,658; E&P 88 Est. 41,657
City & RTZ-ABC: (80) 47,276

5 - BANKS	**NUMBER**	**DEPOSITS**
National	2	$696,084,000
State	5	(incl. above)

6 - PASSENGER AUTOS: County 42,611; City 33,002

7 - ELECTRIC METERS: Residence 39,000

8 - GAS METERS: Residence (Nat. Gas) 16,273

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles 8,297; Tobacco 2,196; Lumber & Wood Prods. 166; Comm. Steel Saw 527; Glass 740; Apparel 1,213; Rubber Prods. 2,250; Food Prods. 352; Printing & Pub. 220; Mobile Homes 228.

10 - CLIMATE: Av. An. Temp.-58

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Sherwood(21)	2	Sherwood House Furn.
Danville Plz.(7)	3	Value City, Harris Teeter
Riverside(29)	3	Winn-Dixie, SupeRx
K mart	3	K mart, Food Lion
Ballou Park	5	Food Lion, G.C. Murphy, Peebles
Dan River Plz.(4)	6	Eckerd, Family Dollar, Kroger
Nor-Dan(18)	7	Farmers Food, Winn-Dixie
Fairgrounds Plz.(9)	3	Heck's, SupeRx Kroger
North Danville(8)	4	Old Dutch Mkt.
Piney Forest(3)	6	Food Lion, Revco
Cain Creek(5)	5	Family Dollar, Winn-Dixie
Piedmont Mall		Belk-Leggett, JCPenney, Hills, Globman's

Principal Shopping Days-Thur. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Peebles; Leggetts; JC Penney; Sears.
Variety Stores-Woolworth; G.C. Murphy.
Chain Drug Stores-Johnson Rexall; Peoples; Revco 4; SupeRx 4; Thrift; Johnson Drug; Professional Phcy. 2; Eckerd 2; K mart.
Discount Stores-K mart; Value City; Heck's; Hills.
Chain Supermarkets-Old Dutch 5; Winn-Dixie 3; Piggly Wiggly; Harris Teeter; Food Lion 3; Farmers Food; Eddie's 2; Kroger 2.
Other Chain Stores-Diana Shop; Eleanor; Sherwin-Williams 2; Pic-Way; Goodyear; PPG Paint; Schewel's Furn.; Advance; Olan Mills; Glen More.

14 - NEWSPAPERS: REGISTER (m-mon to fri) 7,746; BEE (e-mon to fri) 18,121; REGISTER (m-sat) 22,538; (S) 29,126; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: George L. Robinette, Adv. Dir., REGISTER and BEE, 700 Monument St., Danville, VA 24541; Tel. (804) 793-2311.
National Representative: Landon Associates.

FREDERICKSBURG

1 - LOCATION: Independent City connected with Spotsylvania County, E&P Map E-2. Eastern section of state; 54 mi. S of Washington, DC; 55 mi. N of Richmond on No. 1 Hwy.; Interstate 95. 23 mi. S of Quantico Marine Corps School Base; 30 mi. W of Dahlgren Naval Surface Weapons Center and 10 mi. N of Fort A.P. Hill.

2 - TRANSPORTATION: **Railroads**-Richmond; Fredericksburg and Potomac; ACL; Seaboard.
Motor Freight Carriers-25.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 15,228; E&P 88 Est. 20,261
NDM-ABC: (80) 118,674
County 80 Cen. 34,904; E&P 88 Est. 39,024

4 - HOUSEHOLDS:
City 80 Cen. 5,927; E&P 88 Est. 7,999
County 80 Cen. 10,860; E&P 88 Est. 12,526
NDM-ABC: (80) 38,193

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	12	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 35,868; City 12,380

7 - ELECTRIC METERS: City and 4 adjacent counties 62,544

8 - GAS METERS: Residence 12,175

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric., Forestry & Fishing 206; Constr. 2,880; Mfg. 4,252; Trans., Commun. & Public Util. 1,492; Whol. Trade 1,370; Ret. Trade 10,387; Fin., Ins. & Real Estate 1,265; Servs. 7,361; State, Local & Federal Gov't 9,852.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-82; Summer 53-105; Fall 40-80; Winter 10-60. First killing frost, Oct. 15; last killing frost, May 1.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Caroline St., 3 on William St., Downtown.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Park & Shop(27)	2	Giant Food, Rose's
Fredericksburg(12)	2	McCrory's
Greenbrier(20)	2	K mart
Spotsylvania Mall(100)	3	Sears, Mont. Ward, JCPenney, Leggett
4-Mile Fork(10)	4	Nichols, Peoples
Westwood Ctr.(15)	2	Peoples, Safeway
Village Square(14)	3	Standard Drug Warehouse Food
Chancellor Ctr.(10)	4	Nichols, Food Lion
Spotsylvania Crossing(8)	4	Bradlees, Giant Food
Breezewood(12)	5	Standard Drug
Woodlawn Vlg.(10)	3	Revco, Food Lion

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur. & Fri.; Shpg. Ctrs.-6 nights.
Stores Open Sundays-Drug, Food & some Dept. stores.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Montgomery Ward; Sears; Leggetts; Ames; Bradlees.
Variety Stores-Woolworth; McCrory; Ben Franklin; Roses; Dollar General 3.
Discount Stores-Nichols 2; K mart.
Chain Drug Stores-Peoples 6; Rite Aid 3; Standard 2; Revco.
Chain Supermarkets-Safeway 3; Bon Food; Giant 3; Food Lion 3; Warehouse Food Market.
Other Chain Stores-Firestone 2; A&N 2; Sherwin-Williams; Radio Shack 2; W.R. Blair; Lowes; 84 Lumber Company; K & K Toys; Kay Bee Toys; Kay Jewelers; Kinney Shoes; Musicland; Ritz Camera; Rogers Jewelry; So-Fro Fabrics 2; Butler Shoes; Casual Corner; Coles Book Store; Lane Bryant; Spencer's; Pearl Optical; Lerner; Footlocker; Lady's; Zales; General Nutrition; Sam Goody; Docktor Pet; Hanover Shoes; Sports Locker; Sterling Optical; Susie Casuals; Waldenbooks; Hechinger's; Frank's Nursery; The Hub; Waterbed Quarters; Curtis Mathes.

14 - NEWSPAPERS: FREE LANCE-STAR (e) 37,798; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: C. Murphy Street, Adv. Dir., FREE LANCE-STAR, 616 Amelia St., Fredericksburg, VA 22401; Tel. (703) 373-5000.
National Representatives: Landon Associates; U.S. Suburban Press.

HAMPTON
See NEWPORT NEWS

HARRISONBURG

1 - LOCATION: Independent City connected with Rockingham County, E&P Map D-2, County Seat. 123 mi. SW of Washington, DC; 120 mi. NW of Richmond. On U.S. Hwys. I-81, 11, 33; State Hwys. 42 & 260.

2 - TRANSPORTATION: **Railroads**-Southern; Norfolk & Western.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Allegheny Commuter; Henson; United Express.

3 - POPULATION:
Corp. City 80 Cen. 19,750; E&P 88 Est. 27,264
CZ-ABC: (80) 24,641
RTZ-ABC: (80) 105,789
County 80 Cen. 57,067; E&P 88 Est. 54,149
City & RTZ-ABC: (80) 130,430
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,956; E&P 88 Est. 6,784
CZ-ABC: (80) 7,642
RTZ-ABC: (80) 36,567
County 80 Cen. 19,078; E&P 88 Est. 18,676
City & RTZ-ABC: (80) 44,209

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	10	N.A.
Savings & Loan	2	(incl. above)

6 - PASSENGER AUTOS: County 43,275; City 15,517

7 - ELECTRIC METERS: Residence City 11,617; County 29,527

8 - GAS METERS: Residence City 2,200; County 395

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Garments 900; Poultry 3,500; Feed Mfg. 255; Plastic Bottles 300; Auto Parts 700; Heating & Air Conditioning 640; Pkg. 190; Pharmaceuticals 747; Aluminum Prods. 549; Brewing 300; Printing 800.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-65; Summer 70-90; Fall 50-75; Winter Av. Temp. 53. First killing frost, Oct. 15; last killing frost, May 1.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-11 blocks on Main St.; 10 on Liberty, 1 all other.
Neighborhood Shopping Centers-Park View, Dayton Bridgewater, Sunset Heights, Rockingham Square.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cloverleaf(12)	1	Best
Rockingham Sq.(10)	4	Food Lion, Eckerd
E. Market Sq.(20)	2	Food Lion, Eckerd, Radio Shack
Waterman Sq.(1)	NA	Food Lion, Eckerd
Valley Plaza	1	Rose's, Firestone, Goodyear
Nichols	2	
Valley Mall(80)	2	JCPenney, Leggett, Watson's, Lowe's
Skyline	2	Sears, Gee Bees, Hechinger
Spotswood Valley	2	Zayre, Kroger, Pic-Way

Principal Shopping Days-Mon. through Sat. Food-Wed. & Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Alfred Ney; Leggett; JC Penney; Watson's; Sears.
Variety Stores-Woolworth; A&N; Glen's Fair Price.
Discount Stores-Nichols; Medco; Capital; K mart; Rose's; Zayre; Gee Bees.
Chain Drug Stores-Peoples; Rite Aid; Eckerd.
Chain Supermarkets-Mick-or-Mack 2; Super Fresh; 7-Eleven 4; Red Front 2; Kroger; Food Lion 3; High's.
Other Chain Stores-Glassner Jewelers; Western Auto; Friend; Advance; Schewel (Furn.); Grand Piano (Furn.); Sherwin-Williams.

14 - NEWSPAPERS: NEWS-RECORD (m) 30,913; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: June Warlitner, Adv. Mgr., NEWS-RECORD, 231 S. Liberty St., Harrisonburg, VA 22801; Tel. (703) 433-2702.
National Representative: Landon Associates.

HOPEWELL

1 - LOCATION: Independent City connected with Prince George County (In Richmond-Petersburg MSA). E&P Map E-3. Deep-water port for ocean-going ships, 70 mi. above Hampton Roads and 20 mi. below Richmond. U.S. Hwys. 36, 10. Access to Interstate 95 by 4-lane hwy.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western; Seaboard Coastline.
Motor Freight Carriers-24.
Airlines-Eastern; National; Piedmont; United; Davenport.

3 - POPULATION:
Corp. City 80 Cen. 23,397; E&P 88 Est. 23,984
CZ-ABC: (80) 23,397
RTZ-ABC: (80) 54,082
County 80 Cen. 25,820; E&P 88 Est. 25,825
MSA 80 Cen. 761,311; E&P 88 Est. 838,617
City & RTZ-ABC: (80) 77,479

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,506; E&P 88 Est. 9,133
CZ-ABC: (80) 8,506
RTZ-ABC: (80) 16,282
County 80 Cen. 6,507; E&P 88 Est. 6,810
MSA 80 Cen. 269,202; E&P 88 Est. 306,817
City & RTZ-ABC: (80) 24,788

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	N.A.
Savings & Loan	3	$210,000,000

6 - PASSENGER AUTOS: City 15,386; County 14,705

7 - ELECTRIC METERS: Residence 9,335

8 - GAS METERS: Residence 2,924

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper 728; Chem. 3,879; Fiber 3,855; Total Civilian Employment 11,832.
Principal Pay Days-Wed., Thur., Fri.; 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-84; Summer 61-87; Fall 39-80; Winter 30-48. First killing frost, Nov. 2; last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Main St.; 4 on Broadway; 2 on Hopewell St.; 2 on Poythress St.; 2 on E. City Point Rd.; Cavalier Sq., Colonial Corner; Lee Plz.
Neighborhood Shopping Centers-Along City Point Rd. at intersection of 15th Ave.; around W. Broadway & 6th Ave.; at E. Broadway & Brown Ave.; several blocks on Oaklawn Ave.; Cavalier Sq.
Shopping Centers-Cavalier (33 units); Lee Plz.; Colonial Corner Shopping Ctr. (14 units); Center open evenings and Sundays.

13 - RETAIL OUTLETS: **Department Stores**-Rose's; Peebles.
Chain Drug Stores-Drug Fair 2; Standard Drug; Rite Aid.
Chain Supermarkets-A&P; Farm Fresh; Pantry Pride; Richfood; Winn-Dixie.
Other Chain Stores-Firestone; Sherwin-Williams; ABC 2; Four Seasons Cleaners; Dollar General; Family Dollar; Pic 'N Pay; Nichols; True Value; Best.

14 - NEWSPAPERS: NEWS (e-mon to fri) 7,212; Sept. 30, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Shirley D. Connelly, Adv. Dir., NEWS, 206 S. Randolph St., Hopewell, VA 23860; Tel. (804) 458-8511.
National Representative: Landon Associates.

LYNCHBURG

1 - LOCATION: E&P Map D-3 (MSA). An independent city located at the point where Campbell, Bedford and Amherst Counties meet and composed of territory annexed from Campbell and Bedford Counties; on S side of James River, 170 mi. S of Washington, DC; 117 mi. W of Richmond. On U.S. Hwys. 29, 460 and 501; State Hwys. 128, 130 and 221. Financial, mercantile, distribution, industrial, educational & transportation center.

2 - TRANSPORTATION: **Railroads**-CSX Systems; Amtrak; Norfolk Southern Corp.
Motor Freight Carriers-23.
Intercity Bus Lines-Lynchburg; Greyhound; Trailways.
Airlines-Piedmont; Henson; Allegheny-USAir, American Eagle/American Airlines.

3 - POPULATION:
Corp. City 80 Cen. 66,769; E&P 88 Est. 67,497
CZ-ABC: (80) 94,566
RTZ-ABC: (80) 109,202
Counties 80 Cen. 110,057; E&P 88 Est. 117,336
  Campbell 80 Cen. 45,540; E&P 88 Est. 48,405
  Bedford 80 Cen. 35,241; E&P 88 Est. 39,202
  Amherst 80 Cen. 29,276; E&P 88 Est. 29,729
MSA 80 Cen. 141,585; E&P 88 Est. 145,631
City & RTZ-ABC: (80) 203,768

4 - HOUSEHOLDS:
City 80 Cen. 23,940; E&P 88 Est. 24,110
CZ-ABC: (80) 32,574
RTZ-ABC: (80) 37,013
Counties 80 Cen. 36,077; E&P 88 Est. 40,021
  Campbell 80 Cen. 15,130; E&P 88 Est. 16,705
  Bedford 80 Cen. 11,985; E&P 88 Est. 13,977
  Amherst 80 Cen. 8,962; E&P 88 Est. 9,339
MSA 80 Cen. 48,032; E&P 88 Est. 50,154
City & RTZ-ABC: (80) 69,587

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	N.A.

6 - PASSENGER AUTOS: Counties: Campbell 35,656; Bedford 34,484; Amherst 19,682; City 41,909

7 - ELECTRIC METERS: Residence 59,775

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Foundry 2,175; Paper Prods. 500; Needle Craft 850; Nuclear Facil. 3,800; Computer Prods. & Semi-Conductors 3,800; Elect. Prods. 900; Bakery Prods. 432; Farming & Cattle N.A.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-92; Summer 48-100; Fall 20-98; Winter 11-69. First killing frost, Oct. 25; last killing frost, Apr. 10.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Main St., The Plaza; River Ridge Mall; Outlet Mall.
Neighborhood Shopping Centers-Rivermont Ave. 2; Fort Ave. 2; Memorial Ave. 2; Campbell Ave.; Boonsboro Rd. 2; Langhorne Rd.; Ward's Rd.; Old Forest Rd.; Madison Heights 2; Timberlake Rd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
River Ridge Mall(85)	NA	Sears, Leggetts, Miller & Rhoads, Thalhimer's, JCPenney
Pittman Plaza	NA	Heironimus, A&N, Murphy's, People's Drug, Best
Forest Plaza	NA	Stephenson & Aldridge, Rite Aid
West Forest Hill(30)	NA	Kroger
Forthill Vlg.(25)	NA	Peoples Drug, Winn-Dixie
Fairview Sq.	NA	Revco, Piggly Wiggly
Hills Lynchburg(22)	NA	Hill's
Seminole(15)	NA	Winn-Dixie, Western Auto
Boonsboro(15)	NA	Winn-Dixie
Village Sq.	NA	Harris Teeter
Westover(17)	NA	Kroger, Robertson Drug
Waterlick Plaza	NA	Winn-Dixie, Harris-Teeter
Timbrook Square	NA	Kroger

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Downtown-Fri., some Mon.; Shpg. ctrs. and food-weekday nights.

13 - RETAIL OUTLETS: **Department Stores**-Miller & Rhoads; Leggetts; Sears; JCPenney; G.C. Murphy; Thalhimers; Heironimus.
Discount Stores-Best Products; Moore's Super Store 2; K mart 2; Hill's; Lowe's Stores; Dale Garment Co.; Dress House; Links; Lynchburg Jobbing House; Sam's Outlet Mall; Sportswear Outlet; Tultex Apparel Outlet; Williamson Dickie Factory Outlet; Consolidated Shoe; Quality Linen & Towel Outlet; Holiday Wear, Inc; A&N; Rose's; Circuit City.
Variety Stores-Family Dollar 2.
Chain Drug Stores-Peoples 2; Revco 6; Drug Fair 2; Pearson 3; Allied 3; Eckerd 3; Rite Aid.
Chain Supermarkets-Kroger 4; Harris Teeter 8; Winn-Dixie 5; 7-Eleven 8; Quik-E Food 7; Food Lion 3; Piggly Wiggly.
Other Chain Stores-Advance Stores; Western Auto 3; Firestone 3; Sherwin-Williams; Hofheimer's; Anderson-Little; The Junction; Radio Shack; Davidson's; Fink's Jewelers; Ormond; Lazarus.

14 - NEWSPAPERS: NEWS & DAILY ADVANCE (all day) 41,870; (m-sat) 40,771; (S) 44,625; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Meredith White, Mktg./Creative Mgr., NEWS & DAILY ADVANCE, 101 Wyndale Dr.; PO Box 10129, Lynchburg, VA 24506; Tel. (804) 237-2941.
National Representative: Cresmer, Woodward, O'Mara, & Ormsbee.

MANASSAS

1 - LOCATION: Independent City connected with Prince William County (In Washington, DC-MD-VA MSA) E&P Map E-2, County Seat. High Tech-Electronics; Timber; Farming (grain, dairy, horses; beef cattle); Steel Fabrication; 25 mi. SW of Washington, DC; 90 mi. N of Richmond. On State Hwys. 28, 234; I-66.

2 - TRANSPORTATION: **Railroads**-Southern (plus use of Chesapeake & Ohio R.R. and Norfolk & Western tracks); Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Virginia Trailways.
Airlines-Full Service Municipal Airport; Washington National Airport-25 mi. away; Dulles Intl.-15 mi. away.

3 - POPULATION:
Corp. City 80 Cen. 15,438; E&P 88 Est. 20,782
CZ-ABC: (80) 42,458
RTZ-ABC: (80) 29,851
County 80 Cen. 167,630; E&P 88 Est. 216,959
MSA 80 Cen. 3,258,724; E&P 88 Est. 3,584,457
City & RTZ-ABC: (80) 72,309
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,048; E&P 88 Est. 7,075
CZ-ABC: (80) 13,119
RTZ-ABC: (80) 9,507
County 80 Cen. 43,790; E&P 88 Est. 70,203
MSA 80 Cen. 1,173,172; E&P 88 Est. 1,346,531
City & RTZ-ABC: (80) 22,626

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$73,505,000
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 136,441; City 15,790

7 - ELECTRIC METERS: Residence Est. City 4,000

8 - GAS METERS: Residence Est. City 3,740

9 - PRINCIPAL INDUSTRIES: Work Force 23,000-Mfg. 2,404; Constr. 2,000; Trans. & Pub. Util. 1,000; Whol. & Ret. Trade 4,400; Fin., Ins. & R.E. 850; Servs. 2,235; Gov't 6,417; Other 2,234; Agric. 515.
Tourist Area-Manassas (Bull Run) National Battlefield Park.

10 - CLIMATE: Mild; Jan. 36; July 76.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Grant Ave.(9)		Safeway
Mall at Manassas(60)		Hecht's, Mont. Ward, Work Bazaar
K mart(20)	2	K mart, Showoff, Highs
Manassas		A&P, Drug Fair, Woolworth
Westgate(35)	2	Giant Food, ABC, Peoples Drug, Leggetts
Manassas Junction	NA	Giant Food, Elm Tree, Pic'N Pay, Godfather's Pizza, Computerland
Sudley Plaza(4)	3	Hechinger, Zayre, Safeway, Peoples Drugs

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; Peeble's; Sears; The Hecht Co.
Variety Stores-Rohr's; Woolworth; K mart; Zayre.
Chain Supermarkets-A&P; Safeway; Yorkshire Mkt.; Giant Food; Magruders.
Other Chain Stores-Barracini; Leggett Tires; Firestone; Sherwin-Williams; Western Auto; Market Tire; Radio Shack; Hechinger.

14 - NEWSPAPERS: JOURNAL MESSENGER (e) 11,167; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Wendell D. Harbert, Gen. Mgr. or Dennis E. Bradshaw, Adv. Mgr., JOURNAL MESSENGER, 9009 Church St., Manassas, VA 22110; Tel. (703) 368-3101.
National Representative: Landon Associates.

MARTINSVILLE

1 - LOCATION: Independent City connected with Henry County, E&P Map D-3. Industrial Center. 51 mi. S of Roanoke; 60 mi. N of Winston-Salem, NC; 150 mi. E of Bluefield, WV; On U.S. Hwys. 58, 220; State Hwys. 57, 108.

2 - TRANSPORTATION: **Railroads**-N & W; Carolina & Northwestern.
Motor Freight Carriers-15.
Intercity Bus Lines-Martinsville; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 18,075; E&P 88 Est. 17,967
CZ-ABC: (80) 18,986
RTZ-ABC: (80) 63,462
County 80 Cen. 57,764; E&P 88 Est. 57,403
City & RTZ-ABC: (80) 82,448

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,021; E&P 88 Est. 6,975
CZ-ABC: (80) 6,901
RTZ-ABC: (80) 21,625
County 80 Cen. 19,560; E&P 88 Est. 20,478
City & RTZ-ABC: (80) 28,526

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$659,569,231
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: City 11,343; County 44,567

7 - ELECTRIC METERS: Residence 7,300

8 - GAS METERS: Residence 3,662

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Chem. 4,000; Furn. 8,170; Textile 11,182; Bldg. & Mfg. N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-98; Summer 39-96; Fall 4-95; Winter 3-79. First killing frost, Oct. 19; last killing frost, Apr. 24.

11 - TAP WATER: pH Deposits 7.0 to 7.2, very soft.

12 - RETAILING: **Principal Shopping Center**-20 blocks on Church, Broad, Main, Lester, Fayette, Moss, Franklin Sts., Collinsville.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bassett	7	
Collinsville	5	Leggetts
Ridgeway	7	
Axton Fieldale	10	Stultz-Townes
Patrick Henry Mall(27)	NA	JCPenney
Holiday(21)	8	Family Dollar
Central Plz	2	
Martinsville Plz.(8)	3	Kroger
Riverside Plz	6	
Druid Hills(13)	NA	Kroger
Laurel Park(12)	NA	Winn-Dixie

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JC Penney; Leggetts; Globman's; Watson's.
Variety Stores-Rose's.
Discount Stores-Family Dollar; Mack's; Dollar General; K mart; Big Lots.
Chain Drug Stores-SupeRx 2; Peoples; Revco 6; Rite Aid.
Chain Supermarkets-Kroger 2; Winn-Dixie 4; Lowes 4; Food Lion 3.
Other Chain Stores-Jewel Box; Leed's; Advance; Goodyear; Western Auto; McCollum-Ferrel; Sherwin-Williams; Sidney's; Sears (catalog); Pic and Pay; Shoe Show; Super 10; Cato NY Carpet World; Lowes Hardware; Moore's.

14 - NEWSPAPERS: BULLETIN (e-mon to fri) 17,321; (S) 18,808; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: William R. Martin, Pub./Gen. Mgr., BULLETIN, 204 Broad St., Martinsville, VA 24115; Tel. (703) 638-8801.
National Representative: Landon Associates.

NEWPORT NEWS-HAMPTON

1 - LOCATION: Independent Cities (In Norfolk-Virginia Beach-Newport News MSA). E&P Map F-3. Southeastern Virginia on Hampton Roads, Chesapeake Bay. On U.S. Hwys. I-64, 17, 60, 143, 168.

2 - TRANSPORTATION: **Railroads**-Chessie System; CSX; Amtrak.
Motor Freight Carriers-26.
Intercity Bus Lines-Greyhound; Pentran.
Freight Steamship Lines-12.
Airlines-United Express, American Eagle, Henson, US Air.

3 - POPULATION:
Corp. Cities 80 Cen. 265,831; E&P 88 Est. 282,076
Newport News 80 Cen. 144,449; E&P 88 Est. 162,771
Hampton 80 Cen. 122,287; E&P 88 Est. 130,560
NDM-ABC: (80) 407,812
MSA 80 Cen. 1,161,268; E&P 88 Est. 1,350,097
Demographic Information is available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 92,820; E&P 88 Est. 89,298
Newport News 80 Cen. 51,314; E&P 88 Est. 61,766
Hampton 80 Cen. 41,506; E&P 88 Est. 46,430
NDM-ABC: (80) 139,196
MSA 80 Cen. 385,929; E&P 88 Est. 462,871

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$1,422,350,000
Savings & Loan	9	$733,607,000

6 - PASSENGER AUTOS: Newport News 95,128; Hampton 85,251.

7 - ELECTRIC METERS: Residence 141,000.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Shipbuilding 30,000 (N.A.); Seafood Packing 2,200 ($175); Aeronautics 4,000 ($275); Beer 1,100 (N.A.); Electronics 700 ($180); Oil Refining 250 ($290); Chem., Textile, Metal Comp. 4,700 ($175); Military 28,000; Gov't 5,200.
Principal Industrial Pay Days-15th & end of month.

10 - CLIMATE: Average Temp.-Spring 57; Summer 77; Fall 62; Winter 42. First killing frost, Nov. 8; last killing frost, Mar. 16.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Area**-Mercury Blvd., Hampton.
Neighborhood Shopping Centers-Newport News: Hilton, Old Hilton Village. Hampton: Sinclair Circle, Kecoughtan Rd. at Wythe, Kecoughtan Rd. at Southampton, Queen St., Mellen St., Langley Circle, Grant City.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Denbigh	8	Mont. Ward, K mart, Roses, Food Lion
Wythe	3	Super Fresh
Langley Square	3	Ames, Belo
Newport Square	5	Ames, Rose's, Super Fresh, Peoples
Phoebus	9	Rose's
Newmarket North	NA	Sears, Miller & Rhoads, Leggetts
Newmarket South	NA	Super Fresh, Hechinger, Murphy Mart, JCPenney
Warwick Village	1	K mart, Hess, Super Fresh, Peoples
Buckroe	10	Super Fresh, Peoples
Hidenwood	10	Woolworth, Food Lion
Sherwood Park	19	
Riverdale	1	Bld. Square, Super Fresh
Langley Sq.	9	Murphy Mart, Belo
Mercury Plaza	NA	Luskins, Circuit City, Farm Fresh
Willow Oak	10	Super Fresh, Drug Fair
Todd Center	NA	Bradlees
Warwick	7	Hess, Farm Fresh
Coliseum Mall	NA	JCPenney, Hess, Smith & Welton, Thalhimer, Mont. Ward
Beechmont	20	Revco, Sears
Patrick Henry Mall	NA	Bradlees, Hess, Leggetts

Principal Shopping Days-Dept. Stores: Thur., Fri., Sat., Mon.; Food Stores: Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept.: Mon. through Sat.; Food: most evenings; Many open 24 hrs., seven days.

13 - RETAIL OUTLETS: **Department Stores**-Hess; Leggetts; Montgomery Ward; Sears; Thalhimers; JC Penney.
Discount Stores-Bradlees; K mart; Ames; Zayre's.
Variety Stores-Rose's.
Chain Drug Stores-Peoples 7; Revco 6; Rite Aid; Treasury; Drug Fair; Phar Mor; Drug Emporium; Freddy's.
Chain Supermarkets-Food Lion 4; Giant 3; Belo 6; Manor; Farm Fresh 14; Super Fresh 7.
Other Chain Stores-Auto: Western Auto, Pep Boys, Goodyear, Firestone; Building Mat.: Hechinger, Luskins, Bld. Square, Home Quarters, Mr. How, Lowes, Moore; Clothing: Lerner's, La Vogue; Shoes: Kinney, Thom McAn, Hofheimer's; Paints: Sherwin-Williams, Pittsburgh Plate Glass, Glidden Paint Co., Woolworth, Hampton Paint, Mary Carter.

14 - NEWSPAPERS: DAILY PRESS (m-mon to fri) 71,513; (m-sat) 97,505; (S) 113,986; TIMES-HERALD (e) 34,161; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: George McDaniel, Adv. Dir., DAILY PRESS and TIMES HERALD, 7505 Warwick Blvd., Newport News, VA 23607; Tel. (804) 247-4600.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

NORFOLK PORTSMOUTH VIRGINIA BEACH CHESAPEAKE

1 - LOCATION: Independent Cities (In Norfolk-Virginia Beach-Newport News MSA). E&P Map F-3. An important maritime, industrial, vacation and seafood center at the mouth of the Elizabeth River on Hampton Roads. On U.S. Hwys. 13, 17, 58, 60, 165, 168, 170, 264, 337, 460, 464, 564, 615, I-64 & I-44.

2 - TRANSPORTATION: **Railroads**-Norfolk Southern; Seaboard Coast Line; Norfolk Southern Corp.; Norfolk & Portsmouth Belt Line; Family Lines System; Norfolk & Western; Southern; Eastern Shore; Amtrak; CSX Corp.; Chessie System; Norfolk Franklin & Danville.
Motor Freight Carriers-50.
Freight Steamship Lines-87.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-United; Continental; Continental Express; Piedmont; USAir; Eastern; TWA; American; Delta; Henson; Allegheny Commuter; Cargo lines-Emery, Federal Express, Airborne, Summit.

3 - POPULATION:
Corp. Cities 80 Cen. 749,810; E&P 88 Est. 886,176
Norfolk 80 Cen. 265,831; E&P 88 Est. 282,076
Portsmouth 80 Cen. 104,476; E&P 88 Est. 105,172
Virginia Beach 80 Cen. 265,096; E&P 88 Est. 356,038
Chesapeake 80 Cen. 114,407; E&P 88 Est. 142,890
MSA-ABC: (80) 795,862
Bal. in MSA-ABC: (80) 364,449
Bal. in NDM-ABC: (80) 175,311
Total NDM-ABC: (80) 1,335,622
MSA 80 Cen. 1,161,268; E&P 88 Est. 1,350,097
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 246,014; E&P 88 Est. 187,758
Norfolk 80 Cen. 87,802; E&P 88 Est. 89,298
Portsmouth 80 Cen. 36,746; E&P 88 Est. 38,139
Virginia Beach 80 Cen. 85,155; E&P 88 Est. 121,836
Chesapeake 80 Cen. 36,311; E&P 88 Est. 47,485
MSA-ABC: (80) 261,828
Bal. in MSA-ABC: (80) 124,101
Bal. in NDM-ABC: (80) 59,733
Total NDM-ABC: (80) 445,662
MSA 80 Cen. 384,349; E&P 88 Est. 462,871

5 - BANKS	NUMBER	EST. DEP.
Commercial	23	$4,413,358,000
Savings & Loan	15	$2,729,761,000

6 - PASSENGER AUTOS: Norfolk 135,287; Portsmouth 61,046; Virginia Beach 229,511; Chesapeake 92,078.

7 - ELECTRIC METERS: MSA Residence 311,321.

8 - GAS METERS: MSA Residence 98,012.

9 - PRINCIPAL INDUSTRIES: **(MSA Area)**-Industry, No. of Wage Earners (Av. Wkly. Wage)-Fed. Gov't 55,000 ($410); Ret. 108,600 ($209); Servs. 120,100 ($335); Constr. 34,500 ($365); Whol. 22,000 ($464); Fin., Ins., R.E. 24,500 ($394); Printing & Pub. 4,000 ($400); Trans. & Public Util. 25,500 ($494); Trans. Equip. N.A. ($497); Food & Kindred 7,600 ($340).
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-102; Summer 45-105; Fall 12-100; Winter -3-87. First killing frost, Nov. 17; last killing frost, Mar. 23.

11 - TAP WATER: Low alkalinity, slightly soft, fluoridated.

12 - RETAILING: **Norfolk Principal Shopping Area**-7 blocks on Granby St.; 7 on Boush St.; 6 on Monticello Ave.; 10 on Church St.; 4 on Main St.; 4 on Plume St. All E. & W. blocks from Boush St. to Monticello Ave., extending N. from Main St. to Brambleton Ave; Waterside Drive from Commercial Ave. to St. Paul's Blvd. The Waterside.
Portsmouth-10 blocks on High St.; 5 on Crawford St.; 7 on Middle St.; 6 on Court St.; 5 on Washington St.; 5 on Green St.; 10 on County St.
Virginia Beach-18 blocks on Atlantic Ave.; 4 on 31st St., 6 on 17th St.
Norfolk Neighborhood Shopping Areas-8 blocks both sides of 21st St. between Granby & Hampton Blvd.; Ballentine Pl.; Berkley Ave.-Berkley; Liberty St.-Berkley; Park Ave. at Brambleton Ave.; Campostella Rd. at Wilson Rd.; Colley Ave. from 27th St. to 51st St.; E. Ocean View Ave.; Elders Corner; Fairmont Pk.; Fairview; Five Points-Norview; Ghent-Colley Ave.; Ghent-Colonial Ave.; Hampton Blvd. from 27th to 51st Sts.; Indian River Rd.; Johnson Sq.; Lafayette St. at Tidewater Dr.; Little Creek Rd.; W. Ocean View Ave.; Riverview; Roberts Pk.; 35th St. from Colonial Ave. to Gosnold; Little Creek Road at Granby St.; Va. Beach Blvd. at Military Hwy.; Military Hwy. at Norview Ave.
Portsmouth Neighborhood Shopping Areas-Highland Biltmore; Alexanders Corner; Cradock; Churchland; W. Norfolk; Pt. Norfolk; Victory Blvd.; Upper High St.; Middle High St.; Tower Mall; Midcity.
Chesapeake Neighborhood Shopping Areas-2 blocks on Bainbridge Blvd.; Liberty St.; Poindexter St.; Portlock; Greenbrier Mall.
Virginia Beach Neighborhood Shopping Areas-Princess Anne Plaza; Princess Anne Courthouse; Chimney Hill; Lynnhaven Mall; Timberlake Plaza; Holland Plaza; Kempsville Corners; Fairfield/Providence; Haygood/Pembroke Meadows; Pembroke Mall; Aragona Village; Hilltop; Oceanfront; Great Neck Plaza; Bayside; Diamond Springs; London Bridge; Linkhorn; Lynnhaven Colony; College Park; Pinewood Gardens; West View; Parkway; Woodtide; Thalia; Loehmanns Plz.; Great American Outlet Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Norfolk:		
Best Sq.(25)	6	Ashby's, Pharmor, Nautilus
Downtown Plz.(27)	1	Family Dollar, Dollar, Peoples
Ghent/21st St.	2	Decorum, Farm Fresh, Safeway, Twin City
Granby Mall	1	Smith & Welton, Hofheimer, Nelco
Janaf(68)	6	Peoples, Mont. Ward, Hess'
Military Circle(150)	6	Thalhimers, Leggett, JCPenney
Ocean View	10	Farm Fresh, Albano,
Selden Arcade	1	Bo's, Beecroft & Bill, Ltd.
Southern(7)	36	Peoples, Fine's, Miller & Rhodes, A&N
Ward's Corner	5	Peoples, Revco, La Vogue, Farm Fresh, K&K Toys
Waterside	1	Hofheimers, Phillips
Virginia Beach:		
Celebration Station (12)	12	Drug Emporium, Designer Depot
College Park(47)	10	Roses, Western Auto
Fairfield/Providence Sq.(135)	10	A&P, Bradlees, True Value, Safeway
Great American Outlet Mall(39)	11	Old Mill, Kid's Port
Green Run/Chimney Hill(44)	12	K mart, Farm Fresh
Haygood/Pembroke Meadows(59)	13	Roses, Peoples, A&P
Hilltop(93)	17	K mart, Zayre, Smith & Welton
Holland/Timberlake (79)	12	Food Lion, Revco, Winn-Dixie
Loehmanns Plz.(34)	12	Loehmanns, Herman's Sport
Lynnhaven Mall (151)	13	Thalhimers, Mont. Ward, Leggett, JCPenney, Miller & Rhoads
Pembroke Mall(85)	11	Miller & Rhoads, Sears, Hess's
Princess Anne Plz.	13	McCrory, Peoples
Chesapeake:		
Great Bridge(25)	15	Peoples, Ruses
Greenbrier Mall(80)	9	Miller & Rhoads, Sears, Hess'
Portsmouth:		
Churchland(19)	7	Murphy's Mart/Ames, Sears Surplus
Mid-City(50)	5	Smith & Welton, JCPenney, K mart
Tower Mall(82)	4	Miller & Rhoads, Mont. Ward, Hess'

Principal Shopping Days-Department Stores-Thur., Fri., Sat.; Food-Wed., Thur., Fri., Sat., Sun. (for all four cities).
Stores Open Evenings-Dept. Stores-Mon. through Sat.; Food-most evenings.

13 - RETAIL OUTLETS: **(NDM Area)**: **Department Stores**-Hess 4; JCPenney 5; Leggett 4; Miller & Rhoads 5; Montgomery Ward 4; Sears 2; Smith & Welton 5; Thalhimers 2.
Discount Stores-Bradlees 4; Eagle 4; Family Dollar 7; K mart 7; Murphy's Mart/Ames 2; Roses 10; Woolworth 6; Zayre 4.
Chain Drug Stores-Drug Fair 10; Farmco & Giant 18; Irwin's 2; Medco 15; Peoples 29; Pharmor 2; Revco 25; Rite Aid 5.
Chain Supermarkets-A&P/Superfresh 15; Be-Lo 27; Boulevard Markets 2; Earles 7; Farm Fresh 13; Food Lion 17; Giant Open Air 12; Pantry Pride 5; Safeway 9; Winn-Dixie 5; 7-Eleven 165; Tinee Giant 36.
Other Chain Stores-Appliances: Prices, Singer, Bob Johnson's, Bryant Appliance, Southland, Prices, Circuit City; Automotive Supply: Kramer Tire, Henry Johnson, Harris Tire, NTW, Firestone, Midas Muffler, Western Auto, General Tire, Goodyear, Goodrich, Master Auto, Twin B, Pro Parts, Victory Auto, Advance Auto, A&B Auto Parts; Building Supplies: Hechinger, Moores, Home Quarters, Lowes, Builder's Square, True Value Home Centers, Robbies True Value, Dails, 84 Lumber Co., Kempsville, Glidden, Sherwin-Williams, Norfolk Paint Co., Anchor Fence, C.A. Nash; Candy: Forbes, Anne Lee, Fanny Farmer; Furniture: Haynes, Grand, The Hub, Home Furn., Ethan Allen/Crawford, Meyers & Tabakin, Scan, Willis Wayside, Furniture World, Cost Plus; Gasoline Service Stations: BP, Chevron, Exxon, Mobil, Phillips 66, Shell, Spur, Texaco; Jewelers: Gordon's, Kay's, Barr Bros., Hardy's, Zale's, Chapman's, D.P. Paul, Spertner, Tidewater Keepsake; Laundries & Cleaners: Sunlight, Compeco, Alba-

no. Suburban & 1 Hour Martinizing. Loan Companies: American Assoc. Loan, Beneficial, GAC Assoc. Financial Services, American Finance Corp., General Finance, Transouth, Household, Liberty Loan, Seaboard. Men's Clothing: A&N, Fine's, Anderson-Little, T.J. Maxx, Gent's, Shulmans, Eagle Cothes, S&K, The Hub, Alexander Beegle, Beecroft & Bull Ltd. Music Dealers: Temple of Music, Center of Music. Opticians: Cooper's, Pearle Vision, Smith Dunfield, Traylor, Dr. Richard Bartley, Optecon. Shoes: Hofheimers, Pic 'N Pay, Russell & Holmes, A&N, Thom McAn, Kinney, Barret, Butlers, Fanfare, Lotties, Bakers, Gallenkamp, Jarman. Trucks: International Harvester, Mack, Ryder, Hertz, U-Haul. Women's Clothing: Lerner Shops, T.J. Maxx, Lane Bryant, The Famous, La Vogue, Susie's Casuals, Naivette, Ashby's, Willners, Casual Corner, Catherine Stout.

14 - NEWSPAPERS: VIRGINIAN-PILOT (m) 143,583; LEDGER-STAR (e) 78,697; VIRGINIAN-PILOT/LEDGER-STAR (m-sat) 229,110; (S) 226,048, Mar. 31, 1988 ABC. Newspaper publishes zoned editions for Norfolk, Portsmouth, Chesapeake, Virginia Beach & Suffolk.
Local Contact for Advertising and Merchandising Data: Dale Bowen, Gen. Adv. Mgr., VIRGINIAN-PILOT/LEDGER-STAR, 150 W. Brambleton Ave., Norfolk, VA 23501; Tel. (804) 446-2092.
National Representative: Direct Sales Force; Professional Representatives of Florida.

PETERSBURG

1 - LOCATION: Independent City connected with Dinwiddie County (In Richmond-Petersburg MSA). E&P Map E-3. 23 mi. S of Richmond, 80 mi. W of Norfolk, 110 mi. E of Lynchburg. On Appomattox River. U.S. Hwys. 1, 301, 460, I-95 & 85; State Hwy. 36.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western, Seaboard Coast Line.
Motor Freight Carriers-51.
Intercity Bus Lines-Greyhound, Carolina Trailways, Petersburg Area Transit.

3 - POPULATION:
Corp. City 80 Cen. 40,807; E&P 88 Est. 38,803
CZ-ABC: (80) 80,684
RTZ-ABC: (80) 124,266
County 80 Cen. 22,686; E&P 88 Est. 20,206
MSA 80 Cen. 764,040; E&P 88 Est. 838,617
City & RTZ-ABC: (80) 204,950
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,920; E&P 88 Est. 15,877
CZ-ABC: (80) 25,753
RTZ-ABC: (80) 41,119
County 80 Cen. 6,421; E&P 88 Est. 6,675
MSA 80 Cen. 269,202; E&P 88 Est. 306,817
City & RTZ-ABC: (80) 66,872

5 - BANKS	NUMBER	EST. DEP.
Petersburg:		
Commercial	6	$693,831,000
Savings & Loan	3	$129,250,000
Colonial Heights:		
Commercial	4	$36,624,000
Savings & Loan	3	$1,047,934,984

6 - PASSENGER AUTOS: City 22,440.

7 - ELECTRIC METERS: Residence 47,995.

8 - GAS METERS: Residence 21,200.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-(Av. Wkly. Wage N.A.) Luggage 400; Optical 1,240; Lumber & Furn. 210; Machinery 490; Chem. 2,500; Taper Board 1,120; Synthetic Fibers 4,800; Stone, Clay & Glass 180.
Principal Industry Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-84; Summer 61-87; Fall 39-80; Winter 30-48. First killing frost, Nov. 2; last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Principal Shopping Centers**-Petersburg: 5 blocks on Sycamore St.; 5 on Bank St.; 4 on Washington; 7 on Halifax; 2 on Adams St.; 4 on Wythe St. Colonial Heights: Pickwith Ave. and along Boulevard; Boulevard & Ellerslie Ave.; Boulevard & Branders Bridge Rd.
Neighborhood Shopping Centers-Petersburg: Walnut Hill Plaza, Located on S. Sycamore St. beginning with 1900 block & Crater Rd., U.S. 301 S.; Walnut Mall, Crater Rd., U.S. 301 S.; Lee Plaza, Rte. 36 & U.S. 301 S.; K mart, Rte. 36. Colonial Heights: Colonial Square, Blvd. at Ellerslie Ave.; Town Hall Center, Blvd. at Brander's Bridge Rd.; S.E. Nichols, 2600 Blvd. S.; Craten Square, Craten Rd., U.S. 301; Battlefield Plaza, Craten Rd., 301 S.

Nearby Shopping Centers

Name (No of stores)	Miles from Downtown	Principal Stores
Ettrick	2	Goens, Bi-Rite Food, Ettrick Supermarket
Walnut Hill(16)	2	Bradlees, Sears
Walnut Mall(29)	2	JCPenney, Thalheimers
Colonial Sq.(16)	3	Peebles, Rose's, Revco
Town Hall(4)	2	Roper Hardware, Peoples Drug, Medallion Pools
Battlefield Plz.(3)		Foodlion, Revco, Video World
South Crater Sq.(4)		Ukrops, Standard Drug, Circuit City
Pickwick Ctr.	1	Community Sporting Goods
Lee Plaza(5)	5	S.E. Nichols, Radio Shack, Mack's, Winn-Dixie

Principal Shopping Days-Dept. Stores Mon., Fri., Sat.; Food Wed. (eve.), Thur. through Sat.
Stores Open evenings-Mon., Fri.; Food every night; Neighborhood Centers nightly.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Taylor's, Rose's, Sears, Thalhimers, S.E. Nichols, K mart, Peebles, Helig-Myers, Butterworth, Harlow-Hardy, Crater House, The Oak, Love's Wayside, Philip Levy, Roadside Furniture.
Discount Stores-Bradlees, Nichol's, K mart, Rose's, Peebles.
Variety Stores-McClellan's, Mack's, Jupiter Discount, Woolworth.
Chain Drug Stores-Petersburg: Peoples 2, Standard 3, Rose's-Rexall. Colonial Heights: Revco 2, Drug Fair 3, Rite Aid 2.
Chain Supermarkets-Farm Fresh; Safeway 3; Winn-Dixie 2; Food Lion 3; Sun.
Other Chain Stores-Petersburg: Women's Clothing: Lerner's, Sandler's, Sidney's, Diana. Shoes: Kinney, Thom McAn, Shoe Show, Barett; Others: Kay Bee Toys, Firestone, Goodyear, B.F. Goodrich; Singer Co.; Sherwin-Williams, A&N, Pittsburgh Paint; Barr Bros.; So-Fro Fabrics, Moton's Jewelers; Gary's; Moore's Super Stores, Lowe's; Master Tire; Hanover Tire; Pic 'N Pay; Radio Shack.

14 - NEWSPAPERS: PROGRESS-INDEX (e) 20,545; (S) 21,115; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Don Scott, Adv. Mgr., PROGRESS-INDEX, 15 Franklin St., Petersburg, VA 23803; Tel. (804) 732-3456.
National Representative: Thomson Newspapers.

PORTSMOUTH
See NORFOLK

PULASKI

1 - LOCATION: Pulaski County, E&P Map C-3, County Seat. 58 mi. SW of Roanoke. On U.S. Hwys. 11 (Lee Hwy.), I-81, State Hwy. 99.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,106; E&P 88 Est. 9,098
County 80 Cen. 35,191; E&P 88 Est. 36,164

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,859; E&P 88 Est. 3,457
County 80 Cen. 13,380; E&P 88 Est. 13,277

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$1,290,000,000
Savings & Loan	1	$3,500,000

6 - PASSENGER AUTOS: County 23,955.

7 - ELECTRIC METERS: County 12,658.

8 - GAS METERS: Residence/Est. 600.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage): Furn. 1,200 ($220); Acids 140 ($132); Textiles 1,440 ($170); Clothing 665 ($140); Metal Proc. 155 ($250).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-92; Summer 63-93; Fall 54-80; Winter 20-40. First killing frost, Oct.-Nov.; last killing frost, May 7.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Centers**-Main St., Washington Ave., Jefferson Ave., Commerce St., Fifth St., E. Main St., Rt. 99.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pulaski Plaza(8)	NA	Peoples
Pulaski Mall(10)	NA	Sidney's, Heck's
5th St.	NA	Rose's

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Parks-Belk, Felix, Heck's.
Discount Stores-Family Dollar, Saving Ctr., Sportswear Mart; Rose's, K mart.
Chain Drug Stores-Peoples; Pulaski; Tyler; Revco; Eckerd; Martins; Dublin Pharmacy; SupeRx.
Chain Supermarkets-Kroger; Food Fair; Fast Shop, Lowe's; Wade's; Food Lion.
Other Chain Stores-Advance, Sears; Vance Home Ctr.; Bogle Tire; Ray's; Wise Fashions; Guyan Shoes; Pic 'N Pay; Goodyear; Sherwin-Williams; Helig-Myers Furn.; Grand Piano; Sidney's; Phelps & Armistead Furn.; Brown's Hallmark.

14 - NEWSPAPERS: SOUTHWEST TIMES (e-mon to fri; S) 7,005; sworn Sept. 28, 1987.
Local Contact for Advertising and Merchandising Data: Perry Nardo, Adv. Dir., SOUTHWEST TIMES, 5th Street Shopping Ctr.; PO Box 391, Pulaski, VA 24301; Tel. (703) 980-5220.
National Representative: Landon Associates.

RADFORD

1 - LOCATION: Independent City connected with Montgomery County. E&P Map C-3. Residential, industrial & educational Center, 42 mi. SW of Roanoke, on U.S. Hwy. 11 & State Hwy. 102.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 13,225; E&P 88 Est. 13,641
County 80 Cen. 63,635; E&P 88 Est. 69,234

4 - HOUSEHOLDS:
City 80 Cen. 3,955; E&P 88 Est. 4,364
County 80 Cen. 20,831; E&P 88 Est. 22,266

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	1	$11,000,000
Commercial	2	$240,879,000

6 - PASSENGER AUTOS: County 41,366; City 7,335.

7 - ELECTRIC METERS: Residence 4,778.

8 - GAS METERS: Residence 1,780.

9 - PRINCIPAL INDUSTRIES: Textile Mills, Powder, Castings & Pipe; Elect. Motors; Rubber; Dress Mfg.; Plastics; Milk Prods.; Paper Boxes; Limestone; Newspaper Printing & Pub.; Tel. Equip. Mfg.

10 - CLIMATE: Av. Temp.-Spring 54; Summer 72; Fall 55; Winter 36.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

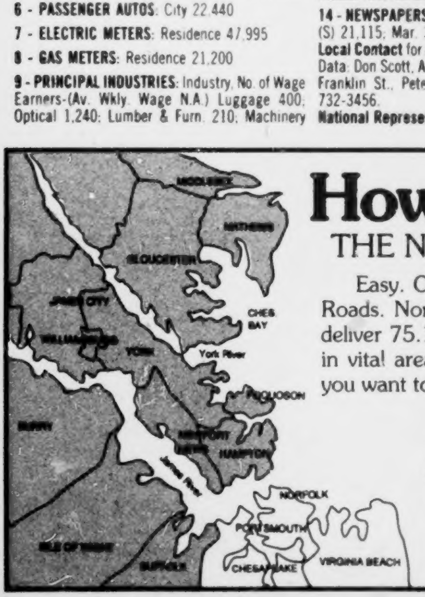
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Christiansburg(8)	8	Leggetts, Hills
Tyler Square(6)	1	Food Lion
Dublin	9	Wades
University Mall (Blacksburg)(20)	15	Heronimus
Triangle	NA	Roses, Eckerd
New River(13)	NA	Thriftway, Advance Auto
Radford Plaza(13)	NA	SupeRx, K mart, Sears
New River (Radford)	NA	Leggetts, Whitehead Drug
Village Oaks	NA	Eckerd, Food Lion

Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: **Discount Stores**-Family Dollar.
Variety Stores-K mart; Hills; Heronimus.
Chain Drug Stores-Revco; SupeRx; Professional Pharmacy; Eckerd.
Other Chain Stores-Deli-Mart; 7-Eleven; Sears; Hallmark Cards; Grand Piano Furniture; Guyan Furniture; Heilig-Meyers; Sportswear Mart; Pic'N Pay; H&M Shoes; Goodyear; Firestone; Michelin.

14 - NEWSPAPERS: NEWS JOURNAL (e-tues to fri) 3,106; (S) 3,106; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Donna Linkous, Adv. Dir., NEWS JOURNAL, Grove & First Aves.; PO Box 772, Radford, VA 24141; Tel. (703) 639-2436.
National Representative: Landon Associates.



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RICHMOND

1 - LOCATION: Independent City (In Richmond-Petersburg MSA), E&P Map E-3. State Capital. Manufacturing, distribution, government, banking, financial & education center. On James River. 107 mi. S of Washington, DC. 89 mi. W of Norfolk. On U.S. Hwys. 1, 33, 60, 250, 301 & 360. State Hwys. 6, 10, 5. I-95 (Richmond-Petersburg Tpke.) & 64 & 195 & 295.

2 - TRANSPORTATION: **Railroads**-CSX Transportation; Southern; RF&P; Amtrak.
Motor Freight Carriers-70.
Intercity Bus Lines-16, Greyhound.
Airlines-Piedmont; Eastern; United; Delta; USAir; American; Henson; American Eagle; United Express; WRA Inc.; Suburban; Allegheny Commuter.
Water freight service on James River

3 - POPULATION:
Corp. City 80 Cen. 219,268; E&P 88 Est. 211,037
MSA 80 Cen. 764,040; E&P 88 Est. 838,617
NDM-ABC: (80) 591,719
Bal. in MSA-ABC: (80) 169,592
Total MSA-ABC: (80) 761,311
Bal. in RTZ-ABC: (80) 368,484
Total NDM & RTZ-ABC: (80) 1,129,795
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 85,797; E&P 88 Est. 86,267
MSA 80 Cen. 269,202; E&P 88 Est. 306,817
NDM-ABC: (80) 214,922
Bal. in MSA-ABC: (80) 54,370
Total MSA-ABC: (80) 269,292
Bal. in RTZ-ABC: (80) 124,308
Total NDM & RTZ-ABC: (80) 393,600

5 - BANKS	**NUMBER**	**DEPOSITS**
Comm. & Savings	15	$26,298,533,000
Savings & Loan	14	$5,427,525,000

6 - PASSENGER AUTOS: City 124,441

7 - ELECTRIC METERS: Residence 260,300

8 - GAS METERS: Residence 66,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Tobacco 12,800 ($665); Lumber & Wood ex. Furn. 2,100 ($390); Fab. Metals 2,000 ($387); Food Prods. 4,600 ($315); Apparel & Textile Prods. 2,100 ($439); Paper Prods. 5,000 ($439); Printing & Pub. 7,100 ($305); Chem. Prods. 10,600 ($518).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-78; Summer 63-88; Fall 37-81; Winter 28-50. First killing frost, Oct. 31; last killing frost, Mar. 31.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: 9 blocks on Broad & Grace Sts. from 1st to 9th.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Willow Lawn(110)	4	JCPenney, Hess, Miller & Rhoads
Southside(41)	5	G.C. Murphy
Azalea(37)	4	Thalhimers, Ames
Eastgate(39)	6	Sears, Thalhimers
Cloverleaf(77)	6	Sears, JCPenney, Thalhimers
Brook Hill(22)	4	Super Fresh, Family Dollar
Village(22)	5	Super Fresh
Westland(20)	8	Peoples
Fountain Sq.(21)	8	Ukrops, Total Plus
Ridge(33)	7	A&N
Merchant's Walk(33) (25)	7	Hechinger, Marshall's
Henrico Plz.(15)	5	Bradlee's
Gayton(10) Crossing(63)	8	Winn Dixie, Safeway, Ukrops
Laburnum Sq.(27)	4	Safeway
Richmond(34)	3	Ukrops, Standard
Parham(15)	7	Safeway
Regency Sq.(93)	7	Sears, JCPenney, Miller & Rhoads, Thalhimers
Chesterfield(74)	10	Miller & Rhoads, Hess's
Midlothian Station(21)	13	Standar
Bon Air(12)	7	Safeway
Chippenham Sq.(28)	7	Bradlee's, Marshalls
Chippenham North(13)	6	Ukrop
Oxbridge(32)	10	Ukrops
Meadow Brook Plz.(32)	9	Super Fresh G.C. Murphy
Meadowdale(28)	9	Bradlees
Rockwood(15) -	10	Winn-Dixie, Revco
Tuckernuck(32)	9	Safeway, Standard
Huguenot Vlg.(25)	8	Rite Aid,
Sycamore Sq.(32)	13	Ukrop's
Beaufont(24)	6	Best Prods., Builder's Sq.
Stony Point(42)	12	Peoples, Ukrops

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat.; Food-Thur., Fri.
Stores Open Evenings-Nightly.

13 - RETAIL OUTLETS: **Department Stores**-Miller & Rhoads, Thalhimers, Sears, JC Penney, Hess.
Discount Stores-Bradlees 4, K mart 5, Best 4, Ames 4.
Variety Stores-Woolworth 4, G.C. Murphy 5.
Chain Drug Stores-Peoples 24, Standard 15, Revco 15, Drug City 3, Rite Aid 22.
Chain Supermarkets-Safeway 22; Super Fresh 13; Lukhards 2; Siegel's 5; Ukrop's 18; Winn-Dixie 10; Farm Fresh 6; Chuck's 10; Food Lion 11.
Other Chain Stores-Appliances: Circuit City, Luskins, Lowe's. Automotive Supply: Pep Boys, Western Auto, Trak Auto, Firestone, Goodrich, Goodyear, Midas Muffler, General Tire, Uniroyal, Advance Auto Supply, Earl Scheib. Building Supplies: Builders Square, Binswanger Glass, Glidden, Hechingers, Sherwin-Williams, 84 Lumber, Moore's, Lowes. Candy: Fanny Farmer. Women's Apparel: Stuarts, Ragtime, Francos, Lerner, LaVogue, Montaldo's, Marshall's, May Co., Lane Bryant, Berry Burk, Ardley. Men's Apparel: Jefferson, Steven Windsor, Kuppenheimer, A&N, Fines, Berry Burk, George's, Joseph Bank, Britches of of Georgetown, S&K, Shevel's. Furniture: The Hub, Heilig-Meyers, Haverty's, Virginia Wayside, Colony House, Haynes. Jewelers: Zale's, Schwarzchild, Morton's, D.P. Paul. Shoes: Bakers, Butler's, Kinney, Hanover, Hofheimers, Thom McAn, Florsheim, Saxon, Russell & Holmes.

14 - NEWSPAPERS: TIMES-DISPATCH (m) 142,065; NEWS LEADER (e) 108,343; TIMES-DISPATCH (S) 244,825; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Robert Bowerman, Display Mgr., NEWS LEADER and TIMES-DISPATCH, PO Box C-32333, Richmond, VA 23293; Tel. (804) 649-6501.
National Representative: Sawyer-Ferguson-Walker.

ROANOKE

1 - LOCATION: Independent city connected with Roanoke County (MSA). E&P Map C-3. Financial, mercantile, industrial, distribution, transportation, agricultural, center for Western VA. HQ for Norfolk Southern Co. Trading center for rich farm market. 165 mi. W of Richmond, 238 mi. SW of Washington, DC. On I-81; U.S. Hwys. 11 (Lee Hwy.), 460, 220, 221; State Hwys. 24, 115, 116, 117, 118, 311 & 419.

2 - TRANSPORTATION: **Railroads**-Norfolk Southern Ry; (headquarters for shops) major freight-break point, 5 radiating routes.
Intercity Bus Lines-Greyhound; Trailways; 4 local and regional carriers.
Motor Freight Carriers-58.
Airlines-Piedmont; general aviation air cargo; Charter and Helicopter Services; United Express.

3 - POPULATION:
Corp. City 80 Cen. 100,163; E&P 88 Est. 100,697
MSA-ABC: (80) 220,393
Bal. in NDM-ABC: (80) 497,210
County 80 Cen. 73,261; E&P 88 Est. 76,404
MSA 80 Cen. 220,768; E&P 88 Est. 227,211
Total NDM-ABC: (80) 717,603
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 40,027; E&P 88 Est. 41,823
County 80 Cen. 25,237; E&P 88 Est. 27,308
MSA 80 Cen. 81,882; E&P 88 Est. 87,190
MSA-ABC: (80) 81,878
Bal. in NDM-ABC: (80) 171,464
Total NDM-ABC: (80) 253,342

5 - BANKS N.A.

6 - PASSENGER AUTOS: City 67,728

7 - ELECTRIC METERS: Metro-Res. 86,547

8 - GAS METERS: Metro-Res. 34,829

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric., Forestry, & Fish 6,890; Constr. 6,770; Mfg. 20,580; Trans., Commun. & Util. 8,320; Trade 28,100; Fin., Ins. & R.E. 6,640; Servs. 26,560.
Principal Pay Days-Fri., 15th; Last day of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-67; Summer 68-87; Fall 40-68; Winter 29-51. Mean An. Temp.-56. First killing frost, Oct. 18; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Jefferson St.; 4 on Campbell Ave.; 4 on Church Ave.; 4 on Salem Ave.
Neighborhood Shopping Areas-29 blocks, Williamson Rd.; 2 on Grandin Rd.; 2 on Brambleton Ave.; 3 on Franklin Rd. to City Limits. Melrose Ave. from 22nd St. NW to City Limits, 11th St., NW & Moorman Rd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Grandin Road(28)	2	Thriftway, Revco, Harris Teeter
Oak-Grove(10)	7	Big Lots, Super X
Crossroads Mall(51)	5	Kroger, Firestone, Heironimus, Peoples, K mart Circuit City
Tanglewood Mall(109)	5	JCPenney, Leggetts, Kroger, SupeRx, Miller & Rhodes, Brendle's, Firestone
Towers(55)	2	John Simmons, Heironimus, Woolworth, Harris Teeter, Peoples
Roanoke-Salem(23)	4	Peoples, Winn Dixie, Woolworth
Towne Ctr	NA	Sam's Wholesale, Zayre, Pharmor
Cave Spring Corners(19,	5	Kroger, SupeRx, Hills
Townside(2)	3	Super X
Valley View(118)	5	Sears, Thalhimer's, JCPenney, Leggetts, Miller & Rhoads, Hechinger, Holdrens Toys R Us
Vinton Plaza	3	Winn-Dixie, Sherwin-Williams
Parkside	3	Winn-Dixie, Revco
Lake Drive(17)	3	G.C. Murphy, Kroger, SupeRx, Sidney's Radio Shack
Spartan Sq.(26)	10	Kroger, K mart, SupeRx
West Salem Plz.(5)	9	Winn-Dixie
Southwest Plz.(8)	7	Winn-Dixie, Revco, Firestone
Market Square North(10)	10	Food Lion
Market Square East(8)	4	Food Lion
Jamestown Plaza(3)	3	Bi-Rite
Blue Ridge(10)		Food Lion

Principal Shopping Days-Fri.; 15th; Last day of month.
Stores Open Evenings-Food, drug, dept. stores in shopping centers open nightly.

13 - RETAIL OUTLETS: **Department Stores**-S. H. Heironimus; Leggetts; Miller & Rhoads; JCPenney; Sears; Thalhimer's.
Discount Stores-Lowe's; Moore's 4; Pete Moore; Best Co., Inc.; Thriftee 2; Revco 13; K mart 3; Family Dollar 4; Hills 2; Brendlees 2; T.J. Maxx; S&K; Sam's Wholesale; Zayre; Pharmor.
Variety Stores-Woolworth 3; Scotties.
Chain Drug Stores-Peoples 7; Revco 14; SupeRx 16.
Chain Supermarkets-Kroger 9; Harris Teeter 6; Winn-Dixie 5; Hop-In 20; IGA 2; Pic-Quick 8; Sureway 3; 7-Eleven 12; Thriftway 4; Food Lion 4; Other Grocery Stores 264.
Other Chain Stores-Devoe; Firestone; Goodrich; Goodyear; Grand Piano; Hanover Shoe; Hofheimer Shoes; Kinney Shoes; Lerner's Shops; Stuart McGuire Shoes; Pic-Way Shoes; Radio Shack; Sherwin-Williams; Thom McAn; Webster Clothiers; Western Auto; Sidney's; Advance Stores; Spencer Gifts; Holdrens; Orvis.

14 - NEWSPAPERS: TIMES & WORLD NEWS (m-mon to fri) 80,750; (e-mon to fri) 42,986; (m-sat) 123,766; (S) 126,351; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Pat Blackstock, Gen. Adv. Mgr., TIMES & WORLD NEWS, PO Box 2491, Roanoke, VA 24010; Tel. (703) 981-3100.
National Representative: Branham/Newspaper Sales.

SPRINGFIELD

1 - LOCATION: Independent City in Fairfax County (In Washington DC-MD-VA MSA), E&P Map E-1, County Seat. Suburban Washington.

2 - TRANSPORTATION: **Motor Freight Carriers**-41 in SMSA.
Intercity Bus Lines-Continental Trailways; Greyhound; Gold Line; Colonial Transit.
Airlines-Major airlines in Washington, DC.

3 - POPULATION:
Corp. City 80 Cen. 20,619; E&P 88 Est. 20,092
County 80 Cen. 600,939; E&P 88 Est. 778,461
MSA 80 Cen. 3,258,724; E&P 88 Est. 3,584,457
NDM-ABC: (80) 745,103

4 - HOUSEHOLDS:
City 80 Cen. 6,881; E&P 88 Est. 7,171
County 80 Cen. 205,166; E&P 88 Est. 285,956
MSA 80 Cen. 1,173,172; E&P 88 Est. 1,346,531
NDM-ABC: (80) 270,162

5 - BANKS	**NUMBER**	**EST. DEP.**
Comm.(MSA)	63	$13,000,000,000
Savings & Loan (MSA)	53	$9,000,000,000

6 - PASSENGER AUTOS: County 554,816

7 - ELECTRIC METERS: Residence 873,200 (MSA)

8 - GAS METERS: Residence 565,320 (MSA)

9 - PRINCIPAL INDUSTRIES: Gov't; Whol. & Ret. Trade; Servs.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 66-90; Fall 50-71; Winter 20-45. First killing frost, Nov. 27; last killing frost, Mar. 10.

11 - TAP WATER: Slightly alkaline, medium soft.

12 - RETAILING: **Principal Shopping Center**-Springfield Mall.
Neighborhood Shopping Centers-Bradick.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Most.

13 - RETAIL OUTLETS: **Department Stores**-Garfinckels; Woodward & Lothrop; Montgomery Ward; Penney's.
Discount Stores-K mart.
Chain Drug Stores-Peoples; Drug Fair; Dart Drug; Revco.
Chain Supermarkets-Giant; Safeway; A&P.

14 - NEWSPAPERS: FAIRFAX JOURNAL (m-mon to fri) 53,626; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Michael Veitch, V.P.-Sales & Mktg., Journal Newspapers, Springfield, VA 22159; Tel. (703) 750-8100.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

STAUNTON

1 - LOCATION: Independent City connected with Augusta County, E&P Map D-2, County Seat. Trading center for three-county agricultural area. School center. West Central part of State. 87 mi. from Roanoke; 72 mi. from Lynchburg; 107 mi. from Richmond. On U.S. Hwys. 250, 11, I-81, I-64; State Hwy. 254.

2 - TRANSPORTATION: **Railroads**-Chesapeake & Ohio, Chesapeake & Western (freight).
Motor Freight Carriers-16.
Intercity Bus Lines-Greyhound; Virginia Trailways.
Airlines-Henson.

3 - POPULATION:
Corp. City 80 Cen. 21,822; E&P 88 Est. 21,162
CZ-ABC: (80) 32,268
RTZ-ABC: (80) 94,093
County 80 Cen. 54,026; E&P 88 Est. 58,795
City & RTZ-ABC: (80) 126,361

4 - HOUSEHOLDS:
City 80 Cen. 8,097; E&P 88 Est. 8,401
CZ-ABC: (80) 11,344
RTZ-ABC: (80) 32,634
County 80 Cen. 17,978; E&P 88 Est. 20,281
City & RTZ-ABC: (80) 43,978

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$271,164,000
Savings & Loan	2	$237,507,153

6 - PASSENGER AUTOS: County 41,068; City 16,102

7 - ELECTRIC METERS: Residence 25,000

8 - GAS METERS: Residence 8,171

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Trans., Commun. & Util. 1,377; Mfg. 1,021; Trade 2,092; Lumber & Furn. 500; Fibers & Textiles 4,380; Metal Prods. & Fabric 1,080; Mach. & Misc. Mfg. 3,330; Apparel 1,300; Food 510; Constr. 2,100; Fin., Ins., R.E. 487; Gov't 5,130.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 61-82; Fall 38-57; Winter 24-43. First killing frost, Oct. 19; last killing frost, May 7.

11 - TAP WATER: Neutral, medium soft; fluoridated and chlorinated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Beverly St.; 4 on Central Ave.; 2 on Augusta St.
Neighborhood Shopping Centers-1 block at Hays & W. Beverly; 1 block at College Park; 1 block at Churchville & Grubert Aves. Staunton Mall, Rt. 11, South (Greenville Ave.) (30 acres); 3 blks. at Beverly & Grubert; 1 blk. at Churchville & Springhill; Chestnut Hills Shopping Center; Statler Square Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Terry Court(24)	NA	Terry Court Drug
Town & Country(3)	NA	K mart, Sears
Statler Sq (16)		Roses, Eckerd, Kroger
Staunton Plaza(31)	NA	JC Penney, Mont. Ward, Woolworth, Leggett, Sears Surplus
Chestnut Hills(5)	NA	Heck's, Big Lots

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri., Shpg. Ctrs. every evening.

13 - RETAIL OUTLETS: **Department Stores**-Leggett's; Montgomery Ward; JC Penney; Sears Surplus.
Variety Stores-Woolworth.
Chain Drug Stores-Peoples; SupeRx; Drug Fair; Medco; Eckerd; Rite Aid; Revco.
Chain Supermarkets-IGA; Kroger; Shop & Save; 7-Eleven; A&P; Food Lion.
Discount Stores-Heck's; K mart; Roses; Big Lots; Zayre; K mart; Roses.
Other Chain Stores-Lowe's; Goodyear; Dollar General; Family Dollar; Advance; A&N; Sears (catalog); Moore's; Glassner Jewelers; Wise Discount; Medco; High's; Memory Lane Gifts; Super Dollar; University Tire Co.; Advance Auto.

14 - NEWSPAPERS: NEWS-LEADER (m) 17,565; (S) 22,071; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Evarts W. Opie Jr., Pub., NEWS-LEADER, PO Box 59, Staunton, VA 24401; Tel. (703) 885-7281.
National Representative: Landon Associates.

STRASBURG

1 - LOCATION: Shenandoah County. E&P Map E-1. On U.S. Hwy. 11; State Hwy. 55; I-81 and Junction I-66. Miscellaneous manufacturing center in agricultural region. 90 mi. W of Washington, DC, 130 mi. SW of Baltimore, MD. Serving Tri County area, Frederick, Warren, and Shenandoah Counties.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western; Southern; Conrail; Chessie.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 2,431; E&P 88 Est. 2,950
County 80 Cen. 27,663; E&P 88 Est. 28,620
NDM-ABC: (80) 116,357

4 - HOUSEHOLDS:
City 80 Cen. 904; E&P 88 Est. 960
County 80 Cen. 10,035; E&P 88 Est. 10,721
NDM-ABC: (80) 41,906

5 - BANKS	NUMBER	EST. DEP.
Commercial	13	$478,207,000
Savings & Loan	5	$50,000,000

6 - PASSENGER AUTOS: Counties-Shenandoah 25,046; Warren 19,671; Frederick 32,637; Regional total 77,354.

7 - ELECTRIC METERS: Residence Est.-Shenandoah Co. 8,800; Warren Co. 9,320; Frederick Co. 19,993; Regional total 38,113.

8 - GAS METERS: 3,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles 5,440; Apple Prods. 750; Rubber Prods. 933; Poultry 3,260; Auto Parts 260; Brake Shoes 950; Sewing 900; Building Materials 425; Comm. Printing 300; Quarries 200; Food Proc. 950; Light Bulbs 250; Records & Tapes 1,065; Travel Trailers & Mobile Homes 250; Furn. 350.
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-92; Summer 50-105; Fall 28-86; Winter 10-75. First killing frost, Oct. 30; last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center**-Winchester; Front Royal; Strasburg; Woodstock.
Neighborhood Shopping Centers-Mt. Jackson; Edinburg; New Market; Berryville; Boyce; Wardensville; Middletown; Stephens City.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Fri.; Food-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; Leggetts 2; JCPenney; Sears; Peebles; Nichols; K mart 2; Zayre; Rose's; Maxway.
Variety Stores-Newberry 2; McCrory 2; Ben Franklin; Kresge; Family Dollar.
Chain Drug Stores-Peoples 2; Drug Fair 2; Dart Drug; Revco 2; Rite Aid; Standard Drug.
Chain Supermarkets-Safeway 4; A&P 4; IGA 4; 7-Eleven 15; Acme; High's; Food Lion 3; Martin's 2.
Other Chain Stores-Singer Co. 2; Firestone 3; Goodyear 2; Western Auto 3; Goodrich; Advance; A&N 2; Jewel Box; Burton Men's Shop; Dollar General 3; Lowes; Lafayette; Radio Shack 2; Heck's.

14 - NEWSPAPERS: NORTHERN VIRGINIA DAILY (m) 14,409; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: David Rickard, Adv. Contact, NORTHERN VIRGINIA DAILY, PO Box 69, Strasburg, VA 22657; Tel. (703) 465-5137.
National Representative: Landon Associates.

SUFFOLK

1 - LOCATION: Independent City (In Norfolk-Virginia Beach-Newport News VA-NC MSA). E&P Map F-3. 20 mi. SW of Norfolk, VA. On U.S. Hwys. 58, 460.

2 - TRANSPORTATION: **Railroads**-Atlantic Coast; Norfolk, Franklin and Danville; Norfolk & Western; Seaboard.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 47,111; E&P 88 Est. 48,971
CZ-ABC: (80) 47,621
RTZ-ABC: (80) 42,758
MSA 80 Cen. 1,161,268; E&P 88 Est. 1,350,097
City & RTZ-ABC: (80) 90,379

4 - HOUSEHOLDS:
City 80 Cen. 15,742; E&P 88 Est. 17,197
MSA 80 Cen. 385,929; E&P 88 Est. 462,871
CZ-ABC: (80) 15,742
RTZ-ABC: (80) 13,924
City & RTZ-ABC: (80) 29,666

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	$86,000,000
Savings & Loan	2	$29,200,000

6 - PASSENGER AUTOS: City 32,223

7 - ELECTRIC METERS: Residence 13,500

8 - GAS METERS: Residence 1,835

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Peanut 2,370; Television Assembly 4,900; Lumber 465; Meat Pkg. 195; Tea & Coffee Prods. 260; Farm Mach. Mfg. 175.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-73; Summer 77-95; Fall 41-62; Winter 39-47.

11 - TAP WATER: Alkaline, very soft, not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Suffolk Plaza(28)	NA	Ames, Super Fresh
Suffolk West(19)	NA	Rite Aid
Suffolk Shopping Ctr.	NA	Rose's, Revco, Farm Fresh
Holland Shopping Ctr.	NA	Revco, Food Lion

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Leggetts; Ames; B. Laderberg & Son.
Variety Stores-Woolworth; Rose's; Super Dollar; Dollar General.
Chain Drug Stores-Peoples; Revco; Rite Aid.
Chain Supermarkets-Super Fresh; Belo 4; Farm Fresh; Food Lion.
Other Chain Stores-Goodyear; Kinney Shoes; Singer; Sherwin-Williams; Radio Shack; Western Auto; Eleanor Shops; Cato's; Fashion Sents; Pic 'N Pay; Food: Dominoes, Kentucky Fried, Pizza Hut, McDonalds, Taco Bell, Hardies, Burger King.

14 - NEWSPAPERS: NEWS-HERALD (e-mon to fri) 6,520; (S) 6,617 Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Earl T. Jones, Jr., Adv. Dir., NEWS-HERALD, 130 S. Saratoga St., Suffolk, VA 23434; Tel. (804) 539-3437.
National Representative: Landon Associates.

VIRGINIA BEACH
See NORFOLK

WAYNESBORO

1 - LOCATION: Independent City connected with Augusta County, E&P Map D-2. Railroad junction and shipping center for industrial, agricultural and dairy area of E Augusta, N Nelson and W Albermarle Counties, 98 mi. W-NW of Richmond; 90 mi. N-NE of Roanoke. On U.S. Hwys. 250 and 340; I-64; State Hwys. 254, 340, 624, 664, 795, 865.

2 - TRANSPORTATION: **Railroads**-Chesapeake & Ohio; Norfolk & Western; Belt (freight line).
Motor Freight Carriers-5.
Intercity Bus Lines-Virginia Trailways.
Airlines-Allegheny Commuter.

3 - POPULATION:
Corp. City 80 Cen. 15,329; E&P 88 Est. 15,333
CZ-ABC: (80) 23,159
RTZ-ABC: (80) 47,812
County 80 Cen. 54,026; E&P 88 Est. 58,795
City & RTZ-ABC: (80) 70,971
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,870; E&P 88 Est. 6,298
CZ-ABC: (80) 8,578
RTZ-ABC: (80) 16,383
County 80 Cen. 17,976; E&P 88 Est. 20,281
City & RTZ-ABC: (80) 24,961

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$89,884,000
Savings & Loan	2	$26,052,000
Credit Unions	6	$28,380,000

6 - PASSENGER AUTOS: County 41,068

7 - ELECTRIC METERS: Residence 6,600

8 - GAS METERS: Residence 6,425

9 - PRINCIPAL INDUSTRIES: Electronics; Chem and Synthetics; Furn.; Textiles; Metalcraft; Plastics; Filaments; Shipfittings; Vinyl; House Siding; Pipe and Electronic Organs; Plywood; Confectionery; No. of Wage Earners-over 9,000; annual payroll in excess of $165,000,000.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Annual rainfall approx. 40 in.; Annual snowfall approx. 20 in.; Winter av. temp. 35; Summer av. temp. 75.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-22 blocks on 7 sts.; 5 on Main St.; 4 on Wayne Ave.; 1 on Federal St.; 1 on Short St.; 1 on Market Ave.; 3 on Arch Ave.; 1 on 11th St.; 6 blks. on Broad St.
Neighborhood Shopping Centers-3 blocks on Commerce Ave.; 2 on W. Main St.; 4 on W. Broad; 3 on E. Broad.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Waynesboro Ctr (22)	NA	Rose's, Peoples, Heck's, Food Lion

Principal Shopping Days-Thur. through Sat.
Stores Open Evenings-Mon. through Fri., Shopping Centers, Food Stores & many others nightly.

13 - RETAIL OUTLETS: **Department Stores**-Leggetts; Cato's; Corner Hdwe.
Variety Stores-Rose's.
Discount Stores-K mart; Heck's.
Chain Drug Stores-Standard; Kroger Sav-on; Peoples Service Drugs; Drug Fair.
Chain Supermarkets-A&P; Kroger Savon; IGA; Shop & Save; Food Lion.
Other Chain Stores-Western Auto; Advance; Jewel Box; Firestone; Goodyear; Goodrich; Sherwin-Williams; Sears; A&N; Grand Piano; Moores.

14 - NEWSPAPERS: NEWS-VIRGINIAN (e) 12,026; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Marty White, Adv. Dir., NEWS-VIRGINIAN, 544 W. Main St., Waynesboro, VA 22980; Tel. (703) 949-8213.
National Representative: Landon Associates.

WINCHESTER

1 - LOCATION: Independent City connected with Frederick County, E&P Map E-1, County Seat. Manufacturing, shopping, fruit growing & packing, tourist, medical center. In N tip of State. On U.S. Hwys. 11, 17, 50, 522, 340; I-81. 72 mi. W of Washington, DC; 142 mi. from Richmond.

2 - TRANSPORTATION: **Railroads**-B&O; Chessie, N/W Freight only.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 20,217; E&P 88 Est. 20,299
CZ-ABC: (80) 20,217
Bal. in NDM-ABC: (80) 44,115
County 80 Cen. 34,429; E&P 88 Est. 36,762
Total CZ & Bal. in NDM-ABC: (80) 64,332
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,971; E&P 88 Est. 9,251
CZ-ABC: (80) 7,971
Bal. in NDM-ABC: (80) 14,981
County 80 Cen. 11,467; E&P 88 Est. 11,904
Total CZ & Bal. in NDM-ABC: (80) 22,952

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	7	$4,423,021,325
Savings & Loan	1	$583,843,438

6 - PASSENGER AUTOS: County 32,637

7 - ELECTRIC METERS: Residence City 9,926; County 15,200

8 - GAS METERS: Residence City & County 3,360

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric. Serv. & Quarrying 330; Constr. 1,600; Textiles & Apparel 530; Food 990; Lumber & Furn. 670; Stone, Clay, Glass Prods. 1,420; Metal Prods. & Mach. 1,440; All Other Mfg. 15,400; Fin. 970; Gov't 2,320; Servs. 3,670.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-62; Summer 63-85; Fall 45-68; Winter 28-48. First killing frost, Oct. 19; last killing frost, Apr. 21.

11 - TAP WATER: Alkaline.

12 - RETAILING: **Principal Shopping Area**-10 blocks on 5 sts.; Downtown Pedestrian Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Berryville Pl.	NA	Nichols, Choice IGA
Ward Pl (16)	NA	Mont. Ward, Kresge, Peoples Drug
Delco Plz (8)	NA	Zayre, Dart Drug
Apple Valley Sq (14)	NA	Heck's, Acme, Revco
Apple Blossom Mall(43)	NA	Leggett, Sears, JCPenney

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Department: Mon and Fri.; Food and Shpg. Ctrs.: Mon. through Sun.

13 - RETAIL OUTLETS: **Department Stores**-Leggett; JCPenney; Montgomery Ward; Sears; K mart.
Variety Stores-McCrory; Kresge.
Discount Stores-Revco 4; Zayre; Nichols; K mart; Heck's; Family Dollar; Dollar Bargain; Dollar General.
Chain Drug Stores-Peoples 2; Drug Fair 2; Revco 4; Dart Drug.
Chain Supermarkets-A&P 2; Safeway; Choice IGA; Acme; Martins; Food Lion.
Other Chain Stores-Royal Jewelers; Kinney; A&N; Schewels; Firestone; Sherwin-Williams; Eleanor; McPhail Paint; Goodyear; Lowes; Moores; Fashion Bug; Pic Way; Pic N'Pay; 84 Lumber; Alfred Neys; Zale's; Grand Piano.

14 - NEWSPAPERS: STAR (e) 21,250; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Howard, Adv. Mgr., STAR, 2 N. Kent St., Winchester, VA 22601; Tel. (703) 667-3200.
National Representative: Landon Associates.

WOODBRIDGE

1 - LOCATION: Prince William County (In Washington, DC-MD-VA MSA), E&P Map E-2. Suburban residential and military center. In N Virginia, 30 mi. S of Washington, DC, 20 mi. N of Fredericksburg; on I-95.

2 - TRANSPORTATION: **Railroads**-Richmond, Fredericksburg & Potomac; Southern.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Major national and international airlines at Washington, DC.

3 - POPULATION:
District 80 Cen. 14,867; E&P 88 Est. 18,903
NDM-ABC: (80) 107,632
County 80 Cen. 167,630; E&P 88 Est. 216,959
MSA 80 Cen. 3,258,724; E&P 88 Est. 3,584,457
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,700; E&P 88 Est. 5,935
NDM-ABC: (80) 31,442
County 80 Cen. 43,790; E&P 88 Est. 70,203
MSA 80 Cen. 1,173,172; E&P 88 Est. 1,346,531

5 - BANKS N.A.

6 - PASSENGER AUTOS: County 136,441

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Percentage of Wage Earners (80 Cen.)-Gov't 48%; Prof. & Tech. 20%; Clerical 20%; Crafts 20%; Servs. 11%; Industrial 10%; Farming 0.3%.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-64; Summer 68-85; Fall 47-68; Winter 38-44. First killing frost, Oct. 26; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Neighborhood Shopping Centers**-Potomac Plaza, Prince William Plaza, Dumfries, Triangle Plaza, Lynwood, Ashdale Plaza, Forestdale Plaza, Glendale Plaza, Westgate, Georgetown South, Center Plaza, Manassas Junction, Tackett's Mill, Potomac Mills, Prince William Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Marumsco Plaza(50)	NA	Peebles, Giant Foods, Peoples Drugs
Gordon Plaza(20)	NA	Zayre, Basics, Dart
Manassas Mall(75)	NA	Mont. Ward, Hecht's, Sears, Leggett
Manaport(25)	NA	Dart Home
Manassas(41)	NA	Peebles, Drug Fair

Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-Peebles; Zayre; Leggetts; Montgomery Ward; Hecht Co.; K mart; Ames; Bradlees.
Chain Drug Stores-Dart; Peoples; Drug Fair.
Chain Supermarkets-Basics; Grand Union; A&P; Safeway; Giant Foods; Bon Food; Shoppers Food Whse.
Other Chain Stores-Goodyear; Merchants Tire; Market Tire; Harpers; Steven Windsor; Abbey Carpets; Hechingers; Lowe's; Hub Furniture; Sherwin-Williams; Hi-Gear; Radio Shack; Mattress Discounters; Rug Man; Waxie-Maxie; Scotts Lumber; Color Tile; Waccamaw Pottery; Luskins; IKEA; Coho.

14 - NEWSPAPERS: POTOMAC NEWS (e-mon to fri) 24,472; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Paula Ryan Ret. Adv. Mgr., POTOMAC NEWS, 14010 Smoketown Rd., Woodbridge, VA 22192; Tel. (703) 670-8151.
National Representative: U.S. Suburban Press.

WASHINGTON SURVEYS

METROPOLITAN STATISTICAL AREAS

Bellingham-Whatcom County.
Bremerton-Kitsap County.
Olympia-Thurston County.
Richland-Kennewick-Pasco-Benton and Franklin Counties.
Spokane-Spokane County.
Yakima-Yakima County.

PRIMARY METROPOLITAN STATISTICAL AREAS

Seattle-King and Snohomish Counties.
Tacoma-Pierce County.
Vancouver-Clark County.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Portland-Vancouver, OR-WA-Includes Portland, OR PMSA and Vancouver, WA PMSA.
Seattle-Tacoma-Includes Seattle PMSA and Tacoma PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1989
Under 5 Years	281	306	377
5-14 Years	679	618	654
15-24 Years	627	769	697
25-44 Years	808	1,241	1,613
45-64 Years	698	775	820
65 and Over	321	439	449
TOTAL	3,413	4,148	4,610

Based on U.S. Census

POPULATION ESTIMATES
(Thousands)

Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 census.

Cities	Total Pop.	Spanish Origin	Percent
Pasco-Kennewick Richland	86	18	20.9

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1989 Est.
Bldg. Mat./Hdwr	898	1,083	2,311
General Mdse	1,604	2,170	3,684
Food	2,896	4,805	7,249
Automobiles	2,757	3,203	6,999
Gasoline Stations	947	1,690	1,906
Apparel	611	972	1,581
Furniture	669	818	1,696
Eat-Drink Places	1,356	2,233	3,823
Drugs	536	796	1,326
TOTAL SALES	13,503	20,008	33,490

ABERDEEN

1 - LOCATION: Grays Harbor County, E&P Map A-2. On the Chelalis River, 50 mi W of Olympia. On U.S. Hwys. 12, 101.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Burlington Northern.
Motor Freight Carrier-5.
Intercity Bus Lines-Washington Coast Lines; Grays Harbor Transit.

3 - POPULATION:
Corp. City 80 Cen. 18,739; E&P 88 Est. 15,757
CZ-ABC: (80) 30,033
RTZ-ABC: (80) 46,089
County 80 Cen. 66,279; E&P 88 Est. 65,505
City & RTZ-ABC: (80) 76,122
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,539; E&P 88 Est. 6,184
CZ-ABC: (80) 11,886
RTZ-ABC: (80) 17,074
County 80 Cen. 25,181; E&P 88 Est. 25,911
City & RTZ-ABC: (80) 28,960

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$547,160,000
Savings & Loan	3	(Incl. above)

6 - PASSENGER AUTOS: County 31,207

7 - ELECTRIC METERS: Residence 29,594

8 - GAS METERS: Residence 1,409

9 - PRINCIPAL INDUSTRIES: Lumber; Logging; Plywood; Small Wood Working 3,610 Emp.; Pulp & Paper Mfg. 1,000 Emp.; Commercial Fishing 137.
Principal Pay Days-Sat. 1st, 5th, 15th, 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 50-85; Fall 50-75; Winter 30-60.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Heron St.; 5 on Wishkah St.; 4 on Market St.; East Wishkah Mall (20 stores); South Shore Mall (56 Stores).
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; La Monts; K mart.
Variety Stores-Pay 'N Save; Yellowfront.
Discount Stores-Pay Less; Ernst-Malmo.
Chain Drug Stores-Pay Less; Rexall 2; Pay 'N Save; The Medicine Shoppe.
Chain Supermarkets-Safeway 3; Thriftway; Swanson's 3; Shop Rite; Prairie Mkt.; Price Plus.
Other Chain Stores-Weisfield Jewelers; Coast-to-Coast; Discount Fabrics; Radio Shack 3; Sherwin-Williams; General Tire; Kinney Shoes 2; True Value Hdwe. 3; Sprouse-Reitz; F.T. Kluh; Squire Shop; Hallmark 3; House of Fabric; Maurices's; 7-Eleven 5; Tires Inc.; Centerville; Hazel's Candies; Waldenbooks; Robinsons; Goodyear; Ace Hdwe. 3; Gallencamps; Fabricland; Zales; Kits Camera; Pay N Pak; Foot Locker; Grand Auto.

14 - NEWSPAPERS: WORLD (e) 17,556 (S) 17,380; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Duane Langeliers, Gen. Mgr., WORLD, 315 S. Michigan; PO Box 269, Aberdeen, WA 98520; Tel. (206) 532-4000.
National Representative: Landon Associates.

AUBURN
See KENT

BELLEVUE

1 - LOCATION: King County (In Seattle PMSA), E&P Map B-2. 6 mi. E of Seattle. E of Lake Washington, on I-405 (alternate to N-S I-5 which passes through Seattle). Two floating bridges connect with Seattle to the west (I-90 and Hwy. 520).

2 - TRANSPORTATION: **Railroads**-Burlington-Northern.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways; Greyhound; Seattle Metro Transit.
Airlines-Alaska; British Airways; Continental; Delta; Eastern; Northwest; Pacific Western; Pan American; Scandinavian; United; TWA; Republic; Horizon Air; (In Seattle)

3 - POPULATION:
Corp. City 80 Cen. 73,903; E&P 88 Est. 86,991
NDM-ABC: (80) 301,461
County 80 Cen. 1,273,654; E&P 88 Est. 1,389,869
PMSA 80 Cen. 1,614,078; E&P 88 Est. 1,798,378
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 27,871; E&P 88 Est. 34,172
NDM-ABC: (80) 105,528
County 80 Cen. 497,263; E&P 88 Est. 565,206
PMSA 80 Cen. 617,645; E&P 88 Est. 717,160

5 - BANKS	NUMBER	DEPOSITS
Savings	7	$517,548,000
Savings & Loan	9	$324,280,000
Commercial	10	$234,073,000

6 - PASSENGER AUTOS: County 913,435

7 - ELECTRIC METERS: East Side 138,000

8 - GAS METERS: East Side 71,000

9 - PRINCIPAL INDUSTRIES: Electronic Control Systems; Phototypesetting Equip.; Bldg. Materials; Trucks; Constr. Equip.; Soft Drinks; Food Prods.; Medical Electronics; Computer Software Developers; Aerospace Support Systems.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-59; Summer 56-75; Fall 48-60; Winter 36-45. First killing frost, Nov. 2; last killing frost, Mar. 20.

11 - TAP WATER: Soft.

12 - RETAILING: **Principal Shopping Centers**-(No. of Stores)-8400 stores on East Side. Bel-Square; Bellevue Way & N.E. 8th (198); Crossroads-N.E. 8th & 156th N.E. (60); Totem Lake Exit 124 off 405, Kirkland (68); Factoria, I-90 & 405 (80); Overlake, 148th & N.E. 24th (55).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bel-Square	NA	JCPenney, Fredrick & Nelson, Nordstrom, The Bon
Crossroads(60)	NA	Lamont's, Ernst Hdwe.
Totem Lake(68)	NA	Pay'N Save, Thrifty, Ernst Hdwe., Lamont's
Lake Hills	NA	QFC Grocery
Evergreen Vlg.(21)	NA	Pay'N Save, Safeway
Redmond Ctr.(21)	NA	QFC, Sears
Juanita Vlg.(11)	NA	Safeway
Sunset Village(20)	NA	Safeway, Fisher Drug
Eastgate Plaza	NA	Albertson's, Skaggs
Bear Creek(23)	NA	Pay'N Save, Safeway
Overlake(12)	NA	Pay Less
Factoria(4)	NA	Pay'N Save, Safeway

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping centers every evening to 9.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Nordstrom; Frederick and Nelson; Lamont's; Fred Meyer; Eddie Bauer; Loehmanns.
Chain Drug and Variety Stores-Pay 'N Save; Pay Less; Skaggs; Coast-to-Coast; Ernst Hardware; Fred Meyer; Bartells; Pay 'n Pak; K mart.
Chain Supermarkets-Albertson's, Safeway; Lucky; Thriftway; Thrifty; QFC; Mark-It Foods; Tradewell; Fred Meyer.
Other Chain Stores-Firestone; Goodyear; Big O Tires; O.K. Tire; R&B Furniture; Hancock Fabrics; Discount Fabrics; Gran Tree Furniture Rental; Friedlander's Jewelry; Radio Shack; Dunn Lumber; 7-Eleven; Dairy Queen; Schuck's Auto; Fisher Drug; Bartell Drug; Sleepaire; Hickory Farms; J.K. Gill; Western Farmers Assoc.; Hallmark; Standard Service Tire; Fabricland; Music West; Lee Myles Transmission; Capitol Tire; Malmo; Big Five; Sam's Tires.

14 - NEWSPAPERS: JOURNAL-AMERICAN (m) 26,220; (S) 26,433; Mar. 31, 1988 ABC.
Local Contact for Advertising, Market, and Merchandising Data: Don Bartholomaus, Adv. Dir., JOURNAL-AMERICAN, PO Box 90130, Bellevue, WA 98009-0130; Tel. (206) 455-2222.
National Representative: Landon Associates.

BELLINGHAM

1 - LOCATION: Whatcom County (MSA), E&P Map B-1. 86 mi. N of Seattle. On U.S. Hwy. I-5; State Hwys. 11, 542, 539. On Bellingham Bay.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound.
Airlines-San Juan (United Airline affiliate); USAir; Horizon Air (Alaska affiliate).

3 - POPULATION:
Corp. City 80 Cen. 45,794; E&P 88 Est. 47,051
CZ-ABC: (80) 45,794
RTZ-ABC: (80) 60,907
County/MSA 80 Cen. 107,005; E&P 88 Est. 117,576
City & RTZ-ABC: (80) 106,701
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 18,440; E&P 88 Est. 17,565
CZ-ABC: (80) 18,440
RTZ-ABC: (80) 21,190
County/MSA 80 Cen. 39,630; E&P 88 Est. 45,022
City & RTZ-ABC: (80) 39,630

5 - BANKS	NUMBER	EST. DEP.
Commercial	9	$602,388,000
Mutual Savings	3	$287,928,000
Savings & Loan	4	$133,449,000
Credit Unions	4	$99,655,000

6 - PASSENGER AUTOS: County 64,601

7 - ELECTRIC METERS: Residence 48,341

8 - GAS METERS: Residence 12,804

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg: Food & Kindred Prods. 1,290, other Non-Durable Goods 2,540, Lumber & Wood Prods. 840, other Durable Goods 2,390; Mining & Quarrying 110; Constr. 2,130; Trans. & Public Util. 1,990; Whol. & Ret. Trade 11,650; Fin., Ins. & Real Estate 1,660; Services 9,840; Gov't. 8,300. Agric., Self-Employed & Military 10,705.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-58; Summer 46-72; Fall 39-60; Winter 30-45. First killing frost, Sept. 28; last killing frost, May 12.

11 - TAP WATER: Neutral, soft, filtered, chlorinated.

12 - RETAILING: **Principal Shopping Centers**-23 blocks on State, Railroad, Cornwall, Commercial, Magnolia & Holly; 2 on Bellis Fair Mall I-5 & Meridian St.
Neighborhood Shopping Centers-12th & Harris; Meridian & Broadway; Northwest & E Maplewood; E Holly & Ellis; Meridian & Illinois; Northwest & Birchwood; Cornwall & Ohio; Bellingham Mall, College Pkwy.; Fountain District; Park Manor; Sunset Square; Fred Meyer; Meridian Village.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bellis Fair Mall	NA	Mervyn's, Target
Bellingham Mall(27)	NA	
Fred Meyer(7)	NA	Fred Meyer, General Mdse.
Haggen Ctr.(6)	NA	N.W. Realty
Meridian Vlg.(22)	NA	House of Fabrics, Sizzler Steak House
Northwest Ctr.(17)	NA	Variety Store

Principal Shopping Days-Dept. Stores: Mon., Fri. and Sat.; Food Stores: Thur., Sun.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JC Penney; Golden Rule; Bon Marche; Fred Meyer; Payless; Nordstrom's Place Two; Jafco; Target; Mervyn's; J.K. Gill.
Variety Stores-Woolworth; Sprouse-Reitz; Pay 'N Save.
Discount Stores-Yeager's; K mart.
Chain Supermarkets-Safeway Stores; Thriftway 5; Albertson's.
Other Chain Stores-Weisfield's Jewelry; Goodyear; Firestone; Pittsburgh Paints; Sherwin-Williams; Singer Co.; Coast-to-Coast; Karl's; Hickory Farms; Discount Fabrics; Skipper's; Ernst Hdwe.; Hallmark 2; Volume Shoes.

14 - NEWSPAPERS: BELLINGHAM HERALD (e) 23,052; (S) 26,459; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Gerry Rhea, Adv. Dir., BELLINGHAM HERALD, 1155 State St.; PO Box 1277, Bellingham, WA 98225; Tel. (206) 676-2600.
National Representative: Gannett National Newspaper Sales.

BREMERTON

1 - LOCATION: Kitsap County (MSA), E&P Map B-2. On Puget Sound. 32 mi. from Tacoma. On Hwys. 3, 16.

2 - TRANSPORTATION: **Railroads**-Northern Pacific; Chicago; Milwaukee Train Ferry.
Motor Freight Carriers-5.

Intercity Bus Lines-Bremerton Tacoma Stages; Bremerton-Charleston Transportation; Greyhound; Continental Trailways.
Water-Washington State Ferries (to Seattle).

3 - POPULATION:
Corp. City 80 Cen. 36,208; E&P 83 Est. 36,954
CZ-ABC: (80) 83,025
RTZ-ABC: (80) 70,301
County/MSA 80 Cen. 147,996; E&P 88 Est. 180,253
City & RTZ-ABC: (80) 153,326

4 - HOUSEHOLDS:
City 80 Cen. 14,067; E&P 88 Est. 14,660
CZ-ABC: (80) 31,491
RTZ-ABC: (80) 23,662
County/MSA 80 Cen. 52,591; E&P 88 Est. 65,483
City & RTZ-ABC: (80) 55,153

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	10	$529,076,000
Savings/ Savings & Loan	14	$360,716,000

6 - PASSENGER AUTOS: County 92,307

7 - ELECTRIC METERS: 67,172

8 - GAS METERS: Residence 9,128

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Annual Payroll)-Shipbuilding-Repairing Puget Sound Naval Shipyard 11,500 ($378 million); Bangor/Trident Submarine Base, Civilian, 4,851 ($141,558 million); Naval Undersea Warfare Eng. Station (Keyport) 3,202 ($100 million).
Principal Pay Days-Alternate Fridays.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-54; Summer 51-73; Fall 43-59; Winter 34-46. First killing frost, Nov. 27; last killing frost, Mar. 28.

11 - TAP WATER: Natural, soft; some floridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Pacific; 1 on First; 1 on Second; 2 on Burwell; 2 on Fourth; 2 on Fifth; 1 on Sixth; 2 on Park.
Neighborhood Shopping Centers-3 blocks on Callow; 3 on Silverdale Hwy.; 5 on E. end of Manette Bridge; 2 on Hwy. 21 and Lebo Blvd.; 3 on Cambrian; 8 on Wheaton Way.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Kitsap Mall(80)	12	The Bon, Sears, Lamonts, Mervyn's
East Town Ctr	3	Pay 'N Pak, Bag 'N Save
Redwood Plz.	4	Mt. Constance, Mountain Shop
Poulsbo Vlg	23	Albertson's, Value Giant, Sprouse-Reitz
Sheridan Vlg	2	Noah's, Shop-Rite
Perry Ave. Mall	3	Thriftway, Coast-to-Coast
Westgate	3	Arnold's Furn.
Value Giant	3	Albertson's, Value Giant, Payless N.W.
Oyster Bay Plaza	3	Thriftway, Pay Less, Smalley Drug
Kitsap Lake	4	Ralph's, Shop-Rite
Wheaton Mall(12)	3	Ernst Hdwe., Safeway, Pay 'N Save
Westbay(7)	8	Mark-It Foods
Olney/Jackson	10	K mart, Stock Market, Schucks
South Park Vlg (22)	10	Thriftway, Ben Franklin
Port Orchard	8	Safeway
Silverdale Vlg	12	Shop-Rite, Coast-to-Coast
CK Mall-Silverdale	12	Mark-It Foods
Hi Point	9	Safeway, Sprouse-Reitz
Alexander	3	Picadilly, Smart Size, Color Tile
Ross Plaza	12	Ross Dress for Less
S.K. Mall	9	Albertson's, Ernst, The Hub, Pay 'N Save

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; The Bon; Lamont's; Ross Dress for Less; Mervyn's.
Variety Stores-Woolworth; Sprouse-Reitz.
Discount Stores-Pay Less N.W. (Value Giant); K mart; Pay 'N Save.
Chain Drug Stores-Thrifty 2; Rexall 2; Walgreens 4; Farrell's 3.
Chain Supermarkets-Safeway 4; Shop-Rite 4; Thriftway 2; IGA 6; Family Mkt.; Albertson's 2; Prairie Market; Stock Market.
Other Chain Stores-Coast-to-Coast; Firestone; Pay N' Pak; Radio Shack; Grand Auto; Thurman Supply; Schuck's Auto Supply; Pacific Iron; Weisfield's Jewelry; Zale's; Ben Bridge; Track 'n Trail; B. Daltons; JK Gill.

14 - NEWSPAPERS: SUN (e) 39,771; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Charles Kimble, Adv. Dir., SUN, 545 5th St., Bremerton, WA 98310; Tel. (206) 377-3711.
National Representative: Branham/Newspaper Sales.

CENTRALIA-CHEHALIS

1 - LOCATION: Lewis County, E&P Maps A-2 & A-3. Chehalis is County Seat. Shipping, manufacturing, lumber, power production and agricultural center. Situated midway between Portland, OR and Seattle. On U.S. Hwys. 5, 12; State Hwys. 6, 12, 507, 508.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Union Pacific; Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Western Greyhound; Continental Pacific Trailways.

3 - POPULATION:
Corp. Cities 80 Cen. 16,909; E&P 88 Est. 18,011
Centralia 80 Cen. 10,809; E&P 88 Est. 12,839
Chehalis 80 Cen. 6,100; E&P 88 Est. 5,172
CZ-ABC: (80) 20,237
RTZ-ABC: (80) 66,152
County 80 Cen. 55,458; E&P 88 Est. 59,850
City & RTZ-ABC: (80) 86,389
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 6,793; E&P 88 Est. 7,525
Centralia 80 Cen. 4,404; E&P 88 Est. 5,172
Chehalis 80 Cen. 2,389; E&P 88 Est. 2,353
CZ-ABC: (80) 8,055
RTZ-ABC: (80) 22,982
County 80 Cen. 20,369; E&P 88 Est. 23,031
City & RTZ-ABC: (80) 31,037

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$218,660,635
Savings & Loan	4	$301,332,158
Mutual Savings	1	$14,330,000

6 - PASSENGER AUTOS: County 31,857

7 - ELECTRIC METERS: Residence 23,108

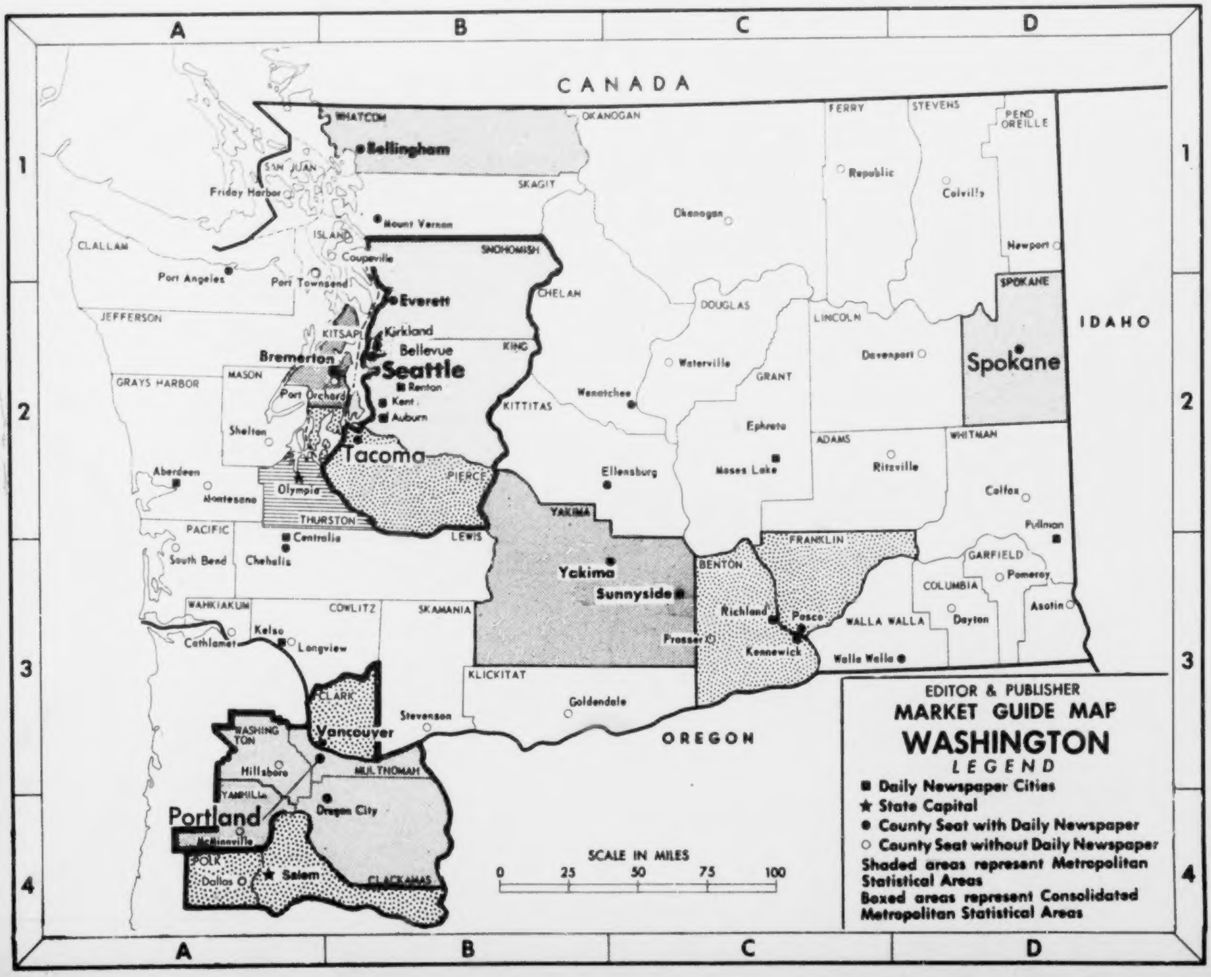
8 - GAS METERS: Residence 4,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Logging, Lumber & Wood Prods. 2,500 ($330); Retail 3,393 ($156); Whol. 1,004 ($268); Servs. 2,169 ($171); Agric. 328 ($138); Gov't 3,171 ($289); Constr. 502 ($300); Other Mfg. 425 ($257); Trans., Commun. & Util. 696 ($370); Fin., Ins. & R.E. 512 ($215); Coal Mining 600 ($445); Food Proc. 426 ($273); Printing & Pub. 451 ($265); Power Generating 210 ($420).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-87; Summer 42-99; Fall 24-84; Winter 11-65. First killing frost, Nov. 7; last killing frost, Mar. 18.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Centralia: 7 blocks on Tower Av.; 3 on Main St.; 3 on Pearl St. Chehalis: 2 on Market St.; 1 on Boistfort St.; 3 on Chehalis Ave.; 3 on Pacific Ave.
Neighborhood Shopping Centers-3 blocks on S. Market; 2 on S. Gold; 4 between Chehalis and Centralia.


A
B
C
D
1
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CANADA
IDAHO
OREGON
WHATCOM
Bellingham
SAN JUAN
Friday Harbor
SKAGIT
Mount Vernon
OKANOGAN
Okanogan
FERRY
Republic
STEVENS
Colville
PEND OREILLE
Newport
CLALLAM
Port Angeles
Port Townsend
ISLAND
Coupeville
SNOHOMISH
Everett
CHELAN
JEFFERSON
KITSAP
Kirkland
Bellevue
Bremerton
Seattle
Renton
Kent
Auburn
KING
DOUGLAS
Waterville
LINCOLN
Davenport
SPOKANE
Spokane
GRAYS HARBOR
MASON
Port Orchard
Shelton
KITTITAS
Wenatchee
GRANT
Ephrata
Aberdeen
Montesano
Olympia
Tacoma
PIERCE
Ellensburg
Moses Lake
ADAMS
Ritzville
WHITMAN
Colfax
Pullman
THURSTON
PACIFIC
Centralia
Chehalis
South Bend
LEWIS
YAKIMA
Yakima
Sunnyside
BENTON
FRANKLIN
GARFIELD
Pomeroy
COLUMBIA
Dayton
Asotin
Richland
Pasco
Prosser
Kennewick
WALLA WALLA
Walla Walla
WAHKIAKUM
Cathlamet
COWLITZ
Kelso
Longview
SKAMANIA
KLICKITAT
Goldendale
Stevenson
CLARK
Vancouver
WASHINGTON
Hillsboro
MULTNOMAH
YAMHILL
Portland
Oregon City
McMinnville
POLK
Dallas
Salem
CLACKAMAS
SCALE IN MILES
0
25
50
75
100
EDITOR & PUBLISHER
MARKET GUIDE MAP
WASHINGTON
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairway(4)	1	C.C. Sooper
Yard Birds(9)	2	Bi-Lo Foods, Yard Birds
Lewis Co. Mall(24)	2	Sears, Pay Less
Sunbird(3)	2	Sunbird
Safeway(7)	1	Safeway, Giant T
K mart	2	K mart

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney.
Variety Stores-Ben Franklin; Bonanza; K mart.
Chain Drug Stores-Olympic Drug; Pay Less; Giant T.
Chain Supermarkets-Safeway 2; Fuller's 2; Prairie Mkt.; C.C. Sooper; U-Mark-It.
Other Chain Stores-Coast-to-Coast 3; Mode O' Day; Fashion Crossroads; Pittsburgh Paint; Radio Shack; House of Fabrics; Kinney Shoes; Goodyear; Les Schwab; Schoefeld's; Ace Hdwe.; True Value Hdwe. 4; Kit's Cameras.

14 - NEWSPAPERS: CHRONICLE (e) 14,728; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Clarence Hull, Adv. Dir., CHRONICLE, 321 N. Pearl, Centralia, WA 98531; Tel. (206) 736-3311.
National Representative: Branham/Newspaper Sales.

CLARKSTON, WA
See LEWISTON, ID

ELLENSBURG

1 - LOCATION: Kittitas County, E&P Map C-2, County Seat. Education center (Central Washington University). At junction of I-90, I-82. 108 mi. E of Seattle; 185 mi. W of Spokane.

2 - TRANSPORTATION: **Railroads**-Washington Central.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 11,752; E&P 88 Est. 11,655
County 80 Cen. 24,764; E&P 88 Est. 25,900

4 - HOUSEHOLDS:
City 80 Cen. 4,585; E&P 88 Est. 3,917
County 80 Cen. 9,496; E&P 88 Est. 10,274

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$104,384,540
Savings & Loan	2	$29,412,000

6 - PASSENGER AUTOS: County 12,666

7 - ELECTRIC METERS: Residence 4,482

8 - GAS METERS: Residence 1,332

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Beef Packing 38 ($350); Food Processing 90 ($200); Lumber 41 ($250); Central Washington U. 900 ($500); Lamb Packing 40 ($350).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-61; Summer 52-91; Fall 36-60; Winter 0-37. First killing frost, Oct. 5; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks wide on 3 streets.
Shopping Center-Ellensburg; Central Bus. District.
Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Berry's; Sears (retail & catalog).
Variety Stores-Yellow Front; Sprouse-Reitz.
Chain Drug Stores-Ostrander's; Bi-Mart; Downtown Pharmacy.
Chain Supermarkets-Albertson's; Safeway; Thriftway 3; Price Chopper; Super 1 Foods.
Other Chain Stores-Coast-to-Coast; Mode O'Day; Maurice's; Woods Ace Hdwe.; Ranch & Home; Ellensburg, True Value.

14 - NEWSPAPERS: RECORD (e) 5,785; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Rick Wright, Adv. Dir., RECORD, 4th & Main Sts.; PO Box 248, Ellensburg, WA 98926; Tel. (509) 925-1414.
National Representative: Branham/Newspaper Sales.

EVERETT

1 - LOCATION: Snohomish County, (In Seattle PMSA), E&P Map B-2, County Seat. Industrial Center. On Puget Sound. 28 mi. N of Seattle. On I-5. Deep water harbor.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern; Milwaukee Road.
Motor Freight Carriers-6.
Freight Steamship Lines-2.
Intercity Bus Lines-Snohomish County Public Transit; Everett Transit; Greyhound; Metropolitan.
Airport-Paine Field.

3 - POPULATION:
Corp. City 80 Cen. 54,413; E&P 88 Est. 61,499
CZ-ABC: (80) 69,494
RTZ-ABC: (80) 312,274
County 80 Cen. 340,424; E&P 88 Est. 408,509
PMSA 80 Cen. 1,614,078; E&P 88 Est. 1,798,378
City & RTZ-ABC: (80) 381,768

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 22,358; E&P 88 Est. 25,833
CZ-ABC: (80) 28,133
RTZ-ABC: (80) 108,425
County 80 Cen. 120,382; E&P 88 Est. 151,954
PMSA 80 Cen. 617,645; E&P 88 Est. 717,160
City & RTZ-ABC: (80) 136,558

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	3	N.A.
Savings Assoc.	1	N.A.
Credit Unions	12	N.A.

6 - PASSENGER AUTOS: County 254,840

7 - ELECTRIC METERS: Residence County 173,375

8 - GAS METERS: Residence County 17,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Ret./Whol. 27,400; Servs. 19,600; Gov't 18,300; Aircraft Mfg. 15,500; Constr. 6,600; Trans./Commun./Util. 6,000; Electronic Mfg. 4,500; Lumber 3,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-59; Summer 51-70; Fall 44-60; Winter 35-47. First killing frost, Oct. 13; last killing frost, Apr. 14.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-15 blocks on Colby and Rucker.
Neighborhood Shopping Centers-19th & Broadway; 49th & Hwy. 99 S.; View Ridge & Mukiteo Blvd.; 62nd & Hwy. 99 S.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alderwood Mall(140)	11	Bon Marche, JCPenney, Nordstrom, Sears, Lamonts
Alderwood Plz.(25)	11	Pay 'N Save, Big 5, Sporting, Ernst Haggens
Cascade Plz.(18)	4	Safeway, Mervyn's, Frederick & Nelson
College Plz.(8)	2	Pay Less, Best
Everett Mall(145)	5	Sears, Bon Marche, Frederick & Nelson
Evergreen Plz.(10)	5	Target, Lamonts
Frontier Vlg.(8)	5	
James Vlg.(25)	11	
Lynnwood(100)	19	
Marysville Towne Ctr.(30)	4	Lamont's Albertson's
Marysville Plz.(6)	5	Safeway, Pay 'N Save, Sprouse-Reitz
Mervyn's Plz.(35)	11	Mervyn's
Mill Creek(11)	9	Albertson's, Pay 'N Save, Ernst Hdwe.
Smokey Point Mall(10)		
Southpoint Plz.(4)	27	
Target Plz.(10)	11	Target

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon. through Fri.; Food & Discount every evening.

13 - RETAIL OUTLETS: **Department Stores**-Bon Marche 4; Sears 2; JC Penney; Frederick & Nelson 2; Nordstrom 2; Lamonts 3; Marshall's; Mervyn's 2; Target 2.
Discount Stores-Pay Less 5; Best 2; Fred Meyer 3; K mart 3.
Variety Stores-Yellow Front 2; Sprouse-Reitz 3.
Chain Drug Stores-Pay 'N Save 8; Bartell's 4; Payless 5; Thrifty.
Chain Supermarkets-Safeway 10; Thriftway 3; Tradewell; Albertson's 6; Haggen's 2; Olson's 6; Market Place; Top Foods; Johnny's; 7-Eleven; Plaid Pantry.
Other Chain Stores-Jewelry: J. Herbert Hall, Weisfield's, Ben Bridge, Friedlander & Sons, Burnett's; Shoes: Kinney, Florsheim, Thom McAn, Volume, Stride Rite, Leed's; Hardware: Ernst, Pay 'N Pak, Ace, Coast-to-Coast; Home Club; Electronics: Silo, Judd 'N Black, Radio Shack, Jack Roberts; Off-Price Specialty: Nordstrom's Rack, Ross, Shoe Works; Other Clothing Stores: Lipman's, Squire Shop, Jay Jacobs, Lerners, Lane Bryant, Mode O'Day, Frederick's of Hollywood, Klopfensteins; Misc.: Firestone, Goodyear, Pittsburgh Paint, Sherwin-Williams, Tandy Leather, Hallmark, Hickory Farms, Kit's Camera, General Nutrition, Pier 1 Imports, Trident Imports, Musicland, Waldenbooks, B. Dalton Books, Big 5 Sporting Goods.

14 - NEWSPAPERS: HERALD (e) 56,992; (S) 62,103; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Dave Johnson, Adv. Mgr., HERALD, PO Box 930, Everett, WA 98206; Tel. (206) 339-3031.
National Representative: Sawyer-Ferguson-Walker.

KELSO
See LONGVIEW

KENNEWICK
See PASCO

KENT-RENTON-AUBURN

1 - LOCATION: King County, (In Seattle PMSA), E&P Map B-2. Located approx. 18 mi S of Seattle on S.R. 167, off I-5.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Union Pacific; Amtrak.
Motor Freight Carriers-62.
Intercity Bus Lines-Metro (King Co. Transit System); Greyhound & Trailways (In Seattle).
Airlines-Served by all major Airlines through Seattle Airport.

3 - POPULATION:
Corp. Cities 80 Cen. 80,181; E&P 88 Est. 99,182
Kent 80 Cen. 23,152; E&P 88 Est. 29,904
Renton 80 Cen. 30,612; E&P 88 Est. 36,836
Auburn 80 Cen. 26,417; E&P 88 Est. 32,442
County 80 Cen. 1,273,654; E&P 88 Est. 1,389,869
PMSA 80 Cen. 1,614,078; E&P 88 Est. 1,798,378

4 - HOUSEHOLDS:
Cities 80 Cen. 22,493; E&P 88 Est. 38,273
Kent 80 Cen. 9,511; E&P 88 Est. 14,078
Renton 80 Cen. 12,586; E&P 88 Est. 10,401
Auburn 80 Cen. 10,396; E&P 88 Est. 13,794
County 80 Cen. 497,263; E&P 88 Est. 565,206
PMSA 80 Cen. 617,645; E&P 88 Est. 717,160

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$159,000,000
Commercial	14	$342,000,000

6 - PASSENGER AUTOS: County 913,435

7 - ELECTRIC METERS: Residence (Est.) 41,150

8 - GAS METERS: Residence (Est.) 20,950

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Aerospace 8,000 ($475); Electronics 1,000 ($325); Mfg. 500 ($320); Mfg. Phone Equip. 675 ($342); Furn. Mfg.; Clothing; Woodenware; Fishing Tackle; Crates; Metalware; Computer Equip.; Ceramics; Chemicals; Glass; Greenhouses; Farming.
Principal Industrial Pay Days-1st & 15th monthly.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-59; Summer 55-73; Fall 48-60; Winter 38-48; First killing frost, Nov. 25; last killing frost, Mar. 15.

11 - TAP WATER: Soft.

12 - RETAILING: **Principal Shopping Center**-Downtown Kent, East Hill Kent; Downtown Renton; Downtown Auburn.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Benson Ctr.(15)	2	Ernst-Malmo
East Hill Ctr.(38)	2	
Kent Hill Plz.(15)	2	Sears
Sea Tac Mall(102)	12	Bon Marche, Sears, Mervyn's
South Center(124)	7	JCPenney, Nordstroms, Bon Marche

Principal Shopping Days-Daily & Sun.
Stores Open Evenings-Shopping Centers every evening until 9.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears.
Discount Stores-K mart.
Variety Stores-Fred Meyer; Target.
Chain Drug Stores-Pay 'N Save; Pay Less; Giant; Osco.
Chain Supermarkets-Safeway; Albertson's; Johnny's; Stock Market.
Other Chain Stores-Firestone; Coast-to-Coast; Goodyear.

14 - NEWSPAPERS: VALLEY DAILY NEWS (m) 27,979; (S) 28,410; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: John Souza, Adv. Dir., VALLEY DAILY NEWS, 600 S. Washington; PO Box 130, Kent, WA 98032; Tel. (206) 872-6600.
National Representative: Landon Associates.

LONGVIEW-KELSO

1 - LOCATION: Cowlitz County, E&P Map A-3. Industrial, trading ctr. On Columbia River. 50 mi. downstream from Portland, OR; 130 mi. S of Seattle. On U.S. Hwys. 4, I-5; State Hwy. 411.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Burlington-Northern; Amtrak; Columbia & Cowlitz.
Motor Freight Carriers-15.
Intercity Bus Lines-Community-Urban Bus Service; Greyhound; Trailways; Air Porter; Transcontinental.
Freight Steamship Lines-23.
Air Taxi-Aero West.

3 - POPULATION:
Corp. Cities 80 Cen. 42,181; E&P 88 Est. 38,359
Kelso 80 Cen. 11,129; E&P 88 Est. 10,230
Longview 80 Cen. 31,052; E&P 88 Est. 28,129
CZ-ABC: (80) 48,099
RTZ-ABC: (80) 49,159
County 80 Cen. 79,792; E&P 88 Est. 79,707
City & RTZ-ABC: (80) 97,258

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 16,636; E&P 88 Est. 15,767
Kelso 80 Cen. 4,373; E&P 88 Est. 4,265
Longview 80 Cen. 12,263; E&P 88 Est. 11,502
CZ-ABC: (80) 18,636
RTZ-ABC: (80) 17,177
County 80 Cen. 29,516; E&P 88 Est. 30,795
City & RTZ-ABC: (80) 35,813

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$250,596,000
Savings & Loan	6	$185,250,000
Credit Unions	8	$260,387,000

6 - PASSENGER AUTOS: County 44,230

7 - ELECTRIC METERS: Residence County 37,049

8 - GAS METERS: Residence 2,057

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Other Mfg. 2,550 ($502); Lumber 4,000 ($496); Pulp & Paper 3,220 ($591).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-55; Summer 50-75; Fall 46-67; Winter 36-51. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-9 blocks on Commerce, downtown Longview, 135 units; 14th Ave. Plz., Longview, 20 units; 6 blocks on 15th, Longview, 42 units; 15 blocks on Ocean Beach, Longview, 242 units; 30th & Ocean Beach, Longview, 23 units; 6 blocks on Pacific Ave., Kelso, 60 units; Riverway Plz., Kelso, 16 units; Triangle Shpg. Ctr., Longview, 45 units; Kelso Three Rivers Mall, 60 units.
Neighborhood Shopping Centers-48th & Ocean Beach, 5 units, Longview; Oregon Way, 6 blocks, 12 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kelso Three Rivers Mall(70)	NA	JCPenney, The Bon, Sears, The Emporium
Vancouver Mall(135)	36	JCPenney, Sears, Meir & Frank, Mervyn's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept. & Food-Fri.

13 - RETAIL OUTLETS: **Department Stores**-The Bon; Sears; Montgomery Ward; JCPenney; Newberry; Bobs Mdse.; Fred Meyer; The Emporium.
Variety Stores-Woolworth; Bonanza 88; Ron's Emporium.
Discount Stores-Bob's; Pay-N-Pak; Volume Shoes.
Chain Drug Stores-Olympic; Pay 'N Save; Fred Meyer; Giant T; Thrifty.
Chain Supermarkets-Safeway 3; Shop & Kart 2; Marketplace; Fred Meyer; IGA.
Other Chain Stores-Weisfields; Firestone; Sherwin-Williams; Ernst Hdwe.; Gallenkamp; Zale's

Jewelry-Jean Nicole; Kinney Shoes; Schuck's; Hallmark Cards 2; The Blade; Radio Shack 2; JoAnn's Fabrics; Fabricland; House of Fabrics.

14 - NEWSPAPERS: NEWS (e) 25,035; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Joyce A. Bates, Nat'l Adv. Mgr., NEWS, 11th & Douglas; PO Box 189, Longview, WA 98632; Tel. (206) 577-2550.
National Representatives: Landon Associates.

MOSES LAKE

1 - LOCATION: Grant County. E&P Map C-2.

2 - TRANSPORTATION: **Railroads**-Chicago, Milwaukee, St. Paul & Pacific; Burlington-Northern.
Motor Freight Carriers-7.
Intercity Bus Lines-1.

3 - POPULATION:
Corp. City 80 Cen. 10,629; E&P 88 Est. 10,996
County 80 Cen. 48,423; E&P 88 Est. 53,009

4 - HOUSEHOLDS:
City 80 Cen. 3,807; E&P 88 Est. 3,835
County 80 Cen. 17,158; E&P 88 Est. 19,972

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$56,283,872
Savings & Loan	4	$18,368,294

6 - PASSENGER AUTOS: County 27,834

7 - ELECTRIC METERS: Residence 3,100

8 - GAS METERS: Residence 962

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners and (Av. Wkly. Wage)-Food Prods. 1,444 ($165); Construction 632 ($204); Transportation, Communication and Utilities 353 ($137).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Av. Temp. Jan.-20; July-91. First killing frost, Oct. 14. last killing frost, Apr. 14. Growing season (frost free) approx. 165 days.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-Third Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Grant County Mall(12)	NA	Pay N' Save, Safeway
Penn Plaza(5)	NA	
Vista Village	1	

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety Stores-Sprouse-Reitz; K mart.
Chain Drug Stores-Pay Less; Professional Ctr. Phcy.; Pay 'N Save.
Chain Supermarkets-Safeway; Excell; Buttreys; Super I.
Other Chain Stores-Sears (catalog); Coast-to-Coast; Goodyear; Radio Shack.

14 - NEWSPAPERS: COLUMBIA BASIN HERALD (e-mon to fri) 7,577; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Sandy Hill, Adv. Dir., COLUMBIA BASIN HERALD, 813 W. 3rd Ave.; PO Box 910, Moses Lake, WA 98837; Tel. (509) 765-4561.
National Representative: None.

MOUNT VERNON

1 - LOCATION: Skagit County, E&P Map B-1, County Seat. 63 mi. N of Seattle. Two harbors on Puget Sound; 10 & 19 mi. from Mount Vernon. On U.S. Hwys. 20, I-5.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 13,009; E&P 88 Est. 15,959
County 80 Cen. 64,533; E&P 88 Est. 7[illegible]77
NDM-ABC: (80) 64,138

4 - HOUSEHOLDS:
City 80 Cen. 5,203; E&P 88 Est. 6,182
County 80 Cen. 24,472; E&P 88 Est. 28,958
NDM-ABC: (80) 24,472

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$407,560,514
Savings & Loan	6	$432,821,732

6 - PASSENGER AUTOS: County 44,380

7 - ELECTRIC METERS: Residence County 30,020

8 - GAS METERS: Residence County 8,000

9 - PRINCIPAL INDUSTRIES: County-Agric.; Constr.; Forestry, Fishing & Mining; Trans. & Util.; Whol. & Ret.; Services.; Gov't; Fin., ins. & Real Estate; Mfg.; Total Employed 27,340.
Principal Pay Days-Fri., 1st, 10th, 15th, 31st.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-62; Summer 50-75; Fall 38-51; Winter 33-60. First killing frost Sept. 25; last killing frost, May 10.

11 - TAP WATER: Neutral med. soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-First St., Main St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mt. Vernon Ctr.(18)	NA	Safeway, Sprouse-Reitz, Thrifty Drugs
Mt. Vernon Mall(30)	NA	Pay Less, Emporium, JCPenney
Riverside Plz.(8)	NA	Northern Sales
Skagit Valley Mall(24)	NA	Sears, Ernst, Pay 'N Save

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Nightly ex. Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Emporium; Northern Sales.
Variety Stores-Ernst.
Chain Drug Stores-Pay 'N Save; Payless; Thrifty.
Chain Supermarkets-Thrifty Foods; Market Place; Safeway; Family Prairie Market; Family Grocer; AG; Today's Market; Stewart's.
Other Chain Stores-Western Auto; Firestone; Radio Shack; Pay 'N Pak; Hickory Farms; Coast-to-Coast; Fabricland; Zale's; Thurmand Industries; Al's Auto; Schuck's Auto Supply.

14 - NEWSPAPERS: SKAGIT VALLEY HERALD (e) 16,407; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Larry Thomas, Dir. of Oper., or Leighton Wood, Pub., SKAGIT VALLEY HERALD, 1000 E. College Way; PO Box 578, Mount Vernon, WA 98273; Tel. (206) 424-3251.
National Representative: Landon Associates.

OLYMPIA

1 - LOCATION: Thurston County (MSA), E&P Map A-2, State Capital, County Seat. Fort Lewis U.S. Army Base. At extreme S end of Puget Sound on navigable waters. 30 mi. SW of Tacoma; 60 mi. from Seattle.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Intercity Bus Lines-Greyhound; Cascade Trailways; Capital Aeroporter; Intercity Transit; Compass Tours; Voyagers USA; Janssen's Charters & Tours; Laidlaw Transit; N.W. Excursions Luxury Transportation Serv.
Motor Freight Carriers-17.

3 - POPULATION:
Corp. City 80 Cen. 27,447; E&P 88 Est. 32,326
CZ-ABC: (80) 48,092
RTZ-ABC: (80) 103,458
County/MSA 80 Cen. 125,388; E&P 88 Est. 152,753
City & RTZ-ABC: (80) 151,550

4 - HOUSEHOLDS:
City 80 Cen. 11,669; E&P 88 Est. 14,096
CZ-ABC: (80) 19,820
RTZ-ABC: (80) 36,806
County/MSA 80 Cen. 46,375; E&P 88 Est. 58,898
City & RTZ-ABC: (80) 56,626

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$3,414,768,000
Savings & Loan	2	$2,490,985,264

6 - PASSENGER AUTOS: County 92,681

7 - ELECTRIC METERS: Residence County 69,481

8 - GAS METERS: Residence 14,4[illegible]

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-State Gov't 18,054 ($471); Mfg. 723 ($544); Constr. 250 ($410).
Principal Pay Days-10th & 25th of month; last day of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-94; Summer 31-93; Winter 18-62; First killing frost, Sept. 22; last killing frost, May 19.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-16 blocks center at 5th Ave. & Washington St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Yardbirds(5)	1	Discount Dept. Store
Sea Mart	NA	
South Sound(101)	3	Sears, Safeway, Ernst, Woolworth, Place II, Pay 'N Save, Mervyn's
Tanglewide(9)	5	Shop-Rite, Kirk's Drug
Westside(8)	1	Shop-Rite, Top Auto, Olympic Drugs
Lacey(15)	3	Albertson's, K mart, House of Values
Tumwater(10)	2	Safeway, Bailey's, Sprouse-Reitz
Southgate(6)	2	Southgate Rexall, Shop-Rite
Capital Village(14)	2	Safeway, Ernst, Pay 'N Save
Black Lake Vlg.(3)	6	Silo
Capital Mall(104)	2	Bon, JCPenney, Frederick & Nelson, Lamont's

Principal Shopping Days-Department Stores Fri., Sat., Sun.; Food: Thur., Fri., Sat.
Stores Open Evenings-Dept. and food nightly.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Mervyn's; Bon; Place II; Frederick & Nelson; Lamont's.
Variety Stores-Meredith's; Woolworth; Sprouse-Reitz.
Discount Stores-Yardbirds; K mart.
Chain Drug Stores-Gillette & Guffey 2; Rexall 2; Pay 'N Save 2; Bailey 2; Yardbirds; Medicine Shoppe; Olympic; Payless Drugs.
Chain Supermarkets-Safeway 5; Albertson's; Thriftway; Top Foods; Mark & Pak 2; Shop-Rite 3; Marketplace 2.
Other Chain Stores-Auto Supplies: Bilo, Grand Auto, Firestone, Schucks; Shoes: Leeds, Kinney, Bonnie's Stride Right, Thom McAn, Red Wing; Women's Apparel: Casual Corner, The Limited; Other: Ernst Hardware 2; Malmo Nursery 2; Radio Shack 4; Hickory Farms 2; Jay Jacobs 2.

14 - NEWSPAPERS: OLYMPIAN (e) 28,610; (S) 32,615; Mar. 27, 1988 ABC.
Local Contact for Advertising and Merchandising Data: David Minnich, Adv. Dir. OLYMPIAN, 1268 4th Ave. E.; PO Box 407, Olympia, WA 98507; Tel. (206) 754-5400.
National Representative: Gannett National Newspaper Sales.

PASCO-KENNEWICK-RICHLAND

1 - LOCATION: Pasco in Franklin County; Kennewick-Richland in Benton County. (In Richland-Kennewick-Pasco MSA), E&P Map C-3. Pasco is Franklin County Seat. In SE part of State, 230 mi. from Seattle; 145 mi. from Spokane; 211 mi. from Portland OR; Kennewick (Benton Co.); 2 mi. SW of Pasco, Richland (Benton Co.). Center of Hanford Works Project; 9 mi. NW of Kennewick. On U.S. Hwys. 12, 395; State Hwys. 14, 240.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Burlington-Northern; Amtrak.
Motor Freight Carriers-9.
Airlines-Horizon; Delta; United Express; PSA.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 86,400; E&P 88 Est. 92,383
Pasco 80 Cen. 18,425; E&P 88 Est. 18,713
Kennewick 80 Cen. 34,397; E&P 88 Est. 41,136
Richland 80 Cen. 33,578; E&P 88 Est. 32,534
CZ-ABC: (80) 98,863
RTZ-ABC: (80) 48,752
Counties/MSA 80 Cen. 146,046; E&P 88 Est. 156,332
Franklin 80 Cen. 35,238; E&P 88 Est. 38,224
Benton 80 Cen. 110,808; E&P 88 Est. 118,108
City & RTZ-ABC: (80) 147,615

4 - HOUSEHOLDS:
Cities 80 Cen. 31,958; E&P 88 Est. 35,615
Pasco 80 Cen. 6,666; E&P 88 Est. 7,088
Kennewick 80 Cen. 12,885; E&P 88 Est. 16,299
Richland 80 Cen. 12,407; E&P 88 Est. 12,228
CZ-ABC: (80) 34,997
RTZ-ABC: (80) 16,920
Counties/MSA 80 Cen. 50,963; E&P 88 Est. 57,121
Franklin 80 Cen. 11,985; E&P 88 Est. 13,435
Benton 80 Cen. 38,978; E&P 88 Est. 43,686
City & RTZ-ABC: (80) 51,917

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	23	$421,000,000
Savings & Loan	16	$289,000,000

6 - PASSENGER AUTOS: Counties: Benton 60,997; Franklin 25,235

7 - ELECTRIC METERS: Residence: Franklin County, Benton County 60,285

8 - GAS METERS: Residence: Pasco, Kennewick, Richland 5,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Total Wage)-Food Prods. 2,000 ($190); Printing 300 ($250); Dept. of Energy 18,000 ($350); Stone, Clay 100 ($280); Fertilizer 325 ($300); Pulp Paper 985 ($275); Railroads 700 ($300).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-105; Fall 40-80; Winter 20-40.

11 - TAP WATER: Hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Pasco Downtown		Sears, Pay Less, Youngs
Court Street(19)	2	Thrifty, Hancock Fabrics, Albertson's, Price Chopper
Highland Center(23)	3	Pay Less, Pay 'N Pak, Albertson's, Safeway, Ernst, Pay 'N Save
Tri-Cities Ctr.	5	K mart, Jafco, Price Chopper, Hancock Fabrics
Columbia Ctr.(63)	5	Bon Marche, Ernst, Pay 'N Save, JCPenney, Safeway, Woolworth, Sears, Lamonts
Richland Downtown		Pay Less, Bell Furn., Albertson's
Richland Uptown	1	Buttrey-Osco, Men's Wear, Dawson-Richards, Price Chopper
Washington Plz.	NA	Ernst, Safeway, Pay 'N Save

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Dept. Stores-Fri.; Food-nightly; Kennewick stores also open Mon.

13 - RETAIL OUTLETS: **Department Stores**-Carls; Sears; JCPenney; Bon Marche; Woolworth; Young's; Dawson Richards; Lamonts.
Discount Stores-Grigg's Self Service; K mart; Best; Fred Meyer; Costco.
Chain Drug Stores-Thrifty; Rexall 5; Pay Less 3; Fred Meyer; Pay 'N Save 4; Giant T 2; Osco 4.
Chain Supermarkets-Price Chopper 4; Safeway 2; IGA 2; Albertson's 3; Lucky Dollar; Rosauer's; Ware Mart; Buttrey 4; Meyers Market; Fred Meyers.
Other Chain Stores-Firestone; Weisfield's; Goodyear; Radio Shack; 7-Eleven 18; True Value Hdwe. 2; Bunch-Finnigan; David's Shoes; Lantors; Washington Hdwe.; Deraneleau's; Furn.: Bell, Kennewick, Ennis Drexel, Self-Service, Griggs; Les Schwab.

14 - NEWSPAPERS: TRI-CITY HERALD (m) 33,071; (S) 36,040; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jack Kelly, Mktg. Dir., TRI-CITY HERALD, PO Box 2608, Pasco, WA 99302; Tel. (509) 586-2121.
National Representative: Landon Associates.

PORT ANGELES

1 - LOCATION: Clallam County, E&P Map A-1, County Seat. 80 mi. NW of Seattle; gateway to Olympic Natl. Park. On U.S. Hwy. 101.

2 - TRANSPORTATION: **Intercity Bus Lines**-Greyhound; Clallam Transit.
Motor Freight Carriers-11.
Steamship Lines-Black Ball ferry to Victoria, B.C. (passengers and freight).
Airline-San Juan (scheduled and charter).

3 - POPULATION:
Corp. City 80 Cen. 17,311; E&P 88 Est. 16,817
CZ-ABC: (80) 17,311
RTZ-ABC: (80) 34,337
County 80 Cen. 52,045; E&P 88 Est. 54,208
City & RTZ-ABC: (80) 51,648

4 - HOUSEHOLDS:
City 80 Cen. 6,937; E&P 88 Est. 6,705
CZ-ABC: (80) 6,937
RTZ-ABC: (80) 13,059
County 80 Cen. 19,996; E&P 88 Est. 21,775
City & RTZ-ABC: (80) 19,996

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$203,265,255
Savings & Loan	3	$223,910,819
Credit Unions	2	$7,456,592

6 - PASSENGER AUTOS: County 28,040

7 - ELECTRIC METERS: Residence: City 8,500; County 18,639

8 - GAS METERS: None.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric., Forestry & Fisheries 184; Constr. 510; Mfg. 2,918; Whol. Trade 281; Ret. Trade 2,793; Trans. & Public Util. 846; Trades 3,000;

Fin., Ins., Real Estate 471, Other 2,782; Total Employed 13,785.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 42-80; Fall 35-60; Winter 30-55.

11 - TAP WATER: Neutral, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-2 blocks on Lincoln St.; 2 on Front St.; 3 on First St.; 2 on Laurel St.
Neighborhood Shopping Areas-Sixth and Lincoln; E. First St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Plaza	3	Sprouse-Reitz, Pay Less, Safeway
Town of Sequim	15	Shop-Rite, Ben Franklin

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Lamont's; JCPenney.
Discount Stores-Pay'N Save; Pay Less; Swain's.
Variety Stores-Bonanza 88.
Chain Drug Stores-Pay'N Save; Pay Less.
Chain Supermarkets-Safeway; Tradewell; Albertson's; Mark-It Foods.
Other Chain Stores-Sears (catalog); Kaufman-Miller; Weisfield; Coast-to-Coast; Mode O'Day; Goodyear; Firestone; Sprouse-Reitz; Discount Fabrics; Schuck's Auto; Ben Franklin; Kit's Cameras; Radio Shack.

14 - NEWSPAPERS: NEWS (e-mon to fri) 13,055; (S) 14,021; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: John Huston, Adv. Dir., NEWS, 305 W. 1st, PO Box 1330, Port Angeles, WA 98362; Tel. (206) 452-2345.
National Representative: Landon Associates.

PULLMAN

1 - LOCATION: Whitman County, E&P Map D-3. Business & agricultural center. University education. 80 mi. S of Spokane and 310 mi. E of Seattle.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Union Pacific (freight).
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Pullman Transit System, Campus Link.
Airlines-Horizon; United Air Express.

3 - POPULATION:
Corp. City 80 Cen. 23,579; E&P 88 Est. 22,463
County 80 Cen. 40,057; E&P 88 Est. 41,123

4 - HOUSEHOLDS:
City 80 Cen. 7,859; E&P 88 Est. 6,383
County 80 Cen. 12,532; E&P 88 Est. 14,400

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$52,050,100
Commercial	3	$65,061,002

6 - PASSENGER AUTOS: County 16,011

7 - ELECTRIC METERS: Residence 8,040

8 - GAS METERS: Residence 2,294

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-University Educ. 3,704 ($310); Constr. 582 ($220); Mfg. 218 ($200); Gov't 3,905 ($251); Services 1,066 ($156); Trans., Commun. & Util. 272 ($311); Ret. Trade 1,539 ($148).
Principal Industrial Pay Days-1st, 15th, 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-57; Summer 53-81; Fall 40-59; Winter 22-32. First killing frost, Sept. 26; last killing frost, Apr. 29.

11 - TAP WATER: Neutral; fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Main St.; 6 on Paradise St.; 15 blocks on Grand Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wheatland Ctr.	1	Sprouse-Reitz, Safeway, Payless
Palouse Empire Mall(64)	8	The Bon, JCPenney, Pay 'N Save, Lamonts
Moscow Mall(25)	10	Sears, Giant T, Safeway

Principal Shopping Days-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Discount Stores**-Radio Shack.
Variety Stores-Fonks.
Chain Drug Stores-White; Corner (IDL).
Chain Supermarkets-IGA; Warehouse Foods; Rosauer's; Safeway.
Other Chain Stores-Edward D. Jones.

14 - NEWSPAPERS: NEWS (e) 8,313; Mar. 31, 1988 VAC.
Local Contact for Advertising and Merchandising Data: Kurt Vantosky, Adv. Mgr., NEWS, E. 205 & Main, Pullman, WA 99163; Tel. (509) 334-7434.

National Representative: None.

RICHLAND
See PASCO

SEATTLE

1 - LOCATION: King County (PMSA), E&P Map B-2, County Seat. On Puget Sound and W shore of Lake Washington. 172 mi. N of Portland, OR; San Francisco, CA 885 mi.; Los Angeles CA, 1,203 mi.; 276 mi. W Of Spokane. More than a day closer by water to Asian markets than any other continental U.S. metropolitan area.

2 - TRANSPORTATION: **Railroads**-Amtrak; Burlington Northern.
Motor Freight Carriers-155.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-Domestic: Air Cal, Alaska, American, America West, Continental, Delta, Dynair Services, Eastern, Hawaiian, Horizon, Northwest, Pan Am, Piedmont, Sunworld, TWA, United, United Express, US Air; Foreign: Air BC, Braniff, British, Canadian Intl., Finnair, JAL, Martinair Holland, Korean Air, Mexicana, SAS, Thai; Commuter: Coastal, San Juan, Harbor, Ludlow. Total Air Cargo: 14 operators.

3 - POPULATION:
Corp. City 80 Cen. 493,846; E&P 88 Est. 510,134
NDM-ABC: (80) 1,355,320
County 80 Cen. 1,273,654; E&P 88 Est. 1,389,869
PMSA 80 Cen. 1,614,078; E&P 88 Est. 1,798,378

Demographic Information available from The Seattle Times & The Post Intelligencer. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 219,469; E&P 88 Est. 235,317
NDM-ABC: (80) 527,910
County 80 Cen. 497,263; E&P 88 Est. 565,206
PMSA 80 Cen. 617,645; E&P 88 Est. 717,160

5 - BANKS	NUMBER	DEPOSITS
Commercial	38	$12,567,614,000
Savings	7	$3,067,578,000
Savings & Loan	30	$4,561,606,000
Credit Unions	117	$1,809,229,000

6 - PASSENGER AUTOS: County 890,532

7 - ELECTRIC METERS: Residence County 277,180

8 - GAS METERS: Residence County 189,074;

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 141,772 ($762); Trans. Equip. 78,290 ($962); Food Prods. 9,144 ($565); Lumber 5,285 ($587); Mach. 5,665 ($528); Whol. Trade 55,695 ($561); Ret. Trade 135,268 ($268); Servs. 170,234 ($367); Fin., Ins., Real Estate 61,607 ($509); Trans. & Public Util. 49,895 ($610); Constr. 37,319 ($506).

10 - CLIMATE: Min. & Max. Temp.-Spring 37-52; Summer 51-70; Fall 51-68; Winter 36-46; First killing frost, Nov. 25; last killing frost, Mar. 31.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Downtown Shopping Area**-3 blocks from University to Pike Sts. on First, through Sixth Aves.
Neighborhood Shopping Districts-Lake City (N.E. 125th St. & Lake City Way N.E.); Burien (S.W. 152nd St. & 1st Ave. S.); Ballard (N.W. Market St. & Leary Way N.W.); Roosevelt (Roosevelt Way N.E. & N.E. 65th St.); Magnolia Village (33rd Ave. W. & W. McGraw St.); Uptown (Queen Anne Ave. N. & W. Mercer St.); Broadway (Broadway Ave. E. bet. E. Olive St. & E. Roy St.); Alaska Junction (California Ave. S.W. & S.W. Alaska St.); University District (University Way N.E. & N.E. 45th St.); Greenwood (Greenwood Ave. N.E. & N. 85th St.).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alderwood Mall(145)	17	The Bon, Lamonts, JCPenney, Nordstrom, Sears
Aurora Vlg.(80)	11	Frederick & Nelson, Nordstrom, JCPenney
Bellevue Sq.(200)	8	The Bon, Frederick & Nelson, Nordstrom, JCPenney
Crossroads Mall(90)	12	Lamonts, Nordstrom Place Two
Everett Mall(111)	25	The Bon, Frederick & Nelson, Payless, Sears
Factoria Sq.(60)	11	Lamonts, Safeway
Forest Park(60)	9	Albertson's, Lamonts
Northgate Mall(122)	6	The Bon, Lamonts, Nordstrom, JCPenney
Renton(60)	9	JCPenney, Sears
SeaTac Mall(115)	14	The Bon, Lamonts, Mervyns, Nordstrom, Place Two, Sears
Southcenter(127)	12	The Bon, Frederick & Nelson, Nordstrom, JCPenney
Totem Lake Mall(65)	11	Lamonts, Thrifty
Univ. Vlg.(68)	4	Bartell, QFC, Lamonts
Westwood Vlg.(42)	7	Lamonts

Principal Shopping Days-Mon. through Sat. from 9:30 a.m.; Sun. from 11 a.m.
Stores Open Evenings-Dept.: Mon. & Fri. until 7 p.m.; Supermarkets: some open 24 hrs.; Discount Stores: except Sun.; Shopping Centers: Mon. through Fri. until 9 p.m., Sat. until 6 p.m., Sun. until 5 p.m.

13 - RETAIL OUTLETS: **Department Stores**-The Bon 12; Frederick & Nelson 5; Lamonts 10; Nordstrom 10; JCPenney 11; Sears 7.
Discount Stores-General Mdse.-Fred Meyer 10; Best 6; K mart 10.
Variety Stores-Meredith's 7; Sprouse-Reitz 3; Woolworth 3.
Chain Drug Stores-Bartell 28; Drug Emporium 5; G.O. Guy 6; Fred Meyer 11; Osco 7; Payless 11; Pay 'n Save 32; Thrifty 5.
Chain Supermarkets-Albertson's 34; Prairie Market 28; QFC 22; Safeway 68; Thriftway 18; Tradewell 18.

14 - NEWSPAPERS: JOURNAL OF COMMERCE (m) 6,223; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Jim Preston, Nat'l Adv. Mgr., JOURNAL OF COMMERCE, 83 Columbia St., Seattle, WA 98104; Tel. (206) 622-8272.
National Representative: None.
POST-INTELLIGENCER (m-mon to fri) 202,374; (m-sat) 171,905; TIMES (e-mon to fri) 235,705; (m-sat) 232,081; (S) 505,352; Mar. 31, 1988 ABC.

Local Contact for Advertising And Merchandising Data: Marji Ruiz, Adv. Dir., TIMES, Fairview Ave. N. & John; PO Box 70, Seattle, WA 98111; Tel. (206) 464-8940.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SPOKANE

1 - LOCATION: Spokane County (MSA), E&P Map D-2, County Seat. Wholesale; distributing and shipping ctr. 350 mi. from Portland, OR; 275 mi. from Seattle.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern; Union Pacific; Amtrak.
Motor Freight Carriers-100.
Intercity Bus Lines-Western Greyhound; Okanogan Valley; Spokane Transit System; Empire Lines; Charter Lines.
Airlines-United; Northwest; Continental; Horizon; Delta; PSA; Alaska; Sun World.

3 - POPULATION:
Corp. City 80 Cen. 171,300; E&P 88 Est. 176,533
CZ-ABC: (80) 277,766
RTZ-ABC: (80) 451,222
County/MSA 80 Cen. 342,230; E&P 88 Est. 360,792
City & RTZ-ABC: (80) 728,988

4 - HOUSEHOLDS:
City 80 Cen. 70,916; E&P 88 Est. 76,207
CZ-ABC: (80) 108,313
RTZ-ABC: (80) 157,583
County/MSA 80 Cen. 128,403; E&P 88 Est. 139,224
City & RTZ-ABC: (80) 265,896

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$3,653,690,916
Mutual Savings	2	$655,118,403
Savings & Loan	4	$487,491,509

6 - PASSENGER AUTOS: County 195,856

7 - ELECTRIC METERS: Residence 133,536

8 - GAS METERS: Residence 41,467

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage $295)-Constr. 6,311; Mfg. 17,464; Trans., Commun. & Util. 5,783; Whol. & Ret. 33,764; Fin., Ins., etc. 7,571; Services 29,763; Misc. 500; Gov't 20,937.
Principal Industrial Pay Days-Tues., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-58; Summer 53-80; Fall 38-58; Winter 24-36. First killing frost, Oct. 14; last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-10 blocks on Riverside Ave.; 10 on Main Ave.; 7 on Sprague Ave.; 10 on Main Ave.; 7 on Sprague Ave.; 6 on Spokane Falls Blvd.
Major Shopping Centers-Northtown (62 stores); Shadle Center (38 stores); University City (33 stores); Franklin Park Mall (23 stores).
Neighborhood Shopping Centers: Dishman (27 stores); East Sprague (343 stores); Garland (33 stores); Hillyard (35 stores); Millwood (11 stores); Mission Village (15 stores); Monroe and Indiana (16 stores); North Division (107 stores); Opportunity (19 stores); South Perry (11 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Argonne Vlg.(15)	NA	Albertson's
Dishman Sq.(7)	NA	Fabricland, Outdoor Sportsman
East Town(11)	NA	K mart, Albertson's
Fairwood Ctr.(40)	NA	Albertson's
Five Mile(25)	NA	Rosauer's, Drug Fair
Franklin Park Mall(23)	NA	Mont. Ward
Heritage Vlg.(12)	NA	Rosauer's
K mart, Eastown (11)	NA	K mart
K mart Plz.(10)	NA	K mart
Lincoln Heights(27)	NA	Safeway
Lincoln Sq.(8)	NA	Rosauer's
Manito(12)	NA	Lamonts, Safeway
Mission Vlg.(15)	NA	Jax Thrift
Northtown(62)	NA	Albertson's, Sears
Opportunity(19)	NA	Safeway, Pay 'N Save
River Ridge(7)	NA	Rosauer's
Shadle Ctr.(38)	NA	JCPenney, Safeway, Newberry, Lamonts
Town & Country (10)	NA	Safeway, T&C Drugs
University City(62)	NA	JCPenney, Newberry, Rosauer's

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept.: Mon., Fri.; Food: nightly.

13 - RETAIL OUTLETS: **Department Stores**-Bon Marche; Montgomery Ward; Sears 2; JCPenney 3; The Crescent 3; Nordstrom; Lamonts 2.
Variety Stores-Woolworth; Newberry 3.
Discount Stores-Fred Meyer 2; K mart 3; Two Swabbies 2; Giant; Jafco 2.
Chain Drug Stores-Skaggs 4; Thrifty; Pay 'N Save 4; Super Save; Miller & Felt.
Chain Supermarkets-Safeway 12; Rosauer's 12; Albertson's 6.
Other Chain Stores-Firestone; Goodrich; Goodyear; Western Auto; Fuller Paint; Pittsburgh Plate Glass; Sherwin-Williams; General Paint; Mode O'Day; Anita Shops; Leed's (shoes); House of Fabrics; Thom McAn; Lerner's; Burt's (shoes); Weisfield's (jewelry); Zale's; Kinney; Gallenkamps.

14 - NEWSPAPERS: SPOKESMAN-REVIEW (m) 91,346; CHRONICLE (e) 29,288; (m-sat) 128,539; SPOKESMAN-REVIEW (S) 137,564; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: W. Duane Harter, Nat'l Sales Mgr., SPOKESMAN-REVIEW & SPOKANE CHRONICLE, Review Tower, W. 999 Riverside; PO Box 2160, Spokane, WA 99210; (509) 459-5005.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SUNNYSIDE

1 - LOCATION: Yakima County, (In Yakima MSA). E&P Map C-3.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-4.
Airlines-Yakima Municipal Airport, 35 mi. from Sunnyside.

3 - POPULATION:
Corp. City 80 Cen. 9,225; E&P 88 Est. 10,302
County/MSA 80 Cen. 172,663; E&P 88 Est. 187,011

4 - HOUSEHOLDS:
City 80 Cen. 3,138; E&P 88 Est. 3,523
County/MSA 80 Cen. 61,341; E&P 88 Est. 68,549

5 - BANKS	NUMBER	EST. DEP.
Commerical	2	N.A.
Savings & Loan	2	$200,000,000

6 - PASSENGER AUTOS: County 95,597

7 - ELECTRIC METERS: 2,800

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Plastics; Fruit/Vegetable Packing (seasonal); Farming; Winery.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-80; Summer 80-100; Fall 30-80; Winter 0-60.

11 - TAP WATER: City has five wells.

12 - RETAILING: **Principal Shopping Center**-Downtown.
Neighborhood Shopping Center-Eastway Shopping Center.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Mid Valley Mall	NA	Payless, Rosauers
Tri Cities Columbia Center(80)	50	Totem Sales, The Hub, Sprouse-Reitz
Valley Mall(60) (Yakima)	40	JCPenney, Giffens

Principal Shopping Days-Mon.-Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Totem Sales; Bi Mart; Coast to Coast.
Discount Stores-Yellow Front.
Chain Drug Stores-Rosauers; Payless; Bi Mart.
Chain Supermarkets-Safeway; Rosauers; Price Chopper.
Other Chain Stores-Sears (catalog); True Value; Sprouse-Reitz.

14 - NEWSPAPERS: NEWS (e-mon to fri) 3,688; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Tom Lanctot, Pub., NEWS, 520 S. 7th St., PO Box 878, Sunnyside, WA 98944; Tel. (509) 837-4500.
National Representative: None.

TACOMA

1 - LOCATION: Pierce County (PMSA), E&P Map B-2, County Seat. Industrial, wholesale center. On Commencement Bay near head of navigation of Puget Sound.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern; Union Pacific. Steamship lines to all parts of the world.
Motor Freight Carriers-Over 120 (trucking).
Freight Steamship Lines-Over 20.
Intracity Bus Lines-Greyhound, Continental Trailways; Bremerton-Tacoma Stages; Puyallup-Sumner-Tacoma; Canada Trailways.
Airlines-Northwest; United; Pan Am; Alaska; Japan; Air Canada; Eastern; Continental; American; British Airways; CP Air; Delta; Mexicana; Scandinavian; TWA; PSA; Horizon; America West; Jet America; Braniff.

3 - POPULATION:
Corp. City 80 Cen. 158,501; E&P 88 Est. 165,023
CZ-ABC: (80) 315,489
RTZ-ABC: (80) 530,790
County/PMSA 80 Cen. 487,055; E&P 88 Est. 539,123
City & RTZ-ABC: (80) 846,279
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 63,405; E&P 88 Est. 68,568
CZ-ABC: (80) [illegible],007
RTZ-ABC: (80) [illegible],846
County/PMSA 80 Cen. 174,232; E&P 88 Est. 201,162
City & RTZ-ABC: (80) 303,853

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$1,453,331,000
Savings & Loan	7	$144,728,000
Savings	7	$1,119,345,000
Credit Union	28	$279,451,000

6 - PASSENGER AUTOS: County 287,808

7 - ELECTRIC METERS: City 116,987

8 - GAS METERS: City 20,233

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food Prods. 2,200; Lumber & Wood Prods. 4,400; Furn. & Fixtures 500; Paper Prods. 1,600; Chem. Prods. 700; Primary Metals 1,000; Fab. Metals/Mach. 4,400; Trans. Equip. 1,300; Other Mfg. 5,800; Constr. 7,400; Trans. & Util. 7,800; Whol. & Ret. Trade 39,600; Fin., Ins. & Real Estate 8,100; Services 39,300; Fed. Gov't 9,800; State & Local Gov't 26,200.
Principal Pay Days-Fri.; 1st and 15th; Last working day of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-67; Summer 59-74; Fall 38-70; Winter 34-50. First killing frost, Nov. 2; last killing frost, Mar. 11.

11 - TAP WATER: Neutral, very soft mountain river water; stand-by aquifer well supply, relatively hard; not fluoridated.

12 - RETAILING: **Downtown Shopping Areas**-Broadway Plaza, Tacoma Ctr. Market, 4 blocks on Pacific Ave.; Regional Shopping Centers: Tacoma Mall (150 stores under cover); Lakewood Villa Plaza (54 stores).
Neighborhood Shopping Centers-Bellevue Sq.; Best Plz; Bi-Lo; Capital Mall, Olympia; Cascade Plz.; College Ctr.; Center Plz.; Century Sq.; Edgewood Sq.; Evergreen Ctr; Federal Way; Fife Square; Fife Valley; Mart; Fred Meyer-Hi-Ho; Fred Meyer-Pacific; Fred Meyers-Stevens; Fred Meyer-Lakewood; Green Firs; Hi-Ho; Puyallup; Highland Hill; James Ctr.; K mart Plz.; Lakewood Colonial Ctr.; Meridian Place; Oakbrook Plz.; Olympic Vlg.; Pacific Commons; Pacific Ctr.; Parkway Plaza; Pavilion Outlet; Pt. Fosdick Sq.; Rainier Place; Sea-Tac Mall; Sea-Tac Vlg.; 72nd St. Sq.; Southcenter; Southsound Mall, Lacey; S. Hill; S. Tacoma Vlg.; Spanaway Park; Spanaway Plz.; Spanaway Vlg.; Surprise Lake; Tacoma Ctr. Market; Tacoma Mall; Tacoma South Ctr.; Tacoma Vista; 38th St. Mall; Thunderbird; Twin Lakes; University Place Ctr.; University Park II; University Vlg.; Valley Plz.; Village Sq.; Lakewood Mall at Villa Plz.; Ward's Lake Plz.; Westgate; The Willows; 6th Ave. Plz.; Narrows Plz.; Narrows Place; Plaza West; Seatac Plz.; Pacific Sq.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadway Plz	NA	Woolworth
Lakewood Colonial Ctr (43)	10	Ethan Allen, Pay Less
Southcenter(127)	24	The Bon, Frederick & Nelson, JCPenney, Pay 'N Save
Sea Tac Mall	12	Sears, Mervyn's, Lamonts, The Bon
Tacoma Mall(150)	5	JCPenney, Sears, Thriftway, Bon, Nordstrom
Villa Plaza(50)	7	Frederick & Nelson, Thriftco, Pay 'N Save, Ernst, Safeway
Puyallup(17)	7	JCPenney, Elvins, Mont. Ward, Safeway

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept. & specialty stores-Mon., Thur., Fri.; Larger stores-every evening; Larger food stores-24 hours.

13 - RETAIL OUTLETS: **Department Stores**-Mervyns; Frederick & Nelson; Sears; JCPenney; The Bon; Montgomery Ward; Nordstrom; Elvin's; Lamonts.
Discount Stores-B&I; Dahnken; K mart; Fred Meyer; Best; Ross; Clothestime; Costco; Silo; Price Savers.
Variety Stores-Woolworth.
Chain Drug Stores-Fred Meyer 4; Thrifty; H&P; Harold Meyer; Mark-It Pharmacy; Pay Less 4; Pay 'N Save 8; Sav-on 2; Stowell's 2; Drug Emporium; Medicine Shoppe 2; Albertson's 3.
Chain Supermarkets-Albertson 3; Stock Market; Hoagy's Corner 8; Fred Meyer 4; Lively Mkt. 3; Bi-Lo 4; Piggly Wiggly 7; Safeway 19; Thriftco; 7-Eleven 45; Shop-Rite 6; Mega Foods 2; Thriftway 8.
Other Chain Stores-Mrs. Field's; Shucks; Thom McAn; Singer Co.; Goodrich; Firestone; Western Auto; Sherman-Clay; Radio Shack; Paulson's; Ernst; Lerner; Bernie's; Leeds; Dutch Boy; Gallenkamp; Bottoms; Coast-to-Coast; Fabricland; Weisfields; See's Candy; Klopfenstein's; Foreman & Clark; House of Fabrics; Jay Jacobs; Farrell's; Goodenough's; Hancock Fabrics; Pay 'N Pak; Color-Tile; Standard Brands; Schoenfelds.

14 - NEWSPAPERS: NEWS TRIBUNE (e) 114,823; (S) 125,841; Mar. 31, 1988 ABC.
Note: The News-Tribune converted to a morning publication effective Apr. 6, 1987. Circulation figure does not reflect this change.
Local Contact for Advertising and Merchandising Data: Julie Sarff, Research and Prom., NEWS TRIBUNE, 1950 S. State St.; PO Box 11000, Tacoma, WA 98411; Tel. (206) 597-8562.
National Representative: Sawyer-Ferguson-Walker.

VANCOUVER

1 - LOCATION: Clark County (PMSA), E&P Map A-3, County Seat. Shipping lumber, paper products, aluminum, diversified light manufacturing and electronics. On the Columbia River. 8 mi. N of Portland, OR.

2 - TRANSPORTATION: **Railroads**-Freight: Burlington Northern; Union Pacific. Passenger: Amtrak.
Motor Freight Carriers-150.
Intercity Bus Lines-Vancouver-Portland; Greyhound; Trailways.
Airlines-Portland Airport; United; Northwest; Alaska; Continental; Eastern; Republic; Horizon Air; Delta; American; Air Cal; PSA; TWA; Hawaiian Airlines; Sun World Airways.

3 - POPULATION:
Corp. City 80 Cen. 42,834; E&P 88 Est. 44,165
NDM-ABC: (80) 192,227
County/PMSA 80 Cen. 193,488; E&P 88 Est. 217,861
Demographic information available from newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 18,808; E&P 88 Est. 20,220
NDM-ABC: (80) 68,750
County/PMSA 80 Cen. 68,750; E&P 88 Est. 80,049

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	N.A.
Savings & Loan	7	N.A.

6 - PASSENGER AUTOS: County 127,984

7 - ELECTRIC METERS: Residence County 81,266

8 - GAS METERS: Residence County 6,002

9 - PRINCIPAL INDUSTRIES: Industry, Number Wage Earners (Av. Wkly. Wage)-Constr. 2,419 ($682); Mfg. 12,314 ($407); Trans., Commun. & Util. 1,923 ($447); Whol. & Ret. Trade 11,097 ($440); Fin., Ins. & R.E. 2,024 ($274); Servs. 8,625 ($288).

10 - CLIMATE: Min. & Max. Temp.-Spring 32-83; Summer 41-93; Fall 21-67; Winter 23-50. First killing frost, Oct. 21; last killing frost, May 2.

11 - TAP WATER: Medium, fluoridated.

12 - RETAILING: **Principal Shopping Center**-Vancouver Mall located 5 miles Northeast of Vancouver I-205 4th Plain Blvd.
Neighborhood Shopping Centers-N.E. 52 St.; E. Fourth Plain Blvd.; E. Mill Plain & N.E. 120 Ave.; N.E. 164 Ave. & N.E. 1 St.; N.E. Gher Rd.; W. Fourth Plain Blvd.; Mill Plain & McArthur; N.E. 81 & Hazel Dell Ave.; S.E. Mill Plain Blvd.; Grand Blvd.; N.E. Hwy. 99; Fourth Plain Blvd. & 117 Ave.; 3021 Fourth Plain Blvd.; N.E. Thurston Way; 135th & Mill Plain Blvd.; N.E. 78 St. & Hwy. 99; E. Mill Plain Blvd.; Hwy. 99 & I-205; N.E. 78th St. & N.E. Hazel Dell Ave.; N.E. 99th St. & N.E. Hazel Dell Ave.; Garrison & Mill Plain Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Jantzen Beach	3	Payless, Mont. Ward, Lamonts, K mart, Silo, Hermans, Stereo Super Stores, Toys R Us

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Retail: Mon.-Fri.; Food and Discount: daily.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Montgomery Ward; Sears; Meier & Frank; Nordstroms; Mervyn's.
Discount Stores-K mart; Target.
Variety Stores-Coast-to-Coast; Boyd's 88; Ctr.; Newberry.
Chain Drug Stores-Fred Meyer Drugs 3; Pay Less 3; Hi-School Phcy. 5.
Chain Supermarkets-Albertson's 2; Fred Meyer 3; Minit Mart 22; Plaid Pantry 8; Safeway 7; 7-Eleven 9; Thriftway (United Grocers) 10; Dick & Steve's 4; Cub 1; Food Pavillion 3.
Other Chain Stores-Goodrich; Fuller; Sherwin-Williams; Goodyear, Western Auto; Shoe Source; Kinney Shoes; AT&T Phone Ctr.; Firestone; Lerners; Squire Shop; Petries; JJ Jeans; Zale's; Schuck's; Toys R Us; Garden Way; Pay 'N Pak; Les Schwab; Hickory Farms; Radio Shack; Color Tile; Nelsen Tire; General Nutrition; Buster Brown; Casual Corner; B. Dalton; Endicott Shoes; Fashion Conspiracy; Florsheim Shoes; Foxmoor Casuals; Fredericks of Hollywood; Gallenkamps; The Gap; Gordon's Jewelers; J.K. Gill; Jean Machine; Jeans West; K.G. Men's Store; Kay Jewelers; Leed's; Motherhood Maternity; Naturalizer; See's; Spencer Gifts; Stride Rite; Susie Casuals; Thom McAn; Van Duyn's; Video Concepts; Waldenbooks; Weisfields; Women's World.

14 - NEWSPAPERS: COLUMBIAN (e-mon to fri) 48,013; (S) 53,879; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: John McDonagh, VP Adv. Dir., COLUMBIAN, PO Box 180, Vancouver, WA 98666; Tel. (206) 694-3391.
National Representative: None.

WALLA WALLA

1 - LOCATION: Walla Walla County, E&P Map D-3, County Seat. Retail and wholesale agric. ctr. serving 3 Washington and 2 Oregon Counties. 131 mi. from Yakima; 158 mi. from Spokane; 237 mi from Portland OR, 271 mi. from Seattle.

2 - TRANSPORTATION: **Railroads**-Freight via Union Pacific and Burlington Northern.
Motor Freight Carriers-5.
Intercity Bus Lines-Valley Transit; Northwest Greyhound.
Airlines-Horizon Airways (commuter service); Mountain Air and Martin Aviation (charter, sales, flight instruction, air ambulance).
Barge Service-Shipments of oil, grain and other materials are carried by barge or lighter vessels on the Columbia and Snake Rivers.

3 - POPULATION:
Corp. City 80 Cen. 25,618; E&P 88 Est. 26,507
CZ-ABC: (80) 35,808
RTZ-ABC: (80) 26,417
County 80 Cen. 47,558; E&P 88 Est. 49,537
City & RTZ-ABC: (80) 62,225

4 - HOUSEHOLDS:
City 80 Cen. 9,703; E&P 88 Est. 10,334
CZ-ABC: (80) 13,110
RTZ-ABC: (80) 9,639
County 80 Cen. 16,975; E&P 88 Est. 17,582
City & RTZ-ABC: (80) 22,749

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$507,000,000
Savings & Loan	4	(incl. above)
Mutual Savings	1	(incl. above)

6 - PASSENGER AUTOS: County 22,398

7 - ELECTRIC METERS: Residence 17,304

8 - GAS METERS: Residence 6,041

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Forestry and Fisheries N.A.; Contract Constr. 450; Food Processing 4,160; Trans., Comm. and Util. 920; Schools/Hospitals 4,670; Gov't 4,170; Whol. & Ret. 3,730.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-62; Summer 63-89; Fall 45-64; Winter 27-39; First killing frost, Oct. 28; last killing frost, Apr. 3.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-9 blocks on Main St.; 3 on Alder St.; 3 on Rose St., 7 on Second St.; 2 on First St.; 2 on Colville St.; 2 on Palouse St.; 1 on Boyer Ave.
Neighborhood Shopping Centers-3 mi. on E. Isaacs from White St. to City Limits; 1 on S. 2nd from Morton to Cherokee; 6 in College Place between Fifth and A Sts. on College Ave.; 1 on Wallula Hwy.; 1 on Plz. Way between 9th & Village Way.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Plaza Shopping	1	Safeway, Sprouse-Reitz, Bi-Mart, M&R Drug
Eastgate	2	Fleenor's, K mart, Radio Shack, Herman's World of Sports
Eastgate Mall	2	Albertson's, Pay Less, Hatfield's, Schuck's, Wendy's, Kinney's
Southgate	1	Fleenor's, Southgate Drug
Big Y	2	Wade's Thriftway, Foxy Flowers, Central Phcy.
Oregon Stateline	6	Grigg's, Danielson's Food Warehouse

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept. & Banks Fri.; Food stores; EG Mall.

13 - RETAIL OUTLETS: **Department Stores**-The Bon; Sears; JCPenney; Hatfields; Country Store.
Discount Stores-K mart; Bi-Mart.
Variety Stores-Bonanza 88; Sprouse-Rietz.
Drug Stores-Eastgate; Southgate; Pay Less; Professional Pharmacy; M&R; Green & Jackson; Tallman; Book Nook.
Chain Supermarkets-Fleenor's 2; Safeway 3; Price's Sentry; Albertson's; Wade's Thriftway; Danielsons Food Warehouse; Food 4 Less; Jackpot 2; 7-Eleven 3.
Other Chain Stores-Shoes: Volume; Kinney; Women's Wear: Jay Jacobs, The Closet; Appliance & Hdwe.: Pay 'N Pak, Grover, Radio Shack; Auto: Twin W Motor Supply, Walla Motor Supply, Goodyear, Schuck's; Paint: Pittsburgh, Sherwin-Williams; Boats: Nixon's; Others: Book Nook, Fabricland, Mark's Hallmark, Herman's World of Sports, Courtesy TV & Appliance, P.D.Q. Mkt. (food/gas).

14 - NEWSPAPERS: UNION-BULLETIN (e-mon to fri) 15,244; (S) 15,630; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: John Gifford, Adv. Mgr., UNION-BULLETIN, 1st & Poplar; PO Box 1358, Walla Walla, WA

99362; Tel. (509) 525-3300.
National Representative: None.

WENATCHEE

1 - LOCATION: Chelan County. E&P Map C-2. County Seat. In geographic center of state at junction of Wenatchee and Columbia Rivers. Intersection of U.S. Hwys. 2 (Stevens Pass Hwy.) and 97. 165 mi. W of Spokane; 138 mi. E of Seattle.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Amtrak (passenger).
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound.
Airlines-Horizon; United Express.

3 - POPULATION:
Corp. City 80 Cen. 17,257; E&P 88 Est. 18,920
CZ-ABC: (80) 32,811
RTZ-ABC: (80) 113,579
County 80 Cen. 45,063; E&P 88 Est. 51,185
City & RTZ-ABC: (80) 146,390
Demographic Information (Limited) available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 7,125; E&P 88 Est. 6,999
CZ-ABC: (80) 12,765
RTZ-ABC: (80) 41,540
County 80 Cen. 17,792; E&P 88 Est. 20,871
City & RTZ-ABC: (80) 54,305

5 - BANKS	NUMBER	DEPOSITS
Commercial	21	$456,201,000
Savings & Loan	12	$277,011,000
Credit Unions	7	$27,008,000

6 - PASSENGER AUTOS: County 30,156.

7 - ELECTRIC METERS: Residence County 21,852.

8 - GAS METERS: Residence 2,100.

9 - PRINCIPAL INDUSTRIES: (Chelan-Douglas Counties): Industry, No. Wage Earners-Mfg., incl. Primary Metals Proc. 3,060; Contract Constr. 2,570; Trans., Commun. & Util. 850; Whol. & Ret. Trade 7,320; Fin., Ins. & R.E. 940; Servs. 4,460; Gov't 4,590; Total Civilian Work Force 36,420.
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-80; Summer 47-97; Fall 29-76; Winter 10-53. First killing frost, Oct. 15; last killing frost, Apr. 21.

11 - TAP WATER: Slightly alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Areas**-Downtown, 5 blocks on Wenatchee Ave.; Valley North Shopping Center, 34 stores; Wenatchee Valley Mall, 46 stores.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown-Fridays; Valley North and Wenatchee Valley Malls-Mon. through Fri.; Food-every night.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Lamonts; JCPenney.
Discount Stores-Stan's Merry Mart; Sav-Mart; K mart; Stanley's.
Variety Stores-Yellow Front.
Chain Drug Stores-PayLess; Buttrey Drugs.
Chain Supermarkets-Safeway 2; Albertson's; Buttrey's; Fleenor's; Top; Family Grocer.
Other Chain Stores-Mode O'Day; House of Fabrics; Fabricland; Weisfield Jewelers; Radio Shack; Columbia Paints; Jay Jacobs; Les Schwab Tires; Coast-to-Coast; Pay 'N Pak; Grand Auto; Zale's Jewelers; Schuck's Auto Parts; Squire Men's Shops; DJ's Sound City; Kinney Shoes; Allen Jewelry; Ernst Home Center; Thurman Supplies; Computerland.

14 - NEWSPAPERS: WORLD (e-mon to fri) 26,602; (S) 29,819; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jay White, Adv. Dir., WORLD, 14 N. Mission St.; PO Box 1511, Wenatchee, WA 98807-1511; Tel. (509) 663-5161.
National Representative: Branham/Newspaper Sales.

YAKIMA

1 - LOCATION: Yakima County (MSA), E&P Map C-3, County Seat. Shipping center for Yakima irrigated valley. Wholesale center for central part of State. 201 mi. from Spokane; 145 mi. from Seattle. On U.S. Hwys. 97, 410, I-82.

2 - TRANSPORTATION: **Railroads**-Central Washington RR (freight); Union Pacific (freight).
Airlines-Horizon; US Air; United Express.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 49,826; E&P 88 Est. 50,090
CZ-ABC: (80) 82,625
Bal. in NDM-ABC: (80) 89,883
County/MSA 80 Cen. 172,663; E&P 88 Est. 187,011
Total NDM-ABC: (80) 172,508

4 - HOUSEHOLDS:
City 80 Cen. 20,160; E&P 88 Est. 20,519
CZ-ABC: (80) 32,294
Bal. in NDM-ABC: (80) 29,047
County/MSA 80 Cen. 61,341; E&P 88 Est. 68,549
Total NDM-ABC: (80) 61,341

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$435,000,000
Savings	2	N.A.
Savings & Loan	5	$446,336,487

6 - PASSENGER AUTOS: County 95,597.

7 - ELECTRIC METERS: Residence 23,289.

8 - GAS METERS: Residence 9,975.

9 - PRINCIPAL INDUSTRIES: Mfg.-218 firms; 7,805 (av. mo. employed); $1,408 (av. mo. wage).

10 - CLIMATE: Min. & Max. Temp.-Spring 24-73; Summer 50-90; Fall 34-86; Winter -10-46. First killing frost, Oct. 23; last killing frost, Apr. 13.

11 - TAP WATER: Neutral, semi-hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Yakima Ave.; 2 on Third St.; S 1st & Old Town Road (Valley Mall); Yakima Downtown Mall (65 stores).
Neighborhood Shopping Centers-56th & Summitview; 9th & Summitview; 16th and Nob Hill; Westpark; 1 mi. on Fruitvale Blvd., Glenwood; Southgate; 16th and Lincoln; Nob Hill & Ward Plaza; Chalet Mall; Lincoln Center; 11th & Tieton; 37th & Tieton; Meadowbrook at 72nd & Nob Hill.
Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept.-Mon. through Fri.; Food-every evening.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Mervyn's; Sears; Montgomery Ward; Nordstrom's; Lamonts; Bon Marche.
Discount Stores-Bi-Mart 2; Fred Meyer; Pay 'N Pak; K mart; Ernst; Thrifty; Yellow Front; Shopko.
Chain Drug Stores-Pay Less 2; Thrifty; Shopko; Bi-Mart; Fred Meyer; Medicine Mart; Wray's.
Chain Supermarkets-Albertson's Food Center 2; Safeway 11; Thriftway 5; Buttrey's; Associated Grocers 2; Rosauer's; Family Grocery 2; Tops; Food "4" Less.
Other Chain Stores-Firestone; Mode O'Day; Weisfield's; Gallenkamp; Kinney; Leeds; Jay Jacobs; Self Service Furn.; Penguin Electric; Zale's; Volume Shoes; B. Dalton; Radio Shack; Waldenbooks; McMahan's Furn.; Walker's; Les Schwab; Goodyear.

14 - NEWSPAPERS: HERALD-REPUBLIC (all day) 39,019; (S) 42,055; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Tim Vickery, Adv. Dir., HERALD-REPUBLIC, PO Box 9668, Yakima, WA 98909; Tel. (509) 248-1251.
National Representatives: Landon Associates.

WEST VIRGINIA SURVEYS

METROPOLITAN STATISTICAL AREAS

Charleston-Kanawha and Putnam Counties.
Cumberland, MD-WV-Allegany County, MD and Mineral County, WV
Huntington-Ashland, WV-KY-OH-Cabell and Wayne Counties, WV; Boyd, Carter and Greenup Counties, KY; Lawrence County, OH.
Parkersburg-Marietta, WV-OH-Wood County, WV and Washington County, OH.
Steubenville-Weirton, OH-WV-Jefferson County, OH; Brooke and Hancock Counties, WV.
Wheeling, WV-OH-OH and Marshall Counties, WV; Belmont County, OH.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1989
Under 5 Years	138	146	167
5-14 Years	336	310	289
15-24 Years	301	347	283
25-44 Years	383	513	612
45-64 Years	392	396	365
65 and Over	194	238	220
TOTAL	1,744	1,950	1,936

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1989 Est.
Bldg. Mat./Hdwr	388	437	767
General Mdse	776	1,008	1,403
Food	1,335	1,958	2,432
Automobiles	1,265	1,322	2,363
Gasoline Stations	493	709	659
Apparel	238	329	443
Furniture	260	274	465
Eat-Drink Places	352	523	740
Drugs	175	270	371
TOTAL SALES	5,676	7,521	10,371

BECKLEY

1 - LOCATION: Raleigh County, E&P Map B-4. 276 mi. S of Pittsburgh; 333 mi. W of Washington, DC; 266 mi. E of Cincinnati, OH.

2 - TRANSPORTATION: **Railroads**-C&O, Norfolk & Western.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound.
Airlines-Christman Air; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 20,492; E&P 88 Est. 19,137
NDM-ABC: (80) 268,724
County 80 Cen. 86,745; E&P 88 Est. 87,947
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,164; E&P 88 Est. 7,946
NDM-ABC: (80) 92,373
County 80 Cen. 30,154; E&P 88 Est. 31,667

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$627,422,668

6 - PASSENGER AUTOS: County 52,992.

7 - ELECTRIC METERS: Residence 9,327.

8 - GAS METERS: Residence 9,500.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Coal Mining 4,884 ($451).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Average Temp.-Spring 50; Summer 70; Fall 54; Winter 34. First killing frost, Oct. 4; last killing frost, May 7.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-2 blocks on Main, 1 on Heber, 3 on Neville St.
Neighborhood Shopping Center-East Beckley; By-Pass; Valley Drive; Skelton By-Pass Plaza; Bradley; Lester Sq. in Sophia.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
By-Pass Plz.(12)	3	Revco, Hills
Beckley Plz.(23)	3	Acme Mkt., K mart
Raleigh Mall(43)	3	Murphy, Mont. Ward, Stone & Thomas, Kroger
Town & Country Plaza(9)	1	Foodland, Heck's
Crossroads Mall(70)	4	Sears, JCPenney, Leggetts
Lester(14)	6	Kroger, Artley, Family Dollar

Principal Shopping Days-Food: Wed., Thur. Department Stores: Sat., Sun.
Stores Close-Wed. afternoon.
Stores Open Evenings-Dept. Stores-Fri., Food-every evening.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; K mart; JCPenney; Hill's; Sears; Leggetts; Heck's 4; Stone & Thomas.
Variety Stores-G.C. Murphy.
Discount Stores-K mart; Heck's 2; Hills; McCrory.
Chain Drug Stores-Rite Aid 2; Rexall; SupeRx 4; Health Cross 2; Thompson; Revco 2.
Chain Supermarkets-Kroger 5; Acme; Carolina 6; Pic Pac 2; Foodland.
Other Chain Stores-Ladies: H. & M.; Pic-Way Shoes; Silver Brand; Famas 3; Lilly Crown Jewelers 3; Artleys; Nation Wise Auto.

14 - NEWSPAPERS: REGISTER/HERALD (m) 32,547; (S) 33,161; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Frank D. Wood, Adv. Dir., REGISTER/HERALD, PO Drawer P&R, Beckley, WV 25802; Tel. (304) 255-4400.
National Representative: Sawyer-Ferguson-Walker.

BLUEFIELD, WV-VA

1 - LOCATION: Mercer County, WV; Tazewell County, VA. E&P Map B-4. Extreme southern part of the state extending into Virginia. 102 mi. from Charleston via West Virginia Tpke.; 103 mi. from Roanoke. On U.S. Hwys. 19, 21, 52, 460; State Hwy. 85; I-77.

2 - TRANSPORTATION: **Railroads**-Norfolk and Western.
Motor Freight Carriers-8.
Intercity Bus Lines-Tri-City; Greyhound; Trailways.
Airlines-Christman.

3 - POPULATION:
Corp. City 80 Cen. 16,060; E&P 88 Est. 14,211
NDM-ABC: (80) 225,692
Counties 80 Cen. 124,435; E&P 88 Est. 128,965
  Mercer, WV 80 Cen. 73,856; E&P 88 Est. 75,792
  Tazewell, VA 80 Cen. 50,579; E&P 88 Est. 53,173

4 - HOUSEHOLDS:
City 80 Cen. 6,170; E&P 88 Est. 5,643
NDM-ABC: (80) 76,755
Counties 80 Cen. 42,360; E&P 88 Est. 46,347
  Mercer, WV 80 Cen. 26,494; E&P 88 Est. 27,837
  Tazewell, VA 80 Cen. 15,866; E&P 88 Est. 18,510

5 - BANKS	NUMBER	DEPOSITS
Commercial	16	$688,800,000
Savings & Loan	4	$25,000,000

6 - PASSENGER AUTOS: Counties: Mercer 48,248; Tazewell 31,750.

7 - ELECTRIC METERS: Residence 26,144.

8 - GAS METERS: Residence 8,330.

9 - PRINCIPAL INDUSTRIES: Food Mfg.; Furn.; Mining Machinery.
Principal Pay Days-1st, 15th, Fri.

10 - CLIMATE: Average Temp.-Spring 50; Summer 71; Fall 56; Winter 34. First killing frost, Sept. 29; last killing frost, May 12.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: **Neighborhood Shopping Centers**-One, centered around Bland, Union, North and South Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bluefield Plaza(12)	1	Kroger, K mart
Blue Prince(11)	3	Hill's Dept., Murphy
Mercer Mall(53)	2	Sears, JCPenney, Stone & Thomas, Mont. Ward, Leggett
West Gate(9)	2	Acme

Principal Shopping Days-Department Stores: Mon., Fri., Sat.; Food: Wed. through Sat.
Stores Open Evenings-Food nightly; others Mon.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Leggetts; Stone & Thomas; Sears.
Variety Stores-G.C. Murphy; Ben Franklin.
Discount Stores-A-Mart; Hills; Ammar Bros.; Heck's; K mart; Rose's 2.
Chain Drug Stores-Bi Rite; Rexall 3; Rite Aid; Walgreens; SupeRx; Southside 2; Thrift; Revco; Eckerd.
Chain Supermarkets-Kroger 4; Deskin's 6; Acme 4; Warden's 2; IGA 3.
Other Chain Stores-Firestone; Singer Co.; H&M (shoes); Goodyear; Western Auto 2; Pic-Way Shoe; S&H Green Stamps; Top Value Stamps; Gold Bond Soft Center; Family Discount Stamp; Shoe Mart.

14 - NEWSPAPERS: TELEGRAPH (m) 24,758; (S) 28,095; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Melanie Lee Arney, Adv. Dir., TELEGRAPH, 928 Bluefield Ave., Bluefield, WV 24701; Tel. (304) 327-6171.
National Representative: Landon Associates.

CHARLESTON

1 - LOCATION: Kanawha County (MSA), E&P Map A-3 & B-3, State Capitol, County Seat. Wholesale distribution, financial, medical and education center; federal offices, insurance, transportation. At confluence of Great Kanawha and Elk Rivers. 210 mi. from Cincinnati; 358 mi. from Washington; 215 mi. from Pittsburgh; 171 mi. from Columbus. On U.S. Hwys. 60, 21, 35, 119 and State Hwys. 4, 14, 25 and 61; Northern terminus of WV Tpke.; Junction of I-64, I-77 & I-79.

2 - TRANSPORTATION: **Railroads**-Chessie System; Amtrak; Conrail.
Motor Freight Carriers-30.
Intercity Bus Lines-Greyhound; KRT (local).
Airlines-USAir; United; Christman; Piedmont; ComAir; Atlantic SouthEast.

3 - POPULATION:
Corp. City 80 Cen. 63,968; E&P 88 Est. 53,633
NDM-ABC: (80) 522,062

County 80 Cen. 231,122; E&P 88 Est. 224,370
MSA 80 Cen. 269,674; E&P 88 Est. 271,113
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 26,438; E&P 88 Est. 23,203
NDM-ABC: (80) 186,368
County 80 Cen. 86,446; E&P 88 Est. 88,005
MSA 80 Cen. 99,418; E&P 88 Est. 104,305

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	33	$1,811,877,000
Savings & Loan	15	$319,818,000

6 - PASSENGER AUTOS: County 153,860

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: City Res. 19,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chem. 8,971 ($620); Metal Fab. 1,225 ($588); Coal Mining 3,334 ($588); Contract Constr. 3,871 ($422); Gov't 18,883 ($323); Health Servs. 8,748 ($386); Servs. 19,838 ($304); Whol./Ret. 24,247 ($266).
Principal Pay Days-Thur., Fri.; 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-65; Summer 61-86; Fall 44-69; Winter 24-45. First killing frost, Oct. 30; last killing frost, May 15.

11 - TAP WATER: Alkaline, soft in city, varies outside; fluoridated.

12 - RETAILING: Principal Shopping Areas-4 blocks on Capital St.; 4 on Summers St.; 5 on Virginia; 4 on Quarrier; 5 on Lee St.; 1 on Washington St.; 1 on Broad St.; Patrick St. Plaza; 7 blocks on MacCorkle Ave. (Kanawha City).
Neighborhood Shopping Centers-West Side (W. Washington St.) (24 stores); East End (E. Washington St.) (10 stores); St. Albans (Main Street) (12 stores); South Charleston (16 stores); Dunbar (7 stores); Marmet (18 stores); Spring Hill (12 stores); Nitro (13 stores); Belle (6 stores).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Town Center Mall(100)		Sears, JCPenney, Mont. Ward, Kaufmann's
West St. Albans	8	Heck's, Pick-Pac, Value City
Kanawha Mall(70)	4	Hill's, Kroger, SupeRx, Stone & Thomas, Murphy Mart
St. Albans(30)	10	K mart, Kroger, Watson's
Dunbar Vlg.(20)	7	Rex, Kroger, Murphy's Mart
Southside Expwy.	2	Heck's
Plaza East(12)	1	Hecks, Rex
Patrick St. Plaza	2	K mart, Lowe's, Hills, Big Bear
K mart	4	K mart
Putnam Vlg.(33)	20	Heck's, Kroger

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Drug & Food: Mon. through Sat.; All on Mon.; Some: Fri.; Discount: 7 days.

13 - RETAIL OUTLETS: Department Stores-Kaufmann's; Montgomery Ward; Stone & Thomas; Sears; JCPenney; McClung & Morgan; Charleston.
Discount Stores-Heck's, K mart; Murphy's Mart; Hills.
Variety Stores-McCrory; Ben Franklin; Family Dollar.
Chain Drug Stores-Revco 5; Rite Aid 21; SupeRx; Medicine Shop 2; K mart 2; Kroger.
Chain Supermarkets-Big Bear; Fas-Chek; Kroger; Shop-A-Minit; Super Valu; Foodland; 7-Eleven; Key Markets; IGA; Pic-Pac; Go-Mart.
Other Chain Stores-Shoes: Butler, Edison Bros., Kinney, Endicott-Johnson, John Lee, Pic-Way, Shoe World, Shoe Show; Women's Ready to Wear: Embees, Woman's World, Sidney's, Artley's, Fashion Bug, Brooks, Deb Shop, Lane Bryant; Furniture: Valu City, Ethan Allen, La-Z-Boy; Rubber Goods: Goodyear, Firestone, Tire America; Jewelers: Cliffords, LeRoy's, Kay, McCormick, Lilly's Crown; Electronics: Circuit City, Rex, The Appliance Store; Auto Accessories: Nationwise, Auto Works.

14 - NEWSPAPERS: GAZETTE (m) 55,390; MAIL (e) 52,664; GAZETTE-MAIL (S) 105,405; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: William E. Birt, Natl. Adv./Co-op Mgr., GAZETTE/MAIL, 1001 Virginia St. E., Charleston, WV 25301; Tel. (304) 348-5105.
National Representative: Sawyer-Ferguson-Walker.

CLARKSBURG

1 - LOCATION: Harrison County, E&P Map B-2, County Seat. On U.S. Hwys. 50 and 19 and I-79. 225 mi. from Washington, DC; 276 mi. from Cincinnati, OH; 120 mi. from Pittsburgh, PA.

2 - TRANSPORTATION: Railroads-Chessie System.
Motor Freight Carriers-15.
Intercity Bus Lines-Central WV Transit Authority; Interstate; Greyhound.
Airlines-Crown; Presidential Express; Alleghney Commuter.

3 - POPULATION:
Corp. City 80 Cen. 22,371; E&P 88 Est. 19,854
CZ-ABC: (80) 36,509
RTZ-ABC: (80) 141,106
County 80 Cen. 77,606; E&P 88 Est. 78,801
City & RTZ-ABC: (80) 177,615

4 - HOUSEHOLDS:
City 80 Cen. 10,053; E&P 88 Est. 8,749
CZ-ABC: (80) 14,513
RTZ-ABC: (80) 48,585
County 80 Cen. 28,434; E&P 88 Est. 29,728
City & RTZ-ABC: (80) 63,098

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$596,824,000

6 - PASSENGER AUTOS: County 52,685

7 - ELECTRIC METERS: Residence 27,521

8 - GAS METERS: Residence 37,193

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Glass 3,404; Coal 1,741; Chem. 2,000; Aircraft Parts 300; Natural Gas 1,500; Heavy Mach. 685.
Principal Pay Days-Fri.; 15th and 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 18-90; Summer 44-98; Fall 41-92; Winter 1-79. First killing frost, Sept. 29; last killing frost, May 3.

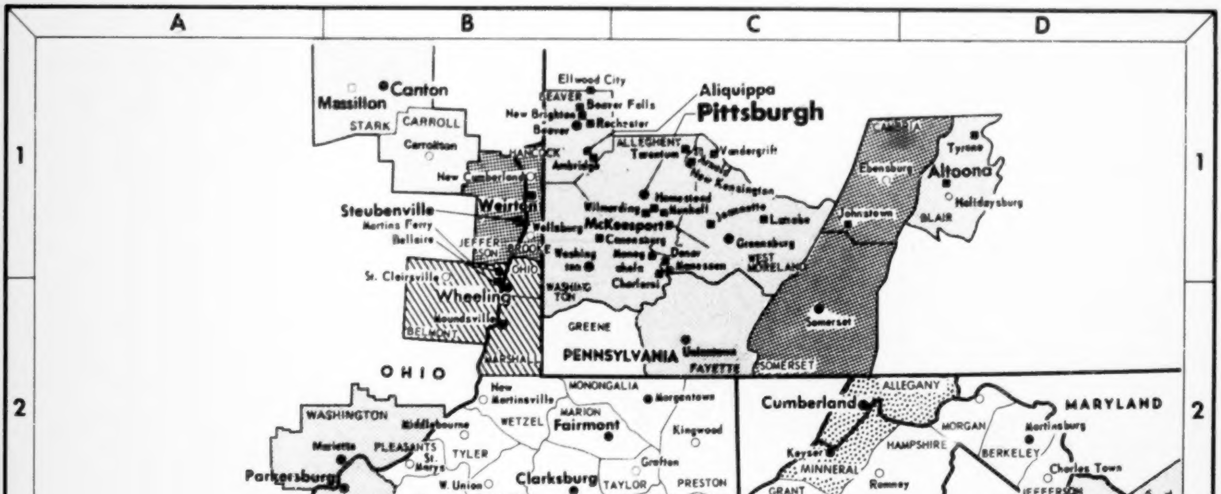
11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on Main and Pike Sts.

Neighborhood Shopping Centers-Stealey, Nutter Fort, Bridgeport.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Eastpointe	2	K mart, Aaron's, Kroger, Emily's, Radio Shack


A
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Canton
Massillon
STARK
CARROLL
Carrollton
Ellwood City
BEAVER
Beaver Falls
New Brighton
Rochester
Beaver
Aliquippa
Pittsburgh
HANCOCK
Ambridge
ALLEGHENY
Tarentum
Vandergrift
New Kensington
Arnold
CAMBRIA
Tyrone
Ebensburg
Altoona
Hollidaysburg
BLAIR
Johnstown
New Cumberland
Weirton
Steubenville
Wilmerding
Homestead
Munhall
Jeannette
Latrobe
Martins Ferry
Bellaire
Wellsburg
McKeesport
Canonsburg
Greensburg
JEFFERSON
BROOKE
OHIO
Washington
Monongahela
Donora
Monessen
WESTMORELAND
Charleroi
St. Clairsville
Wheeling
WASHINGTON
Moundsville
BELMONT
GREENE
Somerset
MARSHALL
PENNSYLVANIA
Uniontown
FAYETTE
SOMERSET
OHIO
New Martinsville
MONONGALIA
Morgantown
ALLEGANY
Cumberland
MARYLAND
WASHINGTON
Middlebourne
WETZEL
MARION
Fairmont
Kingwood
MORGAN
Martinsburg
Marietta
PLEASANTS
St. Marys
TYLER
Grafton
Keyser
HAMPSHIRE
BERKELEY
Charles Town
Parkersburg
W. Union
Clarksburg
TAYLOR
PRESTON
MINERAL
Romney
JEFFERSON
MONTGOMERY
Harrisville
DODDRIDGE
HARRISON
GRANT
WOOD
WIRT
RITCHIE
LEWIS
BARBOUR
Philippi
Parsons
HARDY
Leesburg
Elizabeth
Weston
TUCKER
Moorefield
LOUDON
Grantsville
Glenville
Petersburg
Fairfax
Point Pleasant
JACKSON
GILMER
Elkins
FAIRFAX
Ripley
Spencer
CALHOUN
UPSHUR
PENDLETON
Manassas
PRINCE WILLIAM
GREENUP
LAWRENCE
MASON
Sutton
Greenup
Ironton
PUTNAM
ROANE
BRAXTON
WEBSTER
RANDOLPH
Franklin
Ashland
CABELL
Winfield
KANAWHA
CLAY
Clay
Webster Springs
Catlettsburg
Huntington
Charleston
Greyson
BOYD
NICHOLAS
Hamlin
Wayne
Summersville
Marlinton
SCALE IN MILES
0
25
50
75
CARTER
LINCOLN
Madison
FAYETTE
Fayetteville
POCAHONTAS
WAYNE
LOGAN
GREENBRIER
VIRGINIA
Logan
BOONE
Beckley
Lewisburg
Ronceverte
White Sulphur Springs
WYOMING
Williamson
Pineville
RALEIGH
MONROE
BOTETOURT
MINGO
SUMMERS
Union
CRAIG
Fincastle
KENTUCKY
McDOWELL
MERCER
Princeton
New Castle
Welch
Salem
Roanoke
Bluefield
ROANOKE
EDITOR & PUBLISHER
MARKET GUIDE MAP
WEST VIRGINIA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas

Hills Plaza(7)	2	David Weis. Hills
Holiday Plaza(4)	2	Heck's
Rosebud Plaza(3)	1	Heck's
Bridgeport(8)	3	
Meadowbrook Mall	3	JCPenney. Mont Ward. Ames. Sears. Stone & Thomas
Valley Hills(5)	3	Super Dollar
Middletown Mall(40)	18	Lowe's. Stone & Thomas. Hess. Gee Bee
Tygart Valley Mall(2)	18	Ames

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon.; Food nightly.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Montgomery Ward; Stone & Thomas; Sears; Hess; Bonton; Sears.
Variety Stores-McCrory's.
Discount Stores-Heck's; Hill's; Ames; Gee Bee; David Weis; K mart.
Chain Drug Stores-Rexall; Walgreens; Rite Aid; PharMor; Revco.
Chain Supermarkets-Kroger; Foodland; Shop'n Save; Giant Eagle.
Furniture-Fan Fare; Jack's Friendly; Rose's; Frank's; Custom Carpet; Mike DeMaria; La-Z-Boy.

14 - NEWSPAPERS: EXPONENT (m-tues to sat) 7,491; TELEGRAM (e) 16,066; EXPONENT-TELEGRAM (S) 27,072; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jack L. Smith, Adv. Mgr., EXPONENT and TELEGRAM, 324-326 Hewes Ave., Clarksburg, WV 26301; Tel. (304) 624-6411.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ELKINS

1 - LOCATION: Randolph County, E&P Map C-3. 35 mi. SE of Clarksburg. Elevation 2,000 feet. County Seat.

2 - TRANSPORTATION: **Railroads**-B&O; W. MD.
Airlines-USAir connection.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 8,536; E&P 88 Est. 8,611
CZ-ABC: (80) 8,536
RTZ-ABC: (80) 30,626
County 80 Cen. 28,796; E&P 88 Est. 30,326
City & RTZ-ABC: (80) 39,162
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,146; E&P 88 Est. 3,100
CZ-ABC: (80) 3,146
RTZ-ABC: (80) 10,201
County 80 Cen. 9,592; E&P 88 Est. 10,342
City & RTZ-ABC: (80) 13,347

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$30,715,405
Savings & Loan	1	$1,685,579

6 - PASSENGER AUTOS: County 19,179.

7 - ELECTRIC METERS: Residence 3,562.

8 - GAS METERS: Residence 3,418.

9 - PRINCIPAL INDUSTRIES: Brick and Tile Planing; Mill Prods.; Furn.; Limestone & Limestone Prods.; Foundry Prods.; W. MD R.R. Shops; Shoe Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 50-94; Fall 10-60; Winter 10-40. First killing frost, Oct. 1; last killing frost, May 15.

11 - TAP WATER: Fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Davis Ave.; 3 on Third St.; Elkins Plaza on Beverly Pike; Tygart Valley Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elkins Plaza(12)	NA	Rite Aid, Foodland
Tygarts Valley Mall(5)	NA	A&P, Revco, K mart

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Food nightly; all on Fri.; Plaza on Sunday.

13 - RETAIL OUTLETS: **Department Stores**-K mart; Smart Shop.
Variety Store-G.C. Murphy.
Discount Store-Heck's.
Chain Drug Stores-Revco; Rite Aid.
Chain Supermarkets-A&P; Kroger; Key; Hi-Lo; Super Dollar.

14 - NEWSPAPERS: INTER-MOUNTAIN (e) 11,522; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Paula Harris, Adv. Dir., INTER-MOUNTAIN, PO Box 1339, Elkins, WV 26241; Tel. (304) 636-2121.
National Representative: Landon Associates.

FAIRMONT

1 - LOCATION: Marion County, E&P Map B-2, County Seat. Coal mining, manufacturing, Fairmont State College. Major highway hub. U.S. Hwys. 250, 19, I-79, State Hwy. 73. 88 mi. S of Pittsburgh, PA; 21 mi. NE of Clarksburg; 78 mi. SE Wheeling.

2 - TRANSPORTATION: **Railroads**-Chessie System; Monongahela.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-10.
Airlines-Allegheny Commuter.

3 - POPULATION:
Corp. City 80 Cen. 23,863; E&P 88 Est. 21,762
CZ-ABC: (80) 33,090
RTZ-ABC: (80) 50,325
County 80 Cen. 65,663; E&P 88 Est. 65,073
City & RTZ-ABC: (80) 83,415

4 - HOUSEHOLDS:
City 80 Cen. 9,727; E&P 88 Est. 9,226
CZ-ABC: (80) 13,115
RTZ-ABC: (80) 17,633
County 80 Cen. 24,409; E&P 88 Est. 24,876
City & RTZ-ABC: (80) 30,748

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$522,697,000
Savings & Loan	2	$98,925,000

6 - PASSENGER AUTOS: County 43,377.

7 - ELECTRIC METERS: Residence 10,500.

8 - GAS METERS: Residence 8,628.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Coal Mining 3,802; Fluorescent Lamps 1,173; Mach. & Equip. Mfg. 1,028; Mining Equip. Mfg. 700; Fabricated Metal Prods. 485; Electric 619; Rolled Aluminum Prods. 311; Corrugated Fiber Containers 265; Can & Glass Labels 130; Gift Distribution Ctr. N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-69; Summer 68-87; Fall 40-65; Winter 10-40. First killing frost, Oct. 14; last killing frost, May 1.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: **Principal Shopping Area**-7 blocks on Adams St.
Neighborhood Shopping Centers-East Side on Merchant St.; Country Club Rd.; Bellview Blvd.; Marion Sq.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Country Club(4)	NA	
Middletown Mall(74)	3	Sears, Gee Bee, Stone & Thomas, Hess
Tygart Valley(6)	3	Ames
12th St.	NA	Radio Shack, Revco, Giant Eagle
Eastpointe	16	Kroger, K mart
Meadowbrook	13	Sears, Mont. Ward, JCPenney, Stone & Thomas

Principal Shopping Days-Mon. through Sun.
Stores Open Evenings-Dept. Mon.; Food and shopping centers Nightly.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Stone & Thomas; Sears.
Variety Stores-McCrory; Ames; Gee Bee.
Discount Stores-Revco; Hill's; Heck's; Dollar General; Dollar Bargain; Family Dollar.
Chain Drug Stores-Revco 3; Rite Aid; Mason's; Thrift; Clove's.
Chain Supermarkets-Foodland 3; Pitrolo's 3; Kroger; Giant Eagle; Warehouse Grocery; A&P; Shop & Save.
Other Chain Stores-Kinney; Goodrich; Montgomery Ward; Apples; Pic Way; Carriage Shop; Giant Shoe; Goodyear; Bressler's; Teek's; Shoe World; The Limited; Lerner's; Fashion Bug; Casual Corner; Bauer; Brown; Lowes; Gordon Jewelry; Chess King; Friendly Furn.

14 - NEWSPAPERS: TIMES-WEST VIRGINIAN (m) 14,292; (S) 15,448; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Carolyn Hatting, Adv. Dir., TIMES-WEST VIRGINIAN, PO Box 2530, Fairmont, WV 26554; Tel. (304) 363-5000.
National Representative: Thomson Newspapers.

HUNTINGTON

1 - LOCATION: Cabell & Wayne Counties (In Huntington-Ashland, WV-KY-OH MSA), E&P Map A-3, Seat of Cabell County. Industrial, wholesale and shipping center. 255 mi. from Pittsburgh, PA; 163 mi. from Cincinnati, OH. On U.S. Hwys. 52, 60; State Hwys. 2, 4, 7, 10; I-64.

2 - TRANSPORTATION: **Railroads**-CSX.
Motor Freight Carriers-30.
Intercity Bus Lines-TTA; Greyhound.
Airlines-USAir; Piedmont; ComAir; Christman.

3 - POPULATION:
Corp. City 80 Cen. 63,684; E&P 88 Est. 55,333
CZ-ABC: (80) 125,194
RTZ-ABC: (80) 208,921
Counties 80 Cen. 152,894; E&P 88 Est. 155,629
  Cabell Co. 80 Cen. 106,696; E&P 88 Est. 105,454
  Wayne Co. 80 Cen. 46,198; E&P 88 Est. 50,175
MSA 80 Cen. 336,724; E&P 88 Est. 340,314
City & RTZ-ABC: (80) 334,115
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 25,496; E&P 88 Est. 23,002
CZ-ABC: (80) 47,444
RTZ-ABC: (80) 71,786
Counties 80 Cen. 55,866; E&P 88 Est. 58,644
  Cabell Co. 80 Cen. 40,218; E&P 88 Est. 41,013
  Wayne Co. 80 Cen. 15,648; E&P 88 Est. 17,631
MSA 80 Cen. 119,007; E&P 88 Est. 124,474
City & RTZ-ABC: (80) 119,230

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$872,313,000

6 - PASSENGER AUTOS: Counties: Cabell 69,689; Wayne 22,273.

7 - ELECTRIC METERS: Counties: Cabell 45,700; Wayne 17,400.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-$470)-Metals 7,700; Glass & Stone 2,000; Apparel 1,800; Chem. 1,200.
Principal Industrial Pay Days-Fri., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-60; Summer 42-85; Fall 41-82; Winter 25-44. First killing frost, Oct. 20; last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on 3rd, 4th, 5th Aves.; 3 on 9th, 10th, 11th Streets downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ceredo Plz.(11)	12	Harts, Big Bear
Eastern Heights(16)	6	Thrift, Mack's, Tradewell
Fairfield Plz.(8)	2	Big Bear
East Hills Mall(12)	9	Kelly & Cohen
Westland Plaza(6)	5	Big Lots, Thrift
Pea Ridge(20)	9	K mart, Kroger
Huntington Mall (125)	10	JCPenney, Lazarus, Stone & Thomas, Sears

Principal Shopping Days-Department Stores: Fri., Sat., Sun.; Food: Wed., Sun.
Stores Open Evenings-All until 9:30 P.M.

13 - RETAIL OUTLETS: **Department Stores**-Stone & Thomas 2; JCPenney; Lazarus; Sears.
Variety Stores-McCrory; Green's.
Discount Stores-Heck's 2; Hills 3; K mart 3; Hart's 4; Big & Small Lots 2.
Chain Drug Stores-Thrift 3; Rite Aid 2; Revco 2.
Chain Supermarkets-Kroger 4; Big Bear 3; Tradewell 8; Foodland 3; Foodfair 4.

14 - NEWSPAPERS: HERALD-DISPATCH (m) 42,749; (S) 48,874; Mar. 30, 1988 ABC.
Local Contact for Advertising and Merchandising Data: David Alley, Adv. Dir., HERALD-DISPATCH, 946 Fifth Ave., Huntington, WV 25701; Tel. (304) 526-2820.
National Representative: Gannett National Newspaper Sales.

KEYSER

1 - LOCATION: Mineral County (In Cumberland, MD-WV MSA), E&P Map C-2, County Seat. On E bank of Potomac River. 24 mi. SW of Cumberland, MD. U.S. Hwys. 50, 220; WV Hwy. 28; 131 mi. W of Washington, DC; 110 mi. SE of Pittsburgh.

2 - TRANSPORTATION: **Railroads**-B&O; Western Md.
Intercity Bus Lines-Mt. State Bus; Emery; Potomac Transit Authority.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 6,569; E&P 88 Est. 6,749
MSA 80 Cen. 107,980; E&P 88 Est. 104,832
County 80 Cen. 27,311; E&P 88 Est. 28,393
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,496; E&P 88 Est. 2,592
MSA 80 Cen. 39,107; E&P 88 Est. 38,614
County 80 Cen. 9,438; E&P 88 Est. 10,069

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$89,834,000

6 - PASSENGER AUTOS: County 20,048.

7 - ELECTRIC METERS: Residence 4,521.

8 - GAS METERS: Residence (RTZ) 4,125.

9 - PRINCIPAL INDUSTRIES: Pulp and Paper; Women's Wear; Farm Mach.; Ballistics & Plastics; Sports Equip.; Electronics; Glass Beads; Glass; Glass Containers; Plastic Containers; Stainless Steel; Machine Shop; Printing Plant.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-85; Summer 58-85; Fall 30-57; Winter 17-41. First killing frost, Oct.; last killing frost, May.

11 - TAP WATER: Hard to soft.

12 - RETAILING: **Principal Shopping Area**-3 blocks each on Main & Armstrong Sts.
Neighborhood Shopping Centers-West Piedmont; S. Mineral St.; Heck's Shopping Center; Tri-Town Shopping Ctr.
Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Wed., Fri.

13 - RETAIL OUTLETS: **Variety Stores**-Murphy; Heck's.
Chain Drug Stores-Revco; People's; Rite Aid.
Chain Supermarkets-A&P; Dishong's 3; Foodland; IGA 2; Brownings.
Other Chain Stores-Wolf Furniture; Western Auto; Sears; Montgomery Ward; J.S. Raub's Shoes; Charles Store; Shoe World; Dollar General 2.

14 - NEWSPAPERS: NEWS-TRIBUNE (e-mon to fri) 5,806; (m-sat) 6,175; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Robert G. Tetrick, Adv. Mgr., NEWS-TRIBUNE, 24 Armstrong, Keyser, WV 26726; Tel. (304) 788-3333.
National Representative: American Newspaper Representatives.

LEWISBURG-RONCEVERTE-WHITE SULPHUR SPRINGS

1 - LOCATION: Greenbrier County, E&P Map B-4. U.S. Hwys. 60, 219 & I-64; State Hwys. 3, 12, 20, 39, 63.

2 - TRANSPORTATION: **Railroads**-C&O.
Airlines-Piedmont; USAir; Air Atlanta; Henson.
Intercity Bus Lines-Greyhound; Mountain Transit Authority.

3 - POPULATION:
Corp. Cities 80 Cen. 8,748; E&P 88 Est. 8,590
  Lewisburg 80 Cen. 3,065; E&P 88 Est. 2,983
  Ronceverte 80 Cen. 2,312; E&P 88 Est. 2,326
  White S. Springs 80 Cen. 3,371; E&P 88 Est. 3,281
County 80 Cen. 37,819; E&P 88 Est. 36,887

4 - HOUSEHOLDS:
Cities 80 Cen. 3,415; E&P 88 Est. 3,721
  Lewisburg 80 Cen. 1,240; E&P 88 Est. 1,217
  Ronceverte 80 Cen. 849; E&P 88 Est. 1,218
  White S. Springs 80 Cen. 1,326; E&P 88 Est. 1,286
County 80 Cen. 13,535; E&P 88 Est. 13,674

5 - BANKS	NUMBER	DEPOSITS
National	3	$30,808,397
State	1	(incl. above)

6 - PASSENGER AUTOS: County 27,682.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: (County)-Agric.; Constr.; Mfg.; Trans.; Commun. & Other Public Util.; Whol. & Rct.; Resort Hotels.

10 - CLIMATE: Av. An. Temp. 54; Av. Jan. 28; Av. June 74.

11 - TAP WATER: Alkaline, soft; some iron & sulfur content.

12 - RETAILING: **Downtown Shopping Centers**: 3 Department Stores and approx. 25 Antique & specialty shops.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Red Oaks(11)	3	Kroger
Fairlea Mall(20)	2	Heck's, Stone & Thomas

13 - RETAIL OUTLETS: Department Stores-Leggett's; Federated; Stone & Thomas; Yand's.
Discount Stores-Aides; Heck's.
Chain Drug Stores-Rite Aid 2; Eckerd.
Chain Supermarkets-Kroger's 2, IGA 2.

14 - NEWSPAPERS: WEST VIRGINIA DAILY NEWS (e-mon to fri) 5,200; sworn Dec. 31, 1987.
Local Contact for Advertising and Merchandising Data: Frank L. Spicer, Pub., WEST VIRGINIA NEWS, 200 S. Court St.; Box 471, Lewisburg, WV 24901; Tel. (304) 645-1206.
National Representative: General Advertising Service.

LOGAN

1 - LOCATION: Logan County, E&P Map A-4. On Guyandotte River. 65 mi. from Charleston, 67 mi. from Huntington. On U.S. Hwy. 119; State Hwy. 10, and Corridor "G" Interstate Highway.

2 - TRANSPORTATION: **Railroads**-C&O.
Motor Freight Carriers-6.
Intercity Bus Lines-Consolidated Trailways, connecting with Greyhound at Huntington, Charleston and Bluefield.

3 - POPULATION:
Corp. City 80 Cen. 3,029; E&P 88 Est. 2,667
CZ-ABC: (80) 3,029
RTZ-ABC: (80) 47,650
County 80 Cen. 50,492; E&P 88 Est. 51,605
City & RTZ-ABC: (80) 50,679
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,254; E&P 88 Est. 1,159
CZ-ABC: (80) 1,254
RTZ-ABC: (80) 15,143
County 80 Cen. 16,397; E&P 88 Est. 17,420
City & RTZ-ABC: (80) 16,397

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$180,000,000
Savings & Loan	2	$19,372,256

6 - PASSENGER AUTOS: County 25,871.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 400 ($200); Mining Equip. 700 ($250); Coal Mining 6,000 ($400); Clothing Mfg. 140 ($200); Heavy Mach. 145 ($275); Printing 65 ($225).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-93; Summer 40-103; Fall 70-96; Winter 11-78.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Stratton St. and surrounding County Court House.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ellis Addn.	1	Bi-Rite
Man	10	Hensley Furn.
West Logan	2	Bi-Rite
K City	31	Cherry Tree
Huff Junction	10	McNelly's, Cooks
Midway Plaza	9	Kroger, Heck's, Wenders
Monitor Mall	4	Super S, Pizza Hut

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Logan Mercantile; Collins; McCormick's; Watson's; Sayer Bros.; Raymond's; Crown's.
Discount Stores-Super S; "K" City; Revco; Dollar General; EJ's; C&W Discount Furn.; Heck's.
Variety Stores-G.C. Murphy 2.
Chain Drug Stores-Rite Aid 2; Aracoma; Jack Prof. Pharmacy; Revco 2.
Chain Supermarkets-A&P; Kroger; Bi-Rite 4; IGA 6; AG Grocers 8; Pic 'N Pac 3; AJ's 3; Island Creek Produce; Clay Bros. 2.
Other Chain Stores-Firestone; Goodyear; Schiff's Shoe; Thrifty Shoppes; U.S. Royal; Sears; Crown Jewelers; B&L Furn.; Murphy's; Watsons; Silver Brand Clothes; Southern Auto; Weiners; Samsons; Lewis; Steel's; Wenders; Anderson Wholesale; B&B Loans.

14 - NEWSPAPERS: BANNER (e-mon to fri) 10,069; (S) 10,118; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Richard Osborne, Adv. Mgr., BANNER, 435 Stratton St.; PO Box 720, Logan, WV 25601; Tel. (304) 752-6950.
National Representative: Landon Associates.

MARTINSBURG

1 - LOCATION: Berkeley County, E&P Map D-2, County Seat. Trading and manufacturing center of three-county NE neck of WV, bounded by Shenandoah and Potomac rivers. 75 mi. from Washington, 90 mi. from Baltimore. On U.S. Hwy. 11; State Hwys. 9, 45, I-81.

2 - TRANSPORTATION: **Railroads**-Chessie System; Conrail; Amtrak.
Intercity Bus Lines-Pan Tran.
Motor Freight Carriers-5.
Airlines-Air Shenandoah (charter); Val Air (charter).

3 - POPULATION:
Corp. City 80 Cen. 13,063; E&P 88 Est. 13,350
County 80 Cen. 47,084; E&P 88 Est. 51,134
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,303; E&P 88 Est. 5,466
County 80 Cen. 16,432; E&P 88 Est. 18,405

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$406,926,536

6 - PASSENGER AUTOS: County 41,462.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-V.A. Hospital 1,273; R.R. 111; Telephone Dist. & Service 171; Air National Guard 208; Glass Works 669; Explosives 354; Wood Veneer 110; Automotive Parts Dist. 1,093; I.R.S. Computer Center 421; Daily Newspaper 169; Fruit Proc. 800 (Seasonal); Clothing Mfg. 425; Bread Prods. 230; Util. 136; Cement Prods. 227; Explosives Containers 65; Boxes & Containers 58; Limestone Prods. 109; Bathtub & Shower Enclosures 50; Hosiery 172; Wire Control Cables 395 (1984).

10 - CLIMATE: Min. & Max. Temp.-Spring 23-85; Summer 47-101; Fall 21-95; Winter 4-64.

11 - TAP WATER: Very hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-12 blocks on N. & S. Queen and intersecting streets, W. King St. and E. Moler Ave.; 12 store outlet mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Martinsburg Plaza(6)	NA	Barnhart's, Drug Fair
Berkeley Plz.(30)	NA	JCPenney, Kinney, Sherwin-Williams
Nichols Discount City	NA	Weis, K mart, Nichols Discount
Charles Town Plaza(17)	NA	Foodland, Heck's

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Dept.: Mon.-Fri.; Food and Shopping Centers: nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Eyerly's; Sears (catalog).
Variety Stores-McCrory.
Discount Stores-Nichol's; Hecks 2; K mart.
Chain Drug Stores-Peoples 2; Drug Fair; Widmann.
Chain Supermarkets-Acme-American 2; Martins; Weis.

14 - NEWSPAPERS: JOURNAL (e) 18,430; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: David C. Butler, Adv. Dir.; Edward W. Kruger, Gen. Mgr., JOURNAL, 207 W. King St., Martinsburg, WV 25401; Tel. (304) 263-8931.
National Representative: Landon Associates.

MORGANTOWN

1 - LOCATION: Monongalia County, E&P Map C-2, County Seat. Educational (WV Univ.), Medical, Agricultural, Mining, Research (Mining and Energy Research Center) & Shopping Center. 72 mi. from Pittsburgh; 225 mi. from Washington. On Monongahela River.

2 - TRANSPORTATION: **Railroads**-B&O; Monongahela.
Motor Freight Carriers-30.
Intercity Bus Lines-Greyhound; Monongalia County Transit System.
Airlines-Colgan Allegheny.

3 - POPULATION:
Corp. City 80 Cen. 27,605; E&P 88 Est. 27,448
CZ-ABC: (80) 48,025
RTZ-ABC: (80) 64,282
County 80 Cen. 75,063; E&P 88 Est. 78,813
City & RTZ-ABC: (80) 112,307

4 - HOUSEHOLDS:
City 80 Cen. 9,628; E&P 88 Est. 9,857
CZ-ABC: (80) 17,777
RTZ-ABC: (80) 22,109
County 80 Cen. 27,100; E&P 88 Est. 29,121
City & RTZ-ABC: (80) 39,886

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$234,482,000
Savings & Loan	4	18,000,000

6 - PASSENGER AUTOS: County 43,148.

7 - ELECTRIC METERS: Residence 23,000.

8 - GAS METERS: Residence 13,206.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Educ. & Research 8,161; Coal 3,268; Metal & Metal Prods. 1,790; Glass 861; Public Service 796; Bldg. Contractors 477; Clothing & Textiles 325.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-85; Summer 42-94; Fall 20-90; Winter 0-70. First killing frost, Oct. 13; last killing frost, May 1.

11 - TAP WATER: Acid, soft; fluoridated.

12 - RETAILING: **Principal Shopping Area**-6 blocks on High St.; 3 on Pleasant St.; 3 on Walnut St.; 2 on University Ave.; 2 on Spruce.
Neighborhood Shopping Centers-Holland Ave & Dunkard Ave., Westover; Mileground; Sabraton; Suncrest Plaza; Patteson Drive & University Ave.; Hills Plaza; Monongahela Blvd.; Heck's, Sabraton.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mountaineer(50)	2	JCPenney, Mont. Ward, Murphy's, Giant Eagle
Middletown	22	Sears, Watsons, Gee Bee, Thorofare
Morgantown Pl.(6)	3	Thorofare, Hill's
Suncrest Plz.(7)	2	Thrift Drug
Westover	1	Foodland, Heck's, Shop 'N Save
Sabraton	1	Heck's, Kroger

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Food & Chain Stores: Every evening. Independent Stores: Mon.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; David Weis; Hills; Heck's; Lowe's; JCPenney.
Variety Stores-G.C. Murphy; Murphy's Mart.
Discount Stores-Revco 3; Thrift Drug 2; Rite Aid 3; Heck's; Hills; Greys.
Chain Drug Stores-Thrift 2; Revco 3; Rite Aid 3; SupeRx; Thrift 2.
Chain Supermarkets-Thorofare 2; Foodland 2; Kroger 2; Dairy Mart 7; Shop 'N Save; Giant Eagle; Super Dollar.
Other Chain Stores-Kinney; Rogers Jewelry; Pettrey's (shoes); Sears (catalog); Heck's; Hill's; Firestone; Crane's Clothing; Sherwin-Williams; House of Cards; Giant Shoemart; Pic-Way Shoes; Lowe's, Inc.; Bauer Home Supplies; Goodyear; Georgian Gallerie; Associated Hdwe.; Fashion Bug; JoAnn Fabrics; Lerner Dress Shop; General Nutrition Center; Coles Book; De Roy Jewelers; Gordon Jewelers; Nobil Shoes; Teeks Shoes; Radio Shack 2; Fulton Organs; Hickory Farms; 84 Lumber Co.

14 - NEWSPAPERS: DOMINION-POST (m) 20,459; (S) 27,471; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: David A. Raese, Gen. Mgr., DOMINION-POST, Greer Bldg., Morgantown, WV 26505; Tel. (304) 292-6301.
National Representative: Landon Associates.

MOUNDSVILLE

1 - LOCATION: Marshall County (In Wheeling WV-OH MSA). E&P Map B-2. On Ohio River, 12 mi. S of Wheeling. On U.S. Hwy. 250; State Hwys. 2, 88; and Ohio Rt. 7.

2 - TRANSPORTATION: **Railroads**-B&O.
Motor Freight Carriers-15.
Water Transportation-Deep water docks.
Intercity Bus Lines-Greyhound; Cooperative Transit.

3 - POPULATION:
Corp. City 80 Cen. 12,419; E&P 88 Est. 11,281
County 80 Cen. 41,668; E&P 88 Est. 41,804
MSA 80 Cen. 185,453; E&P 88 Est. 185,847

4 - HOUSEHOLDS:
City 80 Cen. 4,511; E&P 88 Est. 4,155
County 80 Cen. 14,344; E&P 88 Est. 15,341
MSA 80 Cen. 67,532; E&P 88 Est. 72,624

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$37,647,443
Commercial	2	$100,085,000

6 - PASSENGER AUTOS: County 22,292.

7 - ELECTRIC METERS: Residence 12,301.

8 - GAS METERS: Residence 3,989.

9 - PRINCIPAL INDUSTRIES: Glassware; Coal Mining; Elect. Conduit and Cable; In County: Chem. Plants; Salt Chlorine Prods.; Aniline and other basic Chem.; Polyurethane; Basics (Coal & Gasoline); Electric Power; Dairy Farming; Carbon Black; Carbon Electrodes.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-50; Summer 50-99; Fall 0-70; Winter 0-60. First killing frost, Oct. 10; last killing frost, May 1.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-10 blocks on Second, Jefferson, 7th & Lafayette, three Shpg. Ctrs. in city limits.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Moundsville Shopping Plz.(15)	NA	Kroger, McCrory, Heck's
Murphy Mart(3)	NA	Murphy, Giant Eagle

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Variety Stores-G.C. Murphy; McCrory.
Chain Drug Stores-Rite Aid; Myers; SupeRx; Revco.
Chain Supermarkets-State Food 4; A&P; Foodland; Kroger; Giant Eagle.
Other Chain Stores-Sears (catalog); Montgomery Ward; Reichart.

14 - NEWSPAPERS: ECHO (e-mon to fri) 4,831; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Samuel Shaw, Pub., ECHO, 715 Lafayette Ave.; PO Box 369, Moundsville, WV 26041; Tel. (304) 845-2660.
National Representative: None.

PARKERSBURG

1 - LOCATION: Wood County (In Parkersburg-Marietta, WV-OH MSA), E&P Map B-2, County Seat. On confluence of Ohio and Little Kanawha Rivers. 150 mi. S of Pittsburgh; 100 mi. N of Huntington; 80 mi. W of Clarksburg. On U.S. Hwys. 50, 21; State Hwys. 2 and 47, I-77.

2 - TRANSPORTATION: **Railroads**-Chessie.
Motor Freight Carriers-21.
Intercity Bus Lines-Greyhound.
Airlines-USAir.

3 - POPULATION:
Corp. City 80 Cen. 39,967; E&P 88 Est. 37,537
CZ-ABC: (80) 70,793
RTZ-ABC: (80) 127,861
County 80 Cen. 93,733; E&P 88 Est. 94,544
MSA 80 Cen. 158,231; E&P 88 Est. 160,498
City & RTZ-ABC: (80) 198,654
Demographic Information available from Parkersburg Chamber of Commerce.

4 - HOUSEHOLDS:
City 80 Cen. 15,873; E&P 88 Est. 15,551
CZ-ABC: (80) 26,787
RTZ-ABC: (80) 43,731
County 80 Cen. 33,822; E&P 88 Est. 35,409
MSA 80 Cen. 56,100; E&P 88 Est. 59,040
City & RTZ-ABC: (80) 70,518

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$571,554,000
Savings & Loan	3	$34,663,000

6 - PASSENGER AUTOS: County 63,651.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aluminum; Chem.; Glass; Insulation; Plastics.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-88; Summer 60-86; Fall 36-79; Winter 28-54.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grand Central Mall(101)	4	JC Penney, Sears, Stone & Thomas, G.C. Murphy
Park(17)	2	Dollar General, Harts, Sherwin-Williams Big Lots, Revco
Southgate(10)	2	Dollar General, Big & Small Lots
Grand Plz.(6)	4	David Weis Jewelers, Watson's
Gihon Shopping Plz.(10)	2	Hecks, Krogers, Super X

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-All open Mon-Sat. except downtown (Monday only).

Stores Open Sunday-All except downtown.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Sears; Stone & Thomas.
Discount Stores-K mart; Hills; Heck's; Harts; David Weis Jewelers.
Variety Stores-McCrory's; Murphy; Dollar General; Family Dollar; Big & Small Lots.
Chain Drug Stores-Thrift; Revco; SuperRx; Nelson; Nancarrow; Rite Aid.
Chain Supermarkets-Kroger 3; Big Bear 2; 7-Eleven; IGA; Foodland; Mr. Moneysworth.
Other Chain Stores-Fashion Bug; Merle Norman; Lerner; Singer; Kinney; Radio Shack; Limited.

14 - NEWSPAPERS: NEWS (m) 21,913; SENTINEL (e) 14,690; NEWS (S) 39,797; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: W. Edward Hofmann, Adv. Dir., NEWS and SENTINEL, 519 Juliana St., Parkersburg, WV 26101; Tel. (304) 485-1891.
National Representative: Landon Associates.

POINT PLEASANT

1 - LOCATION: Mason County. E&P Map A-3. 40 mi. N of Huntington; 54 mi. S of Parkersburg; 54 mi. NW of Charleston. On Ohio River at mouth of Great Kanawha River.

2 - TRANSPORTATION: Railroads-B&O; Conrail.

3 - POPULATION:
Corp. City 80 Cen. 5,682; E&P 88 Est. 5,267
County 80 Cen. 27,168; E&P 88 Est. 26,977

4 - HOUSEHOLDS:
City 80 Cen. 2,174; E&P 88 Est. 2,052
County 80 Cen. 9,400; E&P 88 Est. 9,717

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$180,000,000
Savings & Loan	1	$38,500,000

6 - PASSENGER AUTOS: County 16,482

7 - ELECTRIC METERS: Residence 2,680

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Iron castings; Chem Prods.; Mining Mach.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-60; Summer 42-85; Fall 41-82; Winter 25-44.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Downtown Shopping Centers-3 blocks on Main, Colonial Plz., Heck's Plz.

13 - RETAIL OUTLETS: Variety Stores-G.C. Murphy.
Discount Stores-Heck's.
Chain Drug Stores-Rite Aid; Fruth.
Chain Supermarkets-Johnson's; Foodland.
Other Chain Stores-Firestone; Western Auto; Goodyear; Hardman's Home Ctr.; Fashion Tree; Solo; Super America; Almeda's; Dairy Queen; Shoney's; Mister Donut; Gino's; Domino's; Kentucky Fried Chicken.

14 - NEWSPAPERS: REGISTER (e) 5,674; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: K.S. Halstead, Adv. Mgr., REGISTER, 200 Main St., Point Pleasant, WV 25550; Tel. (304) 675-1333.
National Representative: Branham/Newspaper Sales.

RONCEVERTE
See LEWISBURG

WEIRTON

1 - LOCATION: Brooke and Hancock Counties (In Steubenville-Weirton, OH-WV MSA), E&P Map B-1. E of Ohio River, 4 mi. SE of New Cumberland.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound; Trailways; Shortline.

3 - POPULATION:
Corp. City 80 Cen. 25,371; E&P 88 Est. 21,493
CZ-ABC: (80) 25,371
RTZ-ABC: (80) 23,006
Counties 80 Cen. 71,724; E&P 88 Est. 68,980
  Brooke 80 Cen. 31,201; E&P 88 Est. 30,664
  Hancock 80 Cen. 40,523; E&P 88 Est. 38,316
MSA 80 Cen. 163,173; E&P 88 Est. 154,532
City & RTZ-ABC: (80) 48,377

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,117; E&P 88 Est. 7,945
CZ-ABC: (80) 9,117
RTZ-ABC: (80) 7,618
Counties 80 Cen. 24,872; E&P 88 Est. 26,167
  Brooke 80 Cen. 10,619; E&P 88 Est. 11,392
  Hancock 80 Cen. 14,253; E&P 88 Est. 14,775
MSA 80 Cen. 57,577; E&P 88 Est. 59,915
City & RTZ-ABC: (80) 16,735

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$214,312,811
Savings & Loan	2	$114,352,533

6 - PASSENGER AUTOS: Counties: Brooke 17,246; Hancock 26,280

7 - ELECTRIC METERS: Residence 8,600

8 - GAS METERS: Residence 17,000

9 - PRINCIPAL INDUSTRIES: Steel; Tin Cans; Chem.; R.R. Shops; Coal Mining; Metal Fab. and Coating; Salt Mfg.; Shelving; Trucking and Oil.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-87; Summer 40-100; Fall 8-96; Winter -3-65. First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-4 Blocks on Main St., Weirton Shopping Plz. 18 Stores; K mart Plz. 11 Stores.
Neighborhood Shopping Centers-Weirton Heights, 2 blocks on Pennsylvania Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ft. Steuben Mall(70)	10	Sears, JCPenney, Kaufman, Hill's
Hollywood(8)	5	Kroger, SuperRx, K mart
Tri-State Mall(10)	15	Hart's, Big Bear
Premier	7	Fisher Bros
Kusic	1	Thrift Drug
K mart Plz.	6	K mart, Kroger, SupeRx

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Mon., Thur.; Shopping Plz. daily until 9 p.m. and Sun.

13 - RETAIL OUTLETS: Department Stores-Stone & Thomas; Kaufman's; JCPenney; Sears.
Discount Stores-Jim's of Weirton; Pic-Way Shoe Mart; Fisher's Big Wheel; K mart; Big Lots; Family Dollar.
Variety Store-Bargain World.
Chain Drug Stores-Thrift 2; SuperRx; Anile Pharmacy 2; Penn-Way.
Chain Supermarkets-Kroger 2; Convenient Market; Foodland; Giant Eagle.
Other Chain Stores- Western Auto; Genuine Parts; Goodyear; Nationwise; Radio Shack; Sherwin-Williams.

14 - NEWSPAPERS: DAILY TIMES (e) 7,851; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Judy Galestor, Adv. Mgr., TIMES, 114 Lee Ave., Weirton, WV 26062; Tel. (304) 748-0606.
National Representative: Thomson Newspapers.

WELCH

1 - LOCATION: McDowell County, E&P Map A-4, County Seat. Coal mining center, 36 mi. W of Bluefield; 100 mi. S of Charleston, WV. On W. Va. Route 16 at U.S. Hwy. 52.

2 - TRANSPORTATION: Railroads-N&W.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 3,885; E&P 88 Est. 3,443
County 80 Cen. 49,535; E&P 88 Est. 41,354

4 - HOUSEHOLDS:
City 80 Cen. 1,528; E&P 88 Est. 1,428
County 80 Cen. 16,034; E&P 88 Est. 16,689

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$135,000,000

6 - PASSENGER AUTOS: County 23,666

7 - ELECTRIC METERS: Residence 2,400

8 - GAS METERS: City 1,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Coal Mining 10,517 ($300).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Collins; Watsons; Sears (catalog); Super 10.
Variety Stores-Murphy.
Discount Stores-Magic Mart; Big Lots.
Chain Supermarkets-Goodsons; Deskins.
Chain Drug Stores-Rite Aid 2.
Other Chain Stores-Giant Dollar; H&M Shoe; Goodrich; Credit Dept.; Thrifty Shops; Shoe Mart; Family Shoes; Howard; Best Furn.; Heileg-Meyers.

14 - NEWSPAPERS: NEWS (e-mon to fri) 8,677; sworn Sept. 30, 1987.
Local Contact *for Advertising and Merchandising* Data: Vance Hayes, Adv. Dir., NEWS, 125 Wyoming St., Welch, WV 24801; Tel. (304) 346-3144.
National Representative: General Advertising Service.

WHEELING

1 - LOCATION: Ohio County (WV-OH MSA), E&P Maps B-1, B-2. Industrial and Commercial center on Ohio River; Northern part of State. On U.S. Hwys. 40, 250; State 2, 88; I-70.

2 - TRANSPORTATION: Railroads-Conrail; B&O; Nichel Plate (freight only).
Motor Fraight Carriers-33.
Intercity Bus Lines-Greyhound; Continental Trailways; Ohio Valley Regional Bus Authority; Reynolds Transportation.

3 - POPULATION:
Corp. City 80 Cen. 43,070; E&P 88 Est. 38,368
CZ-ABC: (80) 92,987
  In Ohio: (80) 25,416
  In WV: (80) 67,571
RTZ-ABC: (80) 186,342
County 80 Cen. 61,152; E&P 88 Est. 61,022
MSA 80 Cen. 185,566; E&P 88 Est. 185,847
City & RTZ-ABC: (80) 279,329

4 - HOUSEHOLDS:
City 80 Cen. 17,087; E&P 88 Est. 15,837
CZ-ABC: (80) 36,213
  In Ohio: (80) 10,090
  In WV: (80) 26,123
RTZ-ABC: (80) 63,975
County 80 Cen. 22,938; E&P 88 Est. 24,354
MSA 80 Cen. 67,532; E&P 88 Est. 72,624
City & RTZ-ABC: (80) 100,188

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$475,889,000

6 - PASSENGER AUTOS: County 35,597

7 - ELECTRIC METERS: 23,862

8 - GAS METERS: 16,360

9 - PRINCIPAL INDUSTRIES: Steel; Foundry & Machine; Glass; Proprietary Medicines; Chem.; Toys; Tooth Paste Tubes; Food Prods.; Elect. Equip.; Enamel Ware; Stone; Clay & Aluminum Prods.; Clothing; Bearings; Corrugated Boxes; R.R. Shops; Coal Mines; Oil; Natural Gas; Tobacco; Television and Radio Broadcasting.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-80; Summer 70-95; Fall 32-80; Winter 0-65. First killing frost, Oct. 18; last killing frost, May 1.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Neighborhood Shopping Centnr-Warwood Plaza (Ben Franklin, Kroger); Grove Shopping Center (Elm Terrace Supermarket, Stone & Thomas, Rite Aid); Ohio Valley Mall; Elm Grove Crossings.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Elm Grove Crossings	NA	Riesbeck's, Food Mart, Heck's, Gray Drug
Elm. Terr. Plz.(8)	NA	Ben Franklin
Warwood Ctr.(7)	NA	Kroger, Heck's, Ben Franklin
Ohio Valley Mall(80)	NA	Sears, JCPenney, K mart, Kaufmanns
Benwood Plaza	NA	Hills, Rinks, Kroger

Principal Shopping Days-Thur., Fri., Sat., Mon.
Stores Open Evenings-Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Stone & Thomas; Horne's; Kaufman's; Sears; JCPenney.
Discount Stores-Bernie Glenns Commercial Sales; Hart's Family Center; Hecks; Rinks; Hills; K mart; Big Lots.
Variety Stores-Murphy's; Ames.
Chain Drug Stores-SupeRx; Revco; Rite Aid 3; Gray Drug.
Chain Supermarkets-Kroger 7; Convenient Food Marts 10; Farm Fresh Store 23; Ross 4; Shop 'n Save 2; Hart's (Big Bear); Giant Eagle 2.

14 - NEWSPAPERS: INTELLIGENCER (m-mon to fri) 23,592; (m-sat) 45,511; NEWS-REGISTER (e-mon to fri) 24,123; NEWS-REGISTER (S) 56,281; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Robert H. Diehl, Adv. Dir., INTELLIGENCER and NEWS-REGISTER, 1500 Main St., Wheeling, WV 26003; Tel. (304) 233-0100.
National Representative: Landon Associates.

WHITE SULPHUR SPRINGS
See LEWISBURG

WILLIAMSON

1 - LOCATION: Mingo County, E&P Map A-4. Coal mining center on Tug River, 82 mi. from Huntington; 41 mi. from Logan, 72 mi. from Welch; 110 mi. from Charleston. On U.S. Hwys. 52 and 119.

2 - TRANSPORTATION: Railroads-N. & W.
Motor Freight Carriers-5.
Intercity Bus Lines-Consolidated Trailways.
Air Travel-County Airport-3000' runway.

3 - POPULATION:
Corp. City 80 Cen. 5,219; E&P 88 Est. 5,537
NDM-ABC: (80) 137,869
County 80 Cen. 37,291; E&P 88 Est. 39,122

4 - HOUSEHOLDS:
City 80 Cen. 2,023; E&P 88 Est. 2,250
NDM-ABC: (80) 44,153
County 80 Cen. 11,876; E&P 88 Est. 13,010

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$166,702,485

6 - PASSENGER AUTOS: County 20,601

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Coal Mining; Railroad Ctr.; Gas; 5 Machine Armature Plants; Lumber.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-93; Summer 40-103; Fall 70-96; Winter 11-78.

11 - TAP WATER: Alkaline, varies.

12 - RETAILING: Shopping Centers-Appalachia Plz. (7 stores-Piggly Wiggly, Magic Mart); Maloneys; South Side Mall (28 stores).
Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Cox; Watson's; Dawahares; Cantee's; JCPenney; Sears.
Discount Stores-Magic Mart; Maloney's; Williamson Sundry Store; Super Dollar.
Variety Stores-G.C. Murphy; R.H. Hobbs; K mart.
Chain Drug Stores-Rite Aid; Hurley 3; Sargent; Strosniders; SupeRx.
Chain Supermarkets-Piggly Wiggly 3; A&P; Kroger; Pic Pac; IGA.
Other Chain Stores-Brooks; Fashion Bug; Atticys; Radio Shack; General Nutrition; Regis Hair; Kinney Shoes; C&H Rauch; Pic 'N Pay Shoes.

14 - NEWSPAPERS: NEWS (e) 11,562; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Elmer Ray, Adv. Mgr., NEWS, PO Box 1660, Williamson, WV 25661; Tel. (304) 235-4242.
National Representative: General Advertising Service.

WISCONSIN SURVEYS

METROPOLITAN STATISTICAL AREAS

Appleton-Oshkosh-Neenah-Calumet, Outagamie and Winnebago Counties.
Duluth, MN-WI-St. Louis County, MN; Douglas County, WI.
Eau Claire-Eau Claire and Chippewa Counties.
Green Bay-Brown County.
Janesville-Beloit-Rock County.
La Crosse-La Crosse County.
Madison-Dane County.
Minneapolis-St. Paul, MN-WI-Anoka, Carver, Chisago, Dakota, Hennepin, Isanti, Ramsey, Scott, Washington and Wright Counties, MN; St. Croix County, WI.
Sheboygan-Sheboygan County.
Wausau-Marathon County.

PRIMARY METROPOLITAN STATISTICAL AREAS

Kenosha-Kenosha County.
Milwaukee-Milwaukee, Ozaukee, Washington,

Waukesha Counties.
Racine-Racine County

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Chicago-Gary-Lake County, IL-IN-WI-Includes Aurora-Elgin, IL PMSA, Chicago, IL PMSA, Gary-Hammond, IN PMSA, Joliet, IL PMSA, Kenosha, WI PMSA, and Lake County, IL PMSA.
Milwaukee-Racine-Includes Milwaukee PMSA and Racine PMSA.

POPULATION ESTIMATES

(Thousands)

Age Group	1970	1980	1989
Under 5 Years	382	347	416
5-14 Years	936	740	734
15-24 Years	771	916	750
25-44 Years	977	1,262	1,558
45-64 Years	881	889	873
65 and Over	471	574	550
TOTAL	4,418	4,728	4,880

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1989 Est.
Bldg. Mat. Hdw.	985	1,022	2,112
General Mdse.	1,929	2,409	3,906
Food	3,084	4,478	6,497
Automobiles	3,033	3,432	7,196
Gasoline Stations	1,250	2,111	2,290
Apparel	560	832	1,299
Furniture	682	842	1,669
Eat-Drink Places	1,524	2,167	3,578
Drugs	382	546	876
TOTAL SALES	14,930	20,554	33,104

ANTIGO

1 - LOCATION: Langlade County. E&P Map C-3. County Seat. Dairy, agricultural & recreation area. Miscellaneous small manufacturing. 270 mi. NW of Chicago, 185 mi. NW of Milwaukee, 80 mi. NW of Green Bay, 215 mi. E of Minneapolis-St. Paul. On State Hwys. 45, 47, 52 & 64.

2 - TRANSPORTATION: **Motor Freight Carriers**-3.
Intercity Bus Lines-Inter-County.

3 - POPULATION:
Corp. City 80 Cen. 8,653; E&P 88 Est. 8,378
County 80 Cen. 20,088; E&P 88 Est. 20,423

4 - HOUSEHOLDS:
City 80 Cen. 3,344; E&P 88 Est. 2,539
County 80 Cen. 7,060; E&P 88 Est. 7,540

5 - BANKS	NUMBER	DEPOSITS
Prod. Credit (Farm Loans)	2	$28,000,000
Commercial	2	$100,512,000
Savings & Loan	1	$41,000,000
Credit Unions	1	$52,359,373

6 - PASSENGER AUTOS: County 8,777.

7 - ELECTRIC METERS: County 10,042.

8 - GAS METERS: Residence 3,400.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Wood Working 201 ($248); Steel & Metal 375 ($321); Food & Bev. 88 ($380); Gov't 846 ($350).
Principal Pay Days-5th, 20th, 1st, 15th, Some Sats.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-81; Summer 42-83; Fall 29-67; Winter 16-48. First killing frost, Oct. 10; last killing frost, Apr. 29.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Area**-15 blocks on five sts.; shpg. and recreation development N. side of Antigo.
Principal Shopping Days-Mon., Thur., Fri.
Stores Open Evenings-Almost all Fri.; some every night (including stores on Hwy. 45 N., Schultz's Dept. Store).
Stores Open Sundays-Food Stores; Schultz's and several downtown stores.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears (catalog).
Discount Stores-Mills Fleet Farm.
Variety Stores-Woolworth; Spurgeon; Snyder's.
Chain Supermarkets-Red Owl; IGA Foodliner; Antigo Big Food Saver Store; Lee's Antigo Super Valu.

14 - NEWSPAPERS: JOURNAL (e) 7,000; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Bill Williams, Adv. Mgr., JOURNAL, 612 Superior St., Antigo, WI 54409; Tel. (715) 623-4191.
National Representative: None.

APPLETON-NEENAH-MENASHA

1 - LOCATION: Outagamie & Winnebago Counties (In Appleton-Oshkosh-Neenah MSA). E&P Map C-4. 105 mi. N of Milwaukee, 185 mi. N of Chicago, IL. On U.S. Hwys. 10, 41, 45. State Hwys. 47, 55, 76, 96, 114.

2 - TRANSPORTATION: **Railroads**-Chicago Northwestern; Soo/Milwaukee System.
Motor Freight Carriers-60.
Intercity Bus Lines-Greyhound; Wis./Michigan Trailways.
Airlines-Northwest; United Express/Air Wisconsin; Midwest Express.

3 - POPULATION:
Corp. Cities 80 Cen. 97,032; E&P 88 Est. 102,209
  Appleton 80 Cen. 58,913; E&P 88 Est. 64,295
  Neenah 80 Cen. 23,272; E&P 88 Est. 22,560
  Menasha 80 Cen. 12,307; E&P 88 Est. 15,354
CZ-ABC: (80) 131,193
RTZ-ABC: (80) 142,134
Counties 80 Cen. 261,801; E&P 88 Est. 276,133
  Outagamie Co. 80 Cen. 129,484; E&P 88 Est. 138,665
  Winnebago Co. 80 Cen. 132,317; E&P 88 Est. 137,468
MSA 80 Cen. 292,881; E&P 88 Est. 309,772
City & RTZ-ABC: (80) 273,327

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 38,052; E&P 88 Est. 39,035
  Appleton 80 Cen. 19,314; E&P 88 Est. 24,046
  Neenah 80 Cen. 9,222; E&P 88 Est. 8,042
  Menasha 80 Cen. 9,516; E&P 88 Est. 6,947
CZ-ABC: (80) 46,469
RTZ-ABC: (80) 46,694
Counties 80 Cen. 89,620; E&P 88 Est. 99,692
  Outagamie Co. 80 Cen. 42,728; E&P 88 Est. 48,558
  Winnebago Co. 80 Cen. 46,892; E&P 88 Est. 51,134
MSA 80 Cen. 99,314; E&P 88 Est. 110,718
City & RTZ-ABC: (80) 93,163

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	$964,640,219
Savings & Loan	10	$482,412,000

6 - PASSENGER AUTOS: Outgamie Co. 71,714; Winnabago Co. 69,484.

7 - ELECTRIC METERS: Residence 64,154.

8 - GAS METERS: Residence 43,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 48,212 ($486); Retail Trade 22,792 ($152); Servs. 23,497 ($251); Trans. & Utilities 4,553 ($345); Whol. Trade 5,671 ($390); Finance, Ins. & Real Estate 6,626 ($346); Constr. 5,270 ($417); Agric., Forestry & Fishing 557 ($236); Gov't 14,995 ($343).
Principal Pay Days-Thur. & Fri.

10 - CLIMATE: Mean Temps.-Spring 44; Summer 70; Fall 40; Winter 19. First killing frost, Oct. 25; last killing frost, May 9.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-14 blocks on College Ave., 8 on Oneida St., 6 on Appleton St.; 2 on Superior St.; 4 on Morrison St.; 2 on Walnut St.; 2 on State St.; 20 on Richmond St.; 4 at Wisconsin at Richmond.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
S. Lawe St.	1	Kitz & Pfeil, Landens
Valley Fair(57)	2	Mike's Towne & Country, Kohl's
Fox Point(16)	7	JC Penney, K mart
Northland Plz.	2	Shopko, Kohl's
Fox River Mall(130)	NA	Prange's, Sears, JCPenney, Target

Principal Shopping Days-Thur., Fri., Sat., Sun., Mon.
Stores Open Evenings-Dept.-Mon. & Fri.; Food-nightly.

13 - RETAIL OUTLETS: **Department Stores**-Prange's; JCPenney 2; Sears; Kohl's; Marshall Field's.
Discount Stores-Prange Way; K mart 2; Shopko 3; Target.
Variety Stores-McCory.
Chain Drug Stores-Walgreens; Ford 4; Appleton Phcy. 2; Morton's 4; Snyder.
Chain Supermarkets-Cub; Sav-U-Foods 3; Towne & Country 3; Landens; Super Valu 5; Sentry 3; Austin's; Kohl's 2; Pick 'N Save 2; Red Owl; Copps.
Other Chain Stores-Fanny Farmer 2; Neumode Hosiery; Singer Co.; Firestone; Goodyear; Gallenkamp's 2; Nobil; Thom McAn; Coast-to-Coast 2; So-Fro Fabrics; Ace Hdwe.; True Value 2; Menard's; Wickes; Waldenbooks; Payless; Radio Shack; Fleet Farm.

14 - NEWSPAPERS: POST-CRESCENT (e) 53,552; (S) 66,573; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Roy Valitchka, Adv. Sales Mgr., POST-CRESCENT, PO Box 59, Appleton, WI 54912; Tel. (414) 733-4411.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ASHLAND

1 - LOCATION: Ashland County. E&P Map B-2. County Seat. On Lake Superior, at head of Chequamegon Bay, on the S shore of Lake Superior. 70 mi. E of Duluth. On U.S. Hwy. 2. State Hwys. 13 & 63.

2 - TRANSPORTATION: **Railroads**-Soo Line; Wisconsin Central.

3 - POPULATION:
Corp. City 80 Cen. 9,115; E&P 88 Est. 9,424
County 80 Cen. 16,882; E&P 88 Est. 17,834

4 - HOUSEHOLDS:
City 80 Cen. 3,710; E&P 88 Est. 3,170
County 80 Cen. 6,103; E&P 88 Est. 6,629

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$99,913,000
Savings & Loan	1	$74,000,000

6 - PASSENGER AUTOS: County 6,712.

7 - ELECTRIC METERS: Residence 3,200.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Metal Prods. 375; Paper Prods. 230; Printing Forms 27; Wood Prods. 206; Garment Firms 250; Whol. 117; Util. 248; Dairy Prods. 12.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Very soft, fluoridated.

12 - RETAILING: **Principal Shopping Days**-Mon. through Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Pamida.
Variety Stores-Woolworth; McCrory.
Chain Supermarkets-Super Valu; IGA; Econo-mart.

14 - NEWSPAPERS: PRESS (m) 8,120; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Byron Johnson, Gen. Mgr., PRESS, 122 W. Third St., Ashland, WI 54806; Tel. (715) 682-2313.
National Representative: Papert Companies.

BARABOO

1 - LOCATION: Sauk County. E&P Map C-5. County Seat. On Baraboo River, 12 mi. from WI Dells; 40 mi. from Madison. On U.S. Hwys. 12, 33. 5 mi. S of I-90 & I-94.

2 - TRANSPORTATION: **Railroads**-C&NW.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,081; E&P 88 Est. 8,199
County 80 Cen. 43,717; E&P 88 Est. 46,528

4 - HOUSEHOLDS:
City 80 Cen. 3,720; E&P 88 Est. 3,144
County 80 Cen. 15,510; E&P 88 Est. 17,129

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$130,400,000
Savings & Loan	1	$89,374,235

6 - PASSENGER AUTOS: County 22,943.

7 - ELECTRIC METERS: Residence 3,216.

8 - GAS METERS: Residence 1,503.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Plastic Prods. 900; Recreation Furn. 300; Transformers 100; Coils 300; Can Mfg. 40; Munitions 400; Timers 200; Tents 25; Printing 150; Car Jacks 150.

10 - CLIMATE: First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Acid, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-10 blocks on 4 streets.
Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Food & Dept.: Thur.; Food evenings ex. Sat., Sun., 20 others on Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Coast-to-Coast; Spurgeons; Isenberg's; Farm & Fleet.
Discount Stores-Ritz Outlet; K mart.
Variety Stores-Woolworth.
Chain Drug Stores-Walgreens; Rexall.
Chain Supermarkets-IGA 2; Rovndy's.

14 - NEWSPAPERS: NEWS-REPUBLIC (m) 5,195; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: James F. Bowers, Pub., NEWS-REPUBLIC, 219 1st St., Baraboo, WI 53913; Tel. (608) 356-4808.
National Representative: None.

BEAVER DAM

1 - LOCATION: Dodge County. E&P Map C-5. Agric. Ctr. 65 mi. NW of Milwaukee, 35 mi. from Madison. On U.S. Hwy. 151; State Hwy. 33.

2 - TRANSPORTATION: **Railroads**-Wisconsin & Southern.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 14,149; E&P 88 Est. 13,825
County 80 Cen. 75,096; E&P 88 Est. 76,065

4 - HOUSEHOLDS:
City 80 Cen. 6,479; E&P 88 Est. 5,222
County 80 Cen. 24,750; E&P 88 Est. 25,740

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$187,000,000
Savings & Loan	2	$38,082,000

6 - PASSENGER AUTOS: County 36,713.

7 - ELECTRIC METERS: Residence 6,181.

8 - GAS METERS: Residence 4,701.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 1,262 ($358); Metal Mfg. 3,990 ($355); Food Prods. 2,003 ($269); Wood Prods. 344 ($286); Shoes 400 ($210).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 40-96; Fall 20-72; Winter 20-40.

11 - TAP WATER: Soft. Water treatment & iron removal plant; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beaver Mall(32)	1	Herbergers, JCPenney, Copps, Lewis Drug, Wal-Mart
Park Plz. Mall(10)	1	Piggly Wiggly, Mont. Ward, ShopKo

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Sundays-Food, Drug and Dept.; Beaver Mall; ShopKo.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Montgomery Ward; Copps; Fleet Farm; Herbergers; Spurgeons.
Variety Stores-ShopKo; K mart; Wal-Mart.
Chain Supermarkets-Piggly Wiggly; Shop-Rite; Super Valu; Sentry; United Foods; Pic 'N Save.
Other Chain Stores-Elliots Model; Lewis Drug; Musicland; Tradehome Shoes; Wardrobe; Kinney Shoes; Radio Shack; Waldenbooks; Zale's; Copper Rivet; Kay Bee Toys; Stevensons; Sterling Optical; Regis Hairstylists.

14 - NEWSPAPERS: DAILY CITIZEN (e) 9,965; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Richard McDermott, Adv. Mgr., DAILY CITIZEN, 805 Park Ave., Beaver Dam, WI 53916; Tel. (414) 887-0321.
National Representative: None.

BELOIT, WI-SOUTH BELOIT-ROCKTON, IL

1 - LOCATION: Beloit in Rock County, WI; South Beloit and Rockton in Winnebago County, IL (In Janesville-Beloit MSA). E&P Map C-5. Educational center. On the banks of Rock River, 50 mi. S of Madison; 18 mi. N of Rockford; 90 mi. NW of Chicago; 75 mi. SW of Milwaukee. On U.S. Hwys. I-19 & 51; WI Hwys. 13, 15, 21; IL Hwys. 2, 75, 190.

2 - TRANSPORTATION: **Railroads**-Chicago, Milwaukee & Pacific; Chicago & North Western.
Motor Freight Carriers-19.
Intercity Bus Lines-Greyhound; Peoria-Rockford.
Airlines-Republic; Mississippi Valley Airways.

3 - POPULATION:
Corp. Cities 80 Cen. 41,608; E&P 88 Est. 39,589
  Beloit, WI 80 Cen. 35,207; E&P 88 Est. 32,430
  S. Beloit, IL 80 Cen. 4,088; E&P 88 Est. 4,618

Rockton IL 80 Cen 2 313 E&P 88 Est 2 541
Counties 80 Cen 391 678 E&P 88 Est 394 021
Rock WI/MSA 80 Cen 139 961 E&P 88 Est 141 100
Winnebago IL 80 Cen 251 717 E&P 88 Est 252 921

Demographic Information available from Newspaper See paragraph 14

4 - HOUSEHOLDS
Cities 80 Cen 15 242 E&P 88 Est 14 944
Beloit WI 80 Cen 12 785 E&P 88 Est 12 086
S Beloit IL 80 Cen 1 575 E&P 88 Est 1 869
Rockton IL 80 Cen 882 E&P 88 Est 989
Counties 80 Cen 138 445 E&P 88 Est 145 385
Rock WI/MSA 80 Cen 49 037 E&P 88 Est 51 862
Winnebago IL 80 Cen 89 408 E&P 88 Est 93 523

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$89 395 638
Savings	1	$17 187 378
Savings & Loan	3	$19 828 026

6 - PASSENGER AUTOS Counties Rock 70 093 Winnebago 157 640

7 - ELECTRIC METERS Residence 18 006

8 - GAS METERS Residence 14 039

9 - PRINCIPAL INDUSTRIES Industry No of Wage Earners-Diesel Eng 2 900 Paper Mach 3 300 Radiators Motors (Elect) 1 141 Shoes 1 200 25 Mfg employment 9 183

10 - CLIMATE Min & Max Temp -Spring 40-70 Summer 70-55 Fall 50-70 Winter 5-25

11 - TAP WATER Alkaline hard fluoridated

12 - RETAILING Downtown Shopping Areas-6 blocks on Grand Ave 4 on State St 3 on Broad St 3 on Pleasant St 1 on 4th St on Cranston Rd Food Fair Ctr
Regional Shopping Centers-Beloit Plz 38 Stores at Riverside Dr & Henry Ave
Neighborhood Shopping Centers-1 block at Park & White 1 at Grand & 8th 1 at Brooks & St Lawrence 2 at Liberty & Madison Rd 1 at W Grand & Town Line 1 at Wisconsin & Woodward

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Beloit Plz (41)		JCPenney Sears Weise
Westgate(3)	NA	Woodman
Prairie Ave (2)	NA	K mart Sentry

Principal Shopping Days Mon Thur Fri Sat
Stores Open Evenings-Food Nightly Others Mon, Fri & Sun Beloit Plz Mon to Sat

13 - RETAIL OUTLETS Department Stores-JCPenney McNeany Stewart's Sears Weise
Variety Stores-Woolworth
Discount Stores-Jupiter K mart
Chain Drug Stores-Walgreens May's
Chain Supermarkets-Eagle Foods 2 Fox 2 Crystal 3 Woodman's Kohl's Sentry
Other Chain Stores-Singer Co Firestone Leath (furn); Montgomery Ward Diane Shop Nobil Shoes Neumode Father & Son Shoes Schiff Shoes Goodyear

14 - NEWSPAPERS NEWS (e) 16 148 sworn Oct 1, 1987
Local Contact for Advertising and Merchandising Data M Joseph Craig Adv Dir , NEWS 149 State St., Beloit, WI 53511 Tel (608) 365-8811
National Representative Landon Associates

CHIPPEWA FALLS

1 - LOCATION: Chippewa County (In Eau Claire MSA). E&P Map B-3 On Chippewa River, near Lake Wissota, 92 mi. N of LaCrosse; 90 miles E of Minneapolis/St. Paul, MN; 10 mi. N of Eau Claire In the NW part of the State On U.S. Hwy. 53, State-WI Hwys. 29, 124, 178.

2 - TRANSPORTATION: Railroads-CM St.; P&P; Soo and C St. PM&O (C&NW).
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Motor: North Central; B.U.S. City Bus with service to and from Eau Claire, WI.
AirlinesNorthwest Air; Gibson Aviation.

3 - POPULATION:
Corp. City 80 Cen. 11,845; E&P 88 Est. 13,057
CZ-ABC: (80) 12,270
RTZ-ABC: (80) 44,044
County 80 Cen. 51,969; E&P 88 Est. 55,740
MSA 80 Cen. 131,060; E&P 88 Est. 140,060
City & RTZ-ABC: (80) 56,314

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen 4,515; E&P 88 Est 4 789
CZ-ABC (80) 4 433
RTZ-ABC (80) 14 321
County 80 Cen 17,262 E&P 88 Est 19 313
MSA 80 Cen 44,592 E&P 88 Est 49 191
City & RTZ-ABC (80) 18 754

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$140 000 000
Savings & Loan	2	$48 000 000
Credit Unions	2	N A

6 - PASSENGER AUTOS: County 23 758

7 - ELECTRIC METERS: Residence 5 200

8 - GAS METERS: Residence 1 500

9 - PRINCIPAL INDUSTRIES Industry No. Wage Earners (Av Wkly Wage)-Computer Mfg N A ($400) Shoes 495 ($200) Plastics 600 ($225); Wood Wkg 95 ($200); Plastics Extrusion Mach 100 ($225)

10 - CLIMATE: Min & Max Temp -Spring 40-80 Summer 52-89 Fall 17-92 Winter -26-54 First killing frost Sept 28 last killing frost Apr 23

11 - TAP WATER: Neutral very soft, not fluoridated

12 - RETAILING Principal Shopping Centers-7 blocks on Bridge St Bridge St Wissota Vlg Shpg Ctr 7 stores Chippewa Mall Anchor Stores, Prange Way Super Valu ShopKo
Principal Shopping Days-Dept Stores Thur Fri Sat Food Thur Fri Sat
Stores Open Evenings-Thur Fri

13 - RETAIL OUTLETS Department Stores-JCPenney Farm & Fleet Spurgeon's PrangeWay ShopKo
Variety Stores-Woolworth Ben Franklin
Chain Drug Stores-Walgreens Medicine Shop Snyder
Chain Supermarkets-Super Valu Red Owl IGA Red & White

14 - NEWSPAPERS HERALD-TELEGRAM (e) 8 606 Mar 31 1988 ABC
Local Contact for Advertising and Merchandising Data Peter Pritchard Adv Mgr HERALD-TELEGRAM 321 Frenette Dr Chippewa Falls WI 54729 Tel (715) 723-5515
National Representative None

EAU CLAIRE

1 - LOCATION: Chippewa and Eau Claire Counties (MSA) E&P Map B-4 60 mi E of St Paul MN 225 mi NW of Milwaukee Junction Eau Claire and Chippewa Rivers On U S Hwys I-94 12 53 State Hwys 37 85 93

2 - TRANSPORTATION Railroads-Chicago & North Western Soo Line
Motor Freight Carriers-6
Intercity Bus Lines-2 lines 15 buses per day Greyhound Wis Northern
Airlines Serving City-Northwest

3 - POPULATION:
Corp City 80 Cen 51,509; E&P 88 Est 58 599
CZ-ABC (80) 60,004
RTZ-ABC (80) 174,049
Counties/MSA 80 Cen 131,060 E&P 88 Est 140,060
Chippewa 80 Cen 51,969; E&P 88 Est 55,740
Eau Claire 80 Cen 75,091; E&P 88 Est 84,320
City & RTZ-ABC (80) 234,053

4 - HOUSEHOLDS:
City 80 Cen 18,359; E&P 88 Est 21,399
CZ-ABC (80) 21,348
RTZ-ABC (80) 58,367
Counties/MSA 80 Cen 44,592; E&P 88 Est 49,191
Chippewa 80 Cen 17,262; E&P 88 Est 19,313
Eau Claire 80 Cen 27,330; E&P 88 Est 29,878
City & RTZ-ABC: (80) 79,715

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$628,000,000
Savings & Loan	4	$550,000,000
Credit Unions	3	$210,000,000

6 - PASSENGER AUTOS: Counties Chippewa Falls 23,758; Eau Claire 39,607

7 - ELECTRIC METERS: Residence 28,000

8 - GAS METERS: Residence 110,000

9 - PRINCIPAL INDUSTRIES: Tire Plant; Paper Mill; Steel Corp.; Computer Co.; Printing & Publishing. Total 70,100 Wage Earners. (Av. Wkly. Wage $605).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Sept. 25; last killing frost, May 20.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
K mart Plz (1)	2	K mart
Putnam Heights(12)	3	Thriftway, True Value Ben Franklin
Water St (6)	2	
London Sq (60)	3	Sears, Prange
ShopKo(8)	3	ShopKo
Oakwood Mall(89)	6	Target

Principal Shopping Days-Wed., Sat., Sun
Stores Open Evenings-Barstow Commons Stores-Mon., Thur ; Food-every night

13 - RETAIL OUTLETS: Department Stores-Samuelson's, Sears, JCPenney, H.C Prange
Variety Stores-Woolworth
Discount Stores-K mart, Prange-Way, ShopKo, Target
Chain Drug Stores-Walgreens, Snyder
Chain Supermarkets-Randalls, Copps
Other Chain Stores-Leath Furn., Kinney Shoes, Kelly Furn., Mautz Paint; Stevenson's, Northwest Fabric

14 - NEWSPAPERS: LEADER-TELEGRAM (e-mon to fri) 32,968, (m-sat) 36,090, (S) 37,652, Mar 31, 1988 ABC
Local Contact for Advertising and Merchandising Data Jerry Merryfield, Adv Dir LEADER-TELEGRAM, P.O. Box 570, 701 S Farwell St., Eau Claire, WI 54702; Tel (715) 833-9225
National Representative Branham/Newspaper Sales

FOND DU LAC

1 - LOCATION: Fond du Lac County E&P Map C-4 County seat 62 mi N of Milwaukee, 148 mi N of Chicago IL, 70 mi NE of Madison, 61 mi S of Green Bay On U.S Hwys 41 45, 151, State Hwys 23, 55, 175

2 - TRANSPORTATION: Railroads-C&NW Wisconsin Central
Motor Freight Carriers-14
Intercity Bus Lines-Greyhound, Wisconsin-Michigan Trailways, American Trailways, Leisure-Way, Priggs
Airline-County-owned Class 3 commercial airport

3 - POPULATION:
Corp City 80 Cen 35 863, E&P 88 Est 36 837
CZ-ABC (80) 39 707
RTZ-ABC (80) 111,967
County 80 Cen 89 350, E&P 88 Est 91 038
City & RTZ-ABC (80) 151,674

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen 14,098, E&P 88 Est 13,580
CZ-ABC (80) 14,424
RTZ-ABC (80) 35,883
County 80 Cen 29,867, E&P 88 Est 31,496
City & RTZ-ABC (80) 50,307

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$613,949,944
Savings & Loan		(incl above)

6 - PASSENGER AUTOS: 45,252

7 - ELECTRIC METERS: Residence 26,395

8 - GAS METERS: Residence 17,317

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Machine Tools 970; Outboard Motors 2,200; Railroad Shops 230; Textile & Apparel 270; Auto Parts 570; Hospital 850.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp. Spring 35-51; Summer 60-84; Fall 42-55, Winter 14-30 First killing frost, Oct. 4; last killing frost, Apr. 20

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Forest Mall(52)	3	Kohl's, Prange, JCPenney, Walgreens
Forest Plz.(16)	3	K mart, Sears, Osco, Pick 'n Save
Southtown(17)	3	Country Store
Downtown(60)	NA	Kohl's II

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Forest Mall and Southtown-Mon. through Sat.; Downtown-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; H.C. Prange; JCPenney.
Chain Drug Stores-Osco; Walgreens.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-ShopKo; Prange Way; Fleet Farm; K mart.
Chain Supermarkets-Piggly Wiggly; Sentry; Super Valu; Kohl's; Pick 'n Save; Red Owl.
Other Chain Stores-Firestone; Goodyear; Leath Furniture; Northwest Fabrics; Pay-Less Shoes; Sherwin-Williams; Radio Shack; Musicland; Kinney; Seiferts; Richman's.

14 - NEWSPAPERS: REPORTER (e) 19,835; (S) 20,805, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: James Reevs, Ret Sales Mgr., REPORTER, P.O. Bos 630, 33 W. 2nd St., Fond du Lac, WI 54935. Tel. (414) 922-4600.
National Representative Thomson Newspapers.

FORT ATKINSON

1 - LOCATION: Jefferson County, E&P Map C-5. Shopping and industrial center. 50 mi. from Milwaukee; 35 mi. from Madison; 112 mi. from Chicago, IL. On U.S. Hwy. 12; State Hwys. 26, 89, 106.

2 - TRANSPORTATION: Railroads-Chicago & North Western (freight)
Motor Freight Carriers-Yerges Trucking Co.; Fort Transportation; Allard; RS Transport; Blackhawk Express; Badger Truck and Trailer.

3 - POPULATION:
Corp City 80 Cen. 9,785; E&P 88 Est 9,989
County 80 Cen 66,485; E&P 88 Est 67,593

4 - HOUSEHOLDS:
Corp City 80 Cen. 3,703; E&P 88 Est 3,785
County 80 Cen 22,264; E&P 88 Est 22,926

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$115,613,560
Savings & Loan	2	N A.

6 - PASSENGER AUTOS: County 33,339

7 - ELECTRIC METERS: Residence 3,781

8 - GAS METERS: Residence 3,050

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Farm Equip 405; Meat Proc. 465; Veg. Canning Seasonal 350; Fish Bait 65; Frozen Foods 310; Movable Storage 150; Pub 220; Metal Salvage 115; Educational Materials 250; Textiles 100; Machine Shop; Dairy Equip 75

10 - CLIMATE: Min. & Max. Temp.-Spring 22-84; Summer 52-94; Fall 39-89; Winter 12-51 First killing frost, Oct 16, last killing frost, May 15

11 - TAP WATER: Alkaline, hard

12 - RETAILING: Principal Shopping Center-14 blocks on six sts.
Neighborhood Shopping Centers-Madison Ave., Whitewater Ave.; S. Main St.; Janesville Ave.
Nearby Shopping Centers-Old Fort (Sentry, The Pharmacy, Coast-to-Coast).
Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Thur

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Chain Drug Stores-Walgreens; The Pharmacy.
Chain Supermarkets-Sentry Food; DeWitt (Roundy's); Piggly Wiggly.
Other Chain Stores-K mart; Badger Paint; Goodyear; Coast-to-Coast; Hardware Hank; Radio Shack; Payless Shoes; ShopKo.

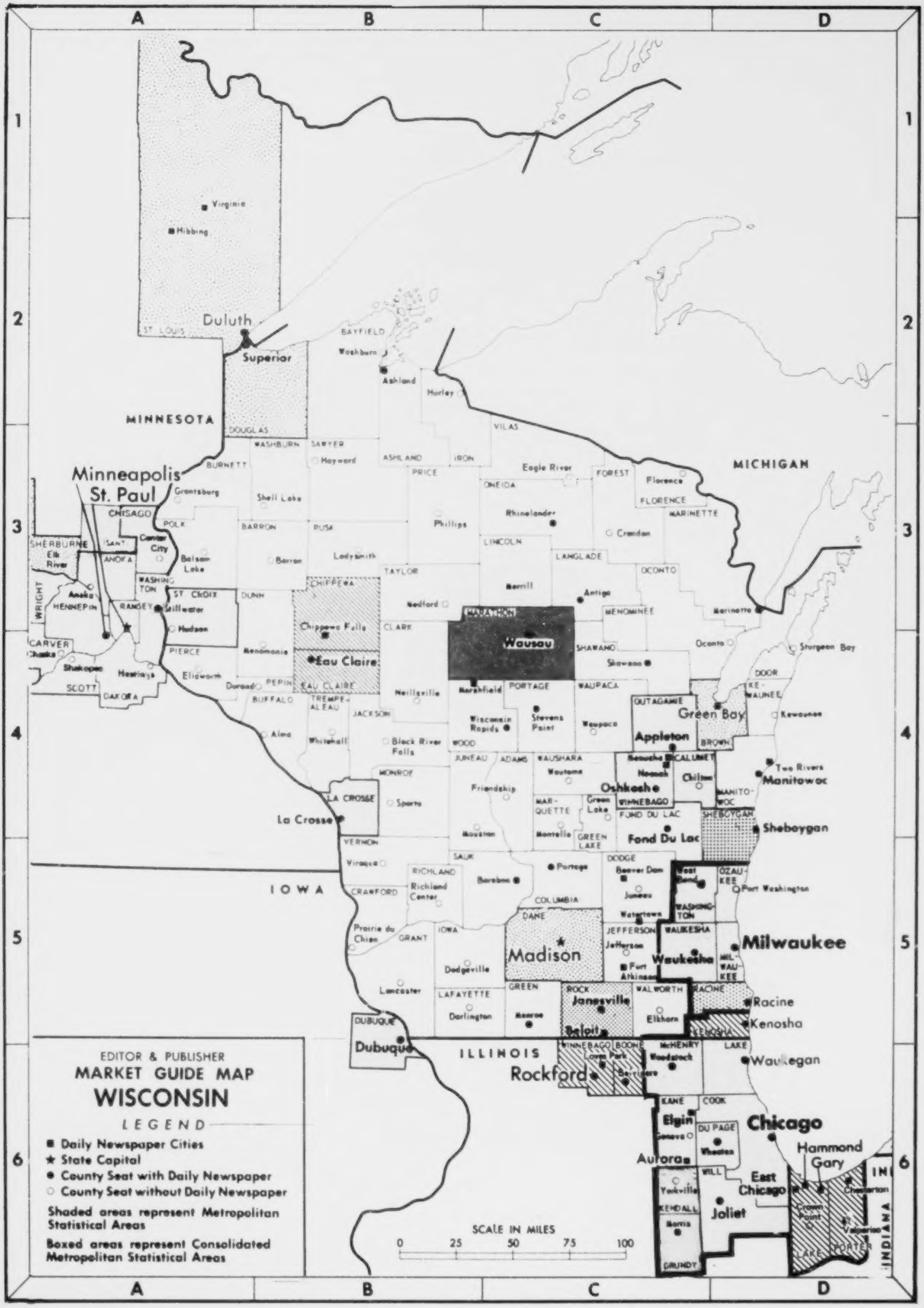
14 - NEWSPAPERS: DAILY JEFFERSON COUNTY UNION (e-mon to fri) 8,489 sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data: Charles Frandson, Adv. Mgr., DAILY JEFFERSON COUNTY UNION, 28 W. Milwaukee Ave., Fort Atkinson, WI 53538. Tel. (414) 563-5551.
National Representative None.

GREEN BAY

1 - LOCATION: Brown County, (MSA), E&P Map D-4, County Seat. Situated on Fox River at southern end of Green Bay. NE part of state, 115 mi. N of Milwaukee; 200 mi. N of Chicago, IL; 275 mi. E of Minneapolis, MN. Whol. & retail trading area, port of entry. Shipping ctr. On I-43, U.S. Hwy. 41; State Hwys. 29, 32, 54, 57, 172.

2 - TRANSPORTATION: Railroads-(freight only on all railroads) Chicago & Northwestern; Green Bay & Western; Sioux Line; Escanaba & Lake Superior; Escanaba; & Northern.
Motor Freight Carriers-49.
Freight Steamship Lines-24.
Intercity Bus Lines-Central Greyhound; Seymour; Wisconsin-Michigan.
Airlines-Northwest; Midstate; American Eagle; United Express; Midway Connection.

3 - POPULATION:
Corp. City 80 Cen. 87,899; E&P 88 Est. 92,616
CZ-ABC: (80) 140,399
RTZ-ABC: (80) 135,278


A
B
C
D
1
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6
Virginia
Hibbing
ST. LOUIS
Duluth
Superior
DOUGLAS
MINNESOTA
BAYFIELD
Washburn
Ashland
Hurley
VILAS
WASHBURN
SAWYER
Hayward
ASHLAND
IRON
Eagle River
FOREST
Florence
FLORENCE
MICHIGAN
Minneapolis
St. Paul
BURNETT
Grantsburg
Shell Lake
PRICE
ONEIDA
Rhinelander
MARINETTE
Crandon
CHISAGO
POLK
BARRON
RUSK
Phillips
LINCOLN
SHERBURNE
ISANTI
Center City
Balsam Lake
Barron
Ladysmith
LANGLADE
OCONTO
Elk River
ANOKA
WASHINGTON
TAYLOR
Merrill
Antigo
WRIGHT
Anoka
HENNEPIN
RAMSEY
ST. CROIX
Stillwater
Hudson
DUNN
CHIPPEWA
Chippewa Falls
Medford
MARATHON
MENOMINEE
Marinette
CLARK
Wausau
CARVER
Chaska
Shakopee
SCOTT
DAKOTA
Hastings
PIERCE
Ellsworth
Menomonie
Eau Claire
SHAWANO
Shawano
Oconto
Sturgeon Bay
DOOR
Durand
PEPIN
EAU CLAIRE
Neillsville
Marshfield
PORTAGE
WAUPACA
KEWAUNEE
BUFFALO
TREMPEALEAU
JACKSON
Wisconsin Rapids
Stevens Point
Waupaca
OUTAGAMIE
Green Bay
Kewaunee
Alma
Whitehall
Black River Falls
WOOD
Appleton
BROWN
JUNEAU
ADAMS
WAUSHARA
Wautoma
Menasha
CALUMET
Neenah
Chilton
Two Rivers
Manitowoc
MONROE
Friendship
Oshkosh
WINNEBAGO
MANITOWOC
LA CROSSE
Sparta
MARQUETTE
Green Lake
FOND DU LAC
SHEBOYGAN
Sheboygan
La Crosse
Mauston
Montello
GREEN LAKE
Fond Du Lac
VERNON
Viroqua
SAUK
Portage
DODGE
Beaver Dam
West Bend
OZAUKEE
Port Washington
RICHLAND
Richland Center
Baraboo
Juneau
IOWA
CRAWFORD
COLUMBIA
Watertown
WASHINGTON
Prairie du Chien
GRANT
DANE
JEFFERSON
Jefferson
WAUKESHA
Milwaukee
Madison
Waukesha
MILWAUKEE
Dodgeville
Fort Atkinson
Lancaster
LAFAYETTE
GREEN
ROCK
Janesville
WALWORTH
RACINE
Racine
Darlington
Monroe
Elkhorn
Kenosha
DUBUQUE
Beloit
KENOSHA
Dubuque
ILLINOIS
WINNEBAGO
BOONE
Loves Park
Rockford
Belvidere
McHENRY
Woodstock
LAKE
Waukegan
KANE
COOK
Elgin
Geneva
DU PAGE
Wheaton
Chicago
Aurora
Hammond
Gary
WILL
East Chicago
Yorkville
KENDALL
Joliet
Morris
GRUNDY
Crown Point
Chesterton
Valparaiso
LAKE
PORTER
INDIANA
SCALE IN MILES
0
25
50
75
100

EDITOR & PUBLISHER

MARKET GUIDE MAP

WISCONSIN

LEGEND

- ■ Daily Newspaper Cities
- ★ State Capital
- ● County Seat with Daily Newspaper
- ○ County Seat without Daily Newspaper

Shaded areas represent Metropolitan Statistical Areas

Boxed areas represent Consolidated Metropolitan Statistical Areas

County/MSA 80 Cen. 176,081. E&P 88 Est. 191,783
City & RTZ-ABC (80) 275,677
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 33,488. E&P 88 Est. 35,190
County/MSA 80 Cen. 59,908. E&P 88 Est. 69,842
CZ-ABC (80) 49,611
RTZ-ABC (80) 45,139
City & RTZ-ABC (80) 94,750

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	13	$878,954,657
Savings & Loan	6	$563,416,959

6 - PASSENGER AUTOS: County 94,988

7 - ELECTRIC METERS: Residence 40,622

8 - GAS METERS: Residence 32,930

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper & Prods. 11,300; Food & Prods. 4,900; All Other Nondurables 460; Non-electrical Mach. 3,400; All other Durables 3,500; Trans., Commun. and Public Util. 6,400; Contract Constr. 2,700; Wholesale Trade 5,800; Retail Trade 18,000; Fin., Ins., Real Estate 3,300; Services & Misc. 20,000; Gov't 11,000. Av. Wkly. Wage $461

10 - CLIMATE: Min. & Max. Temp.-Spring 35-51; Summer 60-81; Fall 40-59; Winter 11-25. First killing frost Oct. 2; last killing frost May 9

11 - TAP WATER: Alkaline, hard, from Lake Michigan, fluoridated

12 - RETAILING: **Principal Shopping Areas**-3 blocks on N. Washington St., 1 on E. Walnut St., 3 on N. Adams St. Port Plaza Mall, corner N. Washington and Cedar Sts.
Neighborhood Shopping Centers-Four blocks on Broadway, 2 on W. Walnut St., 1 on Dousman St., 2 on Main St., 4 on University

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bea (18)	3	Aim
Marquette(7)	1	Sure Way Ben Franklin
Colonial Vlg (6)	2	Sure Way
Green Bay Plz (26)	3	Lindy's, Sears, Prange-Way
Bay Park Sq (48)	6	Mont. Ward, Shopko, Kohl's
Lombardi	5	Kohl's Foods, Osco
East Town(20)	5	K mart, White Store, Kohl's, Prange-Way

Additional Shopping Centers (No. of Stores)-Bay (10), Fort Howard (6), St. Agnes (8), ShopKo East (4), Westgate (17), ShopKo West (3), Vernon Court (10), Bellevue Plaza (9)
Principal Shopping Days-Sat., Sun., Mon.
Stores Open Evenings-All stores Mon., Fri.; Food-Mon. through Sun.; Shopping Centers Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-H.C. Prange, Montgomery Ward, Sears, JCPenney, The White Store, Boston Store, Kohl's
Discount Stores-ShopKo 4, K mart 2, Prange-Way 3
Variety Stores-Kresge, Ben Franklin, Aim
Chain Drug Stores-Osco 2, Snyder 3
Chain Supermarkets-Red Owl 3, Sure Way 10, Piggly Wiggly, Super Ron's 2, Sentry 3, Kohl's, Lindy's 3, Cub Foods 2
Other Chain Stores-Kinney Shoes, Pay Less Shoes 2; Nobil Shoes 2; Singer Co.; Goodyear 2; Firestone 2; Western Auto; Mautz Paint; Merle Norman Cosmetics; Fanny Farmer 2; Color Tile; Abbey Carpet; Menard Lumber; Northwest Fabrics 2; House of Fabrics; So-Fro Fabrics; Waldenbooks 2; Midas Mufflers; Kindy Optical 2; Zale's; Pittsburgh Paints; Radio Shack; Kay-Bee Toys; Peck & Peck; Seifert's; Casual Corner; Lerner Shops; Regis Beauty Salon; Baker Shoes; Richman Brothers; Thom McAn 2; Braun's Fashions; County Seat; The Wardrobe; The Closet; Father & Son Shoes; General Nutrition; Hurrah; B. Dalton Booksellers 2; Toys R Us; Just Pants; The Gap; The Limited; Maurice's; Jean Nicole; Foxmoor; Team Electronics; Benetton; Musicland

14 - NEWSPAPERS: NEWS-CHRONICLE (m) 11,570; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: David J. Starch, Adv. Mgr., NEWS-CHRONICLE, 133 S. Monroe; PO Box 2467, Green Bay, WI 54306; Tel. (414) 432-2941
National Representative: Landon Associates.
PRESS-GAZETTE (e) 56,115; (S) 79,087; Mar. 27, 1988 ABC
Local Contact for Advertising and Merchandising Data: William Nusbaum, Adv. Dir., PRESS-GAZETTE, 435 E. Walnut, PO Box 19430, Green Bay, WI 54307-9430; Tel. (414) 435-4411
National Representative: Gannett National Newspaper Sales

JANESVILLE

1 - LOCATION: Rock County (In Janesville-Beloit MSA). E&P Map C-5. County Seat. Wholesale center. 105 mi. NW of Chicago, IL; 77 mi. SW of Milwaukee; 35 mi. N of Rockford, IL; 40 mi. S of Madison. On U.S. Hwys. 14, 51, I-90; State Hwys. 11, 26

2 - TRANSPORTATION: **Railroads**-Chicago & North Western, Wisconsin & Calumet, Soo Line Railroads
Motor Freight Carriers-15
Intercity Bus Lines-Alco, Greyhound, Trailways, Van Galder-Charter, Janesville Transit System
Airlines-Passenger, air freight, helicopter, charter service available

3 - POPULATION:
Corp. City 80 Cen. 51,071. E&P 88 Est. 50,514
CZ-ABC (80) 51,071
RTZ-ABC (80) 164,382
County/MSA 80 Cen. 139,961. E&P 88 Est. 141,100
City & RTZ-ABC (80) 215,453
Demographic Information (partial) available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 19,363. E&P 88 Est. 18,662
CZ-ABC (80) 18,491
RTZ-ABC (80) 56,627
County/MSA 80 Cen. 49,037. E&P 88 Est. 51,862
City & RTZ-ABC (80) 75,118

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$453,659,000
Savings & Loan	5	$2,323,807,000

6 - PASSENGER AUTOS: County 70,093

7 - ELECTRIC METERS: Residence 20,221

8 - GAS METERS: Residence 17,473

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Auto Assembly 6,003; Pen & Pencil 425; Auto Trans. 413; Food 139; Electronics 401; Engineering 350; Textiles/Mill Prods. 476. Av. Wkly. Wage $480

10 - CLIMATE: Min. & Max. Temp.-Spring 26-80; Summer 44-102; Fall 12-89; Winter -20-24. First killing frost Oct. 30; last killing frost May 23

11 - TAP WATER: Alkaline, very hard, fluoridated

12 - RETAILING: **Principal Shopping Centers**-Janesville Mall, 75 stores; 32 block downtown area with 70 stores

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Blackhawk Vlg (8)	5	K mart
Creston Pk (21)	1	Village Furn.
Janesville Mall(75)	2	JCPenney, Kohl's, Bergner's
Memorial Plz (10)	2	Gentz' County Mkt.
Sunnyside(4)	2	Piggly Wiggly
Fairview Mall(11)	2	Fairview
Janesville Plz (15)	2	Color Tile

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon., Fri.; Shopping Centers-Mon. through Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Bergner's, Kohl's, Menard's
Discount Stores-K mart 2, Holiday, Farm & Fleet, ShopKo
Chain Drug Stores-Walgreens, Snyder 2, Thrift, Union Prescription, Family Drug 2, Shopko
Chain Supermarkets-Sentry 2; Piggly Wiggly; Woodman; Super Valu; Stop-N-Go 4; Kohl's II; Gentz' 2; Road Ranger
Other Chain Stores-Ace Hardware; Barefoot Sports; Rundell's; Brooks; Buddy Squirrel; Ben Franklin 2; Claire's Boutique; Card Cage; Co-op Records; Computerland; Color Tile; Champion Auto; Osterman Jewelry; Elliott's; Flowerama; Forbes-Meagher; Firestone Tire; F & F Tire; Fannie May Homemade Candies; General Nutrition Center; Hallmark; Haack Cycle; Hanover Shoes; Leath Furn.; Marling Lumber; Maurice's; Merle Norman; Musicland; Marianne's; Maling's; Mautz Paint; Northwest Fabrics; Pearle Vision Center; PicWay Shoes; Radio Shack; Siker's; J.J. Smith's; Saxer's; Superamerica; Sherwin-Williams; Rupert Cornelius; Team Electronics; True Value Hardware; Waldenbooks; Wicks 'N Sticks; Wisconsin Office Supply; Wolohan's; Woolworth

14 - NEWSPAPERS: GAZETTE (e) 28,818; (S) 29,406; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Crandell W. Bliss, Natl. Adv. Mgr., GAZETTE, One S. Parker Drive, Janesville, WI 53545; Tel. (608) 754-3311
National Representative: Landon Associates

KENOSHA

1 - LOCATION: Kenosha County (PMSA). E&P Map D-5. County Seat. On Lake Michigan. 35 mi. S of Milwaukee; 65 mi. N of Chicago, IL

2 - TRANSPORTATION: **Railroads**-Chicago & North Western
Intercity Bus Lines-Greyhound, Wis. Coach Lines
Motor Freight Carriers-3

3 - POPULATION
Corp. City 80 Cen. 77,685. E&P 88 Est. 73,875
CZ-ABC (80) 81,022
RTZ-ABC (80) 42,115
County/PMSA 80 Cen. 123,443. E&P 88 Est. 121,662
City & RTZ-ABC (80) 123,137
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 27,964. E&P 88 Est. 26,090
CZ-ABC (80) 29,020
RTZ-ABC (80) 14,044
County/PMSA 80 Cen. 43,064. E&P 88 Est. 43,711
City & RTZ-ABC (80) 43,064

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$350,000,000
Savings & Comm	4	$595,000,000

6 - PASSENGER AUTOS: County 58,952

7 - ELECTRIC METERS: Residence 40,600

8 - GAS METERS: Residence 31,496

9 - PRINCIPAL INDUSTRIES: Automobiles, Brass, Copper & Alloy Prods., Textiles, Musical Instruments, Cranberry Proc., Mechanical Tools, Wire Rope, Plumbing Fixtures, Fire Fighting Equip., Commercial Fertilizer, Industrial Tools, Dies, Jigs & Fixtures, Castings, Structural Steel Prods., Equip. for Dairy & Food Proc. Industries, Power Drives & Elect. Units & Spec. Mach. 14,600 Wage Earners. Av. Wkly. Wage-$621. University of Wisconsin 5,241; Carthage College 1,117; Gateway Technical Institute 5,345

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard

12 - RETAILING: **Principal Shopping Areas**-Downtown (6th Ave., 56th-58th Sts.), Uptown (22nd Ave.)

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pershing Plz (14)	NA	Kohl's, Sears
Town & Country(11)	NA	Ace Hdwe.
Villa Capri(18)	NA	Sentry, Ben Franklin
Sun Plz	NA	Sun Foods
Gateway Plz	NA	Kohl's, K mart
Sunnyside	NA	Piggly Wiggly, Sentry
Greenwood Plz	NA	Walgreens, Super Valu
Factory Outlet Ctr (100)	NA	

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Fri.; Shopping Ctrs.-every evening

13 - RETAIL OUTLETS: **Department Stores**-Barden's, Leader, Sears
Discount Stores-K mart, ShopKo, Wal-Mart
Variety Stores-Woolworth, Ben Franklin
Chain Drug Stores-Walgreens 2, Thrift, Union, General 2
Chain Supermarkets-Super-Valu, Piggly Wiggly 2, Kohl's 3, Sentry 2; Sun Foods; Pick 'n Save
Other Chain Stores-Goodyear, Kinney, Shoe Kicks, Fanny Farmer, Pay Less Shoes, Neumode; 1 Hour Martinizing 2; So-Fro Fabrics; Glidden Paint; Abbey Carpet; Fayva; Coast-to-Coast Hdwe.; Radio Shack; Auto works; Olan Mills; Eye Tech.

14 - NEWSPAPERS: NEWS (e-mon to fri) 29,071; (m-sat) 28,898; (S) 30,417; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Frank M. Misureli, Dir. of Sales, NEWS, 715 58th St., Kenosha, WI 53140; Tel. (414) 657-1000
National Representative: Branham/Newspaper Sales

LA CROSSE

1 - LOCATION: La Crosse County (MSA). E&P Map B-4. County Seat. State Office Building. Regional center for retail, manufacturing, medicine, education, agriculture, wholesale distribution. On Mississippi River, 271 mi. NW of Chicago, IL; 154 mi. SE of Minneapolis, MN; 135 mi. NW of Madison, WI. U.S. Hwys. I-90, 14, 16, 53, 61; State Hwys. 33, 35
River Front-On Mississippi River-9 ft. Gov't maintained river channel. Modern municipal terminal & docks. Low cost inland waterway system for transportation to cities on Mississippi, Ohio, Missouri Rivers & to Gulf ports. Bridges crossing from La Crosse to Minnesota

2 - TRANSPORTATION: **Railroads**-Burlington Northern, Amtrak, Soo Lines
Motor Freight Carriers-23
Intercity Bus Lines-Greyhound, Hiawatha Coaches, Scenic Trails, Municipal Transit Corp.
Airlines-American Eagle, Northwest (Republic), United Express

3 - POPULATION:
Corp. City 80 Cen. 48,347. E&P 88 Est. 49,756
CZ-ABC (80) 71,008
RTZ-ABC (80) 162,988
County/MSA 80 Cen. 91,410. E&P 88 Est. 97,184
City & RTZ-ABC (80) 233,996
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 18,085. E&P 88 Est. 19,374
CZ-ABC (80) 25,830
RTZ-ABC (80) 56,149
County/MSA 80 Cen. 32,017. E&P 88 Est. 35,046
City & RTZ-ABC (80) 81,979

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	11	$816,608,000
Savings & Loan	2	$626,298,000

6 - PASSENGER AUTOS: County 45,409

7 - ELECTRIC METERS: Residence 20,814

8 - GAS METERS: Residence 11,772

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Durable Goods 5,600; Nondurable Goods 5,000; Contract Constr. 950; Trans., Elect., Gas Servs. 2,300; Trade-Whol. and Ret. 13,300; Fin., Ins., R.E. 1,440; Servs. & Misc. 14,100; Gov't-Local, State, Federal 7,400.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-90; Summer 42-91; Fall 25-58; Winter 0-22. First killing frost Oct. 7; last killing frost Apr. 6

11 - TAP WATER: Alkaline, hard, not fluoridated

12 - RETAILING: **Downtown Shopping Centers**-4 blocks on Main; 5 on Third, 4 on Fourth, 3 on Fifth, 2 on Sixth

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bridgeview Plz (20)	4	ShopKo
Caledonia St (12)	3	Ben Franklin
Center Q(7)	2	Rexall
K mart Plz	3	K mart
Village(32)	3	Woolworth, IGA
Center 90(11)	6	IGA, Woolworth
Menard Plz (2)	4	Menard's, IGA
Shelby Mall(25)	5	ShopKo, Walgreens, Ace Hardware
Valley View Mall(87)	5	Dayton's, Sears, JCPenney, Herberger's

Principal Shopping Days-Sat., Sun.
Stores Open Evenings-Mon. & Thur.; Grocery Mon. through Sun.; Malls open evenings, Mon.-Fri., Sun.
Stores Open Sundays-Drug, Food, Discount, Major malls

13 - RETAIL OUTLETS: **Department Stores**-Dayton's, Herberger's, Sears, JCPenney
Discount Stores-K mart 2, ShopKo 2, Farm & Fleet, Menard's, Best Buy Superstore
Variety Stores-Woolworth 2, Ben Franklin 3
Chain Drug Stores-Major (Rexall), Walgreens, Degen-Berglund 2; Hilton's; Osco 2
Chain Supermarkets-Super Valu, Gateway IGA 16; Kwik Trips 8; Roundy's; Cub Foods
Other Chain Stores-Brooks 2; Fanny Farmer; Hallmark; Leath's Furn.; Maurice's; Firestone; Goodyear; Sherwin-Williams; Pittsburgh Paint; B. Dalton; Barker's Shoes; Berman Buckskin; Braun's; Brooks; Brown Photo; Casual Corner; Connie Shoes; County Seat; Cutlery World; Dunkin Jewelers; Foot Locker; Foxmoor Casuals; Goodman Jewelers; Jean Nichole; Jo-Ann Fabrics; Kinney; Lerner's; Maling's; Musicland; Naturalizer; Nutrition World 2; Pearle Vision; Schaak Electronics; Seiferts; Shirt Works; Team Electronics; Thom McAn; Wicks 'N Sticks; Northwest Fabrics; Sound Idea; Sound World; Ace Hardware; The Dahl House 2; Buddy Squirrel's Nut Shop; Hal's; Two Plus Two; Pet Parade; Zale's; Kaybee Toy & Hobby; Motherhood Maternity; St. Paul Clothiers; Stevenson's; Ace Hardware; Super America; Scandinavian Design; The Limited; Just Petites; Waldenbooks

14 - NEWSPAPERS: TRIBUNE (e) 34,397; (S) 37,847; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Donald P. Johnson, Adv. Dir., TRIBUNE, 401

N Third St. La Crosse WI 54601 Tel (608) 782-9710
National Representative Branham/Newspaper Sales

MADISON

1 - LOCATION Dane County (MSA) E&P Map C-5 State Capital County Seat 77 mi W of Milwaukee 146 mi NW of Chicago On U S Hwys 12 14 18 51 151 On State Hwys 30 113 I-90 I-94

2 - TRANSPORTATION Railroads-Chicago & North Western Soo/Milwaukee Wisconsin & Calumet
Motor Freight Carriers-40
Intercity Bus Lines-Greyhound Badger Coach Madison Trailways Van Galder Alco
Airlines-United American Eagle Midwest Express Transworld Airlines Midway United Express Northwest

3 - POPULATION:
Corp City 80 Cen 170 616 E&P 88 Est 177 228
CZ-ABC (80) 209 065
RTZ-ABC (80) 397 006
County/MSA 80 Cen 325 570 E&P 88 Est 347 455
City & RTZ-ABC (80) 606 071

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen 69 543 E&P 88 Est 70 449
CZ-ABC (80) 82 828
RTZ-ABC (80) 137 235
County/MSA 80 Cen 120 601 E&P 88 Est 135 471
City & RTZ-ABC (80) 220 063

5 - BANKS	NUMBER	DEPOSITS
Commercial	61	N A
Savings & Loan	39	N A
Credit Unions	21	N A

6 - PASSENGER AUTOS: County 187 835

7 - ELECTRIC METERS: Residence 107 115 (1987)

8 - GAS METERS: Residence 77 615 (1987)

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners-Mfg 21 400 Constr 5 600 Trans & Commun 6 600 Whol & Ret 45 400 Fin Ins and R E 17,100 Serv & Misc 40 000 Gov't 57 900

10 - CLIMATE: Min & Max Temp Spring 53-82 Summer 52-100 Winter 18-39 First killing frost Sept 22 last killing frost Apr 4

11 - TAP WATER: Alkaline hard fluoridated

12 - RETAILING: **Principal Shopping Center** Downtown surrounding State Capitol Building and on State Street (275 units)
Neighborhood Shopping Centers-Shorewood on University Monroe St. Sherman & Aberg Cottage Grove Rd. Gammon Rd Odana Rd Monona Drive University Hills West Beltline Hwy Mineral Point Rd. Northport Drive

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
East Towne(105)	6	Boston Store. JCPenney H C Pranges. Sears
Heritage Sq (11)	5	
High Point Ctr (26)	9	Pier 1
Hilldale(64)	4	Marshall Fields. Walgreens. Sentry
Nakoma Plz (20)	4	Kohl's Food. Toys R Us. Walgreens
S. Mall Towne(29)	6	Kohl's Dept., Shopko
Walnut Grove(11)	3	
Westgate(60)	5	Bormanns. T.J. Maxx. Famous Footware. Walgreens
West Towne(94)	8	Sears. JCPenney. Prange
Northgate(24)	NA	
Univ. Sq.(26)	NA	

Principal Shopping Days-Mon. through Sun.
Stores Open Evenings-Dept., Discount and Shopping Malls 10 am to 9 pm. Sun., noon to 5 pm. Every evening, holidays.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney 2; Sears 2; Yost's 3; H. C. Prange 2; Kohl's 3; Marshall Fields; Boston Store.
Discount Stores-K mart 3; Prange-Way 4; ShopKo 3; Wal-Mart 2; Sam's Wholesale Club.
Variety Stores-Woolworth; Ben Franklin; Discount Den 2.
Chain Drug Stores-Walgreens 15; Prescription Phcy. 4; Thrift 2; Gerhardt 3; Bergmann 3; Consumers 3; Shopko 3.
Chain Supermarkets-Kohl's 6 Sentry 6 Woodmans 2 Cub 2 Food Country 2 Sav-U Food Warehouse 2
Other Chain Stores-Men's Clothing Baskins Chess King County Seat 2 Just Pants Kuppenheimer Land's End Redwood & Ross Richman Bros Silverman's. Women's Clothing Baskins Benetton Braun's Brooks Burlington Coat Canada Fashions Casual Corner Catherines Esprit Foxmoor Hit or Miss House of Large Sizes I M Petite Id Boutique 3 Jean's Tails Just Pants. Land's End Lerner Shop The Limited Marianne Maurices 2 Peck & Peck Redwood & Ross Sieferts 2 Talbots. Furniture American 2 Ethan Allen Happy Sleeper La-Z-Boy Leath Naked Furn Workbend Contemporary Auto Supply Bumper to Bumper Carquest Champion Auto 2 Firestone 2 Goodyear 3 Audio American 2 Radio Shack 7 Colortyme Team Musicland TV Clinic Evans Video Station 3. Hardware Menards True Value 8 Ace 4 Coast to Coast Hardware Hank Our Own 2 Sevistar Trustworthy

14 - NEWSPAPERS: WISCONSIN STATE JOURNAL (m-mon to fri) 79 881 CAPITAL TIMES (e-mon to fri) 27 834 (m-sat) 84 598 (e-sat) 28 897 STATE JOURNAL (S) 150 184 Mar 31 1988 ABC
Local Contact for Advertising and Merchandising Data Robert Rohr Gen Adv Mgr Madison Newspapers Inc 1901 Fish Hatchery Rd PO Box 8056 Madison WI 53713 Tel (608) 252-6200
National Representative Branham/Newspaper Sales

MANITOWOC-TWO RIVERS

1 - LOCATION: Manitowoc County E&P Map D-4 County Seat On W shore of Lake Michigan 86 mi N of Milwaukee Two Rivers is 4 mi N of Manitowoc also on lake shore

2 - TRANSPORTATION: **Railroads**-Chicago & North Western Soo Line
Motor Freight Carriers-12
Intercity Bus Lines-Greyhound
Airlines-Alliance

3 - POPULATION:
Corp Cities 80 Cen 45 901 E&P 88 Est 44 036
Manitowoc 80 Cen 32 547 E&P 88 Est 31 338
Two Rivers 80 Cen 13 354 E&P 88 Est 12 698
CZ-ABC (80) 49 741
RTZ-ABC (80) 58 575
County 80 Cen 83 318 E&P 88 Est 83 203
City & RTZ-ABC (80) 108 316

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Cities 80 Cen 18 421 E&P 88 Est 16 730
Manitowoc 80 Cen 12 769 E&P 88 Est 12 091
Two Rivers 80 Cen 5 652 E&P 88 Est 4 639
CZ-ABC (80) 18 421
RTZ-ABC (80) 18 284
County 80 Cen 28 525 E&P 88 Est 29 676
City & RTZ-ABC (80) 36 705

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	$554 686 000
Savings & Loan	4	$135 000 000

6 - PASSENGER AUTOS: County 41,459

7 - ELECTRIC METERS: Residence 21,808 Manitowoc 13,639; Two Rivers 8,923

8 - GAS METERS: Residence 16,254; Manitowoc 10,435; Two Rivers 3,923

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage N.A.)-Aluminum N.A. Furniture Mfg. N.A., Heavy Mach. N.A.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Av. Monthly Temp.-Dec.-Feb. 17; Mar.-May 41; June-Aug. 67; Sept.-Nov. 47. Av. annual precipitation 30 in. First killing frost, Oct. 23; last killing frost Apr. 20.

11 - TAP WATER: Neutral, medium, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Manitowoc: 7 blocks on 8th St.; 7 on Washington St.; 2 on Jay St.; In Two Rivers: 8 blocks on Washington St.
Shopping Centers-Park Plaza on Hwy. 151, 6 stores, Park 900 cars; Mid-Cities Mall on Memorial Drive, 1,600 cars 12 stores; Riverview Savings Center on 22nd & Lincoln Ave., Two-Rivers, 4 stores; ShopKo Plaza on Hwy. 151, 12 stores; Edgewater Plaza on Magnolia Ave., 16 stores.
Principal Shopping Days-Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-K mart; Schuette Bros.; JCPenney; Sears; Schroeder Bros.; ShopKo; Pranges; Prange-Way.
Variety Stores-Fleet Farm; Woolworth; Evan's.
Chain Drug Stores-Rexall 2; Osco; Snyder.
Chain Supermarkets-Red Owl 2; Piggly Wiggly; Sentry 2; Super Value 2. Copps; IGA Warehouse.

14 - NEWSPAPERS: HERALD-TIMES-REPORTER (e) 16 818; (S) 16 756 Mar 31 1988 ABC
Local Contact for Advertising and Merchandising Data Barbara Tryon Natl Adv Mgr HERALD-TIMES-REPORTER 902 Franklin St Manitowoc WI 54220 Tel (414) 684-4433
National Representative Thomson Newspapers

MARINETTE

1 - LOCATION: Marinette County E&P Map D-3. County Seat Retail and industrial center in NE part of state on MI State line 160 mi N of Milwaukee 300 mi E of Minneapolis On U S Hwy 41 State Hwys 64 M35

2 - TRANSPORTATION: **Railroads**-Chicago & North Western Escanaba & Lake Superior Soo Line (Milwaukee Road)
Motor Freight Carriers-25
Intercity Bus Lines-Greyhound
Airlines-Great Lakes

3 - POPULATION:
Corp City 80 Cen 11 965 E&P 88 Est 11 605
CZ-ABC (80) 11 965
RTZ-ABC (80) 65 129
County 80 Cen 39 640 E&P 88 Est 41 516
City & RTZ-ABC (80) 77 094

4 - HOUSEHOLDS:
City 80 Cen 4 685 E&P 88 Est 3 173
CZ-ABC (80) 4 685
RTZ-ABC (80) 22 810
County 80 Cen 14 131 E&P 88 Est 15 305
City & RTZ-ABC (80) 27 495

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$119 346 171
Savings & Loan	2	$70 000 000

6 - PASSENGER AUTOS: County 19 293

7 - ELECTRIC METERS: Residence 5 553

8 - GAS METERS: Residence 4 400

9 - PRINCIPAL INDUSTRIES: (Marinette-Menominee-Peshtigo) Industry No of Wage Earners (Av Wkly Wage)-Paper Prods 1 700 ($500). Lumber and Prods 450 ($275) Elect and Nonelect Metals 1 700 ($250) Marine and Chemicals 1 860 ($400) Gloves 75 ($250) Food 300 ($250)
Principal Pay Days-Wed Thur. Fri

10 - CLIMATE: Min & Max Temp Spring 8-87. Summer 31-94 Fall 15-73 Winter 17-59 First killing frost Oct 4 last killing frost May 15

11 - TAP WATER: Alkaline medium fluoridated

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main St and 3 on Hall Ave from Interstate Bridge

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
M&M Plz (14)	NA	McCrory Super Valu
Pine Tree Mall(38)	NA	JCPenney Sears. Prange

Principal Shopping Days-Thur. Fri

13 - RETAIL OUTLETS: **Department Stores**-Lauermans Sears JCPenney Bell Store H.C Prange Pierquets
Variety Stores-McCrory K mart
Chain Drug Stores-Osco Snyder
Chain Supermarkets-Red Owl Piggly Wiggly Ron's IGA Food Country IGA 2 Angelis County Market; Food-4-Less
Other Chain Stores-Kinney; Goodyear. Firestone; Gap. Athlete's Foot; Team Electronics. Radio Shack; So-Fro Fabrics; Seifert's; Stewarts; The Id. Galaxie of Sound. Coach-House Gifts. Hallmark; GNC; Claires Boutique; B. Dalton.

14 - NEWSPAPERS: EAGLE-STAR (e) 9,095; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jim Hofer, Adv. Mgr., EAGLE-STAR, 1809-27 Dunlap Ave., Marinette, WI 54143; Tel. (715) 735-6611.
National Representative: Landon Associates.

MARSHFIELD

1 - LOCATION: Wood County, E&P Map B-4. 169 mi. E of St. Paul-Minneapolis; 124 mi. W of Green Bay; 191 mi. NW of Milwaukee; 143 mi. N of Madison. On U.S. Hwy. 10; State Hwys. 13, 97.

2 - TRANSPORTATION: **Railroads**-Chicago & North Western; Minneapolis, St. Paul & Sault Ste. Marie; Chicago, St. Paul & Omana.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Wisconsin Michigan Coach Lines-American Coachlines.

3 - POPULATION:
Corp City 80 Cen 18 290 E&P 88 Est 20 210
CZ ABC (80) 18 290
RTZ-ABC (80) 69 012
County 80 Cen 73 387 E&P 88 Est 79 534
City & RTZ-ABC (80) 87 302

4 - HOUSEHOLDS:
City 80 Cen 6 943 E&P 88 Est 7 744
CZ-ABC (80) 6 794
RTZ-ABC (80) 22 333
County 80 Cen 25 067 E&P 88 Est 28 742
City & RTZ-ABC (80) 29 127

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$153 200 000
Savings & Loan	3	$58 429 000

6 - PASSENGER AUTOS: County 36 740

7 - ELECTRIC METERS: Residence 9 163

8 - GAS METERS: Residence 4 631

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners (Av Wkly Wage)-Wood Prods 1 117 ($370) Mobile & Factory Built Homes 1 125 ($210) Food 535 (seasonal 1 596) ($150) Metal Working 476 ($265) Shoes Clothing 262 ($176) Concrete Prods 41 ($151) Furn & Fixtures 89 ($153) Distribution & Warehousing 285 ($164) Health Care 2 469 ($197) plus 156 Medical Doctors

10 - CLIMATE: Min & Max Temp Spring 32-82 Summer 56-94 Fall 18-42 Winter-38-32

11 - TAP WATER: Alkaline hard fluoridated

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Main St Northway Mall
Principal Shopping Days-Mon Thur Fri
Stores Evenings-Fri Mall daily

13 - RETAIL OUTLETS: **Department Stores** JCPenney H.C Prange Sears
Variety Stores-McCrory
Discount Stores-ShopKo K mart Fleet Farm
Chain Drug Stores-Wing Snyder Rexall
Chain Supermarkets-IGA 2 Super Valu Red & White 2
Other Chain Stores-Jerrold St Clair Page Coast-to-Coast Sherwin-Williams Northwest Fabrics Seifert's Stevensons Tradehome Shoes Sarco Thom McAn Regis The Barbers Id Musicland B Dalton Wickes Lumber

14 - NEWSPAPERS: NEWS-HERALD (e) 15,862 Mar 31 1988 ABC
Local Contact for Advertising and Merchandising Data Tom Mayer Bus Mgr or James Felhofer Adv Dir NEWS-HERALD 111 W 3rd PO Box 70 Marshfield WI 54449 Tel (715) 384-3131
National Representative Branham/Newspaper Sales

MENASHA
See APPLETON

MILWAUKEE

1 - LOCATION: Milwaukee County (PMSA). E&P Map D-5. County Seat. 68 mi. N of Chicago, IL on Lake Michigan. On U.S. Hwys. 16, 18, 41, 45, 141; I-94, I-43; State Hwys. 15, 24, 30, 32, 36, 38, 42, 57, 59, 75, 100, 145, 181, 190. Great Lakes port.

2 - TRANSPORTATION: **Railroads**-Amtrak; Chicago & Northwestern; Soo Line.
Motor Freight Carriers-350.
Intercity Bus Lines-Badger; Royal Coach; Greyhound; Wisconsin Coach; Trailways.
Airlines-United; Eastern; Ozark; Northwest Orient; Midwest Express; ComAir; TWA; American; Continental; Florida Express; USAir; United Express.
Deep Sea Port City-St. Lawrence Seaway.

3 - POPULATION:
Corp. City 80 Cen. 636,236; E&P 88 Est. 564,286
NDM-ABC: (80) 1,397,020
RTZ-ABC: (80) 698,891
Total NDM & RTZ-ABC: (80) 2,095,911
County 80 Cen. 966,459; E&P 88 Est. 951,388
PMSA 80 Cen. 1,402,165; E&P 88 Est. 1,416,751

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 241,818; E&P 88 Est. 223,674
County 80 Cen. 363,653; E&P 88 Est. 374,194
NDM-ABC: (80) 500,684
RTZ-ABC: (80) 239,740
Total NDM & RTZ-ABC: (80) 740,424
PMSA 80 Cen. 500,684; E&P 88 Est. 528,176

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	76	$11 600 000 000
Savings & Loan	133	$4 700 000 000

6 - PASSENGER AUTOS: County 430 807

7 - ELECTRIC METERS: Residence PMSA 491 000

8 - GAS METERS: Residence PMSA 420 970

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners (Av Wkly Wage)-Nonelect Mach 42 300 ($531); Elect Mach 28 300 ($504); Fabricated Metals 20 100 ($474); Food 13 600 ($444); Trans Equip 9 200 ($6 4); Primary Metals 7 400 ($430); Printing & Pub 16 300 ($497)
Principal Industrial Pay Day Fri

10 - CLIMATE: Min & Max Temp -Spring 32-54 Summer 58-80 Fall 40-60 Winter 11-30 First killing frost mid Oct, last killing frost end of Apr

11 - TAP WATER: Alkaline medium hard fluoridated

12 - RETAILING: **Principal Shopping Center** 12 blocks on Wisconsin Ave (Downtown)
Regional Shopping Areas Downtown West Allis 29 neighborhood shopping centers and areas

Nearby Shopping Centers

Name (No of stores)	Miles from Downtown	Principal Stores
Southridge(134)	9	JCPenney Sears Kohl's Marshalls Boston Store Marshall Field's
Mayfair(139)	9	Marshall Field's Boston Store
Northridge(135)	14	Sears JCPenney Marshall Field's Boston Store
Brookfield Sq (74)	10	Boston Store Sears JCPenney
Grand Ave (190)	NA	Boston Store Marshall Field's
Southgate(60)	10	Boston Store Walgreens Woolworth
Bay Shore(87)	6	Boston Store Sears
Capitol Ct (110)	5	Target Dunham's Sporting Goods
Spring Mall(23)	NA	T J Maxx Walgreens
Greenfield Fashion Ctr (35)	NA	Marshalls F&M Distributors Inc
Brookfield Fashion Ctr (36)	NA	Marshalls Pier I Imports
Loehmann's Plz	NA	Loehmann's
Packard Plz	NA	JCPenney Outlet
Northwest Fashion Ctr	NA	Marshalls
Brown Port Shpg Ctr (45)	NA	Bay Point Phcy

Principal Shopping Days-Fri Sat
Stores Open Evenings-Downtown-Mon through Fri Shopping Centers-Mon through Fri some Sat
Stores Open Sunday-Major shopping centers, discount dept stores and some food
Food Chains-Mon through Sat some Sun some 24 hr

13 - RETAIL OUTLETS: Department Stores-Boston Store 7; Sears 6; JCPenney 6; Goldmann's; Marshall Field 4.
Discount Stores-Kohl's 13; Target 7; K mart 11; Zayre 4; T.J. Maxx 3.
Chain Drug Stores-Walgreens 42; Rexall; Union Prescriptions 11; Court 3; Laabs 3; Drug Fair 2; Phillips 6; Snyder 2; Serv-U 18; Drug Emporium 4.
Chain Supermarkets-Shop-Rite 13; Pick 'N Save 21; Kohl's 36; Sentry 33; Cub 3; Sav-U 6; Sun 3; Piggly Wiggly; AG Stores 200; Other Ind. 39.
Other Chain Stores-Men's Clothing: Brills, Johnnie Walkers, Richman Bros., Berman-Bach, Redwood & Ross; Women's Clothing: Lerner Shops, Stuart's, Hixon's, Lane Bryant, Casual Corner, Chudik; The Limited, Loehmann's, Marshall's, Chapmans II, Designer Depot; Shoes: Famous Footwear, Athlete's Foot, Pay Less, Red Cross, Warehouse, Hicker's, Florsheim, Priebe, Naturalizer, Branovan, Brouwer's, Chandler's, Baker's, Kinney, Maling, Thom McAn; Candy: Chocolate House, Fanny Farmer, Quality; Auto Supply: Whitlock, Firestone, Goodyear, Goodrich; Furniture: Steinhafel, Colders, Kunzelmann-Esser, Carriage House.

14 - NEWSPAPERS: SENTINEL (m) 181,477; JOURNAL (e) 284,120; SENTINEL (m-sat) 172,855; JOURNAL (e-sat) 267,339; (S) 512,685; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Ben Kordus, Gen. Adv. Mgr., JOURNAL-SENTINEL, PO Box 661, Milwaukee, WI 53201; Tel. (414) 224-2282.
National Representative: Million Market Newspapers/Times Mirror National Marketing.

MONROE

1 - LOCATION: Green County E&P Map C-5 County Seat 25 mi N of Freeport IL, 40 mi W of Janesville, WI, 45 mi S of Madison WI On State Hwys 11 59 69 81

2 - TRANSPORTATION: **Railroads**-Chicago Madison Northern
Motor Freight Carriers-4

3 - POPULATION:
Corp City 80 Cen 10 027 E&P 88 Est 10 948
County 80 Cen 30 207 E&P 88 Est 30 741

4 - HOUSEHOLDS:
City 80 Cen 4 364 E&P 88 Est 4 558
County 80 Cen 10 759 E&P 88 Est 11 378

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$126 854 000
Savings & Loan	2	N A

6 - PASSENGER AUTOS: County 15 104

7 - ELECTRIC METERS: Residence 11 196

8 - GAS METERS: Residence 2 474

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners-Cheese Proc 625 Elect Devices 500 Corn Chips 65 Oil & Gas Burners 52 Brewing 95 Tire Recapping 52 Business Forms 200 Radio & TV Speakers 60 Medical Complex 600

10 - CLIMATE: Min & Max Temp -Spring 10-94 Summer 42-96 Fall -7-46 Winter -4-56

11 - TAP WATER: Neutral hard fluoridated

12 - RETAILING: **Principal Shopping Center** West Mall 22 Stores
Shopping Days-Wed Thur Fri
Stores Open Evenings-Fri

13 - RETAIL OUTLETS: **Department Stores** JC Penney Spurgeon's
Discount Stores-Valu-Village K mart Bauman Ace Hardware Farm & Fleet Wal-Mart
Variety Stores-McClellan's
Chain Supermarkets-IGA Sentry Pick-N-Save Dick's

14 - NEWSPAPERS: TIMES (e) 7 491 sworn Sept 29 1987
Local Contact for Advertising and Merchandising Data James D Bruce Adv Mgr TIMES 1065 4th Ave W, PO Box 230 Monroe WI 53566 Tel (608) 328-4202
National Representative Papert Companies

NEENAH
See APPLETON

OSHKOSH

1 - LOCATION: Winnebago County (in Appleton-Oshkosh-Neenah MSA) E&P Map C-4 County Seat Dairy agricultural mfg & resort ctr 83 mi N of Milwaukee 170 air mi from Chicago IL West shore of Lake Winnebago at mouth of Fox River in East Central Wisconsin On U S Hwys 41 45 State Hwys 21, 26, 44, 110, 175

2 - TRANSPORTATION: **Railroads**-Chicago & North Western, Soo Line
Motor Freight Carriers-22
Intercity Bus Lines-Greyhound Wisconsin-Michigan Trailways
Airlines-United Express, Northwest Airlink

3 - POPULATION:
Corp City 80 Cen. 49,678; E&P 88 Est 50,886
CZ-ABC: (80) 60,003
RTZ-ABC: (80) 150,152
County 80 Cen. 132,317; E&P 88 Est 137,468
MSA 80 Cen. 292,881; E&P 88 Est 309,772
City & RTZ-ABC: (80) 210,155
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 19,623; E&P 88 Est. 18,942
CZ-ABC: (80) 21,481
RTZ-ABC: (80) 53,211
County 80 Cen. 46,892; E&P 88 Est. 51,134
MSA 80 Cen. 99,314; E&P 88 Est. 110,718
City and RTZ-ABC: (80) 74,692

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$398,887,000
Savings & Loan	5	$159,376,000

6 - PASSENGER AUTOS: County 69,494

7 - ELECTRIC METERS: Residence 30,578

8 - GAS METERS: Residence 23,490

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber & Wood Prods. 1,050; Trans. & Util. 2,004; Gov't 1,665; Educ. 2,285; Equip. 910; Beverages 230; Pub. 100; Paper Prods 300; Health Care 1,725; Apparel 850; Transformers 504; Servs & Misc 2,111
Principal Industrial Pay Days-Fri

10 - CLIMATE: Min & Max Temp -Spring 15-60, Summer 65-95 Fall 35-70 Winter -15-40 First killing frost Sept 15 last killing frost, May 20

11 - TAP WATER: Neutral, hard, fluoridated

12 - RETAILING:

Nearby Shopping Centers

Name (No of stores)	Miles from Downtown	Principal Stores
Koeller Center(20)	4	Prange Way Shopko Copps Food
K mart Plaza	3	K mart
Lake Aire(10)	NA	Carlson's Kitz & Pfeil Hdwe
Park Plz (61)		Prange Sears
Sawyer Ctr (10)	2	Sentry F W Mueller Drugs
Menards Plz (6)	4	Menard's Kids Port USA

Principal Shopping Days Department Stores-Mon Fri Sat Sun Food Wed Thur Fri Sat
Stores Open Evenings-Dept -Mon Fri K mart Shopko Prangeway and Park Plaza Mon through Fri Food-every evening

13 - RETAIL OUTLETS: **Department Stores** Kline's Sears H C Prange JCPenney
Discount Stores-K mart Shopko Prangeway Fleet Farm
Variety Stores-Banner
Chain Drug Stores-Schultz Walgreens Coe 3 Union Pharmacy
Chain Supermarkets-Super Valu 2 Piggly Wiggly 2 Copps IGA Sentry 2 County Market Warehouse Foods Prescott's Shop Rite
Other Chain Stores-Thom McAn Chess King Computerland Seifert's Athlete's Foot Sherwin-Williams W G & R Furniture The Barbers Cross Country Kinney Shoes Klein Dickert Kids Port USA Hallmark Shop 2 Foxmoor Hal's Sportswear Hot Sam Bee Frank Kindy Optical Zale's Jewelers Maurice's Moto-Photo Northwest Fabrics Radio Shack 2 Naturalizer Shoes Regis Hair Stylists Waldenbooks General Nutrition Center Marianne's Menard's Brooks Pearle Vision Fanny Farmer Fashion Bug One Photo Two Vanity Page Jewelers All-Car DMS Auto Parts (All within Corp City limits)

14 - NEWSPAPERS: NORTHWESTERN (e) 25 132, (S) 27,854 Mar 31 1988 ABC
Local Contact for Advertising and Merchandising Data John F Skoglind Natl Adv Mgr NORTHWESTERN 224 State St PO Box 2926 Oshkosh WI 54901 Tel (414) 235-7700
National Representative None

PORTAGE

1 - LOCATION: Columbia County E&P Map C-5 County Seat Light Manufacturing and Agricultural Center 38 mi from Madison 170 mi from Chicago U S Hwys 16 51 State Hwy 33

2 - TRANSPORTATION: **Railroads**-Chicago Milwaukee St Paul & Pacific Soo Line
Motor Freight Carriers-11
Intercity Bus Lines-Northland Greyhound

3 - POPULATION:
Corp. City 80 Cen. 7,896; E&P 88 Est. 8,199
County 80 Cen. 43,512; E&P 88 Est. 45,134
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 3,154; E&P 88 Est. 3,113
County 80 Cen. 15,534; E&P 88 Est. 16,846

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$180,000,000

6 - PASSENGER AUTOS: County 22,968

7 - ELECTRIC METERS: Residence 3,044

8 - GAS METERS: Residence 1,331

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Dairy Food Proc. 180 (N.A.); Hosiery 200 ($200); Plastics 245 ($240); Batteries 200 ($240).
Principal Industrial Pay Days-Every Fri.

10 - CLIMATE: Min. & Max. Temp.-N.A.

12 - RETAILING: **Principal Shopping Center**-15 blocks on 4 streets.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Moore's Family Center	3	Ben Franklin, Burnstad's
Northridge Plz.	2	Piggly Wiggly, Value Village, Spurgeon's
K mart	2	K mart

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Spurgeon's, Value Village, Ben Franklin, Montgomery Ward, Sears (catalog)
Variety Stores-Schultz Bros.
Discount Stores-Great Surplus, K mart
Chain Drug Stores-Walgreens
Chain Supermarkets-Burnstad's, Piggly Wiggly, Pierce's
Other Chain Stores-Hardware Hank, True Value Hardware, Radio Shack

14 - NEWSPAPERS: REGISTER (m) 7,116, sworn Oct. 1, 1987
Local Contact for Advertising and Merchandising Data Bill Berenz, Adv. Dir., REGISTER, 309 Dewitt St., Portage, WI 53901; Tel. (603) 742-2111
National Representative None

RACINE

1 - LOCATION: Racine County (PMSA) E&P Map D-5 25 mi S of Milwaukee 65 mi N of Chicago IL

2 - TRANSPORTATION: **Railroads**-Chicago/Milwaukee Amtrak
Motor Freight Carriers-14
Intercity Bus Lines-Wisconsin Coach Lines, Greyhound

3 - POPULATION:
Corp City 80 Cen 85,725 E&P 88 Est 78,836
CZ-ABC (80) 132,532
RTZ-ABC (80) 40,600
County/PMSA 80 Cen 173,759 E&P 88 Est 173,308
City & RTZ-ABC (80) 173,132

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen 31,744 E&P 88 Est 29,947
CZ-ABC (80) 46,586
RTZ-ABC (80) 12,832
County/PMSA 80 Cen 59,418 E&P 88 Est 62,329
City & RTZ-ABC (80) 59,418

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	16	$584,856,000
Savings & Loan	8	$361,812,000

6 - PASSENGER AUTOS: County 83,755

7 - ELECTRIC METERS: Residence City 31,287

8 - GAS METERS: Residence City 43,081

9 - PRINCIPAL INDUSTRIES: Type of Industry, Percentage of Wage Earners-Mfg. 32%; Whol./Ret. 15.3%; Servs. 12.6%; Gov't 10.6%; Agric. 1.7%; Constr. 2.6%; Trans. 2.6%; Financial 2.6%; Misc. 12.6%

10 - CLIMATE: Min. & Max. Temp.-Spring 28-90, Summer 42-93, Fall 10-85, Winter -12-65, First killing frost, Oct. 24, last killing frost, May 11

11 - TAP WATER: Neutral, hard

12 - RETAILING: **Principal Shopping Areas**-4 blocks on Main St., 4 on Sixth St., Regency Mall Hwy. 31 & Hwy 11.
Neighborhood Shopping Centers-4 blocks on Washington Ave., 4 on Wash. Ave. Point West (Uptown District); 3 on Washington Ave. (West Racine); 3 blocks on Douglas (North Side); 3 on Lathrop Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Shorecrest(6)	NA	Piggly Wiggly
Westgate Mall(20)	NA	ShopKo, Randalls Foods
K mart Complex	NA	K mart
Durand Complex-	NA	Zayre, Sav U Foods, Pick 'N Save
Western Village(13)	NA	
Regency Mall(5)	NA	Pranges, JCPenney, Boston Store, Sears, Target
Greenridge(6)	NA	Piggly Wiggly
Spring Bay Complex(6)	NA	Kohl's Food
Pioneer Village(8)	NA	
Crossroads(3)	NA	Kohl's Dept.
Rapids	NA	Zayre
Regency Point(8)	NA	Pick 'N Save, Foods Best Buy, PharMor Drugs

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Mon.-Fri.; Food nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Boston Store; Pranges; Kohl's.
Discount Stores-Zayre 2; ShopKo; Target; K mart.
Variety Stores-S.S. Nelson 2.
Chain Drug Stores-Walgreens 3; Red Cross 3; Rexall; Professional Phcy. 3; Roechen's 2.
Chain Supermarkets-Open Pantry 8; PDQ 3;

Roundy's & Red Bell, Piggly Wiggly 4, Sentry Food 2, Kohl's 3, Convenient Food Marts 3, Sav U Foods, White Hen Pantry, Randalls.
Other Chain Stores-Auto Supplies, Goodrich, Midwest Tire & Auto, Western Tire & Auto 2; Shoes, Kinney 2, Airstep/Footstep, Baker, Father & Son, Footlocker, Gallenkamp, Hanover, Hot Line, Stride Rite, Thom McAn; Apparel, Chess King, Park Lane Hosiery, County Seat, The Gap, Just Pants, Brauns, Brooks Fashions, Casual Corner, Foxmoor, Jean Nicole, Lerner, The Limited; Books, B Dalton, Waldenbooks; Confections, Fanny Farmer, Bresslers 33 Flavors, Buddy Squirrel Nut Shop, Original Cookie Co., Quality Candy; Avors; Paint, Pittsburgh, Sherwin-Williams; Misc., Neumode, Richman, Adelman's 2, Martinizing 3, Olivetti, Cards Such, The Gift Box, Things Remembered, Tivoli Imports, Camelot Music, Radio Shack, Merle Norman, Cutlery World, Jo Ann Fabrics, Kay Bee Toy & Hobby, Wicks 'N Sticks, Berman's Leather Experts.

14 - NEWSPAPERS: JOURNAL-TIMES (m) 34,407; (S) 37,027; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Mike Rolland, Ret. Adv. Mgr., JOURNAL-TIMES, 212 4th St., Racine, WI 53403; Tel. (414) 634-3322.
National Representative: Branham/Newspaper Sales.

RHINELANDER

1 - LOCATION: Oneida County, E&P Map C-3. County Seat. Vacation resort. In Central NE part of State, 60 mi. from N Wausau. On U.S. Hwy. 8, State Hwys. 17, 47.

2 - TRANSPORTATION: **Motor Freight Carriers**-3.
Intercity Bus Lines-Greyhound, Green Bay.
Airlines-United Express, Northwest Airlink.

3 - POPULATION:
Corp. City 80 Cen. 7,873; E&P 88 Est. 7,585
County 80 Cen. 31,430; E&P 88 Est. 32,271

4 - HOUSEHOLDS:
City 80 Cen. 3,020; E&P 88 Est. 2,696
County 80 Cen. 11,426; E&P 88 Est. 12,234

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$131,252,895
Savings & Loan	2	$356,600,000
Credit Union	1	$20,806,000

6 - PASSENGER AUTOS: County 15,223.

7 - ELECTRIC METERS: District 16,248.

8 - GAS METERS: District 4,982.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Mfg. 800 (N.A.); Package Ptg. 190 ($225); Cement Prods. 32 ($180); Potato Prods. 120 ($175); Souvenirs and Novelties (seasonal) 64 ($135); Soft Drink Bottler 50 ($200); Wood Prods. 130 ($210); Cutting Tools 400 ($215); Health Services 1,711 ($280).
Principal Pay Days-Every Other Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-78; Summer 43-87; Winter -25-32. First killing frost, Sept. 15; last killing frost, May 25.

11 - TAP WATER: Slightly acid, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-12 blocks on 8 sts. Two Shopping Centers.
Neighborhood Shopping Centers-Lincoln, N. Stevens; Sunrise Plaza; Oneida Mall.
Principal Shopping Days-Wed. through Sun.
Stores Open Evenings-Some Fri., some 6 nights.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Campbell; DeByle's; Wickes; Shultz Bros.; Ben Franklin; K mart.
Variety Stores-Woolworth; Happiness Shop; Winslow; Super America.
Chain Drug Stores-Snyder.
Chain Supermarkets-Foodlane; Trig's; Cirilli's; Ray's Castle Foods.

14 - NEWSPAPERS: NEWS (e-mon to fri) 5,864; (S) 6,034; sworn Sept. 30, 1987.
Local Contact for Advertising and Merchandising Data: Richard Timmons, Pub./Adv. Dir., NEWS, 314 Courtney St., Rhinelander, WI 54501; Tel. (715) 362-6397.
National Representative: Scripps League Newspapers.

SHAWANO

1 - LOCATION: Shawano County, E&P Map C-4, County Seat. On Shawano Lake, the Wolf River, Loon Lake, Washington Lake, 40 mi. from Green Bay; 60 mi. from Wausau; 45 mi. from Appleton. On Hwys. 22, 29, 47, 55.

2 - TRANSPORTATION: **Railroads**-Chicago & North Western; Soo; Terminal Truck.
Intercity Bus Lines-Green Bay-Wausau; Cross State; Northern; Wis.-Mich. Coaches.

3 - POPULATION:
Corp. City 80 Cen. 7,013; E&P 88 Est. 7,752
CZ-ABC: (80) 7,013
Bal. in NDM-ABC: (80) 28,610
County 80 Cen. 39,481; E&P 88 Est. 41,512
Total NDM-ABC: (80) 35,623
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,787; E&P 88 Est. 2,728
County 80 Cen. 12,347; E&P 88 Est. 14,259
CZ-ABC: (80) 2,787
Bal. in NDM-ABC: (80) 9,167
Total NDM-ABC: (80) 11,954

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$155,185,000
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 17,053.

7 - ELECTRIC METERS: Residence 3,608.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of W[illegible] Earners N.A.-Lumber, Wood Working, Pa[illegible] Boxes, Plywood, Dairy, Doors, Beverages, Ceme[illegible] Broiler, Gloves, Garments, Printing, Electric Foundry.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-60; Summer 50-85; Fall 35-60; Winter -10-35.

11 - TAP WATER: Neutral, hard, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 stores-Schultz Family Ctr.; Downtown business district.
Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Chaimson's, JCPenney, Spurgeon's, Schultz Family Store, Farm & Home.
Chain Supermarkets-Red Owl, Super Valu, T&C, Pick 'N Save Warehouse.
Other Chain Stores-Gamble's, Sears, Coast-to-Coast.

14 - NEWSPAPERS: LEADER (e) 7,556; Sept. 30, 1987 ABC.
Local Contact for Advertising and Merchandising Data: Ron Henn, Adv. Dir., LEADER, 1464 E. Green Bay St., Shawano, WI 54166; Tel. (715) 526-2121.
National Representative: None.

SHEBOYGAN

1 - LOCATION: Sheboygan County (MSA), E&P Map D-4. County Seat. On W bank of Lake Michigan, 57 mi. N of Milwaukee, 135 mi. N of Chicago. On I-43, Wisconsin Hwys. 23, 28, 32, 42.

2 - TRANSPORTATION: **Railroads**-Chicago & North Western.
Motor Freight Carriers-26.
Freight-1 Dock Warehouse, 2 Harbor Docks.
Intercity Bus Lines-Greyhound, Sheboygan City.
Airlines-At County Memorial Airport, Chaplin's.

3 - POPULATION:
Corp. City 80 Cen. 48,085; E&P 88 Est. 48,481
CZ-ABC: (80) 58,951
RTZ-ABC: (80) 101,103
County/MSA 80 Cen. 101,279; E&P 88 Est. 101,709
City & RTZ-ABC: (80) 160,054
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 19,510; E&P 88 Est. 18,724
CZ-ABC: (80) 22,011
RTZ-ABC: (80) 31,938
County/MSA 80 Cen. 35,484; E&P 88 Est. 36,800
City & RTZ-ABC: (80) 53,949

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	12	$860,988,000
Savings & Loan	8	$606,476,594

6 - PASSENGER AUTOS: County 53,444.

7 - ELECTRIC METERS: Residence 27,840.

8 - GAS METERS: Residence 26,923.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber Prods. 1,160; Furn. 1,540; Stone, Clay & Glass 835; Prim. Metal Prods. 1,310; Fab. Metal Prods. 4,893; Mach. 4,100; Other Durable Goods 2,600; Food Prods. 1,910; Textiles & Apparel 670; Paper Prods. 531; Printing & Pub. 515; Chem. & Plastic Prods. 1,450; Leather Prods. 730; Constr. 2,009; Trans. Util. 1,376; Whol. & Ret. Trade 8,575; Fin., Ins. & R.E. 1,920; Servs. 7,400; Gov't 5,900; Other Non-Farm Workers 7,553. Total Labor Force 56,977.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-59; Summer 60-78; Fall 30-45; Winter 17-32.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-10 blocks on N. 8th St. with approximately 7 blocks on aves. bisecting; 1 block each side of main thoroughfare, 7 on Michigan Ave.; 2 on S. 12th St.
Neighborhood Shopping Centers-2 blocks on N. 8 St. between Lincoln and Bluff Ave.; 2 between Martin & North Ave. on N. 15th St. Mixed, including new & used cars on Calumet Dr. & N. 13th St. One mile on Union Ave. from S. 12 St. to Hwy. 141, Indiana Ave. from S. 8 to S. 17 St.; 2 blocks on County Trunk EE; 1 block on County Truck J.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Memorial Mall (40)	2	Kohl's, Sears, JCPenney
Memorial Plz (6)	2	Prange-Way
North Gate(15)	1	Coast-to-Coast
Plaza 8(56)	NA	Prange, Walgreens

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Thur., Fri.; Food nightly; Sunday.

13 - RETAIL OUTLETS: **Department Stores**-H.C. [illegible]ge, JCPenney, Sears, Kohl's, Wickes.
Discount Stores-K mart, Prange-Way.
Variety Stores-Evans 3.
Chain Drug Stores-Roenitz 5, Walgreens 2; Union Prescription, Grube Phcy. 2, South High Rexall 2.
Chain Supermarkets-Piggly Wiggly 3, Bensman Park 2, Open Pantry 2, Park & Save; Sav-U, Q-Mart 7, Sentry, Zimmerman's Red Owl.
Other Chain Stores-Firestone; Continental Baking, Blunt, Ellis & Loewi, Nobil Shoe, Richman (men's), Burrough's, Remington Rand, Ross Business Machines; NAPP Office Products; IBM; Household Finance; Sherwin-Williams; B.C. Ziegler Co., R.W. Baird; Beneficial Finance; Edward D. Jones & Co., I.M. Simon Co., Associates Financial Services; Goodyear; Hallmark; Maurice; Musicland; Payless Shoe Source; Mode O'Day; Jean Nicole; General Nutrition Centers; Page Jewelers; Bridal Village; So-Fro Fabrics; Sheboygan Acceptance Corp.; Waldenbooks; Wisconsin Finance; Coast-to-Coast Hdwe.; Radio Shack; Fleet Feet; Neet Feet; Baubles Bangles & Skins; DuBois Formal Wear; Brookes Co.; Below The Belt; Kindy Optical; Building Center; Ace Hardware; Siefert's; Brooks; Foxmoor; Shabree Keepsake Jewelers; Menard Bldg. Ctr.; Brunette's; Richardson's; Ebenreiter; Kindt Trilling; True Value; Major Appliance Dealers; Capelle's, Tag's, Quality Appliance, R.P. Jost, Machtig's; Major Furniture Stores; Kaat's, Kuechle Co., Dekker's, Bitter-Newmann, Buehler's, Cobble Peg Shop, Fale's, Hometown Furn., Korner Decor, Robert's Furn., Wisc. Bedding.

14 - NEWSPAPERS: PRESS (e) 27,119; (S) 26,645; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Dennis W. Hall, Adv. Mgr., PRESS, 632 Center Ave., Sheboygan, WI 53081; Tel. (414) 457-7711.
National Representative: Landon Associates.

STEVENS POINT

1 - LOCATION: Portage County, E&P Map C-4, County Seat. 150 mi. NW of Milwaukee; 220 mi. SE of Minneapolis, MN. Junction point of U.S. Hwys. 10, 51; State Hwy. 66.

2 - TRANSPORTATION: **Railroads**-Soo Line; Green Bay & Western.
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound; American Coach Lines; Huettl.
Airlines-Northwest; Midstate; Air Chicago; Mesaba; United Express.

3 - POPULATION:
Corp. City 80 Cen. 22,970; E&P 88 Est. 21,407
CZ-ABC: (80) 30,973
RTZ-ABC: (80) 30,125
County 80 Cen. 57,812; E&P 88 Est. 59,239
City & RTZ-ABC: (80) 61,098
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,560; E&P 88 Est. 7,007
County 80 Cen. 18,313; E&P 88 Est. 19,458
CZ-ABC: (80) 10,066
RTZ-ABC: (80) 9,612
City & RTZ-ABC: (80) 19,678

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	10	$383,226,736
Savings & Loan	2	$1,914,978,681

6 - PASSENGER AUTOS: County 27,050.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Furn. & Millwork 1,320 ($200); Paper & Pulp 1,049 ($400); Potato & Vegetable Proc. 1,917 ($225); Trans., Public Util. 650 ($350); Sports Equip. & Plastics 300 ($275); Food 978 ($210); Fin., Ins., Real Estate 2,465 ($2,000); College 1,135 ($350).

10 - CLIMATE: Av. Temp.-July 71; Jan. 15. First killing frost, Oct. 1; last killing frost, May 28.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Main, 2 on Strongs Ave., 2 on Second St.; 1 on Water St.
Neighborhood Shopping Centers-(Location), No. of stores-Southside Shpg. Ctr. (Division at Church), 10; Northpoint Shopping Center (Division St. North), 11; Southside Discount Center (Church St. South), 9; East Side Shopping Center (Park Ridge Dr.), 20; Downtown Mall.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept.-Fri., Tues., Food & Discount-every night.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; ShopKo; Fleet Farm; Sears.
Chain Drug Stores-Osco; Shopko; K mart; Snyder.
Variety Stores-K mart.
Chain Supermarkets-IGA 3; Super Value 2; Piggly Wiggly 2; Thrifty; Copps Food Center; Warehouse Foods; Westgate; Jerry's Parkway.
Other Chain Stores-Sherwin-Williams; Seifert's (women's); Tradehome (shoes); Northern Auto Supply; Wolohan Bldg. Supplies; All-Car; Northwest Fabrics.

14 - NEWSPAPERS: JOURNAL (e) 14,160; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth A. Brezinski, Adv. Dir., JOURNAL, 1200 Third St., Stevens Point, WI 54481; Tel. (715) 344-6100.
National Representative: Branham/Newspaper Sales.

SUPERIOR

1 - LOCATION: Douglas County (in Duluth, MN-WI MSA), E&P Map A-2. County Seat. At head of Great Lakes. Two bridges connect Superior, WI & Duluth, MN. On U.S. Hwys. 2, 53; State Hwys. 13, 35, 105. Oil refining & shipping, dairy, agricultural & light mfg. ctr. Winter & summer resort; taconite and coal shipping.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Soo; Chicago & North Western; Duluth, Winnipeg & Pacific; Duluth, Mesabi & Iron Range; Canadian National.
Motor Freight Carriers-11.
Intercity Bus Lines-Duluth-Superior; Northland Greyhound; Wisconsin Northern.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 29,571; E&P 88 Est. 24,991
County 80 Cen. 44,537; E&P 88 Est. 42,066
MSA 80 Cen. 266,755; E&P 88 Est. 250,461

4 - HOUSEHOLDS:
City 80 Cen. 11,500; E&P 88 Est. 8,486
County 80 Cen. 16,467; E&P 88 Est. 16,181
MSA 80 Cen. 97,949; E&P 88 Est. 95,488

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$198,511,090
Savings & Loan	1	$37,138,570

6 - PASSENGER AUTOS: County 19,154.

7 - ELECTRIC METERS: Residence 11,301.

8 - GAS METERS: Residence 7,979.

9 - PRINCIPAL INDUSTRIES: (Duluth & Superior area) Industry, (Av. Wkly. Wage)-Lumber & Wood Prods. ($507); Elect. Mach. ($441); Mach. Shop ($480); Trans. Equip. ($682); Oil & Ref. ($640); Gen'l. Constr. ($537); Trans. ($524); Railway Shops ($546); Trucking & Warehousing ($503).
Principal Industrial Pay Days-1st & 15th; 5th & 20th; Fri. & Sat.

10 - CLIMATE: Av. yearly temp. 40 degrees; Summer Av. 65 degrees; Precipitation 29.68 in.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-11 blocks on Tower Ave.; 6 on Belknap & 15th St.
Neighborhood Shopping Centers-3 blocks at E. 5th & 22nd Ave.; 3 at Tower & N. 58th St.; 2 on Iowa in Billings Pk.; 2 at 38th & E. 2nd St.; 2 at Belknap & Elm.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Belknap Plaza(19)	NA	North Star Drug, Red Owl

Marine Mall(50)	NA	Prange JCPenney Prange-Way
Midtown Plaza	NA	K mart Super Town Foods

Stores Open Evenings-Thur Mon

13 - RETAIL OUTLETS: **Department Stores**-JC Penney K mart Prange Prange-Way
Chain Drug Stores-Allouez East End Drug 2 Walgreens Rexall
Variety Stores-Woolworth Ben Franklin
Chain Supermarkets-Red Owl IGA Country Market Super One
Other Chain Stores-Sears (catalog) Gamble's Firestone Maurice's Kinney Trade Home Hardware Hank True Value Hdwe Air Step Shoes B Dalton Braun's Foxmoor Radio Shack Gordon Jewelers Pay Less Shoes Crown Auto OK Auto Hallmark Suns of Britches LTD Jewelers Window Mill Shirt Works Port O'Wax Karmelkorn Aqua Hut DJ's Record Shop Gifts N Fixins Johnny's Music Room Lott's of Crafts Video To Go

14 - NEWSPAPERS: TELEGRAM (e) 13 038 sworn Sept 29 1987
Local Contact for Advertising and Merchandising Data Betty Porter Adv Mgr TELEGRAM 1226 Ogden Ave Superior WI 54880 Tel (715) 394 4411
National Representative Papert Companies

TWO RIVERS
See MANITOWOC

WATERTOWN

1 - LOCATION: Dodge and Jefferson Counties E&P Map C-5 45 mi W of Milwaukee U S Hwy 16 Misc light mfg, shipping and processing center for dairy and agric area 130 mi from Chicago

2 - TRANSPORTATION: **Railroads**-C M St Paul & Pacific main line Chicago & Northwestern
Motor Freight Carriers-3
Intercity Bus Lines-Greyhound Wis /Mich Trailways
Airport-Municipal

3 - POPULATION:
Corp City 80 Cen 18 113 E&P 88 Est 18 715
Counties 80 Cen 141 581 E&P 88 Est 143 658
Dodge 80 Cen 75 096 E&P 88 Est 76 065
Jefferson 80 Cen 66 485 E&P 88 Est 67 593
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen 6 174 E&P 88 Est 6 384
Counties 80 Cen 47 014 E&P 88 Est 48 666
Dodge 80 Cen 24 750 E&P 88 Est 25 740
Jefferson 80 Cen 22 264 E&P 88 Est 22 926

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$111 686 681
Savings & Loan	2	$82 000 000

6 - PASSENGER AUTOS: Counties Dodge 36 713, Jefferson 33,339

7 - ELECTRIC METERS: Residence 7 456

8 - GAS METERS: Residence 5,926

9 - PRINCIPAL INDUSTRIES: Industry-Evaporating Equip.; Rubber Prods.; Coin Handling Mach.; Counting and Measuring Mach.; Plastic Containers; Paper Boxes; Industrial Furnaces and Ovens; Transformers; Home Heating Furnaces; Table Slides; Foundry; Gas Controls; Liquid Sugar; Soft Drink; Mattresses; Printing; Brewing
Principal Industrial Pay Days-Fri., Mon.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-72; Summer 54-86; Fall 30-54; Winter 10-36. First killing frost, Oct. 15; last killing frost, May 6.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: **Principal Shopping Center**-10 blocks on Main; 3 on Third St.; 1 on Madison St.; 2 on Second St.; 15 on Church St.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Kline's; Chas. Fischer's; Shopko; Kohl's; Ace Hardware Store.
Chain Supermarkets-Piggly Wiggly; United Foods; Kohl's; Pick 'N Save.
Other Chain Stores-Elliott's; Farm & Fleet; River Valley Co-op; Kusel's; Ray's Shoes; Ben Franklin; Walgreens; JoAnn Fabrics; Pay Less Shoes.

14 - NEWSPAPERS: TIMES (e) 9,962; sworn Oct. 1, 1987.
Local Contact for Advertising and Merchandising Data James M Clifford Ed & Pub TIMES 113-115 W Main St PO Box 140 Watertown WI 53094-0140 Tel (414) 261-4949
National Representative None

WAUKESHA

1 - LOCATION: Waukesha County (In Milwaukee PMSA) E&P Map C-5 County Seat Agricultural & residential center On Little Fox River 15 mi W of Milwaukee On U S Hwy 18 State Hwys 59 164

2 - TRANSPORTATION: **Railroads**-CMSt P&P C&NW Soo Line
Intercity Bus Lines-Northland Greyhound Cardinal Wisc Motor Coaches

3 - POPULATION:
Corp City 80 Cen 50 365 E&P 88 Est 53 655
CZ-ABC (80) 50 365
Bal in NDM-ABC (80) 108 007
County 80 Cen 282 829 E&P 88 Est 304 219
PMSA 80 Cen 1 402 165 E&P 88 Est 1 416 751
Total NDM-ABC (80) 158 372

4 - HOUSEHOLDS:
City 80 Cen 19 660 E&P 88 Est 19 344
CZ-ABC (80) 17 644
Bal in NDM-ABC (80) 33 481
County 80 Cen 88 552 E&P 88 Est 100 135
PMSA 80 Cen 500 684 E&P 88 Est 528 176
Total NDM-ABC (80) 51 125

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$354 519 398

6 - PASSENGER AUTOS: County 157 544

7 - ELECTRIC METERS: Residence 16 550

8 - GAS METERS: Residence 10 550

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners (Av Wkly Wage)-Mach Shops 6 300 ($280) Foundries 3 200 ($275) Food 600 ($310) Cement & Tile 100 ($310)

10 - CLIMATE: Min & Max Temp Spring 36-51 Summer 60-76 Fall 43-57 Winter 16-30

11 - TAP WATER: Alkaline hard fluoridated

12 - RETAILING:
Nearby Shopping Centers

Name (No of stores)	**Miles from Downtown**	**Principal Stores**
Brookfield Sq	6	Sears JCPenney Boston Store
Fox Run(15)	NA	Ben Franklin Sentry John's True Value
Westbrook(30)	NA	Kohl's Dept Super Valu
Moreland Plaza(12)	NA	Red Owl Mkt
Mayfair Mall(114)	12	Marshall Field

Principal Shopping Days-Mon Fri Sat

13 - RETAIL OUTLETS: **Department Stores**-JCPenney Johnson Hill's Kohl's
Discount Stores-K mart Target
Variety Stores-Ben Franklin Schultz Bros
Chain Drug Stores-Walgreens Pill-N-Puff Sentry Drug
Chain Supermarkets-Sentry 2 SuperValu 3 Kohl's Town & Country 2 Pick N Save

14 - NEWSPAPERS: FREEMAN (e) 22 602 Mar 31 1988 ABC
Local Contact for Advertising and Merchandising Data Douglas Farrell Adv Mgr FREEMAN 200 Park Pl PO Box 7 Waukesha WI 53187 Tel (414) 542-2501
National Representative Thomson Newspapers

WAUSAU

1 - LOCATION: Marathon County (MSA) E&P Map C-4 On Wisconsin River 200 mi NW of Milwaukee; 200 mi E of Minneapolis 280 mi NW of Chicago Large wholesale-retail shopping ctr, rich dairying area diversified small industry Gateway to Northern resort district Wausau on U.S. Hwy 51; State Hwys 29 52

2 - TRANSPORTATION: **Railroads**-Chicago, Milwaukee, St. Paul & Pacific; Chicago & North Western
Motor Freight Carriers-19 Interstate
Intercity Bus Lines-Wisconsin Michigan Coaches, Inc., Motor Bus, Greyhound, Wausau Transit
Airlines-Republic; Chicago Air; Air Wisconsin.

3 - POPULATION:
Corp. City 80 Cen. 32,426; E&P 88 Est. 31 395
CZ-ABC: (80) 52,770
RTZ-ABC: (80) 90,790
County/MSA 80 Cen. 111,927; E&P 88 Est. 114,052
City & RTZ-ABC: (80) 143,560

4 - HOUSEHOLDS:
City 80 Cen. 13,423; E&P 88 Est. 12 723
CZ-ABC (80) 19 724
RTZ-ABC (80) 29 430
County/MSA 80 Cen 37 703 E&P 88 Est 40 377
City & RTZ-ABC (80) 49 154

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$545 675 000
Savings & Loan	3	$226 177 000

6 - PASSENGER AUTOS: County 53 392

7 - ELECTRIC METERS: City 38 771

8 - GAS METERS: City 23 725

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners (Av Wkly Wage)-Metal Goods 1 043 ($278) Paper 2 904 ($416) Chem 81 ($436) Stone & Glass Prods 461 ($320) Food & Beverages 1 610 ($250) Printing 239 ($229) Lumber & Wood 3 005 ($267) Homes 1 805 ($307)
Principal Industrial Pay Days-5th 20th

10 - CLIMATE: Min & Max Temp -Spring 13-87 Summer 34-92 Fall 30-83 Winter -29-73 First killing frost Oct 4 last killing frost May 19

11 - TAP WATER: Acid hard

12 - RETAILING: **Neighborhood Shopping Areas**-Wausau West Side Wausau Center Mall N Third Ave S Third Ave Hwy 29 West Menard South Side Shopko Grand Ave Rothschild NE Side N Sixth St
Nearby Shopping Centers

Name (No of stores)	**Miles from Downtown**	**Principal Stores**
Crossroads(4)	NA	County Market
Grand Ave (7)	NA	True Valu Hdwe
Riverside(11)	NA	Prange Way
ShopKo Plz (7)	7	ShopKo Radio Shack
Wausau Mall(47)	NA	Prange Sears JC Penney

Principal Shopping Days-Mon Thur Fri Sat Sun
Stores Open Evenings-Dept Mon Fri Food every evening

13 - RETAIL OUTLETS: **Department Stores**-JCPenney Sears H C Prange K mart 2 Prange-Way Shopko
Chain Drug Stores-Walgreens
Chain Supermarkets-IGA 2 Super Valu 2 Red Owl 4 Village Pantry 3 County Market
Other Chain Stores-Fanny Farmer Candy Firestone Goodyear Hoffer (Paints & Glass) Kinney Farm & Home Supply St Clair's Sherwin-Williams Singer Co Fleet Farm Tradehome U S Royal Tires 2 Midas Foxmoor Hot Sam The Limited Modas Baker's Shoes Berman's Brauns Buddy Squirrel Camelot Music GNC Regis Hairstylists Fabric Centers of America County Seat 16 Plus Things Remembered Kay Bee Toys

14 - NEWSPAPERS: HERALD (e) 24 362 (S) 25 742 Mar 27 1988 ABC
Local Contact for Advertising and Merchandising Data Larry Antony Adv Dir DAILY-HERALD 800 Scott St PO Box 1286 Wausau WI 54401 Tel (715) 842-2101
National Representative Gannett National Newspaper Sales

WEST BEND

1 - LOCATION: Washington County E&P Map C-5 County Seat On Milwaukee River 32 mi N of Milwaukee 18 mi from Lake Michigan at the intersection of U.S. Hwy 45 and Wisconsin Hwys 33 & 144

2 - TRANSPORTATION: **Railroads**-Chicago & Northwestern
Motor Freight Carriers-4
Inter City Bus Lines-Wisconsin Coach Lines
Airlines-Charter available

3 - POPULATION:
Corp. City 80 Cen. 21,484; E&P 88 Est. N.A.
County 80 Cen. 85,629; E&P 88 Est. 91,523

4 - HOUSEHOLDS:
City 80 Cen. N.A.; E&P 88 Est. N.A.
County 80 Cen. N.A.; E&P 88 Est. 29,891

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 43,537

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Trans.; Equip.; Fabricated Metals; Precision Prods.; Constr.; Farm Mach., Printing & Pub.; Services.
Principal Industrial Pay Days-Bi-wkly.

10 - CLIMATE: Annual Mean Max. Temp. 30.5 Jan.; 80.4 June; First killing frost Oct. 10; last killing frost April 10.

11 - TAP WATER: Deep Well, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-7 blocks on Main St in center of city

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
West Bend Outlet	NA	Carnel Factory Outlet Oshkosh B' Gosh
West Bend Plz	NA	Kohl's Food
West Fair Mall	NA	Julie Ann Fabrics Bits 'N' Pieces Nobil Shoes

Stores Open Evenings-Downtown stores Mon., Thur., Fri., shopping centers open all evenings except Sat. and Sun. Food stores open Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney Kohl's K mart Shopko
Discount Stores-Shopko
Chain Drug Stores-Snyder's Walgreens Perry
Chain Food Supermarkets-Pick-n-Save Red Owl Piggly Wiggly
Other Chain Stores-General Shoe Knit Pikker Eye Care Optical Cheese & Crafters Brighter Side

14 - NEWSPAPERS: NEWS (e-mon to fri) 10,522, sworn June 24 1988
Local Contact for Advertising and Merchandising Data Patrick Doyle Gen Mgr NEWS 100 S Sixth Ave PO Box 478 West Bend WI 53095 Tel (414) 338-0622
National Representative-None

WISCONSIN RAPIDS

1 - LOCATION: Wood County E&P Map C-4 County Seat 40 mi SW of Wausau 160 mi from Milwaukee On State Trunk Hwys 13 34 54 & 73

2 - TRANSPORTATION: **Railroads**-Soo/Milwaukee Line CMSt P&P C&NW GB&W
Motor Freight Carriers-7
Intercity Bus Lines-American Coach Lines

3 - POPULATION:
Corp City 80 Cen 17,995 E&P 88 Est 19 426
CZ-ABC (80) 30 608
RTZ-ABC (80) 25 591
County 80 Cen 73 387 E&P 88 Est 79 534
City & RTZ-ABC (80) 56 199
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen 6 988 E&P 88 Est 7 704
CZ-ABC (80) 11 064
RTZ-ABC (80) 8 308
County 80 Cen 25 067 E&P 88 Est 28 742
City & RTZ-ABC (80) 19 372

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$196 846 189
S&L/Credit Unions	10	$132,264 006

6 - PASSENGER AUTOS: County 36 740

7 - ELECTRIC METERS: Residence 10 119

8 - GAS METERS: Residence 7 732

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners (Av Wkly Wage)-Coated and Fine Papers 5,700 ($525) Appliances 500 ($315) Chem 80 ($575) Warehousing 35 ($350) Trucking 300 ($475) Potato Proc 1,075 (N.A.)

10 - CLIMATE: Min & Max Temp -Spring 20-80; Summer 38-95; Fall 5-75; Winter -25-40

11 - TAP WATER: Alkaline very soft

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Port Edwards	4	J&K Foods
The Mall at Shopko Plz (7)	NA	Endicott-Johnson Fashion Bug
Town & Country(6)	2	True Value Goodwill Leath German's Jewelers
Southtown	2	Ace Hdwe., Sears Bob's Castle Foods
Rapids Mall(45)	NA	Prange's JCPenney

Principal Shopping Days-Mon., Thur., Fri.
Stores Open Evenings-Fri.; Some Thur. & Fri.; some nightly.

13 - RETAIL OUTLETS: **Department Stores**-Johnson-Hill; JCPenney; Coast-to-Coast; Prange's.
Variety Stores-Daly Drug.
Discount Stores-ShopKo; Holiday; Wal-Mart; K mart.
Chain Drug Stores-John E. Daly; Major Rexall; Church's 2; Union Prescription.
Chain Supermarkets-IGA 4; Sentry Food; Bob's Castle Foods; Copps; County Market.
Other Chain Stores-Maurice's; Radio Shack; Galaxie of Sound; So-Fro Fabrics; Foxmoor Fashions; Winslows; General Nutrition; B. Dalton; Braun's; T Shirts Plus; Fashion Bug; Endicott-Johnson; Northwest Fabric.

14 - NEWSPAPERS: TRIBUNE (e) 13,069. Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: Helen Jungwirth, Adv. Dir., TRIBUNE, 220 1st Ave., Wisconsin Rapids, WI 54494. Tel. (715) 423-7200
National Representatives Branham/Newspaper Sales, Thompson Newspapers

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WYOMING SURVEYS

METROPOLITAN STATISTICAL AREA

Casper-Natrona County
Cheyenne-Laramie County

POPULATION ESTIMATES

(Thousands)

Age Group	1970	1980	1989
Under 5 Years	28	45	51
5-14 Years	71	77	79
15-24 Years	58	94	82
25-44 Years	76	142	168
45-64 Years	67	80	92
65 and Over	32	37	49
TOTAL	332	475	521

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1989 Est.
Bldg. Mat. Hdwr.	148	198	324
General Mdse.	135	185	240
Food	314	520	719
Automobiles	344	466	600
Gasoline Stations	214	294	348
Apparel	79	136	168
Furniture	58	93	144
Eat-Drink Places	146	278	368
Drugs	48	91	116
TOTAL SALES	1,654	2,819	3,605

CASPER

1 - LOCATION: Natrona County (MSA). E&P Map C-2. County Seat 180 mi. N of Cheyenne, 300 mi. S of Billings. On U.S. Hwys. 20, 26, 27, State Hwys. 220, I-25.

2 - TRANSPORTATION: **Railroads**-BN, C&NW
Motor Freight Carriers-8
Intercity Bus Lines-Central Wyo. Trans., Continental Trailways, Powder River Trans.
Airlines-United, Big Sky, Centennial, Continental

3 - POPULATION:
Corp. City 80 Cen. 51,016; E&P 88 Est. 48,740
CZ-ABC: (80) 55,490
RTZ-ABC: (80) 136,011
County/MSA 80 Cen. 72,461; E&P 88 Est. 74,640
City & RTZ-ABC: (80) 191,501
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 18,874; E&P 88 Est. 18,104
CZ-ABC: (80) 20,518
RTZ-ABC: (80) 45,621
County/MSA 80 Cen. 25,841; E&P 88 Est. 27,712
City & RTZ-ABC: (80) 66,139

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$754,421,602
Savings & Loan	3	$452,545,445

6 - PASSENGER AUTOS: County 41,255

7 - ELECTRIC METERS: Residence 27,087

8 - GAS METERS: Residence 22,556

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mining 5,100 ($534); Constr. 2,400 ($419); Mfg. 1,300 ($496); Trans., Commun., Util. 2,200 ($422); Whol./Ret. 3,600 ($340); Fin., Ins. & R.E. 1,700 ($316); Services 5,600 ($302); Gov't. 6,500.

10 - CLIMATE: Mean monthly temps., Jan. 22; July 71.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beverly Plz.(13)	2	Buttrey, Pay 'N Pak
Hilltop(28)	2	Albertson's
K mart Ctr.	2	K mart
Mountain Plz.(10)	5	K mart, Buttrey
Plaza East(10)	3	Safeway
Sunrise(18)	3	
Westridge(11)	2	Albertson's
East Ridge Mall(92)	6	Sears, JCPenney, The Bon, Target

Principal Shopping Days-Mon., Thur., Fri., Sat. & Sun.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Sears, The Bon
Discount Stores-K mart, Target
Variety Stores-Woolworth
Chain Drug Stores-Bi-Rite
Chain Supermarkets-Albertson's 2, Safeway 3, Buttrey 2, Smith's Food King
Other Chain Stores-Firestone, Goodrich, Goodyear, Radio Shack, Zale's, Singer, Our Own Hardware, Pay 'N Pak, Coast-to-Coast, Fred Schmid

14 - NEWSPAPERS: STAR-TRIBUNE (m) 35,602; (S) 39,098. Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: David J. Mertz, Mktg. Dir., STAR-TRIBUNE, 170 Star Lane, PO Box 80, Casper, WY 82602. Tel. (307) 266-0500
National Representative Branham/Newspaper Sales

CHEYENNE

1 - LOCATION: Laramie County. E&P Map D-3. State Capital and County Seat. 100 mi. N of Denver. On I-80, 25 and Yellowstone Hwys.

2 - TRANSPORTATION: **Railroads**-Union Pacific, C&S, Burlington
Intercity Bus Lines-Greyhound
Airlines-Continental Express, United Express

3 - POPULATION:
Corp. City 80 Cen. 47,283; E&P 88 Est. 54,528
CZ-ABC: (80) 51,343
RTZ-ABC: (80) 75,265
County 80 Cen. 68,599; E&P 88 Est. 72,292
City & RTZ-ABC: (80) 126,608
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 18,239; E&P 88 Est. 21,680
CZ-ABC: (80) 19,059
RTZ-ABC: (80) 27,522
County 80 Cen. 25,292; E&P 88 Est. 27,995
City & RTZ-ABC: (80) 46,581

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$332,252,000
Savings & Loan	6	$289,500,000

6 - PASSENGER AUTOS: County 50,807

7 - ELECTRIC METERS: Residence 29,050

8 - GAS METERS: Residence 23,691

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Constr. 1,950; Mfg. 1,600; Trans. & Util. 4,200; Whol. Trade 1,100; Ret. Trade 5,700; Fin., Ins., R.E. 1,500; Servs. 4,400; Fed. Gov't. 2,200; Local Gov't. 6,400.

10 - CLIMATE: Av. Temp., Jan. 37; July 83

11 - TAP WATER: Neutral, very soft; not fluoridated

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Frontier Mall(80)	5	Sears, Zale's, Joslins, Target
Cole(29)	2	Cole's, Safeway
Town & Country(4)	5	Town & Country, Safeway
Pershing Sq.(3)	2	Mont. Ward
Cheyenne Plz.(35)	6	Albertson's, Pay 'N Save Drug
K mart(2)	3	K mart, Pay 'N Pak
Melton(6)	6	Osco Drug
Westgate(9)	7	McDonalds, K mart

Stores Open Evenings-Shopping Centers every evening and Sun.
Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; Fowler's; JCPenney; Sears; Joslins.
Discount Stores-K mart; Target.
Chain Drug Stores-Roedel 5; Mountain View Phcy.; Wood House 2; Osco; Pay 'N Save.
Chain Supermarkets-Safeway 4; Food 4 Less; Albertson's; Mini Mart 7; Buttrey 2; Dan's County Mkt.
Other Chain Stores-Fashion Bar; Ernst Home Ctr.; Western Ranchman Outfitters.

14 - NEWSPAPERS: WYOMING EAGLE (m) 8,644; WYOMING STATE TRIBUNE (e) 10,428; WYOMING TRIBUNE-EAGLE (S) 19,958. Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: J. Doug Reeves, Adv. Dir., TRIBUNE and EAGLE, 702 W. Lincolnway, Cheyenne, WY 82001. Tel. (307) 634-3361
National Representative Branham/Newspaper Sales

GILLETTE

1 - LOCATION: Campbell County. E&P Map C-1. County Seat. Open pit mining, oil wells, raising sheep & cattle, agriculture, grain. 130 mi. N of Casper on U.S. Hwys. 14, 16, I-90, State Hwy. 59

2 - TRANSPORTATION: **Railroads**-Burlington-Northern
Motor Freight Carriers-2
Intercity Bus Lines-Continental Trailways
Airlines-Aspen Airways

3 - POPULATION:
Corp. City 80 Cen. 12,134; E&P 88 Est. 27,082
County 80 Cen. 24,865; E&P 88 Est. 33,468
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 4,231; E&P 88 Est. 9,435
County 80 Cen. 8,006; E&P 88 Est. 11,212

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$311,044,384
Savings & Loan	2	$22,550,988

6 - PASSENGER AUTOS: County 17,578

7 - ELECTRIC METERS: Residence 7,552

8 - GAS METERS: 4,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil & Coal Mining 5,429 ($634); Retail 3,061 ($134); Constr. 1,810 ($425); Services with agric., forestry and fisheries 3,382 ($171); Trans., Commun. & Util. 880; Whol. Trade 110 ($502); Fin., Ins. & R.E. 420 ($450); Mfg. 180 ($301).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.: Spring 22-95; Summer 30-97; Fall 11-80; Winter 2-64. First killing frost, Sept. 12; last killing frost, May 1.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Gillette Ave.
Neighborhood Shopping Centers-Deckers Food Center, Southview, Holiday Plz., 1001 Plz., Camel Plz., Downtown Gillette, McCann Ctr., Powder Basin Ctr., Lakeway Ctr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Camel Plaza(19)	NA	C.R. Anthony, Buttrey
Holiday Plaza(6)	NA	Dairy Queen, IGA
Powder Basin(10)	NA	Albertson's, Alco, Pamida
Lake Way Mall(5)	NA	

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony
Discount Stores-Pamida, Alco, K mart, Buttrey
Chain Drug Stores-Drug Fair
Chain Supermarkets-Buttrey (Div. of Jewel Tea), Mini-Mart, 7-Eleven, Tiger Discounter (IGA), Decker's, Albertson's, Common Cents
Other Chain Stores-Firestone, Coast-to-Coast, Farmers Co-op, Sears (catalog and automotive store); Hdwe. Hank, Goodyear, Corral West Ranchwear, Fashion Crossroads, Maurice's, Edward's Optical.

14 - NEWSPAPERS: NEWS-RECORD (e-mon to fri, S) 7,334; sworn Mar. 31, 1988.
Local Contact for Advertising and Merchandising Data: Brian Ryan, Adv. Mgr., NEWS-RECORD, 1201 W. 2nd St., PO Box 3006, Gillette, WY 82716. Tel. (307) 682-9306
National Representative None

LARAMIE

1 - LOCATION: Albany County. E&P Map C-3. County Seat. 134 mi. from Denver, CO; 49 mi. W of Cheyenne, WY. On U.S. Hwys. 30, 287, I-80; State Hwys. 34, 130, 230.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Colorado; Southern.
Motor Freight Carriers-5
Intercity Bus Lines-Union Pacific, Greyhound.
Airlines-Laramie Aviation; Rocky Mtn. Airways; Centennial.

3 - POPULATION:
Corp. City 80 Cen. 24,410; E&P 88 Est. 26,125
CZ-ABC: (80) 24,410
RTZ-ABC: (80) 16,068
County 80 Cen. 29,076; E&P 88 Est. 30,154
City & RTZ-ABC: (80) 40,478
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 8,943; E&P 88 Est. 9,095
CZ-ABC: (80) 8,943
RTZ-ABC: (80) 5,763
County 80 Cen. 10,639; E&P 88 Est. 11,299
City & RTZ-ABC: (80) 14,706

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$186,981,000
Savings & Loan	3	$63,506,532

6 - PASSENGER AUTOS: County 17,792

7 - ELECTRIC METERS: Residence 12,397

8 - GAS METERS: Residence 9,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Timber 50; Warehousing 55; Wood Preserving 51; Cabinet Mfg. 35; Constr. 49; Cement Mfg. 100; Gov't. 225; Lumber Mfg. 60; Log Home Mfg. 36; Home Constr. Mfg. 89; U.P.R.R. 400; Univ. of Wyo. 2,255

10 - CLIMATE: Min. & max. temp.-Jan. 25, July 76. Mean Annual precipitation 11 in. Mean Annual snowfall 41 in.; last killing frost, May 29

11 - TAP WATER: Neutral, hard, fluoridated

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
600 N. 3rd	NA	Safeway, Pay-N-Save, K mart, True Value
15th & Spring Creek(3)	NA	Albertson's Super Mkt., Osco
Campus Mall(4)	1	Independent Records, Varsity Sports
Odd Fellows	1	Center Phcy.
30th Grand	4	Buttrey's, Alco, Payless Shoes

Principal Shopping Days-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney
Discount Stores-Gibson's, Osco, Alco, K mart
Variety Stores-Woolworth
Chain Supermarkets-Safeway, Albertson's, Ideal, Buttrey's

14 - NEWSPAPERS: DAILY BOOMERANG (m-tues to sat) 7,529; (S) 7,663. Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: Ted Duffy, Adv. Dir., DAILY BOOMERANG, 314 S. 4th St., Laramie, WY 82070. Tel. (307) 742-2176
National Representative Branham/Newspaper Sales

RAWLINS

1 - LOCATION: Carbon County. E&P Map C-3. County Seat. 148 mi. W of Cheyenne; 300 mi. E of Salt Lake City; 240 mi. N of Denver; 117 mi. S of Casper. On I-80 & U.S. Hwy. 287.

2 - TRANSPORTATION: **Railroads**-Union Pacific main line (freight distribution only.)
Motor Freight Carriers-4
Intercity Bus Lines-Overland Greyhound, Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 11,547; E&P 88 Est. 11,130
County 80 Cen. 22,197; E&P 88 Est. 20,884
CZ-ABC: (80) 11,547
RTZ-ABC: (80) 14,687
City & RTZ-ABC: (80) 26,234

4 - HOUSEHOLDS:
City 80 Cen. 3,892; E&P 88 Est. 3,657
County 80 Cen. 7,475; E&P 88 Est. 7,059
CZ-ABC: (80) 3,892
RTZ-ABC: (80) 4,988
City & RTZ-ABC: (80) 8,880

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$126,192,000
Savings & Loan	1	$50,843,000

6 - PASSENGER AUTOS: County 10,082

7 - ELECTRIC METERS: County-Commercial, Residential 6,402.

8 - GAS METERS: Residential & Commercial 3,260

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Union Pacific R.R.; Oil Refining; Lumbering; Coal Mining; Constr.; Mfg.; Trans., Comm., & Util.; Whol. & Ret. Trade; Fin., Ins., & R.E.; Agric., Forestry & Fisheries; Public Admin.

Principal Industrial Pay Days-1st 15th

10 - CLIMATE: Min & Max Temp -Spring 28-76. Summer 40-92 Fall 12-75 Winter 11-41 First killing frost Sept 22 last killing frost June 8

11 - TAP WATER: Alkaline hard

12 - RETAILING: **Principal Shopping Days** Wed Thur Fri Sat

13 - RETAIL OUTLETS: **Department Stores**-Gamble's Sears (catalog) Karl's Anthony's
Variety Stores-True Value Corral West Ranchwear B&H Stores
Discount Stores-Pamida Alco-Duckwall
Chain Drug Stores-Bi-Rite 4 Hi-Way Merit
Chain Supermarkets-City Market Sav-on

14 - NEWSPAPERS: TIMES (m-tues to sat) 3,702 Mar 31 1988 ABC
Local Contact for Advertising and Merchandising Data Mark Helwick Adv Mgr TIMES 6th & Buffalo Sts PO Box 370 Rawlins WY 82301 Tel (307) 324-3411
National Representative Branham/Newspaper Sales

RIVERTON

1 - LOCATION: Fremont County E&P Map B-2 Mining milling manufacturing agricultural dairy meat packing oil and gas West central portion of state 123 mi W of Casper on U S Hwy 26 and State Hwys 135 789

2 - TRANSPORTATION: **Railroads**-Chicago & Northwestern
Motor Freight Carriers-3
Airlines-Continental Express

3 - POPULATION:
Corp City 80 Cen 9,712 E&P 88 Est 10,463
County 80 Cen 40,670 E&P 88 Est 38,530

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen 3,427 E&P 88 Est 3,748
County 80 Cen 13,294 E&P 88 Est 12,482

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm	5	$167,502,703

6 - PASSENGER AUTOS: County 18,802

7 - ELECTRIC METERS: Residence 4,617

8 - GAS METERS: Residence 4,126

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners (Av Wkly Wage)-Agric Forestry & Fisheries 686 ($212) Mining 733 ($575) Constr 748 ($373) Mfg 858 ($307) Trans Commun & Util 967 ($436) Whol Trade 468 ($348) Ret Trade 3,197 ($184) Fin Ins & R E 546 ($310) Servs 3,378 ($212) Public Administration 1,014 ($280)

10 - CLIMATE: Min & Max Temp -Spring 25-86 Summer 44-96 Fall 8-77 Winter -21-65 First killing frost Sept 27 last killing frost May 17

11 - TAP WATER: Artesian very soft pure

12 - RETAILING:

Nearby Shopping Centers

Name (No of stores)	**Miles from Downtown**	**Principal Stores**
Riverton Mall(6)	1	Safeway K mart
N Federal(6)	1	Woodward's IGA Bi-Rite Drug
West Main	1	Smith's Alco Maurice's

Principal Shopping Days-Mon Thur Fri Sat
Stores Open Evenings-All Grocery Drug and Convenience Stores

13 - RETAIL OUTLETS: **Department Stores**-JCPenney C R Anthony
Variety/Discount Stores-Woolworth's K mart Alco
Chain Drug Stores-Bi-Rite Safeway Smith's
Chain Supermarkets-Safeway Woodward's IGA Smith's
Other Chain Stores-Big A Auto Parts Champion Auto Stores Coast-to-Coast Corral West Ranchwear Golden Corral JB's Big Boy Kline's Linton's Big R McDonald's Maurice's Maverick Country Stores Mini Mart NAPA Motor Parts Inc Pizza Hut Riverton Builders Mart Sears (catalog) Taco John's Taco Time Valley Motor Supply Wendy's

14 - NEWSPAPERS: RANGER (e-mon to fri) 6,827 sworn Oct 2 1987
Local Contact for Advertising and Merchandising Data Robert A Peck Pub RANGER 421 E Main Riverton WY 82501-0993 Tel (307) 856-2244
National Representative Branham Newspaper Sales

ROCK SPRINGS

1 - LOCATION: Sweetwater County E&P Map B-3 Retail center for 5-county area bituminous coal and trona (sodium carbonate) mining area oil & gas Shipping center for sheep and cattle Chevron Fertilizer Plant Wholesale center 190 mi E of Salt Lake City UT 350 mi W of Denver CO On I-80 (U S Hwy 30) and U S Hwy 187 on State Hwys 430 & 1908

2 - TRANSPORTATION: **Motor Freight Carriers**-10
Intercity Bus Lines-Greyhound Jackson
Airlines-Commuter Trans-Colorado Skywest Flightaire

3 - POPULATION:
Corp City 80 Cen 19,458 E&P 88 Est 20,981
CZ-ABC (80) 19,458
RTZ-ABC (80) 71,312
County 80 Cen 42,139 E&P 88 Est 50,652
City & RTZ-ABC (80) 90,770

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen 7,031 E&P 88 Est 7,830
CZ-ABC (80) 7,031
RTZ-ABC (80) 23,764
County 80 Cen 14,052 E&P 88 Est 17,089
City & RTZ-ABC (80) 30,795

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$346,682,991
Savings & Loan	3	(incl above)

6 - PASSENGER AUTOS: County 22,775

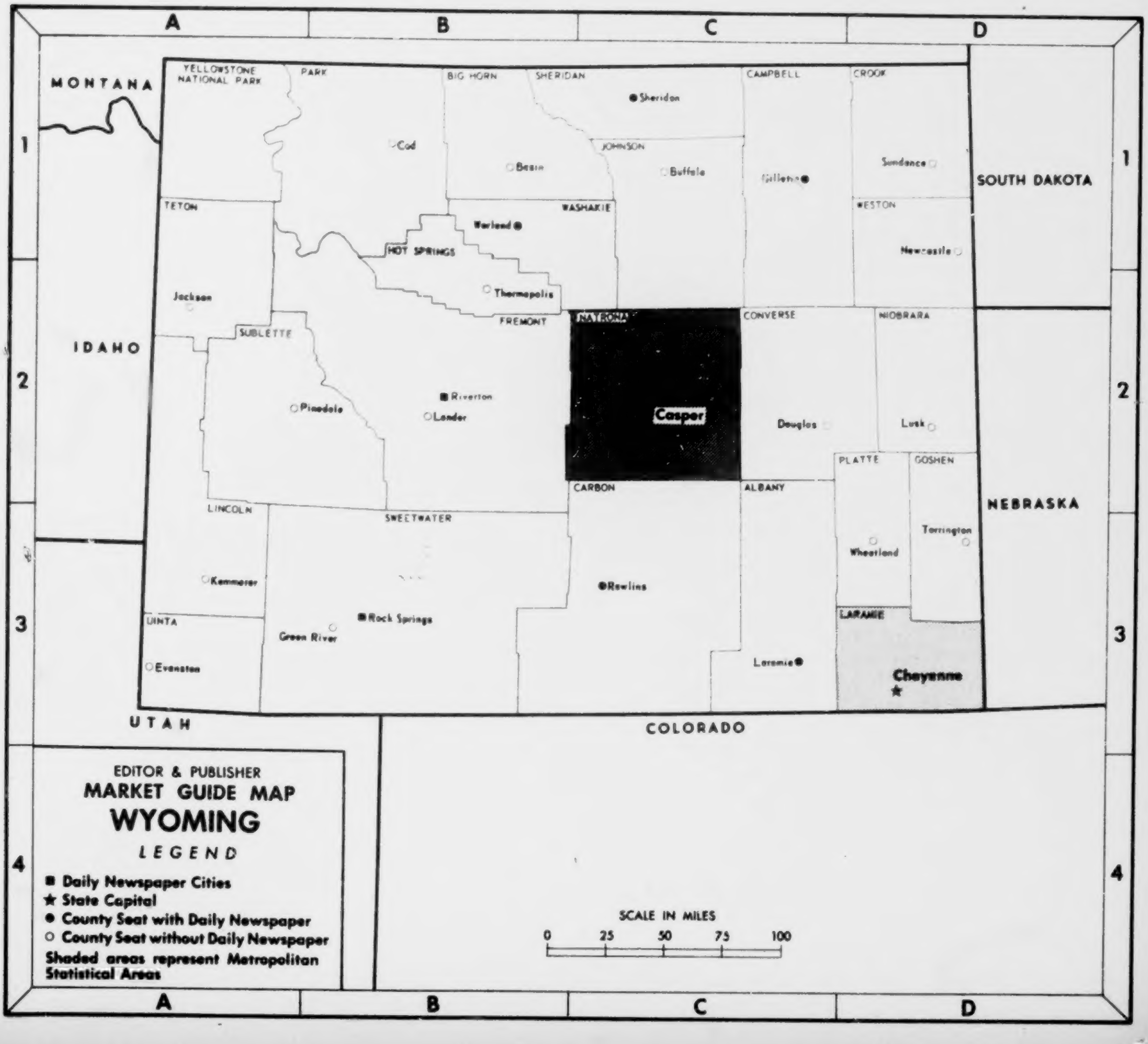
7 - ELECTRIC METERS: Residence 11,872

8 - GAS METERS: Residence 9,548

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners (Av Wkly Wage)-Mining 5,812 ($671) Constr 3,384 ($408) Mfg 404 ($466) Trans Commun and Util 1,534 ($537) Whol and Ret Trade 3,889 ($189-422) Fin Ins & R E 433 ($353) Agric Forestry Fisheries 4,242 ($278) Public Administrations 765 ($315)

10 - CLIMATE: Min & Max Temp -Spring 22-69 Summer 44-94 Fall 18-72 Winter 7-33 First killing frost Sept 28 last killing frost May 10

11 - TAP WATER: Alkaline soft in Spring to very hard in Fall and Winter not fluoridated


A
B
C
D
1
2
3
4
MONTANA
IDAHO
UTAH
COLORADO
NEBRASKA
SOUTH DAKOTA
YELLOWSTONE NATIONAL PARK
PARK
BIG HORN
SHERIDAN
CAMPBELL
CROOK
JOHNSON
WASHAKIE
HOT SPRINGS
TETON
WESTON
FREMONT
NATRONA
CONVERSE
NIOBRARA
SUBLETTE
PLATTE
GOSHEN
CARBON
ALBANY
LINCOLN
SWEETWATER
UINTA
LARAMIE
Sheridan
Cody
Basin
Buffalo
Gillette
Sundance
Worland
Newcastle
Thermopolis
Jackson
Riverton
Pinedale
Lander
Casper
Douglas
Lusk
Wheatland
Torrington
Kemmerer
Rawlins
Rock Springs
Green River
Evanston
Laramie
Cheyenne
EDITOR & PUBLISHER
MARKET GUIDE MAP
WYOMING
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
25
50
75
100

12 - RETAILING:

Nearby Shopping Centers

Name (No of stores)	Miles from Downtown	Principal Stores
Rock Springs Plaza(38)	NA	Thrifty Drug Sunset Sports Anthony s Albertson s
White Mountain (50)	NA	JCPenney Ernst K mart Herbergers Woolworth

Principal Shopping Days Thur Fri Sat

13 - RETAIL OUTLETS Department Stores-Herberger s JCPenney Anthony s
Variety Stores-Woolworth Sprouse-Reitz K mart Ernst
Discount Stores-Pamida Thrifty
Chain Drug Stores-Thrifty Osco Del s Bi-Rite Ernst, College Hill Drug
Chain Supermarkets-Safeway Ben s City Market Albertson s
Other Chain Stores-Sunset Sports Coast-to-Coast Yellow Front Radio Shack Montgomery Ward Sears Kinney Shoes Lerner Gallenkamps Maurice s Work Wearhouse Zale s Schuback s So-Fro Fabrics General Nutrition Center Circus World

14 - NEWSPAPERS ROCKET MINER (m-tues to sat) 6 867 Mar 31 1988 ABC
Local Contact for Advertising and Merchandising Data Helen Pulos Bus Mgr ROCKET-MINER 215 D St PO Box 98 Rock Springs WY 82901 Tel (307) 362-3736
National Representative None

SHERIDAN

1 - LOCATION: Sheridan County E&P Map C-1 County Seat Agricultural mining tourism center Sheridan College 25 mi from Montana state line 135 mi SE of Billings MT 151 mi N of Casper On U S Hwys 87 14 I 90

2 - TRANSPORTATION Railroads-Burlington Northern
Motor Freight Carriers 4
Intercity Bus Lines Trailways
Airlines-Aspen Airways United Express Falcon Flight, Big Horn Airways

3 - POPULATION:
Corp City 80 Cen 15 146 E&P 88 Est 17 899
CZ-ABC (80) 15 146
RTZ-ABC (80) 16 602
County 80 Cen 25 254 E&P 88 Est 28 357
City & RTZ-ABC (80) 31 748

Demographic Information available from Newspaper See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen 6 053 E&P 88 Est 6 920
CZ-ABC (80) 6 053
RTZ-ABC (80) 5 753
County 80 Cen 25 254 E&P 88 Est 28 357
City & RTZ-ABC (80) 11 806

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$268 321 611
Savings & Loan	2	$120 117 328

6 - PASSENGER AUTOS: County 14 925

7 - ELECTRIC METERS: Residence 10 832

8 - GAS METERS: Residence 5 467

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners (Av Wkly Wage)-Heavy Constr 200 ($500), Sawmills 100 ($225) Coal 253 ($350) VA Hospital 514 ($410)

10 - CLIMATE: Min & Max Temp -Spring 11-91 Summer 31-100 Fall 04-95 Winter -21-59

11 - TAP WATER: Neutral, soft

12 - RETAILING: **Principal Shopping Area**-5 blocks downtown on Main St
Neighborhood Shopping Center-Sugarland Village (13 units)
Principal Shopping Days-Fri, Sat, Sun
Stores Open Evenings-K mart, Pamida, Yellow Front until 9; Corral West until 8pm; Woolworth
Stores Open Sunday Woolworth, Corral West 12-5pm.

13 - RETAIL OUTLETS: **Department Stores**-Stevens Fryberger; Conrad's; JCPenney, Montgomery Ward; Sears.
Variety Stores-Woolworth.
Discount Stores-Yellow Front; K mart; Pamida
Chain Drug Stores-Rexall; Buttrey.
Chain Supermarkets-Safeway, I.G.A., Boyd's 3, Buttreys.
Other Chain Stores-Coast-to-Coast; Fashion Crossroads; Maurice's.

14 - NEWSPAPERS: PRESS (e) 6,296; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: [illegible] D. Kemper, Pub., PRESS, 144 Grinnell, PO Box 2006, Sheridan, WY 82801; Tel (307) 672-2431
National Representative Landon Associates

WORLAND

1 - LOCATION Washakie County E&P Map B-1 County Seat 165 mi from Billings MT 164 mi from Casper 365 mi from Cheyenne Shipping center for oil and livestock At junction of U S Hwys 16 20

2 - TRANSPORTATION Railroads Burlington Northern
Motor Freight Carriers 3
Airlines-Mesa
Intercity Bus Lines-Powder River

3 - POPULATION
Corp City 80 Cen 6 391 E&P 88 Est 7 382
CZ-ABC (80) 6 391
RTZ-ABC (80) 16 344
County 80 Cen 9 554 E&P 88 Est 10 393
City & RTZ-ABC (80) 22 735

Demographic Information available from Newspaper See paragraph 14

4 - HOUSEHOLDS
City 80 Cen 2 309 E&P 88 Est 2 623
CZ-ABC (80) 2 309
RTZ-ABC (80) 5 852
County 80 Cen 3 275 E&P 88 Est 3 648
City & RTZ-ABC (80) 8 161

5 - BANKS	NUMBER	EST DEP
Commercial	3	$113 689 000
Savings & Loan	2	$19 749 000

6 - PASSENGER AUTOS County 5 026

7 - ELECTRIC METERS Residence 4 156

8 - GAS METERS Residence 2 875

9 - PRINCIPAL INDUSTRIES Industry Refinery Sugar Bentonite Beverages Agric Aluminum Cans
Principal Industrial Pay Days 5th & 20th

10 - CLIMATE Min & Max Temp -Spring 10-87 Summer 30-98 Fall 11-81 Winter -20-65 First killing frost Sept 12 last killing frost Apr 18

11 - TAP WATER Artesian well hard fluoridated

12 - RETAILING Principal Shopping Center Big Horn Ave
Neighborhood Shopping Centers 10th and Bonine 11th and Charles
Principal Shopping Days Thur Sat

13 - RETAIL OUTLETS Department Stores C R Anthony JCPenney Pamida Linton s Sears (catalog)
Variety Stores Ben Franklin
Chain Supermarkets-IGA Wea Thriftway

14 - NEWSPAPERS NORTHERN WYOMING DAILY NEWS (m-tues to sat) 3 900 Mar 31 1988 ABC
Local Contact for Advertising and Merchandising Data Doug Cottet Adv Mgr NORTHERN WYOMING DAILY NEWS 723 Robertson Ave Worland WY 82401 Tel (307) 347-3241
National Representative Branham/Newspaper Sales

PUERTO RICO SURVEYS

METROPOLITAN STATISTICAL AREAS

Aguadilla-Aguada, Aguadilla, Isabela and Moca Municipios.
Arecibo-Arecibo, Camuy, Hatillo and Quebradillas Municipios.
Mayaguez-Anasco, Cabo Rojo, Hormigueros, Mayaguez and San German Municipios.
Ponce-Juana Diaz and Ponce Municipios.

PRIMARY METROPOLITAN STATISTICAL AREAS

Caguas-Aguas Buenas, Caguas, Cayey, Cidra, Gurabo and San Lorenzo Municipios.
San Juan-Barceloneta, Bayamon, Canovanas, Carolina, Catano, Corozal, Dorado, Fajardo, Florida, Guaynabo, Humacao, Juncos, Las Piedras, Loiza, Luquillo, Manati, Naranjito, Rio Grande, San Juan, Toa Alta, Toa Baja, Trujillo Alto, Vega Alta and Vega Baja Municipios.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

San Juan-Caguas-Includes Caguas PMSA and San Juan PMSA

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1989
Under 5 Years	318	311	N A
5-14 Years	673	725	N A
15-24 Years	525	669	N A
25-44 Years	613	824	N A
45-64 Years	416	468	N A
65 and Over	177	191	N A
TOTAL	2 712	3 188	N A

Based on U S Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1989 Est
Bldg Mat Hdwr	N A	N A	N A
General Mdse	N A	N A	N A
Food	N A	N A	N A
Automotive	N A	N A	N A
Gasoline Stations	N A	N A	N A
Apparel	N A	N A	N A
Furniture	N A	N A	N A
Eat Drink Places	N A	N A	N A
Drugs	N A	N A	N A
TOTAL	N A	N A	N A

SAN JUAN

1 - LOCATION San Juan is located on the NE Coast of Puerto Rico which is an island Commonwealth located about 1 000 miles SE of Miami 1 600 mi from N Y and 500 mi N of Caracas Venezuela Smallest and most Easterly of the Greater Antilles Bet Longitude 66 and 67 W and bet 18 and 18 30 N Bounded N by the Atlantic Ocean S by the Caribbean Sea W by the Mona Passage and E by the Vieques Passage The rectangular island is 95 to 100 mi long by 35 mi wide with an area of 3 423 sq mi
The City of San Juan is the center of the San Juan PMSA the commercial industrial and transportation center of the island

2 - TRANSPORTATION Motor Freight Carriers In San Juan-358 In Puerto Rico-1 698
Bus Lines-Puerto Rico Motor Coach Travel Service Borinquen Tour Will Rey Inc Pronto Seeing Tour Contact of Puerto Rico Puerto Rico Sight Seeing Grayline Limousine Service Group (bet Isla Verde Airport and Condado Hotel Area)
Also Government Operated-Metropolitan Bus Authority (bet San Juan City and the municipios of Bayamon Guaynabo Trujillo Alto Catano Carolina)
Air Transportation-American Capitol Delta Eastern Pan American BWIA Iberia Avianca Mexicana Dominicana Quisqueilana Air France ALM (Dutch Antillean Airlines) Viasa Windward Islands International Lufthansa
Local Airlines-Antilles Air Boats Air Best Dorado Wings Pan Island Vieques Air Link Prinair Saint Thomas Tax Air Trans Commuter Air Lines Caribbean Islands Air Services Helicopter Service Puerto Rico Air Crown Air
Steamshop Companies-26

3 - POPULATION:
San Juan City 80 Cen 434 849
CZ-ABC (80) 982 179
RTZ-ABC (80) 307 230
City & RTZ-ABC (80) 1 289 409
Commonwealth 80 Cen 3 196 520
  Aguadilla MSA 80 Cen 152 793
  Arecibo MSA 80 Cen 160 336
  Caguas PMSA 80 Cen 265,854
  Mayaguez MSA 80 Cen 200 424
  Ponce MSA 80 Cen 232 551
  San Juan PMSA 80 Cen 1 509 406

All Municipios in Puerto Rico (80 Census)
Adjuntas 18,786
Aguada 31,567
Aguadilla 54,606
Aguas Buenas 22,429
Aibonito 22,167
Anasco 23,274
Arecibo 86,766
Arroyo 17,014
Barceloneta 18,942
Barranquitas 21,639
Bayamon 196,206
Cabo Rojo 34,045
Caguas 117,959
Camuy 24,884
Canovanas 31,880
Carolina 165,954
Catano 26,243
Cayey 41,099
Ceiba 14 944
Ciales 16 211
Cidra 28 365
Coamo 30 822
Comerico 18 212
Corozal 28 221
Culebra 1 265
Dorado 25 511
Fajardo 32 087
Florida 7 232
Guanica 18 799
Guayama 40 183
Guayanilla 21 050
Guaynabo 80 742
Gurabo 23 574
Hatillo 28 958
Hormigueros 14 030
Humacao 46 134
Isabela 37 435
Jayuay 14 722
Juana Diaz 43 505
Juncos 25 397
Lajas 21 236
Lares 26 743
Las Marias 8 747
Las Piedras 22 412
Loiza 20 867
Luquillo 14 895
Manati 36 562
Maricao 6 737
Maunabo 11 813
Mayaquez 96 193
Moco 29 185
Morovis 21 142
Naguabo 20 617
Naranjito 23 633
Orocovis 19 332
Patillas 17 774
Penuelas 19 116
Ponce 189 046
Quebradillas 19 728
Rincon 11 788
Rio Grande 34 283
Sabana Grande 20 207
Salinas 26 438
San German 32 922
San Juan 434 849
San Lorenzo 32 428
San Sebastian 35 690
Santa Isabel 19 854
Toa Alta 31 910
Toa Baja 78 246
Trujillo Alta 51 389
Utuado 34 505
Vega Alta 28 696
Vega Baja 47 115
Vieques 7 662
Villalba 20 734
Yabucoa 31 425
Yauco 37 742

Cities of 25,000 or more (80 Census)
Arecibo 48,779
Bayamon 185,087
Caguas 87,214
Carolina 147,835
Catano 26,243
Fajardo 26,928
Guaynabo 65,075
Mayaguez 82,968
Ponce 161,739
San Juan 424,600
Toa Baja 31,613
Trujillo Alta 41,141

4 - HOUSEHOLDS:
San Juan City 80 Cen 152,266
Commonwealth 80 Cen 989,753
CZ-ABC (80) 285,635
RTZ-ABC (80) 80,240
City & RTZ-ABC (80) 365,875

5 - BANKS	NUMBER	DEPOSITS
Commercial	22	N.A.
Savings & Loan	8	N.A.
Savings	NA	N.A.

NOTE There are 244 (1976) Banking Offices located in Puerto Rico, including those with main offices located there as well as the USA and Canada (Resources $5,781,000,000). An accurate figure for deposits is not possible, particularly since Banks that have their main offices in the USA do not disclose figures for local areas or branches.

6 - PASSENGER AUTOS: Commonwealth 1,272,013; San Juan 66,145.
All other Municipios
Adjuntas 4,325
Aguada 6,742
Aguadilla 15,137
Aguas Buenas 6,487
Aibonito 7,251
Anasco 7,759

Arecibo	36 380
Arroyo	4 579
Barceloneta	5 597
Barranquitas	7 251
Bayamon	112 064
Cabo Rojo	13 865
Caguas	56 605
Camuy	7 251
Canovanas	10 431
Carolina	80 645
Catano	25 440
Cayey	13 992
Ceiba	5 088
Ciales	4 070
Cidra	6 487
Coamo	6 615
Comerio	4 834
Corozal	9 031
Culebra	382
Dorado	10 049
Fajardo	12 975
Florida	2 926
Guanica	4 579
Guayama	13 865
Guayanilla	5 088
Guaynabo	41 722
Gurabo	7 632
Hatillo	5 215
Hormigueros	6 233
Humacao	20 225
Isabela	9 667
Jayuya	3 053
Juana Diaz	7 887
Juncos	10 558
Lajas	8 777
Lares	6 487
Las Marias	2 798
Las Piedras	9 031
Loiza	4 070
Luquillo	5 979
Maricao	1 781
Maunabo	3 053
Mayaguez	44 648
Moca	6 487
Morovis	5 978
Naguabo	6 996
Naranjito	8 523
Orcovis	5 597
Patillas	4 834
Penuelas	3 307
Ponce	65 763
Quebradillas	5 978
Rincon	3 053
Rio Grande	10 939
Sabana Grande	8 014
Salinas	6 487
San German	13 101
San Juan	66 145
San Lorenzo	8 268
San Sebastian	9 657
Santa Isabel	3 816
Toa Alta	8 522
Toa Baja	18 698
Trujillo Alto	18 572
Utuado	8 268
Vega Alta	8 904
Vega Baja	17 045
Vieques	2 417
Villalba	4 070
Yabucoa	8 650
Yauco	10 303

7 - ELECTRIC METERS Residence 232 114 Commonwealth 422 979

8 - GAS METERS Residence (City) 22 500

9 - PRINCIPAL INDUSTRIES: Agric Constr Food Tobacco Textile Mill Prods Apparel Lumber & Wood Prods Furn Fixt Paper Prods Printing & Pub Chem & Allied Prods Petroleum & Coal Prods Rubber & Plastics Leather Prods Stone Clay & Glass Prods Primary Metals Fab Metal Prods Mach (ex elect) Elect Mach Trans Equip Instruments Trans & Util Whol Retail Fin, Ins & Real Estate, Services

10 - CLIMATE: Av Winter Temperature-75 Summer-79 Av Annual Rainfall 61 inches fairly even distribution heavier normally from May to Dec

11 - TAP WATER: Alkaline soft

12 - RETAILING: **Principal Shopping Areas** Old San Juan principally Fortaleza St (6 blocks) and San Francisco St (5 blocks)

On Santurce-Ponce de Leon Ave from San Antonio Bridge to San Jorge St Jose de Diego Ave from Ponce de Leon Ave to the Minillas Govt Center Roberto H Todd Ave from Ponce de Leon Ave to del Carmen St Fernandez Juncos Ave from Esteves Bridge to San Jorge St Roberto H Todd from Del Carmen St to Torres de La Vega Dr, Ashford Ave from Hermanos Behn Bridge to de Diego Ave Isla Verde in the area included between the Atlantic Ocean Baldonoty Ave and the Boundary line between San Juan and Carolina Municipio Both sides of Loiza St from Jose de Diego Ave at Las Americas St before Providencia St

On Rio Piedras-Rio Piedras town principally on De Diego Robles Brungbaugh Arzuaaga Georgetti Vallejo Sts and Ponce de Leon Ave from Martin Pena Canal to F D Roosevelt Ave Both sides of Munoz Rivera Ave from Martin Pena Canal to Ceily Toste St

On Bayamon-Area bounded by Betances St W side of Barbosa St Baldorioty St E side of Degetau St S side of Maceo St E side of Palmar St W side of Ferrer St W side of Tio St S side of Dr Veve St E side of Parque St Highway No 2 Sanchez Lopez St N side of Dr Veve St and Parque St

Shopping Center / San Juan PMSA (Car Parking Spaces)-Norte 1 500 Bayamon 709 Santa Rosa 1 500 Plaza Las Americas 4 000 Caparra 600 65th Infanteria 470 Repto Metrop 300 San Patricio 1 500 Sta Maria (Guay) 1 000 Metropolitan 400 Victory 375 Santa Juanita 100 Monte Mall 200 Country Club 75 El Commandante 250 San Jose 285 Berwind 265 Bayamon Oeste

Francisco 400; Borinquen Towers 105; Laguna Gardens 456; El Centro 125; Central Plaza 100; Plaza Carolina 5 000; Plaza Riohondo 4 000

13 - RETAIL OUTLETS: **Department Stores-(San Juan PMSA)** International Dept 6 New York Dept 5 Gonzalez Padin 4 Velasco 2 La Colombina La California Infanzon La Reina K mart 3 JCPenney 2 Sears 7 Walgreens 14 Seedmans 2

Variety Stores-Woolworth Kresge's

Chain Drug Stores-Moscoso 8 Walgreens 4 Arlivon 3 Puerto Rico 3 Gonzalez 2

Chain Supermarkets-Pueblo 18 Criollo 16 Amigo 6 Conchita 4 Casablanca 4 Econo 10 Selectos 8 Pueblo X-Tra 6 Grande 4 Centro Plaza 5

Auto Supplies-Western Auto 5 Garcia Motor 5 Bolivar 4 Mopar 3 Narvaez 2 Labra

Other Chain Stores-Kress 5 Lerner Shop 4 Tiendas Capri 3 Marianne 2 Blackton 2 Fernandez Donato 12 San Rio 7 Clubman 6 La Esquina Famosa 4 Franks 3 Martinez 2 D'Elegants Mens 5 Euromoda 2 Madison 4 Thom McAn 15 General Tire 6 JCPenney (catalog) Sears Whse Tecnicentros Mundiales 7 La Favorita 3 Kinney 5

14 - NEWSPAPERS: EL NUEVO DIA (Spanish) (m) 210 083 (S) 214 565 Mar 31 1988 ABC

Local Contact for Advertising and Merchandising Data Fernando Zegri Jr Adv Mgr EL NUEVO DIA PO Box S-297 San Juan PR 00902

National Representative S S Koppe & Co

EL VOCERO DE PUERTO RICO (Spanish) (m-mon to fri) 215 189 (sat) 166 330 Mar 31 1988 ABC

Local Contact for Advertising and Merchandising Data Alfredo Arias Adv Mgr EL VOCERO DE PUERTO RICO PO Box 3831 Old San Juan PR 00904

National Representative None

STAR (English) (m) 37 735 (S) 40 063 Mar 31 1988 ABC

Local Contact for Advertising and Merchandising Data Roberto Perez DeLeon Adv Mgr STAR PO Box 4187 San Juan PR 00936 Tel (809) 782-4200

National Representative Landon Associates

52

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SECTION III

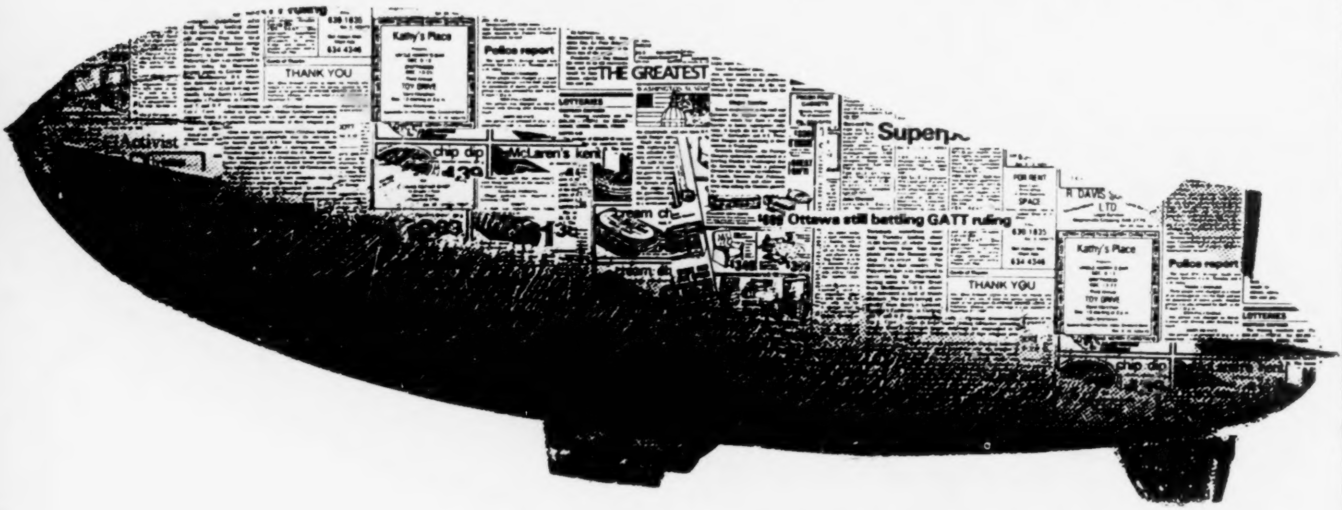
Surveys of Daily Newspaper Cities

Communities in Canada
where daily newspapers are published

Canadian Daily Newspaper Cities

	Page	Map
Alberta	1	3
British Columbia	2	3
Manitoba	6	3
New Brunswick	7	3
Newfoundland	7	3
Nova Scotia	8	3
Ontario	9	16
Prince Edward Island	17	—
Quebec	18	3
Saskatchewan	19	3

Note: Tables showing Population, Income and Retail Sales for Canadian markets are on pages 89 & 161 in Section IV.


THANK YOU
Kathy's Place
Police report
THE GREATEST
Activist
chip dip
McLaren's
Superp
R. DAVIS
LTD
Ottawa still battling GATT ruling
THANK YOU
Kathy's Place
Police report
LOTTERIES
chip dip

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. . . and watch your sales curve soar to new heights. Newspapers, the medium that consumers turn to for help in making an intelligent buying decision.

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MONTREAL — 1117 St. Catherine St. W. Suite 609 H3B 1H9 (514) 843-7245

(Circle No. 5 on Market Request Card)

SURVEYS OF CANADA

All cities and communities publishing newspapers daily in Canada

ALBERTA SURVEYS

POPULATION ESTIMATES

Thousands

Age Group	1981	1986	1989
Under 5 Years	[illegible]	[illegible]	[illegible]
5-14 Years	[illegible]	[illegible]	[illegible]
15-24 Years	475	[illegible]	[illegible]
25-44 Years	[illegible]	[illegible]	[illegible]
45-64 Years	[illegible]	[illegible]	[illegible]
65 and Over	[illegible]	[illegible]	[illegible]
TOTAL	[illegible]	[illegible]	[illegible]

Based on Statistics Canada Census

RETAIL SALES ESTIMATES

Millions

Kind of Business	1971	1983	1989
General Mdse	[illegible]	[illegible]	[illegible]
Apparel	[illegible]	[illegible]	[illegible]
Furniture	[illegible]	[illegible]	[illegible]
Groceries	[illegible]	[illegible]	[illegible]
Lumber Bldg. Mat	[illegible]	[illegible]	[illegible]
Restaurants	[illegible]	[illegible]	[illegible]
Autos	424	[illegible]	[illegible]
Gasoline Fuel Oil	[illegible]	[illegible]	[illegible]
Drugs	[illegible]	[illegible]	[illegible]
TOTAL SALES	[illegible]	[illegible]	[illegible]

Source: Census of Canada Retail Trade

CALGARY, ALTA.

1 - LOCATION Division 6. E&P Map B-3. Business and industrial center, distribution point. Agriculture, military center. 826 mi. W of Winnipeg. 620 mi. E of Vancouver. 201 mi. N of U.S. Border. 77 mi. E of Banff

2 - TRANSPORTATION Railroads-Canadian Pacific, Canadian National, VIA
Motor Freight Carriers 100
Intercity Bus Lines-Greyhound, Cardinal Coach Lines, Brewster, Diversified, Pacific Western, Canadian Coachways, Red Arrow
Airlines-Air Canada, Canadian Air, Western Pacific, Time Airways, Wardair, Lufthansa, United, America West, Continental

3 - POPULATION
Corp. City/Met. Area 86 Cen. 636,104. E&P 88 Est. 673,555
CZ-ABC (86) 636,104
RTZ-ABC (86) 419,376
City & RTZ-ABC (86) 1,055,480
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City/Met. Area 86 Cen. 238,798. E&P 88 Est. 257,561
CZ-ABC (86) 237,565
RTZ-ABC (86) 144,755
City & RTZ-ABC (86) 382,320

5 - BANKS	NUMBER	DEPOSITS
All Banks	9 (337 Br.)	N.A.

6 - PASSENGER AUTOS: Province 1,295,635

7 - ELECTRIC METERS: Residence 220,047

8 - GAS METERS: Residence 184,310

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 30,495 ($550), Constr. 33,075 ($630).

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring -11 to 16; Summer 7 to 23; Fall -8 to 17; Winter -17 to -1.

11 - TAP WATER: Slightly alkaline, moderately hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-No. of Stores-Beddington Sq. Mall 30; Bow Valley Sq. 48; Brentwood Vlg. Mall 110; Calgary Market Mall 175; Chinook Ctr. 235; Deervalley Mall 44; Deerfoot Mall 103; Franklin Mall 45; Glenmore Landing 36; Lake Bonavista 35; Marlborough Mall 100; Midnapore Mall 45; Mount Royal Vlg. 40; North Hill Ctr.; Northgate Vlg. 50; Northland Vlg. 143; Palliser Sq. 13; Penny Lane Mall 25; Richmond Sq. 32; Scotia Fashion Ctr. 45; Southcentre 200; Sunridge Mall 160; Toronto Dominion Sq. 110; Trans Canada Mall 24; Village Square Mall 16; Westbrook Mall 50; Willowpark Vlg. 63
Neighborhood Shopping Centers-Approximately 70 throughout Calgary
Principal Shopping Days Thur., Fri., Sat. & Sun.
Stores Open Evenings-Most major retailers and malls open evenings 5 days a week and Sundays. Some stores open only Wednesday, Thursday and Friday evenings.
Stores Open Evenings Wed., Thur., Fri. Some stores open every evening. Most malls and major retailers open Sun.

13 - RETAIL OUTLETS: **Department Stores**-The Bay 5, Eatons 3, Simpsons-Sears 4, Woodwards 4, Woolco 5, K mart 4, Zellers 5, Calgary Co-op 14
Variety Stores-Kresge, Metropolitan 2, Army and Navy, The Brick, Saan Stores 4
Chain Drug Stores-Boots 11, Shoppers Drug Mart 12, Pinder's 4, London 2, Super Drug Mart 6, Value Drug Mart 4, Guardian 3, IDA 18, Associated Retail 10
Chain Supermarkets-Canada Safeway 29, IGA Calgary Co-op 12, 7 Eleven 54, Macs 62, Loaf'n Jug 7, All West 6, Super Value 5, Food City 6, Jay's 5, Red Rooster 8, Food For Less 3
Other Chain Stores-Shoes: Aggies 4, Aldo 3, Agnew 5, Athlete's World 2, Bata 5, Bally Gallerk amp 3, Checkmate, Sassy Straps 7, Lewis 3, Maher 2, Sterling 3, British Boot Shop 4, Antels 3, Vanity 2, Sole Comfort 2, Soda 3, Arnold Churgin 3, Kinney's 7, Robert's 3, Scholls, Spence's 7, Fredelle's 6, Florsheim 3, Bourne 6. Women's Wear: Mariposa 6, Serena 3, Stiches 3, Gazebo 3, Gloria & Co. 5, Heritage House 4, Karin Tina 4, Lady Foot Locker 5, Mannequin 4, Holt Renfrew, Hurtig/Fairweather 7, Suzy Shier 5, Marks and Spencer 3, Le Chateau 5, Smart Set 8, Ethos 5, Dalliards 7, Dalmys 7, Pennington's 3, Melanies 4, Reitman's 8, Sweet 16, Tall Girl 2, Pacy's, Ricki's 7, Silk O Lina, Addition-Elle 2. Mens Wear: Anthony's 2, Asher, Big and Tall Shops 2, Big Steel 8, Black Sheep, O Connors, Bootlegger 5, Thomas Jeffery, Mister Grant, Jack Fraser 6, McLeod 4, Tip Top 8. Jewelry: OB Allen 4, Craftsman 4, Birks 6, Mappins 6, Breslauer & Warren 2, Ben Moss 7, Classic McKenzie 2, Peoples 7. Sporting Goods: Collegiate Sports World 2, Sport Chek 2, Eddie Bauer. Miscellaneous: Cotton Ginny 2, Thrifty's 8, A & A Records 8, Mister Sound 4, Radio Shack 18, Canadian Tire 4, Laura Secord 8, Lighting Unlimited 3, Classique Books 7, The Picture Store 3, Japan Camera Centre 8, PMS Photo 2, Black's Photo 4, Hallmark 3, Happy Hour Cards 2, Grand and Toy 5, Coles 11

14 - NEWSPAPERS: CALGARY SUN (m-mon to fri) 73,083; (S) 97,867; Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: Mario Sgroi, Adv. Dir., CALGARY SUN, 2615 12th St. N.E., Calgary, AB T2E 7W9; Tel. (403) 250-4200
National Representative: None
HERALD (m-mon to thur & sat) 138,464; (m-fri) 180,211; (S) 124,370; Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: Sandy Muir, Adv. Dir., HERALD, 215 16th St. S.E., Calgary, AB T2P 0W8; Tel. (403) 235-7175
National Representative: Southam Newspapers

EDMONTON, ALTA.

1 - LOCATION: Division 11. E&P Map B-3. N. Saskatchewan River. 300 mi. N of U.S. border. 793 mi. W of Winnipeg. 711 mi. E of Vancouver.

2 - TRANSPORTATION: **Railroads**-Canadian Pacific, Canadian National; Northern Alberta; Great Slave Lake; Alberta Resources; Via Rail.
Motor Freight Carriers-90; over 300 truck firms.
Intercity Bus Lines-Canadian Coachways; Greyhound; Western.
Airlines-Air Canada; Northwest; Associated Helicopters; Wardair; Canadian Jetair; Time Air; Northwest Territorial Airways Ltd.; Trans North Air; Wapiti Aviation; America West.

3 - POPULATION:
Corp. City 86 Cen. 573,982; E&P 88 Est. 553,059
Met. Area 86 Cen. 698,413; E&P 88 Est. 700,636
JOURNAL:
CZ-ABC: (86) 640,941
RTZ-ABC: (86) 715,931
City & RTZ-ABC: (86) 1,356,872
SUN
NDM-ABC (86) 657,192
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 86 Cen. 220,435. E&P 88 Est. 219,108
Met. Area 86 Cen. N.A. E&P 88 Est. 267,075
JOURNAL
CZ-ABC (86) 238,826
RTZ-ABC (86) 234,019
City & RTZ-ABC (86) 472,845
SUN
NDM-ABC (86) 246,350

5 - BANKS: Deposits-$25.7 Billion Total Alberta

6 - PASSENGER AUTOS: Province 1,295,635

7 - ELECTRIC METERS: Residence 236,819

8 - GAS METERS: Residence Metro 255,622

9 - PRINCIPAL INDUSTRIES: (Av. Wkly. Wage) Constr. ($513), Mfg. ($521), Trans. ($578), Fin. ($429)
Principal Pay Days-Fri., 1st, 15th

10 - CLIMATE: Min. & Max. Temp.-Spring 14-85, Summer 33-92, Fall 14-68, Winter 31-50. First killing frost, Oct. 9; last killing frost, May 4.

11 - TAP WATER: Alkaline, soft, fluoridated

12 - RETAILING: **Principal Shopping Areas**-4 blocks on 101 St., 4 on 97 St., 10 on Jasper Ave., 3 on 102 St.
Neighborhood Shopping Areas-South Edmonton 99 St. to 109 St. on 82 Ave., 82 Ave. to 85 Ave. on 104 St., West End 149 St. to 156 St. on Stony Plain Rd., 102 Ave. to 109 Ave. on 124th St.
Shopping Centers-Bonnie Doon Mall (87 units), Capilano Mall (58 units), Centennial Vlg. (70 units), McCauley Plz. (33 units), Meadowlark Park (70 units), Northwood (105 units), Southgate (130 units), Londonderry Mall (165 units), Westmount Mall (117 units), Edmonton Ctr. (125 units), Kingsway Garden Mall (61 units), Northtown Mall (44 units), Parkway Vlg. (6 units), Abbotsfield Mall (28 units), Millbourne Mall (45 units), Lake Beaumaris Town Sq. (36 units), St. Albert Ctr. (63 units), Sherwood Park Mall (35 units), Heritage Mall (150 units), West Edmonton Mall (824 units).
Principal Shopping Days-Department stores Thur., Fri., Sat. Food Thur., Fri. evenings, Sat.

13 - RETAIL OUTLETS: **Department Stores**-Eaton's 4, The Bay 5, Woodward's 5, Simpson-Sears 5, Zellers 7, Woolco 5, Kresge, Army & Navy 2, Macleods 2, K mart 3, Saveco 2, Bi-Way 8
Chain Drug Stores-ARP 4, Baydala 7, IDA 17, Shoppers Drug Mart 17, Sprague 7, Dispensaries Ltd. 7, Boots 7, London 5, Owl 11, Value 12
Chain Supermarkets-Safeway 37, IGA 10, Guardian 11, Q-Mart 4, 7-Eleven 45, Mac's Convenient Foods 37, Red Rooster 12, Superstores 3, Food For Less 3
Other Chain Stores-Shoes: Bata 7, Agnew-Surpass 12, Cedar 4, Dack's 2, Florsheim 2, Gallenkamp, Saan 13, Kinney 8, Fredelle 6, Scholl's 2, Lewis 6. Villager Clothing, Sally Burdines 2, Dalmy's 7, Thrifty's 11, Marks & Spencer 3, D'Allairds 7, Fairweather 9, Francine's 7, Giselle 4, Pennington's 5, Reitman's 11, Ricki's 12, Sweet Sixteen 3, Town & Country 4, Big Steel 8, Jack Fraser 10, Tip Top 12, Work Wearhouse 7. Electronics: Radio Shack 24, International Stereo 2, Mister Sound 7, A&A Records 9, Ikea, Leon's; Other: National Drapery, Cara Shops 8, Coles 11, McBain Camera 6; Birks 6, Beau Jangles 2, MacKenzies 5; Mappins 5; Peoples 12; General Paints 7, Cloverdale Paint 3; Tower Paint 2; Sherwin-Williams 5; General Paint 7; St. Clair 12; Glidden 2; Totem Lumber 2; Revelstoke 3; Windsor Plywood 4; Beaver Lumber 3; Factory Carpet 3.

14 - NEWSPAPERS: JOURNAL (m-mon to thur; sat) 168,561; (m-fri) 204,346; (S) 149,037; Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: Clarence C. Heringer, Adv. Dir., JOURNAL, 10006-101 St., Edmonton, AB T5J 2S6; Tel (403) 429-5440.
National Representative: Southam Newspapers.
SUN (m-mon to fri) 92,265; (S) 130,920; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: David Black, Adv. Dir., SUN, 100-9405-50 St., Edmonton, Alberta T6B 2Y2; Tel. (403) 468-5111
National Representative: None.

FORT McMURRAY, ALTA.

1 - LOCATION: E&P Map B-4. Primary industry extraction and conversion of sands to crude oil. Located on Athabasca River 275 mi. NE of Edmonton. On Provincial Hwy. 63.

2 - TRANSPORTATION: **Railroads**-Northern Alberta
Motor Freight Carriers-6
Intercity Bus Lines-Greyhound, Red Arrow
Airlines-Canadian Airlines International, Time Air

3 - POPULATION:
Corp. City 86 Cen. 34,949. E&P 88 Est. 48,325

4 - HOUSEHOLDS:
City 86 Cen. 10,833. E&P 88 Est. 15,622

5 - BANKS	NUMBER	EST. DEP.
Commercial	9	N.A.

6 - PASSENGER AUTOS: Province 1,295,635

7 - ELECTRIC METERS: Residence 12,571

8 - GAS METERS: Residence 9,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil Mining 7,048, Mfg. 244, Constr. 1,298, Commun. and Utilities 651, Ret./Whol. 1,713, Educ. 1,218, Gov't 968, Other 2,922. Av. Wkly. Wage-$615
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Av.-Spring 30, Summer 71, Fall 45, Winter -6. First killing frost, Sept. 1; last killing frost, May 15.

11 - TAP WATER: Medium

12 - RETAILING: **Principal Shopping Area**-2 on Franklin Ave., three major malls each
Neighborhood Shopping Centers-4
Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri., Peter Pond Shopping Centre-Wed., Thur., Fri. Major stores now open Sundays

13 - RETAIL OUTLETS: **Department Stores**-Zellers, The Brick, Fields
Drug/Variety Stores-Shoppers Drug Mart 2, Plaza Drug Mart, Hill Drugs
Chain Food Stores-Safeway, Super A, IGA
Other Chain Stores-Simpson-Sears, National Tire, Shell, Red Rooster, Beaver Lumber, Revelstoke, Kinney Shoes, Tip Top Taylors, Saan, People's Jeweller's, O.B. Allan, Fairweather, Reitman's, Thriftys, Work Warehouse, Stereo People, Big K Music, First Choice Video, Superior Video, Davis Automotive, Safety Supply, Randy River, Agnew-Surpass, Folzani's, Boston Pizza, A & W, Dairy Queen, McDonald's, National Video, Coles Book Stores, Buns Master, Canadian Tire, Macleod's, Taco Time

14 - NEWSPAPERS: TODAY (e-mon to thur) 6,669; (e-fri) 8,051; Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: Shaun Jessome, Ret. Adv. Mgr., TODAY, 9701 Franklin Ave., PO Box 4008, Fort McMurray, AB T9H 3G1; Tel. (403) 743-8186
National Representative: None

GRAND PRAIRIE, ALTA.

1 - LOCATION: Census Division No. 19. E&P Map B-3. 278 mi. NW of Edmonton; 87 mi. E of B.C. border. On Hwy. No. 2 (connecting with Alaska Hwy. at Dawson Creek, B.C.), paved roads to N, E and W.

2 - TRANSPORTATION: **Railroads**-Northern Alberta; Alberta Resources.
Motor Freight Carriers-12.
Interprovincial Bus Lines-Greyhound.
Airlines-Canadian Airlines International; Air BC; Time Air.

3 - POPULATION:
Corp. City 86 Cen. 26,471; E&P 88 Est. 29,858
CZ-ABC: (86) 26,471
RTZ-ABC: (86) 60,712
City & RTZ-ABC: (86) 87,183

4 - HOUSEHOLDS:
City (86) Cen. 9,010; E&P 88 Est. 10,504
CZ-ABC: (86) 8,985
RTZ-ABC: (86) 18,911
City & RTZ-ABC: (86) 27,896

5 - BANKS	**NUMBER**	**EST. DEP.**
All Banks	8	N.A.

6 - PASSENGER AUTOS: Province 1,295,635

7 - ELECTRIC METERS: Residence 5,150

8 - GAS METERS: Residence 5,150

9 - PRINCIPAL INDUSTRIES: North Canadian Forest Industries (plywood plant, lumber camps, etc.), Cellulose Ltd. Pulp Mill, Grain Elevators, Feed & Seed Plants, Whol. Warehouses, Steel Industries, Iron Works, Northern Alberta Dairy Pool, Soft Drink Bottling Plants, Poultry Hatcheries, Farming, Ranching, Gas and Oil Industries, Govt. Telephones, Elect., Gas, Railway, Federal & Provincial Govt. Depts., Constr. Firms, Concrete, Telecommunications, Sulphur, Higher Educ., Aviation, Meat Packing, Natural Gas Plant, Regional Hospital.

10 - CLIMATE: Av. An. Temp.-36 F.; Min. & Max. Temp.-Min.-Jan. 9 F.; Max.-July 60 F. Av. mo. rainfall 10 in.; Av. mo. snowfall 69 in.; Total av. precip. 17 in.

11 - TAP WATER: Hard, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on 99 through 102 Aves.; 3 blocks on 101 St.; 10 blocks on 100 St.; industrial District 98 to 102 St., on 97 & 98 Aves. S. and N. of NAR tracks, Industrial Pk. at 100 Ave.-108 St.

Neighborhood Shopping Centers-Safeway Plz. N. on Clairmont Road, Towne Ctr. Mall-Downtown, Prairie Mall, 100 St. & 177 Ave., Patterson Pl. Shopping Ctr. 84th Ave.

13 - RETAIL OUTLETS: **Department Stores**-Co-op, Simpson-Sears, The Brick.
Variety Stores-Woolworth's, Metropolitan.
Chain Supermarkets-Safeway, IGA, Alberta Grocers, Co-op.
Other Chain Stores-Fields, Saan, St. Clair Shop, Singer Co., Sweet 16, Home Hardware, Beaver Lumber.

14 - NEWSPAPERS: HERALD-TRIBUNE (e-mon to thur) 8,462; (e-fri) 11,292; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Peter J. Woolsey, Adv. Mgr., HERALD-TRIBUNE, 10604-100th St., Grand Prairie, AB T8V 2M5, Tel. (403) 532-1110.
National Representative: None.

LETHBRIDGE, ALTA.

1 - LOCATION: Division 2. E&P Map B-3. 135 mi. S. of Calgary and 66 mi. N. of the U.S. border. On Provincial Hwy. 3 E. and W. (Trans-Alberta).

2 - TRANSPORTATION: **Railroads**-Canadian.
Motor Freight Carriers-50.
Interprovincial Bus Lines-Greyhound.
Airlines-Time Airways.

3 - POPULATION:
Corp. City 86 Cen. 58,841; E&P 88 Est. 55,675
CZ-ABC: (86) 58,741
RTZ-ABC: (86) 104,940
City & RTZ-ABC: (86) 163,681

4 - HOUSEHOLDS:
City 86 Cen. 22,080; E&P 88 Est. 21,822
CZ-ABC: (86) 21,985
RTZ-ABC: (86) 33,590
City & RTZ-ABC: (86) 55,575

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	8	N.A.
Trust & Credit Unions	9	N.A.

6 - PASSENGER AUTOS: Province 1,295,635

7 - ELECTRIC METERS: Residence 19,580

8 - GAS METERS: Residence 20,203

9 - PRINCIPAL INDUSTRIES: Grain Elevators, Food Proc.; Furn.; Metal Fab.; Rollers, Tanks; House Trailers; Comm. Trailers; Pre-fab. Homes; Drums; Boats; Cellular Radios; Cinder Blocks; Brewery; Macaroni; Farm Mach.; Oxygen Plant; Mfg. & Refining; Edible & Non-Edible Oils; Meat Packing & Dressing; Distillers; Ceramics; Poultry; Oilwell Equip.; Frozen Foods; Foundry; Flour Milling; Metal Door & Windows; Higher Educ.; Soft Drinks; Feed Plants; Bakeries; Dairy Prods.; Poly Bogs; Clothing; Metal Fab.; Aluminum Architectural Prods.; Boilers & Pressure Vessels.

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring 15-20; Summer 5-32; Fall -17-20; Winter -15-11. First killing frost, Oct. 9; last killing frost, May 20.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on 3rd & 4th Aves.; 4 on 5th St.; 2 on 6th & 7th Sts. S., 4 on 13th St. N.
Neighborhood Shopping Centers-3rd Ave. & 13th St. S., 9th Ave. & 15th St. S., Holiday Vlg. on Mayor Magrath Dr., on 16th Ave. S., Norbridge, 24th St. at 7th Ave. N., College Mall on Mayor Magrath Dr. at 20th Ave. S., Centre Vlg., 13th St. and 2nd Ave. N., Westminster, 5th Ave. and 13th St. N., Lethbridge Ctr., 5th St. and 4th Ave. S., South Plz. 16th Ave. and Mayor Magrath Dr., Chinook Ctr. 13th Ave. N., Park Meadow Mall, 23rd St. & 18th Ave. N., 100 Columbia Blvd. W.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Center Vlg Mall(36)	NA	Simpson Sears, Food Giant, MacLeods
College Mall(46)	NA	Woolco, Super Valu, Canadian Tire
Sandman Inn Plz (26)	NA	7-Eleven
Lethbridge Ctr	NA	Woodward's
South Plz (15)	NA	Zeller's, Safeway
Chinook Ctr (5)	NA	
Park Meadow(35)	NA	Safeway
West Vlg. Mall(1)	NA	Super Sam

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-T. Eaton, Woolco, Zeller's, Sears, MacLeod's, Woodward's.
Variety Stores-Woolworth, Saan, Kresge's, Canadian Tire.
Chain Supermarkets-Safeway 3, Super Valu, Woodward's, Food Giant.

14 - NEWSPAPERS: HERALD (e) 26,327; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: William Andreachuk, Adv. Mgr., HERALD, 504 7th St. S., Lethbridge, AB T1J 3Z7, Tel. (403) 328-4411.
National Representative: Thomson Newspapers.

MEDICINE HAT, ALTA.

1 - LOCATION: Division 1. E&P Map B-3. Industrial trading ctr. for SE Alberta. On S. branch of Saskatchewan River, 175 mi. from Calgary, 340 mi. from Edmonton. On Trans-Canada Hwy.

2 - TRANSPORTATION: **Railroads**-Canadian Pacific.
Airlines-Time Airways.
Bus Lines-Greyhound.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 86 Cen. 41,804; E&P 88 Est. 44,898
CZ-ABC: (81) 40,380
RTZ-ABC: (81) 21,616
City & RTZ-ABC: (81) 61,996

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 86 Cen. 15,916; E&P 88 Est. 17,629
CZ-ABC: (81) 14,730
RTZ-ABC: (81) 6,555
City & RTZ-ABC: (81) 21,285

5 - BANKS	**NUMBER**	**EST. DEP.**
All Banks	8	N.A.

6 - PASSENGER AUTOS: Province 1,295,635

7 - ELECTRIC METERS: Residence 16,808

8 - GAS METERS: Residence 14,037

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Garages 300 ($195); Chemical 320 ($200); Clay & Glass 1,100 ($185); Constr. 1,200 ($200); Trans. 600 ($185); Whse. 300 ($130); Ret. 1,500 ($125); Fin. 160 ($155); Restaurant 380 ($140); Dairy 70 ($165); Servs. 2,000 ($145); Others 2,000 ($150); Industrial composite for firms employing 20 or more ($285).
Principal Industrial Pay Days-2nd and 4th Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 13-72; Summer 49-106; Fall 45-90; Winter 22-60. First killing frost, Sept. 24; last killing frost, Apr. 5.

11 - TAP WATER: Alkaline, hard 140 ppm.

12 - RETAILING: **Principal Shopping Center**-5 blocks on 2nd and 3rd Sts.
Neighborhood Shopping Centers-4th Ave., Aberdeen St.; 3rd St. on Riverside; Industrial Dist.; N. Railway St.; Division Ave. bet. 6th & 7th Sts.; Crescent Hghts.; Dunmore Rd. SE; Southview Mall; Medicine Hat Mall.
Principal Shopping Days-Department Stores-Mon., Thur., Fri., Sat.; Food-Fri., Sat.; Food Lumber Outlets-Sun. 11-4.

13 - RETAIL OUTLETS: **Department Stores**-T. Eaton; Simpson-Sears; K mart; The Bay.
Variety Stores-Woolworth; Kresge.
Chain Supermarkets-Safeway 3, Co-op, IGA 2, OK Economy, Red Owl 2.

14 - NEWSPAPERS: NEWS (e) 14,150; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Stuart M. Warne, Adv. Mgr., NEWS, 3257 Dunmore Rd. S.E., Medicine Hat, AB T1A 7E6, Tel. (403) 527-1101.
National Representative: Southam Newspapers.

RED DEER, ALTA.

1 - LOCATION: Census Division 8. E&P Map B-3. Midway between Calgary and Edmonton (95 mi.). Hub for the four Western Canadian Provinces, accessible to newly developing Canadian Northland, Alaska and NW U.S.

2 - TRANSPORTATION: **Railroads**-Canadian Pacific, Canadian National.
Motor Freight Carriers-40.
Bus Lines-Greyhound, Coachways, Red Arrow Express.

3 - POPULATION:
Corp. City 86 Cen. 54,425; E&P 88 Est. 58,745
CZ-ABC: (86) 54,425
RTZ-ABC: (86) 172,914
City & RTZ-ABC: (86) 227,339

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 86 Cen. 19,691; E&P 88 Est. 21,730
CZ-ABC: (86) 19,691
RTZ-ABC: (86) 60,219
City & RTZ-ABC: (86) 79,910

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	13	N.A.

6 - PASSENGER AUTOS: Province 1,295,635

7 - ELECTRIC METERS: Residence 22,551

8 - GAS METERS: Residence 22,500

9 - PRINCIPAL INDUSTRIES: Milk Condensery, Poultry Eviscerating & Creamery, Packing & Can Mfg., Mfg. of Transformers, Bottling, Trailer Mfg., Concrete, Auto Parts, Railroads, over 3,500 oil and gas wells, Brewery, Prov. Gov't 3,000, Alberta Gas Ethylene Mfg., Pipeline Mfg., Steel Mfg.

10 - CLIMATE: Av. Temp.-May to Sept. 54. First killing frost, Oct. 1; last killing frost, Mar. 31.

11 - TAP WATER: Filtered, soft, fluoridated, reduced from 232 ppm to 70 ppm hardness.

12 - RETAILING: **Principal Shopping Centers**-On Gaetz Ave. & Ross St. Other shopping centers in West Park, Eastview & Ross St. E., Parkland Shopping Mall (North Hill), Bower Place (Southhill).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bower Place(99)	3	Woodwards, Eatons
Eastview(10)	2	IGA, Eastview Super Drug
Parkland Mall(100)	4	Sears, Woolco
Safeway Plz. Ctr.	NA	Co-op
Port-O-Call(8)	1	Safeway, Western
Pines Shopping Plz (10)	2	Red Rooster

Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-T. Eaton, Hudson's Bay, Simpson-Sears, Co-op, Woolco, Merit, Woodwards.
Variety Stores-S.S. Kresge, Zellers, Saan.
Chain Drug Stores-Shoppers Drugmart, London Drugs.
Chain Supermarkets-Safeway 2, IGA 2.
Other Chain Stores-Tom Boy, Sports Experts, The Brick; North Star Sports; Boots.

14 - NEWSPAPERS: ADVOCATE (e) 23,131; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: R.F. Grainger, Adv. Mgr., ADVOCATE, 2950 Bremner Ave.; PO Box 5200, Red Deer, AB T4N 5G3; Tel. (403) 343-2400.
National Representative: None.

BRITISH COLUMBIA SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	**1981**	**1986**	**1989**
Under 5 Years	191	201	212
5-14 Years	397	417	439
15-24 Years	491	515	543
25-44 Years	831	1,139	1,199
45-64 Years	536	562	592
65 and Over	298	313	329
TOTAL	2,744	2,883	3,035

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1971**	**1983**	**1989**
General Mdse	719	2,611	2,983
Apparel	122	584	871
Furniture	96	294	577
Groceries	904	3,104	4,548
Lumber Bldg. Mat.	31	105	128
Restaurants	705	1,535	3,610
Autos	580	2,801	3,730
Gasoline Fuel Oil	283	885	1,406
Drugs	124	596	715
TOTAL SALES	3,744	15,190	21,256

Source: Census of Canada Retail Trade

CRANBROOK, B.C.

1 - LOCATION: E&P Map B-3. Located on Hwys. 3 & 95. 52 mi. N. of the Canadian-U.S. border, 90 mi. W. of the B.C.-Alta. border. Div. No. 1, Sub-div. 8, SE corner of Province. Hub city of the East Kootenay region & a major hwy. & railway center.

2 - TRANSPORTATION: **Railroads**-Canadian Pacific.
Intercity Bus Lines-Greyhound.
Airlines-Pacific Western.

3 - POPULATION:
Corp. City 86 Cen. 15,893; E&P 88 Est. 18,061
CZ-ABC: (81) 15,915
RTZ-ABC: (81) 18,773
City & RTZ-ABC: (81) 34,688

4 - HOUSEHOLDS:
City 86 Cen. 5,734; E&P 88 Est. 6,607
CZ-ABC: (81) 5,475
RTZ-ABC: (81) 6,478
City & RTZ-ABC: (81) 11,953

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	N.A.
Credit Union	1	N.A.

6 - PASSENGER AUTOS: City 16,712

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Forestry, Coal Mining, Trans., Gold, Silver & Lead Mining, Dairy, Trucking & Farming, Tourism.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 55-100; Fall 25-75; Winter 0-60. First killing frost, Oct. 15; last killing frost, Apr. 15.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Centers**: Downtown on Baker St., Tamarack Shopping Ctr., Cranbrook Mall.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: TOWNSMAN (e-mon to fri) 4,179; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Carol Murray, Pub., TOWNSMAN, 822 Cranbrook St. N., Cranbrook, BC V1C 3R9, Tel. (604) 426-5201.
National Representative: None.

DAWSON CREEK, B.C.

1 - LOCATION: Peace River-Prince George Elect. Dist. (PC). E&P Map B-2. 800 mi. NE of Vancouver; 380 mi. NW of Edmonton, Alta. Major coal development underway, oil development, forestry, farming & agriculture. Mile Zero on Alaska Hwy.

2 - TRANSPORTATION: **Railroads**-Canadian National; British Columbia.
Motor Freight Carriers-11.
Airlines-Canadian Airlines, Air B.C., Time Air, Various Charter Lines.

3 - POPULATION:
Corp. City 86 Cen. 10,544; E&P 88 Est. 11,985

4 - HOUSEHOLDS:
City 86 Cen. 3,949; E&P 88 Est. 4,500

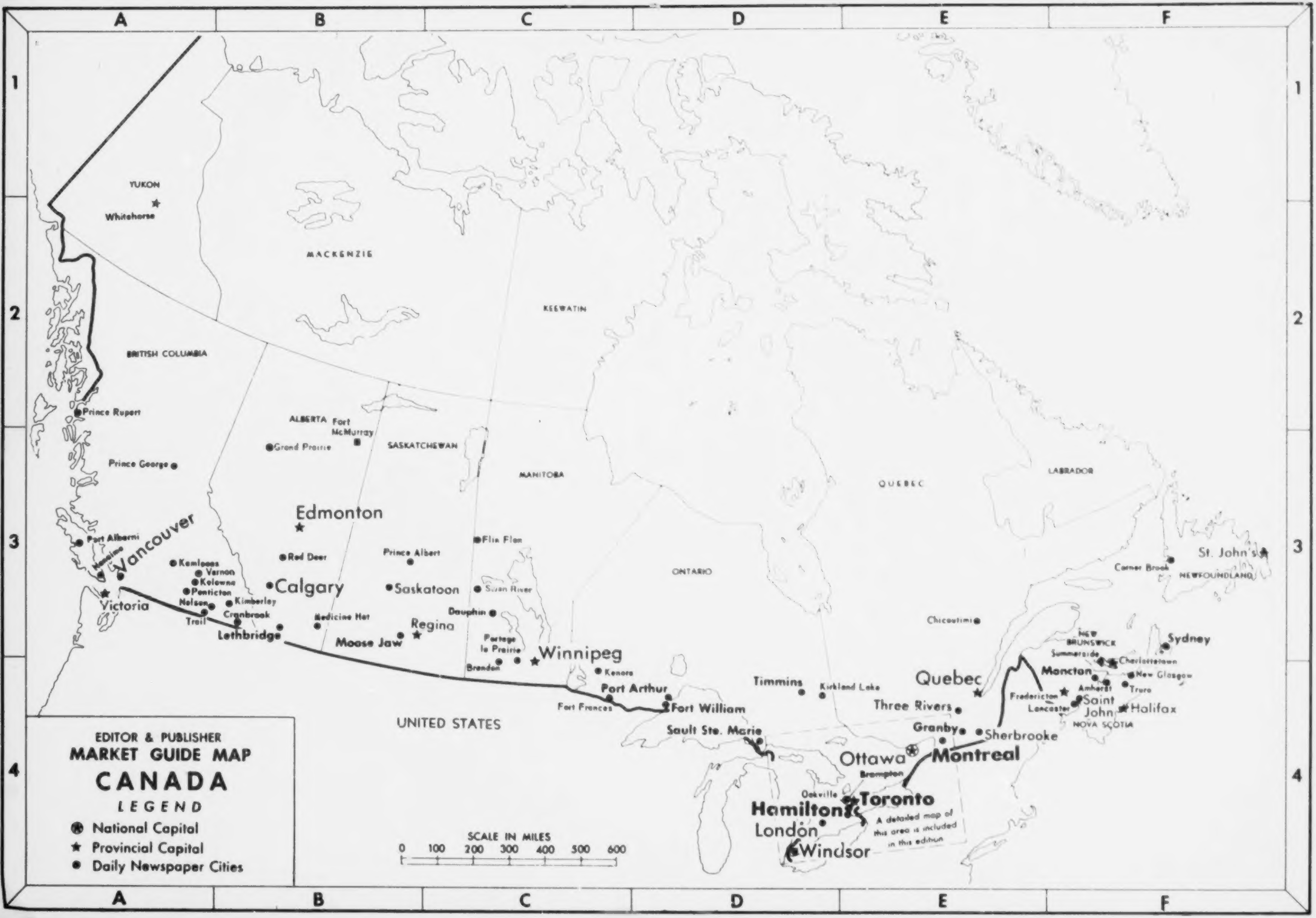
5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	1	N.A.
Commercial	7	N.A.

6 - PASSENGER AUTOS: City 15,210

7 - ELECTRIC METERS: Residence 4,383

8 - GAS METERS: Residence 4,210

9 - PRINCIPAL INDUSTRIES: Lumbering; Mining; Oil Development; Farming & Ranching; Agric.; Tourism; Trans.



EDITOR & PUBLISHER
MARKET GUIDE MAP
CANADA

LEGEND
⊛ National Capital
★ Provincial Capital
● Daily Newspaper Cities
SCALE IN MILES
0 100 200 300 400 500 600
A
B
C
D
E
F
1
2
3
4
YUKON
Whitehorse
MACKENZIE
KEEWATIN
BRITISH COLUMBIA
Prince Rupert
Prince George
ALBERTA
Fort McMurray
Grand Prairie
SASKATCHEWAN
MANITOBA
Edmonton
Port Alberni
Nanaimo
Vancouver
Victoria
Kamloops
Vernon
Kelowna
Penticton
Nelson
Trail
Kimberley
Cranbrook
Lethbridge
Red Deer
Calgary
Medicine Hat
Prince Albert
Saskatoon
Moose Jaw
Regina
Flin Flon
Swan River
Dauphin
Portage la Prairie
Brandon
Winnipeg
Kenora
Fort Frances
Port Arthur
Fort William
UNITED STATES
ONTARIO
Sault Ste. Marie
Timmins
Kirkland Lake
QUEBEC
Chicoutimi
Quebec
Three Rivers
Granby
Sherbrooke
Ottawa
Montreal
Brampton
Oakville
Toronto
Hamilton
London
Windsor
A detailed map of this area is included in this edition
LABRADOR
NEWFOUNDLAND
Corner Brook
St. John's
NEW BRUNSWICK
Summerside
Charlottetown
Moncton
Amherst
New Glasgow
Truro
Fredericton
Lancaster
Saint John
Halifax
NOVA SCOTIA
Sydney

Principal Industrial Pay Days Thur Fri

10 - CLIMATE Six-year Av (Celsius)-Spring 1 Summer 14 Fall 5 Winter 13 Av frost free days 74

11 - TAP WATER Alkaline hard

12 - RETAILING Principal Shopping Center-Dawson Mall 40 stores
Neighborhood Shopping Centers-Dawson Co-op Century Place mini mall

Nearby Shopping Centers

Name (No of stores)	Miles from Downtown	Principal Stores
Grand Praine Mall	80	Zeller's Safeway
Fort St John	50	Zeller's Safeway

Principal Shopping Days Thur Fri Sat
Stores Open Evenings-Mon to Fri

13 - RETAIL OUTLETS Department Stores-K mart Co-op MacLeod's
Discount Stores-Woolworth Kresge's Saan Fields
Variety Stores Woolworth Kresge's
Chain Drug Stores-Shoppers
Chain Supermarkets-Safeway Co-op
Other Chain Stores-Reitmans Sweet 16 Kelly's Stereos Sears Kit's Camera Bumper to Bumper

14 - NEWSPAPERS PEACE RIVER BLOCK NEWS (e-mon to fri) 3 586 sworn Jan 31 1988
Local Contact for Advertising and Merchandising Data Heinz Goldbach Pub PEACE RIVER BLOCK NEWS PO Box 180 Dawson Creek BC V1G 4G6 Tel (604) 782-4888
National Representative None

FORT ST. JOHN, B.C.

1 - LOCATION Peace River-Liard Regional District E&P Map B-2 45 mi NW of Dawson Creek Tourism gas logging oil wells & diversified farming

2 - TRANSPORTATION Railroads-B C R
Motor Freight Carriers-White Pass Canadian Freightways
Intercity Bus Lines-Greyhound
Airlines-(connecting point Edmonton Whitehorse Prince George Vancouver) Canadian Airlines Air B C

3 - POPULATION
Corp City 86 Cen 13 355 E&P 88 Est 20 429
CZ-ABC (81) 13 891
RTZ-ABC (81) 7 651
City & RTZ-ABC (81) 21 542

4 - HOUSEHOLDS
City 86 Cen 4 777 E&P 88 Est 7 124
CZ-ABC (81) 4 590
RTZ-ABC (81) 2 164
City & RTZ-ABC (81) 6 754

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm	6	N A

6 - PASSENGER AUTOS: City 15 508

7 - ELECTRIC METERS: City 6 430

8 - GAS METERS: 5 677

9 - PRINCIPAL INDUSTRIES: Forestry; Gas & Oil Wells; Dairying; Livestock; Alfalfa Seed; Feed Grains; Honey

10 - CLIMATE: Min & Max Temp -40 to 40 C

11 - TAP WATER: Neutral, soft

12 - RETAILING: Principal Shopping Center-Totem Mall
Neighborhood Shopping Centers-Northgate Mall; Co-op Shopping Ctr.

13 - RETAIL OUTLETS: Department Stores-Zeller's; Central; The Bay; Co-op
Discount Stores-Save-A-Lot
Chain Drug Stores-People's Drug Mart; Shoppers Drug
Chain Supermarkets-Overwaitea; IGA; Safeway
Other Chain Stores-MacLeod's; Fields; Marshall Wells; Workwear World; Daines Western; Ming Loong

14 - NEWSPAPERS: ALASKA HIGHWAY NEWS (e-mon to fri) 3,221; Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: L.F. Armas, Pub., ALASKA HIGHWAY NEWS, 9916-98th St., Fort St. John, BC V1J 3T8; Tel. (604) 785-5631.
National Representative: None.

KAMLOOPS, B.C.

1 - LOCATION: Division 6, E&P Map A-3. About 220 mi NE of Vancouver approximately same distance NW of Trail; 390 mi W of Calgary

2 - TRANSPORTATION Railroads-Canadian Pacific Canadian Natl Railway
Airlines-Canadian Airlines Air BC

3 - POPULATION
Corp City 86 Cen 61 773 E&P 88 Est 68 867
CZ-ABC (86) 61 773
RTZ-ABC (86) 35 032
City & RTZ-ABC (86) 96 805

4 - HOUSEHOLDS
City 86 Cen 22 265 E&P 88 Est 24 872
CZ-ABC (86) 22 155
RTZ-ABC (86) 12 235
City & RTZ-ABC (86) 34 390

5 - BANKS	NUMBER	EST DEP
All Banks	20	N A

6 - PASSENGER AUTOS City 49 193

7 - ELECTRIC METERS Residence 23 683

8 - GAS METERS N A

9 - PRINCIPAL INDUSTRIES Industry No of Wage Earners-Primary 1840 Mfg 3 165 Constr 3 280, Trans Util & Comm 3 585 Trade 6 420 Fin Ins & R E 1 595 Commerce Business & Personal Service 10 285 Public Administration & Defense 2 370

10 - CLIMATE Min & Max Temp N A

11 - TAP WATER Town soft Trading area fairly hard fluoridated

12 - RETAILING

Neighborhood Shopping Centers

Name (No of stores)	Miles from Downtown	Principal Stores
Aberdeen(80)	5	Bay/Woodwards
Brock(5)	7	Coopera
Fortune(10)	5	Safeway
K mart Plz (5)	7	K mart
N Hills(4)	5	Zellers Fields
Sahali Ctr Mall(30)	2	Woolco Fields
Thompson Park Mall(36)	2	Sears Fields
Valleyview(10)	5	Coopers

Principal Shopping Days-Thur Fri Sat & Sun
Stores open Evenings-Thur & Fri

13 - RETAIL OUTLETS Department Stores-Woodwards Bay Sears K mart Zellers Woolco Fields 3
Chain Drug Stores-Shoppers Drug Mart Boots, Circle Drugs
Food Outlets-Safeway 4 Coopers 3 Super-Valu, Overwaitea 2
Other Chain Stores-Canadian Tire 2 Copps 2, Singer Sally Saans 2 Jack Fraser's 2 People's Jewellers 2, Mappins O B Allen Jewelers Buckerfields, Thunderbird Radio Shack 2

14 - NEWSPAPERS: DAILY NEWS (e) 20 785 Mar 31 1988 ABC
Local Contact for Advertising and Merchandising Data M L Recchi Adv Mgr DAILY NEWS 106-63 W Victoria St Kamloops BC V2C 6J6 Tel (604) 372-2331 Fax No (604) 374-3884
National Representative Southam Newspapers

KELOWNA, B.C.

1 - LOCATION: Division 3, E&P Map A-3. On Okanagan Lake; 295 mi. E of Vancouver. In Central Okanagan Regional District.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Canadian National.
Motor Freight Carriers-12
Intercity Bus Lines-Greyhound
Airlines-C.P.; Pacific Western; Time Air

3 - POPULATION:
Corp. City 86 Cen. 61,213; E&P 88 Est. 66,499
CZ-ABC: (81) 46,890
RTZ-ABC: (81) 38,347
City & RTZ-ABC: (81) 85,237

4 - HOUSEHOLDS:
City 86 Cen. 24,161; E&P 88 Est. 26,513
CZ-ABC: (81) 17,588
RTZ-ABC: (81) 13,577
City & RTZ-ABC: (81) 31,165

5 - BANKS	NUMBER	DEPOSITS
Commercial	17	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: City 76,479

7 - ELECTRIC METERS: 11,000

8 - GAS METERS: 6,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fruit Picking & Pkg. 2,800; Logging & Saw Mills 1,050; Retailing 2,000; Office & Clerical 1,200; Trans. 288; Constr. 1,200; Distillery 400; Truck Mfg. 450; Rec. Vehicles 850.

10 - CLIMATE: Daily mean temperature 47. Precipitation 12.35 in. annually.

11 - TAP WATER: Fluoridated

12 - RETAILING: **N.A.**

13 - RETAIL OUTLETS: **Department Stores**-Field's, Hudson's Bay, MacLeod's, Sears, Woolco
Variety Stores-Woolworth, Metropolitan, Saan.
Chain Drug Stores-Rexall, Western, London Drug, Shoppers Drug Mart
Chain Supermarkets-Safeway, Super Valu; IGA, Overwaitea

14 - NEWSPAPERS: COURIER (e) 16 735 Mar 31, 1988 ABC
Local Contact for Advertising and Merchandising Data Ron Harding Gen Adv Mgr COURIER, 550 Doyle Ave Kelowna BC V1Y 7V1 Tel (604) 762-4445
National Representative Thomson Newspapers

KIMBERLEY, B.C.

1 - LOCATION: Division 3 E&P Map B-3 Hwy 95 In East Kootenay Regional District

2 - TRANSPORTATION: **Railroads**-Canadian Pacific
Intercity Bus Lines-Greyhound
Airlines-Pacific Western

3 - POPULATION:
Corp City 86 Cen 6 732 E&P 88 Est 7 362

4 - HOUSEHOLDS:
City 86 Cen 2 612 E&P 88 Est 2 894

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N A

6 - PASSENGER AUTOS: City 6 312

7 - ELECTRIC METERS: Residence 2 701

8 - GAS METERS: Residence 1 600

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners-Mining Fertilizer Plant 429 Trans Commun Util 240 Pulp Mill 250

10 - CLIMATE: Min & Max Temp -N A

11 - TAP WATER: N A

12 - RETAILING: **N A**

13 - RETAIL OUTLETS: **Department Stores**-Field's (catalog) Simpson
Variety Stores-MacLeod's
Chain Drug Stores-Rexall Tamblyn
Chain Supermarkets-Super Valu Overwaitea

14 - NEWSPAPERS: BULLETIN (e-mon to fri) 2,140 sworn Dec 31 1987
Local Contact for Advertising and Merchandising Data Carol Murray Pub BULLETIN 335 Spokane St Kimberley BC V1A 1Y9 Tel (604) 427-5333
National Representative None

NANAIMO, B.C.

1 - LOCATION: Division 5, E&P Map A-3. 32 mi. W of Vancouver, 70 mi. N of Victoria, on Island Hwy. Center of wood pulp production area.

2 - TRANSPORTATION: **Railroads**-E&N, Canadian Pacific and B.C.; Ferries to Vancouver.
Interprovincial Bus Lines-Vancouver Island

3 - POPULATION:
Corp. City 86 Cen. 49,029; E&P 88 Est. 54,331
CZ-ABC: (86) 49,029
RTZ-ABC: (86) 77,324
City & RTZ-ABC: (86) 126,353

4 - HOUSEHOLDS:
City 86 Cen. 19,340; E&P 88 Est. 21,563
CZ-ABC: (86) 19,255
RTZ-ABC: (86) 29,948
City & RTZ-ABC: (86) 49,203

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	12	$149,000,000

6 - PASSENGER AUTOS: City 44,209

7 - ELECTRIC METERS: Residence 14,000

8 - GAS METERS: Residence 1,350

9 - PRINCIPAL INDUSTRIES: Lumber; Logging Mach.; Pulp; Shipbldg.; Fishing; Agric.; Tourism.

10 - CLIMATE: Min. & Max. Temp.-10-35.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Stores Open Evenings**-Thur., Fri.; Woolco-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-T. Eaton; Simpson-Sears; MacLeod's; Fields; Woolworth; Woolco; The Bay.
Chain Drug Stores-Shoppers Drug Mart 3; Central Drug 3; Nanaimo Pharmacy 2; Western.
Chain Supermarkets-Safeway 2; Super Valu 2; Overwaitea; IGA.

14 - NEWSPAPERS: FREE PRESS (e) 9,590; Mar. 31, 1988 [illegible]
Local Contact for Advertising and Merchandising Data: Clyde T. Wicks, Pub./Gen. Mgr., FREE PRESS, 225 Commercial St., Nanaimo, BC V9R 5K5, Tel. (604) 753-3451
National Representative: Thomson Newspapers.

NELSON, B.C.

1 - LOCATION: Central Kootenay Regional District, E&P Map A-3. 450 mi. E of Vancouver; 400 mi. W of Calgary. On West Arm of Kootenay Lake; Near Duncan and Hugh Keenlyside Dams. On Southern Trans-Canada Hwy. 3

2 - TRANSPORTATION: **Railroads**-Canadian Pacific, Burlington Northern
Motor Freight Carriers-8
Intercity Bus Lines-Greyhound; Kaslo-Nelson, Airline Service
Airlines-PWA

3 - POPULATION:
Corp. City 86 Cen. 8 113; E&P 88 Est. 8 532
CZ-ABC (81) 9 143
RTZ-ABC (81) 49 018
City & RTZ-ABC (81) 58 161

4 - HOUSEHOLDS:
City 86 Cen. 3 378; E&P 88 Est. 3 527
CZ-ABC (81) 3 570
RTZ-ABC (81) 17 836
City & RTZ-ABC (81) 21 406

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N A
Savings & Loan	4	N A

6 - PASSENGER AUTOS: City 11 782

7 - ELECTRIC METERS: Residence 3 983

8 - GAS METERS: Residence 2 327

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners (Av Wkly Wage)-Trans 400 ($150) Lumber 900 ($175) Contracting 300 ($175) Mfg 400 ($150)

10 - CLIMATE: Min & Max Temp -Spring 40-80; Summer 55-100 Fall 25-75 Winter 0-60 First killing frost Oct 15 last killing frost Apr 15

11 - TAP WATER: Neutral soft

12 - RETAILING: **Principal Shopping Centers**-12 blocks on Baker, Stanley, Josephine, Ward & Vernon Sts
Neighborhood Shopping Centers-Fairview-Nelson Ave
Principal Shopping Days-Thur Fri Sat
Stores Open Evenings-Fri until 9

13 - RETAIL OUTLETS: **Department Stores**-Eaton's, Army & Navy, Field's, Zeller's, Woodward's, Saan, MacLeod's
Variety Stores-Woolworth
Chain Supermarkets-Super-Valu, Safeway

14 - NEWSPAPERS: NEWS (m-mon to fri) 4,833; Mar 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: Robert Firth, Pub., NEWS, 266 Baker St., Nelson, BC V1L 4H3; Tel (604) 352-3552
National Representative None

PENTICTON, B.C.

1 - LOCATION: Division 3, E&P Map A-3. On Lake Okanagan, 256 mi. E of Vancouver.

2 - TRANSPORTATION: **Railroads**-Canadian Pacific; Canadian National (freight only)
Intercity Bus Lines-Greyhound.
Airlines-Canadian Airlines International; Air B.C.

3 - POPULATION:
Corp. City 86 Cen. 23,588; E&P 88 Est. 24,494
CZ-ABC: (81) 24,043
RTZ-ABC: (81) 28,405
City & RTZ-ABC: (81) 52,448

4 - HOUSEHOLDS:
City 86 Cen. 10,043; E&P 88 Est. 10,449
CZ-ABC: (81) 9,676
RTZ-ABC: (81) 10,684
City & RTZ-ABC: (81) 20,360

5 - BANKS	NUMBER	DEPOSITS
Savings	8	N.A.

6 - PASSENGER AUTOS: City 30,155

7 - ELECTRIC METERS: 5,758

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Forestry 312; Mfg. 420; Constr. 670; Trans. Storage 700; Mining 305; Fruit & Pkg. 1,984.

10 - CLIMATE: Min. Temp.-Jan. -5 C.; Max. Temp.-July 29 C.

11 - TAP WATER: N.A.

12 - RETAILING: **Stores Open Evenings**-Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores-Zeller's, Sears (catalog), Woodward's, Woolco
Variety Stores-Woolworth, Penticton 5
Chain Drug Stores-Shopper's Drug Mart 2, I.D.A., Pharmasave, Circle, Woolco
Chain Supermarkets-Super-Valu 2, Canada Safeway, IGA, Woodward's

14 - NEWSPAPERS: HERALD (e-mon to fri) 8,134 Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: George Solomonides, Adv. Mgr., HERALD, 186 Nanaimo Ave. W., Penticton, BC V2A 1N4; Tel. (604) 492-4002
National Representative: Thomson Newspapers.

PORT ALBERNI, B.C.

1 - LOCATION: Division 5. E&P Map A-3. 50 mi. NW of Nanaimo on Hwy. 4 and 30 mi. from the E coast of Vancouver Island. Center of forest complex (pulp paper, plywood and lumber manufacturing). Province's third largest deep-sea port with commercial fishery facilities.

2 - TRANSPORTATION: **Railroad**-Canadian Pacific
Motor Freight Carriers-2
Intercity Bus Lines-Pacific Coach Lines Ltd.
Airlines-Pacific Rim

3 - POPULATION:
Corp. City 86 Cen. 18,241; E&P 88 Est. 18,622
CZ-ABC: (86) 18,241
RTZ-ABC: (86) 12,100
City & RTZ-ABC: (86) 30,341

4 - HOUSEHOLDS:
City 86 Cen. 6,770; E&P 88 Est. 6,782
CZ-ABC: (86) 6,755
RTZ-ABC: (86) 4,160
City & RTZ-ABC: (86) 10,915

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	N.A.
Credit Union	1	N.A.

6 - PASSENGER AUTOS: City 17,024

7 - ELECTRIC METERS: Residence 7,005

8 - GAS METERS: None

9 - PRINCIPAL INDUSTRIES: Pulp & Paper, Plywood & Lumber Mills, Logging, Fishing, Heavy Mach.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-50; Summer 60-90; Fall 55-70; Winter 20-40

11 - TAP WATER: Soft

12 - RETAILING: **Principal Shopping Areas**-3 blocks on Third Ave., Port Alberni Plz. Shopping Ctr. & Alberni Mall, 10th & Redford, Southgate Shopping Ctr., Harbor Quay, Waterfront facility
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Woodward's, K mart, Simpson-Sears (catalog)
Chain Drug Stores-Shopper's Drug Mart, People's
Chain Supermarkets-Safeway, Super-Valu, Woodward's
Other Chain Stores-Color Your World, Woolworth, Saan, Radio Shack, People's Jewelers, Revelstoke Lumber, Copp Shoes, Reitman's, Bootlegger, Sweet 16, Windsor Plywoods

14 - NEWSPAPERS: ALBERNI VALLEY TIMES (e-mon to fri) 6,707; Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: N.E. Hannaford, Pub., ALBERNI VALLEY TIMES, 4918 Napier St.; PO Box 400, Port Alberni, BC V9Y 7N1; Tel. (604) 723-8171
National Representative: None.

PRINCE GEORGE, B.C.

1 - LOCATION: E&P Map A-3. 466 mi. N of Vancouver.

2 - TRANSPORTATION: **Railroads**-British Columbia; Canadian National.
Airlines-Canadian Airlines.
Bus Lines-Greyhound; Coachways.

3 - POPULATION:
Corp. City 86 Cen. 67,621; E&P 88 Est. 75,012
CZ-ABC: (86) 67,621
RTZ-ABC: (86) 59,186
City & RTZ-ABC: (86) 126,807
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 86 Cen. 22,700; E&P 88 Est. 25,820
CZ-ABC: (86) 22,625
RTZ-ABC: (86) 18,700
City & RTZ-ABC: (86) 41,325

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	27	N.A.

6 - PASSENGER AUTOS: City 52,839

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry (Av. Wkly. Wage)-Lumbering ($465), Trans., Gov't, Pulp and Paper, Oil Refinery, Caustic Chem.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Fluoridated

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: **Department Stores**-Zeller's, Sears, Woodward's, Woolco
Variety Stores-Kresge, Saan, Canadian Tire
Chain Supermarkets-Safeway, Overwaitea 4, Woodward's, Extra Foods

14 - NEWSPAPERS: THE CITIZEN (e) 22,230 Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: Doug French, Adv. Mgr., CITIZEN, 150 Brunswick St., PO Box 5700, Prince George, BC V2L 5K9; Tel. (604) 562-2441
National Representative: Southam Newspapers.

PRINCE RUPERT, B.C.

1 - LOCATION: Skeena-Queen Charlotte Regional District. E&P Map A-2. On Kaien Island NW part of Hecate Strait, between mouths of Skeena River and Portland Canal. Pacific Coast terminus of Canadian National Railway. 500 mi. N of Vancouver; 40 mi. S of Alaskan boundary.

2 - TRANSPORTATION: **Railroads**-Canadian National
Motor Freight Carriers-3
Passenger Steamship Lines-2
Freight Steamship Lines-4
Intercity Bus Lines-Watson Island, Far West
Airlines-Canadian Pacific, B.C., Alaska Coastal, North Coast Air Servs., Trans Provincial

3 - POPULATION:
Corp. City 86 Cen. 15,755; E&P 88 Est. 17,406
CZ-ABC: (86) 15,755
RTZ-ABC: (86) 5,177
City & RTZ-ABC: (86) 20,932

4 - HOUSEHOLDS:
City 86 Cen. 5,357; E&P 88 Est. 5,999
CZ-ABC: (86) 5,330
RTZ-ABC: (86) 1,390
City & RTZ-ABC: (86) 6,720

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	6	N.A.

6 - PASSENGER AUTOS: City 9,474

7 - ELECTRIC METERS: Residence 3,600

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fishing 2,500 (N.A.), Trans. 200 (N.A.), Pulp & Paper 1,000 ($400), Mfg. 300 (N.A.), Food 190 (N.A.), Gov't 300 (N.A.), Gov't-Owned Paper Mill (N.A.)
Principal Industrial Pay Days-1st, 15th

10 - CLIMATE: Min. & Max. Temp.-Spring 38-50; Summer 49-62; Fall 42-53; Winter 32-41. First killing frost, Oct. 1; last killing frost, May 7

11 - TAP WATER: Neutral, very soft

12 - RETAILING: **Principal Shopping Centers**-Rupert Sq., Third Ave., Pride 'O' North Mall.
Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Fri. until 9

13 - RETAIL OUTLETS: **Variety Stores**-Woolworth; Field's; MacLeod's
Chain Supermarkets-Zellers; Reitman's; Overwaitea; Fisherman's Co-Op; Safeway; Super Valu.
Other Chain Stores-Sears

14 - NEWSPAPERS: NEWS (e-mon to fri) 3,893; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Iris M. Christison, Pub.; Coral Carr, Adv. Mgr., NEWS, Box 580, Prince Rupert, BC V8J 3R9; Tel. (604) 624-6781.
National Representative: None.

TRAIL, B.C.

1 - LOCATION: District of West Kootenay. E&P Map A-3. On the Columbia River, 10 mi. from International boundary, in section of district; 410 mi. E of Vancouver.

2 - TRANSPORTATION: **Railroads**-Canadian Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Airline; City Transit Service.
Airlines-Pacific Western; Arrow.

3 - POPULATION:
Corp. City 86 Cen. 7,948; E&P 88 Est. 8,569
CZ-ABC: (86) 9,788
RTZ-ABC: (86) 25,347
City & RTZ-ABC: (86) 35,135

4 - HOUSEHOLDS:
City 86 Cen. 3,328; E&P 88 Est. 3,549
CZ-ABC: (86) 4,030
RTZ-ABC: (86) 9,170
City & RTZ-ABC: (86) 13,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.

6 - PASSENGER AUTOS: City 16,510

7 - ELECTRIC METERS: Residence 6,457

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining-Lead, Zinc, Silver, Cadmium, Bismuth, Mercury, Tin, Iron & Electronic Metals; Mfg.-Steel, Fertilizers, Chemicals, Hardware Specialties, Zinc (Die Castings & Extruded), Chain Saws. Employment 7,500
Principal Industrial Pay Days-8th, 23rd

10 - CLIMATE: Min. & Max. Temp.-Spring 21-85; Summer 44-96; Fall 27-87; Winter 16-52

11 - TAP WATER: Neutral, soft, not fluoridated

12 - RETAILING: **Principal Shopping Center**-9 blocks on 3 streets (Waneta Plz.)
Neighborhood Shopping Centers-Rossland Ave. (2 blocks), E. Trail (3 blocks), Glenmerry (1 block)
Principal Shopping Days-Tues. through Sat.
Stores Open Evenings-Fri.
Stores Close-Most on Mon.

13 - RETAIL OUTLETS: **Department Stores**-Hudson's Bay, Simpson-Sears, Woolco
Variety Stores-S.S. Kresge
Chain Supermarkets-Super Valu, Safeway
Other Chain Stores-Sally, MacLeod's, Sweet 16, Firestone

14 - NEWSPAPERS: TIMES (e-mon to fri) 5,951 Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: Janet Le Page, Adv. Mgr., TIMES, 1163 Cedar Ave., Trail, BC V1R 4B8; Tel. (604) 368-8551
National Representative: None.

VANCOUVER, B.C.

1 - LOCATION: Division 15. E&P Map A-3. On Burrard Inlet. Canada's largest Pacific seaport, direct access to ocean. Principal sources of income are lumbering, fishing, mining, manufacturing, shipping, tourism, and government enterprise. Harbor has 159 km. water frontage, 49 sq. mi. deep-sea anchorage. Commercial metropolis for British Columbia and Yukon. Financial, distributing & University center. 15 mi. N of U.S. border, 140 mi. N of Seattle; 66 km. from Victoria. Hwys. to Trans-Canada and U.S.

2 - TRANSPORTATION: **Railroads**-Via Rail, Burlington Northern, B.C. Rail, B.C. Hydro
Motor Freight Carriers-N.A.
Intercity Bus Lines-Greyhound; B.C. Transit; Grey Line of Vancouver; West Vancouver City Bus; Richmond Coachlines; Seabus; Skytrain
Airlines-Aeromexico; Air B.C.; Air Canada; Air France; Air-India; Air New Zealand; Aloha; American; Aquila Air Ltd.; British Airways; Burrard Air Ltd.; Canadian Airlines International; Cathay Pacific Airways; Continental; Delta; Eastern; El-Al Israel; Finnair; Harbour Air Ltd.; Hawaiian; Japan; JAT-Yugoslav; KLM Royal Dutch; Korean Air; Lufthansa; Mexicana; Philippine; Qantas; San Juan; Singapore; Trans-Provincial; United; Wardair Canada
Steamship Lines-67

3 - POPULATION:
Corp. City 86 Cen. 431,147; E&P 88 Est. 398,610
Met. Area 86 Cen. 1,336,609; E&P 88 Est. 1,347,378
CZ-ABC: (86) 864,977
RTZ-ABC: (86) 696,423
City & RTZ-ABC: (86) 1,561,400

4 - HOUSEHOLDS:
City 86 Cen. 188,256; E&P 88 Est. 177,781
Met. Area 86 Cen. 521,222; E&P 88 Est. 545,142
CZ-ABC: (86) 356,130
RTZ-ABC: (86) 240,295
City & RTZ-ABC: (86) 596,425

5 - BANKS	NUMBER	EST. DEP.
Trust Companies	23	N.A.
Credit Unions	33	N.A.
Chartered	32	N.A.

6 - PASSENGER AUTOS: City 394,054

7 - ELECTRIC METERS: Lower Mainland 586,110

8 - GAS METERS: Residence Lower Mainland 355,427

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 67,000; Retail Trade 58,000; Wholesale Trade 47,000; Finance & Insurance 45,000; Food & Beverage Servs. 37,000; Business Servs. 36,000; Health & Social Servs. 32,000; Trans. Servs. 29,000; Educ. Servs. 28,000; Constr. 28,000; Gov't Servs. 17,000; Others 29,000. Total Wage Earners-453,000

10 - CLIMATE: Min. & Max. Temp. (Celsius)-January 0-5, July 13-22

11 - TAP WATER: Neutral, very soft, not fluoridated

12 - RETAILING: **Principal Shopping Area**-Downtown Vancouver bounded by Hastings (N), Burrard (W), Hamilton (E) and Robson
Major Retail Areas-**Vancouver Proper**-Pacific Ctr., Oakridge Shpg. Ctr., Champlain Mall, Arbutus Village Sq., Vancouver Ctr.
North Shore-Park Royal, Capilano Mall, Westlynn Mall, Lonsdale Quay
Burnaby/New Westminster-Metrotown Ctr., Brentwood Mall, Lougheed Mall, Middlegate Ctr., Westminster Mall
Coquitlam Pt./Moody Maple Ridge-Coquitlam Ctr., Westwood Mall
Richmond-Lansdowne Park, Richmond Sq. Ctr.
Delta-Scott 72 Ctr., Scottsdale Mall
Surrey-Guildford Town Ctr., Semiahmoo Ctr., Scott Town Plz.
Langley-Willowbrook Shpg. Ctr., Langley Mall

13 - RETAIL OUTLETS: **Major Department Stores**-Woodward's 9, The Bay 7, Eaton's 6, Sears 5
Variety/Discount Department Stores-Field's 18, Zeller's 7, Marks & Spencer 7, K mart 4, Woolco 3, Woolworth 3, Army & Navy 2
Chain Drug Stores-Pharmasave 17, Shopper's Drug Mart 42, London Drugs 16, People's 15, Woodward's 8, Owl 6, Regency 4, Macdonald's 4, Circle 3
Chain Supermarkets-Safeway 46, Super Valu 27, Woodward's Food Floor 6, Save-On-Foods 8, Overwaitea 8, Produce City 3, IGA 13

14 - NEWSPAPERS: PROVINCE (m-mon to fri) 180,087 (S) 222,616, Mar. 31, 1988 ABC
SUN (e-mon to thur) 227,108, (e-fri) 276,585, (e-sat) 279,899; Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: Norman R. Weitzel, Adv. Dir., Pacific Press Ltd., 2250 Granville St., Vancouver, BC V6H 3G2; Tel. (604) 732-2431
National Representatives: Southam Newspapers, Cresmer, Woodward, O'Mara & Ormsbee

VERNON, B.C.

1 - LOCATION: North Okanagan Regional District. E&P Map R-12. Fruit & vegetable processing, agriculture, lumber, stock-raising area. 71 mi. SE of Kamloops.

2 - TRANSPORTATION: **Railroads**-Canadian Pacific; Canadian National.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways, Central Coach; Greyhound.
Airlines-American; Eastern; USAir.

3 - POPULATION:
Corp. City 86 Cen. 20,241; E&P 88 Est. 22,257
CZ-ABC: (81) 27,271
RTZ-ABC: (81) 50,209
City & RTZ-ABC: (81) 77,480

4 - HOUSEHOLDS:
City 86 Cen. 8,440; E&P 88 Est. 9,197
CZ-ABC: (81) 10,115
RTZ-ABC: (81) 17,160
City & RTZ-ABC: (81) 27,275

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.

6 - PASSENGER AUTOS: City 35,024

7 - ELECTRIC METERS: City 4,250

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Fruit & Vegetable Proc. (dehydration and canning); Lumber Mills (sash & door); Farming: Fruit, Cattle, Sheep Raising, Dairying.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: NEWS (e) 8,762; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Gary Oldfield, Pub./Gen. Mgr., NEWS, 3309 31st Ave., Vernon, BC V1T 6N8; Tel. (604) 545-0671.
National Representative: Thomson Newspapers.

VICTORIA, B.C.

1 - LOCATION: Vancouver Island E&P Map A-3 Provincial Capital Tourism Oceanographic Research center Education and Cultural center Lumbering Small Fruits and Agriculture Naval base and dockyard Wholesale Center on S tip of Vancouver Island 80 mi from Vancouver and Seattle, WA

2 - TRANSPORTATION: **Railroads**-Esquimalt & Nanaimo Canadian National (freight)
Steamship Lines-4 also B C Steamship Ltd Ferry to Seattle Washington State Ferries to Anacortes B C Government Ferries Swartz Bay to Tsawwassen Black Ball Ferries to Port Angeles U S
Motor Freight Carriers-5
Intercity Bus Lines-Vancouver Island Coach covering Vancouver Island
Airlines-Air Canada Air B C Pacific Western Burrard Air Otter Air Wardair Canadian Airlines Int'l Helijet San Juan Air

3 - POPULATION:
Corp City 86 Cen 66.303 E&P 88 Est 63.536
Met Area 86 Cen 239.154 E&P 88 Est 242.886
NDM-ABC (86) 212.026
RTZ-ABC (86) 187.234
NDM & RTZ-ABC (86) 399.260

4 - HOUSEHOLDS:
City 86 Cen 34.103 E&P 88 Est 34.608
Met Area 86 Cen 99.446 E&P 88 Est 105.628
NDM-ABC (86) 90.235
RTZ-ABC (86) 71.110
NDM & RTZ-ABC (86) 161.345

5 - BANKS	NUMBER	DEPOSITS
Commercial	72	N A
Trust & Loan	29	N A
Credit Unions	42	N A

6 - PASSENGER AUTOS: City 166.210

7 - ELECTRIC METERS: Residence 120.958

8 - GAS METERS: Residence 3.900

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners (Av Wkly Wage-$391)-Mfg 4.800 Trans & Util 3.800 Trade 6.600 Servs 5.400 Industrial Composite 24.300 Total employment 110.560

10 - CLIMATE: Min & Max Temp -Spring 42-55 Summer 51-67 Fall 45-56 Winter 36-44 First killing frost Dec 4 last killing frost Mar 4

11 - TAP WATER: Acid very soft

12 - RETAILING: **Principal Shopping Area**-Downtown area bounded by Wharf St Humboldt Cook and Herald Sts Downtown Association comprises 350 member firms
Neighborhood Shopping Centers Major Shopping Ctrs Hillside Mall 120 stores Mayfair Mall 100 Tillicum Mall 80 Town & Country 23 Can West Saanich Plz.; Saanich Ctr.; University Heights
Stores Open Evenings-Many stores open 7 days a week; all stores open Wed., Thur., Fri., evening Substantial Sun opening

13 - RETAIL OUTLETS: **Department Stores**-Eaton's; Hudson's Bay; Woodward; Woolco; Simpson-Sears; Zeller's; K mart
Chain Drug Stores-Shoppers; London; Pharmas, People's; Boots
Chain Supermarkets-Safeway; Low Cost Stores, Shop Easy; IGA; Oakcrest; Fairways; Thrifty's; 7-Eleven; Woodward's; Economart; Mac's Convenience Stores; Save-on-Foods
Other Chain Stores-Aamco; A&B Sound; A&A Records; O.B. Allan Jewelers; Agnew-Surpass; Allied Radio Shack; Bata Shoe; Beaver Lumber Co. Ltd.; Buckerfield's Ltd.; Charmante's; Color Your World; D'Allaird's Ltd.; Dalmy's; Discus Music World; Fairweather; Firestone; Jack Fraser; Footlocker; Great West Gold & Diamond Co.; Japan Camera Ctr.; Grassie's; Jordan's Victoria Ltd.; Kinney Shoes; Black's Cameras; Lords Shoes; Mappins Jewellers; Mariposa; Marks & Spencer; Miller's; Midas; Murray Goldman; The Nut House; Pennington's Large Size Shop; People's Jewelers; The Pop-Shoppe; Purdy Chocolates; Reitman's; Ricki's; Roots Natural Footwear; Saba Bros.; Sally Shops; Shirley K Maternity; Singer; Speedy Muffler King; Sterling Shoes; Superstar Athletic Footwear; Sweet Sixteen; Thrifty's; Thunderbird; Tip Top Tailors; Windsor Plywoods.

14 - NEWSPAPERS: TIMES-COLONIST (m) 80,878; (S) 78,164; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: B.E. Hobbs, Adv. Dir., TIMES-COLONIST, 2621 Douglas St.; Box 300, Victoria, BC V8W 2N4; Tel. (604) 381-5200.
National Representatives: Thomson Newspapers; Cresmer, Woodward, O'Mara & Ormsbee.

MANITOBA SURVEYS

POPULATION ESTIMATES

(Thousands)

Age Group	1981	1986	1989
Under 5 Years	77	80	84
5-14 Years	161	167	176
15-24 Years	190	197	207
25-44 Years	278	288	303
45-64 Years	198	205	216
65 and Over	122	127	133
TOTAL	1 026	1 063	1 119

Based on Statistics Canada Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1971	1983	1989
General Mdse	335	884	1 151
Apparel	52	176	341
Furniture	26	90	249
Groceries	281	1 031	1 764
Lumber Bldg Mat	17	25	48
Restaurants	17	336	722
Autos	225	808	1 425
Gasoline Fuel Oil	95	260	601
Drugs	40	141	237
TOTAL SALES	1 346	4 338	7 089

Source Census of Canada Retail Trade

BRANDON, MAN.

1 - LOCATION: Division 7 E&P Map C-4

2 - TRANSPORTATION: **Railroads**-Canadian Pacific Canadian National
Intercity Bus Lines-Greyhound Manitoba Motor Transit Grey Goose
Airlines-Canadian Airlines International

3 - POPULATION:
Corp City 86 Cen 38.708 E&P 88 Est 41.024
CZ-ABC (86) 38.708
RTZ-ABC (86) 71.353
City & RTZ-ABC (86) 110.061
Demographic Information available from Newspaper See paragraph 14

4 - HOUSEHOLDS:
City 86 Cen 14.920 E&P 88 Est 16.334
CZ-ABC (86) 14.920
RTZ-ABC (86) 25.565
City & RTZ-ABC (86) 40.485

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	N A

6 - PASSENGER AUTOS: City 20.046

7 - ELECTRIC METERS: Residence 9.210

8 - GAS METERS: 5,725

9 - PRINCIPAL INDUSTRIES: Metal Fab Chem & Fertilizers; Elect Components; Health Care, Railroads (4.400 employees); Meat & Poultry Proc.; Power Generating

10 - CLIMATE: N A

11 - TAP WATER: Neutral soft fluoridated

12 - RETAILING: **Shopping Centers**-Brandon Shopping Mall-2 mi. S. of downtown-72 stores (open 9:30 a.m.-10:00 p.m.-Mon. through Sat.); Downtown area open Thur., Fri. evening K mart Shopping Complex-1 mile W. of downtown (open 10:00 a.m. to 10:00 p.m.-Mon. through Sat.); Brandon Gallery Downtown, 54 stores (open 9:30 a.m.-9:30 p.m. Mon. through Fri., 9:30 a.m.-6:00 p.m. Sat.).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Shoppers Mall(24)	NA	Woolco, Allen-Brown Drug, Saan, Safeway
River Heights	NA	K mart
Gallery	NA	Zeilers, Eaton's, IGA, Shoppers Drug

Principal Shopping Days-Thur., Fri. (evening), Sat.

13 - RETAIL OUTLETS: **Department Stores**-Eaton's; Woolco; K mart; Zellers.
Variety Stores-Metropolitan; BiWay.
Chain Supermarkets-Safeway 2; Solo Stores; Econo-Mart; IGA 3; Economy; Other Grocery Stores 50.
Other Chain Stores-Maher; Reitmans; Gallenkamp; Canadian Tire; Thriftys; Tip Top; Bootlegger; Bata; Dalmys; Irene Hill; Kinney Shoes; Drapery Shoppe; Jean Junction; Orange Julius; Coles Books; Radio Shack; Astral Photo; Agnew-Surpass; Peoples Jewelers; Japan Camera.

14 - NEWSPAPERS: SUN (e-mon to thur: sat) 18.449; (e-fri) 22.725; Mar. 31 1988 ABC
Local Contact for Advertising and Merchandising Data E.W. Pow, Mktg Dir., SUN, 501 Rosser Ave Brandon, MB R7A 5Z6; Tel (204) 727-2451
National Representative Thomson Newspapers

DAUPHIN, MAN.

1 - LOCATION: On E&P Map C-3 Approx 210 mi NW of Winnipeg; 90 mi N of Brandon

2 - TRANSPORTATION: **Railroads**-Canadian Natl
Intercity Bus Lines-Grey Goose: Greyhound
Airlines-Perimeter

3 - POPULATION:
Corp City 86 Cen 8.875 E&P 88 Est 9.326

4 - HOUSEHOLDS:
City 86 Cen 3.669; E&P 88 Est 3.895

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	N A

6 - PASSENGER AUTOS: 4.784

7 - ELECTRIC METERS: N A

8 - GAS METERS: N A

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners-R R 383; Beverages 34 Hwy 189 Telephone 71

10 - CLIMATE: Min & Max Temp -N A

11 - TAP WATER: N A

12 - RETAILING: N A

13 - RETAIL OUTLETS: N A

14 - NEWSPAPERS: BULLETIN (e-mon to fri) 1.125; sworn Mar 31 1988
Local Contact for Advertising and Merchandising Data Robert Gilroy Pub., BULLETIN 120-1st Ave Dauphin MB R7N 1A5 Tel (204) 638-4420
National Representative None

FLIN FLON, MAN.

1 - LOCATION: Division 21 E&P Map C-3 Retailing resort, mining and smelting center

2 - TRANSPORTATION: **Intercity Bus Lines**-Grey Goose
Airlines-Pacific Western

3 - POPULATION:
Corp City 86 Cen 7.243 E&P 88 Est 8.061

4 - HOUSEHOLDS:
City 86 Cen 2.641; E&P 88 Est 3.050

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	N A

6 - PASSENGER AUTOS: City 2.596

7 - ELECTRIC METERS: 3.100

8 - GAS METERS: N A

9 - PRINCIPAL INDUSTRIES: Mining Smelting

10 - CLIMATE: Min & Max Temp -38, 84

11 - TAP WATER: N A

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N A

14 - NEWSPAPERS: REMINDER (e-mon to fri) 3,775; sworn May 31, 1987
Local Contact for Advertising and Merchandising Data: Sharon Salthammer, Adv. Mgr., REMINDER, 38 Main St.; PO Box 727, Flin Flon, MB R8A 1N5; Tel. (204) 687-3454.
National Representative None.

PORTAGE LA PRAIRIE, MAN.

1 - LOCATION: Division 9, E&P Map C-4, 56 mi. W of Winnipeg on Hwys. 1, 4.

2 - TRANSPORTATION: **Railroads**-Canadian Pacific; Canadian National.
Interprovincial Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 86 Cen. 13,198; E&P 88 Est. 14,848
CZ-ABC: (86) 13,086
RTZ-ABC: (86) 13,325
City & RTZ-ABC: (86) 26,411
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 86 Cen. 4,871; E&P 88 Est. 5,571
CZ-ABC: (86) 4,860
RTZ-ABC: (86) 4,200
City & RTZ-ABC: (86) 9,060

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	N.A.

6 - PASSENGER AUTOS: City 7.287

7 - ELECTRIC METERS: N A

8 - GAS METERS: N A

9 - PRINCIPAL INDUSTRIES: Grain Elevators; Flour Mills; General Farm Mach.; Clothing; Soup Plant; Pea Proc & Intl Shipping; Glassware Mfg.; Electric Cable Mfg.; Fishing Equip Mfg.; Frozen Potato Chip Plant

10 - CLIMATE: Min. & Max. Temp -Spring 35-55; Summer 50-85; Fall 26-50 Winter 0-25

11 - TAP WATER: Alkaline, hard; fluoridated

12 - RETAILING: **Principal Shopping Center**-40 store mall-Woolco & Safeway
Principal Shopping Days-Thur., Fri., Sat

13 - RETAIL OUTLETS: **Department Stores**-Stylerite; Federated Co-op; Woolco
Variety Stores-Metropolitan; Saan
Chain Supermarkets-Safeway; Co-op
Other Chain Stores-Canadian Tire

14 - NEWSPAPERS: DAILY GRAPHIC (e) 4,665; Mar 31 1988 ABC
Local Contact for Advertising and Merchandising Data W.J. (Bill) Hamilton Adv Mgr DAILY GRAPHIC 1941 Saskatchewan Ave W Portage La Prairie MB R1N 3B4; Tel (204) 857-3427
National Representative None

WINNIPEG, MAN.

1 - LOCATION: Metropolitan Corp of Greater Winnipeg E&P Map C-4 Provincial Capital At the junction of the Red and Assiniboine rivers 60 mi N of U.S. border Largest wholesale and distribution center in western Canada center of natural market area between Head of Lakes and Rocky Mountains

2 - TRANSPORTATION: **Railroads**-Canadian Pacific/Canadian National; VIA Rail
Intercity Bus Lines-Beaver, Eagle, Greyhound, Grey Goose; Southern Bus Lines, Winnipeg Transit

Airlines-Air Canada, CP Air, Northwest, Pacific Western; Nordair; North Central

3 - POPULATION:
Corp City 86 Cen 594.551 E&P 88 Est 610.750
FREE PRESS
CZ-ABC: (86) 606.074
Bal in NDM-ABC (86) 204.295
Total NDM-ABC (86) 810.369
SUN NDM-ABC (86) 594.551
Met Area 86 Cen 625.304 E&P 88 Est 643.816
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 86 Cen 228.386 E&P 88 Est 244.264
FREE PRESS
CZ-ABC: (86) 229.385
Bal in NDM-ABC (86) 66.235
Total NDM-ABC (86) 295.620
SUN
NDM-ABC (86) 227.145
Met Area 86 Cen 237.574 E&P 88 Est 257.523

5 - BANKS	NUMBER	DEPOSITS
Commercial (193 Branches)	11	N A

6 - PASSENGER AUTOS: City 277.375

7 - ELECTRIC METERS: Residences-combined totals Wpg. Hydro/Man. Hydro: 238,968

8 - GAS METERS: Residences 164,800 (total Greater Wpg. gas customers).

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Whol. 18,400 ($388), Ret. 30,800 ($249); Fin., Ins. & R E 15,600 ($405); Service 86,300 ($385); Industrial Composite 129,000 ($396); Mfg. 39,200 ($418); Durable Goods 17,500 ($449); Non-durable Goods 21,700 ($393); Constr. 6,300 ($475); Trans. and Commun. 25,400 ($530).
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Mean Daily (Celsius)-Jan. 19.3; Apr. 3.4; July 19.6; Oct. 6.1. Max. Temp. 40.6; Min.-45. First killing frost, Sept. 22; last killing frost, May 23.

11 - TAP WATER: Acid, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centre**-11 blocks on Portage Ave.; 12 on Main St.; Polo Park; Grant Park Plaza; Garden City Shopping Centre; Unicity Mall; Northgate Shopping Plaza: Niakawa Park; Goulet; Kern Park; Westwood; Dakota; Munroe; Kildonan; Rossmere; Windsor Park; Tuxedo Park; St. James; Crossroads; Southdale; St. Boniface; Osborne St.; River W. Park; Selkirk Ave.; Garden City Sq.; St. Vital Shopping Centre; Kildonan Place; Park W. Mall; Eaton Place; Forest Park Mall; Shops of Winnipeg Sq.
Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Mon., Thur., Fri.; Food Thur., Fri.; Shopping centers every evening.

13 - RETAIL OUTLETS: Department Stores-Eaton's 4, Hudson's Bay 4, Simpson-Sears 3
Discount Stores-BiWay 7, K mart 5, Woolco 5, Zellers 7
Variety Stores-Woolworth, S.S. Kresge, Metropolitan.
Chain Drug Stores-Boots 3, ARP 5, Howies 2, Metro 15, Shoppers 12, Nieman 7, Woolco 5, Price Watchers 15
Chain Supermarkets-Dominion 3, Economart 7, IGA 13, Loblaw's 2, Canada Safeway 31, Penner 2, Tom Boy 4, Family Fare 10, Super Valu 5
Other Chain Stores-Agnew-Surpass 4, Birk's 5, Beaver Lumber 4, People's Jewelers 9, Tip Top Tailors 7, Steen & Wright, Holt-Renfrew, D'Allairds 5, Gray's Apparel 2, Bata Shoe 5, Bowring's 2, Radio Shack 14, Reitman's 6, MacLeod's 3, Canadian Tire 7, Firestone 3, Pennington's 6, Fairweather 5, Goodyear 5, Clifford's 4, Consumers Distributing 9, B.F. Goodrich 2, Color Your World 4.

14 - NEWSPAPERS: FREE PRESS (e-mon to fri) 170,199; (m-sat) 234,562; (S) 145,854 Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: R.W. Churchward, Adv. Dir., FREE PRESS, 300 Carlton St., Winnipeg, MB R3C 3C1 Tel. (204) 943-9331
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Thomson Newspapers
SUN (m-mon to fri) 48,709; (S) 60,295 Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: R. Dagdick, Mktg. Dir., SUN, 1700 Church Ave., Winnipeg, MB R2X 3A2 Tel. (204) 694-2022
National Representative: None

NEW BRUNSWICK SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1981	1986	1989
Under 5 Years	53	54	56
5-14 Years	120	122	128
15-24 Years	137	140	146
25-44 Years	194	197	206
45-64 Years	122	124	130
65 and Over	70	71	74
TOTAL	696	709	741

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1989
General Mdse	158	456	633
Apparel	29	125	207
Furniture	22	52	115
Groceries	197	667	924
Lumber/Bldg. Mat	19	19	27
Restaurants	8	196	464
Autos	150	553	1,027
Gasoline/Fuel Oil	78	256	403
Drugs	22	112	178
TOTAL SALES -	851	2,772	4,339

Source: Census of Canada/Retail Trade -

FREDERICTON, N.B.

1 - LOCATION: York County, E&P Map F-4. Provincial Capital. County Seat. Location of Federal Government Provincial offices. 15 mi. from Canadian Forces Base Gagetown. Division Headquarters of Royal Canadian Mounted Police. Centre of agricultural and dairying area, lumber and pulpwood industries. Important wholesale distributing point. Situated on navigable river 65 mi. from year round seaport; 561 mi. from Montreal; 783 mi. from Gander, Newfoundland on Trans-Canadian Hwy.

2 - TRANSPORTATION: Motor Freight Carriers-8.
Intercity Bus Lines-SMT (Eastern).
Airlines-Air Canada; Eastern Provincial Airways.

3 - POPULATION:
Corp. City 86 Cen. 44,352; E&P 88 Est. 42,098
CZ-ABC: (86) 48,011
RTZ-ABC: (86) 71,312
City & RTZ-ABC: (86) 119,323

4 - HOUSEHOLDS:
City 86 Cen. 16,712; E&P 88 Est. 16,882
CZ-ABC: (86) 17,630
RTZ-ABC: (86) 22,690
City & RTZ-ABC: (86) 40,320

5 - BANKS	NUMBER	DEPOSITS
Commercial	21	N.A.
Finance & Trust	9	N.A.

6 - PASSENGER AUTOS: Province 286,037; City 28,407

7 - ELECTRIC METERS: City 18,700

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Footwear 150; Millwork 200; Printing 200; Creamery 70; Food Proc. 115; Brick & Concrete Prods. 115; Gov't Offices and Educational Institutions (combined) 2,450.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-55; Summer 60-90; Fall 40-65; Winter -10-30.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Downtown Shopping Center-4 blocks and facing blocks bounded by Queen, Regent, King and Westmorland Sts. on S. Side; Union & Bridge Sts., Brookside Dr. & Sunset Dr., in section of city across 3/4 mile-wide river on North Side.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fredericton Mall	NA	Zeller's, Sobeys, Metropolitan
K mart Plz.	NA	K mart, Mr. Grocer
Devon Park	NA	Save Easy Mkt.
Oromocto Mall	10	Woolworth, Save Easy Mkt.
Regent Mall	NA	Woolco, Dominion
Brookside Mall	NA	K mart

Principal Shopping Days-Thur., Fri.
Stores Close-N.A.

13 - RETAIL OUTLETS: Department Stores-Creaghan, Levine's, Neill's, Sears, Zellers, Metropolitan, K mart, Woolco.
Chain Supermarkets-Dominion 2, Sobeys 4, Red & White 2, Save Easy 3
Chain Drug Stores-Ross 3, Shoppers 2, Devon Pharmacy 2, Lawtons
Other Chain Stores-Canadian Tire, Western Tire.

14 - NEWSPAPERS: GLEANER (e) 29,359 Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: D.H. Lawson, Adv. Mgr., GLEANER, PO Box 3370, Fredericton, NB E3B 5A2 Tel. (506) 452-6671
National Representative: None

MONCTON, N.B.

1 - LOCATION: Westmorland County, E&P Map F-4. Geographical center of Maritimes. On Trans-Canada Highway.

2 - TRANSPORTATION: Railroads-Canada National.
Motor Freight Carriers-31
Intercity Bus Lines-S.M.T. (Eastern)
Airlines-Air Canada, Canadian Pacific, Atlantair Ltd.

3 - POPULATION:
Corp. City 86 Cen. 55,468; E&P 88 Est. 53,771
CZ-ABC: (86) 80,190
RTZ-ABC: (86) 227,561
City & RTZ-ABC: (86) 307,751

4 - HOUSEHOLDS:
City 86 Cen. 20,479; E&P 88 Est. 20,807
CZ-ABC: (86) 28,065
RTZ-ABC: (86) 69,120
City & RTZ-ABC: (86) 97,185

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	30	N.A.

6 - PASSENGER AUTOS: Province 286,037; City 32,452

7 - ELECTRIC METERS: Residence 19,500

8 - GAS METERS: Residence 1,000

9 - PRINCIPAL INDUSTRIES: Regional HQ. C.N.R. (Offices & Shps.) 6,000 Emp., Payroll $24 million an. Mfg. 2,342 Emp., Payroll approx. $17 million an. Approx. 400 smaller industries.
Principal Industrial Pay Days-15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-47; Summer 52-74; Fall 37-56; Winter 11-28. Last killing frost, May 23.

11 - TAP WATER: Acidic, very soft.

12 - RETAILING: Principal Shopping Areas-7 blocks on Main St.; 4 shpg. malls: Highfield Sq., Champlain Pl. Shpg. Mall, Riverview Mall, Moncton Mall.
Neighborhood Shopping Centers-St. George St., Mountain Rd.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Eaton's, Sears, Lounsbury's, Creaghan's.
Variety Stores-Woolco, Metropolitan, Zeller's, K mart.
Chain Drug Stores-Good Neighbor 3, Shoppers 4, Lawton's
Chain Supermarkets-Sobey's 4, Save-Easy 3, Mountain Way 3, Dewares 3, Low Food, No Frills, Mr. Grocer, Nub.
Other Chain Stores-Goodrich, Peoples Jewelers, Agnew-Surpass, Dalmy's, Reitman's, Firestone, Lewis Shoes, Fifth Avenue Stores Ltd., Canadian Tire, Birks, Marks & Spencer, Tip Top Tailors, Jack Frazer's, Town and Country, Suzy Sheer, Dominion Playworld, Jean Junction, Tower Jewellers, Direct Film, D'Allairds, Penningtons, Cole's Book Stores, Braemar, Fredelle's, Nortell's, Singer, Mona Liza, Smart Set, Thrifty's, Battah Shoe, Cara Tobacco, Consumers Distributing, Elk's, Gazebo, Krazy Tops, Merrils, Montreal Draperies, Pant City, Radioland, Cartier's, Abram's, Pantorama, Medjuck's, Sam the Record Man, Kelly's Stereo Mart, Big Steel, Fairweathers, Radio Shack, Building Supplies, Kent, Lockhart's.

14 - NEWSPAPERS: TIMES-TRANSCRIPT (e-mon to fri) 44,267; (sat) 52,630 Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: B. Coyle, Adv. Mgr., TIMES-TRANSCRIPT, 939 Main St., Moncton, NB E1C 8P3 Tel. (506) 853-9321
National Representative: Associated Media Representatives

SAINT JOHN, N.B.

1 - LOCATION: St. John County, E&P Map F-4. County Seat. National port, on Bay of Fundy at mouth of the St. John River 482 mi. E of Montreal. Manufacturing and distribution center.

2 - TRANSPORTATION: Railroads-Canadian Pacific, VIA Rail
Motor Freight Carriers-8
Steamship Lines-15
Airlines-Air Canada, Eastern Provincial

3 - POPULATION:
Corp. City 86 Cen. 76,381; E&P 88 Est. 74,002
CZ-ABC: (86) 79,655
RTZ-ABC: (86) 629,787
Met. Area 86 Cen. 121,265; E&P 88 Est. 117,387
City & RTZ-ABC: (86) 709,442

4 - HOUSEHOLDS:
City 86 Cen. 28,115; E&P 88 Est. 27,684
CZ-ABC: (86) 28,855
RTZ-ABC: (86) 202,830
Met. Area 86 Cen. 41,937; E&P 88 Est. 41,040
City & RTZ-ABC: (86) 231,685

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	28	N.A.

6 - PASSENGER AUTOS: Province 286,037; City 43,494

7 - ELECTRIC METERS: Residence 28,382

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Drydock & Shipbuilding 921; Sugar Refinery 416; Oil Refinery 450; Pulp Mill 500; Newsprint Mill 550; Port of Saint John 1,500; Paint Brush Manufacturer 180; Newspaper 200; Tea Company 200; Breweries 300; Steel/Welding 400; Telecommunications 2,500; Hospitals (2) 2,900; University/Community College 310.
Principal Pay Days-5th & 15th; 20th & 30th.

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring 3-27; Summer 13-24; Fall 13-21; Winter 14-23. First killing frost, Oct. 11; last killing frost, May 11.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on King, Charlotte, Union Street (Uptown).
Neighborhood Shopping Centers-Lancaster; Haymarket Sq.; Loch Lomond Mall; Prince Edward Square; Parkway Mall; Manawagonish Road Mall; McAllister Pl.; Brunswick Sq.; Westmorland Pl.; Chesley Pl.; Market Sq. Complex.
Principal Shopping Days-Mon. through Sat.
Stores Open Evenings-Centers open every evening until 10 p.m. Sears-Wed., Thur., Fri. until 9:30; Mon., Tues., Sat., until 5:30 p.m.

13 - RETAIL OUTLETS: Department Stores-Calp's Limited; Sears; K mart 2; Woolco; Towers; Pascal-Emerson; Ideal Stores; Woolworth 2; Metropolitan; Zeller's.
Chain Supermarkets-Sobey's 7; Mr. Grocer; Save-Easy; IGA; Village Food Stores.
Other Chain Stores-Canadian Tire 2; Agnew-Surpass Shoes; Bata Shoe; Henry Birks; D'Allaird's; Dalmy's; Sally Shops; Tip-Top Tailors; Reitman's; Singer Co.; Martin Senour; International; Pennington's; Fairweather's; Big Steel; Gallenkamp; Firestone; Jack Fraser; People's Jewellers; B.F. Goodrich; Radio Shack; Tibbett's Paints; Maher Shoes; O.B. Allen Jewellers; Thrifty's; Smart Set; Radioland; Sam The Record Man; Colour Your World.
Chain Drug Stores-Shoppers; Lawton's; Drug City; Guardian.

14 - NEWSPAPERS: THE TELEGRAPH-JOURNAL (m-mon to fri) 30,752; THE EVENING TIMES-GLOBE (e-mon to fri) 32,656; (m-sat) 60,476, Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: Edward Thurlbeck, Adv. Mgr., THE TELEGRAPH-JOURNAL and THE EVENING TIMES-GLOBE, 210 Crown St., PO Box 2350, Saint John, NB E2L 3V8; Tel. (506) 632-8888.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Bardal, Gosbee & Associates.

NEWFOUNDLAND SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1981	1986	1989
Under 5 Years	49	49	51
5-14 Years	118	118	123
15-24 Years	114	114	119
25-44 Years	156	156	163
45-64 Years	87	87	90
65 and Over	44	44	46
TOTAL	568	568	592

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1989
General Mdse	159	414	504
Apparel	21	106	199
Furniture	8	40	90
Groceries	130	507	917
Lumber/Bldg. Mat	61	5	45
Restaurants	8	160	190
Autos	96	331	657
Gasoline/Fuel Oil	39	190	293
Drugs	15	92	151
TOTAL SALES	599	2,009	3,266

Source: Census of Canada/Retail Trade

CORNER BROOK, NFLD.

1 - LOCATION: Division 5, E&P Map F-3.

2 - TRANSPORTATION: Railroads-Canadian National.
Steamship Lines-6.
Intercity Bus Lines-CN Roadcruiser; Corner Brook Transit.
Airlines-Air Canada; Air Nova; LabAir; Sealand; Canadian Airlines International.

3 - POPULATION:
Corp. City 86 Cen. 22,719; E&P 88 Est. 23,133
CZ-ABC: (86) 23,134
RTZ-ABC: (86) 62,931
City & RTZ-ABC: (86) 86,065

4 - HOUSEHOLDS:
City 86 Cen. 6,839; E&P 88 Est. 7,115
CZ-ABC: (86) 6,935
RTZ-ABC: (86) 17,270
City & RTZ-ABC: (86) 24,205

5 - BANKS	NUMBER	DEPOSITS
Savings	7	N.A.

6 - PASSENGER AUTOS: Province 184,553

7 - ELECTRIC METERS: Residence 8,092

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Newsprint 3,000 ($190); Cement 130 ($170); Gypsum 65 ($140).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-65; Summer 45-90; Fall 32-60; Winter 10-40.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Broadway; West Street; Millbrook and Corner Brook Plz.; Valley Mall.
Principal Shopping Days-Thur., Fri. and Sat.
Stores Close-Sun.
Stores Open Evenings-Wed., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Co-op, Coleman's, K mart, Zellers, The Met.
Discount Stores-Target
Chain Drug Stores-Shoppers, Lawtons
Chain Supermarkets-Sobeys, Dominion

14 - NEWSPAPERS: WESTERN STAR (e) 11,242 Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Peter Padbury, Adv. Mgr., WESTERN STAR, West St., PO Box 460, Corner Brook, NF A2H 6E7. Tel. (709) 634-4348.
National Representative: Thomson Newspapers.

ST. JOHN'S, NFLD.

1 - LOCATION: Division 1. E&P Map F-3. Easternmost point in Canada. Industrial center. Capital of Province.

2 - TRANSPORTATION: **Railroads**-Canadian National.
Motor Freight Carriers-20.
Intercity Bus Lines-St. John's, CN Roadcruiser, United, Fleet Line.
Airlines-Air Canada, Canadian Airlines International, Air Transit, Ltd., United Helicopter, Ltd., Sealand Helicopter, Air Atlantic, Air Nova, NFLD (Newfoundland), Labrador Airways.

3 - POPULATION:
Corp. City 86 Cen. 96,216; E&P 88 Est. 80,467
CZ-ABC: (86) 96,216
RTZ-ABC: (86) 472,133
Met. Area 86 Cen. 146,370; E&P 88 Est. 171,028
City & RTZ-ABC: (86) 568,349

4 - HOUSEHOLDS:
City 86 Cen. 30,199; E&P 88 Est. 26,520
CZ-ABC: (86) 29,750
RTZ-ABC: (86) 129,330
Met. Area 86 Cen. 44,091; E&P 88 Est. 53,314
City & RTZ-ABC: (86) 159,080

5 - BANKS: 39 Branches. Deposits N.A.

6 - PASSENGER AUTOS: Province 184,553

7 - ELECTRIC METERS: Residence 176,227

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 4,318 ($493); Trade 12,333 ($326); Industrial Composite 54,067 ($435); Constr. 1,479 ($497).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring -2.2 - 5.03; Summer 9.23-18.47; Fall 3.7-10.83; Winter -6.57 - -1.47. First killing frost, Oct. 11; last killing frost, June 5.

11 - TAP WATER: Soft, neutral (lime added); not fluoridated.

12 - RETAILING: **Neighborhood Shopping Centers**-Water St., LeMarchant Rd., Churchill Park, Cornwall Ave., Elizabeth Ave. E., Elizabeth Ave. W., Topsail Rd., Topsail Hwy., Sobeys Sq., Avalon Mall, Kenmount Rd.; K mart Plz.; Torbay Rd., Tobay Rd. Mall; Atlantic Place; Water Street, Duckworth Street; Village Mall.
Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Sun.
Stores Open Evenings-Wed., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Sears
Variety Stores-Bowrings; Ayres; Woolworth, Woolco; K mart; Zeller's.
Chain Supermarkets-Dominion 7; The General 2; Consumers Co-op 2; Sobeys 6; IGA.

14 - NEWSPAPERS: TELEGRAM (e-mon to fri) 38,531; (wknd) 54,959; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: R.T. Keeping, Adv. Mgr., TELEGRAM, Columbus Drive; PO Box 5970, St. John's, NF A1C 5X7; Tel. (709) 364-6300.
National Representative: Thomson Newspapers.

NOVA SCOTIA SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1981	1986	1989
Under 5 Years	61	63	66
5-14 Years	138	142	149
15-24 Years	164	169	178
25-44 Years	236	243	254
45-64 Years	156	161	168
65 and Over	92	95	100
TOTAL	847	873	915

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1989
General Mdse.	187	541	869
Apparel	42	165	319
Furniture	21	66	153
Groceries	246	924	1,568
Lumber Bldg. Mat.	8	34	81
Restaurants	16	303	724
Autos	173	633	1,495
Gasoline Fuel Oil	113	270	550
Drugs	27	149	345
TOTAL SALES	971	3,545	6,749

Source: Census of Canada Retail Trade

AMHERST, N.S.

1 - LOCATION: Cumberland County. E&P Map F-4. Between Northumberland Strait and Bay of Fundy on Isthmus of Chignecto.

2 - TRANSPORTATION: **Railroads**-Canadian National.
Motor Freight Carriers-1.
Intercity Bus Lines-S.M.T., Acadian.

3 - POPULATION:
Corp. City 86 Cen. 9,671; E&P 88 Est. 9,099
CZ-ABC: (86) 9,671
RTZ-ABC: (86) 33,027
City & RTZ-ABC: (86) 42,698

4 - HOUSEHOLDS:
City 86 Cen. 3,627; E&P 88 Est. 3,531
CZ-ABC: (86) 3,630
RTZ-ABC: (86) 11,385
City & RTZ-ABC: (86) 15,015

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	N.A.

6 - PASSENGER AUTOS: City 4,297

7 - ELECTRIC METERS: Residence 3,263

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Iron Mills, Structural Steel & Boilers, Clothing, Chemicals, Polyethelene, Galvanizing, Woodworking, Tanning Oils, Plastics, Aircraft Components, Reinforcing Steel, Dairy Prods., Custom Mach., Mobile Home Mfg., Electronics, Chewing Gum.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral.

12 - RETAILING: **Shopping Centers**-Cumberland Mall (20 stores), Amherst Centre Mall (30 stores).
Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Margolians.
Variety Stores-Metropolitan, Zeller's, County Fair; K mart.
Chain Drug Stores-Rexall, Good Neighbor Drug Mart, Shoppers Drug Mart.
Chain Supermarkets-Save-Easy, Co-op Stores; Sobeys.

14 - NEWSPAPERS: NEWS (m-mon to fri) 6,937; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Richard Spicer, Adv. Dir., NEWS, PO Box 280, Amherst, NS B4H 3Z2; Tel. (902) 667-5102.
National Representative: None.

HALIFAX, N.S.

1 - LOCATION: Halifax County. E&P Map F-4. Provincial Capital. On the Atlantic Coast, 805 mi. E of Montreal.

2 - TRANSPORTATION: **Railroads**-Canadian National; Dominion Atlantic.
Motor Freight Carriers-13
Intercity Bus Lines-Acadian; DTS Buses Ltd.
Passenger Steamship Lines-5.
Freight Steamship Lines-Container 7; Freight 25.

Airlines-Canadian Pacific; Air Canada; Air Atlantic.

3 - POPULATION:
Corp. City 86 Cen. 113,577; E&P 88 Est. 113,591
Met. Area 86 Cen. 295,990; E&P 88 Est. 302,574
CHRONICLE-HERALD and MAIL-STAR:
NDM-ABC: (86) 707,060
DAILY NEWS:
NDM-ABC: (81) 288,126

4 - HOUSEHOLDS:
City 86 Cen. 45,761; E&P 88 Est. 48,049
Met. Area 86 Cen. 104,628; E&P 88 Est. 116,173
CHRONICLE-HERALD and MAIL-STAR:
NDM-ABC: (86) 243,780
DAILY NEWS
NDM-ABC: (81) 97,295

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	9	N.A.

6 - PASSENGER AUTOS: County 133,582; City 52,372

7 - ELECTRIC METERS: City 105,800

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: **Metro Area**-Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 6,700 ($306); Nondurable Goods 4,200 ($309); Constr. 2,900 ($364); Trans., Comm. & Util. 9,100 ($316); Trade 14,500 ($192); Fin., Ins. & R.E. 6,100 ($258); Servs. 9,000 ($155); Industrial Composite 48,500 ($243).

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring 0-20; Summer 9-28; Fall 2-14; Winter -8-8. First killing frost, Oct. 31; last killing frost, May 13.

11 - TAP WATER: Acid, very soft, fluoridated.

12 - RETAILING: **Metro Area**-Principal Shopping Areas-6 blocks on Barrington St.; 2 on Granville St.; 6 on Gottingen St.; 5 on Spring Garden Rd.; 4 on Portland St. (Dartmouth); 2 on Commercial St. (Dartmouth); 7 on Quinpool Road.
Neighborhood Shopping Centers-(No. of stores)-Capitol Plz. (8); Capitol Vlg. Ctr. (7); Clayton Park Plz. (5); Green Street Plz. (3); Shannon Plz. (8).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Barrinston Pl (35)	NA	Colwell Bros., Import Bazaar
Bayers Road(80)	NA	Dominion, Zellers
Bedford Place(36)	NA	Towers, ICA
Clayton Park(12)	NA	Dominion
Dartmouth S.C. (12)	NA	Zellers, Dominion
Downsview Mall(16)	NA	Metropolitan, K mart
Halifax S.C. (74)	NA	Eatons, Kresges
Historic Prop. (31)	NA	
K mart Mall(15)	NA	K mart
Maritime Mall(32)	NA	
Micmac Mall(99)	NA	Simpson's, Eaton's
Penhorn Mall(85)	NA	Woolco, Sobeys, Sears
Quinpool Ctr. (20)	NA	Canadian Tire, Dominion
Sackville Town Centre(15)	NA	Dominion
Scotia Square(100)	NA	Woolco
Simpson's Mall(26)	NA	Simpson's, Sobeys
Spryfield Mall(21)	NA	Save-Easy, Metropolitan
Sunnyside(30)	NA	Zellers, Dominion
Woodlawn Mall(20)	NA	Save-Easy, Metropolitan

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Wed., Thur., Fri.
Stores Close-Sunday.

13 - RETAIL OUTLETS: **Department Stores**-T. Eaton; Robert Simpson; Woolco; Towers.
Variety Stores-Woolworth; Zellers 4; Metropolitan 6; Kresges.
Chain Drug Stores-Associated Retail 8; McQuinn's 3; Lawton's 17; Shoppers 7; Independents 40.
Chain Supermarkets-Sobey's 12; Dominion 10; Capitol 6; IGA 5; Save-Easy 2; Green Gables 39; Independents 159.
Other Chain Stores-Men's: Tip Top Tailors; Women's: Sally Shop, Dalmy's, P3, Reitman's, Penningtons, Gazebo, Fairweather, Arcade, Cojana, Next To You, Smart Set, Shirley K. Maternity, Suzy Shier, Town and Country; Shoes: Agnew-Surpass, Athlete's World, Bata, Bonita, Maher, Roots Natural Foot Wear, Winsbys; Auto Supply: Canadian Tire, Western Tire; Jewelry: Birk's, Peoples Jewelry, Charm Jewelry, G.C. Murphy, Mappins.

14 - NEWSPAPERS: CHRONICLE-HERALD (m) 87,914; MAIL-STAR (e) 59,591; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: F.E. Buckland, Adv. Mgr., CHRONICLE-HERALD and MAIL-STAR, 1650 Argyle St., Halifax, NS B3J 2T2; Tel. (902) 426-2811.
National Representative: None.
DAILY NEWS (m) 21,934; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Deane Hennigar, Adv. Mgr., DAILY NEWS, PO Box 8330, Stn. A, Halifax, NS B3K 5M1; Tel. (902) 465-1222.
National Representative: None.

NEW GLASGOW, N.S.

1 - LOCATION: Pictou County, E&P Map F-4. On the East River near Pictou Harbor. 36 mi. NE of Truro; 100 mi. NE of Halifax.

2 - TRANSPORTATION: **Railroads**-Canada National.
Motor Freight Carriers-3.
Intercity Bus Lines-Pictou Co. Transit, Acadian.

3 - POPULATION:
Corp. City 86 Cen. 10,022; E&P 88 Est. 10,513
CZ-ABC: (86) 22,635
RTZ-ABC: (86) 27,087
City & RTZ-ABC: (86) 49,722

4 - HOUSEHOLDS:
City 86 Cen. 3,676; E&P 88 Est. 3,930
CZ-ABC: (86) 7,975
RTZ-ABC: (86) 8,685
City & RTZ-ABC: (86) 16,660

5 - BANKS	NUMBER	EST. DEP.
Savings & Comm.	13	N.A.

6 - PASSENGER AUTOS: City 4,507

7 - ELECTRIC METERS: Residence 7,270

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Railway Cars & Parts, Heavy Mach. 2,100; Boilers & Mining Equip. 155; Bed Spring Mattresses 175; Paint N.A.; Steel Fab. 325; Sheet Metal 50; Pulp and Paper 675; Chemicals 75; Tire Mfg. 2,100; Shipyard 200; Dairy 400; Casket Making N.A.; Coal Mining; Ship Building.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-55; Summer 52-80; Fall 36-60; Winter 10-52.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Provost and Archmedes Sts.
Neighborhood Shopping Centers-Stellarton; Westville; Trenton; Pictou; West Side; New Glasgow; Aberdeen Mall on East River Rd.; Highland Mall on Westville Rd.; East River Rd. Plaza.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Malls-Mon. through Sat.; Other Stores-Wed. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-Zeller's; K mart; Woolco; Sears; Biway; Dalfens; Stedman's.
Chain Drug Stores-Shoppers 2; Lawton's; Guardian; ARP 3.
Chain Supermarkets-Sobey's 4; Save Easy; IGA 2; Johnson & MacDonald 2; Red & White.
Other Chain Stores-Agnew-Surpass (shoes); Sally Shops (women's); Canadian Tire; Maritime Auto; Maher Shoes; Reitman's; Radio Shack; People's Jewelry; Sherwin-Williams; Jack Frazer (men's); Tip Top Tailors; Marks Work Warehouse; Bargain Harolds.

14 - NEWSPAPERS: EVENING NEWS (e) 11,342; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: John Cheek, Adv. Mgr., NEWS, 352 E. River Rd., New Glasgow, NS B2H 5E2; Tel. (902) 752-3000.
National Representative: Thomson Newspapers.

SYDNEY, N.S.

1 - LOCATION: Cape Breton County, E&P Map F-3. SE end of Sydney Harbor, Cape Breton Island.

2 - TRANSPORTATION: **Railroads**-Intercommunication; Sydney to Glace Bay-Sydney & Louisburg RR, Sydney to North Sydney, Sydney, Mines, Florence, Bras d'Or, Pt. Tupper, Inverness and St. Peters-C.N.R.
Motor Freight Carriers-16.
Intercity Bus Lines-Acadian; Transit Cape Breton; Sydney-Grace Bay; Sydney-New Waterford; Sydney Mines; North Sydney; Cabot.
Airlines-Air Canada; Canadian Airlines; Air Nova; Air Atlantic; Air Bras D'Or.
Steamship Lines-12.

3 - POPULATION:
Corp. City 86 Cen. 27,754; E&P 88 Est. 28,679
CZ-ABC: (86) 35,647
RTZ-ABC: (86) 130,469
City & RTZ-ABC: (86) 166,116

4 - HOUSEHOLDS:
City 86 Cen. 9,608; E&P 88 Est. 10,014
CZ-ABC: (86) 11,966
RTZ-ABC: (86) 40,044
City & RTZ-ABC: (86) 52,010

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	33	N.A.

6 - PASSENGER AUTOS: County 41,327; City 12,909

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Ctr. of industrial area of Cape Breton; 12 miles from Sydney. Farming pop. of 169,865. Main industries: Steel Plant

1,400 employees; Canadian Coast Guard College; Ship Repair Drydock; 2 Aluminum Fab. Plants. Coal 6,000 employees; Point Tupper Power Plant. Pulp Mill 2,000 employees; Raw & Refined Limestone; Component Homes Plant.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-66; Summer 46-89; Fall 32-66; Winter 11-55.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: **Principal Shopping Areas**-Sydney: 10 blocks on Charlotte St.; 10 on George St.; 8 on Prince St.; 4 on Townsend St.; 6 on Victoria Rd.; Glace Bay: 4 on Main St.; 8 on Commercial St.; New Waterford: 6 Plummer L Ave. North Sydney: 10 on Commercial St.; 2 on Bowers St. Sydney Mines: 4 on Main St.; 1 on Fraser Ave. Port Hawkesbury: 4 on Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plz.(21)	NA	K mart, LoFood
Sydney(27)	NA	Zeller's, Sobey's
Woolco(15)	NA	Woolco, Sobey's
Glace Bay(20)	NA	Sobey's, Met
North Sydney(25)	NA	Zeller's, Peoples, Sobey's
Mayflower(60)	2	Woolco, Simpson's

Stores Open Evenings-Fri.; Shopping Plazas-daily.

13 - RETAIL OUTLETS: **Department Stores**-The Bay; Crowell's; Sears 4; Woolco; K mart; Zellers.
Variety Stores-Woolworth 4; Metropolitan 3; People's 2; Zeller's; Woolco 2; Furn. 8; Bi-Way 2; Bargain Harold's 2.
Chain Supermarkets-IGA 4; F.N.S. 26; Sobeys 6; Shores 2; Eastern Co-op 3; Red & White 3; Cosmo Metro Raheys 3; Basic Foods 3; LoFood 2.
Other Chain Stores-Canadian Tire; Agnew-Surpass; Woodhouse; Tip Top; Suzy Sheir; Big Steel; Jack Frazer; Fairweather; Sherwin-Williams Paints; Shoppers 6; Radio Shack; Reitmans 2; Singer Co.

14 - NEWSPAPERS: CAPE BRETON POST (e) 32,050; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Roger Brown, Adv. Mgr., CAPE BRETON POST, PO Box 1500, Sydney, NS B1P 6K6; Tel. (902) 564-5451.
National Representative: Thomson Newspapers.

TRURO, N.S.

1 - LOCATION: Colchester County. E&P Map F-4. County Seat. On Salmon River. 65 mi. from Halifax; 124 mi. from Moncton. On Hwys. running E, W & S. Railway & Hwy. hub.

2 - TRANSPORTATION: **Railroads**-Canadian National.
Motor Freight Carriers-17.
Intercity Bus Lines-Acadian Coach.
Airlines-Halifax Intl. Airport (37 mi.). Regular Air Line taxi service.

3 - POPULATION:
Corp. City 86 Cen. 12,124; E&P 88 Est. 12,547
CZ-ABC: (86) 20,061
RTZ-ABC: (86) 42,533
City & RTZ-ABC: (86) 62,594

4 - HOUSEHOLDS:
City 86 Cen. 4,908; E&P 88 Est. 5,204
CZ-ABC: (86) 7,523
RTZ-ABC: (86) 13,862
City & RTZ-ABC: (86) 21,385

5 - BANKS 12, Deposits N.A.

6 - PASSENGER AUTOS: County 18,105; City 8,454.

7 - ELECTRIC METERS: Residence 5,744.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Textiles; Bldg. Materials; Dairy Prods.; Railway.
Principal Industrial Pay Days-5th & 15th; 20th & 30th.

10 - CLIMATE: First killing frost, Sept. 15; last killing frost., May 31.

11 - TAP WATER: Acid, very soft; trace of fluorine.

12 - RETAILING: **Principal Shopping Centers**-Inglis and Prince Sts.; Fundy Trail Shopping Ctr. (15 stores); Truro Mall (30 stores).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Margolian's; Walker's; K mart; Zeller's; People's.
Variety Stores-Woolworth; Metropolitan; Zeller's; Bargain Harold's.
Chain Drug Stores-MacQuarries; Lawtons; Shoppers.
Chain Supermarkets-Sobey's; IGA; Save-Easy.
Other Chain Stores-Canadian Tire; Simpson-Sears; Handy Andy; Charm Jewelers; G.C. Murphy; Radio Shack.

14 - NEWSPAPERS: NEWS (e) 9,132; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Bruce Pearson, Adv. Mgr., NEWS, 6 Louise St., PO Box 220, Truro, NS B2N 5C3; Tel. (902) 893-9405.
National Representative: Thomson Newspapers.

ONTARIO SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1981	1986	1989
Under 5 Years	593	625	660
5-14 Years	1,294	1,365	1,441
15-24 Years	1,599	1,686	1,780
25-44 Years	2,529	2,668	2,815
45-64 Years	1,742	1,837	1,939
65 and Over	868	916	966
TOTAL	8,625	9,101	9,605

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1989
General Mdse	1,874	5,340	7,929
Apparel	739	2,084	3,448
Furniture	385	889	1,428
Groceries	2,831	10,206	15,125
Lumber Bldg. Mat.	138	250	533
Restaurants	270	4,101	12,122
Autos	1,839	7,670	19,263
Gasoline Fuel Oil	988	3,431	4,919
Drugs	316	1,392	2,812
TOTAL SALES	12,606	41,753	73,883

Source: Census of Canada Retail Trade

BARRIE, ONT.

1 - LOCATION: Simcoe County. E&P Maps E-4 & M-2. County Seat. Agricultural, light manufacturing, tourism. 60 mi. N of Toronto. On Ontario Hwys. 11, 26-27, 93 (90 to Base Borden); 400.

2 - TRANSPORTATION: **Railroads**-Canadian National; Canadian Pacific (at Midhurst, 5 miles).
Intercity Bus Lines-Gray Coach; Greer Trans.
Motor Freight Carriers-10.
Airlines-Air Canada; American; C.P.A. (Toronto Airport 40 mi.).

3 - POPULATION:
Corp. City 86 Cen. 48,287; E&P 88 Est. 46,085
CZ-ABC: (86) 48,287
RTZ-ABC: (86) 69,256
City & RTZ-ABC: (86) 117,543

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 86 Cen. 16,935; E&P 88 Est. 17,295
CZ-ABC: (86) 16,895
RTZ-ABC: (86) 22,935
City & RTZ-ABC: (86) 39,830

5 - BANKS	NUMBER	EST. DEP.
Savings	8	$49,000,000

6 - PASSENGER AUTOS: Province 4,244,200.

7 - ELECTRIC METERS: Residence 7,820.

8 - GAS METERS: Residence 2,100.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Elect. Appliances 850; Railways 250; Tanning 375; Rubber 220; Compressors 156; Steel Rules 75.
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-80; Winter 9-54. First killing frost, Sept. 28; last killing frost, Apr. 21.

11 - TAP WATER: From artesian wells, alkaline, medium hard.

12 - RETAILING: **Principal Shopping Areas**-5 blocks on Dunlop St.; 2 on Collier St.; 1 each on Bayfield & Clapperton.
Neighborhood Shopping Centers-Barrie Plaza, Wellington & Anne Sts.; Simcoe, Hwy. 11.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bayfield Mall(38)	NA	Miracle Food Mart
Wellington St.	NA	Woolworth
Georgian Mall(40)	NA	Sears, Dominion

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Zeller's; Woolworth; Tower; K mart; Sayvette; Walker's; Sears.
Chain Supermarkets-Loblaw's; Dominion; A&P; Power; K mart; Food City; IGA; Red & White; Super Save; Miracle Mart.
Other Chain Stores-Sally; Evangeline; Walkwel; Maher; Burroughs; Canadian Tire; Tamblyn; Adams; Laura Secord; Coward; Kerns; Valu Fair Mart; Lincoln; Reward; Uniroyal; Firestone.

14 - NEWSPAPERS: EXAMINER (e) 14,513; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: David Woronka, Adv. Dir., EXAMINER, 16 Bayfield St., Barrie, ON L4M 4T6; Tel. (705) 726-6537.
National Representative: Thomson Newspapers.

BELLEVILLE, ONT.

1 - LOCATION: Hastings County. E&P Maps E-4 & N-2. County Seat. Dairy and agricultural area. 115 mi. from Toronto; 235 mi. from Montreal. Wholesale shopping, manufacturing center on provincial Hwys. 2, 14, 37 and 401. Steamboat connections with Great Lakes and St. Lawrence River ports.

2 - TRANSPORTATION: **Railroads**-Canadian National; Canadian Pacific Div. point & repair shops for C.N.R.
Motor Freight Carriers-6.
Intercity Bus Lines-Belleville Transit; Colonial Coach; Rathbun; Smith.

3 - POPULATION:
Corp. City 86 Cen. 36,041; E&P 88 Est. 35,390
CZ-ABC: (86) 36,041
RTZ-ABC: (86) 90,588
City & RTZ-ABC: (86) 126,629

4 - HOUSEHOLDS:
City 86 Cen. 14,347; E&P 88 Est. 14,515
CZ-ABC: (86) 14,347
RTZ-ABC: (86) 31,147
City & RTZ-ABC: (86) 45,494

5 - BANKS	NUMBER	EST. DEP.
Savings & Trust	15	N.A.

6 - PASSENGER AUTOS: Province 4,244,200.

7 - ELECTRIC METERS: Total 13,203.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronics 1,199; Lock Mfg. 367; Plastics 180; Cement 320; Locomotive Shops 1,204; Conveyor Systems 250; Pablum Metrecal 200; Sporting Goods; Liquor and Industrial Alcohol; Cheese and Spices.
Principal Industrial Pay Days-Fri.; 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 7-75; Summer 45-90; Fall 25-76; Winter -13-54. First killing frost, Oct. 24; last killing frost, May 16.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Areas**-4 blocks on Front St.; 1 on Bridge St.; 1 on Victoria Ave., N. Front St.; Pinnacle St.
Neighborhood Shopping Centers-2 on Pinnacle St.; Belleville Plz., Dundas St.; Westgate Plz., Allied Towers, Trent Road; North Front St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Quinte Mall(65)	NA	Town & Country, Miracle Food, Sears, K mart

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri.; many Thur.

13 - RETAIL OUTLETS: **Department Stores**-Walker; Lipson's; Sears; Allied Towers; Family Fair; McIntosh; Grafton-Fraser; People's Credit Jewelers; K mart.
Variety Stores-Kresges; Woolworths.
Chain Drug Stores-Shopper's Drug Mart; Tamblyn's; IDA 6; Rexall 2; Guardian Drugs 2.
Chain Supermarkets-Loblaw's 2; Dominion; A&P 2; Food City; Miracle Food Mart.
Other Chain Stores-Reitman's; Adams; Canadian Tire; Firestone; Goodyear; Goodrich; Provincial Tire; Shoes: Bata, Lincoln, Mahar's, Pollack's; Men's Wear: Jack Fraser's; Coles Books; Pulver's Ladies Wear; Laura Secord; 5th Avenue; Living Lighting; Young Canada.

14 - NEWSPAPERS: INTELLIGENCER (e) 18,567; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: R.E. Rabe, Adv. Dir., INTELLIGENCER, 45 Bridge St. E., Belleville, ON K8N 1L5; Tel. (613) 962-9171.
National Representative: Thomson Newspapers.

BRAMPTON, ONT.

1 - LOCATION: Peel County. E&P Maps E-4 and M-2. 25 mi. NW of Toronto. Hwys. 7 & 10.

2 - TRANSPORTATION: **Railroads**-Canadian National; Canadian Pacific; GO Trans.
Motor Freight Carriers-20.
Intercity Bus Lines-Gray Coach.
Airlines-Toronto International Airport; 15 min. from downtown Brampton.

3 - POPULATION:
Corp. City 86 Cen. 188,498; E&P 88 Est. 228,684
CZ-ABC: (86) 188,498
RTZ-ABC: (86) 29,666
City & RTZ-ABC: (86) 218,164

4 - HOUSEHOLDS:
City 86 Cen. 57,009; E&P 88 Est. 72,589
CZ-ABC: (86) 56,885
RTZ-ABC: (86) 8,960
City & RTZ-ABC: (86) 65,845

5 - BANKS	NUMBER	EST. DEP.
Commercial	9	N.A.
Trust Co's	3	N.A.

6 - PASSENGER AUTOS: Province 4,244,200.

7 - ELECTRIC METERS: 9,087.

8 - GAS METERS: 4,200.

9 - PRINCIPAL INDUSTRIES: Building Prods.; Packaging; Auto Mfg.; Roofing Supplies; Flowers; Commun. Equip.; Mattresses; Cigarettes; Food; Air Conditioning; Plastics; Adhesives; Office Supplies; Shoes; Boats. 10,000 employees.

10 - CLIMATE: Min. & Max. Temp.-Winter 27-32; Summer 39-85.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brampton Mall(33)	NA	Steinberg's Mkt.
Brampton Ctr.(4)	NA	Dominion Store
Peel Vlg. Sq.(9)	NA	Shoppers Drug Mart, Dominion
Shoppers World(119)	NA	K mart, Canada Safeway, Simpsons
Bramalea City Ctr.(160)	NA	Hudson's Bay, Eaton's
Mississauga Sq. One(170)	NA	Sears, Woolco, Hudson's Bay
Centennial Mall(20)	NA	Zeller's, Dominion
Southgate Mall(20)	NA	Steadman's

13 - RETAIL OUTLETS: **Department Stores**-K mart; Towers; Eaton's; Simpson's; Zeller's; Hudson's Bay; Miracle Beaucoup.
Discount Stores-BiWay; Stripe Discount.
Chain Drug Stores-Boots; Shoppers Drug Mart.
Chain Supermarkets-Dominion; Safeway; IGA; Loblaw's; Miracle Mart; Food City; Warehouse Foods.
Other Chain Stores-Canadian Tire; Goodrich; Firestone; Uniroyal; Elks; Reitman's; Jack Fraser; Laura Secord; Maher; Agnew-Surpass; Peoples Credit Jewelers; Flagg Shoes; Modernage; Lighting Unlimited; Ostrander's; Stitsky's; Bonita Shoes; Aikenhead.

14 - NEWSPAPERS: TIMES (e-mon to fri) 9,645; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Paul Williams, Adv. Mgr., TIMES, 33 Queen St. W., Brampton, ON L6Y 1M1; Tel. (416) 451-2020.
National Representative: Thomson Newspapers.

BRANTFORD, ONT.

1 - LOCATION: Brant County. E&P Maps E-4, M-3. On the Grand River. 24 mi. WSW of Hamilton; 65 mi. SW of Toronto. On Provincial Hwys. 2, 24, 53, 403.

2 - TRANSPORTATION: **Railroads**-Canadian National; Toronto, Hamilton, & Buffalo.
Motor Freight Carriers-31.
Intercity Bus Lines-Greyhound; Canada Coach; Public Utilities Comm.; Burley; United Trails.

3 - POPULATION:
Corp. City 86 Cen. 76,146; E&P 88 Est. 84,676

CZ-ABC (81) 74,315
RTZ-ABC (81) 106,474
City & RTZ-ABC (81) 180,789

4 - HOUSEHOLDS:
City 86 Cen. 27,937; E&P 88 Est. 32,486
CZ-ABC (81) 26,545
RTZ-ABC (81) 35,209
City & RTZ-ABC (81) 61,754

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Comm	18	N.A.
Trust Co's	8	N.A.

6 - PASSENGER AUTOS: Province 4,244,200

7 - ELECTRIC METERS: Residence 24,700

8 - GAS METERS: Residence 20,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Farm Mach., Refrigeration, Automotive, Textiles; Durables 10,300; Non-Durables 5,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-67; Summer 53-82; Fall 29-72; Winter 11-33.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: Principal Shopping Centers-Eaton Market Sq., Brantford Mall, Lynden Park Mall; Mohawk Plz.; Towers; Colborne Sq.; Fairview; Morrell Street Plz.; Pleasant Plz.; St. Paul Plz.; Greenbrier Plz.; Dunsdon Plz.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Eaton Market Sq.-Wed., Thur., Fri.; Brantford and Lynden Park Malls and Towers Mon.-Sat. All others Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Eaton's; Right House; Woolco 2; Towers; K mart; Sears.
Chain Drug Stores-SupeRx; Shoppers'; Boots; Towers; Woolco; K mart.
Chain Supermarkets-IGA; Calbecks 5; Gordon-Guscott Super Save; Miracle Mart; Vickerman's; Valdi's; No Frills; Zehrs; A&P.
Other Chain Stores-Reitman's 3; Agnew-Surpass 4; Maher's; Cole's Book Store; People's Jewellers; Pennington's; Elk's; Belinda and Brother 3; A & A Records; Black's Camera; Laura Secord 3; Muntz Stereo; Fotomat 2; Jean Junction; St. Clair Paint; Beaver Lumber; Cashway; Dominion Hardware; Mufflerman; Midas Muffler; Mr. Transmission; Speedy Muffler King; Speedy Auto Glass; Sherwin-Williams; Canadian Pittsburgh Ind.; Firestone; Goodyear; Gallenkamp Shoes; Radio Shack 2; Jack Fraser 2; Japan Camera 2; BiWay 2; Tip Top Tailors 2; Fairweathers; Bargain Harolds 2; Nabour 2; Sunrise Records; Leisure World; Athletes Foot; Churchills; Lady Footlocker; Suzie Shier 3; Hallmark Cards; Toys & Wheels; Town & Country; Youngs Jewellers.

14 - NEWSPAPERS: EXPOSITOR (e) 33,505; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: J.H. Gaul, Pub., EXPOSITOR, 53 Dalhousie St., Brantford, ON N3T 5S8; Tel. (519) 756-2020.
National Representative: Southam Newspapers.

BROCKVILLE, ONT.

1 - LOCATION: Leeds County, E&P Maps E-4, O-2. On St. Lawrence River, 208 mi. E of Toronto; 125 mi. W of Montreal; 70 mi. S of Ottawa. Queen's Hwys. 2, 29, 401.

2 - TRANSPORTATION: Intercity Bus Lines-Voyageur; Howard Bus; Leeds County; City; Greyhound; Healey Trans. Ltd.

3 - POPULATION:
Corp. City 86 Cen. 20,880; E&P 88 Est. 20,547
CZ-ABC: (86) 20,880
RTZ-ABC: (86) 59,941
City & RTZ-ABC: (86) 80,821
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 86 Cen. 8,431; E&P 88 Est. 8,527
CZ-ABC: (86) 8,400
RTZ-ABC: (86) 20,675
City & RTZ-ABC: (86) 29,075

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	9	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: Province 4,244,200

7 - ELECTRIC METERS: Residence 8,000

8 - GAS METERS: Residence 2,500

9 - PRINCIPAL INDUSTRIES: Abrasion & Grinding Wheels; Insulated Chimneys; Computers; Concrete Prods.; Tel. Installation & Switchboards; Wire & Cables; Elect. Tools; Phcy. Supplies; Footwear; Exhaust Fans; Beverage Base; Steel Tubing; Chemical Ind.; Publishers; Railway; Provincial Hospital; Computer Component Assembly; Chain Saws; Vacuum Cleaners.
Wage Rates-Manufacturing: Unskilled $4.35-$6.00; Semi-Skilled $5.00-$7.00; Skilled $9.00-$15.00.
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-72; Summer 55-92; Fall 38-65; Winter 20-40. First killing frost, Oct. 1; last killing frost, May 24.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-14 blocks on King St.; 3 on Buell St.; 5 on Perth St.; Shpg. Plz. on Stewart Blvd., 32 stores; Thousand Islands Mall, 65 stores.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Lipson's; Zeller's; Woolco; Sears.
Variety Stores-Woolworth.
Chain Drug Stores-IDA 2; Rexall; Shoppers'; Family Pharmacy 2; Boots.
Chain Supermarkets-A&P; No Frills; OK Economy; Steinberg; IGA.
Other Chain Stores-Kern's Jeweler; Agnew-Surpass Shoes 2; Lindor; Irene Hill; Canadian Tire; Giant Tiger; Home Hardware; Sherwin-Williams; Firestone; Goodyear; Singer; Pro Hardware; Reitman's; Cashway; Smart Set; Domininion Hardware.

14 - NEWSPAPERS: RECORDER & TIMES (e) 15,844; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Dick Powers, Adv. Mgr., RECORDER & TIMES, 23 King St. W., PO Box 10, Brockville, ON K6V 5T8; Tel. (613) 342-4441.
National Representative: None.

CAMBRIDGE, ONT.

1 - LOCATION: Waterloo County, E&P Map E-4, M-3. 13 mi. SE of Kitchener; 25 mi. NW of Hamilton. On Provincial Hwys. 8, 24, 24A, 97, 401.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Canadian National.
Motor Freight Carriers-12.
Intercity Bus Lines-Canada Coach; Burley; Grey Coach; Cambridge Transit.

3 - POPULATION:
Corp. City 86 Cen. 79,920; E&P 88 Est. 87,305
CZ-ABC: (86) 79,920
RTZ-ABC: (86) 14,127
City & RTZ-ABC: (86) 94,047

4 - HOUSEHOLDS:
City 86 Cen. 27,113; E&P 88 Est. 31,054
CZ-ABC: (86) 27,075
RTZ-ABC: (86) 4,455
City & RTZ-ABC: (86) 31,530

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	26	N.A.

6 - PASSENGER AUTOS: Province 4,244,200

7 - ELECTRIC METERS: Residence 19,986

8 - GAS METERS: Residence 12,000; Commercial 1,400; Industrial 250.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles 2,610; Mach. 5,875; Shoes 1,436; Rubber & Plastics 1,265; (Av. Wkly. Wage) Mfg. ($280); Industry ($300).
Principal Industrial Pay Days-15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 50-95; Fall 30-80; Winter 10-60.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-Main St., Ainslie, Dickson, & Water Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ayr	11	Zehr's
K mart Centre	5	K mart
Fairview Mall	9	Simpson's, Sears, Woolco, Zehr's

Other Shopping Centers-Cambridge Shoppers Mall; Highlands; Westgate; The Mall; John Galt Ctr.; Bishop Gate Mall; South Cambridge Ctr.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shopping centers open every evening. Downtown stores open Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Right House; Zeller's; Woolco; Miracle Mart; K mart.
Chain Drug Stores-Rexall; IDA; Shoppers; Boots.
Chain Supermarkets-Miracle Mart 2; Zehr's 4; A&P; Billians.
Other Chain Stores-Woodhouse; Canadian Tire; Firestone; Goodyear; Agnew-Surpass.

14 - NEWSPAPERS: REPORTER (e) 14,477; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jim Waterton, Adv. Mgr., REPORTER, 26 Ainslie St., Cambridge, ON N1R 3K1; Tel. (519) 621-3810.
National Representative: Thomson Newspapers.

CHATHAM, ONT.

1 - LOCATION: Kent County, E&P Maps D-4, L-3. County Seat. On River Thames, 190 mi. W of Toronto; 50 mi. E of Detroit. On Kings Hwys. 2, 401; Bluewater Hwy.; near Kings Hwys. 3, 21, 98.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Canadian National; Norfolk; Western; C&O (freight).
Motor Freight Carriers-15.
Intercity Bus Lines-Chatham; Greyhound.

3 - POPULATION:
Corp. City 86 Cen. 42,211; E&P 88 Est. 45,892
CZ-ABC: (86) 42,211
RTZ-ABC: (86) 64,521
City & RTZ-ABC: (86) 106,732

4 - HOUSEHOLDS:
City 86 Cen. 15,297; E&P 88 Est. 17,495
CZ-ABC: (86) 15,297
RTZ-ABC: (86) 22,486
City & RTZ-ABC: (86) 37,783

5 - BANKS	**NUMBER**	**EST. DEP.**
Trust & Mortgage	6	N.A.
Credit Unions	6	N.A.

6 - PASSENGER AUTOS: Province 4,244,200

7 - ELECTRIC METERS: Residence 12,833

8 - GAS METERS: Residence (Chatham and immediate rural areas) 30,827

9 - PRINCIPAL INDUSTRIES: Auto Parts; Motor Trucks & Parts; Plastics; Metal & Paper Containers; Canned Goods; Fertilizers; Natural Gas Distributing; Jute Bags; Frozen Foods; Brick & Tile; Flour; Aluminum; Steel; Filters.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-75; Summer 57-102; Fall 31-85; Winter -3-50. First killing frost, Oct. 5; last killing frost, May 10.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on King St. & adjoining 2 blocks on Market Sq.; 1 on 4th St.; 1 on 5th St.; 1 on 6th St.
Neighborhood Shopping Centers-St. Clair St.; Thames St.; Queen St.; Richmond St.; Nortown-Chatham North.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Thames Lea(20)	2	A&P, Zeller's, Zehrs, K mart
Nortown(12)	2	IGA, Zehrs
North Maple Mall(24)	3	Woolco, Dominion, Bi-Way
Downtown Chatham Centre(60)	NA	Sears, Miracle Mart

Principal Shopping Days-Fri., Sat.
Stores Close-Sun.
Stores Open Evenings-Fri.; Food Thur., Fri.; some nightly.

13 - RETAIL OUTLETS: Department Stores-Zeller's; Woolco; K mart; Sears.
Discount Stores-Shoppers Drug Mart; Krazy Kelly; Valdi; Bargain Harold; Bi-Way.
Variety Stores-Bi-Way.
Chain Drug Stores-SupeRx 4; Shoppers; Boots.
Chain Supermarkets-A&P 2; IGA; Zehrs.
Other Chain Stores-Young's Jewellers; Singer; Women's Wear: Reitman's; Men's Wear: Tip Top Tailors, Jack Fraser; Shoes: Kinney, Bata, Fitzgerald-Walkwell, Agnew-Surpass, Kent, E. & R. Maher, Reward; Auto: Canadian Tire, Firestone, Goodyear; Furniture: Tepperman's, Capri; Misc.: Canada (paint); Beaver Lumber & Hdwe., Cashway Lumber; Home Hdwe.

14 - NEWSPAPERS: NEWS (e) 16,022; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Dave MacDonald, Adv. Mgr., NEWS, PO Box 2007, Chatham, ON N7M 2G4; Tel. (519) 354-2000.
National Representative: Thomson Newspapers.

COBOURG, ONT.

1 - LOCATION: Northumberland County, E&P Map E-4, M-2. On Lake Ontario, 35 mi. E of Oshawa. Manufacturing and cultural center.

2 - TRANSPORTATION: Railroads-Canadian National; Canadian Pacific.
Intercity Bus Lines-Gray; Colonial; Charterway; G.O. Buses.
Airlines-At Toronto International Airport.

3 - POPULATION:
Corp. City 86 Cen. 13,197; E&P 88 Est. 13,000
CZ-ABC: (86) 13,197
RTZ-ABC: (86) 16,354
City & RTZ-ABC: (86) 29,551

4 - HOUSEHOLDS:
City 86 Cen. 5,014; E&P 88 Est. 5,000
CZ-ABC: (86) 5,005
RTZ-ABC: (86) 5,705
City & RTZ-ABC: (86) 10,710

5 - BANKS N.A.

6 - PASSENGER AUTOS: Province 4,244,200

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Type of Industry-Mfg. Chrome Office Furn. & Fixtures; Tires; Mobile Homes; Boxes; Core; Pallets; Cocoa Mats & Matting; Rubber Mats; Metal Fab.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Hard, fluoridated.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: DAILY STAR (e-mon to fri) 5,612; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: William J. Poirier, Pub., DAILY STAR, 415 King St. W.; PO Box 400, Cobourg, ON K9A 4L1; Tel. (416) 372-0131.
National Representative: None.

CORNWALL, ONT.

1 - LOCATION: Stormont County, E&P Maps E-4 & O-2. County Seat. On St. Lawrence River. Headquarters St. Lawrence Seaway. Site of International St. Lawrence Power Generating Station. 75 mi. W of Montreal; 270 mi. E of Toronto; 70 mi. SE of Ottawa.

2 - TRANSPORTATION: Railroads-Canadian National; Canadian Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Voyageur Coach.
Water Shipping-Great Lakes and Ocean Steamships.

3 - POPULATION:
Corp. City 86 Cen. 46,425; E&P 88 Est. 47,706
CZ-ABC: (86) 46,425
RTZ-ABC: (86) 35,537
City & RTZ-ABC: (86) 81,962

4 - HOUSEHOLDS:
City 86 Cen. 17,196; E&P 88 Est. 17,965
CZ-ABC: (86) 17,185
RTZ-ABC: (86) 11,890
City & RTZ-ABC: (86) 29,075

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	9	N.A.

6 - PASSENGER AUTOS: Province 4,244,200

7 - ELECTRIC METERS: Province 3,700,000; Residence 16,600

8 - GAS METERS: Residence 5,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food & Beverage 502; Rubber Products 40; Plastics 357; Textiles 1907; Clothing 662; Furniture 372; Paper & Allied Products 1450; Chem. 580; Fabricated Metals 303; Transportation 219; Electrical 500; Non-Metallic Mineral 292; Other 236.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-88; Summer 36-90; Fall -6-77; Winter -16-48. First killing frost, Oct.; last killing frost, May.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Pitt St.; 2 on Second St.; 5 on Montreal Rd. (E. Cornwall) 6 plazas.
Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Thur., Fri.; Shpg. Plazas daily to 10 p.m.

13 - RETAIL OUTLETS: Department Stores-Zeller's; Woolco; Sears; K mart; Reitman's; Harts; Giant Tiger; Bargain Harold; Bi-Way.
Variety Stores-People's.
Chain Drug Stores-Fullerton's IDA 2; Tamblyn's 2; Medical Arts; Woolco Pharmacy; Shoppers; Jean Coutu.
Chain Supermarkets-Loblaws 2; Dominion 2; Steinberg's 2; Red & White; Super Save; Valdi Food-IGA.
Other Chain Stores-Laura Secord; Canadian Tire; Firestone; Goodyear; Cashway; Radio Shack; Marks & Spencer; Tip Top; Elks; Family Fair; Leisure World; Joe Feller; Suzy Shier; Steel Man; Agnew Shoes; Astral Photo; Atlantic Video & Sound; Bare Essentials; Boutique Marie Claire;

Coles Books; Fairweather; Flipside Records; Irene Hill; Shoes: Fredelle, Kinney, Dexter, Belinda & Brother, Lewis, Maher; Mappins Jewelry; Montreal Draperies; Penningtons; Peoples Jewelers; St Clair Paint & Wallpaper; Smart Set; Town & Country.

14 - NEWSPAPERS: STANDARD-FREEHOLDER (e) 17,542; Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: Peter Padbury, Adv. Dir., STANDARD-FREEHOLDER, 44 Pitt St., Cornwall, ON K6J 3P3; Tel. (613) 933-3160
National Representative: Thomson Newspapers

FORT FRANCES, ONT.

1 - LOCATION: Rainy River District. E&P Map D-4. Judicial Seat. Pulp, paper, lumber, tourism, agriculture. Canada-U.S. border crossing point.

2 - TRANSPORTATION: **Railroads**-Canadian National; D.W.P.
Intercity Bus Lines-Grey Goose; Excel Motor Coach.
Motor Freight Carriers-3
Airlines-Northwest Orient (International Falls); NorOntair

3 - POPULATION:
Corp. City 86 Cen. 8,870; E&P 88 Est. 8,554

4 - HOUSEHOLDS:
City 86 Cen. 3,413; E&P 88 Est. 3,338

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	N.A.
Savings & Loan	1	N.A.
Credit Unions	1	N.A.

6 - PASSENGER AUTOS: Province 4,244,200

7 - ELECTRIC METERS: 4,000

8 - GAS METERS: 1,700

9 - PRINCIPAL INDUSTRIES: Pulp & Paper; Agric.; Lumbering; Tourism.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Soft; fluoridated & chlorinated.

12 - RETAILING: **Principal Shopping Area**-5 blocks in town.
Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Chain Stores**-Safeway; Canadian Tire; Saan; Ackland's; MacLeod's; IGA; Metropolitan; Stedman's.

14 - NEWSPAPERS: BULLETIN (e-mon, tues, thur, fri) 2,818; sworn Sept. 30, 1987
Local Contact for Advertising and Merchandising Data: J. Cumming, Adv. Mgr., BULLETIN, 116 First St., PO Box 339, Fort Frances, ON P9A 3M7; Tel. (807) 274-5373
National Representative: None

GUELPH, ONT.

1 - LOCATION: Wellington County. E&P Map E-4, M-2. County Seat. Agricultural, manufacturing, dairy and university center. 55 mi. W of Toronto; 28 mi. N of Hamilton. On Provincial Hwys. 6, 7, 24, 25, 86, 401.

2 - TRANSPORTATION: **Railroads**-Canadian National; Canadian Pacific; Junction.
Intercity Bus Lines-Canada; Elliott Coach; Grey Coach.
Motor Freight Carriers-31.
City Bus Lines-Guelph Trans. Comm.
Airlines-Waterloo Wellington, private & charter; Guelph Air Park, private & small charter.

3 - POPULATION:
Corp. City 86 Cen. 78,235; E&P 88 Est. 79,343
CZ-ABC: (81) 71,207
RTZ-ABC: (81) 71,431
City & RTZ-ABC: (81) 142,638

4 - HOUSEHOLDS:
City 86 Cen. 25,585; E&P 88 Est. 30,569
CZ-ABC: (81) 25,180
RTZ-ABC: (81) 22,584
City & RTZ-ABC: (81) 47,764

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Comm.	38	N.A.

6 - PASSENGER AUTOS: Province 4,244,200

7 - ELECTRIC METERS: Residence 25,392

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electrical & Electronic Prods. 2,230; Machinery 1,900; Fabricated Metal Prods. 1,900; Clothing 700; Chemical Prods. 600; Food Industry 540; All Other 4,090.
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 55-90; Fall 30-65; Winter 0-40. First killing frost, Sept. 28; last killing frost, Apr. 30.

11 - TAP WATER: Acid, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-on 9 Sts., 8 blocks Macdonell, Eaton Ctr., Carden, Quebec, Woolwich, Wyndham, Cork, Norfolk, Douglas, Wilson, Speedvale; Willow West Mall; Victoria Rd. Plz.; Stone Rd. Mall; Westwood Plz.; Bullfrog Mall; Campus Estates.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fergus	14	Russels, Vince's Mkt., IGA, Zehr's, L&M Mkt.
Elora	13	L&M Food
Acton	14	Eisen, IGA

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri. until 9 pm.

13 - RETAIL OUTLETS: **Department Stores**-Budds; Sears; Zeller's County Fair 2; K mart; BiWay 2; Eaton's.
Variety Stores-Woolworth; Bargain Harold.
Chain Drug Stores-IDA; Big V 3; Boots 2; Shoppers 3; Guardian; Herbies.
Chain Supermarkets-A&P 2; Foodland; Zehr's 6; Miracle Mart; Bonanza; Valdi; Sobeys; Valu Mart.
Other Chain Stores-Shoes: Aggie's, Athletes Foot, Joggers, Rizzo, Cord Wainer 3, Kiddie Cobbler, Gallenkamp, Belinda & Brother 2, Heller & Moisan, Ab Amies; Auto Supply: Canadian Tire 2, Marsh Tire, Apple Auto Glass, Guelph Auto Electric, Standard Auto Glass; Confectionery: Laura Secord 2; Clothing: Lorraine, Robert K. Smith, Milady, Zacks, Reitman's 2, Arcade, Irene Hill, Suzy Shier 2, Brown's, House of David, Star 2, Ellen's Fashion's, Lee's Apparel, Petticoat Lane; T.V.: Wickham's County TV, Shortreed, Love's, Japan Camera; Tip Top; Fairweather; Playtime; Thrifty's; Black's; Jewelry: Birk's, Pequegnat's, A.W. Smith, Walters, People's, Morse, Young's, Brancier.

14 - NEWSPAPERS: MERCURY (e) 19,411; Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: Peter Kohl, Pub./Gen. Mgr., MERCURY, 8-14 Macdonnell St., PO Box 3604, Guelph, ON N1H 6P7; Tel. (519) 822-4310
National Representative: Thomson Newspapers

HAMILTON, ONT.

1 - LOCATION: Wentworth & Halton Counties. E&P Maps E-4, M-3. Western end Lake Ontario. County Seat. 19,230 acres, one of the largest land-locked harbors on Great Lakes. 42 mi. SW of Toronto; 64 mi. W of Buffalo; 47 mi. W of Niagara Falls; 200 mi. E of Detroit, on Queen Elizabeth Hwy. & Ontario Hwys. 2, 5, 6, 8, 20, 403.

2 - TRANSPORTATION: **Railroads**-Canadian National; Canadian Pacific; TH&B.
Motor Freight Carriers-100.
Intercity Bus Lines-Eastern Canadian Greyhound; Gray Coach; Canada Coach.
Steamship Lines-61.
Airlines-Air Canada; C.P.; American; British Airways; Nordair; United; Alitalia; Eastern; USAir; Jamaica; Transair; Lufthansa; KLM; Air France; Allegheny Airlines; Pan AM Express; Nation Air.

3 - POPULATION:
Corp. City 86 Cen. 306,728; E&P 88 Est. 308,236
CZ-ABC: (81) 473,903
RTZ-ABC: (81) 258,435
Met. Area 86 Cen. 557,029; E&P 88 Est. 580,264
City & RTZ-ABC: (81) 732,338
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 86 Cen. 118,544; E&P 88 Est. 123,433
Met. Area 86 Cen. 202,109; E&P 88 Est. 223,704
CZ-ABC: (81) 169,075
RTZ-ABC: (81) 82,360
City & RTZ-ABC: (81) 251,435

5 - BANKS	**NUMBER**	**EST. DEP.**
All	135	N.A.

6 - PASSENGER AUTOS: Province 4,244,200

7 - ELECTRIC METERS: Residence 151,593

8 - GAS METERS: Residence 73,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 70,600 ($387); Durable Goods 54,400 ($411); Non-durable Goods 16,300 ($311); Food & Beverages 4,400 ($289); Metal Fab. Industries 7,800 ($387); Mach. & Elect. 5,400 ($418); Elect. Prods. 7,900 ($360); Constr. 4,900 ($452); Trans., Commun. & Util. 7,200 ($344); Trade 21,300 ($222); Fin., Ins. & R.E. 5,000 ($222); Servs. 9,100 ($165).
Principal Pay Days-Thur., Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-53; Summer 60-95; Fall 40-59; Winter 15-31. First killing frost, Oct. 23; last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Districts**-4 blocks on King, James, John, Main and York Sts. centered on King and James; Mohawk & Upper James St. Mtn.
Neighborhood Shopping Districts-Ottawa St. N.; Hess Village; Kenilworth Ave. N.; Locke St. S.; Westdale (King St. W.); Concession St. Mountain; Barton St. E.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
University Plz Dundas(32)	5	Miracle Food Mart, A&P
Greater Hamilton(70)	3	Robinson's, Sears, K mart, A&P
Burlington Mall(80)	12	Sears, Eaton's, K mart, Robinson's, A&P
Mountain Plz (30)	2	Woolco
Skyway Plz Stoney Crk (20)	8	Woolworth, A&P
Skyway	14	
Fennel Sq (15)	30	A&P, Woolworth
Terminal Towers Aldershot(15)	8	Towers, Canadian Tire, A&P
Brant Plaza(15)	10	No Frills
Roseland Plz (20)	11	SupeRx
County Fair(5)	4	Zeller's, No Frills
Appleby Mall-Burlington	10	Zeller's, A&P
Queenston Mall	5	Miracle Food Mart, Canadian Tire
Eastgate Sq (104)	5	Eaton's, Woolco, Robinson's Super Store
Jackson Sq (110)		Eaton's, Marks & Spencer
Westcliffe Mall(34)	3	Home Hdwe., A&P
Gage Square(6)	NA	A&P, Canadian Tire
Stadium Mall(7)	3	Consumer Dist., Food City
Strath-Barton(6)	4	Family Fair, Food City
Harvard Sq	NA	Fortinos
Lime Ridge Mall(220)	5	Sears, Robinson's, Eaton's, K mart
Fiesta Mall	7	Zeller's, A&P
Hopedale Mall(20)	NA	

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Most downtown chain food & shopping centers Thur., Fri.; Plaza food stores open 6 nights; Most other city malls Mon. to Fri.

13 - RETAIL OUTLETS: **Department Stores**-Eaton's; Sears; Robinson-Ogilvy.
Discount Stores-Towers; Zeller's; Woolco; K mart; Woolworth; Kresges.
Chain Drug Stores-IDA 15; Snoppers 12; Big V 16; Drug World; Boots 13; Dell Chemists 14; Herbies 1.
Chain Supermarkets-Miracle Food Marts 5; IGA 17; A&P 13; Valdi 6; Fortino 7; No Frills 3; Min-A-Mart 5; Zehr's 2; Super Centre 3; Mr. Grocer 4; Food City 2.
Other Chain Stores-Tip-Top Tailors, Reitman's, D'Allaird's, Agnew-Surpass, Maher, Elks Men's Wear, Lindor; Auto: Canadian Tire 7, Firestone 10; Jewelry: Henry Birks and Sons, People's Credit Jewelers, Mappin's, Kern's, Walters, Ostranders, Ashleys, Grahams.

14 - NEWSPAPERS: SPECTATOR (e) 144,107; Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: Dave Copeland, Adv. Dir., SPECTATOR, 44 Frid St., Hamilton, ON L8N 3G3; Tel. (416) 526-3333.
National Representative: Southam Newspapers.

KENORA, ONT.

1 - LOCATION: District of Kenora. E&P Map C-3. Hwy. 17. Agricultural, tourist resort, manufacturing area.

2 - TRANSPORTATION: **Railroads**-Canadian Pacific.
Intercity Bus Lines-Greyhound.
Airlines-Norontair; Bearskin; Helitac (Helicopter Service); Walsten Air Service (Float & Ski Service); Austin Air; Air Canada.

3 - POPULATION:
Corp. City 86 Cen. 9,621; E&P 88 Est. 9,069
CZ-ABC: (86) 9,621
RTZ-ABC: (86) 10,557
City & RTZ-ABC: (86) 20,178
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 86 Cen. 3,675; E&P 88 Est. 3,614
CZ-ABC: (86) 3,365
RTZ-ABC: (86) 3,450
City & RTZ-ABC: (86) 7,115

5 - BANKS	**NUMBER**	**DEPOSITS**
Banks	6	N.A.
Credit Unions	2	N.A.

6 - PASSENGER AUTOS: Province 4,244,200

7 - ELECTRIC METERS: Residence 10,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. Paper; Fresh Water Fishing; Lumber Mills; Boat Mfg.; Tourism; Mining; Crafts.

10 - CLIMATE: Min. & Max. Temp.-Spring 0-10; Summer 20-26; Fall 10-20; Winter -25-20. First killing frost, mid-Oct.; last killing frost, mid-May.

11 - TAP WATER: Lake water (treated).

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Kenora Shoppers Mall(15)	NA	Woolworth
Kenora Town Centre(65)	NA	

Principal Shopping Days-Thur. through Sat. Major food stores and mall open 9 a.m. to 9 p.m. (summer only).

13 - RETAIL OUTLETS: Canadian Tire; Safeway; Saan; Loblaws; Sears (mail order).

14 - NEWSPAPERS: MINER & NEWS (e-mon to fri) 4,814; Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: Bob Ponton, Adv. Mgr., MINER & NEWS, 33 Main St. S., Kenora, ON P9N 3X7; Tel. (807) 468-5555
National Representative: None

KINGSTON, ONT.

1 - LOCATION: Frontenac County. E&P Maps E-4, N-2. 165 mi. E of Toronto; 185 mi. W of Montreal; 129 mi. SW of Ottawa. On Queen's Hwy. 2, 15 and Macdonald-Cartier Freeway.

2 - TRANSPORTATION: **Railroads**-Canadian National; Canadian Pacific.
Water-St. Lawrence Seaway Port.
Motor Freight Carriers-20.
Intercity Bus Lines-Voyageur Colonial, Ltd.; Charter Aircraft.
Airlines-Corporate Air; Kingston Flying Club.

3 - POPULATION:
Corp. City 86 Cen. 55,050; E&P 88 Est. 49,400
CZ-ABC: (81) 52,883
Bal. in NDM-ABC: (81) 75,481
Total NDM-ABC: (81) 128,364
RTZ-ABC: (81) 31,851
Total NDM & RTZ-ABC: (81) 160,215

4 - HOUSEHOLDS:
City 86 Cen. 24,173; E&P 88 Est. 22,095
CZ-ABC: (81) 21,487
Bal. in NDM-ABC: (81) 23,308
Total NDM-ABC: (81) 44,795
RTZ-ABC: (81) 10,745
Total NDM & RTZ-ABC: (81) 55,540

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Comm.	32	N.A.

6 - PASSENGER AUTOS: Province 4,244,200

7 - ELECTRIC METERS: 22,839

8 - GAS METERS: 5,316

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Synthetic Fibers 2,000 (N.A.); Metal Proc. 2,500 (N.A.).
Principal Industrial Pay Days-15th and 31st.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-60; Summer 65-83; Fall 32-60; Winter -10-40. First killing frost, Oct. 9; last killing frost, May.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-Cataraqui Town Ctr.; 5 blocks on Princess St.; Kingston Shopping Ctr.; Frontenac Mall; 4 other plzs., 30 stores.
Neighborhood Shopping Centers-Upper Princess St.; N. Montreal St. and Reddendale; Hwy. 33.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
K mart Plz (6)	NA	K mart, Loblaw's
Kingston Centre(4)	NA	Simpsons-Sears, Loblaw's
Frontenac Centre(6)	NA	Dominion, Woolco
Cataraqui Centre(6)	8	Simpson's, Zeller's, Loblaw's

Principal Shopping Days-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Jos. Abramsky & Sons; Zeller's; Sears; Cherney's; The Bay
Discount Stores-S&R; Woolco; K mart; Consumers Distributing; Bi-Way
Variety Stores-Woolworth, Kresge
Chain Drug Stores-Tamblyn; Thrifty; Shoppers; Boots; Guardian; Medical Arts Pharmacy; I.D.A.
Chain Supermarkets-A&P; Loblaw; Dominion; IGA; Food City; Valdi's
Other Chain Stores-Reitman's (ladies'); Sally Shops (ladies'); Tip Top Tailors (men's); Agnew-Surpass (shoes); Firestone; People's Credit Jewellers; Canadian Tires; Fairweather (apparel); Bata Shoes; Kiddie-Kobbler (shoes); Uniroyal; Cherney's (furn.); Kinney Shoes; Suzy Shier; Marks & Spencer; Elk's; Frontier Fruit & Nut; Bowring's; Shorney's; Keyman Shop; Town & Country; National Bakeries; Singer; Sport Experts; Family Fair; Dapper Dan; Laura Secord; Toy World; Aggies; Astral Photo; Atlantic Stereo; Barnes Wines; Big Steel; Birks Jewellers; Classic Bookshop; D'Allairds; Discus; Drapery Shoppe; Jack Fraser; Garfield H. Halpern, Esq.; Health-Tex; Japan Camera; Lawley's of London; Lights & Lamps; Lindor; Maher Shoes; Micro Cooking Centre; Mmmuffins; Merle Norman; Orange Krate; Pantorama; Radio Shack; Stiches; Stokes; W.H. Smith Books; The Bombay Co.; The Key Shop; Trans-Canada Shoes; Turning Point; Walters Jewellers; Redmond Optical

14 - NEWSPAPERS: WHIG-STANDARD (e) 37,125; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Ray Johnston, Adv. Dir., WHIG-STANDARD, 306 King St. E., Kingston, ON K7L 4Z7; Tel. (613) 544-5000
National Representative: Bardal, Gosbee & Associates

KIRKLAND LAKE, ONT.

1 - LOCATION: Timiskaming County, E&P Map D-4. Mining, farming, education, distribution center. 365 mi. from Toronto. On Hwys. 11, 66

2 - TRANSPORTATION: **Railroads**-Ontario Northland and Bus
Motor Freight Carriers-2
Airlines-NorOntair

3 - POPULATION:
Corp. City 86 Cen. 11,604; E&P 88 Est. 10,765
CZ-ABC: (86) 11,604
RTZ-ABC: (86) 28,703
City & RTZ-ABC: (86) 40,307

4 - HOUSEHOLDS:
City 86 Cen. 4,725; E&P 88 Est. 4,418
CZ-ABC: (86) 4,725
RTZ-ABC: (86) 9,885
City & RTZ-ABC: (86) 14,610

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	N.A.

6 - PASSENGER AUTOS: Province 4,244,200

7 - ELECTRIC METERS: Residence 5,160

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining

10 - CLIMATE: Min. & Max. Temp.-Spring 16-70; Summer 45-95; Fall 0-80; Winter 0-50.

11 - TAP WATER: Neutral; very soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**- 4 blocks on Government Road.

Principal Shopping Days-Mon., Thur., Fri., Sat.

Stores Close-Wed. afternoon.

Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: **Variety Stores**-Metropolitan; Kresge; Woolworth.
Chain Drug Stores-IDA 2; Rexall.

Chain Supermarkets-A&P; Dominion; Montemurro's; IGA.

14 - NEWSPAPERS: NORTHERN NEWS (e) 5,733; Mar. 31, 1988 ABC.

Local Contact for Advertising and Merchandising Data: Ron Mullin, Adv. Mgr., NORTHERN NEWS, 8 Duncan Ave., Kirkland Lake, ON P2N 3L4; Tel. (705) 567-5321.

National Representative: Thomson Newspapers.

KITCHENER-WATERLOO, ONT.

1 - LOCATION: Regional Municipality of Waterloo. E&P Maps D-4, M-2, M-3; County Seat. 72 mi. W of Toronto, 66 mi. E of London.

2 - TRANSPORTATION: **Railroads**-Canadian National; Canadian Pacific.
Motor Freight Carriers-34.
Intercity Bus Lines-Gray.
Airlines-Air Canada; C.P.; American; Eastern; Wardair; Lufthansa; Swissair; Pearson Int'l Airport, Toronto (45 minutes); Nordair; Hamilton Airport (40 minutes).

3 - POPULATION:
Corp. Cities 86 Cen. 209,322; E&P 88 Est. 212,251
Kitchener 86 Cen. 150,604; E&P 88 Est. 156,766
Waterloo 86 Cen. 58,718; E&P 88 Est. 55,485
CZ-ABC: (86) 209,322
RTZ-ABC: (86) 126,719
City & RTZ-ABC: (86) 336,041
Met. Area 86 Cen. 311,195; E&P 88 Est. 322,120
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 86 Cen. 77,367; E&P 88 Est. 82,597
Kitchener 86 Cen. 55,275; E&P 88 Est. 60,440
Waterloo 86 Cen. 22,092; E&P 88 Est. 22,155
Met. Area 86 Cen. 111,291; E&P 88 Est. 126,401
CZ-ABC: (86) 76,265
RTZ-ABC: (86) 40,365
City & RTZ-ABC: (86) 116,630

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	111	N.A.

6 - PASSENGER AUTOS: Province 4,244,200

7 - ELECTRIC METERS: Residence 101,249

8 - GAS METERS: Residence 59,538

9 - PRINCIPAL INDUSTRIES: Classes of Workers, No. of Wage Earners: Managerial/Administrative 28,000; Technical/Lower Professional 9,100; Clerical/Secretarial (including sales clerk) 37,100; Service 20,600; Skilled labor 26,300; Unskilled labor 14,500.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-51; Summer 55-81; Fall 40-61; Winter 19-31. First killing frost, Oct.; last killing frost, May.

11 - TAP WATER: Neutral, very hard; Kitchener not fluoridated, Waterloo fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Fairview Park, 5 mi. from downtown Kitchener (154 stores); Market Sq., downtown Kitchener (75 stores); King Ctr., downtown Kitchener (65 stores); 8 blocks on King St., Kitchener; Waterloo Town Sq., downtown Waterloo (52 stores); Conestoga Mall 6 mi. from downtown Waterloo (74 stores); 3 blocks on King St., Westmount Place (41 stores); John Galt Shopping Ctr. (26 stores); Highland Shopping Ctr. (10 stores); Plz. 651 (10 stores); Cambridge Shoppers Mall (9 stores); South Cambridge Shopping Ctr. (8 stores); Bishop Gate Mall (10 stores).
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.; Food-every evening except Sunday.

13 - RETAIL OUTLETS: **Department Stores**-Budds; Eaton's 2; Marks & Spencer; The Bay; Sears; Robinson's 2.
Variety Stores-Woolworth; Zeller's.
Discount Stores-Woolco; Towers 2; K mart 2.
Chain Drug Stores-Boots 7; Guardian 3; IDA 2; Shoppers Drug Mart 5; Big V 2; SupeRx.
Chain Supermarkets-Dutch Boy 6; Zehr's 12; Central; Knechtel's 3; Mr. Grocer; Super Fresh.
Other Chain Stores-Agnew-Surpass Shoes 4; Reward Shoe 2; Singer Co.; Youngs Jewelry 2; Weston Jewelers; Walters Jewelers 4; Reitman's 4; Tip Top Tailors 4; Firestone 3; Goodrich; Uniroyal; Canadian Tire 5; Goodyear; Fairweathers 3 (women's); Town & Country (women's) 6; Leon's Furn.; Brick Furn.; Pennington's 2; D'Aillard's 2; Bowring's 2; Dalmy's; Jack Fraser 2; Elk's 2; BiWay 3; Nabour 3; Bargain Harold's 2.

14 - NEWSPAPERS: RECORD (e) 78,561; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Gordon Young, Ret. Adv. Mgr., RECORD, 225 Fairway Rd., Kitchener, ON N2G 4E5; Tel. (519) 894-2231.
National Representatives: Bardal, Gosbee & Associates; Newspaper Marketing Bureau.

LINDSAY, ONT.

1 - LOCATION: Victoria County, E&P Maps E-4 & M-2. On the Scugog River. 78 mi. SE of Georgian Bay; 69 mi. NE of Toronto.

2 - TRANSPORTATION: **Railroads**-Canadian Pacific; Canadian National.
Intercity Bus Lines-Travelway Bus.

3 - POPULATION:
Corp. City 86 Cen. 14,455; E&P 88 Est. 14,892
CZ-ABC: (86) 14,455
RTZ-ABC: (86) 42,970
City & RTZ-ABC: (86) 57,425

4 - HOUSEHOLDS:
City 86 Cen. 5,754; E&P 88 Est. 6,190
CZ-ABC: (86) 5,730
RTZ-ABC: (86) 15,220
City & RTZ-ABC: (86) 20,950

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	7	N.A.

6 - PASSENGER AUTOS: Province 4,244,200

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles 300; Chemical 600; Brake Shoe 115; Die Casting 150; Rubber Mfg. 450; Gen. Mfg. 200; R.R.; Printing.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Days**-Thur., Fri., Sat.
Stores Open Evenings-Fri.; Shopping Malls (2) open Mon. through Sat. until 10 p.m.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: POST (e-mon to fri) 5,049; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Gordon Young, Ret. Adv. Mgr., RECORD, 225 POST, 15 William St. N., Lindsay, ON K9V 3Z9; Tel. (705) 324-2114
National Representative: None.

LONDON, ONT.

1 - LOCATION: Middlesex County, E&P Maps D-4 & L-3. On River Thames. 110 mi. W of Toronto and 105 mi. E of Detroit, MI.

2 - TRANSPORTATION: **Railroads**-Canadian National, Canadian Pacific.
Motor Freight Carriers-67
Intercity Bus Lines-Greyhound; Gray Coach; London Charterways
Airlines-Air Canada; Air Ontario; City Express; Canadian Air International Ltd.

3 - POPULATION:
Corp. City 86 Cen. 269,140; E&P 88 Est. 284,667
Met. Area 86 Cen. 303,644; E&P 88 Est. 313,941
CZ-ABC: (81) 257,057
RTZ-ABC: (81) 548,363
City & RTZ-ABC: (81) 805,420
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 86 Cen. 105,593; E&P 88 Est. 166,948
Met. Area 86 Cen. 116,607; E&P 88 Est. 129,760
CZ-ABC: (81) 97,433
RTZ-ABC: (81) 185,232
City & RTZ-ABC: (81) 282,665

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Comm.	81 Br.	NA

6 - PASSENGER AUTOS: Province 4,244,200

7 - ELECTRIC METERS: Residence 90,000

8 - GAS METERS: Residence 80,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Primary 900; Mfg. 28,400; Constr. 6,700; Trans., Commun., Utils. 8,300; Trades 24,400; Fin., Ins. & R.E. 10,100; Servs. 49,600; Public Admin. 7,100.
Principal Pay Days-Thur., Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring -6-32; Summer 5-32; Fall -16-25; Winter -25-10.

11 - TAP WATER: Lake Huron Pipeline; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-(No. of Stores)-Eaton Sq. (65), Wellington King Sts.; Eastown Plz. (37), East Dundas St.; Westown Plz. (55), Oxford St. W.; London Plz. (10), Adelaide St. N.; Wharncliffe Plz. (8), Wharncliff-Base Line Rds.; Masonville Pl. (130), Richmond St. & Fanshawe Park Rd.; Oakridge Mall (27); Northland Mall (25), Highbury and Huron Sts.; White Oaks (170), Wellington Rd.; Southcrest (11), Springbank Dr.; King Plz. (13), Hamilton Rd.; Oxford Plz. (18), Oxford-Adelaide Sts.; Argyle Mall (32), Dundas Clark Rd.; Norton Estates, Commissioners' Rd. (23); London Mall (9); Westmount Plz. (70); City Centre (32), Dundas at Wellington; Sherwood Forest Mall (28), Gainsborough & Halton Rd.; Oxbury Mall (42), Oxford St. E.; Towers Plz. (7), Wellington Rd. S.; London Mews (70); Wonderland Mall (24), Wonderland & Southdale; Superstore Mall Wellington Road (30).
Core Shopping Area-7 blocks on Dundas St.; 5 on Richmond St.; 2 on Clarence St.; 2 on Talbot St.; 3 on King St.
Neighborhood Shopping Areas-6 blocks on Dundas St. E. from Adelaide; 2 on Richmond St., S. of Oxford; 3 on Wharncliffe, N. of Wyatt; 5 on Wharncliffe, S. of Elmwood; 8 on Hamilton Rd., E. of Little Hill St.; 5 on Oxford, E. of Gammage; 3 on Wortley, S. of Askin; 1 on Clark Rd. & Trafalgar; 1 on Trafalgar & Highbury; The Boulevard
Stores Close-Sundays.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Eatons 3; The Bay 2; Kingsmills; Sears; Fairweather 3.
Discount Stores-Towers; K mart 2; Zellers 2; Woolco 3; Family Fare 2.
Variety Stores-Zellers; Woolworth 2; Metropolitan; Kresges.
Chain Drug Stores-Boots 7; Canadian Apothecary 4; Shopper's Drug 6; SupeRx 6; Big V 11.
Chain Supermarkets-Loblaws 4; No Frills 3; Superstore 2; A&P 7; Miracle Foodmart 5; EMA 2; Food City 2.
Other Chain Stores-Apparel: D'Allaird's 3, Boughners' Reitmans 5, Marks & Spencer 5, Fairweather 3; Jewelry: Birks Mappins 2, Peoples 2, Youngs 5, Morse 2, Nash 2; Furn.: Leon's, Interior Trend, Design Plus, Pattons Place, Common Mkt., Jensens, Ethan Allen; Shoes: Agnew-Surpass 3, Arliss 2, Bata 2, Belinda 4, Dacks, Fredelle 2, Kinney 3, Maher 2, Mugford 2; Bakeries: Grandma Lees 2, Hunts 4; Misc.: Coles Books 3, Oxford 2, Provident 2, Wendell Holmes 3, Classic 3.

14 - NEWSPAPERS: FREE PRESS (m) 131,308; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: G.W. Smith, Adv. Dir., FREE PRESS, PO Box 2280, London, ON N6A 4G1; Tel. (519) 679-1111; Fax (519) 667-4523.
National Representative: Newspaper Marketing Bureau.

NIAGARA FALLS, ONT.

1 - LOCATION: Regional Municipality of Niagara; E&P Map E-4. On Niagara River between Lake Erie and Lake Ontario. On Hwys. 3, 3A, 8, 20 and the Queen Elizabeth Hwy.

2 - TRANSPORTATION: **Railroads**-Canadian National, Wabash; Canadian Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Municipal Transit System; Canada Coach; Grey Coach; Greyhound.
Airlines-Air Canada; American; United; Mohawk; Lake Central.

3 - POPULATION:
Corp. City 86 Cen. 72,107; E&P 88 Est. 75,706
CZ-ABC: (86) 72,107
RTZ-ABC: (86) 35,747
Met. Area 86 Cen. 320,005; E&P 88 Est. 318,391
City & RTZ-ABC: (86) 107,854

4 - HOUSEHOLDS:
City 86 Cen. 26,105; E&P 88 Est. 28,588
CZ-ABC: (86) 26,060
RTZ-ABC: (86) 13,025
Met. Area 86 Cen. 116,594; E&P 88 Est. 120,380
City & RTZ-ABC: (86) 39,085

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Comm.	24	N.A.

6 - PASSENGER AUTOS: Province 4,244,200

7 - ELECTRIC METERS: Residence 20,810

8 - GAS METERS: Residence 16,415

9 - PRINCIPAL INDUSTRIES: Abrasives; Chemicals; Machinery; Silverware; Cereals; Fishing Boxes; Wine; Baby Food; Canned Goods; Refractories. (Av. Wkly. Wage N.A.).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Av. Temp.-Summer 68; Av. An. Temp.-47; An. Rainfall 30 inches.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Queen St., Main St., Victoria Ave. at Centre St. and Victoria Ave. at Morrison St.
Neighborhood Shopping Centers-Stamford; Chippawa; Lundy's Lane Plaza; Dorchester Rd.; Niagara Square.
Principal Shopping Days-Thur., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Thur. & Fri.-North End; Fri.-South End.

13 - RETAIL OUTLETS: **Department Stores**-Rosberg's; Zeller's; Towers; Robinson's; K mart.
Variety Stores-Metropolitan.
Chain Drug Stores-Rexall 7; IDA 3; Super-Save; Shoppers Drug Mart.

Chain Supermarkets-Red & White 4; Super Save; A&P 2; Quality Fare; IGA; Food City; No Frills.
Other Chain Stores-Reitman's Shoes; Agnew-Surpass; Maher; Reward; Firestone; Canadian Tire; Goodyear; Dunlop; Consumers Distributing.

14 - NEWSPAPERS: REVIEW (e) 21,793, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Campbell, Adv. Mgr., REVIEW, 4801 Valley Way, Niagara Falls, ON L2E 6T6; Tel. (416) 358-5711.
National Representative: Thomson Newspapers.

NORTH BAY, ONT.

1 - LOCATION: Nipissing District. E&P Maps D-4 & M-1. 220 mi. N of Toronto.

2 - TRANSPORTATION: **Railroads**-Canadian National; Canadian Pacific; O.N.R. Headquarters.
Motor Freight Carriers-15.
Intercity Bus Lines-Deluxe Trans.; Voyageur Colonial; Greyhound; Gray Coach; Ontario Northland; Colonial.
Airlines-Air Canada; First Air; Voyager; NorOntair; Canadian Airlines Int'l.

3 - POPULATION:
Corp. City 86 Cen. 50,623; E&P 88 Est. 52,416
CZ-ABC: (81) 51,268
RTZ-ABC: (81) 50,389
City & RTZ-ABC: (81) 101,657
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 86 Cen. 18,044; E&P 88 Est. 18,855
CZ-ABC: (81) 17,075
RTZ-ABC: (81) 16,378
City & RTZ-ABC: (81) 33,453

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	19	N.A.

6 - PASSENGER AUTOS: Province 4,244,200.

7 - ELECTRIC METERS: Residence 16,559.

8 - GAS METERS: Residence 8,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Primary Industry 453; Mfg. 4,334; Constr. 1,461; Trans., Commun. & Util. 3,376; Trade & Commerce 3,956; Fin., Ins. & R.E. 730; Service 6,728; Public Admin. 4,158.
Principal Pay Days-Fri., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring 2-9; Summer 12-21; Fall 0-9; Winter -17-7. First killing frost, Sept.; last killing frost, June.

11 - TAP WATER: Neutral; very soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-7 blocks on Main St.
Neighborhood Shopping Centers-2 blocks on Lakeshore Dr.; 1 on McIntyre St.; 3 on Algonquin Ave. Northgate Sq., 21 acres, 60 stores, incl. Loblaw, Woolco, Reitman, 1,450 cars; Nipissing Plz., Zeller's, 2 miles from downtown; Widdifield Plz., 2 stores, 70 cars; North Bay Mall, K mart, A&P, Shoppers Drug Store, 65 stores, 1,200 cars.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri., some 6 nights.

13 - RETAIL OUTLETS: **Department Stores**-Zeller's; Woolco; Tower's; K mart.
Variety Stores-Kresge's; Bargain Harolds; Saan.
Chain Drug Stores-Boots 2; Shopper's 2; Guardian IDA.
Chain Supermarkets-A&P 4; Loblaw's; IGA; Food City.
Other Chain Stores-Reward; Agnew-Surpass; Bata (men's); Tip Top Tailors; Jack Fraser; Scarfe (paint); Reitman's (women's); Canadian Pittsburgh (paints & glass); Canadian Tire; Singer; Firestone; Goodyear; Uniroyal.

14 - NEWSPAPERS: NUGGET (e) 25,263, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Frank Gurini, Adv. Mgr., NUGGET, 259 Worthington St., North Bay, ON P1B 8J6; Tel. (705) 472-3200; Fax (705) 472-1438.
National Representative: Southam Newspapers.

ORILLIA, ONT.

1 - LOCATION: Simcoe County. E&P Maps E-4 & M-2. Head of Lake Simcoe, 78 mi. from Toronto.

2 - TRANSPORTATION: **Railroads**-Canadian Pacific; Canadian National.
Motor Freight Carriers-5.
Intercity Bus Lines-Gray Coach; Stock Bros Coach; Orillia; Midland-Penetang.
Airlines-Orillia.

3 - POPULATION:
Corp. City 86 Cen. 24,077; E&P 88 Est. 24,068
CZ-ABC: (86) 24,077
RTZ-ABC: (86) 35,541
City & RTZ-ABC: (86) 59,618

4 - HOUSEHOLDS:
City 86 Cen. 9,049; E&P 88 Est. 9,152
CZ-ABC: (86) 9,035
RTZ-ABC: (86) 12,440
City & RTZ-ABC: (86) 21,475

5 - BANKS N.A.

6 - PASSENGER AUTOS: Province 4,244,200.

7 - ELECTRIC METERS: Residence 6,692.

8 - GAS METERS: 2,900.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Foundry 1,437; Appliances 380; Wood Prods. 180; Steel Prods. 350; Gov't Servs. 1,100; Misc. 430. (Av. Wkly. Wage $210).
Principal Pay Days-2nd, 4th Fri.

10 - CLIMATE: First killing frost, Oct. 15; last killing frost, Apr. 15.

11 - TAP WATER: Neutral; hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beaverton	20	IGA, Red & White
Coldwater	15	IGA
Gravenhurst	20	IGA, A&P, Dominion
Washago	14	IGA
Bracebridge	NA	Dominion, IGA

Principal Shopping Days-Thur., Fri., Sat.
Stores Close-9 p.m.

13 - RETAIL OUTLETS: **Department Stores**-K mart; Zeller's; Woolworth; A&N.
Chain Drug Stores-Rexall; Drug City; Shoppers Drug Mart.
Chain Supermarkets-Dominion; Loblaws; A&P; IGA; Miracle Food Mart.

14 - NEWSPAPERS: PACKET & TIMES (e) 10,411, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Peter Hinton, Adv. Dir., PACKET & TIMES, 31 Colborne St. E., Orillia, ON L3V 1T4; Tel. (705) 325-1355.
National Representative: Thomson Newspapers.

OSHAWA-WHITBY, ONT.

1 - LOCATION: Regional Municipality of Durham. E&P Maps E-4 & M-2. On Lake Ontario 30 mi. E of Toronto on Hwy. 401.

2 - TRANSPORTATION: **Railroads**-Canadian National; Canadian Pacific.
Intercity Bus Lines-Gray; Colonial; Charterways & G.O. Buses.
Airlines-At Toronto Intl. Airport.

3 - POPULATION:
Corp. Cities 86 Cen. 169,470; E&P 88 Est. 189,726
Oshawa 86 Cen. 123,651; E&P 88 Est. 137,994
Whitby 86 Cen. 45,819; E&P 88 Est. 51,732
CZ-ABC: (86) 169,470
RTZ-ABC: (86) 146,682
City & RTZ-ABC: (86) 316,152
Met. Area 86 Cen. 169,470; E&P 88 Est. 189,635

4 - HOUSEHOLDS:
Cities 86 Cen. 57,298; E&P 88 Est. 67,330
Oshawa 86 Cen. 42,670; E&P 88 Est. 49,545
Whitby 86 Cen. 14,628; E&P 88 Est. 17,785
CZ-ABC: (86) 57,115
RTZ-ABC: (86) 46,080
Met. Area 86 Cen. 57,298; E&P 88 Est. 66,916
City & RTZ-ABC: (86) 103,195

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	29	N.A.
Trust Co's.	4	N.A.
Credit Unions	4	N.A.
Loan Co's.	9	N.A.

6 - PASSENGER AUTOS: Province 4,244,200.

7 - ELECTRIC METERS: Residence 26,700.

8 - GAS METERS: Residence, Oshawa 9,900.

9 - PRINCIPAL INDUSTRIES: Automotive Assembly; Elect. Mach.; Leather Goods; Furn.; Metal Extrusions; Glass & Alum. Prods.; Automotive Parts; Pet Foods; Aluminum & Plastic Boats; Sugar; Steel.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Acid, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Oshawa Centre West End; Midtown Mall; Whitby Mall; Five Points Mall; Bond Towers Shopping Mall; Oshawa Sq.
Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Every evening (ex. Sat.) 9:30; Simpson-Sears open Wed., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Eaton's; Simpson-Sears; Zeller's; Woolco; The Bay.
Variety Stores-Kresge's; Woolworth; K mart.
Chain Drug Stores-Tamblyns 2; IDA 4; Jury & Lovell 2; Shoppers Drug Mart; Top Drug Mart.
Chain Supermarkets-Dominion Stores 2; Loblaw's 2; A&P 3; Miracle Mart; Canada Safeway; Sunnybook; Super Save.
Other Chain Stores-Canadian Tire; Firestone; B.F. Goodrich; Green & Ross; Uniroyal; Cherney's; Bata; Birks; Coles; Fairweather; Jack Fraser; Lighting Unlimited; Maher; Playtime; Reitman's; Tip Top Tailors; Swans; Laura Secord; Singer; Beaver Lumber; Cashway; Saveway; St. Michaels; Town & Country; Family Fair; Bi-Way; Collegiate Sports.

14 - NEWSPAPERS: TIMES (e) 22,277, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Ron Laurin, Adv. Mgr., TIMES, 44 Richmond St. W., Oshawa, ON L1G 1C8; Tel. (416) 723-3474.
National Representative: Thomson Newspapers.

OTTAWA, ONT.

1 - LOCATION: Carleton County. E&P Maps E-4, O-1. Capital City of Canada, on S side of Ottawa River, 125 mi. W of Montreal, 270 mi. E of Toronto. Commercial and industrial center.

2 - TRANSPORTATION: **Railroads**-Canadian National; Canadian Pacific; VIA.
Motor Freight Carriers-10.
Intercity Bus Lines-OC Trans.; Voyageur Colonial; Commission de Transport; Travelways; Abitibi Provincial; Greyhound.
Airlines-Air Canada; Nordair; Air Ontario; First Air; City Express; Voyageur Air; Canadian Airlines; Piedmont; Wardair; Skycraft; Canadian; Eastern; U.S. Air; Tempest.

3 - POPULATION:
Corp. City 86 Cen. 300,763; E&P 88 Est. 290,942
Met. Area 86 Cen. 782,302; E&P 88 Est. 780,791
CITIZEN
NDM-ABC: (86) 782,302
LE DROIT
NDM-ABC: (86) 657,311

4 - HOUSEHOLDS:
City 86 Cen. 130,883; E&P 88 Est. 130,906
Met. Area 86 Cen. 290,235; E&P 88 Est. 317,566
CITIZEN
NDM-ABC: (86) 290,235
LE DROIT
NDM-ABC: (86) 258,200

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	125	N.A.

6 - PASSENGER AUTOS: Province 4,244,200.

7 - ELECTRIC METERS: Residence 127,451.

8 - GAS METERS: Residence 106,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Federal Gov't 76,095; High Tech Industry, Technology Firms employ over 43,166; Food & Beverages 1,407; Printing & Publishing 3,740; Metal Fab. 944; Chemicals & Chemical Prods 603; Scientific & Professional Equip. 2,352; Fin., Insurance & Real Estate 1,108.
Principal Industrial Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 3-81; Summer 40-92; Fall 8-74; Winter -12-41. First killing frost, Oct. 21; last killing frost, May 27.

11 - TAP WATER: Purified, soft.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Sparks St.; 4 on Rideau St. plus Rideau Ctr.; 6 on Bank St., Bayshore, St. Laurent, Byward Mkt.; Carlingwood; Les Promenades de l'Outaouais-Gatineau.
Neighborhood Shopping Centers-Alta Vista; Merivale Rd.; Elmvale; Westgate; Billings Bridge; Heron Gate; Merivale Mall; Barrhaven Mall; Hazeldean Mall; Market Mall; Pinecrest Ctr.; Place D'Orleans; Shopper's City East; Shopper's City West; L'Esplanade Laurier; Beacon Hill; Greenbank Square; Hampton Park Plaza; Towers, K mart; Lincoln Fields; Vista Plz.; Les Galeries de Hull; Les Galleries Aylmer; Place Cartier-Hull.
Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-The Bay Co.; Robinson Ogilvy; Eaton's; Sears; Brettons.
Variety Stores-Woolworth; Zeller's; Giant Tiger.
Discount Stores-Towers Mart 3; K mart 4; Miracle Mart 3; Woolco 3.
Catalogue Discount Stores-Consumers Distributing 8.
Chain Drug Stores-Boots 17; IDA 11; Shoppers 16; Uniprix; Cumberland.
Chain Supermarkets-Loblaw's 10; Steinberg's 12; A&P 5; IGA 33; Mr. Grocer 2; Your Independent Grocer 3.
Other Chain Stores-Birks (Jewelry, China); People's Jewelers; Tip Top Tailors; Reitman's; Bata; Holt Renfrew; Singer Co.; Kinney; Agnew-Surpass; *Canadian Tire*; *Laura Secord Candy*; *Fairweather* Ladies Wear; Goodyear; Firestone; Pennington's; Uniroyal; Black's Camera; National Draperies; Leon's Furniture; Pascal Hdwe.; George Richards King Size Clothes; Arlington Sports; Bouclair; Liberty; Dalmy's; Susy Shier; Speedy Muffler; Radio Shack; Wackid; Atlantique; Astral Photo; Boots; W.H. Smith; D.B. Allan; Leather Attic; Mappins; Doucet; Eastview TV; The Brick; Multitech.

14 - NEWSPAPERS: CITIZEN (all day-mon to fri) 192,070; (m-sat) 248,979, Mar. 31, 1988 ABC.
NOTE: Citizen will publish a Sunday edition effective Sept. 25, 1988.
Local Contact for Advertising and Merchandising Data: R.S. Littlemore, Adv. Dir., CITIZEN, 1101 Baxter Rd., PO Box 5020, Ottawa, ON K2C 3M4; Tel. (613) 829-9100.
National Representative: Southam Newspapers.
LE DROIT (French) (m-mon to fri) 39,261; (m-sat) 44,971, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Andre Boulet, Adv. Dir., LE DROIT, 375 Rideau St., Ottawa, ON K1N 5Y7; Tel. (613) 560-2500.
National Representative: Landon Associates.

OWEN SOUND, ONT.

1 - LOCATION: Grey County. E&P Maps D-4 & M-2. County Seat. 120 mi. NW of Toronto on Provincial Hwys. 6, 10, 21 & 26.

2 - TRANSPORTATION: **Railroads**-C.P.; Canadian National.
Steamship Lines-Ontario Northland Transportation Co.
Motor Freight Carriers-8.
Intercity Bus Lines-Gray Coach; Charterways; Travelways.

3 - POPULATION:
Corp. City 86 Cen. 19,804; E&P 88 Est. 21,113
CZ-ABC: (86) 19,804
RTZ-ABC: (86) 93,601
City & RTZ-ABC: (86) 113,405

4 - HOUSEHOLDS:
City 86 Cen. 7,735; E&P 88 Est. 8,552
CZ-ABC: (86) 7,700
RTZ-ABC: (86) 33,375
City & RTZ-ABC: (86) 41,075

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	N.A.
Trust Co's.	3	N.A.

6 - PASSENGER AUTOS: Province 4,244,200.

7 - ELECTRIC METERS: Residence 6,925.

8 - GAS METERS: Residence 3,800.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. Shop 750 ($485); Printing & Pub. 600 ($490); Elect. Devices 180 ($350); Sheet Glass 390 ($430); Rubber 300 ($395); Shock Absorbers 200 ($420).

10 - CLIMATE: Min. & Max. Temp.-Spring 28-70; Summer 50-92; Fall 30-75; Winter 0-45.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on 2nd Ave. E.; 2 on 8th St. E.; 2 on 9th St. E.; 2 on 10th St. E.
Shopping Centers-Towers (Food City); Grey County Mall (Woolco, No Frills); Heritage Place Mall (Sears, Zellers, Zehrs).
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-McKay Bros.; Towers.
Discount Stores-Woolco.
Variety Stores-Woolworth; S.S. Kresge.
Chain Drug Stores-IDA; Drug City; Big V; Guardian.

Chain Supermarkets-A&P; Food City; Mr. Grocer; No Frills; Zehrs; Valdi.

Other Chain Stores-Maher; Firestone; Canadian Tire; Grafton; Reitman's 2; Superior Propane; Pro Hdwe.; Crest; Home Hdwe; Consumers Distributing; Smart Set; Radio Shack; Colour Your World; Agnew-Surpass; Nabours; Bi-Way.

14 - NEWSPAPERS: SUN-TIMES (e) 23,735; Mar. 31, 1988 ABC.

Local Contact for Advertising and Merchandising Data: Robert A. Martin, Adv. Mgr., SUN-TIMES, Box 200, Owen Sound, ON N4K 5P2; Tel. (519) 376-2250.

National Representative: Southam Newspapers.

PEMBROKE, ONT.

1 - LOCATION: Renfrew County. E&P Maps E-4 & N-1. County Seat. Major retail and industrial center in Upper Ottawa Valley. Ottawa 97 mi SE. North Bay 138 mi NW. Toronto 257 mi SW. Montreal 227 mi SE on Hwy 17 with connections to Hwys 62, 60, 41

2 - TRANSPORTATION: **Railroads**-Canadian National, Canadian Pacific
Motor Freight Carriers-5
Intercity Bus Lines-Colonial Coach, Renfrew County Coach
Airlines-Pem-Air Ltd

3 - POPULATION:
Corp City 86 Cen 14,131; E&P 88 Est 13,180
CZ-ABC (86) 15,598
RTZ-ABC (86) 47,253
City & RTZ-ABC (86) 62,851

4 - HOUSEHOLDS:
City 86 Cen 5,357; E&P 88 Est 5,067
CZ-ABC (86) 5,835
RTZ-ABC (86) 15,500
City & RTZ-ABC (86) 21,335

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	8	$18,000,000
Savings	6	(incl. above)
Savings & Loan	6	(incl. above)

6 - PASSENGER AUTOS: Province 4,244,200

7 - ELECTRIC METERS: Residence 5,124

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry-No. of Wage Earners-Wood and Wood Prods. 1,494; Dept. of National Defense (Civilians 794; Soldiers 3,000); Steel Furn. 224; Suitings (Cloth) 65; Appliances 43; Shook Mills 360; Lumber 140; Veneers 266; Paper 179; Matches 99; Petawawa and Atomic Energy Commission, Chalk River 2,643

10 - CLIMATE: Min. & Max. Temp.-Spring 15-67; Summer 52-81; Fall 37-70; Winter 2-25

11 - TAP WATER: Soft, not fluoridated

12 - RETAILING: **Principal Shopping Areas**-8 blocks surrounding Pembroke St.; Petawawa Shopping Plz.; Glendale Shopping Ctr.; Deep River; Pembroke Mall; West End Mall
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: **Department Stores**-Doran's of Pembroke; Simpson's Order Office
Discount Stores-Giant Tiger; Cost Plus
Variety Stores-Woolworth
Chain Drugs-IDA 2; Rexall; Guardian
Chain Supermarkets-Loblaw's 2; A&P; IGA 4; Red & White; IGA Foodliner; M & M; Brash's 2
Other Chain Stores-Sally Shops (women's); Firestone; Canadian Tires; Shoes: Reward, Maher, Bata; Singer Co.; Woodhouse Furn.

14 - NEWSPAPERS: OBSERVER (e) 7,396; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Fred Thrasher, Adv. Mgr., OBSERVER, 186 Alexander St., Pembroke, ON K8A 4L9; Tel. (613) 732-3691.
National Representative: Thomson Newspapers.

PETERBOROUGH, ONT.

1 - LOCATION: Peterborough County, E&P Maps E-4, N-2. County Seat. On Otonabee River, part of Trent Severn Canal System. 90 mi. E of Toronto. Provincial Hwys. 2, 28, 115, 401 to Toronto and Montreal; also Hwys. 7, 7A to Ottawa.

2 - TRANSPORTATION: **Railroads**-Canadian National; Canadian Pacific.
Interprovincial Bus Lines-Voyageur Colonial.
Motor Freight Carriers-14.
Intercity Bus Lines-Voyageur.
Airlines-City Express.

3 - POPULATION:
Corp. City 86 Cen. 61,049; E&P 88 Est. 54,097
CZ-ABC: (86) 61,049
RTZ-ABC: (86) 74,290
City & RTZ-ABC: (86) 135,339

4 - HOUSEHOLDS:
City 86 Cen. 23,279; E&P 88 Est. 25,676
CZ-ABC: (86) 23,130
RTZ-ABC: (86) 26,065
City & RTZ-ABC: (86) 49,195

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	17	N.A.
Savings & Loans	5	N.A.

6 - PASSENGER AUTOS: Province 4,244,200

7 - ELECTRIC METERS: Residence 20,136

8 - GAS METERS: Res. & Comm. 5,992

9 - PRINCIPAL INDUSTRIES: Elect. Apparatus, Food Proc., Paper Prods., Plastics, Clocks & Watches, Atomic Energy, Dairy Mach., Brake Lining & Flexible Hose, Outboard Motors, Primary & Fab. Metals & Instruments, Robotics, Surgical Supplies
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-8 F/22 C; 79 F/30 C

11 - TAP WATER: Alkaline, soft

12 - RETAILING: **Principal Shopping Centers**-Peterborough Sq., downtown Peterborough (Eaton major store with 65 other retail outlets); Lansdowne Pl. (Sears major store with 70 other outlets); Portage Pl. (Woolco major store with 45 other outlets)
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri. to 9

13 - RETAIL OUTLETS: **Department Stores**-Zeller's, Marks & Spencer, Eaton's, Simpson-Sears, K mart, Towers, Woolco
Variety Stores-Woolworth 2, Zeller's, Bi-Way, Nabors, Bargain Harold's
Chain Drug Stores-IDA 4, Big V, Shoppers 2
Chain Supermarkets-Loblaw's, A&P, Red & White, Sunnybrook, Food City 2, IGA 2, Valdis, Valu-Mart 3

14 - NEWSPAPERS: EXAMINER (e) 27,295; Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: Robert Marshall, Adv. Mgr., EXAMINER, PO Box 389, Peterborough, ON K9J 6Z4; Tel. (705) 745-4641
National Representative: Thomson Newspapers

PORT HOPE, ONT.

1 - LOCATION: Northumberland County. E&P Maps E-4 & N-2. On N shore of Lake Ontario and 401, 63 mi. E of Toronto. On Provincial Hwy. 2 between Montreal and Toronto

2 - TRANSPORTATION: **Railroads**-Canadian Pacific, Canadian National
Motor Freight Carriers-4
Intercity Bus Lines-Colonial, Burley

3 - POPULATION:
Corp. City 86 Cen. 10,281; E&P 88 Est. 10,643
CZ-ABC: (86) 10,281
RTZ-ABC: (86) 3,601
City & RTZ-ABC: (86) 13,882

4 - HOUSEHOLDS:
City 86 Cen. 3,825; E&P 88 Est. 4,153
CZ-ABC: (86) 3,820
RTZ-ABC: (86) 1,171
City & RTZ-ABC: (86) 4,991

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	N.A.

6 - PASSENGER AUTOS: Province 4,244,200

7 - ELECTRIC METERS: Residence 2,740

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry-No. of Wage Earners-Tools 230; Bathroom Fixt. 415; Conveyors 260; Refining 290; Other 505.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 70-89; Fall 30-65; Winter 10-30

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Areas**-3 blocks on Walton; 1 each on John, Ontario, Queen.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Food & Dept., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Coleman & Philip.
Variety Stores-Chainway; Stedman's.
Chain Supermarkets-Dominion; A&P; Super Save; IGA; Loblaw's.
Other Chain Stores-Canadian Tire.

14 - NEWSPAPERS: GUIDE (e-mon to fri) 3,482; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: R.E. David, Adv. Dir., GUIDE, 56 Walton St.; PO Box 296, Port Hope, ON L1A 3W4; Tel. (416) 885-2471.
National Representative: None.

ST. CATHARINES, ONT.

1 - LOCATION: E&P Maps E-4, M-3. Regional municipality of Niagara. On Queen Elizabeth Way; on Welland Ship Canal connecting Lake Erie & Lake Ontario; 111 km (69 mi.) S of Toronto; 19 km (12 mi.) from Niagara River. Regional government seat 19 km (12 mi.) from U.S. border.

2 - TRANSPORTATION: **Railroads**-Canadian National
Motor Freight Carriers-20
Intercity Bus Lines-Gray, Canada, Farr

3 - POPULATION:
Corp. City 86 Cen. 123,455; E&P 88 Est. 129,168
CZ-ABC (81) 133,854
RTZ-ABC (81) 43,062
Met. Area 86 Cen. 320,005; E&P 88 Est. 318,391
City & RTZ-ABC (81) 176,916
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 86 Cen. 46,116; E&P 88 Est. 49,832
CZ-ABC (81) 47,685
RTZ-ABC (81) 13,910
Met. Area 86 Cen. 116,594; E&P 88 Est. 120,380
City & RTZ-ABC (81) 61,595

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	43	N.A.
Savings & Loan	11	N.A.
Credit Unions	19	N.A.

6 - PASSENGER AUTOS: Province 4,244,200

7 - ELECTRIC METERS: Residence 41,065

8 - GAS METERS: Residence 43,993

9 - PRINCIPAL INDUSTRIES: Automotive and Aeroplane Parts, Electrical Apparatus, Shipbuilding and Repair, Pleasure Boat Building, Paper Prods., Newsprint Mills, Boilers & Furnaces, Fabrics, Tools & Dies, Greenhouses, Leather Tanning, Slate Flooring & Roofing, Structural Steel Fabrication
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 2C (35F)-12C (54F); Summer 13C (55F)-24C (76F); Fall 6C (43F)-16C (60F); Winter -4C (24F) -2C (35F). Av. yearly rainfull 61.65cm (24.27 in.). Av. yearly snowfall 97.79 cm (38.5 in.)

11 - TAP WATER: Neutral, hard, not fluoridated

12 - RETAILING: **Principal Shopping Centers**-(No. of stores)-Pen Centre (118); Fairview Mall (31); Lincoln Mall (17)
Neighborhood Shopping Centers-(No. of stores)-Pendale (12); Towers Plz. (5); Thorold Pine Plz. (6); Lake St. Plz. (3); Midtown Plz. (4); Linwell Plz. (7); Glenridge Plz.; K mart Plz. (4); North End Plz. (8); Corbloc (downtown); Ridley Plaza (5); Ridley Heights Plaza (10); Ridley Square (18)

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Pen Centre(118)	4	Sears
Fairview Mall(31)	3	Right House
Lincoln Mall(17)	3	Woolco

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Wed., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-The Right House, Eaton's, Sears, Robinson's
Variety Stores-Woolworth, Zeller's, Marks & Spencer, K mart, Woolco
Chain Drug Stores-IDA 5, Crown 5, Towers (Kent), Shoppers 5, Woolco (Jack Austin), Super X Discount, Guardian, Herbies, Howies
Discount Stores-Woolco, K mart, Towers, Consumer's Distributing, Bi-Way, Bargain Harold's, Simpsons, Nabours
Chain Supermarkets-Valdi's 2; No Frills; IGA 5; Food City; A&P 5
Other Chain Stores-Tires: Motorcade, Firestone, Goodyear, Canadian Tire, Uniroyal, Direct Tire; Shoes: Agnew-Surpass, Mahers, Bata, Gallenkamp, Kiddie Kobbler, Kinney, Ruby's, Shoe World, Boot Shop, Vogue Shoes, Athlete's Foot, Naturalizer; Furniture: The Brick, Eastwoods, Carriage House, Towers, Dominion, Waterbed Co., Woodhouse; Women's: Reitman's, J. Michaels, Opus, Dalmy's, Big Steel, Fairweather, Lilianne, Braemar, Irene Hill, Smart Set, Susan Miles, Suzy Shiner, Town & Country, Thrifty's, Leather Attic, Antel's, Pennington's, Cotton Plus, Wrays, Arlies, Rosanne; Men's: Tip Top Tailors, Elks, Todd's, Jack Fraser, Moore's, The Suit People, John Pomer; Stationery: Grand & Toy, Beatties, C. Cole & Co.; Crafts: Lewiscraft, Kinsey Wool, Living Lightning; Records: Sunrise, Sam the Record Man, Discus; Jewelry: Birk's, O.B. Allen; Others: Buildall, Radio Shack, Micro Cooking Centre, For Goodness Sake, Collacutt Luggage, Classic Books, Epic Books, St. Clair Paint & Wallpaper, Provincial Gas, Joseph's Hairstyling, Eddie Black Cameras, Japan Cameras, Imperial Optical, Bright's Wines, Iniskillen Wines, Coy's, Pan Handler, Pot Pourie, Le Chateau, Chateau Gai, Fabricland, Lizannes, Mark's Work Wearhouse, Bell Phone Centre, Brewer's Retail, LCBO; Beaver Lumber; White Rose.

14 - NEWSPAPERS: STANDARD (e) 43,804; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Edward F. Zwolak, Adv. Dir., STANDARD, 17 Queen St., St. Catharines, ON L2R 5G5; Tel. (416) 684-7251.
National Representatives: Newspaper Marketing Bureau, Bardal, Gosbee & Associates, Brydson Media Sales Int.

ST. THOMAS, ONT.

1 - LOCATION: Elgin County. E&P Maps D-4 & L-3. County Seat. Diversified Manufacturing & Agriculture. North Shore of Lake Erie, midway between Buffalo & Detroit. Provincial Hwys. 3, 4

2 - TRANSPORTATION: **Railroads**-Conrail, C&O, B&O, Canadian National, Canadian Pacific, Norfolk and Western
Motor Freight Carriers-13
Intercity Bus Lines-Eastern Can., Greyhound
Freight Steamship Lines-4
Airlines-Air Canada, Air Ontario

3 - POPULATION:
Corp. City 86 Cen. 28,851; E&P 88 Est. 30,616
CZ-ABC (86) 28,851
RTZ-ABC (86) 41,484
City & RTZ-ABC (86) 70,335

4 - HOUSEHOLDS:
City 86 Cen. 10,859; E&P 88 Est. 12,022
CZ-ABC (86) 10,835
RTZ-ABC (86) 13,630
City & RTZ-ABC (86) 24,465

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	13	N.A.

6 - PASSENGER AUTOS: Province 4,244,200

7 - ELECTRIC METERS: Residence 10,200

8 - GAS METERS: Residence 6,200

9 - PRINCIPAL INDUSTRIES: Industry-No. of Wage Earners (Av. Wkly. Wage N.A.)-Paper Prods. 100; Trans. 800; Auto Assembling 3,000; Iron & Steel Prods. 1,869; Constr. 245
Principal Pay Days-Railways, 9th, 21st; Mfg. 15th, 30th; Others, Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-61; Summer 61-82; Fall 40-71; Winter 15-28. First killing frost, Sept. 21; last killing frost, May 10

11 - TAP WATER: 10 ppm hardness, fluoridated

12 - RETAILING: **Principal Shopping Centers**-16 blocks on Talbot St.; 12 Store Centre on 5th Ave.; 30 Store Mall, Wellington St. E
Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Some on Wed. afternoon
Stores Open Evenings-All Stores, Fri.; Food Stores, Wed., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Anderson's, K mart
Discount Stores-Jupiter
Variety Stores-Woolworth, Zeller's
Chain Drug Stores-Super Discount Drug, Pricegard
Chain Supermarkets-A&P; Dominion; Loblaw's 2; IGA
Other Chain Stores-Agnew-Surpass, Singer Co.; Canadian Tire; Maher; Ostrander; Simpson-Sears; Reitman's; Firestone

14 - NEWSPAPERS: TIMES-JOURNAL (e) 9,452; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: William Barthorpe, Adv. Mgr., TIMES-JOURNAL, 16-18 Hincks St., St. Thomas, ON N5P 3W6; Tel. (519) 631-2790.
National Representative: Thomson Newspapers

SARNIA, ONT.

1 - LOCATION: Lambton County. E&P Maps D-4 & L-3. County Seat. 170 mi. W of Thoronat. Entrance to Lake Huron, site of Blue Water Bridge and St. Clair Tunnel. Through motor highway from Chicago, Detroit, New York and points E.

2 - TRANSPORTATION: **Railroads**-Canadian National; C&O.
Motor Freight Carriers-132.
Freight Steamship Lines-12.
Intercity Bus Lines-Blue Water; Greyhound; Chatham Coach; Sarlon.
Airlines-Air Ontario.

3 - POPULATION:
Corp. City 86 Cen. 49,033; E&P 88 Est. 46,001
CZ-ABC: (86) 78,729
RTZ-ABC: (86) 45,863
City & RTZ-ABC: (86) 124,592

4 - HOUSEHOLDS:
City 86 Cen. 19,509; E&P 88 Est. 18,748
CZ-ABC: (86) 28,887
RTZ-ABC: (86) 15,308
City & RTZ-ABC: (86) 44,195

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	8	N.A.

6 - PASSENGER AUTOS: Province 4,244,200

7 - ELECTRIC METERS: Residence 15,990

8 - GAS METERS: Residence 13,050

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Oil Refineries 2,493; Synthetic Rubber 2,450; Chemical [illegible]; Automotive Parts 1,156; Constr. [illegible]. Av. Wkly. Wage $290.
Principal Pay Days Fri., 15th & 30th

10 - CLIMATE: Min. & Max. Temp.-Spring 20-60; Summer 55-100; Fall 30-80; Winter 0-30. First killing frost Oct. 22; last killing frost Apr. 27.

11 - TAP WATER: Neutral, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Days** Wed., Thur., Fri., Sat.
Stores Open Evenings-Shopping centers, Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores** Walker Bros., Sears, Zeller's, Woolco, Bi-Way, K mart, Canadian Tire, Eaton's.
Discount Stores K mart.
Variety Stores Woolworth.
Chain Drug Stores Guardian, Super Save, Woolco, IDA, K mart, Big V Pharmacy, Boots, Shoppers.
Chain Supermarkets A&P 3, IGA, National Grocer 11, 4 Miracle Mart, Super Centre.

14 - NEWSPAPERS: OBSERVER (e) 24,127, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data Amar Badami, Adv. Mgr., OBSERVER, 140 S. Front St., Sarnia, ON N7T 7M8; Tel. (519) 344-3641.
National Representative Thomson Newspapers.

SAULT STE. MARIE, ONT.

1 - LOCATION: Algoma District. E&P Map D-4. District Seat. On St. Mary's River between Lakes Superior and Huron. Steamship calling point. On Trans-Canada Hwy. 17.

2 - TRANSPORTATION: **Railroads** Canadian Pacific, Algoma Central Term. Pt. & Headquarters.
Motor Freight Carriers 18.
Intercity Bus Lines-Greyhound, Ontario Northland.
Airlines Air Canada, NorOntair, Nordair, Air Ontario, Austin Airways.

3 - POPULATION:
Corp. City 86 Cen. 80,905; E&P 88 Est. 88,033
CZ-ABC: (86) 80,905
RTZ-ABC: (86) 31,743
City & RTZ-ABC: (86) 112,648
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 86 Cen. 28,433; E&P 88 Est. 31,061
CZ-ABC: (86) 28,433
RTZ-ABC: (86) 6,273
City & RTZ-ABC: (86) 34,706

5 - BANKS	**NUMBER**	**DEPOSITS**
Chartered	6	N.A.
Trust Co's	3	N.A.
Finance Co's	5	N.A.
Investment Houses	3	N.A.
Credit Unions	5	N.A.
Insurance Co's	29	N.A.

6 - PASSENGER AUTOS: Province 4,244,200

7 - ELECTRIC METERS: Residence 25,726 (Dist.) 9,673

8 - GAS METERS: Residence 10,750

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-(Av. Wkly. Wage-N.A.)-Steel 7,500; Paper 475; Railway 550; Veneer & Plywood Mills 400.

10 - CLIMATE: Av. Daily Temp. (Celsius)-Spring 2; Summer 16; Fall 7; Winter -10.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Queen; 4 on Wellington W.; 1 on James; 3 blocks on Bay Street (A.C.R. Station Mall); 2 on Great Northern Road.
Neighborhood Shopping Centers-Wallace Terrace; Peoples and Korah Rds.; Bruce St. Churchill Plz.; Pine Plz.; K mart Plz.; Second Line; Market Mall; ACR Station Mall; Wellington Sq. Mall; Cambrian Mall.
Principal Shopping Days-Mon. through Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Marks & Spencer; Friedman's; Sears; Virene's; Woolco; K mart; Fairweather; Zeller's; Saan.
Variety Stores-Woolworth's; Jupiter; Bi-Way.
Chain Supermarkets-A&P 6; IGA; Loblaw's; Red & White 2.

14 - NEWSPAPERS: STAR (e) 27,211; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data Howard Newbigging, Adv. Mgr., STAR, 145 Old Garden River Rd., PO Box 460, Sault Ste. Marie, ON P6A 5M5; Tel. (705) 759-3030.
National Representative Southam Newspapers.

SIMCOE, ONT.

1 - LOCATION: Regional Municipality of Haldimand-Norfolk (west half). E&P Maps D-4, M-3. Junction of Hwys. 3, 24. County Seat. Industrial center. 40 kms. S of Brantford; 58 kms. SW of Hamilton; 117 kms. SW of Toronto; 270 kms. E of Windsor.

2 - TRANSPORTATION: **Railroads** Canadian National, Canadian Pacific.
Motor Freight Carriers 13.
Intercity Bus Lines-Greyhound, Canada Coach.

3 - POPULATION:
Corp. City 86 Cen. 14,290; E&P 88 Est. 15,018
CZ-ABC: (86) 14,290
RTZ-ABC: (86) 45,958
City & RTZ-ABC: (86) 60,248

4 - HOUSEHOLDS:
City 86 Cen. 5,335; E&P 88 Est. 5,811
CZ-ABC: (86) 5,325
RTZ-ABC: (86) 15,835
City & RTZ-ABC: (86) 21,160

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	N.A.
Trust Co's	3	N.A.

6 - PASSENGER AUTOS: Province 4,244,200

7 - ELECTRIC METERS: Residence 4,558

8 - GAS METERS: Residence 3,700

9 - PRINCIPAL INDUSTRIES: Town Zone-Mach., Canning, Textile, Farmers' Co-op, Tobacco Proc., Fruit Growers, Safety Clothing, 18 smaller.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-60; Summer 50-90; Fall 20-70; Winter 10-40. First killing frost, early Oct.; last killing frost, Apr.

11 - TAP WATER: Hard, fluoridated.

12 - RETAILING: **Principal Shopping Centers** 3 blocks on Norfolk St.; 3 on Robinson St.; 2 on Colborne St.; 2 on Kent St.; 2 on Pell St.; 1 on Sydenham St.; 1 on Culvert St.
Shopping Center At town's southern limits, No. 3 Highway East. Shopping Mall corners of Head St. and West St.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings Thur., Fri. A&P & Miracle Mart open 24 hours except Sundays.

13 - RETAIL OUTLETS: Total 273.
Department Stores-Budd's, Woolworth, K mart.
Chain Supermarkets A&P, Calbeck, Miracle Mart.
Other Chain Stores-Potter & Shaw Drug, Canadian Tire, McKerlie, United Auto Parts, Uniroyal Centre, Shoppers Drug Mart, Reitman's.
Nearby Chain Stores Grocery IGA 2, Red & White 3, Clover Farm 17, Calbeck's 2, Mini Marts 11. Drug: IDA, Rexall.

14 - NEWSPAPERS: REFORMER (e-mon to fri) 9,704, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data B. Lightbourn, Adv. Mgr., REFORMER, 105 Donly Dr. S., PO Box 370, Simcoe, ON N3Y 4L2; Tel. (519) 426-5710.
National Representative Thomson Newspapers.

STRATFORD, ONT.

1 - LOCATION: Perth County. E&P Maps D-4, M-3. County Seat. 41 mi. NE of London, Ont.; 165 mi. NE of Detroit; 100 mi. W of Toronto. On Hwys. 7, 8, 19.

2 - TRANSPORTATION: **Railroads**-Canadian National.
Motor Freight Carriers-10.
Intercity Bus Lines-Gray, Greyhound, Cherry; Sherwood, Zorra Highland.
Airlines-Airgo; Air Canada (at London, Ont.)

3 - POPULATION:
Corp. City 86 Cen. 26,451; E&P 88 Est. 28,096
CZ-ABC: (86) 26,451
RTZ-ABC: (86) 32,786
City & RTZ-ABC: (86) 59,237

4 - HOUSEHOLDS:
City 86 Cen. 10,272; E&P 88 Est. 11,372
CZ-ABC: (86) 10,220
RTZ-ABC: (86) 10,375
City & RTZ-ABC: (86) 20,595

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	11	N.A.

6 - PASSENGER AUTOS: Province 4,244,200

7 - ELECTRIC METERS: Residence 10,000

8 - GAS METERS: Residence 5,175

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Auto Supply 3,600; Textile & Knitting 250; Cloth & Fabric 300; Bearings 500; Leather & Allied Prods. 350; Clothing 140; Furn. & Fixts. 370; Printing Pub. & Allied 150; Fab. Metal Prods. 470; Mach. Ind. 725; Trans. Equip. 2780; Elect. & Electronics Equip. 435; Trade 290; Fin. & Ins. 300; Gov't Servs. 240; Educ. Servs. 500; Health and Social Servs. 700; Accommodations, Food and Beverage 220; Other Service Ind. 600 (Stratford Shakespearean Festival).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Acid, hard.

12 - RETAILING: **Principal Shopping Area** Downtown with 3 dept. stores. One major shopping ctr. at east edge of town with 2 dept. stores and 30 additional units. One small ctr. at west end with 6 stores.

13 - RETAIL OUTLETS: **Department Stores**-K mart, Hudson's, Towers, Woolco.
Variety Stores-Pinto, Beckers, Mac's Milk, Little Short Stop, Kwikie.
Chain Drug Stores-Towers, Woolco, Guardian.
Chain Supermarkets-Loblaw's, A&P, Mr. Grocer, Knechtel's, Valdi.
Other Chain Stores-Agnew-Surpass, Woodhouse, Canadian Tire, Sherwin-Williams, Beaver Lumber, Consumers Dist., Nabour's, Home Hdwe., Color Your World, Young's Jewelers, Radio Shack, Bun's Master Bakery, I.S.C., Town & Country.

14 - NEWSPAPERS: BEACON HERALD (e) 13,330, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data David Nickel, Adv. Mgr., BEACON HERALD, 108 Ontario St., PO Box 430, Stratford, ON N5A 6T6; Tel. (519) 271-2220.
National Representative None.

SUDBURY, ONT.

1 - LOCATION: Sudbury Regional County. E&P Maps D-4 & M-1. County Seat. Shipping and wholesale center. 241 mi. NW of Toronto; 433 mi. W of Montreal. On Trans-Canada Hwy.

2 - TRANSPORTATION: **Railroads**-Canadian National, Canadian Pacific.
Motor Freight Carriers-13.
Intercity Bus Lines-Eastern Canadian Greyhound, Nickel Belt, Gray, Colonial, Ontario Northland.
Airlines-Air Canada, NorOntair, Voyageur Airways.

3 - POPULATION:
Corp. City 86 Cen. 88,717; E&P 88 Est. 86,526
NDM-ABC: (86) 152,476
Met. Area 86 Cen. 129,644; E&P 88 Est. 144,361
RTZ-ABC: (86) 53,327
Total NDM & RTZ-ABC: (86) 205,803

4 - HOUSEHOLDS:
City 86 Cen. 33,157; E&P 88 Est. 32,482
Met. Area 86 Cen. 46,187; E&P 88 Est. 50,401
NDM-ABC: (86) 52,810
RTZ-ABC: (86) 17,455
Total NDM & RTZ-ABC: (86) 70,265

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	17	N.A.
Savings & Loan	26	N.A.
Commercial	1	N.A.

6 - PASSENGER AUTOS: Province 4,244,200

7 - ELECTRIC METERS: Residence 25,871

8 - GAS METERS: Residence 8,529

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Mining 24,116 ($209); Forests 3,600 ($186); R.R. 2,000 ($170); Constr. 3,600 ($252).
Principal Industrial Pay Days-Mon., Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 1-75; Summer 37-87; Fall 35-61; Winter -15-35.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Areas**-6 blocks on Elm St.; 6 on Durham St.; 3 on Cedar St.
Neighborhood Shopping Centers-2 blocks on Notre Dame Ave.; 2 on Donovan St.; 3 on Elm W., Lorne, Regent and Eyre Sts. in W. End area; Shopping Plaza in centre of city and in New Sudbury, 3 mi. E. area of city; Southridge Mall (22 stores), Plaza 69, Cedar Point Plaza (20 stores), S. area of city; Falcon Plaza, N.E. section of city.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
City Centre(40)	NA	Towers, Reitman's, Pennington's, Eatons
Supermall-New Sudbury(30)	NA	Loblaw's, Woolco, Sears

Principal Shopping Days-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-T. Eaton, Sears, Woolco, K mart, Mark's & Spencer.
Variety Stores-Woolworth, Bargain Harolds, Bi-Way.
Chain Drug Stores-Tamblyn's 3, IDA 5, Towers, Shopper's Drug Mart, Woolco, Boots.
Chain Supermarkets-Loblaw's, Miracle Food Mart 2, A&P 3, IGA 4, Food City, Value Marts 3.
Other Chain Stores-Jewelry: Birks, Morse, Kerns, Ostrander's. Auto: Canadian Tire 2, Firestone, Dominion Tire, Goodyear. Women's Apparel: Reitmen's 3, Fairweathers, Pennington, Evangeline. Shoes: Agnew-Surpass 2, Bata 2, Dolomoty 2. Other: Yolles Furn., Laura Secord 2, Singer, United Cigar 3, Coles Bookstores 2, Bowring's.

14 - NEWSPAPERS: STAR (e) 29,139, Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data Maurice H. Switzer, Pub., STAR, 33 McKenzie St., Sudbury, ON P3C 4Y1; Tel. (705) 674-5271.
National Representative Thomson Newspapers.

THUNDER BAY, ONT.

1 - LOCATION: Thunder Bay District. E&P Maps D-4, N-2. District Seat. On NW shore of Lake Superior. 200 mi. from Duluth; 800 mi. from Toronto; 400 mi. from Winnipeg. On Trans-Canada and International Hwys.

2 - TRANSPORTATION: **Railroads**-Canadian Pacific, Canadian National.
Motor Freight Carriers-20.
Intercity Bus Lines-Greyhound, Grey Goose, Voyageur.
Airlines-Air Canada, NorOntair, Nordair, Austin Airways, Pacific Western, Bearskin, Air Ontario.

3 - POPULATION:
Corp. City 86 Cen. 112,272; E&P 88 Est. 117,826
CZ-ABC: (81) 112,272
Met. Area 86 Cen. 122,217; E&P 88 Est. 128,809
RTZ-ABC: (81) 50,146
City & RTZ-ABC: (81) 162,418
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 86 Cen. 40,726; E&P 88 Est. 44,288
Met. Area 86 Cen. 43,823; E&P 88 Est. 47,982
CZ-ABC: (86) 40,580
RTZ-ABC: (86) 16,195
City & RTZ-ABC: (86) 56,775

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	58 Br	N.A.

6 - PASSENGER AUTOS: Province 4,244,200

7 - ELECTRIC METERS: Residence 42,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage N.A.)-Paper Mills 5,670; Grain Elevators 1,800; Forestry 450; Fishing & Trapping 85; Mining 110; Constr. 3,850; Trans. & Commun. 4,700; Public Util. 950; Ret. 3,820; Ins. & Fin. 925; Serv. 15,640. Total Mfg. Employ. 57,800. Av. Annual Income $14,085.
Principal Pay Days-7th, 10th, 15th, 22nd, 31st.

10 - CLIMATE: Min. & Max. Temp.-Spring 17-40; Summer 27-80; Fall 35-79; Winter 6-29. First killing frost, Sept. 7; last killing frost, June 4.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Arthur & Cumberland Streets; 11 blocks Victoria Ave.; 3 blocks May St.; 6 blocks Algoma; 3 blocks Bay; 5 blocks Court St.; 7 blocks of Red River Rd.
Neighborhood Shopping Centers-Current River District, South Algoma St.; Red River Rd.; Simpson St.; Westfort District, Memorial Ave., Balmoral Ave., N. Cumberland St., May St. N & S, Westfort, Edward & Arthur Sts.; Hodder Ave. Plz.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Intercity Plz.(147)	NA	Woolworth, Zeller's, Simpson-Sears
Grandview Mall(23)	NA	A&P
County Fair(97)	NA	Zeller's, Safeway
Northwood Plz.(17)	NA	Zeller's, Safeway
Keskus Mall(92)	NA	Eaton's
McIntyre Plz.(26)	NA	Shoppers Drug Mart, Hudsons Bay
Green Acres(13)	NA	Colguhouns, IDA
Thunder Bay(43)	NA	K mart, A&P
Centennial Sq. Ctr.(20)	NA	Canada Safeway
Victoria Mall(36)	NA	
Victoriaville Mall (144)	NA	
Hodderave Plz.(9)	NA	

Principal Shopping Days-Thur Fri Sat

13 - RETAIL OUTLETS: **Department Stores**-T Eaton Simpson-Sears McNulty's Zeller's 4 K mart

Variety Stores-Woolworth Kresge's 2 Canadian Tire 2 Saan 2 Stedmans Western Tire Big Top 3 Health Tex Acklands

Chain Supermarkets-Safeway 4 A&P 6

Other Chain Stores-Singer Co Agnew-Surpass Bata Shoes Reitman's Reward Shoes Penningtons Thrifty's Tip Top Tailors Rickis Shop-Rite (catalog) Dalmy's Consumer Distributing Jack Feaser's Drug World Town & Country Ladies Wear Gallenkamp Coles Books A&A Record Sam the Record Man Birks Jewellers Mappins-Birkstitt People's Jewellers Grafton-Fraser Fairweather/Big Steel Suzy Shier Charms n Things The Pop Shoppe Home Hardware IDA Drugs Dominion Hardware Records on Wheels Laura Secord B H Emporium Irene Hill Marie Claire Juniors Elephant and Castle Pub Boots Phcy Kinney Shoes Louis Shoes Fredell Shoes Fairweathers Dalmy's Ladies Wear Mmmuffins Wismith Books McCartney's Jewelers Shopper's Drug Mart Music City Golden Griddie Pancakes Kelsey's Pubs Blacks Cameras O B Allan Jewelers Econoville St Clair Paints Color Your World Glidden Paints Pittsburgh Paints Sherwin-Williams Paints Casey's

14 - NEWSPAPERS: TIMES-NEWS (m) 8 995 CHRONICLE-JOURNAL (e) 30 712 Mar 31 1988 ABC

Local Contact for Advertising and Merchandising Data Wayne Davidson Adv Mgr TIMES-NEWS/ CHRONICLE-JOURNAL 75 S Cumberland St Thunder Bay ON P7B 1A3 Tel (807) 344-3535

National Representative Thomson Newspapers

TIMMINS, ONT.

1 - LOCATION: Cochrane District E&P Map D-4 Retail and wholesale distributing center gold and base metals waferboard timber and lumber area service center NE part of Province on Hwy 101 35 mi off Hwy 11 428 mi from Toronto

2 - TRANSPORTATION: **Railroads**-Ontario Northland connects with Canadian Pacific and Canadian National

Motor Freight Carriers-Alary Transport Ontario Northland Transport Manitoulin Transport Bolduc Mattagami Transport Ltd J Logan Kerr Transport Ltd Brazeau Transport Inc Burgess Transfer Commercial Transport (Northern) Ltd Timmins Division Northwind Transport Ltd Richards Moving & Cartage Trans Provincial Freight Carriers Ltd

Intercity Bus Lines-Timmins Transit Dalton's Ontario Northland Gray Coach Lines

Airlines-Air Canada Norontair Austin

3 - POPULATION:
Corp City 86 Cen 46 657 E&P 88 Est 49 799
CZ-ABC (81) 46 114
RTZ-ABC (81) 15 885
City & RTZ-ABC (81) 61 999

4 - HOUSEHOLDS:
City 86 Cen 16 112 E&P 88 Est 17 683
CZ-ABC (81) 15 170
RTZ-ABC (81) 5 050
City & RTZ-ABC (81) 20 220

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm	12	N A

6 - PASSENGER AUTOS: Province 4 244 200

7 - ELECTRIC METERS: Residence 26 000

8 - GAS METERS: Residence 10 500

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners (Av Wkly Wage)-Mining 4 500 ($500) Forestry 800 ($500) Tot Labor Force 24 450 ($417)

Principal Pay Days-Tues 10th & 25th

10 - CLIMATE: Min & Max Temp -Spring -29-27 Summer -3-39 Fall -34-28 Winter -43-6 First killing frost Sept 4 last killing frost June 4

11 - TAP WATER: Neutral very soft

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Third Ave 3 on Pine St 2 on Cedar St

Neighborhood Shopping Centers-Pine St (South) Wilson Ave (West) Midtown Plz The 101 Mall (21 stores) Timmins Sq (55 stores) Porcupine Mall (16 stores) River Park Plz (8 stores)

Principal Shopping Days-Thur Fri Sat

Stores Open Evenings-Thur Fri to 9

13 - RETAIL OUTLETS: **Department Stores**-Bucovetsky's Woolco 2 K mart

Variety Stores-Metropolitan S S Kresge Giant Tiger

Chain Supermarkets-Dominion 2 IGA Mike's Supermarkets 4 Consumers Co-op 2 Red & White

Other Chain Stores-Shoes Reward Agnew-Surpass Athlete's World Kiddie Kobbler Belinda Dolomity Kinney Gallenkamp Jewelry Peoples Ladies Dalmy's Lindor Irene Hill Suzy Shier Sally Shops Pennington's Reitman's Men's Elks Mark's Work Whse Jack Fraser Stores 2 Seymour's Others Simpson-Sears Firestone Canadian Tire Shoppers Drug Mart 2 Cashway Lumber Coles Books Radio Shack The Furniture Place Sam The Record Man Records on Wheels IDA Home Hdwe National Video Pro Hdwe

14 - NEWSPAPERS: PRESS (e) 13 957 Mar 31 1988 ABC

Local Contact for Advertising and Merchandising Data Jon C Butler Pub PRESS 187 Cedar St S Timmins ON P4N 2G9 Tel (705) 268-5050

National Representative Thomson Newspapers

TORONTO, ONT.

1 - LOCATION: York County E&P Maps E-4 M-2 Provincial Capital Commercial and industrial center North shore of Lake Ontario 60 mi NW of Buffalo 240 mi NE of Detroit

2 - TRANSPORTATION: **Railroads**-Freight Canadian National Canadian Pacific Rail Passenger Amtrak GO Transit VIA Rail

Motor Freight Carriers-More than 1 500

Intercity Bus Lines-GO Transit Gray Coach Greyhound Travelways Voyageur Colonial

Airlines-(Lester B Pearson Intl Airport) Aeromexico Air Canada Air France Air Jamaica Alitalia American British Airways BWIA Canadian Airlines International Canadian Partner ComAir Commuter Express Eastern Iberia JAT KLM LOT Lufthansa Mall Airways Northwest Olympic Swissair TAP United USAir Varig Viasa Wardair several charter lines (Toronto Island Airport) City Express

3 - POPULATION:
Corp City 86 Cen 612 289 E&P 88 Est 569 476
SUN
NDM-ABC (86) 3 566 407
STAR
NDM-ABC (86) 5 598 099
Met Area 86 Cen 3 345 121 E&P 88 Est 3 408 428

Demographic Information available from Newspaper See paragraph 14

4 - HOUSEHOLDS:
City 86 Cen 256 805 E&P 88 Est 249 477
SUN
NDM-ABC (86) 1 247 130
STAR
NDM-ABC (86) 1 968 165
Met Area 86 Cen 1 181 769 E&P 88 Est 1 334 953

5 - BANKS	**NUMBER**	**EST DEP.**
67 Banks	1 180 Branches	N A
40 Trust Co's	297 Branches	N A

6 - PASSENGER AUTOS: Province 4 244 200

7 - ELECTRIC METERS: Res Met Area 792 000 (est)

8 - GAS METERS: Res Met Area 470 000 (est)

9 - PRINCIPAL INDUSTRIES: (Metro)-Foods and Beverages Trans Equip Elect Prods Metal Fabricating Chemical Prods Printing Publishing and Allied Industries Mach Industries Paper Prods Petroleum & Coal Prods Clothing

10 - CLIMATE: Av Min & Max Temp -Spring 38-75, Summer 55-80 Fall 24-59 Winter 18-39

11 - TAP WATER: Alkalinity 83 parts per million (ppm) Calcium Carbonate Hardness 132 ppm Iron content negligible fluoridated Fluorine 1 6 ppm

12 - RETAILING: **Principal Shopping Area**-Downtown and Yonge-Bay-Bloor areas Yorkdale Fairview The Eaton Centre Scarborough Town Centre Sherway Square One The Promenade

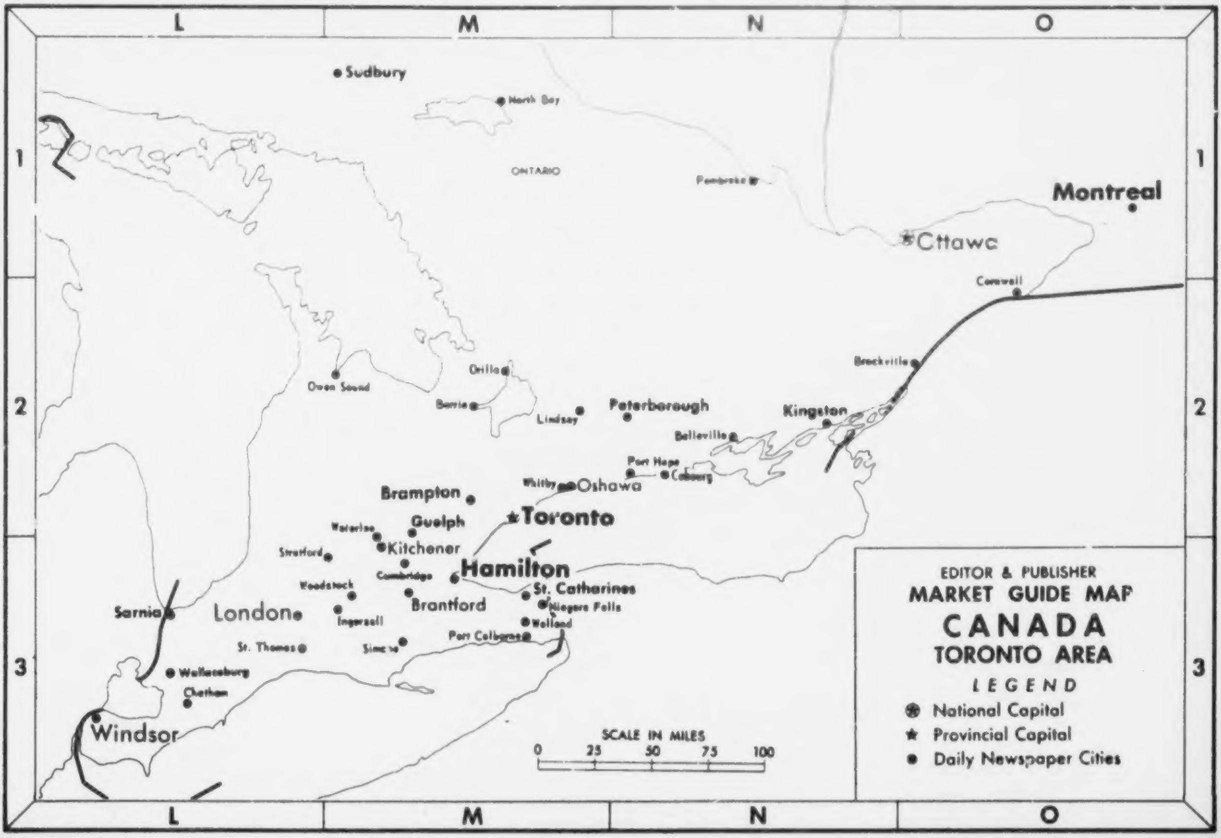
Nearby Shopping Centers

West Bramalea City Ctr -Eaton's The Bay Cloverdale Mall-The Bay Oakville Place-The Bay Simpson's Rockwood Mall-Eaton's K mart Sherway Gardens-Eaton's Simpson's Shopper's World (Brampton)-The Bay Eaton's Square One-The Bay Sears Woolco

East Cedarbrae Mall-Eaton's Simpson's Eglinton Square-The Bay Markham Place-Eaton's Sears Oshawa Ctr -Eaton's The Bay Sears Pickering Town Ctr -Eaton's K mart Scarborough Town Ctr -Eaton's Simpson's The Bay Shopper's World (Danforth)-Eaton's Warden Woods-Simpson's

Central Dufferin Mall-Eaton's The Eaton Ctr -Eaton's The Galleria-Towers Gerrard Square-Sears Hudson's Bay Plaza-The Bay Lawrence Plaza-The Bay Yonge-Eglinton Centre-Eaton's

North Don Mills Shopping Ctr -Eaton's Sears Fairview Mall-The Bay Simpson's Hillcrest Shopping Ctr -Sears Simpson's Markville-Eaton's Sears The Promenade-Eaton's Simpson's The Bay Upper Canada Mall-Sears Yorkdale-Eaton's Simpson's



Principal Shopping Days-Thur Fri Sat
Stores Open Evenings-Major shopping malls open nightly

13 - RETAIL OUTLETS Department Stores-Eaton s Simpson s Sears The Bay Holt Renfrew Bretton s Marks & Spencer
Discount Stores-Honest Ed s Towers K mart Bi-Way Woolco Bargain Harold s Zeller s Hy & Zel's Miracle Mart
Chain Drug Stores-Shopper s Drug Mart Boots IDA Drug City Howie s Guardian
Chain Supermarkets-A&P Dominion Knob Hill Farms Loblaws Miracle Food Mart Mr Grocer No Frills SuperCentre Valdi s
Other Chain Stores-Furniture Leon s Pascal The Brick De Boer s The Art Shoppe Ikea Atwoods Hardware Home Hardware Canadian Tire Aikenhead Dominion Beaver Lumber Lansing Buildall Pro Hardware Women s Wear Lipton s Fairweather Willy Wonderful Pennington s Reitman s Winners Town & Country Braemar Suzy Shier Men s Wear Elks Jack Fraser Tip Top Tailors Studio 267 Big Steel Man Harry Rosen Moore s The Suit People Heritage Clothing Bulloch s Shoes Agnew-Surpass Ingeborg Bata Town Shoes Maher Calderone Ruby Florsheim Kinney Agg s David Clark Candy Chocolate Squirrel Laura Secord Women s Bakery

14 - NEWSPAPERS GLOBE & MAIL (m) 326 200 sworn Dec 31 1987
Local Contact for Advertising and Merchandising Data J Hird Adv Dir (Retail Classified) THE GLOBE & MAIL 444 Front St W Toronto ON M5V 2S9 Tel (416) 585-5411
National Representative Thomson Newspapers
STAR (all day mon to fri) 519 320 (sat) 806 377 (S) 532 697 Mar 31 1988 ABC
Local Contact for Advertising and Merchandising Data Norman R Kirk Adv Dir THE TORONTO STAR One Yonge St Toronto ON M5E 1E6 Tel (416) 869-4070
National Representative Sy Kaplan Associates
SUN (m-mon to fri) 290 000 (sat) 186 452 (S) 460 599 Mar 31 1988 ABC
Local Contact for Advertising and Merchandising Data Ron Clark Adv Dir THE TORONTO SUN 333 King St E Toronto ON M5A 3X5 Tel (416) 947-2333
National Representative Brydson Media Sales International

WELLAND-PORT COLBORNE, ONT.

1 - LOCATION Niagara Regional Municipality E&P Maps E-4 & M-3 County Seat in Niagara Peninsula on Welland Canal 9 mi from Lake Erie 17 mi from Lake Ontario

2 - TRANSPORTATION Railroads Michigan Central Canadian National Canadian Pacific Conrail TH&B Wabash Pere Marquette
Motor Freight Carriers 7
Intercity Bus Lines-Canada Coach Greyhound Lakeview
Freight Steamship Lines-3

3 - POPULATION:
Corp Cities 86 Cen 63 335 E&P 88 Est 65 572
Welland 86 Cen 45 054 E&P 88 Est 47 596
Port Colborne 86 Cen 18 281 E&P 88 Est 17 976
CZ-ABC (81) 64 673
RTZ-ABC (81) 56 612
City & RTZ-ABC (81) 121 285

4 - HOUSEHOLDS:
Cities 86 Cen 23 617 E&P 88 Est 24 649
Welland 86 Cen 16 483 E&P 88 Est 17 823
Port Colborne 86 Cen 7 134 E&P 88 Est 6 826
CZ-ABC (81) 22 585
RTZ-ABC (81) 19 165
City & RTZ-ABC (81) 4 750

5 - BANKS	NUMBER	EST. DEP.
Commercial	22	N.A.

6 - PASSENGER AUTOS: Province 4 244 200

7 - ELECTRIC METERS: Residence Greater Welland 12,440; Port Colborne 5,800

8 - GAS METERS: Residence Welland 12,200; Port Colborne 5,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Textiles 840; Plastics 425; Steel 4,500; Alloys; Agric. Implements 314; Other 471.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 50-100; Fall 45-76; Winter 0-40.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on E. Main St.; 1 on W. Main St.; 1 on Niagara St.; 3 on King St.; 1 on Cross St.; 1 on Hellems Ave., 1 on Division St
Neighborhood Shopping Centers-Welland Plz Fitch St Lincoln Plz Lincoln St Port Colborne 4 blocks on King St 3 on Clarence St 2 on Charlotte St 3 on West St Seaway Mall on Niagara St
Principal Shopping Days Mon Thur Fri Sat
Stores Close-Wed afternoon
Stores Open Evenings Fri

13 - RETAIL OUTLETS Department Stores Sears (catalog) 2 Zeller s
Variety Stores-Woolworth 3 People s
Chain Drug Stores-Woolco Boots
Chain Supermarkets Loblaw s A&P 3 Dominion 3 IGA 3 Miracle Food Mart
Other Chain Stores-Canadian Tire 2 Reitman s 2 A Leon Davies Furn

14 - NEWSPAPERS TRIBUNE (e) 17 360 Mar 31 1988 ABC
Local Contact for Advertising and Merchandising Data Bill Anderson Adv Mgr TRIBUNE PO Box 278 Welland ON L3B 5P5 Tel (416) 732-2411
National Representative Thomson Newspapers

WINDSOR, ONT.

1 - LOCATION Essex County E&P Maps D-4 & L-3 County Seat On Detroit River opposite Detroit MI 229 mi SW of Toronto

2 - TRANSPORTATION Railroads Canadian National Canadian Pacific Conrail C&O Essex Terminal Norfolk & Western
Motor Freight Carriers 50
Intercity Bus Lines Canadian Greyhound Charterways Chatham Coach Lines Windsor Chartabus
Airlines-Air Canada Canadian Pacific
Freight & Steamship Lines-2

3 - POPULATION
Corp City 86 Cen 193 111 E&P 88 Est 191 781
CZ ABC (86) 213 612
RTZ ABC (86) 108 493
Met Area 86 Cen 253 988 E&P 88 Est 252 033
City & RTZ ABC (86) 322 105

4 - HOUSEHOLDS
City 86 Cen 73 189 E&P 88 Est 75 117
CZ ABC (86) 78 940
Met Area 86 Cen 92 435 E&P 88 Est 95 858
RTZ ABC (86) 35 510
City & RTZ-ABC (86) 114 450

5 - BANKS	NUMBER	EST DEP
All Banks	99 Branches	N A
Trust Companies	10	N A

6 - PASSENGER AUTOS Province 4 244 200

7 - ELECTRIC METERS Residence 65 918

8 - GAS METERS Residence 57 615

9 - PRINCIPAL INDUSTRIES Industries (No of plants) No of Wage Earners-Trans Equip (66) 20 431 Foods & Beverages (40) 2 254 Wood (19) 227 Furn & Fixtures (13) 102 Printing & Publishing (48) 385 Metal Fabricating (117) 4 685 Mach (21) 1,202 Elect Prods (14) 225 Nonmetallic Mineral (12) 189 Chemical Prods (16) 1 313 Other Indust (49) 574 Av Pay-Annual $26 643 Av Wkly Wage $438 85

10 - CLIMATE: Min & Max Temp -Spring 90-20, Summer 100-45, Fall 90-10, Winter 60-11

11 - TAP WATER: Neutral soft fluoridated

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Ouellette Ave & adjacent side sts, 10 blocks on Ottawa St, 20 blocks on Wyandotte St E, 8 mi E of Ouellette Ave on Tecumseh Blvd
Neighborhood Shopping Centers-6 blocks on Drouillard Rd., 2 at Piliette & Wyandotte E, 2 at Wyandotte & at Lauzon, 2 on Seminole at George, 3 on Howard Ave (Remington Park), 3 on Erie St E at Parent, 4 on Wyandotte W at Randolph, 2 on Sandwich W at Mill, 6 on University Ave W, 1 E of Dominion St on Grand Marais Windsor
Shopping Centers-Devonshire-Windsor Shopping Ctr., units, Dorwin Plz., Dougall Rd., 32 units, Gateway, Dougall Rd., 20 units, Southland, 10 units on Dougall Rd., Yorktown, 13 units on Grand Marais Rd., W.; K mart, Tecumseh Rd. at Lauzon, 11 units; Eastown, 6 units; Tecumseh Rd. at Lauzon K mart, Huron Line, 12 units; University Mall, 19 units, Tecumseh Mall, 27 units.
Retail Outlets-Food 59; Men's Wear 43; Women's Wear 158; Furn. 51; Appliances 50; Hardware 32; Bldg. Material 36; Auto 82; Drug 64; Jewelry 49; Tobacco 5; Stationers 6; Paint 48; Service Stations 117; Florists 75; Photo Supplies 10; Optometrists 19; Hearing Aids 4; Shoe Stores 62; Dry Cleaners 50; Beauty Shops 258; Floor Coverings 28; Dry Goods 36; Variety & Gift 142; Luggage 2; Book Stores 21; Upholsterers 23; Music 18; Office Supplies 17; Sporting Goods 44.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.; Malls open evenings, Mon. to Fri.

13 - RETAIL OUTLETS: **Department Stores**-Marks & Spencer, Gray's, Woolco 2, K mart 2, Sears, The Bay, Zeller's 2, B'way 7
Variety Stores-Woolworth 2, Kresge's
Chain Drug Stores-IDA, Big V 26, Shoppers 3, Boots 3
Chain Supermarkets-A&P 3, IGA 3, Steinberg's-Miracle Marts, Zehr's 5
Other Chain Stores-Agnew Surpass 4, Beaver Lumber, Belinda Shoes 3, Coles Bookstore 4, Dacks Shoes, Maher Shoes, Birks, Bond Clothes, Canadian Tire 3, Firestone 2, Goodyear 2, Jack Fraser's 2, Laura Secord 3, Leon's Furniture, People's Credit Jewelers 3, Reitman's 4, Singer Co, Tip Top Tailors, Black's Cameras 4, Young Canada, Kinney Shoes, Fairweather

14 - NEWSPAPERS: STAR (e) 87 559 Mar 31 1988 ABC
Local Contact for Advertising and Merchandising Data Robert J Becker Adv Dir STAR 167 Ferry St Windsor ON N9A 4M5 Tel (519) 255-5711
National Representative Southam Newspapers

WOODSTOCK-INGERSOLL, ONT.

1 - LOCATION Oxford County E&P Maps E 4 M 3 County Seat 27 mi from London 87 mi from Toronto 51 mi from Hamilton 139 mi from Windsor 91 mi from Niagara

2 - TRANSPORTATION Railroads Canadian National Canadian Pacific
Motor Freight Carriers 8
Intercity Bus Lines Greyhound Gray Coach

3 - POPULATION
Corp Cities 86 Cen 34 837 E&P 88 Est 36 463
Woodstock 86 Cen 26 386 E&P 88 Est 27 220
Ingersoll 86 Cen 8 451 E&P 88 Est 9 243
CZ-ABC (86) 26 386
RTZ-ABC (86) 48 233
City & RTZ-ABC (86) 74 619

4 - HOUSEHOLDS
Cities 86 Cen 12 962 E&P 88 Est 14 129
Woodstock 86 Cen 9 918 E&P 88 Est 10 633
Ingersoll 86 Cen 3 044 E&P 88 Est 3 496
CZ-ABC (86) 9 900
RTZ-ABC (86) 15 500
City & RTZ-ABC (86) 25 400

5 - BANKS	NUMBER	DEPOSITS
Savings	9	N A
Savings & Loan	13	N A

6 - PASSENGER AUTOS Province 4 2442000

7 - ELECTRIC METERS Residence Woodstock 7 654 County 27 870

8 - GAS METERS Residence Woodstock 4 200 Ingersoll 1 900

9 - PRINCIPAL INDUSTRIES No of factories-Woodstock 53 Ingersoll 14 Textiles Feed Mills Machine Shops Woodworking Lumber Paper Prods Cement Heavy Mach General Motors Parts Distribution Center Auto Parts Automotive Manufacturing No of Wage Earners-Woodstock 8 000 Ingersoll 2 500
Principal Industrial Pay Day-Fri

10 - CLIMATE: Min & Max Temp -Spring 29-78 Summer 39-87 Fall 27-77 Winter-6-45 First killing frost Oct 12 last killing frost May 4

11 - TAP WATER: Neutral hard not fluoridated

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Dundas St., 2 on Peel St., 2 on Market Sq
Neighborhood Shopping Centers-1 block on Huron St., 2 blocks Norwich Ave., Plz on Springbank Drive; Plz Norwich Ave., Dundas St., Blandford Shopping Ctr Hwy 2
Principal Shopping Days-Thur., Fri., Sat
Stores Close-Sun
Stores Open Evenings-Food Stores-Thur., Fri.; Some 6 days

13 - RETAIL OUTLETS: **Discount Stores**-Towers; Woolco; Nabours; Bi-Way
Chain Drug Stores-Big V 2
Chain Supermarkets-A&P; Food City; Zehr's
Other Chain Stores-Canadian Tire; Firestone Tire; Simpson-Sears; Belinda; Heath's; Consumers Distributing; Town & Country; Colour Your World; Home Hardware; Elks; Risso & Risso; People's Jewelers; Irene Hill; Reitman's; TSC Stores; Valdi; Twins; New Orlean Pizza; King Optical; Radio Shack; Sherwin-Williams; St. Claire Paint & Wallpaper; Craik Wiseway.

14 - NEWSPAPERS: SENTINEL-REVIEW (e) 10,172; Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: Mark Holmes, Adv. Mgr., SENTINEL-REVIEW, 16-18 Brock St.; PO Box 1000, Woodstock, ON N4S 8A5; Tel. (519) 537-2341.
National Representative: Thomson Newspapers.

PRINCE EDWARD ISLAND SURVEYS

POPULATION ESTIMATES

(Thousands)

Age Group	1981	1986	1989
Under 5 Years	10	11	11
5-14 Years	21	21	22
15-24 Years	24	25	26
25-44 Years	32	33	34
45-64 Years	21	21	22
65 and Over	15	15	16
TOTAL	123	126	132

Based on Statistics Canada Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1971	1983	1989
General Mdse	25	105	166
Apparel	5	15	39
Furniture	[illegible]	[illegible]	5
Groceries	32	94	138
Lumber Bldg Mat	1	2	6
Restaurants	1	42	40
Autos	23	89	190
Gasoline Fuel Oil	14	53	97
Drugs	5	15	25
TOTAL SALES	146	590	785

Source: Census of Canada Retail Trade

CHARLOTTETOWN, P.E.I.

1 - LOCATION Queens County E&P Map F 4 Capital of P E I Agriculture fisheries tourism shipping wholesale and college center

2 - TRANSPORTATION Railroads Canadian National connected with mainland by car ferry
Motor Freight Carriers-5
Steamships-7 pass & frt (2 strictly frt)
Intercity Bus Lines-Island Bus Service
Airlines-Air Canada Canadian Air

3 - POPULATION:
Corp City 86 Cen 15 776 E&P 88 Est 13 159
CZ-ABC (86) 23 610
RTZ-ABC (86) 103 036
City & RTZ-ABC (86) 126 646

4 - HOUSEHOLDS:
City 86 Cen 6 430 E&P 88 Est 5 629
CZ-ABC (86) 8 985
RTZ-ABC (86) 31 705
City & RTZ-ABC (86) 40 690

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	N A
Savings & Loan	9	N A

6 - PASSENGER AUTOS: Province 60 169

7 - ELECTRIC METERS: Residence 45 804

8 - GAS METERS: N A

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners-Railway Shops 10, Packers 300, Constr 1,200
Principal Pay Day-Fri

10 - CLIMATE: Min & Max Temp -Spring 37-48 Summer 65-86 Fall 36-48 Winter 17-18 First killing frost Oct 14 last killing frost May 24

11 - TAP WATER: Alkaline, soft

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Queen, Grafton, University Ave. and Kent St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Confederation Plz (20)	NA	Sobey's
Charlott'n(50)	NA	Towers
K mart Plz (8)	NA	K mart, Reitman's
Royalty Mall(16)	NA	Central Farmers, Co-Op
Sherwood(5)	NA	

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: **Department Stores**-Towers; Eatons; K mart.
Variety Stores-Woolworth; Stedmans; Metropolitan; Zeller's.
Chain Drug Stores-Rexall 2; ARP 20; Shoppers Drug Mart.

Chain Supermarkets Co-Op 2 Lucky Dollar 45 Clover Farm 45 Sobey s Ltd Towers
Other Chain Stores Firestone Agnew-Surpass Sally Shop Tip Top Singer Canadian Tire Finacentre Sherwin-Williams Goodyear

14 - NEWSPAPERS GUARDIAN (m) 18 459 PATRIOT (e) 5 461 Mar 31 1988 ABC
Local Contact for Advertising and Merchandising Data Stewart Vickerson Pub GUARDIAN and PATRIOT 165 Prince St Charlottetown PEI C1A 4R7 Tel (902) 894-8506
National Representative Thomson Newspapers

SUMMERSIDE, P.E.I.

1 - LOCATION Prince County E&P Map F-4 County Seat Business center western half of P E I Trading center fisheries and agriculture Hwys 1 and 1A

2 - TRANSPORTATION Railroads Canadian National
Intercity Bus Lines Island Transit
Airlines CP Air Air Canada

3 - POPULATION
Corp City 86 Cen 8 020 E&P 88 Est 6 921
CZ-ABC (86) 13 471
RTZ-ABC (86) 34 594
City & RTZ-ABC (86) 48 065
Demographic Information available from Newspaper See paragraph 14

4 - HOUSEHOLDS
City 86 Cen 2 786 E&P 88 Est 2 576
CZ-ABC (86) 4 460
RTZ-ABC (86) 10 610
City & RTZ-ABC (86) 15 070

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm	8	N A

6 - PASSENGER AUTOS Province 60 169

7 - ELECTRIC METERS 6 732

8 - GAS METERS N A

9 - PRINCIPAL INDUSTRIES Agric Fishing Tourism (June to Sept) Canadian Forces Base

10 - CLIMATE Min & Max Temp Winter 18 Summer 85

11 - TAP WATER Hard fluoridated

12 - RETAILING Principal Shopping Center 3 blocks on Water 1 block E on Central Summer and Spring Sts 3 shopping malls
Stores Open Evenings Mon through Sat

13 - RETAIL OUTLETS Department Stores Dominion Sq Zeller s Towers
Variety Stores Metropolitan
Chain Drug Stores Shoppers Drug Mart 2
Chain Supermarkets Sobey s Save-Easy Co-Op Towers
Other Chain Stores Jewelry 4 Canadian Tire Charm Jewelers

14 - NEWSPAPERS JOURNAL-PIONEER (e) 11 617 Mar 31 1988 ABC
Local Contact for Advertising and Merchandising Data Blaine Corrum Adv Mgr JOURNAL-PIONEER PO Box 1480 Summerside PEI C1N 4K5 Tel (902) 436-2121
National Representative None

QUEBEC SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	**1981**	**1985**	**1989**
Under 5 Years	473	480	497
5-14 Years	923	936	968
15-24 Years	1.264	1.282	1.327
25-44 Years	1.965	1.993	2.062
45-64 Years	1,244	1,262	1.306
65 and Over	569	577	597
TOTAL	6.438	6.532	6,758

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1971**	**1983**	**1989**
General Mdse	1.015	2.992	3.865
Apparel	563	1,783	4,059
Furniture	286	695	1,826
Groceries	2 046	7 974	11 619
Lumber Bldg Mat	158	342	528
Restaurants	198	2 562	4 870
Autos	1 212	4 823	10 244
Gasoline Fuel Oil	655	2 110	3 713
Drugs	228	637	1 635
TOTAL SALES	6 325	27 643	44 717

Source Census of Canada Retail Trade

CHICOUTIMI, QUE.

1 - LOCATION Chicoutimi County E&P Map E-3 (In Chicoutimi-Jonquiere Met Area) County Seat 120 mi N of Quebec

2 - TRANSPORTATION Railroads Canadian National
Intercity Bus Lines Autobus Voyageur
Airlines Quebecair

3 - POPULATION
Corp City 86 Cen 61 083 E&P 88 Est 63 356
Met Area 86 Cen 137 715 E&P 88 Est 144 577
CZ-ABC (86) 61 083
RTZ-ABC (86) 129 380
City & RTZ-ABC (86) 190 463

Demographic Information available from Newspaper See paragraph 14

4 - HOUSEHOLDS
City 86 Cen 20 226 E&P 88 Est 21 597
Met Area 86 Cen 44 945 E&P 88 Est 48 531
CZ-ABC (86) 20 190
RTZ-ABC (86) 41 350
City & RTZ-ABC (86) 61 540

5 - BANKS N A

6 - PASSENGER AUTOS Province 2 662 146

7 - ELECTRIC METERS N A

8 - GAS METERS N A

9 - PRINCIPAL INDUSTRIES Furn Mfg Aluminum Paper Pulp Shoes Agric Fishing Outfitters

10 - CLIMATE Min & Max Temp -3-77

11 - TAP WATER N A

12 - RETAILING

Nearby Shopping Centers

Name (No of stores)	**Miles from Downtown**	**Principal Stores**
Chicoutimi Ctr (4)	NA	Aligro
Place Racine(4)	NA	Gagnon Freres and Steinberg
Place du Royaume(170)	NA	Woolco The Bay
Place du Saguenay(45)	NA	Simpson Sears Zeller s Aligro-Metro

13 - RETAIL OUTLETS N A

14 - NEWSPAPERS (French) LE QUOTIDIEN DU SAGUENAY LAC ST JEAN (m) 34 868 PROGRES-DIMANCHE (S) 50 840 Mar 31 1988 ABC
Local Contact for Advertising and Merchandising Data Claude Gagnon Adv Mgr LE QUOTIDIEN DU SAGUENAY LAC ST JEAN & PROGRES-DIMANCHE 1051 Boul Talbot Chicoutimi QC G7H 5C1 Tel (418) 545-4480
National Representatives Landon Associates Robert Bissonnette

GRANBY, QUE.

1 - LOCATION: Shefford County E&P Map E-4 50 mi from Montreal On Hwy 10 Industrial and commercial center

2 - TRANSPORTATION: **Railroads**-Canadian National
Motor Freight Carriers-100
Intercity Bus Lines-Voyageur Inter Cities

3 - POPULATION:
Corp City 86 Cen 38.508 E&P 88 Est 39.328
CZ-ABC (86) 52.236
RTZ-ABC (86) 90.319
City & RTZ-ABC (86) 142.555

4 - HOUSEHOLDS:
City 86 Cen 14.991; E&P 88 Est 15.788
CZ-ABC (86) 19.185
RTZ-ABC (86) 31.015
City & RTZ-ABC (86) 50.200

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	N.A.
Savings	5	N.A.

6 - PASSENGER AUTOS: Province 2,662,146

7 - ELECTRIC METERS: Residence 14,500

8 - GAS METERS: Residence 2,115

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles 1 920 Rubber Prods 686 Plastics 551 Metal Prods 957 Clothing 720 Furn 280 Electronics 197 Printing 584 Food Prods 785 Building Prods 294 Electrical Prods 473 Precision Parts 189
Principal Industrial Pay Day-Thur

10 - CLIMATE Min & Max Temp Spring 35-60 Summer 70-90 Fall 40-50 Winter -20-25

11 - TAP WATER: Alkaline soft fluoridated

12 - RETAILING Principal Shopping Center Galeries De Granby (90 stores) between Simonds and Evangeline on Main St
Neighborhood Shopping Centers Court St St Joseph St Plaza Shopping Center
Principal Shopping Days Thur Fri Sat

13 - RETAIL OUTLETS Department Stores Greenberg Harts Woolco K mart Sears
Chain Supermarkets Provigo 3 Steinberg Metro 2 Richelieu Select
Other Chain Stores Trans-Canada Shoe Cite Shoes Yellow Woodhouse Reitman s (furn) Canadian Tire Sports Experts Radio Shack

14 - NEWSPAPERS LA VOIX DE L EST (French) (m) 16 302 Apr 3 1988 ABC
Local Contact for Advertising and Merchandising Data Guy Choiniere Sales Dir LA VOIX DE L EST 136 Main St Granby QC J2G 2V4 Tel (514) 375-4555
National Representative Probec 5 (Montreal)

MONTREAL, QUE.

1 - LOCATION E&P Maps E-4 & O-1 One of the world s largest inland ports Shipping transportation and industrial center of Eastern Canada Gateway to St Lawrence Seaway

2 - TRANSPORTATION Railroads Headquarters of Via Rail Burlington Northern Chicago & North Western Detroit Toledo & Ironton French National Italian State Norfolk & Western Quebec North Shore-Labrador Technique Industrielie Conrail Delaware & Hudson Napierville Junction Amtrak
Motor Freight Carriers and Movers-193
Intercity Bus Lines Autobus Auger Leo Autobus Concorde Ltee Autobus Mt Royal Autobus Laurentides Autocar Rive-Sud City of Laval Transit Commission Greyhound Autobus Intercite Metropolitan Provincial Metropolitan Sud Voyageur Inc
Steamship Lines-(Pass & Frt) 190
Airlines-Aeroflot Air Canada Air France Alitalia British Airways C P Air Delta El Al USAir Eastern K L M Lufthansa Nordair Quebecair Sabena Scandinavian Swissair Iberia Olympic Air Alma City Express Republic Torontair CSA Czechoslovak Airlines Cubana First Air Yogoslav Airlines Airports located in Dorval & Mirabel A C H -Services Ltee Aer Lingus Aerolineas Argentinas American Finnair Lot Polish Tap Air Portugal Wardair Canada
Waterborne Commerce-21 000 000 metric tons (approx)

3 - POPULATION:
Corp City 86 Cen 1 015 420 E&P 88 Est 842 340
Met 86 Cen 2,921 357; E&P 88 Est 2,855 573
LE DEVOIR/LE JOURNAL DE MONTREAL
NDM-ABC (86) 2 886 619
RTZ-ABC (86) 658,107
Total NDM & RTZ-ABC (86) 3 544 726
THE GAZETTE
CZ-ABC (86) 2,381,298
RTZ-ABC (86) 1 163,428
City & RTZ-ABC (86) 3 544 726
LA PRESSE
NDM-ABC (86) 3,182,948
RTZ-ABC (86) 361,778
Total NDM & RTZ-ABC (86) 3 544 726
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 86 Cen 450,321; E&P 88 Est 396,739
Met Area 86 Cen 1,124,256; E&P 88 Est 1,173,532
LE DEVOIR/LE JOURNAL DE MONTREAL
NDM-ABC: (86) 1,103,825
RTZ-ABC: (86) 233,745
Total NDM & RTZ-ABC: (86) 1,337,570
THE GAZETTE:
CZ-ABC: (86) 943,320
RTZ-ABC: (86) 394,250
City & RTZ-ABC: (86) 1,337,570
LA PRESSE:
NDM-ABC: (86) 1,209,355
RTZ-ABC: (85) 128,215
Total NDM & RTZ-ABC: (86) 1,337,570

5 - BANKS	**NUMBER**	**EST. DEP.**
Banks	500 Branches	N.A
Cuisse Populaires	145 Branches	N.A.

6 - PASSENGER AUTOS: Province 2,662,146

7 - ELECTRIC METERS: Residence 714,600

8 - GAS METERS: Residence 150,000

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Service Industries 396,683 Trade 224 062 Trans Commun & Other Util 105,887; Fin Ins & R E 73,853 Public Administration 37,474 Constr 42,027 Clothing 28,999; Food & Beverage 26 177 Trans Equip 23 012 Av Wkly Wage $443
Principal Industrial Pay Days-1st & 15th

10 - CLIMATE Min & Max Temp (Celsius) Spring 7-18 Summer 14-24 Fall -2-6 Winter -11 to -4

11 - TAP WATER Neutral soft

12 - RETAILING: **Principal Shopping Centers**-Downtown Ste Catherine St (Atwater to Amherst, approx 1 mi) Promenade La Cite

Nearby Shopping Centers

Name (No of stores)	**Miles from Downtown**	**Principal Stores**
Champlain Mall(109)	8	Sears Steinbergs, Miracle Mart
Pl Longueuil(100)	4	Steinbergs, Miracle Mart
Ctr Rockland(190)	3	Eaton Steinberg The Bay
Galeries D Anjou (140)	6	Simpson s Eaton Sears Steinberg
Pl Versailles(160)	5	Steinbergs Miracle Mart The Bay
Pl Veru(175)	10	Sears K mart The Bay Provigo
Plz Cote des Neiges(120)	3	Canadian Tire Wise Steinbergs
Fairview(196)	10	Simpsons Eatons Pascals Steinbergs
Ctr Laval(140)	10	Woolco The Bay Steinbergs

Principal Shopping Days Thur Fri & Sat
Stores Open Evenings Thur & Fri

13 - RETAIL OUTLETS Department Stores-Eaton s 9 Simpson s 5 Ogilvy s 3 The Bay 9 Miracle Mart 13 K mart 5 Woolco 9 Boni Mart 8 Croteau 29 Greenberg s 20 Hart 6 Sears 4 Wise Bros 11
Variety Stores-People s 6 Rossy s 15 Woolworth 15 Zeller s 11 Kresge s 3 People s Jewellers 11
Chain Drug Stores Uniprix 44 Cadieux 12 Super Pharm 7 Pharmacie Mayrand 6 Cumberland 13 Pharmaprix 20 Kane 4 Jean Coutu 37
Chain Supermarkets-Steinberg 72 IGA 60 Metro Richelieu 116 Provigo 67 Super Carnaval 7 Maxi 4
Other Chain Stores-Clothing Reitmans 43 Au Coin des Petits 20 Bo Jeans 21 Boutique Marie Claire 21 Pantorama 21 Le Chateau 20 Tip Top 13 Shoes Pitt 37 Trans Canada 27 Salon Six 26 City Shoes 13 Jewellery Birks 15 Sports Sports Experts 23 Furniture Woodhouse 8 Hardware/Auto Canadian Tire 20 Firestone 11 Goodyear 14 Pascals 14 Audio/Visual Direct Film 75 Discus Music 21 Radio Shack 37 Convenience Stores Perrettes Dairies 125 La Maisonnee 45 Provisoir 70 Misc Cantors Bakery 37 Consumers Distributing 30

14 - NEWSPAPERS: LE DEVOIR (French) (m-mon to fri) 29 411 (m-sat) 33 254 Mar 31 1988 ABC
Local Contact for Advertising and Merchandising Data Michelle Alie, Adv Mgr., LE DEVOIR 211 Rue du St Sacrament Montreal QC H2Y 1X1 Tel (514) 842-9645
National Representative None
LA GAZETTE (m-mon to fri) 192,309; (m-sat) 272,139; (S) 197,971; Mar 31, 1988 ABC
Local Contact for Advertising and Merchandising Data James T Arklay, Adv Dir., LA GAZETTE, 250 Rue St Antoine, Montreal, QC H2Y 3R7 Tel (514) 282-2750.
National Representative: Southam Newspapers (Toronto, Montreal)
LE JOURNAL DE MONTREAL (French) (m-mon to fri) 327,502; (m-sat) 355,145; (S) 347,778, Mar. 31, 1988 ABC
Local Contact for Advertising and Merchandising Data: Jean Sanche, Natl. Adv. Mgr., LE JOURNAL DE MONTREAL, 155 Port Royal W., Montreal QC H3L 2B1; Tel (514) 382-1312.
National Representative: None
LA PRESSE (French) (m-mon to fri) 207,296; (m-sat) 326,988; (S) 183,719; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Denis Belanger, Ret. Adv. Dir., LA PRESSE, 7 Rue St. Jacques, Montreal QC H2Y 1K9, Tel (514) 285-7240.
National Representative: North American Travel Publications

QUEBEC, QUE.

1 - LOCATION: Quebec County, E&P Map E-4. 350 ft. above level of St. Lawrence River, at confluence with St. Charles River, 400 mi. from Gulf of St. Lawrence, 167 mi. E of Montreal.

2 - TRANSPORTATION: Railroads-Canadian National, Via Rail, Canadian Pacific.
Motor Freight Carriers-59.
Intercity Bus Lines-La Commision des Transports de la Communaute Urbaine de Quebec (CTCUQ), Autobus Voyageur, Autobus La Malbaie, Autobus Laval Ltee., Autobus Nolin Inc., Autobus Ste-Anne de Beaupre, Autobus Ste-Claire, Autobus Tremblay, Autobus Deshaies Ltee., Autobus Dupont Ltee., Autobus Fournier Ltee, Autobus Drolet Ltee, Autobus Fortin Enr., Autobus de la Rive-Sud Inc.
Airlines-Air Canada, Quebecair, Quebec Aviation, Nordair Metro, Air Alliance.

3 - POPULATION:
Corp. City 86 Cen. 164,580; E&P 88 Est. 152,523
Met. Area 86 Cen. 603,267; E&P 88 Est. 625,455
LE JOURNAL DE QUEBEC
NDM-ABC: (86) 591,842
RTZ-ABC: (86) 140,546
Total NDM & RTZ-ABC: (86) 732,388
LE SOLEIL
NDM-ABC: (86) 571,372
RTZ-ABC: (86) 161,016
RTZ & NDM-ABC: (86) 732,388
Demographic Information available from Newspapers. See paragraph 14

4 - HOUSEHOLDS:
City 86 Cen. 70,657; E&P 88 Est. 66,602
Met. Area 86 Cen. 219,432; E&P 88 Est. 259,888
LE JOURNAL DE QUEBEC
NDM-ABC: (86) 214,848
RTZ-ABC: (86) 45,497
Total NDM & RTZ-ABC: (86) 260,345
LE SOLEIL
NDM-ABC: (86) 207,730
RTZ-ABC: (86) 52,615
RTZ & NDM-ABC: (86) 260,345

5 - BANKS	**NUMBER**	**EST. DEP.**
12 Banks	251 Branches	N.A.

6 - PASSENGER AUTOS: Province 2,662,146.

7 - ELECTRIC METERS: Residence 200,000.

8 - GAS METERS: Residence 2,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Plants (No. of Wage Earners)-Food & Beverage 96 (3,567); Leather Footwear 47 (3,198); Leather Prods. 21 (409); Textiles 15 (1,724); Apparel 43 (2,163); Woods Prods. 124 (1,187); Printing & Pub. 96 (1,810); Iron & Steel Prods. 16 (1,029); Non-ferrous Metal Prods. 23 (673); Cement, etc. 21 (466); Chemical Prods. 28 (1,261); Misc. Mfg. 89 (8,457).

10 - CLIMATE: Av. Max. Temp. 77; Av. Min. Temp. 3; Av. Temp. 40.

11 - TAP WATER: Acidic, very soft, not fluoridated.

12 - RETAILING

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Galeries Ste Anne(26)	NA	Woolco
Place Laurier (300)	NA	Sears La Baie
Les Galeries de la Canardiere(20)	NA	
Place Fleur de Lys(220)	NA	Sears Pascal
Place Ste-Foy(110)	NA	Eaton
Galeries de la Capitale(250)	NA	Eaton, La Baie
Place Lebourgneuf (50)	NA	Le Castor-IKEA
Carrefour Beauport (40)	NA	Ikea

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Eaton 2; La Baie 2; Holt Renfrew 2; J.B. Laliberte; Simon's 3; Greenbergs; Norman & Fils 3; Sears 3.
Discount Stores-Bonimart 2; Magasin Mart 2; K mart 2; Woolco 3.
Variety Stores-Woolworth 2; Zeller's 4.
Chain Drug Stores-Ph. Brunet 9; Jean Coutu 11; Uniprix 15; Famili-Prix 24.
Chain Supermarkets-Steinberg's 8; Rich Elieu 12; IGA 7; Provigo 23; Super Carnaval 3; Metro 22.
Other National Chain Stores-Agnew-Surpass Shoes; D'Allaird's (women's); Henry Birks (jewelry); Reitman's (women's); J.B. Lefebvre Shoes; Trans-Canada Shoes; Dr. Scholl's; Singer Co.; Laura Secord; Sally's; Tip Top Tailor; Canadian Tire; Pascal Hdwe.; Bata Shoes; Pennington (women's); Goodyear; TOYS "R" US; Radio Shack; Toyville.

14 - NEWSPAPERS: LE JOURNAL DE QUEBEC (French) (m-mon to fri) 108,797; (m-sat) 109,990; (S) 97,717; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Daniel Houde, Adv. Mgr., LE JOURNAL DE QUEBEC, 450 Ave. Bechard, Ville Vanier, QC G1M 2E9; Tel. (418) 683-1573.
National Representative: Quebecor.
LE SOLEIL (French) (m-mon to fri) 115,065; (m-sat) 145,465; (S) 94,053; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Jean Fortier, Mktg. Dir., LE SOLEIL, 390 St. Vallier St. E., Quebec, QC G1K 7J6; Tel. (418) 647-3270.
National Representatives: Landon Associates, Leonard Company, National Advertising Representatives (Vancouver), PROBEC (Toronto).

SHERBROOKE, QUE.

1 - LOCATION: Sherbrooke County, E&P Map E-4. County Seat. Industrial and Agric. ctr. 100 mi. SE of Montreal, 140 mi. SW of Quebec, 30 mi. N of Vermont border. On Provincial Hwys. 108, 112, 143, 147 & 249, Autoroutes 10, 55 & 410.

2 - TRANSPORTATION: Railroads-Canadian National, Canadian Pacific.
Motor Freight Carriers-11.
Intercity Bus Lines-Corporation Municipale de Sherbrooke, Voyageur, Bourgeois, Autobus de l'Estrie, Autobus St. Louis, Autobus Dostie, Autobus Pouliot.

3 - POPULATION:
Corp. City 86 Cen. 74,438; E&P 88 Est. 69,879
CZ-ABC: (86) 104,887
RTZ-ABC: (86) 184,982
City & RTZ-ABC: (86) 289,869

4 - HOUSEHOLDS:
City 86 Cen. 30,619; E&P 88 Est. 29,257
CZ-ABC: (86) 40,000
RTZ-ABC: (86) 64,405
City & RTZ-ABC: (86) 104,405

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	7	N.A.
Charter Branches	27	N.A.
Trust Co.'s	3	N.A.

6 - PASSENGER AUTOS: Province 2,662,146.

7 - ELECTRIC METERS: Residence 46,569.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Rubber 432; Woodwork 51; Hockey Sticks 219; Lumber 70; Stockings & Gloves 451; Jewelry 50; Plastic 63; Drugs 15; Textile 1,600; Foundry 55; Shoes 156; Superheaters 514; Mach. 1,300; Food 520; Chocolate 832; Aluminum Products 84; Soft Drinks 1,490; Bathing Suits 44; Bakery Machineries 58; Sportswear; Ladies Pants 60; Men's Pants 125; Shoes 93; Metal 224; Apparel 822.
Principal Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring 6-17; Summer 15-27; Fall 4-12; Winter -30 to -11.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Areas-Downtown, 3 blocks Wellington N., 3 Wellington S., 15 King W., 5 King E.
Neighborhood Shopping Centers-Galeries 4 Saisons, 13e Avenue North (80 units); Place Belvedere, Galt St. W. & Belvedere St. S. (23 units); Place Dunant, Dunant St. (12 units); Centre d'Achats Sherbrooke, King St. W. (25 units); Carrefour de l'Estrie, Portland Blvd. (180 units); Plaza Rock Forest, Bourque Blvd., Rock Forest (40 units).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Center d'Achats Sherbrooke(25)	NA	Zeller's, Dominion
Plaza Rock Forest(40)	NA	Woolco, Provigo, Nutri-Plus
King Street(19)	NA	Zeller's, Provigo
Place Belvedere(17)	NA	Steinberg, Miracle Mart
Plaza Sherbrooke Downtown(70)	NA	Provigo
Carrefour de l'Estrie(180)	NA	Eaton's, Pascal, Reitman's, Sears, Steinberg
Galerie Quatre Saisons(80)	NA	Zeller's, A&P
Place Dunant(12)	NA	Nutri-Plus

Principal Shopping Days-Wed., Thur., Fri. & Sat.
Stores Open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-Setlakwe; Au Bon Marche; Miracle Mart; Woolco; Eaton's; Sears.
Variety Stores-Greenberg's; Zeller's.
Chain Drug Stores-Capes 4; Center 4; Medical Arts 3; Jean Coutu; Cadieux; Cumberland; Pharmaprix; Pharmaplus; Uniprix.
Chain Supermarkets-Dominion 2; Steinbergs 3; Provigo 7; A&P; Metro Richelieu 4; Servi-Plus 4; Nutri-Plus 4.
Independent Grocers-Les Epiciers "Supreme" 40; Red & White Stores 41; Trans-Kebec 24; Normandie 23; AER 20; Cardinal 18; Alouette 9.
Other Chain Stores-Reitman's (ladies), Firestone, Yellow Sample Shoe, Trans-Canada Shoe, Lindor (ladies), Canadian Tire, United Auto Parts, Pascal, Western Tire, Goodrich, Goodyear, Arlington, Sports Experts, Princess Silk, Montreal Draperies, Astral Photo, Atlantique Image & Son, Birks, Bowring, Centre de Rasoir, Singer, Beatrice, Colonial Electronique, Daimys, Boiteau Luminaire, Tip Top Tailors, Legare-Woodhouse, Pennington, People's Jewellers, Lumberland, Radio Shack, Castor Bricoleur, CTR Tire, Simard & Voyer.

14 - NEWSPAPERS: RECORD (e-mon to fri) 6,071; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Lloyd G. Scheib, Adv. Dir., RECORD, 2850 Delorme St., Sherbrooke, QC J1K 1A1; Tel. (819) 569-9525.
National Representative: Peter Drake & Associates.
LA TRIBUNE (m-mon to fri) 42,076; (m-sat) 47,950; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Francois Vaillancourt, Adv. Dir., LA TRIBUNE, 1950 Roy St., Sherbrooke, QC J1K 2X8; Tel. (819) 569-9201.
National Representative: Probec 5.

TROIS-RIVIERES, QUE.

1 - LOCATION: St. Maurice County, E&P Map E-4. North shore of St. Lawrence River at mouth of St. Maurice River. 85 mi. from Montreal, 88 mi. from Quebec, 91 mi. from Sherbrooke. Natural ocean port, open year round.

2 - TRANSPORTATION: Railroads-Canadian National, Canadian Pacific.
Intercity Bus Lines-Provincial Transport, Transport en Commun de Trois-Rivieres, CITF.
Airlines-C.P., C.N.

3 - POPULATION:
Corp. City 86 Cen. 50,122; E&P 88 Est. 47,327
Met. Area 86 Cen. 128,888; E&P 88 Est. 119,258
NDM-ABC: (86) 200,013

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 86 Cen. 20,671; E&P 88 Est. 19,972
Met. Area 86 Cen. 48,066; E&P 88 Est. 46,933
NDM-ABC: (86) 73,310

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	21	N.A.
Savings & Loan	53	N.A.
Commercial	22	N.A.

6 - PASSENGER AUTOS: Province 2,662,146.

7 - ELECTRIC METERS: 24,906.

8 - GAS METERS: 4,500.

9 - PRINCIPAL INDUSTRIES: Industry (Av. Wkly. Wage) (including overtime)-All Employees, Mfg. ($491); Durable Goods ($452); Non-durable Goods ($508); Paper & Allied Industries ($601); Goods Producing Industries ($499); Trans., Comm. & Other Utils. ($527); Service Producing Industries ($468); Industrial Aggregate ($403).
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-60; Summer 55-102; Fall 30-70; Winter -20-25.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-on des Forges Blvd., Centre Commercial Les Rivieres (115 stores).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ctre d'Achats(8)	2	Provigo, Radio Shack, Boutique Frivole
Trois-Rivieres W. Ctr.(150)	2	Reitman's, Woolco, Steinberg
Les Galeries du Cap(55)	NA	Maxi, Woolco
Plaza de la Maurice	20	Steinberg, K mart, Canadian Tire, Lies Promenade du Centile-Villa

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Shopping centers-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Woolco; Zeller's; Miracle Mart.
Discount Stores-Bonaprix.
Variety Stores-Zeller's; Greenberg's.
Chain Drug Stores-Pharmacie PSM; Pharmacie Jean Coutu; Pharmaprix; Uniprix.
Chain Supermarkets-Steinberg's 2; A&P; Metro 11; Trans-Kebec 41; Richelieu Select 11; Supreme 16; Metropole 39; Provigo 27; IGA; Cooprix; Baribo; Axep.
Other Chain Stores-Reitman's, Trans-Canada, Laura Secord, Crown Diamond, Lowe Brothers, Lewis Shoe, Mia, Birks, Agnew-Surpass, Cartier, Fredelle, Charmco, Boiteau, Maher, Bonita, Chez Lillane, Kim, Pennington, Stokes, Au Coin des Petits, The Shoe Man, Jerome, Jacques Allard, Centre Coiffure Masculine, Dalmys, Princess Silk, Trans-Canada Shoe, Hart's, Children Wear, Dexter Shoe, Podium, Ro-Na, Aldo, Simard & Voyer, Naturalizer, Dalmys, Fer-Plus, Radio Shack, Sports Experts.

14 - NEWSPAPERS: LE NOUVELLISTE (French) (m) 57,410; Mar. 31, 1988 ABC.
Local Contact for Advertising and Merchandising Data: Elphege LeBrun, Adv. Dir., LE NOUVELLISTE, 500 St. Georges, Trois Rivieres, QC G9A 5J6; Tel. (819) 376-2501.
National Representatives: Probec 5, Target Media.

SASKATCHEWAN SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	**1981**	**1986**	**1989**
Under 5 Years	81	84	89
5-14 Years	157	164	173
15-24 Years	184	192	202
25-44 Years	246	257	271
45-64 Years	184	192	202
65 and Over	116	121	127
TOTAL	968	1,009	1,066

Based on Statistics Canada Census.

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1971**	**1983**	**1989**
General Mdse.	249	861	1,118
Apparel	54	201	348
Furniture	25	141	126
Groceries	212	882	1,484
Lumber Bldg. Mat.	21	38	94
Restaurants	16	324	742
Autos	243	1,158	1,400
Gasoline/Fuel Oil	111	295	256
Drugs	37	152	289
TOTAL SALES	1,188	4,740	6,476

Source: Census of Canada Retail Trade.

MOOSE JAW, SASK.

1 - LOCATION: Division 7, E&P Map B-3. Situated 434 mi. E of Calgary, 398 mi. W of Winnipeg, 112 mi. N of U.S. border.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Canadian National.
Motor Freight Carriers-3.
Intercity Bus Lines-Saskatchewan Trans.; Greyhound.

3 - POPULATION:
Corp. City 86 Cen. 35,073; E&P 88 Est. 36,466
CZ-ABC: (86) 35,073
RTZ-ABC: (86) 22,953
City & RTZ-ABC: (86) 58,026

4 - HOUSEHOLDS:
City 86 Cen. 13,547; E&P 88 Est. 14,688
CZ-ABC: (86) 13,490
RTZ-ABC: (86) 8,020
City & RTZ-ABC: (86) 21,510

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	8	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: City 14,628; Rural 8,091.

7 - ELECTRIC METERS: Residence 11,500.

8 - GAS METERS: Residence 7,100.

9 - PRINCIPAL INDUSTRIES: Meat Packing; Food Proc.; Oil Refining; Men's Work Clothes; Tank Car Repairing and Cleaning Plant; Steel Rolling Mill; R.R.; Winery. Total: 2,050 employees. Av. Wkly. Wage $213.
Principal Industrial Pay Days-5th, 15th, 20th, 30th.

10 - CLIMATE Min & Max Temp -Spring 39-53 Summer 37-93 Fall 8-81 Winter 8-53 First killing frost Sept 13 last killing frost May 31

11 - TAP WATER Alkaline hard fluoridated

12 - RETAILING Principal Shopping Areas 7 blocks on Main St 3 on High St 2 on River St
Neighborhood Shopping Centers 4th Ave S W between Home & Coteau Sts 9th Ave N W N of Caribou Athabasca St E 3rd Ave to 4th Ave both sides 1st Ave N W Stadacona St W to Athabasca St W Shopping Centre Complex 7 blocks from downtown area
Principal Shopping Days Mon through Sat
Stores Close Sun

13 - RETAIL OUTLETS Department Stores Army & Navy T Eaton Moose Jaw Co-Op Joyner s Saan Simpson-Sears Zellers MacLeod s Woolco Gallenkamp
Variety Stores Kresge Metropolitan
Chain Drug Stores Bi-rite Price Watchers Shoppers
Chain Supermarkets Safeway 2 Co-op
Other Chain Stores Sally s Women s Tip Top Tailors Agnew Surpass Reitmans Canadian Tire

14 - NEWSPAPERS TIMES-HERALD (e) 9 787 Mar 31 1988 ABC
Local Contact for Advertising and Merchandising Data Albert Calvert Adv Mgr TIMES HERALD 44 Fairford St W Moose Jaw SK S6H 1V1 Tel (306) 692-6441
National Representative Thomson Newspapers

PRINCE ALBERT, SASK.

1 - LOCATION Division 15 E&P Map B-3 Capital of Sask Northland 100 mi NE of Saskatoon On Hwys 2 3 11 55 and All Weather Hwy to U S and Winnipeg Edmonton Calgary and Vancouver

2 - TRANSPORTATION Railroads Div Point for Canadian Pacific & Canadian National (21 branches out of city)
Motor Freight Carriers 20
Intercity Bus Lines Saskatchewan Trans Co
Airlines Transair North Can Air Athabaska (charter)

3 - POPULATION
Corp City 86 Cen 33 686 E&P 88 Est 35 521
CZ-ABC (86) 33 686
RTZ-ABC (86) 75 262
City & RTZ-ABC (86) 108 948

Demographic Information available from Newspaper See paragraph 14

4 - HOUSEHOLDS
City 86 Cen 11 928 E&P 88 Est 13 003
CZ-ABC (86) 11 885
RTZ-ABC (86) 25 955
City & RTZ-ABC (86) 37 840

5 - BANKS	**NUMBER**	**DEPOSITS**
Credit Unions	3	N A
Commercial	7	N A
Trust Co	2	N A

6 - PASSENGER AUTOS: City 14 254 Rural 8 106

7 - ELECTRIC METERS: Residence 7 710

8 - GAS METERS: Residence 8 163

9 - PRINCIPAL INDUSTRIES: Industry (Av Wkly Wage)-Mfg ($599). Constr ($501). Trade ($246). Industrial Composite ($368)

10 - CLIMATE: Min & Max Temp -Spring 30-60. Summer 55-80. Fall 20-65. Winter 30-10

11 - TAP WATER: Fluoridated

12 - RETAILING:

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Gateway North Plaza(65)	NA	Safeway, Sears, Eaton's, Zeller's, Fields
South Hill(40)	NA	Safeway, Woolco, Reitmans, The Bay

13 - RETAIL OUTLETS: Hardware 5; Beauty Salons 29; Barbers 11; Jewelers 10; Painters 15; Plumbers 18; Radio Electric 11; R.E. & Ins. 14; Restaurants 53; Stationery 3; Ladies Apparel 12; Childrens Wear; Men's Wear 12; Auto Sales & Garages 12; Service Stations 33; Bakeries 10; Shoe Stores 9; Building Materials 11; Cleaners & Dyers 7; Dairies 2; Dept. & Variety Stores; Drug Stores 11; Farm Implements 13; Furniture Stores 12.
Department Stores-Eaton's Simpson-Sears The Bay Zellers
Chain Drug Stores Rexall 3 White Cross Shopper s Drugmart Boots
Chain Supermarkets Safeway 2 OK Economy 2 Red & White 6 Co-op Save-A-Dollar 11 IGA 3
Other Chain Stores Agnew-Surpass Singer Co Sherwin-Williams Beaver Lumber Woolworth s S S Kresge Fields Sally Saan McLeod s Ltd Firestone North American Lumber Kaufman s Radio Shack Reily & McCormick Famous Furniture City Sound City People s Credit Jewelers Cole s Book Store

14 - NEWSPAPERS HERALD (e) 9 461 Mar 31 1988 ABC
Local Contact for Advertising and Merchandising Data Robert W Gibb Pub Gen Mgr HERALD 30-10th St Prince Albert SK S6V 5R9 Tel (306) 764-4276
National Representative Thomson Newspapers

REGINA, SASK.

1 - LOCATION Division 6 E&P Map B-3 Western Canada situated 347 mi (559 km) W of Winnipeg 480 mi (773 km) E of Calgary 168 mi (270 km) SE of Saskatoon 510 mi (821 km) SE of Edmonton

2 - TRANSPORTATION Railroads Canadian Pacific Canadian National Via Rail
Motor Freight Carriers 90
Intercity Bus Lines Saskatchewan Transportation Greyhound Moose Mountain
Airlines Air Canada Norcanair Canadian Air lines Int'l

3 - POPULATION
Corp City 86 Cen 175 064 E&P 88 Est 184 884
CZ ABC (86) 175 064
Bal in NDM-ABC (86) 326 978
Met Area 86 Cen 186 521 E&P 88 Est 186 791
Total NDM ABC (86) 502 042
Demographic Information available from Newspaper See paragraph 14

4 - HOUSEHOLDS
City 86 Cen 64 397 E&P 88 Est 71 134
Met Area 86 Cen 68 056 E&P 88 Est 71 814
CZ ABC (86) 64 030
Bal in NDM-ABC (86) 118 325
Total NDM ABC (86) 182 355

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	46	N A
Trust	19	N A
Loan	10	N A
Credit Union	16	N A

6 - PASSENGER AUTOS City 83 011 Rural 19 731

7 - ELECTRIC METERS Residence 73 000

8 - GAS METERS Residence 57 500

9 - PRINCIPAL INDUSTRIES Industry No of Wage Earners-Agric (Chem / Implement) Products Bakery Brewery Canvas Clay Concrete Dairy Fab Metal Feed Glass Hdwe Petroleum & Coal Plastic Rubber Textile Paper Wire Pub & Printing Comm Elect Equipment Gov't Furn Industrial Chem Jewellery Leather Lime Industry Machine Shop Industry Major Appliances Meat and Poultry Men s & Boy s Clothing Motor Vehicle Parts Non-Metal Mines Beverage Industries Other Clothing & Chemicals Steel and Mill work Industries Scientific & Professional Equip Cleaning Compounds Sign & Display Industries Total Employees 93 200 (Av Wkly Wage) $379
Principal Industrial Pay Days-1st & 15th

10 - CLIMATE: Min & Max Temp (Celsius)-Spring 26-25 Summer 3-37 Fall 3-28 Winter -37-5 First killing frost Sept 30 last killing frost May 6

11 - TAP WATER: Neutral, very hard, not fluoridated

12 - RETAILING: **Principal Shopping Centers**-6 blocks on 11th Ave., 3 on Broad St., 2 on Rose St., 3 on Hamilton St., 3 on Scarth St., 3 on 12th Ave
Neighborhood Shopping Centers-Dewdney & Retallack Sts.; Victoria & Winnipeg; 15th & Toronto, 13th Ave. W.; Gordon Rd. & Rae St., 3 on Albert St
Shopping Centers-No. of Stores-Centennial Mall 18; Cornwall Ctr. 95; Golden Mile Ctr. 50; Midtown Ctr. 25; Normanview 50; Regent Park Plz. 13; Sherwood Vlg. 38; Southland Mall 53; Victoria Sq Mall 44.

13 - RETAIL OUTLETS: **Department Stores**-Army & Navy; T. Eaton Co.; Saan; Sears; Sherwood Co-op, The Bay; Woolco, Robinson; Zeller's 3
Variety Stores-Kresge; Woolworth; Metropolitan
Chain Drug Stores-Pinders-Rexall 7; Bi-Rite 8; Shoppers 2; Arp 8.
Chain Supermarkets-Safeway 7; Loblaws-OK Economy 6; Tom Boy 4; Sherwood Co-op 2; Superstore; Pic n Pak.
Other Chain Stores-Shoes: Agnew-Surpass, Bata, Kinney, Reward, Sterling, Chandler, Duet Naturalizer Fredelle Maher Julia Lewis Boutique Aldo Aggies Jewelry People s Credit Henry Birks Mappins O B Allan Juniors Kitchen Boutique Picadilly Gifts Zale s Heinrichs Gem Centre R & R Merchants Ben Moss Clothing Dalmy s Pennington s Jack Fraser Thrifty s The Pant House Jean Junction Sweet 16 Shirley K Maternity D Allaird s Sally s Tip Top Tailors Reitman s Mortons P3 Suzy Shier Mannequin Ricki s Fairweather Cactus Town & Country Coiana Smart Set Irene Hill Ayres J Michaels Liz Porter This is Maggie Antels Chantel Addition-Elle Modissa Suzy Creamcheese Boutique Marie Claire The Loft Big Steel Man George Richards Kingsize Clothes Bootlegger Automotive Uniroyal Dunlop Firestone 3 B F Goodrich Goodyear 3 General Peavy Mart Canadian Tire 2 Other Radio Shack Laura Secord Sam The Record Man Bumper to Bumper 2 Classic Book Shop Caprice Cards Astral Photo Willson Office Specialty Coles Books Mr Sound Records & Tapes Happy Hour Card n Party Shop A & A Records One Hour Photo Foot Locker (athletic supplies) Lewiscraft Hobbies & Crafts Hans Christian Toys The Teachers Store (educ toys & suppl) Samco Electronics Andrea s Bath Boutique The Key Man Punchy s Posys Kids World

14 - NEWSPAPERS THE LEADER-POST (e) 74 285 Mar 31 1988 ABC
Local Contact for Advertising and Merchandising Data Ed Galenzoski Adv Dir THE LEADER-POST Victoria Ave & Park St Regina SK S4P 3G4 Tel (306) 565-8211
National Representative Bardal Gosbee & Assoc (Toronto) Vern Rumford (Vancouver)

SASKATOON, SASK.

1 - LOCATION Division 11 E&P Map B-3 On South Saskatchewan River 326 mi E of Edmonton 490 mi NW of Winnipeg On Hwys 5 7 11 14

2 - TRANSPORTATION Railroads Canadian National Canadian Pacific Via Rail
Motor Freight Carriers 87
Intercity Bus Lines Saskatchewan Transportation Greyhound
Airlines Air Canada Norcanair Canadian Wardair

3 - POPULATION
Corp City 86 Cen 177 641 E&P 88 Est 188 111
Met Area 86 Cen 200 665 E&P 88 Est 207 500
CZ-ABC (86) 177 641
Bal in NDM-ABC (86) 84 851
Total NDM-ABC (86) 262 492

4 - HOUSEHOLDS
City 86 Cen 67 970 E&P 88 Est 75 632
Met Area 86 Cen 74 864 E&P 88 Est 76 000
CZ-ABC (86) 67 075
Bal in NDM-ABC (86) 28 620
Total NDM-ABC (86) 95 695

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm	52	N A
Credit Unions	17	N A
Trust Co s	19	N A

6 - PASSENGER AUTOS: City 78 612 Rural 30 838

7 - ELECTRIC METERS: Residence 78 485

8 - GAS METERS: Residence 55 268

9 - PRINCIPAL INDUSTRIES Industry No of Wage Earners-Manufacturing 7 000 Constr 3 000 Trans Commun and Utilities 11 000 Trade 19 000 Services 31 000 Public Administration and Defense 12 000 Other 4 000 Total Work Force-87 000 (1985) Av Wkly Wage-$408

10 - CLIMATE Min & Max Temp -Spring 35-89 Summer 34-93 Fall 7-75 Winter-40-35 First killing frost Sept 4 last killing frost May 8

11 - TAP WATER Alkaline hard fluoridated artificially softened

12 - RETAILING Principal Shopping Centers-Downtown Core (5 blocks on 2nd Ave 4 blocks on 3rd Ave 3 blocks on 21st St E 4 blocks on 20th St W) Midtown Plaza (64 stores 1st Ave N) Midtown Village and Plaza Suite (Idylwyld Dr N) Broadway Ave (5 blocks)
Neighborhood Shopping Centers (No of stores)-Circle Park Mall (64) Confederation Park Plaza (36) Grosvenor Park Shpg Ctr (43) The Mall at Lawson Heights (67) Market Mall (72) Canarama Shpg Ctr (17) Westgate Plaza (15) Wildwood Mall (32) Avalon Shpg Ctr (16) Cumberland Sq (30)
Principal Shopping Days-Thur Sat
Stores Open Evenings-Thur Fri

13 - RETAIL OUTLETS Department Stores-The Bay Eaton s Sears Army & Navy MacLeod s Robinson s Saan Zeller s Woolco Co-op Center
Variety Stores-Kresge s Woolworth
Chain Drug Stores Pinders 8 Price Wathers 17 Shoppers Drug Mart 2 Others 20
Chain Supermarkets Safeway 5 OK Economy 4 Shop-Rite 12 Dominion IGA Independent 36 Super Valu 2
Other Chain Stores-Singer Laura Secord Fairweather Ricki s Pennington s Bata Agnew Surpass D Allaird s People s Jewellers Birk s Reitmans Canadian Tire Coles Tip Top Firestone Jack Fraser Irene Hill Marks & Spencer Young Canada Shoppers Optical Sterling Shoes Footlocker Fredelle Shoes A&A Records The Card Shop Black s Cameras Merle Norman Willson Stationers Shefield & Sons Radio Shack Savannah Mappins

14 - NEWSPAPERS STAR-PHOENIX (all day) 65 893 Mar 31 1988 ABC
Local Contact for Advertising and Merchandising Data Armand M Kraft Adv Mgr STAR-PHOENIX 204-5th Ave N Saskatoon SK S7K 2P1 Tel (306) 664-8340
National Representatives Vernon J Rumford Media Representatives Bardall Gosbee & Associates

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*price subject to change.

SECTION IV

Population, income, retail sales tables

1989 estimates of population, income, retail sales, food sales — U.S. and Canada

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Nationwide Summary

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Population, Income, Households, Farm Products	1
Retail Sales	2

U.S. and Canada Daily Newspaper Markets

Metro areas (MSAs), counties, cities

States	Pop., Income Tables	Ret. Sales Tables
Alabama	3	92
Alaska	5	93
Arizona	5	94
Arkansas	6	94
California	8	96
Colorado	11	99
Connecticut	13	100
Delaware	14	100
District of Columbia	14	101
Florida	15	101
Georgia	17	103
Hawaii	20	105
Idaho	20	106
Illinois	21	106
Indiana	25	109
Iowa	27	111
Kansas	30	113
Kentucky	32	115
Louisiana	34	117
Maine	36	118
Maryland	37	119
Massachusetts	38	119
Michigan	39	120
Minnesota	41	122
Mississippi	43	124
Missouri	45	125
Montana	48	127
Nebraska	49	128
Nevada	51	130
New Hampshire	51	130
New Jersey	52	131
New Mexico	53	132
New York	54	133
North Carolina	57	135
North Dakota	59	137
Ohio	60	138
Oklahoma	63	140
Oregon	65	142
Pennsylvania	66	143
Rhode Island	69	145
South Carolina	70	146
South Dakota	71	146
Tennessee	72	148
Texas	75	149
Utah	80	154
Vermont	81	155
Virginia	82	155
Washington	84	157
West Virgina	85	158
Wisconsin	87	159
Wyoming	88	161
All Canadian markets	89	161

NATIONWIDE SUMMARY OF POPULATION INCOME, HOUSEHOLDS, FARM PRODUCTS

	POPULATION			HOUSEHOLDS		DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
US TOTALS	227,156,474	249,558,270	9.9	91,579,763	1,912,277,020	3,765,060,651	15,087	41,112	2,240,406	60,947,176	68,384,431
ALABAMA	3,894,917	4,163,743	6.9	1,499,087	25,555,998	49,777,574	13,797	33,205	48,448	606,428	1,067,389
ALASKA	402,726	545,321	35.4	188,011	4,672,004	9,436,158	21,135	50,189	570	6,010	5,389
ARIZONA	2,730,779	3,522,165	29.0	1,299,614	21,898,999	51,271,208	16,347	39,451	7,334	806,847	720,067
ARKANSAS	2,298,550	2,443,210	6.3	891,084	14,829,999	28,017,571	13,380	31,442	50,525	1,355,703	1,433,455
CALIFORNIA	23,770,544	29,063,618	22.3	10,822,143	234,272,001	512,811,947	19,790	47,385	82,463	8,158,495	4,331,207
COLORADO	2,903,086	3,484,340	20.0	1,340,306	26,005,998	53,328,382	18,010	39,788	27,111	847,277	2,092,482
CONNECTICUT	3,113,892	3,286,237	5.5	1,196,031	31,485,001	65,228,576	23,226	54,538	3,754	102,057	183,268
DELAWARE	595,969	650,111	9.1	235,817	4,858,000	9,785,805	18,559	41,497	3,338	110,276	260,286
D.C.	636,592	596,132	-6.4	241,998	6,813,000	9,896,979	22,277	40,897	N.A.	N.A.	N.A.
FLORIDA	9,874,421	12,660,530	28.2	4,979,705	82,384,000	185,978,720	17,078	37,347	36,352	2,516,069	1,002,040
GEORGIA	5,482,072	6,448,673	17.6	2,294,395	38,901,010	91,051,359	16,145	39,684	49,630	1,175,065	1,583,611
HAWAII	968,507	1,080,253	11.5	337,221	8,800,000	16,954,465	17,764	50,277	4,595	456,068	102,540
IDAHO	947,240	1,011,594	6.8	357,741	7,106,999	12,498,568	13,858	34,937	24,714	1,151,294	1,069,388
ILLINOIS	11,432,604	11,624,065	1.7	4,229,840	104,539,001	185,432,714	18,361	43,839	98,483	5,020,577	2,198,720
INDIANA	5,488,859	5,554,181	1.2	2,030,702	43,203,001	76,040,958	15,779	37,446	77,180	2,237,382	1,679,917
IOWA	2,912,717	2,862,498	-1.7	1,070,958	23,262,997	38,579,629	16,214	36,023	115,413	3,771,826	5,116,460
KANSAS	2,367,464	2,524,757	6.6	956,571	19,863,001	35,908,680	17,301	37,539	73,315	2,102,611	4,011,187
KENTUCKY	3,662,132	3,782,136	3.3	1,350,544	25,347,002	43,308,093	13,579	32,067	101,642	1,253,934	97[illegible],146
LOUISIANA	4,221,546	4,622,169	9.5	1,620,014	31,540,002	49,796,113	13,334	30,738	31,628	935,173	403,031
MAINE	1,126,413	1,229,142	9.1	454,168	8,123,001	16,839,563	15,168	37,078	7,003	137,290	245,639
MARYLAND	4,225,382	4,617,921	9.1	1,670,436	37,871,000	81,014,339	20,024	48,499	16,183	339,429	689,816
MASSACHUSETTS	5,742,886	5,920,567	3.1	2,168,001	51,320,001	107,336,369	21,334	49,509	5,401	135,360	141,757
MICHIGAN	9,254,671	9,254,999	0.0	3,352,094	79,837,996	139,910,810	17,512	41,738	58,661	1,364,666	1,223,657
MINNESOTA	4,082,550	4,360,618	6.8	1,619,104	34,218,004	65,967,119	17,928	40,743	94,382	2,655,483	3,259,542
MISSISSIPPI	2,522,606	2,662,288	5.5	905,967	14,759,003	26,803,371	11,821	29,585	42,415	1,102,099	766,221
MISSOURI	4,923,641	5,236,537	6.4	1,956,846	39,090,005	79,089,992	16,504	40,417	112,447	1,523,053	2,007,743
MONTANA	788,297	839,868	6.5	315,462	6,028,002	10,025,435	14,128	31,780	23,570	759,174	787,990
NEBRASKA	1,571,699	1,615,838	2.8	606,643	12,303,001	23,238,666	16,562	38,307	60,243	2,379,818	4,245,925
NEVADA	806,925	1,024,117	26.9	407,403	7,786,002	16,025,499	18,614	39,336	2,719	72,342	128,770
NEW HAMPSHIRE	923,480	1,105,417	19.7	402,065	7,739,000	20,339,628	19,778	50,588	2,757	26,207	76,311
NEW JERSEY	7,376,752	7,896,867	7.1	2,818,299	71,536,000	156,427,609	22,616	55,504	8,277	315,821	112,195
NEW MEXICO	1,305,156	1,565,849	20.0	563,317	9,327,002	17,840,898	13,914	31,671	12,914	229,571	591,469
NEW YORK	17,575,098	18,049,658	2.7	6,691,695	158,826,000	304,914,503	20,026	45,566	42,207	642,310	1,753,283
NORTH CAROLINA	5,888,018	6,642,656	12.8	2,410,644	40,120,002	89,184,321	15,120	36,996	72,792	1,884,342	1,596,855
NORTH DAKOTA	653,973	683,407	4.5	246,271	4,796,000	7,991,538	14,730	32,450	36,431	1,582,292	524,936
OHIO	10,800,470	10,923,438	1.1	4,055,825	89,046,004	156,655,871	16,510	38,625	86,934	1,847,101	1,502,552
OKLAHOMA	3,037,548	3,344,192	10.1	1,258,979	24,196,000	38,190,884	14,192	30,335	72,523	794,764	1,673,870
OREGON	2,637,639	2,721,402	3.2	1,066,314	21,843,998	39,495,431	16,229	37,039	34,087	935,459	705,133
PENNSYLVANIA	11,879,679	12,000,767	1.0	4,409,415	99,835,997	179,703,552	17,110	40,755	55,535	751,294	2,084,966
RHODE ISLAND	948,547	995,501	5.0	369,147	7,829,000	15,698,770	17,577	42,527	728	18,139	12,236
SOUTH CAROLINA	3,127,260	3,533,433	13.0	1,212,444	20,399,999	41,577,034	13,740	34,292	24,929	601,021	367,535
SOUTH DAKOTA	689,745	717,328	4.0	262,432	5,053,002	9,134,094	14,130	34,806	37,148	842,982	1,635,134
TENNESSEE	4,595,461	4,935,705	7.4	1,800,547	32,119,999	62,965,105	14,481	34,970	90,565	807,921	806,485
TEXAS	14,320,811	17,408,515	21.6	6,195,613	119,071,995	235,355,756	16,052	37,987	185,020	2,981,216	5,826,358
UTAH	1,472,153	1,745,826	18.6	544,643	10,102,998	19,183,943	13,516	35,223	13,984	129,948	423,636
VERMONT	512,062	571,664	11.6	207,500	3,728,002	8,098,906	15,978	39,031	6,315	20,054	349,348
VIRGINIA	5,3[illegible]1,564	6,087,396	13.5	2,203,608	44,667,998	98,478,689	18,561	44,690	51,859	626,544	936,820
WASHINGTON	4,[illegible]47,977	4,610,426	11.1	1,781,518	38,290,001	75,363,317	18,091	42,303	36,080	1,714,018	1,115,555
WEST VIRGINIA	1,950,453	1,935,777	-0.8	713,823	13,430,997	19,584,653	12,470	27,436	18,742	48,414	171,555
WISCONSIN	4,728,391	4,880,445	3.2	1,780,752	39,066,000	71,226,581	16,859	39,998	82,199	937,848	3,903,333
WYOMING	474,550	520,973	9.8	187,006	4,576,998	6,294,906	15,032	33,662	8,861	128,104	478,223

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

NATIONWIDE SUMMARY OF RETAIL SALES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	1[illegible] estimate	E&P 1989 estimate	NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS) Lumber Hdwr	Gen Mdse	Food	Auto	Gasoline	Apparel	Furniture	Eat/Drink	Drugs
US TOTALS	1,065,917,066	1,680,547,873	1,800,583,504	107,123,764	205,241,505	366,346,580	419,546,137	107,470,160	93,027,617	94,901,058	175,944,867	61,285,889
ALABAMA	14,479,552	22,538,560	24,259,436	1,560,034	2,801,797	5,416,245	6,143,284	1,319,616	1,362,227	1,132,562	1,852,431	875,783
ALASKA	3,227,327	4,685,137	5,018,142	651,579	534,375	962,313	839,316	211,674	189,880	243,848	619,320	211,329
ARIZONA	13,894,262	25,483,653	27,575,757	1,719,860	2,988,589	5,970,885	6,707,993	1,744,495	1,058,922	1,568,736	2,859,648	1,041,339
ARKANSAS	9,113,502	14,198 285	15,301,546	1,002,414	1,951,434	3,083,580	4,211,980	851,765	745,788	641,209	1,068,068	432,067
CALIFORNIA	123,945,914	212,140,199	228,446,068	12,271,232	26,031,855	46,080,325	51,658,949	13,086,903	11,066,773	13,468,761	25,308,579	9,487,424
COLORADO	16,581,084	25,583,396	27,693,081	2,017,001	2,811,169	5,518,381	6,727,782	1,593,955	1,249,935	1,587,185	3,120,584	587,937
CONNECTICUT	15,828,588	25,809,681	27,585,140	1,457,802	2,747,390	5,386,514	6,060,160	1,692,493	1,568,148	1,381,444	2,545,444	811,952
DELAWARE	3,130,558	4,999,876	5,340,942	338,437	721,106	1,026,031	1,153,688	306,868	277,170	278,476	457,669	182,344
D. C.	2,654,366	3,743,146	3,867,203	70,874	331,544	638,371	232,580	176,283	340,593	233,601	836,127	185,849
FLORIDA	55,468,945	96,632,373	104,463,824	6,345,591	11,449,659	21,198,706	27,512,454	6,070,090	4,953,282	6,297,747	10,663,603	3,776,593
GEORGIA	24,408,112	42,314,236	46,357,402	3,123,212	5,284,942	9,283,565	11,224,953	3,036,120	2,277,994	2,358,047	4,361,715	1,514,428
HAWAII	5,193,406	8,082,801	8,627,659	321,736	1,100,325	1,628,716	1,171,667	447,395	615,694	332,558	1,479,846	558,930
IDAHO	4,060,204	5,997,195	6,432,861	504,145	683,998	1,441,947	1,624,948	364,092	265,055	319,961	584,104	254,486
ILLINOIS	50,747,397	74,663,537	78,809,202	4,143,961	9,276,898	14,418,428	17,955,210	4,808,793	4,898,862	4,087,859	8,009,703	3,265,489
INDIANA	23,723,731	35,306,853	37,545,074	2,295,205	4,280,218	7,382,095	8,948,461	2,904,272	1,634,377	1,701,542	3,712,248	1,549,107
IOWA	12,646,359	17,887,983	19,019,519	1,504,156	2,068,610	3,977,245	4,581,413	1,391,420	885,109	858,983	1,703,724	582,392
KANSAS	10,841,925	15,672,908	16,750,137	1,218,105	1,988,468	3,243,083	4,372,547	1,102,323	794,199	846,919	1,467,842	442,365
KENTUCKY	14,572,388	20,970,781	22,364,767	1,423,549	2,708,210	4,857,882	4,887,253	1,600,533	924,046	938,092	1,919,172	815,029
LOUISIANA	19,986,261	26,248,630	28,084,823	2,045,389	3,304,867	6,200,802	6,810,492	1,447,827	1,538,662	1,544,360	2,554,309	1,021,112
MAINE	5,331,613	8,699,439	9,372,116	678,921	818,808	2,017,650	2,090,947	457,429	358,706	289,328	745,562	281,971
MARYLAND	20,982,781	34,587,414	36,958,707	1,747,803	4,387,051	7,341,249	8,623,821	2,371,182	1,898,322	2,016,472	3,460,066	1,288,599
MASSACHUSETTS	28,815,549	48,394,963	51,852,418	2,627,893	5,450,602	9,556,680	10,724,622	2,799,489	3,097,982	2,503,104	5,646,346	1,694,751
MICHIGAN	39,215,526	61,439,531	64,843,183	3,685,578	8,234,412	12,429,121	16,026,343	4,418,594	3,573,715	3,337,931	6,350,061	2,472,752
MINNESOTA	19,599,240	30,683,889	32,893,861	2,585,643	3,773,581	5,791,006	7,629,566	2,327,373	1,474,007	1,535,569	3,023,050	929,322
MISSISSIPPI	9,044,004	13,211,813	14,192,133	929,210	1,854,891	3,235,809	3,555,071	724,949	661,264	607,344	958,478	520,283
MISSOURI	21,655,411	33,935,268	36,284,124	2,300,571	4,691,459	7,192,066	8,730,282	2,516,550	1,597,812	1,599,616	3,396,980	1,016,077
MONTANA	3,955,199	5,610,158	5,995,853	499,904	648,306	1,234,114	1,413,675	384,514	284,277	304,362	626,772	199,687
NEBRASKA	6,995,482	10,152,115	10,822,348	866,559	1,219,093	1,981,469	2,615,636	785,073	514,114	614,624	1,050,687	308,647
NEVADA	5,343,074	9,006,668	9,726,134	603,188	1,098,293	1,946,531	2,252,080	687,335	463,621	460,058	1,018,743	326,496
NEW HAMPSHIRE	5,353,641	10,232,166	11,182,912	882,097	1,118,718	2,348,959	2,586,956	558,273	499,545	500,130	897,411	276,820
NEW JERSEY	36,306,776	62,180,786	66,744,394	3,095,050	6,773,465	13,960,134	14,699,188	3,909,949	4,030,317	3,832,517	5,959,808	1,834,824
NEW MEXICO	6318724	9967829	10773751	834326	1210946	2,283,581	2,782,591	694,643	528,116	505,274	1,072,639	274,262
NEW YORK	72,266,689	114,714,993	121,774,619	5,449,515	12,938,619	25,991,083	21,615,329	5,061,481	8,492,550	7,227,429	12,407,320	4,246,238
NORTH CAROLINA	25,005,089	41,996,894	45,586,340	3,443,849	4,597,443	9,868,510	11,095,262	2,321,103	2,410,181	2,610,834	3,926,115	1,560,469
NORTH DAKOTA	3,366,973	4,308,808	4,591,919	407,573	473,806	674,860	1,432,987	324,912	225,847	220,675	387,993	126,957
OHIO	46,315,071	68,478,315	72,685,779	3,591,415	9,748,799	15,493,756	16,137,758	5,612,766	2,938,915	3,407,659	7,418,237	2,547,719
OKLAHOMA	16070649	19664027	21158651	1528272	2389760	4371293	6218461	976974	1187362	1112484	1856405	440818
OREGON	12,634,032	19,267,790	20,491,061	1,142,276	2,905,748	3,917,517	4,684,533	1,208,032	925,919	984,903	2,194,448	609,781
PENNSYLVANIA	50,775,600	75,508,266	80,327,878	4,197,617	9,768,665	16,661,976	17,766,152	4,540,381	4,151,790	3,716,659	6,995,269	2,621,648
RHODE ISLAND	4,162,811	6,481,211	6,952,238	365,261	741,554	1,349,938	1,347,155	411,643	377,132	284,717	676,847	284,546
SOUTH CAROLINA	12,498,005	20,015,183	21,724,123	1,567,535	2,159,346	4,871,902	4,900,345	1,402,322	1,141,752	1,198,018	1,921,394	719,294
SOUTH DAKOTA	2,989,152	4,335,396	4,648,115	392,159	399,614	827,977	1,162,088	371,906	215,163	203,878	423,187	166,665
TENNESSEE	19,604,644	31,040,256	33,355,659	1,865,293	4,038,173	6,960,328	8,289,793	2,241,032	1,587,490	1,625,967	2,857,109	1,084,927
TEXAS	82,272,212	122,025,504	131,404,803	8,675,053	14,755,696	26,831,968	36,642,598	7,066,458	7,437,568	7,063,574	11,889,145	3,196,767
UTAH	6,327,012	9,990,468	10,849,570	784,096	1,231,160	2,289,940	2,638,426	755,242	484,963	647,648	871,985	275,347
VERMONT	2,600,585	4,425,100	4,784,605	405,748	316,824	988,598	1,109,870	271,340	191,457	170,123	407,202	124,946
VIRGINIA	24,706,372	41,225,041	44,493,966	2,443,539	5,197,379	9,316,550	10,591,496	2,911,019	2,140,651	2,525,245	3,871,728	1,569,820
WASHINGTON	20,007,660	31,377,355	33,489,944	2,310,926	3,684,262	7,248,816	6,998,653	1,904,912	1,580,605	1,695,289	3,823,511	1,326,497
WEST VIRGINIA	7,521,088	9,784,392	10,370,723	766,330	1,402,660	2,431,805	2,363,269	658,847	442,880	464,819	740,019	371,023
WISCONSIN	20,553,996	30,979,594	33,104,117	2,112,457	3,906,432	6,497,137	7,196,276	2,289,895	1,299,332	1,668,409	3,577,764	875,848
WYOMING	2,818,525	3,366,011	3,604,877	323,825	240,486	719,143	799,778	347,625	167,546	144,509	368,450	116,133

EDITOR & PUBLISHER'S POPULATION, INCOME, HOUSEHOLDS AND FARM PRODUCTS ESTIMATES AND DATA FOR 1989

ALABAMA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan 1 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	3,894,917	4,163,743	6.9	1,499,087	25,555,998	49,777,574	13,797	33,205	48,448	606,428	1,067,389
METRO AREAS (MSAs PMSAs CMSAs)											
Anniston, AL	116,905	123,820	5.9	42,276	678,531	1,319,202	10,654	31,205	733	3,784	14,758
Birmingham, AL	884,583	928,619	5.0	347,065	6,494,462	12,048,482	12,975	34,715	3,674	15,409	101,624
Dothan, AL	90,305	98,153	8.7	35,785	740,442	1,480,568	15,084	41,374	381	6,806	3,229
Decatur	90,305	98,153	8.7	35,785	740,442	1,480,568	15,084	41,374	1,353	7,029	30,701
Florence, AL	135,362	141,233	4.3	51,975	825,878	1,329,425	9,413	25,578	2,099	34,288	19,679
Gadsden, AL	103,161	102,664	0.5	37,932	532,167	888,966	8,659	23,436	998	3,764	18,506
Huntsville, AL	197,346	252,036	27.7	90,753	1,450,185	3,397,827	13,482	37,440	1,101	32,326	16,044
Mobile, AL	443,621	481,185	8.5	171,739	2,845,201	5,283,598	10,980	30,765	2,002	59,904	24,164
Montgomery, AL	273,864	307,646	12.3	107,913	1,958,813	3,839,417	12,480	35,579	1,925	29,017	34,086
Tuscaloosa, AL	137,820	142,610	3.5	50,187	917,145	1,818,759	12,753	36,240	650	5,583	6,929
COUNTIES, Cities											
AUTAUGA	32,429	36,727	13.3	14,276	229,234	438,831	11,948	30,739	453	10,227	7,785
BALDWIN	78,930	99,098	25.6	36,352	497,027	1,063,256	10,729	29,249	1,119	30,509	14,060
BARBOUR	24,768	26,308	6.2	10,057	118,725	254,826	9,686	25,338	587	15,225	9,195
BIBB	15,763	16,662	5.7	6,662	93,577	188,342	11,304	28,271	228	756	1,408
BLOUNT	36,660	40,015	9.2	14,744	265,506	529,447	13,231	35,909	1,338	6,610	44,610
BULLOCK	10,536	9,893	-6.1	3,949	49,512	82,043	8,293	20,776	342	11,026	4,617
BUTLER	21,772	21,519	-1.2	8,302	127,342	221,317	10,285	26,658	593	4,289	12,653
CALHOUN	116,905	123,820	5.9	43,520	678,531	1,319,202	10,654	30,313	733	3,784	14,758
Anniston	29,523	27,238	-7.7	10,514	136,220	232,169	8,524	22,082	•	•	•
CHAMBERS	39,223	39,397	0.4	14,616	222,131	433,290	10,998	29,645	409	582	5,770
Lanett	6,897	6,608	-4.2	2,649	31,005	57,590	8,715	21,740	•	•	•
CHEROKEE	18,768	19,526	4.0	7,356	89,505	187,924	9,624	25,547	588	15,686	9,350
CHILTON	30,685	34,096	11.1	12,353	188,196	373,488	10,954	30,235	793	6,218	4,081
CHOCTAW	16,812	16,879	0.4	6,789	80,505	138,406	8,200	20,387	404	672	2,915
CLARKE	27,585	27,580	0.0	10,864	145,542	283,391	10,275	26,085	429	537	2,334
CLAY	13,693	14,701	7.4	5,394	69,582	153,076	10,413	28,379	466	•	•
CLEBURNE	12,639	13,149	4.0	4,836	71,201	139,432	10,604	28,832	380	•	•
COFFEE	38,656	40,990	6.0	14,933	283,270	597,898	14,586	40,039	944	18,453	42,076
Enterprise	18,033	19,580	8.6	7,080	123,285	266,155	13,593	37,593	•	•	•
COLBERT	54,645	54,707	0.1	19,532	329,106	479,490	8,765	24,549	686	18,291	9,668
Muscle Shoals	8,911	9,590	7.6	3,421	50,723	79,077	8,246	23,115	•	•	•
Sheffield	11,903	10,575	-11.2	4,246	60,327	77,640	7,342	18,285	•	•	•
Tuscumbia	9,137	9,250	1.2	3,452	43,921	64,411	6,963	18,659	•	•	•
CONECUH	15,881	15,413	-2.9	5,802	70,044	144,931	9,403	24,979	483	5,450	4,184
COOSA	11,329	10,917	-3.6	4,079	59,741	119,352	10,933	29,260	299	149	2,142
COVINGTON	36,870	36,689	-0.5	12,664	246,398	448,198	12,216	35,392	1,006	13,302	21,127
Andalusia	10,415	10,536	1.2	4,303	58,488	108,297	10,279	25,168	•	•	•
CRENSHAW	14,127	13,799	-2.3	5,023	75,293	141,806	10,277	28,231	558	8,067	36,278
CULLMAN	61,672	68,389	10.9	24,949	452,116	1,052,516	15,390	42,187	2,303	9,962	111,049
Cullman	13,084	13,633	4.2	5,657	96,175	210,384	15,432	37,190	•	•	•
DALE	47,946	49,314	2.9	17,175	333,272	711,836	14,435	41,446	582	13,223	8,349
DALLAS	53,832	52,086	-3.2	19,564	315,049	533,037	10,234	27,246	557	18,207	11,858
Selma	26,684	25,834	-3.2	9,077	128,863	218,179	8,445	24,036	•	•	•
DE KALB	53,692	59,711	11.2	21,573	367,314	891,395	14,928	41,320	2,228	15,378	82,884
Fort Payne	11,485	13,183	14.8	5,358	72,631	182,740	13,862	34,106	•	•	•
ELMORE	43,641	49,324	13.0	18,298	272,335	557,437	11,302	30,464	713	10,111	9,216
ESCAMBIA	38,479	38,660	0.5	13,931	208,628	383,288	9,914	27,513	542	10,892	8,279
ETOWAH	103,161	102,664	-0.5	36,760	532,167	888,966	8,659	24,183	998	3,764	18,506
Gadsden	47,565	40,424	-15.0	16,475	202,946	284,053	7,027	17,241	•	•	•
FAYETTE	18,940	20,034	5.8	7,241	119,801	221,342	11,048	30,568	419	1,905	3,756
FRANKLIN	28,388	29,600	4.3	10,630	188,135	395,279	13,354	37,185	896	3,223	18,303
GENEVA	24,332	24,386	0.2	8,960	151,080	285,014	11,688	31,810	940	22,893	21,216
GREENE	11,021	10,350	-6.1	4,232	47,105	92,146	8,903	21,774	390	3,965	8,775
HALE	15,577	14,826	-4.8	6,151	69,853	125,230	8,447	20,359	481	5,919	12,917

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ALABAMA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop. Change 90 vs 80	1990 number of households	E&P 1988 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
HENRY	15,343	14,951	-2.6	5,596	91,002	206,169	13,790	36,842	475	26,816	6,171
HOUSTON	74,619	82,642	10.8	29,945	575,897	1,170,039	14,158	39,073	955	27,998	10,882
Dothan	48,750	54,367	11.5	20,078	318,495	652,892	12,009	32,518	*	*	*
JACKSON	51,423	50,659	-1.5	18,705	380,751	616,138	12,162	32,940	1,295	13,110	18,014
Scottsboro	14,758	13,853	-6.1	5,149	107,215	164,575	11,880	31,963	*	*	*
JEFFERSON	671,268	679,671	1.3	238,293	5,103,785	9,107,284	13,400	38,219	556	1,647	19,705
Birmingham	284,413	266,116	-6.4	103,856	1,342,571	2,196,438	8,254	21,149	*	*	*
LAMAR	16,484	17,876	8.4	6,645	95,643	184,159	10,302	27,714	447	1,584	2,728
LAUDERDALE	80,717	86,526	7.2	30,725	496,772	849,935	9,823	27,663	1,413	15,997	10,011
Florence	37,029	37,866	2.3	14,477	203,754	331,185	8,746	22,877	*	*	*
LAWRENCE	30,156	32,768	8.7	13,188	168,074	336,324	10,264	25,502	1,226	20,953	30,491
LEE	76,536	88,218	15.3	28,110	503,951	1,171,216	13,276	41,665	407	4,625	3,843
Auburn	28,471	32,780	15.1	[illegible]	143,147	330,059	10,069	27,233	*	*	*
Opelika	21,896	24,120	10.2	[illegible]	123,652	272,781	11,309	31,601	*	*	*
LIMESTONE	46,120	58,856	27.6	21,846	252,983	613,396	10,422	28,078	1,171	30,512	12,215
Athens	14,558	17,879	22.8	6,614	71,144	165,693	9,267	25,052	*	*	*
LOWNDES	13,147	12,448	-5.3	5,687	53,780	97,582	7,839	17,159	440	4,744	13,911
MACON	26,780	26,304	-1.8	8,950	142,624	240,306	9,136	26,850	401	6,125	4,122
MADISON	197,346	252,036	27.7	90,837	1,450,185	3,397,827	13,482	37,406	1,101	32,326	16,044
Huntsville	142,513	179,297	25.8	65,815	903,940	2,076,804	11,583	31,555	*	*	*
MARENGO	24,971	23,962	-4.0	9,350	138,866	261,913	10,930	28,012	622	6,764	7,493
MARION	30,095	31,718	5.4	11,448	192,728	371,941	11,726	32,490	748	3,170	7,855
MARSHALL	65,655	77,398	17.9	27,618	404,756	920,111	11,888	33,316	1,664	6,127	73,757
MOBILE	364,691	382,087	4.8	140,509	2,348,174	4,220,342	11,046	30,036	883	29,395	10,104
Chickasaw	7,402	6,634	-10.4	2,714	38,707	[illegible]	8,571	20,950	*	*	*
Mobile	200,452	208,470	4.0	76,815	1,056,058	1,800,067	8,635	23,434	*	*	*
Prichard	39,541	36,886	-6.7	11,617	108,440	194,627	5,276	16,754	*	*	*
MONROE	22,723	22,789	0.3	9,315	132,958	241,688	10,605	25,946	540	7,036	5,392
MONTGOMERY	197,794	221,595	12.0	78,923	1,457,244	2,843,149	12,830	36,024	759	8,679	17,085
Montgomery	177,857	205,815	15.7	74,818	989,342	2,363,192	11,482	31,586	*	*	*
MORGAN	90,305	98,153	8.7	34,968	740,442	1,480,568	15,084	42,341	1,353	7,029	30,701
Decatur	42,002	44,407	5.7	16,473	305,055	591,631	13,323	35,915	*	*	*
PERRY	15,006	14,389	-4.1	6,023	71,165	131,112	9,112	21,769	422	8,270	8,585
PICKENS	21,397	21,371	-0.1	8,621	117,372	197,169	9,226	22,871	525	4,399	23,912
PIKE	28,216	27,897	-1.1	9,152	171,480	329,735	11,820	36,029	733	14,519	16,392
Troy	12,945	12,981	0.3	4,442	61,023	118,771	9,150	26,738	*	*	*
RANDOLPH	20,080	19,961	-0.6	7,359	100,712	206,601	10,350	28,075	695	542	20,094
RUSSELL	47,263	50,211	6.2	18,426	317,104	605,914	12,067	32,884	314	6,770	3,138
ST. CLAIR	41,443	50,778	22.5	19,431	264,632	552,648	10,884	28,442	661	3,791	13,744
SHELBY	66,644	89,914	34.9	32,984	460,535	1,095,561	12,185	33,215	516	2,477	9,595
SUMTER	16,843	15,891	-5.7	6,488	84,158	158,931	10,001	24,496	475	3,594	8,020
TALLADEGA	73,949	76,760	3.8	28,755	360,034	693,014	9,028	24,101	630	4,225	15,139
Sylacauga	12,708	12,952	1.9	4,885	53,676	100,748	7,779	20,624	*	*	*
Talladega	19,128	19,068	-0.3	6,175	63,991	117,475	6,161	19,024	*	*	*
TALLAPOOSA	38,644	39,115	1.2	13,973	218,977	455,315	11,640	32,585	391	1,129	7,423
Alexander City	13,807	14,700	6.5	5,281	62,865	138,230	9,403	26,175	*	*	*
TUSCALOOSA	137,820	142,610	3.5	47,006	917,145	1,818,759	12,753	33,692	650	5,583	6,929
Tuscaloosa	75,211	75,996	1.0	27,460	378,778	733,851	9,656	26,724	*	*	*
WALKER	68,568	68,241	-0.5	24,874	400,004	763,542	11,189	30,696	603	884	13,970
Jasper	11,894	12,446	4.6	4,800	59,264	119,544	9,605	24,905	*	*	*
WASHINGTON	16,765	17,706	5.6	7,631	86,298	160,264	9,051	21,002	466	1,786	11,063
WILCOX	14,778	13,785	-6.7	5,757	65,835	111,091	8,059	19,297	399	4,177	4,622
WINSTON	21,971	23,228	5.7	8,323	143,109	292,399	12,588	35,131	625	370	[illegible]

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Alabama 1987 Cash Receipts as follows: From Crops $606,428,000; from Livestock & Livestock Products $1,067,389,000; Total $1,673,817,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

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ALASKA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	402,726	545,321	35.4	188,011	4,672,004	9,436,158	21,135	50,189	570	6,010	5,389
METRO AREAS (MSAs PMSAs CMSAs)											
Anchorage, AK	174,084	234,579	34.8	87,494	2,297,010	4,801,534	20,469	54,878	223	3,733	3,691
COUNTIES Cities											
ALEUTIAN ISLANDS	7,808	8,638	10.6	2,035	38,921	65,954	7,635	32,410	28	6	235
ANCHORAGE	174,084	234,579	34.8	75,021	2,297,010	4,801,534	20,469	64,003	223	3,733	3,691
Anchorage	174,431	234,754	34.6	75,098	1,714,766	4,803,938	20,464	63,969	*	*	*
BETHEL	11,044	11,993	8.6	3,041	65,404	134,753	11,236	44,312	N.A.	N.A.	N.A.
BRISTOL BAY	1,098	1,218	10.9	293	15,446	36,742	30,166	125,399	N.A.	N.A.	N.A.
DILLINGHAM	4,615	5,186	12.4	1,353	41,700	102,077	19,683	75,445	N.A.	N.A.	N.A.
FAIRBANKS NORTH STAR	53,915	71,611	32.8	22,559	600,106	1,035,221	14,456	45,889	170	1,935	684
Fairbanks	22,645	33,482	47.9	12,407	186,772	366,441	10,944	29,535	*	*	*
HAINES	1,688	2,024	19.9	689	17,655	48,083	23,756	69,787	N.A.	N.A.	N.A.
JUNEAU	19,587	26,360	34.6	8,506	263,528	542,945	20,597	63,831	12	25	12
Juneau	19,528	26,330	34.8	8,500	184,270	541,186	20,554	63,669	*	*	*
KENAI PENINSULA	25,729	38,468	49.5	13,618	210,298	467,149	12,144	34,304	137	311	767
Kenai	4,324	5,958	37.8	2,203	30,695	62,707	10,525	28,464	*	*	*
KETCHIKAN GATEWAY	11,346	12,811	12.9	3,955	183,421	262,692	20,505	66,420	N.A.	N.A.	N.A.
Ketchikan	7,198	7,728	7.4	2,791	80,158	106,338	13,760	38,100	*	*	*
KOBUK	4,850	16,636	243.0	4,013	27,232	177,181	10,650	44,152	N.A.	N.A.	N.A.
KODIAK ISLAND	10,074	41,495	311.9	13,912	121,721	564,747	13,610	40,594	N.A.	N.A.	N.A.
Kodiak	4,756	27,058	468.9	8,741	46,957	320,927	11,861	36,715	*	*	*
MATANUSKA-SUSITNA	18,342	8,775	52.2	3,087	145,906	94,902	10,815	30,742	N.A.	N.A.	N.A.
NOME	6,528	5,757	11.8	2,489	36,915	87,073	15,125	34,983	N.A.	N.A.	N.A.
NORTH SLOPE	4,218	5,718	35.6	1,451	70,602	90,414	15,812	62,312	N.A.	N.A.	N.A.
PR. OF WALES-OUTER KETCHIKAN	3,787	5,360	41.5	1,532	44,444	85,147	15,886	55,579	N.A.	N.A.	N.A.
SITKA	7,724	8,053	4.3	2,556	79,608	108,601	13,486	42,489	N.A.	N.A.	N.A.
Sitka	7,803	8,093	3.7	2,566	60,324	108,960	13,463	42,463	*	*	*
SKAGWAY-YAKUTAT-ANGOON	3,485	3,588	3.0	1,086	27,883	57,140	15,925	52,615	N.A.	N.A.	N.A.
S.E. FAIRBANKS	5,782	6,570	13.6	1,962	47,594	86,369	13,146	44,021	N.A.	N.A.	N.A.
VALDEZ-CORDOVA	8,200	8,992	9.7	3,187	175,783	284,696	31,661	89,330	N.A.	N.A.	N.A.
WADE HAMPTON	4,677	5,900	26.1	3,511	16,425	41,144	6,974	11,719	N.A.	N.A.	N.A.
WRANGELL-PETERSBURG	6,246	6,508	4.2	2,155	83,878	129,071	19,833	59,894	N.A.	N.A.	N.A.
YUKON-KOYUKUK	7,899	9,081	15.0	2,634	60,524	132,523	14,593	50,312	N.A.	N.A.	N.A.

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A. Economic Research Service Bulletin indicates State of Alaska 1987 Cash Receipts as follows: From Crops $6,010,000; from Livestock & Livestock Products $5,389,000. Total $11,399,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

ARIZONA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop. Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,730,779	3,522,165	29.0	1,299,614	21,898,999	51,271,208	16,347	39,451	7,334	806,847	720,067
METRO AREAS (MSAs/PMSAs/CMSAs)											
Phoenix, AZ	1,516,353	2,073,427	36.7	784,235	12,927,905	32,156,930	15,509	41,004	2,403	317,880	309,677
Tucson, AZ	533,034	637,583	19.6	245,255	4,638,928	9,953,543	15,611	40,584	539	24,313	20,828

ARIZONA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
COUNTIES, Cities											
APACHE	51,982	65,694	26.4	36,078	205,845	386,923	5,890	10,725	296	616	12,932
COCHISE	86,724	97,869	12.9	37,239	542,711	1,057,768	10,808	28,405	785	25,190	20,320
Bisbee	7,154	5,398	-24.5	2,427	37,650	50,236	9,306	20,699	*	*	*
Douglas	13,058	11,845	-9.3	4,080	55,102	88,388	7,462	21,664	*	*	*
Sierra Vista	24,937	43,374	73.9	14,578	140,462	432,030	9,961	29,636	*	*	*
COCONINO	75,103	92,229	22.8	36,482	511,414	1,158,436	12,560	31,754	232	817	12,048
Flagstaff	34,743	38,094	9.6	11,554	199,460	397,452	10,433	34,400	*	*	*
GILA	37,070	40,221	8.5	15,512	268,800	400,069	9,947	25,791	163	89	3,508
GRAHAM	23,042	23,989	4.1	10,435	114,131	197,7[illegible]1	8,241	18,946	308	16,908	13,587
GREENLEE	11,247	8,024	-28.7	3,688	77,609	76,168	9,493	20,653	121	879	2,984
MARICOPA	1,516,353	2,073,427	36.7	750,171	12,927,905	32,156,930	15,509	42,866	2,403	317,880	309,677
Chandler	29,673	47,980	61.7	16,063	152,872	497,271	10,364	30,958	*	*	*
Mesa	152,453	265,829	74.4	99,200	913,360	3,203,873	12,052	32,297	*	*	*
Phoenix	789,704	969,700	22.8	367,404	4,964,594	12,263,759	12,647	33,379	*	*	*
Scottsdale	88,412	106,513	20.5	43,428	761,256	1,844,968	17,322	42,48[illegible]	*	*	*
Sun City									*	*	*
Tempe	106,743	148,012	38.7	54,308	702,960	1,960,899	13,248	36,107	*	*	*
MOHAVE	56,748	82,838	46.0	29,363	507,773	1,184,422	14,298	40,337	223	5,019	9,359
Kingman	9,257	8,982	-3.0	3,476	75,707	116,873	13,012	33,623	*	*	*
NAVAJO	67,994	76,428	12.4	38,905	361,111	676,493	8,851	17,388	331	1,604	26,604
PIMA	533,034	637,583	19.6	219,375	4,638,928	9,953,543	15,611	45,372	605	136,133	187,620
Tucson	330,537	337,825	2.2	136,564	2,112,318	3,619,789	10,715	26,506	*	*	*
PINAL	90,867	103,139	13.5	40,273	513,786	937,034	9,085	23,267	605	136,133	187,620
Casa Grande	14,971	17,594	17.5	5,802	65,576	122,190	6,945	21,060	*	*	*
SANTA CRUZ	20,605	22,974	11.5	11,108	114,784	223,401	9,724	20,112	133	378	3,965
Nogales	15,683	18,916	20.6	7,773	55,399	133,245	7,044	17,142	*	*	*
YAVAPAI	68,573	94,896	38.4	31,730	548,098	1,216,749	12,822	38,347	474	835	17,460
Prescott	20,055	23,407	16.7	10,084	133,367	243,663	10,410	24,163	*	*	*
YUMA	91,437	102,854	12.5	39,029	566,104	1,645,571	15,999	42,163	721	276,186	79,175
Yuma	42,433	46,530	9.7	16,912	215,290	616,490	13,249	36,453	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A. Economic Research Service Bulletin indicates State of Arizona 1987 Cash Receipts as follows: From Crops $806,847,000; from Livestock & Livestock Products $720,067,000. Total $1,526,914,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

ARKANSAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,298,550	2,443,210	6.3	891,084	14,829,999	28,017,571	13,380	31,442	50,525	1,355,703	1,433,455
METRO AREAS (MSAs/PMSAs/CMSAs)											
Fayetteville-Springdale, AR	100,576	112,006	11.4	40,632	706,129	1,505,737	13,443	37,058	2,784	3,845	202,341
Little Rock-North Little Rock, AR	477,772	519,984	8.8	189,198	3,894,490	7,413,867	14,258	39,186	3,103	83,294	47,078
Pine Bluff, AR	91,369	90,239	-1.2	30,746	668,504	1,042,194	11,549	33,897	497	51,480	1,657
Fort Smith, AR-OK	163,480	188,303	15.2	69,664	1,080,952	2,126,139	11,291	30,520	2,768	10,575	45,298
COUNTIES, Cities											
ARKANSAS	24,207	23,066	-4.7	8,379	171,407	276,892	12,004	33,046	636	83,801	606
Stuttgart	10,941	10,473	-4.3	4,047	62,588	101,863	9,726	25,170	*	*	*
ASHLEY	26,554	26,954	1.5	10,352	137,662	256,979	9,534	24,824	335	26,788	901
BAXTER	27,620	31,695	14.8	10,499	180,374	363,835	11,479	34,654	519	175	10,228
Mountain Home	8,066	10,273	27.4	4,582	43,705	98,605	9,598	21,520	*	*	*
BENTON	78,997	96,867	22.6	35,319	536,459	1,219,210	12,586	34,520	2,457	3,797	150,551
Bentonville	8,756	10,881	24.3	4,204	41,490	95,234	8,752	22,653	*	*	*
Rogers	17,429	21,552	23.7	8,441	93,211	212,898	9,878	25,222	*	*	*
BOONE	26,398	28,430	7.7	9,800	173,531	342,477	12,046	34,947	1,161	316	16,523
Harrison	9,567	10,006	4.6	4,154	51,160	97,755	9,770	23,533	*	*	*
BRADLEY	13,817	13,212	-4.4	4,908	62,228	111,921	8,471	22,804	332	2,480	5,289
CALHOUN	6,132	7,696	25.5	2,850	26,396	50,017	6,499	17,550	146	246	895
CARROLL	16,355	20,176	23.4	6,907	102,953	257,668	12,771	37,305	1,081	649	47,962
CHICOT	17,824	16,489	-7.5	6,794	80,465	124,417	7,545	18,313	419	50,800	4,655

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ARKANSAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
CLARK	23,427	23,427	0.0	7,710	122,319	221,139	9,439	28,682	460	5,489	4,5[illegible]1
Arkadelphia	10,005	9,904	-1.0	3,415	41,470	74,372	7,509	21,778	*	*	*
CLAY	20,631	19,420	5.9	6,707	119,444	205,760	10,595	30,678	793	47,361	2,923
CLEBURNE	17,057	21,115	23.8	7,529	95,761	208,782	9,888	27,730	726		
CLEVELAND	7,946	8,435	6.2	3,452	34,093	72,698	8,619	21,060	272	475	11,088
COLUMBIA	26,748	26,802	0.2	9,714	170,843	314,079	11,718	32,333	477	1,046	14,604
Magnolia	11,909	12,024	1.0	4,559	65,222	120,925	10,057	26,524	*	*	*
CONWAY	19,622	19,569	0.3	7,635	122,552	238,116	12,168	31,187	746	4,085	31,837
CRAIGHEAD	63,464	65,653	3.4	23,027	461,057	859,297	13,088	37,317	1,020	61,308	4,187
Jonesboro	31,530	31,950	1.3	11,869	202,230	368,321	11,528	31,032	*	*	*
CRAWFORD	37,184	49,136	32.1	19,158	215,173	510,049	10,380	26,623	943	5,651	24,935
CRITTENDEN	49,358	50,405	2.1	22,164	278,223	438,489	8,699	19,784	334	70,689	687
West Memphis	28,138	28,800	2.4	10,233	131,427	210,710	7,316	20,591	*	*	*
CROSS	20,409	20,413	0.0	8,424	124,152	217,843	10,672	25,860	497	57,264	1,493
DALLAS	10,545	10,446	-0.9	4,071	50,507	90,305	8,645	22,183	143	483	642
DESHA	19,773	19,407	1.9	8,060	107,439	169,978	8,759	21,089	427	53,691	612
DREW	17,967	18,120	0.9	6,764	86,255	161,732	8,926	23,911	424	16,829	2,755
FAULKNER	46,700	57,209	22.5	20,007	397,589	726,389	12,697	36,307	1,169	5,031	16,729
Conway	20,375	23,290	14.3	8,000	103,681	225,807	9,695	28,226	*	*	*
FRANKLIN	14,819	15,859	7.0	5,740	85,785	170,594	10,757	29,720	739	1,577	42,235
FULTON	10,024	10,590	5.6	3,844	45,893	89,343	8,437	23,242	828	230	11,934
GARLAND	70,316	76,206	8.4	25,045	447,199	831,442	10,910	33,198	372	403	11,019
Hot Springs	35,781	33,159	7.3	14,539	163,537	249,455	7,523	17,158	*	*	*
GRANT	13,078	13,886	6.2	5,367	67,380	133,407	9,607	24,857	255	304	2,871
GREENE	30,839	33,152	7.5	12,626	198,543	373,103	11,254	29,550	917	35,015	2,444
Paragould	15,248	17,717	16.2	7,299	82,987	170,647	9,632	23,380	*	*	*
HEMPSTEAD	23,842	23,263	-2.4	8,827	140,002	259,282	11,146	29,374	834	3,495	82,977
Hope	10,290	10,825	5.2	4,337	49,571	100,048	9,242	23,068	*	*	*
HOT SPRING	27,002	27,890	3.3	10,561	157,743	238,396	8,548	22,573	512	645	5,404
Malvern	10,163	10,159	0.0	4,157	45,814	66,711	6,567	16,048	*	*	*
HOWARD	13,535	14,855	9.8	5,680	83,972	165,563	11,145	29,148	674	453	49,397
INDEPENDENCE	30,470	34,422	13.0	13,279	188,942	375,166	10,899	28,253	976	12,489	30,039
Batesville	8,263	8,529	3.2	3,670	43,042	77,689	9,109	21,169	*	*	*
IZARD	10,900	11,832	8.6	4,105	57,884	124,667	10,536	30,370	679		
JACKSON	21,662	20,705	4.4	7,776	134,992	221,844	10,715	28,529	475	54,810	2,120
Newport	8,339	8,159	2.2	3,190	47,772	80,459	9,861	25,302	*	*	*
JEFFERSON	91,369	90,239	1.2	34,295	668,504	1,042,194	11,549	30,389	497	51,480	1,657
Pine Bluff	56,636	53,087	6.3	19,232	308,110	446,374	8,408	23,210	*	*	*
JOHNSON	17,464	19,609	12.3	7,301	94,999	195,628	9,976	26,795	663	1,331	17,182
LAFAYETTE	10,222	9,718	4.9	3,818	54,460	103,580	10,659	27,129	227	9,062	18,894
LAWRENCE	18,507	18,911	2.2	6,706	108,360	196,746	10,404	29,339	781	35,164	3,255
LEE	15,478	13,681	-11.6	5,512	61,976	85,951	6,283	15,593	512	50,912	640
LINCOLN	13,447	13,160	2.1	4,849	61,983	102,112	7,759	21,058	420	29,645	7,442
LITTLE RIVER	14,053	14,242	1.3	5,641	79,697	156,473	10,987	27,739	413	4,888	7,777
LOGAN	20,224	21,320	5.4	7,897	104,582	219,667	10,303	27,817	1,058	1,700	27,042
LONOKE	34,739	38,319	10.3	15,264	208,876	424,094	11,067	27,784	984	62,514	25,325
MADISON	11,491	12,938	12.6	4,992	55,055	132,931	10,274	26,629	1,232	601	58,530
MARION	11,385	15,265	34.1	5,792	61,803	148,552	9,732	25,648	570	130	8,217
MILLER	38,062	39,574	4.0	14,978	227,892	437,846	11,064	29,233	515	9,667	19,023
Texarkana, Tex	21,459	20,400	-4.9	7,994	97,397	166,632	8,168	20,845	*	*	*
MISSISSIPPI	59,402	57,951	-2.4	22,800	315,090	501,042	8,646	21,976	727	93,502	697
Blytheville	23,844	22,613	-5.2	7,863	100,712	159,841	7,069	20,328	*	*	*
MONROE	14,049	12,185	-13.3	4,604	72,925	110,599	9,077	24,022	369	38,357	1,786
MONTGOMERY	7,845	8,326	6.1	3,071	39,825	86,618	10,403	28,205	443	111	15,401
NEVADA	11,134	10,791	3.1	4,232	57,758	102,651	9,513	24,256	501	955	30,132
NEWTON	7,815	8,569	9.6	3,392	32,160	70,300	6,204	20,725	582	56	4,372
OUACHITA	30,657	33,877	10.5	12,996	158,990	284,657	8,403	21,903	259	409	7,254
Camden	15,356	17,996	17.2	7,394	61,971	119,276	6,628	16,131	*	*	*
PERRY	7,282	8,127	11.6	3,130	33,058	69,055	8,497	22,062	381	1,858	9,148
PHILLIPS	34,640	31,268	-9.7	13,138	159,658	224,794	7,189	17,110	544	62,720	2,189
Helena	9,598	8,692	-9.4	3,275	34,007	49,078	5,646	14,986	*	*	*
West Helena	11,367	11,402	0.3	4,175	40,834	65,273	5,725	15,634	*	*	*
PIKE	10,463	10,073	-3.7	3,619	56,656	103,074	10,233	28,481	417	1,212	19,137
POINSETT	27,037	24,673	-8.7	9,290	162,800	260,862	10,573	28,080	641	80,293	925
POLK	17,005	17,454	2.6	6,456	90,169	189,812	10,875	29,401	840	197	50,100
Mena	5,154	5,509	6.9	2,287	21,543	47,407	8,605	20,729	*	*	*
POPE	39,345	45,651	16.0	16,824	249,652	558,276	12,229	33,183	909	2,658	52,951
Russellville	14,031	15,015	7.0	5,582	77,791	159,600	10,629	28,592	*	*	*
PRAIRIE	10,151	10,043	-1.1	3,897	56,872	92,311	9,192	23,688	489	49,435	5,966
PULASKI	342,900	364,114	6.2	132,193	2,991,410	5,508,817	15,129	41,673	529	15,078	2,820
Little Rock	158,461	165,883	4.7	66,243	1,169,327	2,143,701	12,923	32,361	*	*	*
North Little Rock	64,288	63,342	-1.5	25,177	413,809	714,021	11,272	28,360			
RANDOLPH	16,923	17,048	0.7	6,759	100,434	185,366	10,873	27,425	760	14,618	9,558

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ARKANSAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1988 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
ST. FRANCIS	30,850	31,671	2.7	13,326	148,594	241,772	7,634	18,143	472	50,447	851
Forrest City	13,803	14,777	7.1	5,137	53,966	92,167	6,237	17,942	*	*	*
SALINE	53,433	60,342	12.9	23,767	386,615	754,567	12,505	31,749	421	671	2,204
Benton	17,717	17,556	0.9	6,603	99,372	168,231	9,583	25,478	*	*	*
SCOTT	9,760	10,845	11.1	3,997	44,753	102,000	9,405	25,519	661	124	22,044
SEARCY	8,876	9,286	4.6	3,432	40,226	79,059	8,514	23,036	710	226	8,929
SEBASTIAN	95,422	101,107	6.0	36,388	724,091	1,330,347	13,158	36,560	814	2,085	12,812
Fort Smith	71,626	72,975	1.9	28,237	453,445	800,582	10,971	28,352	*	*	*
SEVIER	14,189	14,443	1.8	5,455	81,619	158,657	10,985	29,085	567	472	34,902
De Queen	4,594	5,072	10.4	2,012	21,032	44,714	8,816	22,224	*	*	*
SHARP	14,804	15,903	7.4	5,636	84,078	150,435	9,460	26,692	549	459	7,283
STONE	9,133	10,671	16.8	3,829	39,584	96,699	9,062	25,254	558	80	17,114
UNION	50,248	51,411	2.3	18,092	287,632	487,297	9,478	26,934	390	157	30,422
El Dorado	25,270	24,267	-4.0	9,954	112,065	175,738	7,242	17,655	*	*	*
VAN BUREN	13,484	15,552	15.3	5,580	68,394	154,387	9,927	27,638	579	293	15,100
WASHINGTON	100,576	112,006	11.4	38,395	706,129	1,505,737	13,443	39,217	2,784	3,845	202,341
Fayetteville	36,608	38,782	5.9	14,780	214,008	432,678	11,157	29,275	*	*	*
Springdale	23,458	27,266	16.2	10,236	142,351	315,769	11,581	30,849	*	*	*
WHITE	51,216	55,491	8.3	20,071	317,846	601,818	10,845	29,984	1,651	24,186	32,446
Searcy	13,612	16,133	18.5	5,520	75,449	157,056	9,735	28,452	*	*	*
WOODRUFF	11,271	10,355	8.1	3,941	59,777	98,382	9,501	24,964	325	42,414	333
YELL	16,977	20,199	19.0	7,549	99,800	241,527	11,957	31,995	953	3,816	44,201

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Arkansas 1987 Cash Receipts as follows: From Crops $135,703,000; from Livestock & Livestock Products $1,433,455,000. Total $1,569,158,000. * —Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

CALIFORNIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1988 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	23,770,544	29,063,618	22.3	10,822,143	234,272,001	512,811,947	19,790	47,385	82,463	8,158,495	4,331,207
METRO AREAS (MSAs/PMSAs/CMSAs)											
Anaheim-Santa Ana, CA	1,941,365	2,522,628	29.9	936,383	24,806,563	58,552,827	23,211	62,531	574	140,068	11,012
Bakersfield, CA	406,327	516,890	27.2	183,396	4,230,861	9,063,693	17,535	49,421	2,133	946,668	127,393
Chico, CA	145,449	179,565	23.5	73,416	1,219,002	2,602,942	14,496	35,455	1,785	137,270	14,475
Fresno, CA	517,062	610,623	18.1	218,695	5,237,043	10,176,032	16,665	46,531	7,394	1,110,175	385,459
Los Angeles-Long Beach, CA	7,492,023	8,732,955	16.6	3,194,191	51,265,527	105,509,929	12,082	33,032	2,331	167,061	52,242
Merced, CA	135,319	173,152	28.0	59,418	1,443,922	2,943,697	17,001	49,542	2,951	252,496	402,901
Modesto, CA	268,333	331,405	23.5	120,948	2,469,064	4,875,543	14,712	40,311	4,611	232,539	322,877
Oakland, CA	1,765,899	2,144,672	21.4	845,709	19,538,782	42,252,354	19,701	49,961	1,701	84,122	33,638
Oxnard-Ventura, CA	534,558	671,783	25.7	226,990	6,446,635	15,142,089	22,540	66,708	2,064	348,431	54,906
Redding, CA	117,350	137,122	16.8	52,378	1,014,883	2,187,684	15,954	41,767	990	14,430	13,227
Riverside-San Bernardino, CA	1,573,202	2,127,477	35.2	763,501	14,050,857	32,873,477	15,452	43,056	5,980	340,432	757,889
Sacramento, CA	1,107,363	1,407,027	27.1	559,250	14,883,215	33,187,622	23,587	59,343	4,871	272,526	111,432
Salinas-Seaside-Monterey, CA	291,096	347,504	19.4	115,697	3,189,231	6,344,118	18,256	54,834	1,347	623,476	114,345
San Diego, CA	1,872,741	2,351,774	25.6	862,454	19,324,676	45,081,542	19,169	52,271	6,180	263,547	129,127
San Francisco, CA	1,489,926	1,711,373	14.9	721,719	18,208,043	39,250,774	22,935	54,385	603	73,134	38,109
San Jose, CA	1,299,040	1,559,945	20.1	578,821	17,025,656	38,906,771	24,941	67,217	1,518	79,774	30,856
Santa Barbara-Santa Maria-Lompoc, CA	298,869	388,198	29.9	146,519	3,423,497	8,070,153	20,789	55,079	1,524	184,362	43,579
Santa Cruz, CA	189,875	244,553	28.8	92,421	1,879,777	4,669,900	19,096	50,529	820	100,404	6,852
Santa Rosa-Petaluma, CA	302,195	393,766	30.3	155,519	3,446,681	8,151,082	20,700	52,412	3,073	70,699	112,219
Stockton, CA	349,137	449,796	28.8	165,486	3,888,438	7,778,840	17,294	47,006	4,475	364,728	228,499
Vallejo-Fairfield-Napa, CA	337,592	411,612	21.9	146,876	4,824,283	9,858,460	23,951	67,121	1,997	142,840	22,650
Visalia-Tulare-Porterville, CA	247,329	292,322	18.2	97,463	2,628,547	5,154,263	17,632	52,884	5,568	599,123	363,866
Yuba City, CA	102,413	118,020	15.2	44,308	826,473	1,467,503	12,434	33,120	1,912	223,951	22,968

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CALIFORNIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	HOUSEHOLDS 1990 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	E&P 1989 estimate (Thousands)	INCOME Income per capita	E&P 1989 estimate income per household	FARM PRODUCTS (1982) Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
COUNTIES, Cities											
ALAMEDA	1,104,759	1,316,120	19.1	448,399	11,575,421	24,743,829	18,801	55,183	739	46,735	12,391
Alameda	63,852	63,508	-0.5	24,498	524,330	1,117,971	17,604	45,635	*	*	*
Dublin	13,496	17,403	28.9	5,182	220,541	512,545	17,959	60,314	*	*	*
Fremont	131,945	191,969	45.5	59,632	1,060,038	3,306,220	17,223	55,444	*	*	*
Hayward	94,167	121,760	29.3	41,556	671,862	1,862,338	15,295	44,815	*	*	*
Livermore	48,349	69,664	44.1	21,722	377,832	1,167,057	16,753	53,727	*	*	*
Newark	32,126	44,547	38.7	11,870	221,714	659,065	14,795	55,524	*	*	*
Oakland	339,337	350,463	3.3	135,895	2,310,395	5,115,280	14,596	37,641	*	*	*
Pleasanton	35,160	62,885	78.9	18,801	299,011	1,146,455	18,231	60,978	*	*	*
ALPINE	1,112	1,623	46.0	574	9,615	29,658	18,274	51,669	5		
AMADOR	19,585	25,670	31.1	8,392	182,733	400,291	15,594	47,699	359	2,110	5,409
BUTTE	145,449	179,565	23.5	59,076	1,219,002	2,602,942	14,496	44,061	1,785	137,270	14,475
Chico	26,603	31,438	18.2	12,583	151,587	302,200	9,613	24,017	*	*	*
Oroville	8,683	9,382	8.1	4,103	50,921	92,817	9,893	22,622	*	*	*
CALAVERAS	21,036	30,967	47.2	10,512	189,358	469,188	15,151	44,634	405	602	5,581
COLUSA	12,792	14,959	16.9	5,709	115,658	158,657	10,606	27,791	662	116,034	4,884
Colusa	4,075	4,824	18.4	1,850	18,520	25,793	5,347	13,942	*	*	*
CONTRA COSTA	661,140	828,552	25.3	299,569	7,963,361	17,508,525	21,131	58,446	962	37,387	21,247
Antioch	42,683	61,527	44.1	21,258	301,442	752,864	12,236	35,416	*	*	*
Martinez	22,582	30,798	36.4	11,347	197,208	466,002	15,131	41,068	*	*	*
Pinole	14,253	17,314	21.5	5,866	124,174	261,351	15,095	44,554	*	*	*
Pittsburg	33,034	47,968	45.2	15,875	206,977	520,731	10,856	32,802	*	*	*
Walnut Creek	53,643	72,566	35.3	31,197	616,335	1,444,573	19,907	46,305	*	*	*
DEL NORTE	18,271	19,044	4.2	6,760	137,627	219,582	11,530	32,463	119	6,405	4,374
EL DORADO	87,472	116,149	32.8	41,144	869,021	2,026,124	17,444	4[illegible],245	721	2,845	3,914
South Lake Tahoe	20,681	22,575	9.2	9,794	164,947	311,098	13,781	31,764	*	*	*
FRESNO	517,062	610,623	18.1	237,774	5,237,043	10,176,032	16,665	42,797	7,394	1,110,175	385,459
Fresno	218,202	259,607	19.0	98,681	1,410,465	2,850,583	10,980	28,887	*	*	*
GLENN	21,519	23,036	7.0	8,516	182,810	243,386	10,565	28,580	28,580	1,125	06,187
HUMBOLDT	108,016	116,413	7.8	41,087	839,519	1,552,338	13,335	37,782	876	4,431	38,055
Eureka	24,153	23,868	1.2	10,101	142,989	244,801	10,256	24,235	*	*	*
IMPERIAL	92,550	110,205	19.1	49,046	1,018,104	1,544,522	14,015	31,491	797	353,458	388,363
Brawley	14,946	16,631	11.3	5,639	107,589	149,661	8,999	26,540	*	*	*
El Centro	23,996	28,589	19.1	9,693	178,759	266,241	9,313	27,467	*	*	*
INYO	18,077	18,990	5.1	6,187	162,188	292,490	15,402	47,275	97	982	3,756
KERN	406,327	516,890	27.2	203,069	4,230,861	9,063,693	17,535	44,634	2,133	946,668	127,393
Bakersfield	105,611	147,597	39.8	56,588	849,850	2,019,584	13,683	35,689	*	*	*
Ridgecrest	15,929	26,727	67.8	9,885	138,926	396,367	14,830	40,098	*	*	*
Taft	5,316	6,699	26.0	2,701	45,672	97,864	14,609	36,233	*	*	*
KINGS	73,700	89,119	20.9	37,755	666,923	1,274,326	14,299	33,753	1,187	341,697	136,715
Hanford	20,958	29,463	40.6	11,045	112,655	275,416	9,348	24,936	*	*	*
LAKE	36,926	53,162	44.0	17,460	270,723	690,056	12,980	39,522	824	16,752	2,454
Lakeport	3,675	4,056	10.4	1,723	22,005	42,796	10,551	24,838	*	*	*
LASSEN	21,885	25,966	18.6	9,191	179,022	367,282	14,145	39,961	418	7,450	11,127
LOS ANGELES	7,492,023	8,732,955	16.6	3,279,999	51,265,527	105,509,929	12,082	32,168	2,331	167,061	52,242
Arcadia	45,994	53,239	15.8	21,253	324,151	737,928	13,861	34,721	*	*	*
Baldwin Park	50,554	59,801	18.3	16,891	145,841	402,386	6,729	23,823	*	*	*
Bell	25,450	31,347	23.2	11,186	78,561	210,926	6,729	18,856	*	*	*
Covina	33,751	40,630	20.4	15,078	170,446	403,539	9,932	26,763	*	*	*
Glendale	139,060	163,023	17.2	71,343	770,277	1,775,954	10,894	24,893	*	*	*
Glendora	38,654	48,908	26.5	16,716	197,772	492,140	10,063	29,441	*	*	*
Hermosa Beach	18,070	21,089	16.7	10,933	140,828	323,241	15,327	29,566	*	*	*
Long Beach	361,334	416,032	15.1	179,024	1,755,143	3,974,372	9,553	22,200	*	*	*
Los Angeles	2,966,850	3,488,513	17.6	1,368,959	14,523,444	33,585,557	9,627	24,534	*	*	*
Manhattan Beach	31,542	28,839	-8.6	12,292	251,534	452,299	15,684	36,796	*	*	*
Palmdale	12,277	16,843	37.2	6,554	56,890	153,497	9,113	23,420	*	*	*
Pasadena	118,550	139,060	17.3	56,608	634,236	1,463,154	10,522	25,847	*	*	*
Pomona	92,742	109,339	17.9	36,662	314,200	735,715	6,729	20,068	*	*	*
Quartz Hill											
Redondo Beach	57,102	66,245	16.0	29,485	644,979	1,420,005	21,436	48,160	48,160	*	*
San Fernando	17,731	20,982	18.3	6,560	58,718	141,183	6,729	21,522	*	*	*
San Fernando									*	*	*
Valley	1,281,595	1,485,656	15.9	515,922	10,740,600	14,881,877	10,017	28,845	28,845		
San Gabriel	30,072	34,902	16.1	13,274	135,549	309,401	8,865	23,309	*	*	*
San Pedro	62,108	72,317	16.4	26,510	218,721	542,975	7,508	20,482	*	*	*
Santa Monica	88,314	101,390	14.8	51,702	572,071	1,291,677	12,740	24,983	*	*	*
South Bay	567,177	632,501	11.5	246,239	5,418,874	9,822,151	15,529	39,889	39,889	*	*
Torrance	129,881	127,044	-2.2	49,770	777,734	1,496,160	11,777	30,061	*	*	*
West Covina	80,291	99,490	23.9	33,535	413,986	1,008,873	10,140	30,084	*	*	*
Whittier	69,717	67,846	-2.7	26,918	393,642	753,400	11,105	27,989	*	*	*
MADERA	64,116	80,633	25.8	34,258	617,260	1,072,442	13,300	31,305	1,704	191,064	85,716
Madera	21,732	25,023	15.1	8,632	116,667	179,951	7,191	20,847	*	*	*
MARIN	222,673	269,279	20.9	84,655	3,221,329	7,808,125	28,996	92,235	274	2,117	36,322
San Rafael	44,700	59,241	32.5	21,355	435,774	1,221,213	20,614	57,186	*	*	*
MARIPOSA	11,301	15,585	37.9	4,913	90,880	215,760	13,844	43,916	250	45	8,350

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

CALIFORNIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
MENDOCINO	67,217	80,415	19.6	27,956	515,290	1,077,157	13,395	38,530	1,084	22,747	8,421
Ukiah	12,035	13,652	13.4	5,196	65,379	128,714	9,428	24,772	•	•	•
MERCED	135,319	173,152	28.0	73,118	1,443,922	2,943,697	17,001	40,260	2,951	252,496	402,901
Merced	36,499	51,642	41.5	19,764	275,296	639,614	12,386	32,363	•	•	•
MODOC	8,649	9,445	9.2	3,291	74,887	118,365	12,532	35,966	536	25,390	20,439
MONO	8,784	11,808	34.4	3,876	84,616	232,434	19,684	59,967	70	3,014	4,219
MONTEREY	291,096	347,504	19.4	129,000	3,189,231	6,344,118	18,256	49,179	1,347	623,476	114,345
Monterey	27,558	31,489	14.3	12,519	242,563	458,035	14,546	36,587	•	•	•
Salinas	80,479	104,914	30.4	34,223	548,782	1,182,264	11,269	34,546	•	•	•
NAPA	99,508	119,211	19.8	39,190	1,559,126	3,193,785	26,791	81,495	1,087	60,270	8,057
Napa	50,879	63,856	25.5	23,584	580,061	1,280,810	20,058	54,308	•	•	•
NEVADA	52,604	78,741	49.7	27,551	494,836	1,338,300	16,996	48,575	363	585	3,233
Grass Valley	6,697	7,616	13.7	3,426	42,215	85,749	11,259	25,029	•	•	•
ORANGE	1,941,365	2,522,628	29.9	947,606	24,806,563	58,552,827	23,211	61,790	574	140,068	11,012
Anaheim	219,311	271,739	23.9	94,877	1,826,902	4,309,871	15,860	45,426	•	•	•
Brea	27,913	37,222	33.4	12,695	273,399	694,142	18,649	54,678	•	•	•
Costa Mesa	82,562	95,046	15.1	36,075	724,273	1,587,500	16,702	44,006	•	•	•
Huntington Beach	170,505	223,840	31.3	77,050	1,628,429	4,070,305	18,184	52,827	•	•	•
La Habra	45,232	51,144	13.1	17,955	389,686	838,922	16,403	46,724	•	•	•
Newport Beach	62,556	75,809	21.2	32,371	1,104,383	2,548,173	33,613	78,718	•	•	•
San Clemente	27,325	37,604	37.6	15,544	281,326	737,127	19,602	47,422	•	•	•
Santa Ana	203,713	251,464	23.4	75,900	1,306,538	3,070,696	12,211	40,457	•	•	•
PLACER	118,514	167,499	41.3	61,369	1,529,806	3,848,596	22,977	62,712	1,335	11,996	21,110
Auburn	7,540	9,150	21.4	3,801	76,434	163,958	17,919	43,135	•	•	•
Roseville	24,347	31,813	30.7	11,764	215,943	498,763	15,678	42,397	•	•	•
PLUMAS	17,551	19,978	13.8	6,937	161,321	343,449	17,191	49,510	112	1,114	3,106
RIVERSIDE	670,838	918,949	37.0	335,381	6,050,791	14,332,615	15,597	42,735	3,907	306,859	312,323
Banning	14,020	16,933	20.8	6,373	72,138	147,362	6,703	23,123	•	•	•
Beaumont	6,818	8,498	24.6	3,262	32,178	67,834	7,982	20,795	•	•	•
Corona	37,791	49,524	31.0	15,445	233,396	517,316	10,446	33,494	•	•	•
Hemet	22,454	34,514	53.7	17,255	128,864	335,018	9,707	19,416	•	•	•
India	21,611	29,615	37.0	8,945	103,796	240,577	8,123	26,895	•	•	•
Palm Springs	11,801	11,642	1.3	5,098	125,572	209,525	17,997	41,099	•	•	•
Palm Desert	32,271	44,967	39.3	20,780	320,877	756,234	16,918	36,392	•	•	•
Riverside	170,876	210,992	23.5	74,157	1,104,952	2,307,619	10,937	31,118	•	•	•
SACRAMENTO	787,776	988,874	25.5	342,959	11,109,848	24,321,343	24,595	70,916	1,845	75,660	76,755
Sacramento	275,741	321,331	16.5	131,434	2,786,140	5,612,945	17,468	42,705	•	•	•
SAN BENITO	25,178	32,420	28.8	13,815	242,296	577,872	17,825	41,829	645	47,990	27,134
Hollister	11,488	15,415	34.2	5,008	62,691	158,232	10,265	31,596	•	•	•
SAN BERNARDINO	902,364	1,208,528	33.9	467,139	8,000,066	18,540,862	15,342	39,690	2,073	33,573	445,566
Barstow	17,690	20,859	17.9	7,287	113,747	228,972	10,977	31,422	•	•	•
Fontana	37,111	58,168	56.7	19,438	226,792	606,860	10,433	31,220	•	•	•
Ontario	88,820	121,116	36.4	40,099	549,448	1,279,074	10,561	31,898	•	•	•
Redlands	43,619	55,457	27.1	20,056	340,476	739,001	13,326	36,847	•	•	•
San Bernardino	117,490	143,510	22.1	52,360	688,059	1,434,779	9,998	27,402	•	•	•
Upland	47,647	66,832	40.3	24,657	419,621	1,004,810	15,035	40,752	•	•	•
Victorville	14,220	18,867	32.7	7,090	86,264	195,395	10,356	27,559	•	•	•
SAN DIEGO	1,872,741	2,351,774	25.6	798,514	19,324,676	45,081,542	19,169	56,457	6,180	263,547	129,127
El Cajon	73,892	92,392	25.0	35,005	513,746	1,211,454	13,112	34,608	•	•	•
Escondido	64,355	91,039	41.5	34,848	446,502	1,191,216	13,085	34,183	•	•	•
Oceanside	76,698	113,941	48.6	42,405	523,879	1,467,738	12,882	34,612	•	•	•
San Diego	875,538	1,026,904	17.3	370,373	6,809,368	15,062,023	14,667	40,667	•	•	•
Vista	35,834	45,470	26.9	17,086	250,567	599,619	13,187	35,094	•	•	•
SAN FRANCISCO	678,750	748,237	10.2	212,956	7,472,323	15,319,335	20,474	71,937	7	1,452	
San Francisco	678,974	748,431	10.2	213,011	4,799,700	15,322,428	20,473	71,933	•	•	•
SAN JOAQUIN	349,137	449,796	28.8	168,502	3,888,438	7,778,840	17,294	46,165	4,[illegible]75	364,728	228,499
Lodi	35,221	47,601	35.1	19,239	289,814	658,583	13,835	34,232	•	•	•
Manteca	24,925	41,088	64.8	14,386	182,187	504,981	12,290	35,102	•	•	•
Stockton	149,779	212,871	42.1	79,880	1,081,175	2,583,678	12,137	32,344	•	•	•
Tracy	18,428	25,134	36.4	9,188	132,470	303,793	12,087	33,064	•	•	•
SAN LUIS OBISPO	156,559	227,972	45.6	73,403	1,700,739	4,304,980	18,884	58,649	1,754	87,401	47,259
Paso Robles	9,163	12,204	33.2	4,716	76,003	169,776	13,912	36,000	•	•	•
San Luis Obispo	34,252	44,668	30.4	17,384	295,563	646,463	14,473	37,187	•	•	•
SAN MATEO	588,503	693,857	17.9	241,549	7,514,391	16,123,314	23,237	66,750	322	69,565	1,787
San Mateo	77,561	81,448	5.0	32,775	750,844	1,555,836	19,102	47,470	•	•	•
SANTA BARBARA	298,869	388,198	29.9	136,030	3,423,497	8,070,153	20,789	59,326	1,524	184,362	43,579
Lompoc	26,267	32,881	25.2	11,759	172,204	390,914	11,889	33,244	•	•	•
Santa Barbara	74,414	93,929	26.2	41,096	650,872	1,489,858	15,862	36,253	•	•	•
Santa Maria	39,685	53,100	33.8	18,814	248,120	602,054	11,338	32,000	•	•	•
SANTA CLARA	1,299,040	1,559,945	20.1	580,449	17,025,656	38,906,771	24,941	67,029	1,518	79,774	30,856
Gilroy	21,641	31,167	44.0	9,965	151,255	504,727	16,194	50,650	•	•	•
Palo Alto	55,225	54,220	-1.8	22,888	711,640	1,618,870	29,857	70,730	•	•	•
San Jose	629,442	800,831	27.2	269,798	5,310,022	15,653,420	19,546	58,019	•	•	•
Saratoga	29,261	33,194	13.4	10,668	443,643	1,166,088	35,129	109,307	•	•	•

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CALIFORNIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop. Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
SANTA CRUZ	189,875	244,553	28.8	81,647	1,879,777	4,669,900	19,096	57,196	820	100,404	6,852
Santa Cruz	41,483	48,417	16.7	18,964	281,531	630,730	13,027	33,259	*	*	*
Watsonville	23,543	31,062	31.9	10,542	136,262	345,090	11,110	32,735	*	*	*
SHASTA	117,350	137,122	16.8	49,272	1,014,883	2,187,684	15,954	44,400	990	14,430	13,227
Redding	41,995	65,191	55.2	25,228	295,368	877,320	13,458	34,776	*	*	*
SIERRA	3,097	3,504	13.1	1,160	27,051	52,719	15,045	45,447	61	402	2,242
SISKIYOU	39,995	42,902	7.3	15,186	322,502	588,961	13,728	38,783	796	33,653	25,959
Yreka City	5,916	6,017	1.7	2,414	37,609	64,755	10,762	26,825	*	*	*
SOLANO	238,084	292,401	22.8	110,895	3,265,157	6,664,675	22,793	60,099	910	82,570	14,593
Fairfield	58,099	66,585	14.6	22,484	535,150	1,255,750	18,859	55,851	*	*	*
Sui Sun	11,087	21,197	91.2	6,998	99,064	387,788	18,294	55,414	*	*	*
Vacaville	43,367	63,866	47.3	22,808	441,944	1,332,595	20,865	58,427	*	*	*
Vallejo	80,303	84,500	5.2	32,538	788,559	1,698,947	20,106	52,214	*	*	*
SONOMA	302,195	393,766	30.3	133,158	3,446,681	8,151,082	20,700	61,214	3,073	70,699	112,219
Petaluma	33,834	41,251	21.9	14,229	271,656	619,920	15,028	43,567	*	*	*
Santa Rosa	83,320	114,013	36.8	44,562	709,080	1,816,082	15,929	40,754	*	*	*
STANISLAUS	268,333	331,405	23.5	125,916	2,469,064	4,875,543	14,712	38,721	4,611	232,539	322,877
Modesto	106,602	144,807	35.8	53,297	789,996	1,788,507	12,351	33,557	*	*	*
Turlock	26,287	37,620	43.1	14,205	175,111	417,669	11,102	29,403	*	*	*
SUTTER	52,515	61,291	16.7	22,318	473,180	857,371	13,989	38,416	1,283	159,380	7,315
Yuba City	18,736	22,698	21.1	9,047	107,788	204,145	8,994	22,565	*	*	*
TEHAMA	39,276	46,233	17.7	16,633	321,114	620,552	13,422	37,308	1,424	26,470	45,583
Corning	4,745	5,583	17.7	2,147	24,353	46,855	8,392	21,823	*	*	*
Red Bluff	9,490	10,731	13.1	4,109	58,196	107,606	10,028	26,188	*	*	*
TRINITY	11,945	13,919	16.5	4,828	101,246	207,401	14,901	42,958	134	63	*
TULARE	247,329	292,322	18.2	120,956	2,628,547	5,154,263	17,632	42,613	5,568	599,123	363,866
Porterville	19,707	25,294	28.4	8,685	132,507	288,376	11,401	33,204	*	*	*
Tulare	22,526	26,967	19.7	9,534	152,914	310,397	11,510	32,557	*	*	*
Visalia	49,729	70,383	41.5	26,375	429,226	1,030,067	14,635	39,055	*	*	*
TUOLUMNE	34,340	46,747	36.1	16,191	292,027	718,484	15,370	44,376	254	193	7,310
Sonora	3,247	3,599	10.8	1,680	23,566	47,075	13,080	28,021	*	*	*
VENTURA	534,558	671,783	25.7	268,303	6,446,635	15,142,089	22,540	56,437	2,064	348,431	54,906
Camarillo	37,797	56,589	49.7	20,941	377,141	1,119,892	19,790	53,478	*	*	*
Oxnard	108,195	138,431	27.9	44,469	750,597	1,904,721	13,759	42,833	*	*	*
Port Hueneme	17,803	20,408	14.6	7,035	130,752	297,273	14,566	42,256	*	*	*
San Santa Paula	20,552	22,523	9.6	7,884	138,765	301,614	13,391	38,256	*	*	*
Simi Valley	77,500	90,722	17.1	29,141	656,065	1,523,197	16,790	52,270	*	*	*
Thousand Oaks	77,072	122,208	58.6	42,705	833,178	2,620,228	21,441	61,356	*	*	*
Ventura	74,474	94,582	27.0	38,535	989,580	1,725,112	18,239	44,767	*	*	*
YOLO	113,601	134,505	18.4	45,388	1,374,540	2,991,559	22,241	65,911	970	182,025	9,653
Davis	36,640	49,403	34.8	18,492	308,138	806,923	16,333	43,636	*	*	*
Woodland	30,235	39,289	29.9	13,632	260,746	658,063	16,749	48,273	*	*	*
YUBA	49,893	56,729	13.7	20,253	353,293	610,132	10,755	30,126	629	64,571	15,653
Marysville	9,898	11,000	11.1	4,481	66,401	112,062	10,187	25,008	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of California 1987 Cash Receipts as follows. From Crops $8,158,495,000; from Livestock & Livestock Products $4,331,207,000. Total $12,489,702,000 *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

COLORADO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop. Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,903,086	3,484,340	20.0	1,340,306	26,005,998	53,328,382	18,010	39,788	27,111	847,277	2,092,482
METRO AREAS (MSAs/PMSAs/CMSAs)											
Boulder-Longmont, CO	190,295	244,924	28.7	92,533	1,695,251	3,922,262	16,014	42,388	761	12,799	34,033
Colorado Springs,CO	309,693	406,655	31.3	148,549	2,828,108	6,962,628	17,122	46,871	760	6,462	18,643
Denver, CO	1,434,304	1,761,031	22.8	701,955	13,434,752	27,344,505	15,528	38,955	1,976	71,286	70,758
Ft. Collins-Loveland, CO	150,644	182,164	20.9	67,452	1,477,511	3,281,698	18,015	48,652	1,129	17,345	68,979
Greeley, CO	124,515	134,007	7.6	47,864	1,089,248	2,000,782	14,930	41,801	3,059	123,824	705,356
Pueblo, CO	126,116	133,436	5.8	50,527	819,190	1,286,831	9,644	25,468	630	10,298	26,039

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

COLORADO POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1989 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
COUNTIES, Cities											
ADAMS	246,572	298,697	21.1	121,898	1,986,423	3,741,400	12,526	30,693	763	41,331	54,914
ALAMOSA	11,821	13,602	15.1	5,467	82,121	150,365	11,055	27,504	306	18,887	3,592
Alamosa	6,830	7,209	5.5	2,639	31,955	51,757	7,179	19,612	•	•	•
ARAPAHOE	297,963	433,065	45.3	170,620	3,122,303	7,038,677	16,253	41,254	301	11,435	3,579
ARCHULETA	3,718	5,207	40.0	2,176	25,173	53,167	10,211	24,411	128	221	6,824
BACA	5,401	4,828	-10.6	1,791	37,652	71,803	14,872	40,091	643	21,067	39,835
BENT	5,947	5,727	-3.7	2,190	36,548	57,710	10,077	26,352	301	8,501	29,844
BOULDER	190,295	244,924	28.7	89,701	1,695,251	3,922,262	16,014	43,726	761	12,799	34,033
Boulder	76,685	82,454	7.5	31,805	512,806	1,069,921	12,976	33,640	•	•	•
Longmont	42,942	60,335	40.5	22,441	263,222	717,640	11,894	31,979	•	•	•
CHAFFEE	13,306	14,386	8.1	5,233	111,558	182,160	12,662	34,810	135	828	2,903
Salida	4,870	5,152	5.8	2,157	29,048	46,246	8,976	21,440	•	•	•
CHEYENNE	2,155	2,346	8.9	951	17,952	56,918	24,262	59,851	307	19,754	16,928
CLEAR CREEK	7,402	8,283	11.9	2,865	85,763	159,367	19,240	55,625	7	•	•
CONEJOS	7,777	7,833	0.7	3,942	33,124	63,340	8,086	16,068	435	8,864	16,350
COSTILLA	3,044	3,799	24.8	1,728	14,129	31,425	8,272	18,186	192	10,140	1,502
CROWLEY	2,994	3,248	8.5	1,211	18,213	23,500	7,235	19,405	218	4,472	85,431
CUSTER	1,540	2,167	40.7	834	10,852	29,050	13,406	34,832	130	645	4,523
DELTA	21,412	23,272	8.7	9,306	144,000	244,522	10,507	26,276	937	11,559	13,815
DENVER	490,336	493,256	0.6	157,598	4,373,683	7,628,055	15,465	48,402	36	2,709	60
Denver	492,365	494,848	0.5	158,155	3,055,342	7,645,734	15,451	48,343	•	•	•
DOLORES	1,676	1,557	-7.1	622	12,559	22,639	14,540	36,397	152	3,849	1,891
DOUGLAS	25,752	46,484	80.5	21,806	311,534	914,242	19,668	41,926	401	5,311	10,116
Castle Rock	3,921	6,205	58.3	2,269	29,546	75,387	12,149	33,225	•	•	•
EAGLE	13,305	18,579	39.6	6,878	160,812	398,966	21,474	58,006	124	179	5,378
Vail									•	•	•
ELBERT	7,022	8,645	23.1	3,803	54,606	113,832	13,167	29,885	611	5,766	19,313
EL PASO	309,693	406,655	31.3	150,770	2,828,108	6,962,628	17,122	46,180	760	6,462	18,643
Colorado Springs	215,150	314,135	46.0	118,577	1,574,408	4,636,737	14,760	39,103	•	•	•
FREMONT	28,873	35,269	22.2	12,496	191,681	392,801	11,137	31,434	368	1,403	5,268
Canon City	13,037	16,568	27.1	6,445	62,860	134,641	8,127	20,891	•	•	•
GARFIELD	22,781	26,006	14.2	10,264	231,049	383,163	14,734	37,331	407	1,920	10,135
Glenwood Springs	4,637	4,939	6.5	2,107	37,339	57,299	11,601	27,195	•	•	•
GILPIN	2,487	2,987	20.1	1,030	19,922	35,618	11,924	34,581	15	•	•
GRAND	7,549	10,254	35.8	3,896	81,516	179,959	17,550	46,191	138	610	3,468
GUNNISON	10,839	9,844	-9.2	3,199	91,379	167,077	16,972	52,228	170	349	8,791
Gunnison	5,785	5,699	-1.5	1,996	34,478	70,380	12,350	35,261	•	•	•
HINSDALE	397	523	31.7	199	6,163	20,588	39,365	103,457	19	•	•
HUERFANO	6,396	7,387	15.5	2,990	38,737	69,585	9,420	23,273	252	590	7,632
JACKSON	1,870	1,705	-8.8	712	22,039	30,974	18,167	43,503	123	1,629	10,395
JEFFERSON	373,681	489,529	31.0	197,076	3,640,809	8,022,131	16,387	40,706	475	10,500	2,089
KIOWA	1,956	1,887	-3.5	774	14,701	35,674	18,905	46,090	327	14,430	9,199
KIT CARSON	7,601	7,195	-5.3	2,748	60,666	125,816	17,487	45,785	763	52,384	91,127
LAKE	8,835	5,867	-33.6	2,614	84,293	73,268	12,488	28,029	17	•	•
LA PLATA	27,448	29,760	8.4	11,139	218,238	451,215	15,162	40,508	625	2,264	9,690
Durango	11,426	11,352	-0.6	4,236	71,621	133,999	11,804	31,633	•	•	•
LARIMER	150,644	182,164	20.9	66,100	1,477,511	3,281,698	18,015	49,647	1,129	17,345	68,979
Fort Collins	65,092	73,366	12.7	27,339	496,707	1,019,358	13,894	37,286	•	•	•
Loveland	30,244	39,541	30.7	15,408	250,726	596,853	15,095	38,737	•	•	•
LAS ANIMAS	14,879	14,103	-5.2	5,563	91,662	141,759	10,052	25,482	484	1,149	12,996
Trinidad	9,663	9,314	-3.6	3,637	38,330	60,963	6,545	16,762	•	•	•
LINCOLN	4,670	4,684	0.3	1,694	36,480	68,796	14,687	40,612	466	14,213	34,455
LOGAN	19,835	19,030	-4.1	7,328	161,850	274,031	14,400	37,395	908	33,302	98,087
Sterling	11,385	11,115	-2.4	4,554	66,545	115,426	10,385	25,346	•	•	•
MESA	82,767	90,911	9.8	35,116	713,644	1,128,807	12,417	32,145	1,310	13,893	22,211
Grand Junction	28,144	29,099	3.4	12,694	174,394	257,357	8,844	20,274	•	•	•
MINERAL	799	723	-9.5	288	6,295	6,477	8,959	22,490	14	3	197
MOFFAT	13,524	13,355	-1.2	5,354	132,757	191,657	14,351	35,797	296	3,219	10,723
Craig	8,133	9,513	17.0	3,628	73,569	128,613	13,520	35,450	•	•	•
MONTEZUMA	16,634	18,482	11.1	8,071	122,371	206,350	11,165	25,567	622	5,235	5,792
Cortez	7,095	7,492	5.6	2,955	42,215	67,180	8,967	22,734	•	•	•
MONTROSE	24,552	24,559	0.0	9,939	187,726	320,004	13,030	32,197	808	13,110	34,057
Montrose	8,722	7,346	-15.8	2,819	61,154	87,145	11,863	30,913	•	•	•
MORGAN	22,652	23,405	3.3	9,292	174,190	257,490	11,001	27,711	846	40,507	126,452
Fort Morgan	8,768	9,213	5.1	3,695	51,799	78,577	8,529	21,266	•	•	•
OTERO	22,509	21,791	-3.2	8,955	136,427	231,448	10,621	25,846	536	15,523	74,790
La Junta	8,338	8,386	0.6	3,259	35,450	63,259	7,543	19,411	•	•	•
Rocky Ford	4,804	4,674	-2.7	1,789	16,511	28,502	6,098	15,932	•	•	•
OURAY	1,915	2,396	25.1	919	16,793	32,453	13,545	35,313	85	206	2,166
PARK	5,517	7,757	40.6	3,352	48,694	108,534	13,992	32,379	146	384	1,725
PHILLIPS	4,564	4,270	-6.4	1,681	36,600	71,793	16,813	42,709	427	43,806	32,541
PITKIN	10,210	11,155	9.3	3,787	150,686	315,619	28,294	83,343	67	98	2,154
Aspen	3,678	3,805	3.5	1,926	48,054	94,979	24,962	49,314	•	•	•

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COLORADO POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
PROWERS	13,029	17,073	31.0	7,069	89,197	221,120	12,951	31,280	518	27,278	115,426
Lamar	7,713	10,195	32.2	4,041	37,974	95,296	9,347	23,582	*	*	*
PUEBLO	126,116	133,436	5.8	52,808	819,190	1,286,831	9,644	24,368	530	10,298	26,039
Pueblo	101,686	106,279	4.5	40,908	510,939	783,858	7,375	19,161	*	*	*
RIO BLANCO	6,351	6,590	3.8	2,781	60,320	83,800	12,716	30,133	184	1,436	9,326
RIO GRANDE	10,498	12,097	15.2	5,055	72,767	140,440	11,609	27,782	352	35,948	5,388
ROUTT	13,624	13,639	0.1	5,437	136,869	221,040	16,206	40,655	362	2,386	13,098
SAGUACHE	3,889	4,108	5.6	1,685	21,220	35,784	8,711	21,237	244	20,604	9,057
SAN JUAN	828	989	19.4	390	6,944	14,519	14,680	37,228	1	*	*
SAN MIGUEL	3,223	3,753	16.4	1,373	26,796	68,040	18,129	49,556	78	522	2,756
SEDGWICK	3,247	2,815	-13.3	1,060	25,250	41,900	14,885	39,528	253	20,368	19,348
SUMMIT	8,962	14,218	58.6	5,098	112,314	309,732	21,784	60,756	24	28	901
TELLER	8,175	13,531	65.5	5,547	74,813	204,732	15,131	36,909	65	49	440
WASHINGTON	5,366	5,180	-3.5	2,068	39,933	73,954	14,277	35,761	854	40,085	32,221
WELD	124,515	134,007	7.6	53,191	1,089,248	2,000,782	14,930	37,615	3,059	123,824	705,356
Greeley	53,006	55,597	4.9	21,431	368,767	669,550	12,043	31,242	*	*	*
YUMA	9,748	9,346	4.1	3,678	73,894	134,895	14,433	36,676	996	81,600	98,533

FARM PRODUCTS: From 1982 U.S. Census of Agriculture U.S.D. of A. Economic Research Service Bulletin indicates State of Colorado 1987 Cash Receipts as follows From Crops $847,277,000; from Livestock & Livestock Products $2,092,482,000. Total $2,939,759,000. * — Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

CONNECTICUT POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	3,113,892	3,286,237	5.5	1,196,031	31,485,001	65,228,576	23,226	54,538	3,754	102,057	183,268
METRO AREAS (MSAs PMSAs CMSAs)											
Bridgeport-Stamford-Norwalk-Danbury, Ct	809,061	842,475	4.1	303,219	10,505,651	21,828,516	25,910	71,989	N.A.	N.A.	N.A.
Hartford-New Britain-Middletown-Bristol, Ct	1,053,806	1,125,557	6.8	411,226	10,547,755	21,625,531	19,213	52,588	N.A.	N.A.	N.A.
New Haven-Waterbury-Meriden, Ct	762,977	794,072	4.1	293,356	6,233,201	12,682,074	15,971	43,231	N.A.	N.A.	N.A.
New London-Norwich, Ct	238,115	259,356	8.9	92,541	2,143,550	4,561,297	17,587	49,289	N.A.	N.A.	N.A.
COUNTIES, Cities											
FAIRFIELD	809,061	842,475	4.1	325,294	10,505,651	21,828,516	25,910	67,104	275	4,452	4,497
Bridgeport	142,546	141,600	-0.7	54,555	764,983	1,787,843	12,626	32,771	*	*	*
Danbury	60,470	68,601	13.4	25,243	424,631	936,821	13,656	37,112	*	*	*
Greenwich	59,578	61,196	2.7	22,612	924,676	1,361,477	22,248	60,211	*	*	*
Norwalk	77,767	76,963	-1.0	29,574	650,755	1,252,445	16,273	42,350	*	*	*
Stamford	102,453	97,760	-4.6	38,657	968,449	1,797,082	18,383	46,488	*	*	*
Trumbull	32,989	35,573	7.7	10,838	409,892	680,806	19,139	62,819	*	*	*
HARTFORD	809,208	850,030	5.0	308,729	8,214,693	16,508,943	19,422	53,474	712	44,419	19,756
Bristol	57,370	61,514	7.2	22,938	374,347	754,894	12,272	32,910	*	*	*
Enfield	42,695	44,701	1.1	14,154	351,782	730,487	16,342	51,610	*	*	*
Hartford	136,392	134,607	-1.3	52,526	640,769	1,284,965	9,546	24,463	*	*	*
Manchester	31,058	31,033	-0.1	12,505	214,626	403,326	12,997	32,253	*	*	*
New Britain	73,840	73,677	-0.2	29,702	446,558	837,993	11,374	28,213	*	*	*
LITCHFIELD	157,419	165,943	5.4	62,178	1,438,404	3,264,841	19,674	52,508	640	4,795	24,603
Torrington	30,987	30,745	-0.8	12,556	173,597	368,811	11,996	29,373	*	*	*
MIDDLESEX	129,527	146,650	13.2	51,564	1,287,708	2,785,245	18,992	54,015	289	8,690	7,167
Middletown	39,040	42,916	9.9	15,883	247,853	518,161	12,074	32,624	*	*	*
NEW HAVEN	762,977	794,072	4.1	289,034	6,233,201	12,682,074	15,971	43,877	440	17,786	8,846
Ansonia	19,039	18,792	-1.3	7,304	100,023	189,159	10,066	25,898	*	*	*
Meriden	57,118	59,856	4.8	23,206	321,338	645,198	10,779	27,803	*	*	*
Milford	49,101	47,905	-2.4	17,301	303,321	567,007	11,836	32,773	*	*	*
Naugatuck	26,456	29,427	11.2	10,934	139,605	297,521	10,110	27,211	*	*	*
New Haven	126,109	125,490	-0.5	49,073	551,033	1,050,598	8,372	21,409	*	*	*
Wallingford	17,821	17,945	0.7	7,099	102,345	197,457	11,003	27,815	*	*	*
Waterbury	103,266	99,855	-3.3	38,689	498,265	923,142	9,245	23,861	*	*	*

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CONNECTICUT POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
NEW LONDON	238,115	259,356	8.9	92,816	2,143,550	4,561,297	17,587	49,143	573	15,308	52,987
New London	28,842	27,330	-5.2	10,126	163,600	296,706	10,856	29,301	*	*	*
Norwich	38,074	36,090	-5.2	13,866	222,327	403,347	11,176	29,089	*	*	*
TOLLAND	115,071	128,877	12.0	45,628	1,045,354	2,331,382	18,090	51,095	308	3,179	19,660
Vernon	27,974	29,275	4.6	10,920	264,056	559,2[illegible]0	19,103	51,210	*	*	*
WINDHAM	92,514	98,834	6.8	36,455	616,440	1,266,3[illegible]7	12,813	34,736	517	3,428	45,752
Willimantic	14,652	15,138	3.3	5,813	63,217	124,7[illegible]0	8,242	21,464	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Connecticut 1987 Cash Receipts as follows. From Crops $102,057,000; from Livestock & Livestock Products $183,268,000. Total $285,325,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

DELAWARE POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	595,969	650,111	9.1	235,817	4,858,000	9,785,805	18,559	41,497	3,338	110,276	260,286
METRO AREAS (MSAs/PMSAs/CMSAs)											
Wilmington, DE-NJ-MD	524,585	565,942	7.9	203,513	4,447,124	9,028,610	15,953	44,364	1,640	59,364	53,283
COUNTIES, Cities											
KENT	98,407	107,592	9.0	40,374	608,710	1,188,851	11,050	29,446	1,009	41,335	32,112
Dover	23,512	27,424	17.0	9,469	131,576	274,355	10,004	28,974	*	*	*
NEW CASTLE	399,034	427,214	7.0	154,797	3,622,310	7,241,985	16,952	46,784	488	20,385	6,766
Newark	25,247	28,853	14.0	8,654	135,759	287,701	9,971	33,245	*	*	*
Wilmington	70,195	69,311	-1.0	27,613	350,322	641,441	9,255	23,230	*	*	*
SUSSEX	98,528	115,305	17.0	41,917	626,980	1,354,969	11,751	32,325	1,841	48,556	221,408
Milford	5,366	6,107	13.6	1,747	30,645	53,489	8,759	30,618	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Delaware 1987 Cash Receipts as follows: From Crops $110,276,000; from Livestock & Livestock Products $260,286,000; Total $370,562,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

DIST. OF COLUMBIA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop. Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	636,592	596,132	-6.4	241,998	6,813,000	9,896,979	22,277	40,897	N.A.	N.A.	N.A.
METRO AREAS (MSAs/PMSAs/CMSAs)											
Washington, DC-MD-VA	3,258,724	3,698,045	13	1,393,822	42,509,746	90,252,445	24,405	64,752	5,981	79,751	131,983
DISTRICT OF COLUMBIA	636,592	596,132	-6	241,998	6,813,000	9,896,979	22,277	40,897	N.A.	N.A.	N.A.
Washington	638,333	597,942	-6	254,432	6,831,633	9,945,093	22,318	39,087	*	*	*

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

FLORIDA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1988 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	9,874,421	12,660,530	28.2	4,979,705	82,384,000	185,978,720	17,078	37,347	36,352	2,516,069	1,002,040
METRO AREAS (MSAs PMSAs CMSAs)											
Bradenton, FL	149,600	191,795	28.2	79,907	1,378,384	3,163,018	16,492	39,584	707	96,749	23,184
Daytona Beach, FL	260,971	334,323	28.1	139,194	2,030,678	4,571,456	13,674	32,842	1,037	45,996	13,634
Fort Lauderdale-Hollywood-Pompano Beach, FL	1,022,365	1,292,439	26.4	552,397	10,594,315	22,731,972	17,588	41,152	479	27,991	17,256
Fort Myers-Cape Coral, FL	207,787	298,575	43.7	124,198	1,932,229	4,795,919	16,063	38,615	349	33,865	1,875
Fort Pierce, FL	153,166	228,059	48.9	89,307	1,316,107	3,460,927	15,176	38,753	713	147,486	27,051
Fort Walton Beach, FL	109,834	155,753	41.8	56,712	721,613	1,785,463	11,463	31,483	371	3,790	4,773
Gainesville, FL	172,214	213,958	24.2	78,851	1,665,367	3,974,640	18,577	50,407	1,505	15,235	36,883
Jacksonville, FL	722,972	896,824	24.0	339,022	4,974,057	11,002,319	12,268	32,453	1,204	40,705	77,963
Lakeland-Winterhaven, FL	323,569	373,044	15.3	132,511	2,[illegible],772	4,408,017	11,816	33,265	2,357	190,477	40,718
Melbourne-Titusville-Palm Bay, FL	275,202	377,371	37.1	151,936	1,589,666	3,708,612	9,827	24,409	540	14,579	4,182
Miami-Hialeah, FL	1,706,198	1,906,491	11.7	686,490	13,575,434	26,045,999	13,662	37,941	1,483	173,007	6,636
Naples, FL	87,225	127,106	45.7	51,994	1,001,827	2,624,759	20,650	50,482	196	61,333	5,084
Ocala, FL	123,497	189,292	53.3	73,265	907,014	2,410,776	12,736	32,905	1,557	26,020	52,508
Orlando, FL	705,861	1,018,224	44.3	379,826	6,058,863	15,555,370	15,277	40,954	2,287	225,322	32,552
Panama City, FL	97,849	132,577	35.5	49,015	603,946	1,390,724	10,490	28,373	93	797	484
Pensacola, FL	289,371	352,313	21.8	127,534	2,074,257	4,357,664	12,369	34,169	1,001	20,521	8,455
Sarasota, FL	204,092	264,334	29.5	117,998	2,013,710	4,577,105	17,316	38,790	317	7,517	6,662
Tallahassee, FL	191,107	234,330	22.6	85,065	2,140,454	4,768,073	20,348	56,052	714	27,249	8,893
Tampa-St. Petersburg-Clearwater, FL	1,623,781	2,094,027	29.0	869,892	13,436,754	31,212,520	14,906	35,881	4,505	175,215	164,164
West Palm Beach-Boca Raton-Delray, FL	580,742	850,797	46.5	357,449	5,563,181	14,258,951	16,760	39,891	800	519,451	15,328
COUNTIES, Cities											
ALACHUA	152,088	189,480	24.6	73,383	1,560,198	3,741,327	19,745	50,984	1,106	13,873	21,323
Gainesville	81,371	92,401	13.6	33,229	676,364	1,449,096	15,683	43,609	*	*	*
BAKER	15,342	18,718	22.0	8,508	79,787	198,016	10,579	23,274	232	5,445	11,914
BAY	97,849	132,577	35.5	55,980	603,946	1,390,724	10,490	24,843	93	797	484
Panama City	33,346	39,949	19.8	15,714	154,944	310,989	7,785	19,791	*	*	*
BRADFORD	20,126	24,478	21.6	10,768	105,169	233,313	9,532	21,667	399	1,362	15,560
BREVARD	275,202	377,371	37.1	152,995	1,589,666	3,708,612	9,827	24,240	540	14,579	4,182
Cocoa	16,096	15,971	-0.8	6,223	56,836	96,088	6,016	15,441	*	*	*
BROWARD	1,022,365	1,292,439	26.4	488,551	10,594,315	22,731,972	17,588	46,529	479	27,991	17,256
Fort Lauderdale	153,279	153,663	0.3	64,946	1,298,749	2,417,461	15,732	37,223	*	*	*
Hollywood	121,323	127,389	5.0	51,064	919,935	1,793,469	14,079	35,122	*	*	*
Pompano Beach	52,618	54,863	4.3	24,217	466,502	903,122	16,461	37,293	*	*	*
CALHOUN	9,319	10,019	7.5	4,344	45,941	82,943	8,279	19,094	169	6,712	1,031
CHARLOTTE	60,088	88,664	47.6	31,186	589,009	1,484,016	16,738	47,586	139	8,748	4,476
Punta Gorda	6,797	8,657	27.4	4,236	70,267	152,958	17,669	36,109	*	*	*
CITRUS	55,430	93,238	68.2	34,903	419,198	1,226,613	13,156	35,143	293	2,085	3,948
Inverness	4,095	4,657	13.7	2,077	26,295	51,673	11,096	24,879	*	*	*
CLAY	67,725	108,987	60.9	51,952	470,083	1,318,087	12,094	25,371	244	848	27,486
Orange Park	8,766	12,301	40.3	4,331	55,563	134,103	10,902	30,964	*	*	*
COLLIER	87,225	127,106	45.7	48,229	1,001,827	2,624,759	20,650	54,423	196	61,333	5,084
Naples	17,581	17,987	2.3	8,430	278,443	527,205	29,310	62,539	*	*	*
COLUMBIA	35,613	42,057	18.1	18,994	292,483	654,657	15,566	34,467	573	6,673	8,944
Lake City	9,257	8,015	-13.4	3,037	64,231	103,895	12,963	34,210	*	*	*
DADE	1,706,198	1,906,491	11.7	770,598	13,575,434	26,045,999	13,662	33,800	1,483	173,007	6,636
Florida City	6,174	6,238	1.0	2,137	21,423	41,894	6,716	19,604	*	*	*
Homestead	20,668	23,953	15.9	9,504	91,930	179,861	7,509	18,925	*	*	*
Miami	346,865	344,669	-0.6	143,066	1,704,490	2,859,254	8,296	19,986	*	*	*
DE SOTO	19,130	20,998	9.8	8,343	126,116	217,057	10,337	26,017	541	22,256	13,941
DIXIE	7,818	10,014	28.1	4,203	34,145	83,471	8,335	19,860	118	654	1,279
DUVAL	570,464	665,428	16.6	277,671	3,928,879	8,158,932	12,261	29,383	470	4,668	26,526
Jacksonville	540,920	629,086	16.3	261,035	2,758,557	7,624,423	12,120	29,208	*	*	*
ESCAMBIA	233,219	280,121	20.1	120,217	1,688,356	3,444,945	12,298	28,656	522	8,191	4,704
Pensacola	57,619	57,495	-0.2	22,236	355,962	598,526	10,410	26,917	*	*	*
FLAGLER	11,087	20,731	87.0	7,810	90,092	315,846	15,235	40,441	103	8,431	1,289
FRANKLIN	7,681	8,803	14.6	3,816	35,053	84,397	9,587	22,117	5	*	*
GADSDEN	41,595	47,096	13.2	21,860	253,531	549,950	11,677	25,158	404	24,989	5,219
GILCHRIST	5,804	7,959	37.1	3,531	46,774	119,107	14,965	33,732	329	4,192	23,121
GLADES	6,062	6,845	12.9	2,986	38,137	88,269	12,895	29,561	170	14,153	16,804

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

FLORIDA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop. Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
GULF	10,647	11,734	10.2	5,237	57,734	110,164	9,388	21,036	39	*	*
HAMILTON	8,728	10,736	23.0	5,207	58,113	112,941	10,520	21,690	278	7,796	5,366
HARDEE	19,210	22,153	15.3	11,011	118,709	198,562	8,363	18,033	954	42,477	16,245
HENDRY	18,732	23,716	26.6	11,106	143,479	315,349	13,297	28,394	298	89,411	22,837
HERNANDO	45,402	88,690	95.3	34,205	346,979	1,143,777	12,896	33,439	463	5,866	22,850
Brooksville	5,582	7,634	36.8	3,031	34,333	78,589	10,295	25,928	*	*	*
HIGHLANDS	47,933	62,514	30.4	22,753	351,642	773,866	12,379	34,012	564	59,111	27,352
HILLSBOROUGH	649,955	814,883	25.4	333,829	5,240,919	12,050,973	14,789	36,099	2,748	122,958	96,080
Tampa	271,523	262,584	-3.3	105,097	1,638,518	2,780,920	10,591	26,461	*	*	*
HOLMES	14,666	17,259	17.7	7,772	94,168	232,478	13,470	29,912	579	6,403	17,947
INDIAN RIVER	60,641	89,600	47.8	33,114	546,276	1,358,250	15,159	41,017	422	69,805	4,805
Vero Beach	16,176	21,109	30.5	9,527	129,414	284,085	13,501	29,913	*	*	*
JACKSON	38,997	44,058	13.0	19,054	265,209	528,762	12,001	27,751	960	30,608	15,176
Marianna	7,006	6,833	-2.5	2,738	39,755	66,071	9,962	24,862	*	*	*
JEFFERSON	10,692	11,984	12.1	5,699	68,756	148,156	12,363	25,997	314	11,219	10,493
LAFAYETTE	4,053	4,680	15.5	2,182	29,601	82,619	17,654	37,864	308	5,463	32,746
LAKE	105,505	130,607	23.8	49,102	862,265	1,958,388	14,995	39,884	1,637	181,209	15,507
Leesburg	13,191	13,524	2.5	5,603	68,562	126,507	9,354	22,578	*	*	*
LEE	207,787	298,575	43.7	114,140	1,932,229	4,795,919	16,063	42,018	349	33,865	1,875
Cape Coral	32,103	26,836	-16.4	11,298	245,707	339,879	12,665	30,083	*	*	*
Fort Myers	3[illegible],638	35,990	-1.8	14,767	217,979	354,322	9,845	23,994	*	*	*
LEON	149,512	187,234	25.2	71,611	1,886,923	4,218,123	22,529	58,903	310	2,260	3,674
Tallahassee	81,548	84,052	3.1	33,260	800,124	1,405,713	16,724	42,264	*	*	*
LEVY	20,036	24,386	21.7	10,026	101,534	238,194	9,768	23,758	476	7,072	5,988
LIBERTY	4,263	5,252	23.2	2,456	20,595	49,933	9,507	20,331	81	313	363
MADISON	14,856	16,756	12.8	8,291	97,037	183,501	10,951	22,133	595	13,156	19,472
MANATEE	149,600	191,795	28.2	71,478	1,378,384	3,163,018	16,492	44,252	707	96,749	23,184
Bradenton	30,170	37,033	22.7	15,973	182,923	398,119	10,750	24,924	*	*	*
MARION	123,497	189,292	53.3	75,851	907,014	2,410,776	12,736	31,783	1,557	26,020	52,508
Ocala	37,170	54,855	47.6	19,963	224,595	573,140	10,448	28,710	*	*	*
MARTIN	64,853	100,625	55.2	36,783	631,246	1,881,135	18,695	51,141	280	65,951	12,677
Stuart	9,467	13,178	39.2	5,993	57,458	152,605	11,580	25,464	*	*	*
MONROE	63,353	79,316	25.2	27,578	621,721	1,468,520	18,515	53,250	11	*	*
Key West	24,382	20,849	-14.5	8,645	178,387	273,961	13,140	31,690	*	*	*
NASSAU	32,913	44,751	36.0	20,906	214,787	526,313	11,761	25,175	304	846	20,786
OKALOOSA	109,834	155,753	41.8	68,296	721,613	1,785,463	11,463	26,143	371	3,790	4,773
Fort Walton Beach	20,829	27,757	33.3	9,664	121,810	279,900	10,084	28,963	*	*	*
OKEECHOBEE	20,386	29,843	46.4	12,769	156,339	421,989	14,140	33,048	326	5,404	85,028
ORANGE	473,890	631,164	33.2	257,536	4,063,598	9,754,721	15,455	37,877	1,320	186,286	11,588
Orlando	128,291	165,709	29.2	63,910	792,358	1,841,455	11,113	28,813	*	*	*
OSCEOLA	50,006	100,330	100.6	41,134	364,280	1,448,308	14,435	35,210	464	20,908	18,862
PALM BEACH	580,742	850,797	46.5	318,410	5,563,181	14,258,951	16,760	44,782	800	519,451	15,328
Boca Raton	49,5[illegible]	71,411	44.3	30,246	462,676	1,120,395	15,689	37,043	*	*	*
Palm Beach	9,729	10,938	12.4	5,986	185,478	350,059	32,004	58,480	*	*	*
West Palm Beach	63,305	72,160	14.0	31,374	354,925	679,161	9,412	21,647	*	*	*
PASCO	197,019	296,436	50.5	107,113	1,384,258	3,516,218	11,862	32,827	1,072	36,729	44,440
PINELLAS	731,405	894,018	22.2	314,174	6,464,598	14,501,552	16,221	46,158	222	9,662	794
Clearwater	85,528	111,910	30.8	44,448	589,651	1,403,995	12,546	31,587	*	*	*
St. Petersburg	238,647	250,042	4.8	99,166	1,393,786	2,657,437	10,628	26,798	*	*	*
POLK	323,569	373,044	15.3	150,539	2,366,772	4,408,017	11,816	29,282	2,357	190,477	40,718
Lake Wales	8,466	8,500	0.4	3,309	41,806	66,495	7,823	20,095	*	*	*
Lakeland	47,406	46,647	-1.6	19,274	269,006	419,333	8,989	21,756	*	*	*
Winter Haven	21,119	22,863	8.3	9,712	123,993	212,648	9,301	21,895	*	*	*
PUTNAM	50,799	61,604	21.3	25,973	282,157	616,680	10,010	23,743	549	14,407	6,588
Palatka	10,175	10,696	5.1	3,962	40,301	75,627	7,071	19,088	*	*	*
ST. JOHNS	51,870	77,658	49.7	30,878	360,308	998,987	12,864	32,353	186	34,343	3,165
St. Augustine	11,985	11,279	-5.9	4,335	53,770	90,148	7,993	20,795	*	*	*
ST. LUCIE	88,313	127,434	44.3	52,482	684,861	1,579,792	12,397	30,102	433	80,535	14,374
Fort Pierce	33,802	38,424	13.7	14,685	158,043	278,790	7,256	18,985	*	*	*
Fort St. Lucie	14,690	29,061	97.8	10,527	95,730	293,887	10,113	27,917	*	*	*
SANTA ROSA	56,152	72,192	28.6	32,462	385,901	912,719	12,643	28,117	479	12,330	3,751
SARASOTA	204,092	264,334	29.5	93,646	2,013,710	4,577,105	17,316	48,877	317	7,517	6,662
Sarasota	48,868	50,832	4.0	23,834	314,419	564,955	11,114	23,704	*	*	*
SEMINOLE	181,965	286,730	57.6	124,157	1,630,985	4,352,341	15,179	35,055	503	18,128	2,102
Sanford	23,176	27,033	16.6	9,892	115,076	225,301	8,334	22,776	*	*	*
SUMTER	24,398	29,389	20.5	11,386	157,674	333,696	11,354	29,308	658	7,457	15,651
SUWANNEE	22,273	27,833	25.0	12,870	168,105	408,694	14,684	31,756	1,030	17,903	36,303
TAYLOR	16,484	20,284	23.1	8,862	91,338	196,052	9,665	22,123	180	666	1,595
UNION	10,049	13,170	31.1	4,094	58,207	153,472	11,653	37,487	216	2,715	6,586
VOLUSIA	260,971	334,323	28.1	123,718	2,030,678	4,571,456	13,674	36,951	1,037	45,996	13,634
Daytona Beach	54,176	58,713	8.4	25,882	284,128	539,639	9,191	20,850	*	*	*
De Land	15,354	17,565	14.4	7,125	73,909	148,178	8,436	20,797	*	*	*

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

FLORIDA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
WAKULLA	10,997	14,363	30.6	6,574	104,897	240,776	16,764	36,625	96	502	956
WALTON	21,433	31,790	48.3	13,519	117,762	339,369	10,676	25,105	470	6,514	13,709
WASHINGTON	14,513	17,825	22.8	7,983	69,319	149,613	8,393	18,741	424	3,804	6,295

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Florida 1987 Cash Receipts as follows. From Crops $2,516,069,000; from Livestock & Livestock Products $1,002,040,000, total $3,518,109,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

GEORGIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	5,482,072	6,448,673	17.6	2,294,395	38,901,010	91,051,359	16,145	39,684	49,630	1,175,065	1,583,611
METRO AREAS (MSAs PMSAs CMSAs)											
Albany, GA	113,080	120,326	6.4	40,858	814,860	1,626,445	13,517	39,807	385	40,446	9,050
Athens, GA	130,626	144,166	10.4	51,040	915,031	2,068,764	14,350	40,532	1,761	8,632	144,712
Atlanta, GA	2,149,193	2,788,917	29.8	1,028,589	17,222,491	43,456,528	15,582	42,249	5,785	20,532	194,926
Macon-Warner Robins, GA	264,532	283,579	7.2	100,182	2,306,576	4,732,952	16,690	47,244	825	31,691	19,162
Savannah, GA	220,742	241,882	9.6	86,242	1,503,236	3,196,778	13,216	37,068	352	7,170	3,055
Columbus, GA-AL	238,854	257,481	7.8	85,199	1,683,155	3,321,242	12,899	38,982	381	6,806	3,229
Augusta, GA-SC	347,556	408,561	17.6	140,026	2,588,564	5,903,731	14,450	42,162	1,257	1,434	19,228
COUNTIES, Cities											
APPLING	15,547	17,807	14.5	6,996	80,236	197,393	11,085	28,215	653	13,493	16,980
ATKINSON	6,125	7,769	26.8	3,152	29,636	81,549	10,497	25,872	267	6,964	16,678
BACON	9,373	9,391	0.2	3,674	48,899	106,472	11,551	29,524	422	9,717	10,468
BAKER	3,792	3,666	-3.3	1,389	17,346	51,913	14,161	37,374	178	16,835	3,945
BALDWIN	34,764	40,966	17.8	12,993	236,520	564,081	13,769	43,414	148	655	1,792
Milledgeville	12,176	16,105	32.3	5,376	65,411	177,567	11,026	33,030	*	*	*
BANKS	8,758	11,238	28.3	4,265	46,627	123,160	10,959	28,877	414	490	22,642
BARROW	21,400	26,022	21.6	10,183	129,964	335,810	12,905	32,978	421	317	31,637
BARTOW	40,909	47,985	17.3	16,881	239,271	508,221	10,591	30,106	463	4,399	20,065
Cartersville	9,508	9,003	-5.3	3,545	50,596	90,138	10,012	25,427	*	*	*
BEN HILL	16,093	18,315	13.8	6,332	96,846	216,914	11,844	34,257	232	9,023	1,813
BERRIEN	13,496	14,519	7.6	5,302	79,345	171,037	11,780	32,259	556	10,161	7,185
BIBB	150,839	158,641	5.2	55,222	1,286,728	2,556,117	16,113	46,288	167	1,118	3,251
Macon	116,896	113,076	-3.3	43,160	718,990	1,219,631	10,786	28,258	*	*	*
BLECKLEY	10,744	10,630	-1.1	3,576	80,263	162,174	15,256	45,351	249	9,281	2,791
BRANTLEY	8,882	10,543	18.7	4,069	47,120	118,643	11,253	29,158	345	2,667	16,470
BROOKS	15,374	16,029	4.3	6,047	75,446	168,179	10,492	27,812	521	23,988	20,419
BRYAN	10,312	15,228	47.7	6,226	57,646	164,814	10,823	26,472	93	1,998	478
BULLOCH	35,938	40,074	11.5	13,504	224,083	517,221	12,907	38,301	702	32,948	15,676
Statesboro	14,866	15,638	5.2	5,160	78,502	169,894	10,864	32,925	*	*	*
BURKE	19,314	27,226	41.0	11,259	119,033	308,292	11,323	27,382	390	27,266	7,499
BUTTS	13,674	15,930	16.5	5,910	76,430	174,682	10,966	29,557	171	485	1,618
CALHOUN	5,668	5,398	-4.8	2,039	27,616	67,037	12,419	32,877	135	22,641	2,142
CAMDEN	13,685	22,341	63.3	9,005	90,754	247,885	11,096	27,527	59	73	696
CANDLER	7,535	7,507	-0.4	2,730	44,046	104,458	13,915	38,263	261	7,778	8,561
CARROLL	56,436	67,560	19.7	23,931	323,512	783,006	11,590	32,719	868	594	26,605
Carrollton	14,078	15,433	9.6	5,512	60,699	132,582	8,591	24,053	*	*	*
CATOOSA	37,278	46,553	24.9	17,207	218,497	470,737	10,112	27,357	315	507	9,020
CHARLTON	7,317	7,844	7.2	3,214	37,744	99,951	12,742	31,099	130	663	6,952
CHATHAM	202,292	218,411	8.0	77,179	1,386,269	2,905,483	13,303	37,646	59	2,429	717
Savannah	141,390	158,375	12.0	56,991	630,204	1,473,042	9,301	24,971	*	*	*
CHATTAHOOCHEE	21,604	20,497	-5.1	4,876	93,891	181,436	8,852	37,210	18	36	91
CHATTOOGA	21,801	21,219	-2.7	7,514	123,292	255,681	12,050	34,027	292	1,258	3,712
CHEROKEE	52,470	84,092	60.3	33,239	350,547	1,192,353	14,179	35,872	611	1,991	39,414
CLARKE	74,796	80,809	8.0	22,766	578,696	1,256,852	15,553	55,207	102	1,706	12,410
Athens	42,549	40,934	-3.8	14,557	245,213	457,367	11,173	31,419	*	*	*
CLAY	3,546	3,158	-10.9	1,200	15,744	44,030	13,942	36,692	94	7,637	1,416
CLAYTON	151,111	198,783	31.5	73,377	1,137,483	2,666,495	13,414	36,340	81	184	204
Jonesboro	4,132	4,252	2.9	1,440	21,494	38,991	9,170	27,077	*	*	*

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GEORGIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
CLINCH	6,674	6,903	3.4	2,712	33,993	64,277	9,311	23,701	115	934	1,802
COBB	300,393	449,362	49.6	156,874	2,610,411	7,574,483	16,856	48,284	264	824	2,376
Marietta	30,829	39,769	29.0	16,969	193,035	476,949	11,993	28,107	•	•	•
COFFEE	26,993	30,996	14.8	11,427	154,793	383,483	12,372	33,559	833	25,362	47,357
COLQUITT	35,479	37,147	4.7	13,803	211,730	487,148	13,114	35,293	867	38,172	21,095
Moultrie	15,708	16,413	4.5	6,208	74,564	171,150	10,428	27,569	•	•	•
COLUMBIA	40,754	60,698	48.9	24,426	336,774	976,225	16,083	39,967	222	966	2,705
COOK	13,515	13,956	3.3	5,527	76,006	180,151	12,908	32,595	380	17,610	4,413
COWETA	39,487	46,656	18.2	17,861	267,138	602,809	12,920	33,750	376	2,414	4,135
CRAWFORD	7,728	7,553	2.3	3,002	44,611	97,053	12,850	32,329	153	4,711	2,539
CRISP	19,470	20,418	4.9	7,875	121,185	244,130	11,957	31,001	226	20,938	3,601
Cordele	10,914	11,100	1.7	3,982	49,603	95,914	8,641	24,087	•	•	•
DADE	12,376	12,675	2.4	4,732	54,631	98,961	7,808	20,913	183	273	1,906
DAWSON	4,812	6,930	44.0	2,626	23,753	71,701	10,346	27,304	192	287	15,414
DECATUR	25,567	27,900	9.1	10,839	145,475	309,140	11,080	28,521	484	29,788	9,046
DE KALB	481,614	566,327	17.6	195,717	4,289,717	9,725,380	17,173	49,691	95	259	307
DODGE	16,916	16,959	0.3	6,340	113,194	231,821	13,669	36,565	482	12,057	6,528
DOOLY	10,777	10,210	-5.3	4,167	53,722	107,625	10,541	25,828	304	36,138	3,844
DOUGHERTY	101,293	105,333	4.0	39,257	734,386	1,396,884	13,262	35,583	199	14,239	3,697
Albany	74,059	72,574	-2.0	25,272	392,101	674,323	9,292	26,683	•	•	•
DOUGLAS	55,032	76,689	39.4	31,329	384,840	995,600	12,982	31,779	151	329	2,040
EARLY	13,177	13,074	-0.8	5,247	71,548	167,203	12,789	31,866	389	29,395	5,836
ECHOLS	2,315	2,644	14.2	1,032	10,480	21,287	8,051	20,627	110	1,827	743
EFFINGHAM	18,450	23,471	27.2	9,556	116,967	291,295	12,411	30,483	293	4,741	2,338
ELBERT	18,797	19,174	2.0	6,941	110,617	221,743	11,565	31,947	368	2,882	7,921
EMANUEL	20,770	21,668	4.3	8,470	121,248	252,036	11,632	29,756	519	13,630	7,250
EVANS	8,417	8,252	-2.0	3,044	44,704	112,934	13,636	37,101	211	6,651	5,002
FANNIN	14,737	16,662	13.1	5,700	70,826	152,000	9,123	26,667	233	394	1,301
FAYETTE	29,789	57,266	92.2	23,791	261,026	922,092	16,102	38,758	253	553	2,556
FLOYD	79,628	76,702	-3.7	26,170	519,609	978,699	12,760	37,398	504	2,752	8,910
Rome	29,654	26,813	-9.6	10,601	144,025	252,296	9,409	23,799	•	•	•
FORSYTH	28,339	43,884	54.9	16,439	193,910	605,421	13,796	36,828	631	578	52,207
FRANKLIN	15,184	15,836	4.3	5,607	77,549	179,050	11,307	31,933	665	1,058	35,883
FULTON	592,039	602,354	1.7	193,095	4,784,868	10,212,407	16,954	52,888	379	2,329	5,017
Atlanta	425,022	381,022	-10.4	131,043	2,076,597	4,503,294	11,819	34,365	•	•	•
Roswell	23,337	43,707	87.3	13,581	182,375	826,249	18,904	60,839	•	•	•
GILMER	11,132	12,000	7.8	4,206	55,350	136,360	11,363	32,420	272	759	13,551
GLASCOCK	2,403	2,467	2.7	879	15,891	32,720	13,263	37,224	96	1,046	1,190
GLYNN	55,154	62,739	13.8	22,310	415,002	868,072	13,836	38,910	55	87	229
Brunswick	17,605	16,473	-6.4	6,456	73,507	121,961	7,404	18,891	•	•	•
GORDON	30,139	35,443	17.6	13,496	183,011	431,715	12,181	31,988	578	3,707	39,718
GRADY	19,826	21,566	8.8	8,327	111,456	243,426	11,287	29,233	625	15,982	16,937
GREENE	11,370	12,664	11.4	4,993	56,576	138,986	10,975	27,836	236	805	12,680
GWINNETT	169,762	358,238	111.0	134,315	1,317,571	5,022,630	14,020	37,394	492	1,512	10,374
Lawrenceville	8,928	17,382	94.7	6,159	46,493	162,434	9,345	26,373	•	•	•
HABERSHAM	24,946	27,379	9.8	9,425	134,054	335,821	12,266	35,631	409	499	40,080
HALL	75,983	89,057	17.2	32,111	502,667	1,186,746	13,326	36,958	874	207	90,839
Gainesville	15,280	15,097	-1.3	5,891	96,569	191,722	12,708	32,545	•	•	•
HANCOCK	9,438	9,421	-0.2	4,026	37,887	83,279	8,840	20,685	151	587	1,360
HARALSON	18,441	20,251	9.8	7,130	104,683	229,589	11,337	32,200	321	391	10,821
HARRIS	15,527	17,577	13.2	6,419	100,668	260,811	14,838	40,631	255	679	1,931
HART	18,606	19,797	6.4	7,278	105,716	244,613	12,356	33,610	548	3,092	18,009
HEARD	6,562	7,191	9.6	2,693	30,799	69,090	9,608	25,655	190	297	2,760
HENRY	36,855	49,262	33.7	19,405	263,407	682,845	13,861	35,189	426	1,782	3,537
HOUSTON	77,872	86,647	11.3	32,868	738,354	1,559,048	17,993	47,434	295	13,993	5,565
Warner Robins	39,893	43,632	9.4	15,595	329,117	681,658	15,623	43,710	•	•	•
IRWIN	8,980	10,058	12.0	3,996	52,750	140,361	13,955	35,125	419	26,010	7,160
JACKSON	25,396	27,753	9.3	10,090	147,439	362,870	13,075	35,963	782	1,148	70,387
JASPER	7,484	8,036	7.4	2,883	51,148	129,090	16,064	44,776	232	570	11,656
JEFF DAVIS	11,449	12,467	8.9	4,983	64,636	138,674	11,123	27,829	394	12,575	11,124
JEFFERSON	18,460	19,628	6.3	7,471	112,115	246,402	12,554	32,981	391	15,450	8,225
JENKINS	8,883	8,822	-0.7	3,334	50,711	124,752	14,141	37,418	251	7,915	18,455
JOHNSON	8,674	9,254	6.7	3,584	59,614	141,367	15,276	39,444	304	5,375	2,328
JONES	16,648	18,210	9.4	7,253	152,591	353,302	19,402	48,711	184	343	8,017
LAMAR	12,255	12,036	-1.8	4,447	71,717	162,051	13,464	36,441	238	933	4,518
LANIER	5,681	6,159	8.4	2,525	29,012	65,565	10,645	25,986	172	7,767	3,260
LAURENS	36,981	38,640	4.5	14,178	280,767	573,842	14,851	40,474	803	19,282	9,852
Dublin	16,083	16,218	0.8	5,770	100,538	198,437	12,236	34,391	•	•	•
LEE	11,787	14,993	27.2	5,933	80,474	229,561	15,311	38,692	186	26,207	5,353
LIBERTY	38,073	45,846	20.4	15,979	184,774	459,249	10,017	28,741	61	160	858
LINCOLN	6,959	7,147	2.7	2,673	40,115	83,195	11,641	31,124	182	163	5,228
LONG	4,554	5,137	12.8	1,987	23,928	52,012	10,125	26,176	104	1,009	1,475
LOWNDES	68,059	74,175	9.0	26,230	432,990	922,867	12,442	35,184	548	15,318	4,882
Valdosta	37,596	39,767	5.8	13,931	184,047	377,548	9,494	27,101	•	•	•

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GEORGIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
	1980 U.S Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
LUMPKIN	10,840	12,409	14.5	4,246	54,630	157,386	12,683	37,067	289	148	32,502
MCDUFFIE	18,630	21,106	13.3	7,724	114,778	236,680	11,214	30,642	216	1,948	3,462
MCINTOSH	8,053	8,620	7.0	3,426	36,599	90,838	10,538	26,514	29	8	91
MACON	14,074	14,842	5.5	5,982	77,185	160,661	10,825	26,857	267	20,403	10,974
MADISON	17,883	20,348	13.8	7,776	98,645	219,487	10,787	28,226	582	2,181	35,636
MARION	5,267	6,180	17.3	2,547	26,852	70,422	11,395	27,649	147	2,798	5,640
MERIWETHER	21,267	20,673	2.8	8,323	123,729	262,296	12,688	31,515	380	1,301	8,839
MILLER	7,073	7,088	0.2	2,677	38,820	102,796	14,503	38,400	342	19,686	6,251
MITCHELL	21,213	21,631	2.0	9,159	114,914	244,735	11,314	26,721	578	44,203	11,049
MONROE	14,719	17,038	15.8	6,438	97,445	230,052	13,502	35,733	172	423	11,206
MONTGOMERY	6,974	7,706	10.5	2,604	35,765	84,454	10,960	32,432	274	5,270	2,752
MORGAN	11,647	13,933	19.6	5,620	63,269	159,461	11,445	28,374	355	3,422	28,919
MURRAY	19,817	25,544	28.9	10,159	114,062	292,641	11,456	28,806	310	1,146	7,679
MUSCOGEE	169,987	186,773	9.9	63,730	1,272,160	2,533,892	13,567	39,760	49	•	•
Columbus	169,441	186,378	10.0	63,635	975,050	2,520,000	13,521	39,601	•	•	•
NEWTON	34,531	41,170	19.2	16,413	214,082	492,970	11,974	30,035	286	821	9,802
OCONEE	12,551	15,256	21.6	5,781	90,251	229,555	15,047	39,709	295	3,597	26,879
OGLETHORPE	8,942	9,481	6.0	3,686	48,578	101,439	10,699	27,520	351	1,745	21,648
PAULDING	26,243	32,980	25.7	12,678	158,341	400,988	12,159	31,629	296	184	11,178
PEACH	19,173	20,091	4.7	7,414	128,903	264,485	13,171	35,674	179	16,237	2,329
PICKENS	11,691	13,985	19.6	5,111	66,746	161,060	11,517	31,512	228	88	14,946
PIERCE	11,920	13,411	12.5	5,184	65,688	142,948	10,659	27,575	491	12,498	11,512
PIKE	8,992	9,700	7.9	3,734	52,171	112,353	11,583	30,089	292	1,818	3,463
POLK	32,389	33,150	2.3	11,771	177,960	335,265	10,114	28,482	327	1,315	4,034
PULASKI	8,970	8,879	-1.0	3,303	56,516	111,401	12,547	33,727	188	13,518	2,970
PUTNAM	10,343	12,293	18.9	4,487	68,472	165,639	13,474	36,915	167	207	17,497
QUITMAN	2,359	2,195	-7.0	925	8,853	20,950	9,544	22,649	34	1,922	238
RABUN	10,566	11,444	8.3	3,875	53,340	128,221	11,204	33,089	143	293	3,125
RANDOLPH	9,577	9,142	-4.5	3,362	45,439	100,866	11,033	30,002	162	17,717	4,173
RICHMOND	182,309	206,361	13.2	69,027	1,404,307	3,221,668	15,612	46,673	139	2,128	1,804
Augusta	47,532	44,733	-5.9	19,195	251,688	471,311	10,536	24,554	•	•	•
ROCKDALE	37,173	53,773	44.7	21,263	269,055	757,764	14,092	35,638	128	349	1,186
Conyers	6,567	7,075	7.7	2,560	33,325	68,777	9,721	26,866	•	•	•
SCHLEY	3,441	3,888	13.0	1,614	19,346	52,999	13,631	32,837	111	3,233	2,002
SCREVEN	14,083	15,576	10.6	5,847	91,005	200,972	12,903	34,372	409	15,941	7,715
SEMINOLE	9,083	9,193	1.2	3,438	56,398	128,560	13,985	37,394	232	17,358	6,025
SPALDING	48,032	51,612	7.5	19,608	327,736	664,076	12,867	33,868	262	1,638	3,673
Griffin	20,728	18,343	-11.5	7,067	100,186	171,471	9,348	24,264	•	•	•
STEPHENS	21,734	22,516	3.6	7,803	123,223	255,549	11,350	32,750	221	136	7,693
STEWART	5,878	5,542	-5.7	2,105	27,120	57,846	10,438	27,480	111	•	•
SUMTER	29,444	31,306	6.3	10,932	186,479	391,745	12,513	35,835	360	30,298	9,534
Americus	16,120	16,382	1.6	5,466	72,713	143,789	8,777	26,306	•	•	•
TALBOT	6,513	6,572	0.9	2,684	35,295	84,122	12,800	31,342	144	1,280	1,585
TALIAFERRO	2,014	2,030	0.8	676	10,358	23,821	11,734	35,238	82	59	3,764
TATTNALL	18,044	19,155	6.2	6,405	91,430	238,100	12,430	37,174	631	16,096	27,929
TAYLOR	7,875	8,111	3.0	2,983	63,112	121,624	14,995	40,772	204	6,546	4,137
TELFAIR	11,421	11,052	-3.2	3,848	73,215	139,163	12,592	36,165	425	8,143	10,562
TERRELL	11,996	11,644	-2.9	4,564	63,138	124,726	10,712	27,328	229	23,497	2,914
THOMAS	38,076	39,639	4.1	14,410	232,875	490,203	12,367	34,018	540	20,753	7,565
Thomasville	18,463	18,422	-0.2	6,630	84,496	168,810	9,164	25,482	•	•	•
TIFT	32,900	36,178	10.0	12,761	214,421	477,643	13,203	37,430	393	20,154	6,771
Tifton	13,749	14,635	6.4	4,934	76,279	163,920	11,201	33,223	•	•	•
TOOMBS	22,602	24,200	7.1	8,988	128,207	312,416	12,910	34,837	407	13,275	6,939
TOWNS	5,678	7,406	30.4	2,296	28,723	89,400	12,071	38,937	176	263	2,035
TREUTLEN	6,070	6,373	5.0	2,305	49,893	107,056	16,798	46,445	195	3,374	1,547
TROUP	50,174	59,484	18.6	21,654	320,353	705,745	11,864	32,592	291	394	4,733
La Grange	24,204	27,407	13.2	10,581	122,085	253,014	9,232	23,912	•	•	•
West Point	4,294	4,811	12.0	1,918	25,379	52,041	10,817	27,133	•	•	•
TURNER	9,521	9,571	0.5	3,931	54,416	101,833	10,640	25,905	324	20,597	4,807
TWIGGS	9,344	10,253	9.7	4,237	58,623	131,726	12,848	31,089	149	2,954	1,132
UNION	9,472	10,967	15.8	3,950	42,123	126,221	11,509	31,955	307	588	9,463
UPSON	26,006	26,124	0.5	9,357	165,171	329,021	12,595	35,163	243	1,047	6,058
WALKER	56,489	55,879	-1.1	20,376	312,009	589,416	10,548	28,927	584	1,692	9,860
WALTON	31,249	34,517	10.5	13,651	185,965	427,723	12,392	31,333	462	3,983	13,665
WARE	37,123	38,384	3.4	13,886	223,742	420,065	10,944	30,251	394	6,770	4,542
Waycross	19,371	19,378	0.0	7,469	87,710	157,925	8,150	21,144	•	•	•
WARREN	6,590	6,108	-7.3	2,534	32,623	60,405	9,889	23,830	168	1,109	5,217
WASHINGTON	18,858	19,065	1.1	7,642	113,604	237,233	12,443	31,043	379	10,598	6,341
WAYNE	20,817	22,539	8.3	8,323	129,879	270,861	12,017	32,544	416	7,691	2,694
WEBSTER	2,349	2,161	-8.0	872	12,745	35,178	16,279	40,342	106	7,696	3,089
WHEELER	5,156	5,166	0.2	2,080	30,900	60,041	11,622	28,866	260	5,595	5,253
WHITE	10,193	12,801	25.6	4,289	53,722	176,392	13,780	41,127	320	464	27,405

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

GEORGIA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities *	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop. Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
WHITFIELD	65,812	73,906	12.3	27,285	444,207	1,028,311	13,914	37,688	422	1,277	13,310
Dalton	20,939	22,690	8.4	8,747	123,772	275,922	12,161	31,545	*	*	*
WILCOX	7,665	7,663	0.0	2,799	41,656	92,520	12,074	33,055	304	1,143	3,712
WILKES	10,971	11,368	3.6	4,178	63,012	132,768	11,679	31,778	382	598	15,253
WILKINSON	10,381	10,929	5.3	4,391	67,170	140,671	12,871	32,036	162	1,063	932
WORTH	18,111	18,693	3.2	7,618	102,450	231,209	12,369	30,350	557	32,271	9,096

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Georgia 1987 Cash Receipts as follows: From Crops $1,175,065,000, from Livestock & Livestock Products $1,583,611,000, Total $2,758,676,000. * — Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

HAWAII POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop. Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	968,507	1,080,253	11.5	337,221	8,800,000	16,954,465	17,764	50,277	4,595	456,068	102,540
METRO AREAS (MSAs/PMSAs/CMSAs)											
Honolulu, HI	764,756	816,599	6.8	251,040	7,295,760	13,677,824	16,750	54,485	976	83,413	60,615
COUNTIES, Cities											
HAWAII	92,807	116,711	25.8	38,016	668,423	1,384,463	11,862	36,418	2,539	182,179	24,247
Hilo	35,269	41,944	18.9	13,956	181,130	357,043	8,512	25,583	*	*	*
HONOLULU	764,756	816,599	6.8	254,790	7,295,760	13,677,824	16,750	53,683	976	83,413	60,615
Honolulu	365,048	383,300	5.0	137,619	2,873,632	6,434,956	16,788	46,759	*	*	*
KAUAI	39,355	48,802	24.0	16,254	281,801	596,390	12,221	36,692	410	65,798	5,159
Lihue	4,000	4,849	21.2	1,729	26,553	54,823	11,306	31,708	*	*	*
MAUI/KALAWAO	71,589	98,141	37.1	31,491	554,016	1,295,788	13,203	41,148	670	124,678	12,519
Wailuku	10,674	13,204	23.7	3,258	73,944	180,164	14,107	56,939	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Hawaii 1987 Cash Receipts as follows: From Crops $456,068,000, from Livestock & Livestock Products $102,540,000, Total $558,608,000. * — Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

IDAHO POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop. Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	947,240	1,011,594	6.8	357,741	7,106,999	12,498,568	13,858	34,937	24,714	1,151,294	1,069,388
METRO AREAS (MSAs/PMSAs/CMSAs)											
Boise City, ID	174,312	197,502	13.3	74,283	1,635,990	3,236,367	16,387	43,568	1,408	18,842	56,813
COUNTIES, Cities											
ADA	174,312	197,502	13.3	66,353	1,635,990	3,236,367	16,387	48,775	1,408	18,842	56,813
Boise City	102,451	104,364	1.9	41,032	754,666	1,307,085	12,524	31,855		*	*
ADAMS	3,343	3,287	-1.7	1,197	23,603	37,842	11,513	31,614	218	473	7,317
BANNOCK	65,552	67,543	3.0	23,720	496,029	809,674	11,988	34,135	617	15,300	9,737
Pocatello	46,340	46,360	0.0	17,384	289,685	470,271	10,144	27,052	*	*	
BEAR LAKE	6,942	6,699	-3.5	2,795	45,665	63,390	9,463	22,680	451	3,250	10,748
BENEWAH	8,361	9,038	8.1	3,162	64,316	107,681	11,914	34,055	222	*	*
BINGHAM	36,520	37,359	2.3	16,089	227,773	390,543	[illegible] 454	24,274	1,447	107,806	66,095
Blackfoot	10,065	10,972	9.0	3,799	49,545	90,968	[illegible],291	23,945	*	*	*
BLAINE	9,984	13,624	36.5	4,041	93,394	224,882	16,506	55,650	236	8,072	13,327
BOISE	3,044	3,081	1.2	982	23,087	35,975	11,676	36,634	73	561	1,644

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

IDAHO POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
BONNER	24,353	27,935	14.7	9,600	157,135	316,150	11,317	32,932	559	1,174	6,346
Sandpoint	4,460	4,539	1.8	1,906	20,966	37,171	8,189	19,482	*	*	*
BONNEVILLE	66,050	70,012	6.0	26,453	525,693	929,552	13,277	35,140	976	62,096	17,094
Idaho Falls	39,590	40,111	1.3	14,114	253,651	425,830	10,616	30,171	*	*	*
BOUNDARY	7,328	7,879	7.5	2,922	44,081	73,184	9,288	25,046	301	6,947	3,461
BUTTE	3,351	3,030	9.6	1,119	21,987	26,464	8,734	23,650	247	11,565	7,450
CAMAS	833	679	18.5	191	6,860	8,709	12,826	45,597	121	8,246	2,996
CANYON	83,793	92,109	9.9	31,949	577,398	963,008	10,455	30,142	2,127	99,082	133,985
Caldwell	17,699	18,402	4.0	6,844	92,817	143,953	7,823	21,033	*	*	*
Nampa	25,112	25,667	2.2	9,419	126,281	192,535	7,501	20,441	*	*	*
CARIBOU	8,708	7,929	8.9	3,356	60,832	83,205	10,494	24,793	455	25,048	10,877
CASSIA	19,435	19,983	2.8	7,801	127,295	183,675	9,192	23,545	870	97,914	48,610
Burley	8,761	8,949	2.1	3,142	38,334	54,852	6,129	17,458	*	*	*
CLARK	798	671	15.9	223	5,412	8,836	13,168	39,623	82	11,350	6,213
CLEARWATER	10,393	8,776	15.6	2,990	82,732	122,154	13,919	40,854	219	3,056	1,587
CUSTER	3,404	5,173	52.0	1,830	22,870	50,576	9,777	27,637	240	1,713	9,819
ELMORE	21,424	22,130	3.3	7,329	132,526	228,315	10,317	31,152	307	40,246	81,456
FRANKLIN	8,920	9,699	8.7	4,303	48,237	79,660	8,213	18,513	650	7,666	34,287
FREMONT	10,782	10,354	4.0	3,188	65,659	97,910	9,456	30,712	547	44,362	19,808
GEM	12,056	11,570	4.0	3,995	82,571	137,393	11,875	34,391	543	9,471	13,036
GOODING	11,896	11,988	0.8	4,048	83,543	149,921	12,506	37,036	740	25,450	68,033
IDAHO	14,851	14,020	5.6	4,698	102,872	151,689	10,819	32,288	751	16,758	18,633
JEFFERSON	15,354	16,448	7.1	6,872	87,015	159,485	9,696	23,208	842	43,718	31,301
JEROME	14,916	15,020	0.7	5,690	98,403	186,996	12,450	32,864	867	48,327	82,260
KOOTENAI	60,307	70,754	17.3	24,132	465,142	882,011	12,466	36,549	615	13,122	3,469
Coeur d'Alene	20,054	21,657	8.0	8,803	116,332	202,200	9,336	22,969	*	*	*
LATAH	28,796	32,143	11.6	9,011	220,563	386,376	12,021	42,878	662	35,756	3,716
Moscow	16,513	18,594	12.6	6,242	95,381	169,041	9,091	27,081	*	*	*
LEMHI	7,512	7,183	4.4	2,412	49,620	73,317	10,207	30,397	337	734	12,100
LEWIS	4,072	3,988	2.1	1,259	31,500	46,569	11,677	36,989	219	17,949	2,144
LINCOLN	3,427	3,244	5.3	1,244	21,592	31,403	9,680	25,244	348	15,830	34,400
MADISON	19,576	23,534	20.2	11,195	105,233	231,920	9,855	20,716	551	43,506	8,746
MINIDOKA	19,636	20,753	5.7	3,016	125,109	228,324	11,002	28,484	955	57,522	24,066
NEZ PERCE	33,288	33,185	-0.3	10,705	275,300	429,957	12,956	40,164	433	32,573	5,245
Lewiston	27,986	27,920	0.2	9,603	173,680	286,142	10,249	29,797	*	*	*
ONEIDA	3,238	3,548	9.6	1,298	17,925	34,785	9,804	26,799	373	10,964	6,622
OWYHEE	8,251	8,723	5.7	3,093	44,019	76,504	8,770	24,735	598	27,870	59,905
PAYETTE	15,756	16,777	6.5	5,964	100,381	162,818	9,705	27,300	606	18,092	27,071
POWER	6,851	6,810	0.6	2,684	45,864	80,576	11,832	30,021	348	50,870	10,638
SHOSHONE	19,264	13,469	30.1	4,448	147,141	143,962	10,688	32,366	51	*	*
Kellogg	3,417	2,389	30.1	917	18,066	17,674	7,398	19,274	*	*	*
TETON	2,915	3,204	9.9	1,301	15,895	29,087	9,078	22,357	270	16,583	6,605
TWIN FALLS	53,207	55,410	4.1	19,086	401,201	636,568	11,488	33,353	1,609	78,504	70,175
Twin Falls	26,209	26,344	0.5	10,421	153,107	232,069	8,809	22,269	*	*	*
VALLEY	5,675	7,104	25.2	2,403	43,927	84,469	11,890	35,151	126	867	5,536
WASHINGTON	8,766	8,227	6.1	2,743	53,409	76,686	9,321	27,957	497	12,059	26,017

FARM PRODUCTS From 1982 U.S. Census of Agriculture, U.S.D. of A. Economic Research Service Bulletin indicates State of Idaho 1987 Cash Receipts as follows: From Crops $1,151,294,000; from Livestock & Livestock Products $1,069,388,900; Total $2,220,682,000. * Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

ILLINOIS POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	11,432,604	11,624,065	1.7	4,229,840	104,539,001	185,432,714	18,361	43,839	98,483	5,020,577	2,198,720
METRO AREAS (MSAs PMSAs CMSAs)											
Aurora-Elgin, IL	316,676	347,299	9.7	118,085	3,232,061	5,894,893	16,974	49,921	1,528	100,459	47,452
Bloomington-Normal, IL	119,537	129,216	8.1	45,094	1,284,237	2,441,244	18,893	54,137	2,126	179,485	26,453

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

ILLINOIS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODU'TS (1982)		
	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop. Change 90 vs 80	1990 number of households	E&P 1988 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Champaign-Urbana-Rantoul, IL	168,173	178,562	6.2	59,467	1,786,026	3,614,182	20,240	60,776	1,871	146,852	13,195
Chicago, IL	6,062,530	6,221,681	2.6	2,268,603	52,071,471	93,781,887	15,073	41,339	1,890	95,292	47,765
Decatur, IL	131,401	126,762	-3.5	47,884	1,233,325	1,876,899	14,806	39,197	916	80,021	5,110
Joliet, IL	357,155	381,190	6.7	122,249	3,532,889	6,098,454	15,998	49,886	1,987	131,239	22,813
Kankakee, IL	103,048	96,122	-6.7	33,192	837,737	1,281,132	13,328	38,598	1,173	92,518	13,615
Lake County, IL	441,865	498,065	12.7	159,419	5,001,098	10,370,484	20,822	65,052	513	24,857	9,508
Peoria, IL	366,800	341,986	-6.8	126,132	4,221,768	5,974,857	17,471	47,370	3,581	203,632	63,933
Rockford, IL	280,377	284,959	1.6	105,022	2,504,927	4,315,504	15,144	41,091	1,541	65,103	49,501
Springfield, IL	188,028	192,484	2.4	76,638	1,835,729	3,362,564	17,469	43,762	1,892	150,055	42,751
COUNTIES, Cities											
ADAMS	71,714	68,309	-4.7	23,471	763,578	1,230,305	18,011	52,418	1,707	51,543	52,916
Quincy	42,554	38,744	-9.0	15,823	331,937	502,558	12,971	31,761	*	*	*
ALEXANDER	12,286	10,469	-14.8	3,702	78,692	133,716	12,773	36,120	246	9,723	1,340
BOND	16,325	16,285	-0.2	5,629	145,331	259,013	15,905	46,014	824	23,456	16,280
BOONE	28,660	29,841	4.1	11,958	254,531	449,304	15,057	37,574	608	31,168	17,608
Belvidere	15,176	15,410	1.5	5,840	99,889	170,727	11,079	29,234	*	*	*
BROWN	5,413	4,721	-12.8	1,654	49,126	95,227	20,171	57,574	481	13,345	10,556
BUREAU	39,233	36,289	-7.5	13,505	321,967	579,853	15,979	42,936	1,629	122,985	4,552
Spring Valley	5,822	5,439	-6.6	2,125	34,522	62,870	11,559	29,586	*	*	*
CALHOUN	5,896	5,504	-6.6	2,139	49,695	70,797	12,863	33,098	542	7,282	13,486
CARROLL	18,731	17,54	6.3	6,261	193,616	396,718	22,615	63,363	846	36,363	71,336
CASS	15,148	14,087	-7.0	4,973	136,118	218,404	15,504	43,918	550	37,847	21,880
Beardstown	6,338	5,645	-10.9	2,227	42,816	65,303	11,568	29,323	*	*	*
CHAMPAIGN	168,173	178,562	6.2	53,957	1,786,026	3,614,182	20,240	66,983	1,871	146,852	13,195
Champaign	58,133	61,146	5.2	22,377	519,540	1,029,328	16,834	45,999	*	*	*
Urbana	35,978	38,489	7.0	13,026	295,859	596,177	15,490	45,768	*	*	*
CHRISTIAN	36,375	35,423	-2.6	12,449	339,923	640,781	18,089	51,472	1,161	99,693	11,326
Taylorville	11,386	11,416	0.3	4,617	78,361	152,369	13,347	33,002	*	*	*
CLARK	16,981	16,408	-3.4	5,752	157,345	265,086	16,156	46,086	938	43,120	16,575
CLAY	15,317	14,678	-4.2	5,129	125,491	233,914	15,936	45,606	894	28,187	10,331
Flora	5,379	5,047	-6.2	2,114	32,614	59,349	11,759	28,074	*	*	*
CLINTON	32,813	33,550	2.2	13,435	263,586	463,841	13,825	34,525	1,154	31,184	51,447
COLES	53,170	52,924	-0.5	15,897	495,201	909,699	17,189	57,225	915	57,678	9,642
Charleston	19,355	19,826	2.4	5,820	134,889	253,532	12,788	43,562	*	*	*
Mattoon	19,055	17,526	-8.0	6,797	166,683	281,307	16,051	41,387	*	*	*
COOK	5,248,912	5,212,365	-0.7	1,908,632	42,024,652	72,689,371	13,946	38,085	428	24,897	2,825
Chicago	3,005,072	2,801,655	-6.8	1,049,835	14,480,213	31,574,285	11,270	30,075	*	*	*
CRAWFORD	20,834	21,125	1.4	7,639	215,477	398,102	18,845	52,114	726	34,889	11,558
Robinson	7,285	7,327	0.6	3,285	65,958	120,808	16,488	36,776	*	*	*
CUMBERLAND	11,093	11,034	-0.5	4,153	97,379	182,625	16,551	43,974	818	27,435	14,738
DE KALB	74,966	73,494	-2.0	22,994	824,765	1,585,557	21,574	68,955	1,150	88,918	59,738
De Kalb	33,099	31,716	-4.2	9,548	258,972	483,163	15,234	50,604	*	*	*
DE WITT	18,128	21,409	18.1	7,447	189,304	348,894	16,297	46,850	629	51,580	4,227
Clinton	8,014	9,427	17.6	3,838	64,530	118,375	12,557	30,843	*	*	*
DOUGLAS	19,789	19,582	-1.0	7,159	199,148	338,975	17,311	47,349	845	65,179	12,308
DU PAGE	664,338	840,225	26.5	321,883	8,509,813	17,936,650	21,347	55,724	207	19,612	1,138
Wheaton	43,043	52,896	22.9	18,038	433,982	910,449	17,212	50,474	*	*	*
EDGAR	21,784	19,908	-8.6	7,004	195,585	311,826	15,663	44,521	1,045	73,142	16,309
Paris	9,885	8,445	-14.[illegible]	3,582	62,307	91,389	10,822	25,513	*	*	*
EDWARDS	8,000	9,114	13.9	3,217	70,533	128,510	14,100	39,947	422	14,205	11,428
EFFINGHAM	31,129	32,053	3.0	12,403	292,025	571,545	17,831	46,081	1,261	32,622	26,716
Effingham	11,270	12,426	10.3	4,987	97,233	204,434	16,452	40,993	*	*	*
FAYETTE	22,215	21,519	-3.1	7,761	193,069	364,964	16,960	47,025	1,463	42,317	14,162
FORD	15,295	14,689	-4.0	5,200	152,372	247,747	16,866	47,644	804	65,827	1,424
Paxton	4,258	4,131	-3.0	1,643	30,875	51,002	12,346	31,042	*	*	*
FRANKLIN	43,320	42,259	-2.4	14,833	324,044	512,574	12,129	34,556	672	19,784	4,626
Benton	7,778	7,678	-1.3	3,451	47,243	75,163	9,789	21,780	*	*	*
West Frankfort	9,437	8,775	-7.0	3,873	49,826	74,673	8,510	19,780	*	*	*
FULTON	43,681	38,036	-12.9	13,668	337,339	459,425	12,079	33,613	1,440	54,400	28,107
Canton	14,626	12,610	-13.8	5,193	92,785	124,945	9,908	24,060	*	*	*
GALLATIN	7,596	7,487	-1.4	2,667	61,541	110,327	14,736	41,367	333	28,952	3,537
GREENE	16,644	15,433	-7.3	5,757	147,954	244,853	15,866	42,531	912	39,679	26,592
GRUNDY	30,652	33,512	9.3	12,764	323,916	575,796	17,182	45,111	606	52,347	5,882
Morris	8,833	9,340	5.7	3,808	72,129	123,150	13,185	32,340	*	*	*
HAMILTON	9,178	9,023	-1.7	3,092	69,438	129,934	14,400	42,023	687	25,099	5,742
HANCOCK	23,964	22,935	-4.3	8,179	181,191	310,265	13,528	37,934	1,507	61,901	42,466
HARDIN	5,392	5,325	-1.2	1,948	35,478	72,345	13,586	37,138	216	979	965
HENDERSON	9,161	8,853	-3.4	3,343	71,431	128,350	14,498	38,394	562	32,763	20,862
HENRY	58,124	54,719	-5.9	20,967	550,106	810,445	14,811	38,653	1,853	87,549	103,974
Kewanee	14,508	10,783	-25.7	4,428	98,440	111,896	10,377	25,270	*	*	*
IROQUOIS	32,917	31,527	-4.2	11,556	313,495	544,823	17,281	47,146	1,899	154,604	38,149

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ILLINOIS POPULATION
INCOME. HOUSEHOLD. FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
	1980 U S Census	E&P estimate Jan 1 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Watseka	5,543	5,724	3.3	2,343	42,888	80,602	14,081	34,401	·	·	·
JACKSON	61,678	62,962	2.1	18,619	506,640	875,692	13,908	47,032	814	24,009	6,627
Carbondale	26,287	27,245	3.5	9,196	162,610	285,227	10,469	31,016	·	·	·
Murphysboro	9,866	9,404	4.7	3,719	74,045	119,444	12,701	32,117	·	·	·
JASPER	11,345	11,048	2.6	4,189	108,804	215,444	19,501	51,431	1,017	39,946	21,324
JEFFERSON	36,527	38,965	6.7	13,675	294,241	609,644	15,646	44,581	1,168	24,476	9,614
Mount Vernon	17,193	17,559	2.1	7,581	117,713	232,179	13,223	30,626	·	·	·
JERSEY	20,631	20,010	3.0	7,535	208,333	320,076	15,996	42,479	738	26,928	16,274
JO DAVIESS	23,601	24,287	2.9	9,021	238,720	452,282	18,622	50,137	1,142	16,954	61,919
JOHNSON	9,658	11,320	17.2	4,014	69,458	157,549	13,918	39,250	532	5,038	9,027
KANE	279,091	308,948	10.7	119,947	2,834,703	5,220,247	16,897	43,521	912	58,681	31,097
Aurora	81,293	89,463	10.1	31,214	579,628	1,108,838	12,394	35,524	·	·	·
Elgin	63,798	71,894	12.7	27,105	472,521	925,625	12,875	34,150	·	·	·
KANKAKEE	103,048	96,122	6.7	35,158	837,737	1,281,132	13,328	36,439	1,173	92,518	13,615
Kankakee	30,141	24,971	17.2	9,448	183,505	255,588	10,235	27,052	·	·	·
KENDALL	37,585	38,351	2.0	15,585	397,358	674,646	17,591	43,288	616	41,778	16,355
KNOX	61,630	55,669	9.7	18,557	530,940	816,953	14,675	44,024	1,301	65,632	46,557
Galesburg	35,305	29,272	17.1	11,253	251,797	350,019	11,957	31,105	·	·	·
LAKE	441,865	498,065	12.7	191,988	5,001,098	10,370,484	20,822	54,016	513	24,857	9,508
North Chicago	38,774	36,119	6.8	10,154	186,213	375,046	10,384	36,936	·	·	·
Waukegan	67,653	70,189	3.7	25,037	443,368	844,014	12,025	33,711	·	·	·
LA SALLE	109,183	103,476	5.2	38,686	1,048,978	1,678,714	16,223	43,393	2,146	144,365	30,959
La Salle	10,347	9,682	6.4	4,095	68,585	108,260	11,182	26,437	·	·	·
Ogelsby	3,979	3,702	7.0	1,451	27,356	42,933	11,597	29,589	·	·	·
Ottawa	18,166	17,060	6.1	6,902	142,317	225,456	13,215	32,665		·	·
Peru	10,886	9,975	8.4	3,952	82,736	127,887	12,821	32,360	·	·	·
Streator	14,791	13,725	7.2	5,509	99,552	155,831	11,354	28,287	·	·	·
LAWRENCE	17,823	19,619	10.1	6,630	157,226	286,832	14,620	43,263	501	26,684	3,827
Lawrenceville	5,652	5,643	0.2	2,358	37,493	61,381	10,877	26,031	·	·	·
LEE	36,279	34,336	5.4	12,108	398,610	747,465	21,769	61,733	1,230	91,026	34,075
Dixon	15,701	13,678	12.9	5,090	138,387	236,024	17,256	46,370	·	·	·
LIVINGSTON	41,351	42,011	1.6	14,733	421,935	728,918	17,351	49,475	1,835	143,281	32,483
Pontiac	11,227	11,667	3.9	3,990	80,129	142,331	12,199	35,672	·	·	·
LOGAN	31,726	30,841	2.8	10,148	312,535	541,186	17,548	53,329	1,024	86,328	17,052
Lincoln	16,327	15,718	3.7	6,160	126,259	216,038	13,745	35,071	·	·	·
MCDONOUGH	37,076	34,856	-6.0	10,309	281,827	474,386	13,610	46,017	1,109	62,444	22,822
Macomb	19,863	19,161	3.5	5,937	116,359	203,182	10,604	34,223	·	·	·
MCHENRY	149,280	169,091	13.3	67,810	1,537,006	3,155,866	18,664	46,540	1,255	50,753	43,802
Crystal Lake	18,590	20,305	9.2	6,998	153,238	303,367	14,941	43,351	·	·	·
MCLEAN	119,537	129,216	8.1	41,408	1,284,237	2,441,244	18,893	58,956	2,126	179,485	26,453
Bloomington	44,189	46,725	5.7	19,601	397,063	751,836	16,091	38,357	·	·	·
Normal	35,672	42,085	18.0	11,696	258,250	545,594	12,964	46,648	·	·	·
MACON	131,401	126,762	-3.5	45,024	1,233,325	1,876,899	14,806	41,687	916	80,021	5,110
Decatur	94,081	90,059	-4.3	34,961	707,880	1,074,663	11,933	30,739	·	·	·
MACOUPIN	49,555	48,658	-1.8	17,365	508,584	849,867	17,466	48,941	1,754	69,457	46,917
MADISON	247,577	245,829	-0.7	91,296	2,361,082	3,971,580	16,156	43,502	1,735	50,020	23,869
Alton	34,171	31,187	-8.7	12,320	210,969	326,712	10,476	26,519	·	·	·
East Alton	7,123	6,898	-3.2	2,971	47,253	77,646	11,256	26,135	·	·	·
Edwardsville	12,480	13,021	4.3	5,209	101,232	179,217	13,764	34,405	·	·	·
Wood River	12,449	11,871	-4.6	4,771	89,003	144,009	12,131	30,184	·	·	·
MARION	43,693	43,234	-1.1	15,662	399,648	689,437	15,947	44,020	1,179	34,084	11,937
Central City	15,126	13,850	-8.4	5,529	138,353	188,183	13,587	34,036	·	·	·
Centralia	15,126	13,557	-10.4	5,772	116,392	180,617	13,323	31,292	·	·	·
MARSHALL	14,611	13,261	-9.2	4,816	120,936	202,971	15,306	42,145	656	42,654	10,655
MASON	19,477	17,623	9.5	6,543	182,266	271,863	15,427	41,550	672	56,890	8,431
MASSAC	15,047	14,936	-0.7	5,183	124,165	213,830	14,316	41,256	480	9,156	6,675
MENARD	11,760	11,894	1.1	4,338	96,755	173,176	14,560	39,921	520	39,320	13,950
MERCER	19,357	18,463	-4.6	7,079	146,075	258,675	14,010	36,541	1,058	54,500	32,267
MONROE	20,193	22,478	11.3	8,401	[illegible],900	357,658	15,911	42,573	783	24,491	22,536
MONTGOMERY	31,648	31,348	-0.9	10,889	307,218	500,000	15,950	45,918	1,398	66,400	25,444
Litchfield	7,204	7,086	-1.6	2,809	50,698	82,082	11,584	29,221	·	·	·
MORGAN	37,505	37,195	-0.8	12,124	419,662	762,184	20,492	62,866	1,074	64,700	27,418
Jacksonville	20,284	19,617	-3.3	7,236	173,195	305,026	15,549	42,154	·	·	·
MOULTRIE	14,661	14,594	-0.5	5,077	139,886	266,284	18,246	52,449	597	43,238	1,057
OGLE	46,466	45,397	-2.3	17,302	521,280	1,086,478	23,933	62,795	1,406	75,523	70,751
PEORIA	200,700	181,849	-9.4	63,360	2,296,666	3,213,721	17,672	50,722	1,161	56,476	14,793
Peoria	124,160	102,837	-17.2	40,431	1,098,382	1,341,690	13,047	33,433	·	·	·
PERRY	21,734	21,843	0.5	7,962	180,895	319,702	14,636	40,153	700	19,349	6,855
Du Quoin	6,594	6,220	-5.7	2,727	40,449	66,382	10,672	24,343	·	·	·
Pickneyville	3,319	3,126	-5.8	1,402	24,933	40,856	13,070	29,141	·	·	·
PIATT	16,608	16,218	-2.3	6,408	172,608	295,924	18,247	46,180	640	69,094	7,042
PIKE	18,888	17,538	-7.1	6,176	173,681	292,007	16,650	47,281	1,291	46,340	52,250
POPE	4,396	4,434	0.9	1,427	26,781	61,793	13,936	43,303	338	3,911	6,585
PULASKI	8.795	8,046	-8.5	2,958	52,138	88,598	11,011	29,952	2[illegible]5	10,404	3,319
PUTNAM	6.137	6.039	-1.6	2,262	53.048	100.951	16.717	44.629	261	17.144	6.679

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ILLINOIS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop. Change 90 vs 80	1990 number of households	E&P 1988 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
RANDOLPH	35,713	35,077	-1.8	11,612	346,424	609,777	17,384	52,513	1,173	27,053	21,330
RICHLAND	17,588	17,725	0.8	6,143	149,480	261,642	14,761	42,592	697	*	*
Olney	9,026	8,999	-0.3	3,773	63,084	109,018	12,114	28,894	*	*	*
ROCK ISLAND	166,007	159,287	-4.0	56,700	1,732,016	2,373,499	14,901	41,861	837	26,305	21,378
East Moline	20,907	20,003	-4.3	7,475	165,016	225,792	11,288	30,206	*	*	*
Moline	45,709	43,527	-4.8	17,388	407,753	555,306	12,758	31,936	*	*	*
Rock Island	47,036	43,595	-7.3	16,397	361,782	479,547	11,000	29,246	*	*	*
ST CLAIR	264,911	254,890	-3.8	99,509	2,245,311	[illegible]	15,642	40,067	1,263	46,009	19,127
Belleville	41,580	41,004	-1.4	16,614	304,129	[illegible]	13,232	32,656	*	*	*
SALINE	27,417	28,589	4.3	9,792	217,097	397,864	13,917	40,632	550	20,968	3,516
Eldorado	5,198	6,103	17.4	2,533	28,622	60,094	9,847	23,724	*	*	*
Harrisburg	10,410	10,936	5.1	4,460	62,689	117,767	10,769	26,405	*	*	*
SANGAMON	176,268	180,590	2.5	61,181	1,738,974	3,189,388	17,661	52,130	1,372	110,735	2,881
Springfield	99,637	100,223	0.6	40,174	787,043	1,427,113	14,239	35,523	*	*	*
SCHUYLER	8,404	7,792	-7.3	2,751	76,219	145,405	18,661	52,855	657	23,896	14,125
SCOTT	6,157	6,048	-1.8	2,082	57,539	103,150	17,055	49,544	454	20,975	9,553
SHELBY	24,017	23,543	-2.0	8,537	214,761	411,830	17,493	48,241	1,599	73,835	19,528
Shelbyville	5,259	5,214	-0.9	2,070	39,343	76,345	14,642	36,882	*	*	*
STARK	7,432	6,500	-12.5	2,529	58,090	99,376	15,289	39,295	174	42,883	8,943
STEPHENSON	49,723	49,777	0.1	17,729	544,825	1,013,066	20,352	57,142	1,434	35,558	93,241
Freeport	26,266	25,266	-3.8	10,690	220,472	389,921	15,433	36,475	*	*	*
TAZEWELL	132,553	127,241	-4.0	47,574	1,560,794	2,180,512	17,137	45,834	1,251	75,768	24,297
Pekin	33,967	34,717	2.2	13,488	288,131	440,354	12,684	32,648	*	*	*
UNION	16,885	17,853	5.7	6,338	139,839	245,597	13,757	38,750	650	12,323	5,395
VERMILION	94,982	89,739	-5.5	31,660	936,621	1,472,802	16,412	46,519	1,390	110,115	13,357
Danville	38,985	34,516	-11.5	14,085	312,183	454,946	13,181	32,300	*	*	*
WABASH	13,728	14,620	6.5	5,210	138,681	235,383	16,100	45,179	323	19,472	4,900
Mount Carmel	8,908	9,638	8.2	3,830	71,452	123,961	12,862	32,366	*	*	*
WARREN	21,927	20,461	-6.7	6,992	170,282	314,477	15,370	44,977	987	60,175	39,594
Monmouth	10,706	9,245	-13.6	3,506	62,909	105,684	11,431	30,144	*	*	*
WASHINGTON	15,619	14,897	-4.6	5,404	143,223	281,914	18,924	52,168	1,057	37,440	29,237
WAYNE	18,129	18,177	0.3	6,461	151,141	292,551	16,095	45,280	1,239		
WHITE	17,951	17,795	-0.9	5,764	167,046	289,618	16,275	50,246	684	37,351	8,112
Carmi	6,264	6,181	-1.3	2,671	48,844	84,261	13,632	31,547	*	*	*
WHITESIDE	66,195	62,795	-5.1	23,155	749,715	1,182,106	18,825	51,052	1,328	73,534	62,193
Rock Falls	10,633	9,932	-6.6	3,562	87,692	135,625	13,655	38,076	*	*	*
Sterling	16,281	14,899	-8.5	5,677	156,806	237,594	15,947	41,852	*	*	*
WILL	326,503	347,678	6.5	139,774	3,208,973	5,522,658	15,884	39,511	1,381	78,892	16,931
Joliet	77,956	64,167	-17.7	23,498	565,999	770,922	12,014	32,808	*	*	*
WILLIAMSON	56,761	57,927	2.1	19,631	459,980	909,122	15,694	46,311	674	7,476	3,843
Herrin	10,549	11,249	6.6	4,611	68,159	136,542	12,138	29,612	*	*	*
Marion	14,031	14,350	2.3	5,939	92,651	183,396	12,780	30,880	*	*	*
WINNEBAGO	251,717	255,118	1.4	92,552	2,250,396	3,866,200	15,155	41,773	933	33,935	31,893
Rockford	139,712	135,841	-2.8	51,598	951,974	1,547,961	11,395	30,000	*	*	*
South Beloit	4,088	4,232	3.5	1,659	23,540	40,754	9,630	24,565	*	*	*
WOODFORD	33,547	32,896	-1.9	12,926	364,308	580,624	17,650	44,919	1,169	71,418	24,843

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Illinois 1987 Cash Receipts as follows: From Crops $5,020,577,000; from Livestock & Livestock Products $2,198,720,000; Total $7,219,297,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

INDIANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop. Change 90 vs 80	1990 number of households	E&P 1988 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	5,488,859	5,554,181	1.2	2,030,702	43,203,001	76,040,958	15,779	37,446	77,180	2,237,382	1,679,917
METRO AREAS (MSAs/PMSAs/CMSAs)											
Anderson, IN	139,113	133,801	-3.8	48,631	906,906	1,521,722	11,373	31,291	1,126	46,473	13,070
Bloomington, IN	98,479	109,775	11.5	36,551	954,177	2,081,783	18,964	56,956	619	3,812	4,442
Elkhart-Goshen, IN	137,401	157,387	14.5	55,878	1,096,532	2,306,760	14,657	41,282	1,678	28,154	60,489
Fort Wayne, IN	354,087	357,869	1.1	132,551	2,813,326	5,156,277	14,408	38,900	3,764	86,013	71,348
Gary-Hammond, IN	641,735	567,086	-11.6	218,852	5,203,306	6,900,067	12,168	31,528	1,299	59,127	17,422

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, inc.

INDIANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Indianapolis, IN	1,166,731	1,249,151	7.1	468,258	9,980,769	18,446,186	14,767	39,393	6,450	238,190	97,985
Kokoma, IN	103,516	102,498	-1.0	37,415	813,675	1,300,624	12,689	34,762	1,370	72,701	36,913
Lafayette- West Lafayette, IN	121,756	128,817	5.8	40,713	1,272,003	2,419,369	18,781	59,425	945	51,657	20,968
Muncie, IN	128,247	121,346	-5.4	41,938	887,314	1,433,829	12,228	35,381	965	34,569	12,319
South Bend- Mishawaka, IN	241,248	243,355	0.9	87,167	1,855,663	3,330,465	13,686	38,208	1,006	30,245	16,412
Terre Haute, IN	137,271	132,924	-3.2	49,536	1,146,508	1,799,71[illegible]	13,539	36,331	1,397	45,075	13,115
Evansville, IN-KY	276,695	286,545	3.6	108,683	2,325,428	4,076,779	14,227	37,511	2,266	70,850	21,223
ADAMS	29,621	31,657	6.9	13,514	211,120	427,887	13,516	31,662	1,230	27,042	44,139
Decatur	8,649	8,900	2.9	3,531	49,774	96,812	10,878	27,418	*	*	*
ALLEN	294,218	294,806	0.2	109,499	2,382,827	4,322,475	14,662	39,475	1,776	44,621	32,791
Fort Wayne	172,196	164,775	-4.3	66,559	1,011,035	1,722,321	10,453	25,877	*	*	*
BARTHOLOMEW	65,259	64,861	-0.6	24,188	536,711	886,718	13,671	36,659	794	29,700	12,803
Columbus	30,614	28,656	-6.4	11,300	223,339	345,497	12,057	30,575	*	*	*
BENTON	10,149	9,162	-9.7	3,537	82,997	105,130	11,475	29,723	628	61,175	8,327
BLACKFORD	15,544	15,079	-3.0	5,486	110,534	216,689	14,370	39,499	412		
Hartford City	7,622	7,084	7.1	2,739	42,165	78,490	11,080	28,656	*	*	*
BOONE	36,661	40,222	9.7	15,230	304,728	637,196	15,842	41,838	938	43,407	18,020
Lebanon City	11,456	12,222	6.7	5,022	59,281	120,724	9,878	24,039	*	*	*
BROWN	12,463	14,838	19.1	5,788	89,265	204,819	13,804	35,387	232	1,341	1,016
CARROLL	19,712	18,986	-3.7	7,172	150,317	305,160	16,073	42,549	868	43,126	67,470
CASS	40,972	39,169	-4.4	14,032	326,883	528,715	13,498	37,679	946	39,223	25,726
Logansport	17,899	15,450	-13.7	6,411	106,321	152,341	9,860	23,762	*	*	*
CLARK	88,805	91,748	3.3	34,726	488,934	857,809	9,350	24,702	848	13,810	7,258
Jeffersonville	21,220	21,829	2.9	8,448	83,208	143,956	6,595	17,040	*	*	*
CLAY	24,855	25,221	1.5	9,327	197,427	324,186	12,854	34,758	719	24,017	8,415
Brazil	7,852	7,668	-2.3	3,270	42,523	66,830	8,715	20,437	*	*	*
CLINTON	31,512	31,124	-1.2	11,470	235,172	405,232	13,020	35,330	828		
Frankfort	15,168	14,728	-2.9	5,822	83,810	141,398	9,601	24,287	*	*	*
CRAWFORD	9,863	10,468	6.1	4,118	55,325	113,348	10,828	27,525	481	1,930	3,617
DAVIESS	27,909	29,053	4.1	11,215	207,856	380,527	13,098	33,930	1,207	32,516	46,135
Washington	11,325	11,363	0.3	4,977	65,549	115,031	10,123	23,113	*	*	*
DEARBORN	34,448	37,910	10.0	15,153	220,805	419,798	11,074	27,704	905	4,369	4,922
DECATUR	23,782	24,855	4.5	9,898	202,173	374,498	15,067	37,836	818	31,917	30,057
Greensburg	9,254	9,810	6.0	3,722	57,930	109,106	11,122	29,314	*	*	*
DE KALB	33,626	36,001	7.1	14,137	235,960	453,366	12,593	32,069	974	20,343	16,852
Auburn	8,122	8,738	7.6	3,408	48,551	93,564	10,708	27,454	*	*	*
DELAWARE	128,247	121,346	-5.4	40,987	887,314	1,483,829	12,228	36,202	965	34,569	12,319
Muncie	77,216	75,890	-1.7	27,492	384,806	692,414	9,124	25,186	*	*	*
DUBOIS	34,319	37,393	9.0	14,967	241,077	545,868	14,598	36,471	1,019	16,419	91,169
Jasper	9,097	9,660	6.2	3,617	54,542	120,176	12,441	33,225	*	*	*
ELKHART	137,401	157,387	14.5	59,422	1,096,532	2,306,760	14,657	38,820	1,678	28,154	60,489
Elkhart	41,305	40,852	-1.1	16,654	266,853	478,618	11,716	28,739	*	*	*
Goshen	19,665	23,323	18.6	9,121	119,984	258,061	11,065	28,293	*	*	*
FAYETTE	28,286	27,875	-1.5	10,494	178,311	289,081	10,371	27,547	495	11,710	14,505
Connersville	17,023	15,626	-8.2	6,039	80,759	118,908	7,610	19,690	*	*	*
FLOYD	61,369	63,122	2.9	24,370	348,397	628,410	9,955	25,786	475	3,645	2,569
New Albany	37,103	34,960	-5.8	14,071	153,131	244,460	6,993	17,373	*	*	*
FOUNTAIN	18,917	18,602	-1.7	6,870	134,985	217,727	11,704	31,692	707	33,847	7,432
FRANKLIN	19,705	20,456	3.8	9,052	141,379	278,643	13,622	30,782	1,043	12,720	18,484
FULTON	19,337	19,116	-1.1	6,744	165,534	307,578	16,090	45,608	817	25,181	19,233
Rochester	5,050	4,828	-4.4	2,052	36,539	65,541	13,575	31,940	*	*	*
GIBSON	33,175	33,772	1.8	12,440	252,549	433,701	12,842	34,863	895	75,017	17,933
Princeton	8,976	9,628	7.3	4,091	49,567	90,101	9,358	22,024	*	*	*
GRANT	80,656	75,982	-5.8	26,862	544,007	888,754	11,697	33,086	876		
Marion	35,874	32,653	-9.0	12,029	185,408	292,013	8,943	24,276	*	*	*
GREENE	30,426	30,845	1.4	11,135	238,097	456,189	14,790	40,969	1,071		
Bloomfield	2,705	2,819	4.2	1,277	18,901	37,264	13,219	29,181	*	*	*
Linton	6,315	6,460	2.3	2,823	39,498	76,437	11,832	27,077	*	*	*
HAMILTON	83,005	109,051	31.4	42,788	776,053	1,896,795	17,394	44,330	843	31,992	12,355
Noblesville	12,056	15,459	28.2	5,802	78,607	189,775	12,276	32,709	*	*	*
HANCOCK	44,134	46,344	5.0	18,783	359,465	656,722	14,171	34,964	773	31,087	12,412
Greenfield	11,439	12,387	8.3	4,481	69,226	130,906	10,568	29,214	*	*	*
HARRISON	27,419	29,768	8.6	12,251	178,859	322,5[illegible]	10,836	26,330	1,438	12,768	21,513
HENDRICKS	70,199	80,816	15.1	32,155	585,101	1,137,767	14,078	35,384	997	31,842	13,918
HENRY	53,191	50,085	-5.8	18,732	345,086	541,728	10,816	28,920	1,054	33,405	20,962
New Castle	20,056	17,394	-13.3	6,861	89,757	128,341	7,378	18,706	*	*	*

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INDIANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
HOWARD	86,725	86,391	0.4	31,968	657,393	1,030,227	11,925	32,227	784	31,080	19,899
Kokomo	47,808	48,660	1.8	19,086	271,182	437,167	8,984	22,905	•	•	•
HUNTINGTON	35,531	35,277	-0.7	12,852	262,113	479,375	13,589	37,300	927	•	•
Huntington	16,202	15,727	-2.9	5,957	89,489	159,263	10,127	26,735	•	•	•
JACKSON	36,629	37,675	2.9	14,455	293,926	529,268	14,048	36,615	1,026	25,325	55,552
Seymour	15,050	15,631	3.9	6,269	94,123	171,526	10,973	27,361	•	•	•
JASPER	26,308	27,515	4.6	10,684	215,040	406,843	14,786	38,080	877	60,188	34,956
Rensselaer	4,944	5,047	2.1	1,966	33,975	62,794	12,442	31,940	•	•	•
JAY	23,121	20,820	-10.0	7,658	152,448	242,205	11,633	31,628	1,062	27,802	25,452
Portland	7,074	6,419	-9.3	2,585	35,175	56,258	8,764	21,763	•	•	•
JEFFERSON	30,484	29,349	-3.7	10,552	240,307	378,378	12,892	35,858	1,055	14,008	6,718
Madison	12,472	10,767	-13.7	4,227	86,180	120,846	11,224	28,589	•	•	•
JENNINGS	22,879	23,293	1.8	8,731	166,406	322,832	13,860	36,975	751	13,518	17,717
JOHNSON	77,659	90,373	16.4	34,451	626,794	1,205,448	13,339	34,990	737	25,496	12,500
Edinburg	4,856	4,600	-5.3	1,605	21,457	33,349	7,250	20,778	•	•	•
Franklin	11,563	11,803	2.1	3,949	61,376	102,791	8,709	26,030	•	•	•
KNOX	41,901	41,692	0.5	14,198	327,543	559,142	13,411	39,382	882	51,177	17,654
Bicknell	4,713	5,274	11.9	2,188	25,514	49,815	9,445	22,767	•	•	•
Vincennes	20,857	21,078	1.1	8,166	115,208	203,143	9,638	24,877	•	•	•
KOSCIUSKO	59,744	65,302	9.3	24,287	519,533	1,146,489	17,557	47,206	1,442	34,921	80,295
Warsaw	10,647	12,505	17.5	4,769	77,119	183,453	14,670	38,468	•	•	•
LAGRANGE	25,576	30,031	17.4	13,415	160,144	404,321	13,463	30,139	1,415	23,395	59,291
LAKE	520,913	444,820	-14.6	177,685	4,160,221	5,302,500	11,921	29,842	622	30,379	8,973
East Chicago	39,786	29,770	-25.2	11,612	207,369	267,471	8,985	23,034	•	•	•
Gary	151,953	115,077	-24.3	42,456	752,026	981,740	8,531	23,124	•	•	•
Hammond	93,714	71,042	-24.2	29,464	586,153	765,960	10,782	25,996	•	•	•
LA PORTE	108,455	105,942	-2.3	39,699	836,020	1,359,654	12,834	34,249	982	47,655	21,954
La Porte	21,796	20,724	-4.9	8,587	130,351	203,126	9,801	23,655	•	•	•
Michigan City	36,850	34,143	-7.3	12,387	192,487	292,345	8,561	23,601	•	•	•
LAWRENCE	42,493	42,856	0.9	15,809	291,180	510,817	11,919	32,312	962	8,151	9,381
Bedford	14,410	14,472	0.4	6,252	81,356	142,136	9,821	22,734	•	•	•
MADISON	139,113	133,801	-3.8	47,809	906,906	1,521,722	11,373	31,829	1,126	46,473	13,070
Anderson	64,695	58,913	-8.9	23,364	318,143	497,998	8,453	21,315	•	•	•
Elwood	10,867	10,201	-6.1	3,883	47,044	75,910	7,441	19,549	•	•	•
MARION	763,107	785,787	3.0	274,685	6,628,685	11,634,193	14,806	42,355	400	14,150	4,582
Indianapolis	700,807	709,796	1.3	248,242	4,481,382	10,298,960	14,510	41,488	•	•	•
MARSHALL	39,183	43,476	11.0	16,705	279,502	558,603	12,849	33,439	1,182	30,537	26,398
Plymouth	7,693	8,100	5.3	3,254	39,573	74,676	9,219	22,949	•	•	•
MARTIN	10,959	11,013	0.5	4,155	67,438	118,820	10,789	28,597	390	3,598	12,185
MIAMI	39,677	38,683	-2.5	14,284	273,183	485,739	12,557	34,006	924	27,837	34,806
Peru	13,764	12,765	-7.3	5,033	73,357	123,354	9,663	24,509	•	•	•
MONROE	98,479	109,775	11.5	31,619	954,177	2,081,783	18,964	65,840	619	3,812	4,442
Bloomington	52,044	58,878	13.1	19,633	386,844	866,525	14,717	44,136	•	•	•
MONTGOMERY	35,431	35,806	1.1	12,624	278,384	531,783	14,852	42,125	976	50,726	28,227
Crawfordsville	13,325	12,910	-3.1	5,319	82,238	149,809	11,604	28,165	•	•	•
MORGAN	52,119	56,220	7.9	22,623	396,301	727,044	12,932	32,137	803	19,074	8,950
Martinsville	11,311	12,060	6.6	4,484	59,977	108,166	8,969	24,123	•	•	•
NEWTON	14,908	14,170	-5.0	5,475	123,979	216,419	15,273	39,529	504	46,532	8,903
NOBLE	35,517	39,981	12.6	15,448	246,088	507,435	12,692	32,848	1,146	21,664	28,164
Kendallville	7,299	7,976	9.3	3,144	39,923	79,679	9,990	25,343	•	•	•
OHIO	5,075	5,380	6.0	2,047	40,477	70,114	13,032	34,252	316	2,546	1,765
ORANGE	18,732	19,267	2.9	6,947	110,646	221,841	11,514	31,933	655	759	10,422
OWEN	15,874	17,379	9.5	6,557	117,082	227,809	13,108	34,743	748	7,658	5,351
Spencer	2,732	2,853	4.4	1,222	18,412	34,144	11,968	27,941	•	•	•
PARKE	16,379	15,982	-2.4	6,092	114,223	191,147	11,963	31,377	640	22,993	12,271
PERRY	19,356	18,944	-2.1	7,396	123,813	239,895	12,663	32,436	570	3,383	6,301
PIKE	13,497	13,242	-1.9	4,725	108,164	186,610	14,092	39,494	416	12,917	5,953
PORTER	120,822	122,266	1.2	47,617	1,043,087	1,597,567	13,066	33,550	677	28,748	8,449
Chesterton	8,531	8,214	-3.7	3,003	59,737	86,814	10,569	28,909	•	•	•
Valparaiso	22,247	23,267	4.6	8,135	153,815	242,804	10,436	29,847	•	•	•
POSEY	26,574	26,949	1.4	10,435	200,816	347,261	12,886	33,278	616	39,551	12,205
PULASKI	13,238	13,477	1.8	5,435	108,199	194,426	14,427	35,773	775	40,614	15,341
PUTNAM	29,253	29,576	1.1	10,065	232,028	474,028	16,027	47,097	985	26,961	18,157
Greencastle	8,403	7,900	-6.0	2,665	47,088	88,717	11,230	33,290	•	•	•
RANDOLPH	29,989	28,263	-5.8	10,465	187,571	295,725	10,463	28,258	1,208	36,013	20,247
Union City	3,908	3,294	-15.7	1,305	19,104	26,830	8,145	20,559	•	•	•
Winchester	5,659	5,357	-5.3	2,176	29,706	46,856	8,747	21,533	•	•	•
RIPLEY	24,408	26,080	6.9	10,381	175,258	335,598	12,868	32,328	1,165	19,264	13,321
RUSH	19,476	18,204	-6.5	7,084	150,908	242,271	13,309	34,200	883	36,664	30,794
Rushville	6,113	5,573	-8.8	2,164	33,274	51,929	9,318	23,997	•	•	•

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

INDIANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1990 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
ST. JOSEPH	241,248	243,355	0.9	85,343	1,855,663	3,330,465	13,686	39,024	1,006	30,245	16,412
Mishawaka	40,201	42,868	6.6	18,195	229,124	429,511	10,019	23,606	*	*	*
South Bend	109,727	103,867	-5.3	41,731	634,898	1,056,516	10,172	25,317	*	*	*
SCOTT	20,404	21,330	4.5	8,442	140,217	248,129	11,633	29,392	464	*	*
SHELBY	39,847	40,338	1.2	15,680	303,642	551,021	13,660	35,142	962	41,142	15,248
Shelbyville	14,989	14,699	-1.9	5,858	80,656	141,006	9,593	24,071	*	*	*
SPENCER	19,429	21,624	11.3	8,512	150,550	287,643	13,302	33,793	831	19,622	15,851
STARKE	22,033	21,530	-2.3	8,245	158,622	274,212	12,736	33,258	493	22,176	6,432
STEUBEN	24,695	29,264	18.5	10,536	180,164	460,682	15,742	43,725	651	13,255	14,636
SULLIVAN	21,095	20,503	-2.8	7,435	167,479	284,249	13,864	38,231	660	29,245	5,837
Sullivan	4,774	4,477	-6.2	1,996	28,782	47,016	10,502	23,555	*	*	*
SWITZERLAND	7,170	7,397	3.2	2,908	49,301	84,086	11,368	28,915	715	6,814	5,879
TIPPECANOE	121,756	128,817	5.8	38,988	1,272,003	2,419,369	18,781	62,054	945	51,657	20,968
Lafayette	43,011	41,816	-2.8	16,784	379,512	657,063	15,713	39,148	*	*	*
West Lafayette	21,247	22,262	4.8	7,692	195,634	365,031	16,397	47,456	*	*	*
TIPTON	16,791	16,107	-4.1	5,987	156,282	270,397	16,788	45,164	586	41,621	17,014
Tipton	5,004	4,413	-11.8	1,774	32,169	50,633	11,474	28,542	*	*	*
UNION	6,846	7,069	3.3	2,703	45,373	79,380	11,229	29,367	339	11,603	11,921
VANDERBURGH	167,451	166,868	-0.3	56,765	1,440,361	2,413,073	14,461	42,510	408	15,480	3,495
Evansville	130,496	125,950	-3.5	47,265	791,551	1,255,893	9,971	26,571	*	*	*
VERMILLION	18,254	19,746	8.2	7,207	136,254	236,042	11,954	32,752	375	17,714	4,614
Clinton	5,267	5,259	-0.2	2,388	28,870	45,785	8,706	19,173	*	*	*
VIGO	112,416	107,703	-4.2	35,504	949,081	1,475,530	13,700	41,560	678	21,058	4,700
Terre Haute	61,125	54,561	-10.7	21,853	364,344	515,252	9,444	23,578	*	*	*
WABASH	36,694	35,210	-4.0	12,201	281,542	493,902	14,027	40,480	939	27,283	60,466
Wabash	12,985	11,375	-12.4	4,298	80,159	126,938	11,159	29,534	*	*	*
WARREN	8,965	8,498	-5.2	3,220	64,095	97,057	11,421	30,142	530	*	*
WARRICK	41,661	46,895	12.6	18,855	341,861	681,734	14,537	36,157	517	15,819	5,523
WASHINGTON	21,983	22,584	2.7	8,763	134,792	245,640	10,877	28,031	122	15,643	24,216
WAYNE	75,859	71,485	-5.8	25,227	518,456	861,538	12,052	34,151	1,000	32,275	26,370
Richmond	41,349	38,557	-6.8	15,065	208,754	342,143	8,874	22,711	*	*	*
WELLS	25,334	25,227	-0.4	9,786	190,281	335,390	13,295	34,272	970	35,073	18,954
Bluffton	8,705	8,588	-1.3	3,473	48,603	84,768	9,871	24,408	*	*	*
WHITE	23,916	23,392	-2.2	8,579	184,680	289,976	12,396	33,801	883	58,312	26,109
Monticello	5,162	4,725	-8.5	1,943	29,599	43,297	9,163	22,284	*	*	*
WHITLEY	26,243	27,062	3.1	10,531	194,539	380,436	14,058	36,125	1,014	21,049	21,705
Columbia City	5,091	5,214	2.4	2,240	29,396	57,072	10,946	25,479	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Indiana 1987 Cash Receipts as follows: From Crops $2,237,382,000; from Livestock & Livestock Products $1,679,917,000; Total $3,917,299,000. *—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

IOWA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop. Change 90 vs 80	1990 number of households	E&P 1990 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,912,717	2,862,498	-1.7	1,070,958	23,262,997	38,579,629	16,214	36,023	115,413	3,771,826	5,116,460
METRO AREAS (MSAs/PMSAs/CMSAs)											
Cedar Rapids, IA	170,112	168,982	-0.7	64,346	1,412,093	2,255,115	13,345	35,047	1,810	56,889	47,499
Des Moines, IA	367,924	383,570	4.3	144,967	3,168,078	5,378,368	14,022	37,101	3,712	124,137	92,945
Dubuque, IA	93,752	90,051	-3.9	30,194	777,791	1,145,855	12,725	37,950	1,708	15,467	120,196
Iowa City, IA	82,037	91,401	11.4	34,093	708,621	1,564,774	17,120	45,897	1,508	40,002	66,154
Waterloo-Cedar Falls, IA	163,152	153,614	-5.8	54,879	1,423,943	1,888,226	12,292	34,407	2,639	89,890	93,991
Davenport-Rock Island-Moline, IA-IL	384,347	376,206	-2.1	139,057	3,639,903	5,349,381	14,219	38,469	3,787	158,759	179,104
Sioux City, IA-NE	117,120	118,478	1.2	44,193	892,995	1,499,167	12,654	33,923	1,957	73,502	101,646
COUNTIES, Cities											
ADAIR	9,520	8,765	-7.9	3,294	74,926	136,889	15,618	41,557	1,085	26,759	44,283
ADAMS	5,701	5,339	-6.3	2,000	39,080	69,795	13,073	34,898	737	16,108	31,255

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IOWA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
ALLAMAKEE	15,019	14,903	-0.8	5,890	88,509	160,652	10,780	27,275	1,134	11,805	66,348
APPANOOSE	15,527	13,384	-13.8	4,931	102,369	159,008	11,880	32,247	900		
Centerville	6,558	5,497	-16.2	2,388	30,632	45,998	8,368	19,262	•	•	•
AUDUBON	8,494	7,320	-13.8	2,787	65,759	104,773	14,313	37,593	905	29,524	63,082
BENTON	23,677	22,669	-4.3	8,995	175,822	288,560	12,729	32,080	1,585	66,985	71,198
Vinton	5,040	4,852	-3.7	2,024	32,856	54,232	11,177	26,794	•	•	•
BLACK HAWK	138,221	128,574	-7.0	48,155	1,232,971	1,591,373	12,377	33,047	1,352	55,082	48,152
Evansdale	4,798	4,014	-16.3	1,408	27,055	33,772	8,414	23,986	•	•	•
Waterloo	75,985	72,073	-5.1	27,900	523,330	740,647	10,276	26,546	•	•	•
BOONE	26,160	25,623	2.1	9,191	201,597	326,521	12,743	35,526	1,153	59,073	43,782
Boone	12,602	12,617	0.1	5,239	70,274	117,012	9,274	22,335	•	•	•
BREMER	24,931	25,040	0.4	9,623	190,972	296,853	11,855	30,848	1,287	34,808	45,839
BUCHANAN	22,868	22,400	-2.0	9,594	156,160	262,940	11,738	27,407	1,403	51,248	61,687
BUENA VISTA	20,753	21,253	2.4	7,766	194,496	331,466	15,596	42,682	1,185	58,562	79,704
BUTLER	17,662	16,825	-4.7	6,611	119,637	198,457	11,795	30,019	1,467	48,887	64,608
CALHOUN	13,525	12,024	-11.1	4,344	96,612	148,211	12,326	34,119	1,164	62,862	53,058
CARROLL	22,934	23,363	1.9	9,528	189,339	343,703	14,711	36,073	1,396	47,143	139,383
Carroll	9,705	10,391	7.1	3,804	58,151	112,098	10,788	29,468	•	•	•
CASS	16,891	16,046	-5.0	5,978	147,917	263,387	16,414	44,059	1,087	35,329	52,836
Atlantic	7,789	7,953	2.1	3,392	54,870	106,345	13,372	31,352	•	•	•
CEDAR	18,599	18,543	-0.3	7,148	155,510	270,450	14,585	37,836	1,323	60,021	65,847
CERRO GORDO	48,402	48,894	1.0	17,617	392,628	660,799	13,515	37,509	1,045	81,184	39,078
Mason City	30,144	30,222	0.3	11,748	185,722	313,285	10,366	26,667	•	•	•
CHEROKEE	16,164	15,222	-5.9	5,599	146,866	236,704	15,550	42,276	1,214	•	•
Cherokee	7,004	6,682	-4.6	2,660	54,911	89,900	13,454	33,797	•	•	•
CHICKASAW	15,433	15,278	1.0	5,954	105,185	191,579	12,540	32,177	1,180	33,730	51,176
CLARKE	8,655	8,598	-0.7	3,216	63,433	115,397	13,421	35,882	766	10,060	18,682
CLAY	19,592	18,849	-3.8	7,061	156,492	234,726	12,453	33,243	1,045	51,948	62,028
Spencer	11,726	11,713	-0.1	4,681	71,760	113,263	9,670	24,196	•	•	•
CLAYTON	20,995	20,476	-2.5	8,252	135,197	231,200	11,291	28,017	1,725	25,196	107,251
CLINTON	56,951	52,618	-7.6	20,563	464,560	653,160	12,413	31,764	1,570	64,062	83,218
Clinton	32,828	29,181	-11.1	11,219	204,983	277,923	9,524	24,773	•	•	•
CRAWFORD	18,899	18,982	0.4	7,734	148,603	248,519	13,092	32,133	1,511	•	•
DALLAS	29,611	29,818	0.7	11,656	227,441	381,797	12,804	32,755	1,208	58,083	38,374
DAVIS	9,103	8,957	-1.6	3,358	65,554	123,706	13,811	36,839	954	14,739	22,612
DECATUR	9,790	8,821	-9.9	2,967	59,436	98,197	11,132	33,096	769	12,865	24,939
DELAWARE	18,955	18,875	-0.4	8,035	127,018	262,628	13,914	32,686	1,481	34,561	111,825
DES MOINES	46,236	43,044	-6.9	16,162	391,142	591,018	13,731	36,568	815	37,625	20,261
Burlington	29,529	25,996	-12.0	10,401	185,892	259,741	9,992	24,973	•	•	•
DICKINSON	15,674	15,884	1.3	5,853	124,566	218,726	13,770	37,370	652	33,323	44,966
DUBUQUE	93,752	90,051	-3.9	36,522	777,791	1,145,855	12,725	31,374	1,708	15,467	120,196
Dubuque	62,321	58,289	-6.5	19,888	418,411	593,235	10,177	29,829	•	•	•
EMMET	13,278	11,362	-14.4	4,385	93,813	130,916	11,522	29,855	714	42,394	28,353
Estherville	7,518	6,351	-15.5	2,516	35,440	48,556	7,645	19,299	•	•	•
FAYETTE	25,446	23,348	-8.2	9,194	169,533	281,628	12,062	30,632	1,641	47,553	98,913
Oelwein	7,564	6,986	-7.6	2,796	42,054	70,630	10,110	25,261	•	•	•
FLOYD	19,564	18,380	-6.1	6,894	143,320	219,974	11,968	31,908	1,097	51,012	36,304
Charles City	8,778	8,129	-7.4	3,200	47,908	72,268	8,890	22,584	•	•	•
FRANKLIN	13,054	12,203	-6.5	4,723	93,028	161,157	13,206	34,122	1,168	64,281	66,060
FREMONT	9,362	8,027	-14.3	3,026	77,818	130,892	16,306	43,256	771	38,588	31,669
GREENE	12,114	10,569	-12.8	3,838	94,695	147,597	13,965	38,457	1,054	65,450	40,811
GRUNDY	14,390	13,232	-8.0	5,218	116,177	199,344	15,065	38,203	1,135	•	•
GUTHRIE	11,981	11,014	-8.1	4,131	85,815	150,197	13,637	36,359	1,105	32,851	44,404
HAMILTON	17,831	17,544	-1.6	6,698	139,308	263,526	15,021	39,344	1,158	67,458	83,799
Webster City	8,572	8,581	0.1	3,357	45,324	87,691	10,219	26,122	•	•	•
HANCOCK	13,819	13,379	-3.2	5,165	96,715	170,969	12,779	33,101	1,176	62,051	53,079
HARDIN	21,789	20,730	-4.9	7,405	165,835	278,314	13,426	37,585	1,208	59,098	73,996
HARRISON	16,310	14,843	-9.0	5,775	126,469	203,603	13,717	35,256	1,192	53,164	31,937
HENRY	18,880	19,222	1.8	7,045	135,758	261,581	13,608	37,130	963	34,778	38,056
Mt. Pleasant	7,322	7,461	1.9	2,806	38,503	74,261	9,953	26,465	•	•	•
HOWARD	11,085	10,566	-4.7	3,994	79,902	155,414	14,709	38,912	1,055	30,002	40,386
HUMBOLDT	12,226	11,551	-5.5	4,338	95,473	139,509	12,078	32,160	848	51,722	36,641
IDA	8,892	8,902	0.1	3,378	84,351	149,461	16,790	44,245	874		
IOWA	15,382	14,905	-3.1	5,790	117,516	200,589	13,458	34,644	1,150	37,126	69,669
JACKSON	22,531	21,980	-2.4	9,264	160,252	269,526	12,262	29,094	1,422	2,063	71,696
JASPER	36,388	35,848	-1.5	13,608	285,670	509,152	14,203	37,416	1,580	55,025	80,812
Newton	15,292	14,702	-3.9	6,191	92,122	159,584	10,855	25,777	•	•	•
JEFFERSON	16,339	17,066	4.4	5,781	120,899	225,587	13,219	39,022	894	26,358	26,932
Fairfield	9,428	10,213	8.3	3,681	55,855	109,192	10,691	29,664	•	•	•
JOHNSON	82,037	91,401	11.4	28,909	708,621	1,564,774	17,120	54,128	1,508	40,002	66,154
Iowa City	50,508	54,716	8.3	18,949	325,798	692,070	12,648	36,523	•	•	•
JONES	20,443	20,021	-2.1	7,919	142,780	246,084	12,291	31,075	1,307	•	•
KEOKUK	12,866	12,098	-6.0	4,647	87,225	168,978	13,967	36,363	1,193	•	•
KOSSUTH	21,858	20,139	-7.9	8,164	155,905	266,254	13,221	32,613	1,885	111,625	90,681

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IOWA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P —1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
LEE	43,003	40,840	-5.0	15,555	342,906	523,510	12,819	33,655	1,060	27,856	37,077
Fort Madison	13,520	12,199	-9.8	4,847	83,032	117,532	9,635	24,248	*	*	*
Keokuk	13,536	11,946	-11.7	4,911	80,783	111,845	9,363	22,774	*	*	*
LINN	170,112	168,982	-0.7	62,852	1,417,093	2,255,115	13,345	35,880	1,810	56,889	47,499
Cedar Rapids	110,243	106,239	-3.6	40,923	713,081	1,100,011	10,354	26,880	*	*	*
Marion	19,474	19,577	0.5	7,032	124,775	200,791	10,256	28,554	*	*	*
LOUISA	12,052	12,110	0.5	4,869	91,320	170,569	14,085	35,032	699	35,144	22,555
LUCAS	10,321	9,230	-10.6	3,277	71,795	109,221	11,833	33,330	769	8,499	18,997
LYON	12,872	12,048	-6.4	5,193	100,236	185,372	15,386	35,697	1,391	40,340	103,894
MADISON	12,573	12,425	-1.2	4,814	91,820	158,923	12,791	33,013	1,154	21,353	35,228
MAHASKA	22,443	22,328	-0.5	8,131	151,450	261,254	11,701	32,131	1,265	35,013	81,195
Oskaloosa	10,989	10,752	-2.2	4,552	54,178	91,522	8,512	20,106	*	*	*
MARION	29,732	30,297	1.9	11,164	229,200	421,524	13,913	37,757	1,231	24,206	47,753
MARSHALL	41,539	40,458	-2.6	14,506	339,918	519,108	12,831	35,786	1,201	55,252	44,032
Marshalltown	26,938	26,859	-0.3	10,223	164,919	260,700	9,706	25,501	*	*	*
MILLS	13,410	13,633	1.7	5,014	118,097	210,049	15,407	41,893	684	32,189	31,253
MITCHELL	12,307	11,485	-6.7	4,447	90,049	161,571	14,068	36,333	1,011	36,414	59,521
MONONA	11,614	10,440	-10.1	3,794	91,781	158,831	15,214	41,864	933	51,498	41,184
MONROE	9,183	8,522	-7.2	3,312	63,916	103,545	12,150	31,264	761	7,088	22,053
MONTGOMERY	13,404	12,473	-6.9	4,335	119,036	194,829	15,620	44,943	769	*	*
MUSCATINE	40,431	45,798	13.3	18,448	339,257	611,828	13,359	33,165	1,005	34,395	37,346
Muscatine	23,467	26,104	11.2	9,819	139,593	246,925	9,459	25,148	*	*	*
O BRIEN	16,933	15,972	-5.7	6,040	138,941	246,358	15,424	40,788	1,337	52,525	112,898
OSCEOLA	8,365	7,863	-6.0	3,082	60,706	90,412	11,498	29,335	833	38,512	49,760
PAGE	19,032	17,707	-7.0	6,087	152,334	243,326	13,742	39,975	1,057	37,901	42,372
Shenandoah	6,274	5,980	-4.7	2,489	40,023	65,619	10,973	26,364	*	*	*
PALO ALTO	12,659	11,640	-8.0	4,509	91,465	149,467	12,841	33,149	1,015	60,024	46,656
PLYMOUTH	24,702	24,209	-2.0	9,836	209,276	373,493	15,428	37,972	1,874	55,585	135,157
Le Mars	8,276	8,095	-2.2	3,042	64,456	114,801	14,182	37,739	*	*	*
POCAHONTAS	11,304	10,730	-5.1	4,031	82,085	128,350	11,962	31,841	1,105	67,498	45,194
POLK	303,258	316,991	4.5	113,949	2,674,207	4,543,644	14,334	39,874	1,110	42,510	17,489
Des Moines	191,003	184,041	-3.6	70,821	1,162,381	2,071,570	11,256	29,251	*	*	*
POTTAWATTAMIE	86,452	87,974	1.8	34,925	767,838	1,286,541	14,624	36,837	1,828	76,892	111,607
Council Bluffs	56,449	55,662	-1.4	21,097	367,599	587,011	10,546	27,824	*	*	*
POWESHIEK	19,339	18,908	-2.2	6,604	143,819	248,700	13,153	37,659	1,152	*	*
RINGGOLD	6,095	5,205	-14.6	1,832	41,699	70,620	13,568	38,548	776	14,104	27,886
SAC	14,056	11,884	-15.5	4,495	122,701	190,265	16,010	42,328	1,146	51,264	96,912
SCOTT	160,216	162,200	1.2	63,208	1,357,781	2,165,437	13,350	34,259	1,097	44,905	53,752
Bettendorf	27,381	27,885	1.8	9,658	213,045	357,311	12,814	36,996	*	*	*
Davenport	103,264	102,503	-0.7	38,352	645,328	1,054,924	10,292	27,506	*	*	*
SHELBY	15,072	14,082	-6.6	5,506	119,329	204,119	14,495	37,072	1,317	45,416	69,779
SIOUX	30,892	30,893	0.0	12,592	223,713	388,425	12,573	30,847	2,100	52,214	271,799
STORY	72,473	74,616	3.0	22,663	560,622	1,023,404	13,716	45,157	1,248	56,947	43,047
Ames	45,775	47,245	3.2	14,690	271,466	499,373	10,570	33,994	*	*	*
TAMA	19,450	18,202	-6.4	7,009	136,972	237,149	13,029	33,835	1,508	57,353	56,991
TAYLOR	8,343	7,287	-12.7	2,757	55,197	98,598	13,531	35,763	890	17,603	25,993
UNION	13,845	13,104	-5.4	4,827	99,380	161,303	12,309	33,417	772	*	*
Creston	8,429	8,018	-4.9	3,391	46,564	76,095	9,491	22,440	*	*	*
VAN BUREN	8,644	7,930	-8.3	3,151	53,686	92,106	11,615	29,231	883	17,377	22,149
WAPELLO	40,201	36,521	-9.2	13,006	312,257	430,235	11,780	33,080	959	*	
Ottumwa	27,381	23,768	-13.2	9,621	168,158	217,068	9,133	22,562	*	*	*
WARREN	35,055	36,761	4.9	14,709	266,430	452,927	12,321	30,793	1,394	23,544	37,082
WASHINGTON	20,144	19,856	-1.4	7,672	153,524	277,784	13,990	36,208	1,238	44,444	89,808
Washington	6,584	6,359	-3.4	2,641	39,571	70,011	11,010	26,509	*	*	*
WAYNE	8,205	7,206	-12.2	2,570	57,757	98,763	13,706	38,429	824	15,090	23,937
WEBSTER	45,874	40,768	-11.1	14,822	350,004	483,686	11,864	32,633	1,357	82,686	42,090
Fort Dodge	29,423	26,049	-11.5	10,072	162,505	223,304	8,572	22,171	*	*	*
WINNEBAGO	12,908	12,725	-1.4	4,407	94,337	184,454	14,495	41,855	847	43,867	23,693
WINNESHIEK	21,865	21,935	0.3	8,374	147,315	282,951	12,900	33,789	1,724	20,563	97,020
WOODBURY	100,419	98,459	-2.0	37,588	734,933	1,176,895	11,953	31,310	1,579	56,865	89,254
Sioux City	82,003	79,563	-3.0	30,337	443,545	716,437	9,005	23,616	*	*	*
WORTH	9,065	8,837	-2.5	3,409	69,240	123,708	14,565	37,755	798	38,910	29,522
WRIGHT	16,276	16,196	-0.5	6,003	138,109	234,185	14,459	39,011	1,009	73,453	35,056

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Iowa 1987 Cash Receipts as follows: From Crops $3,771,826,000; from Livestock & Livestock Products $5,116,460,000; Total $8,888,286,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

KANSAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop. Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,367,464	2,524,757	6.6	956,571	19,863,001	35,908,680	17,301	37,539	73,315	2,102,611	4,011,187
METRO AREAS (MSAs/PMSAs/CMSAs)											
Lawrence, KS	67,914	74,198	9.3	24,894	631,533	1,245,453	16,786	50,030	896	10,331	17,912
Topeka, KS	155,187	156,986	1.2	62,063	1,259,588	2,202,841	14,032	35,494	937	13,232	9,787
Wichita, KS	443,549	482,225	8.7	186,794	3,401,588	5,928,596	12,294	31,739	3,041	57,593	119,991
COUNTIES, Cities											
ALLEN	15,647	16,231	3.7	6,251	86,591	143,070	8,815	22,888	735	11,755	11,967
Iola	6,938	7,306	5.3	3,037	29,639	49,851	6,823	16,415	•	•	•
ANDERSON	8,768	8,164	-6.9	3,248	44,880	69,499	8,513	21,397	797	15,341	14,358
ATCHISON	18,419	16,995	-7.7	6,390	146,886	252,590	14,863	39,529	768	12,644	14,250
Atchison	11,407	9,879	-13.4	3,452	69,780	110,070	11,142	31,886	•	•	•
BARBER	6,523	7,200	10.4	2,773	63,832	109,886	15,262	39,627	517	20,351	32,072
BARTON	31,344	33,269	6.1	12,990	320,174	507,654	15,259	39,080	962	34,036	83,804
Great Bend	16,608	17,804	7.2	7,084	123,455	197,509	11,094	27,881	•	•	•
BOURBON	16,019	18,283	14.1	6,532	92,075	187,692	10,266	28,734	882	8,621	17,910
Fort Scott	8,893	9,340	5.0	4,123	36,001	65,600	7,024	15,911	•	•	•
BROWN	11,984	10,955	-8.6	4,057	97,334	163,661	14,939	40,340	826	28,394	32,280
Hiawatha	3,702	3,851	4.0	1,629	27,930	53,677	13,938	32,951	•	•	•
BUTLER	45,243	47,984	6.1	19,695	298,873	501,795	10,458	25,478	1,376	15,903	86,053
Augusta	6,968	7,201	3.3	2,818	34,138	54,798	7,610	19,446	•	•	•
El Dorado	10,510	9,257	-11.9	3,932	48,311	66,093	7,140	16,809	•	•	•
CHASE	3,302	3,084	-6.6	1,105	29,446	46,756	15,161	42,313	295	3,453	25,215
CHAUTAUQUA	5,011	4,853	-3.2	1,812	43,484	71,132	14,657	39,256	431	4,805	10,944
CHEROKEE	22,338	22,095	-1.1	8,408	135,222	232,896	10,541	27,699	939	18,655	5,898
Columbus	3,426	3,391	-1.0	1,461	16,802	28,727	8,472	19,663	•	•	•
CHEYENNE	3,648	3,594	-1.5	1,273	33,383	68,146	18,961	53,532	546	24,061	27,811
CLARK	2,601	2,522	-3.0	902	24,991	37,979	15,059	42,105	308	9,002	41,548
CLAY	9,801	8,982	-8.4	3,302	62,478	114,079	12,701	34,548	719	177,728	20,850
Clay Center	4,948	4,552	-8.0	1,991	23,740	43,556	9,569	21,876	•	•	•
CLOUD	12,489	11,397	-8.7	3,998	80,776	123,592	10,844	30,913	726	19,363	15,207
Concordia	6,847	6,303	-7.9	2,511	30,986	47,978	7,612	19,107	•	•	•
COFFEY	9,516	10,504	10.4	4,006	55,060	83,151	7,916	20,757	671	13,410	16,220
COMANCHE	2,559	2,488	-2.8	921	23,220	33,363	13,410	36,225	259	11,213	12,708
COWLEY	37,068	37,772	1.9	13,837	361,326	606,689	16,062	43,845	1,101	19,219	60,336
Arkansas City	13,201	12,915	-2.2	5,520	97,202	153,371	11,875	27,785	•	•	•
Winfield	10,736	10,198	-5.0	4,182	82,795	126,841	12,438	30,330	•	•	•
CRAWFORD	37,950	37,318	-1.7	13,314	250,090	424,510	11,375	31,884	915	13,915	13,879
Pittsburg	18,770	17,764	-5.4	7,426	87,174	141,364	7,958	19,036	•	•	•
DECATUR	4,492	4,171	-7.1	1,486	43,244	85,906	20,596	57,810	516	18,964	52,593
DICKINSON	20,047	20,080	0.2	7,601	132,068	232,940	11,601	30,646	1,149	25,605	39,063
Abilene	6,572	6,526	-0.7	2,743	31,368	54,604	8,367	19,907	•	•	•
DONIPHAN	9,285	9,011	-3.0	3,693	73,508	146,041	16,207	39,545	620	25,629	12,177
DOUGLAS	67,914	74,198	9.3	23,654	631,533	1,245,453	16,786	52,653	896	10,331	17,912
Lawrence	52,738	57,223	8.5	19,308	385,222	796,291	13,916	41,242	•	•	•
EDWARDS	4,255	3,768	-11.4	1,355	42,628	89,841	23,843	66,303	402	28,932	38,372
ELK	3,885	3,580	-7.9	1,275	34,774	67,370	18,818	52,839	467	3,369	12,272
ELLIS	26,193	28,724	9.7	10,524	235,946	446,880	15,558	42,463	790	13,277	25,109
Hays	16,301	17,897	9.8	6,995	116,638	221,257	12,363	31,631	•	•	•
ELLSWORTH	6,631	6,113	-7.8	2,199	57,929	90,487	14,802	41,149	527	13,521	8,802
FINNEY	23,937	33,947	41.8	14,487	241,689	567,288	16,711	39,158	558	60,472	164,284
Garden City	18,256	25,709	40.8	9,132	141,690	328,533	12,779	35,976	•	•	•
FORD	24,366	30,769	26.3	12,108	222,453	491,768	15,983	40,615	836	34,875	167,226
Dodge City	18,001	25,606	42.2	9,842	114,351	319,522	12,478	32,465	•	•	•
FRANKLIN	21,834	21,952	0.5	8,548	127,397	208,431	9,495	24,384	1,087	11,904	21,073
Ottawa	11,016	10,509	-4.6	4,231	45,031	68,833	6,550	16,269	•	•	•
GEARY	29,657	30,884	4.1	11,288	294,866	456,128	14,769	40,408	299	4,882	9,039
Junction City	19,305	19,884	3.0	7,168	164,881	251,543	12,651	35,092	•	•	•
GOVE	3,725	3,460	-7.1	1,406	31,126	52,209	15,089	37,133	548	17,385	61,707
GRAHAM	3,972	3,814	-4.0	1,439	36,983	63,000	16,518	43,780	495	14,646	15,930
GRANT	6,989	6,883	-1.5	2,872	61,380	85,417	12,410	29,741	276	30,367	109,917
GRAY	5,142	5,206	1.2	2,198	42,905	82,686	15,883	37,619	552	55,098	106,256
GREELEY	1,837	1,803	-1.9	684	19,087	23,880	13,245	34,912	277	17,847	94,296
GREENWOOD	8,754	7,915	-9.6	2,932	75,927	114,578	14,476	39,078	651	4,125	27,393
HAMILTON	2,496	2,442	-2.2	911	21,419	37,589	15,393	41,261	270	16,418	41,113
HARPER	7,796	7,484	-4.0	2,709	58,043	98,356	13,142	36,307	660	31,205	28,083
HARVEY	30,641	31,237	1.9	11,549	227,779	377,483	12,084	32,685	923	24,635	32,465
Newton	16,332	16,505	1.1	6,539	91,125	151,173	9,159	23,119	•	•	•
HASKELL	3,773	3,875	2.7	1,591	31,844	110,763	26,584	69,618	324	48,748	295,409
HODGEMAN	2,257	2,263	0.3	889	23,149	29,805	13,171	33,526	486	16,406	58,127
JACKSON	11,667	11,512	-1.3	4,685	104,872	175,794	15,271	37,523	1,156	8,153	18,661
JEFFERSON	15,284	16,034	4.9	6,522	98,682	168,392	10,502	25,819	1,047	11,261	15,863

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KANSAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1988 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
JEWELL	5,217	4,641	-11.0	1,791	42,658	74,904	16,140	41,822	808	23,507	26,496
JOHNSON	271,908	346,666	27.5	138,131	3,218,352	6,535,772	18,853	47,316	766	12,229	12,579
Olathe	37,258	61,860	66.0	20,590	251,570	733,504	11,857	35,624	*	*	*
KEARNY	3,444	3,908	13.5	1,715	27,483	57,259	14,652	33,387	297	33,012	115,697
KINGMAN	8,967	8,920	-0.5	3,538	62,225	104,360	11,700	29,497	860	24,597	17,331
KIOWA	4,031	3,723	[illegible]	1,418	41,472	77,649	20,857	54,760	354	15,747	10,681
LABETTE	25,700	25,144	[illegible]	9,502	141,631	268,545	10,680	28,262	1,064	13,952	41,463
Parsons	12,898	12,343	-4.3	4,973	55,058	101,607	8,232	20,432	*	*	*
LANE	2,440	2,430	-0.4	949	24,711	39,719	16,345	41,854	335	16,204	63,527
LEAVENWORTH	54,948	60,631	10.3	23,855	511,361	966,125	15,935	40,500	1,237	9,487	14,120
Leavenworth	33,656	40,208	19.5	13,670	234,905	507,684	12,626	37,139	*	*	*
LINCOLN	4,111	3,805	-7.4	1,332	34,697	52,655	13,838	39,531	615	16,012	14,311
LINN	8,226	8,180	-0.6	3,069	45,414	69,615	8,510	22,683	772	9,500	12,281
LOGAN	3,454	3,204	-7.2	1,142	30,164	52,644	16,431	46,098	379	15,913	10,629
LYON	35,202	34,762	-1.2	12,390	348,208	607,313	17,471	49,016	945	10,157	40,352
Emporia	25,287	24,776	-2.0	9,668	199,360	343,604	13,868	35,540	*	*	*
MCPHERSON	26,894	28,813	7.1	10,128	200,691	374,346	12,992	36,961	1,476	35,149	35,938
McPherson	11,753	12,582	7.1	4,826	66,170	123,598	9,823	25,611	*	*	*
MARION	13,472	13,046	-3.2	4,654	86,663	142,642	10,934	30,649	1,184	21,218	38,444
MARSHALL	12,645	12,447	-1.6	4,757	101,311	208,810	16,776	43,895	1,149	28,785	27,856
MEADE	4,786	4,494	-6.1	1,704	41,561	69,028	15,360	40,509	489	28,328	42,464
MIAMI	21,607	22,731	5.2	9,124	130,706	225,271	9,910	24,690	1,223	11,409	13,582
MITCHELL	8,138	7,641	-6.1	2,717	74,556	107,217	14,032	39,462	642	24,352	27,215
Beloit	4,367	4,364	-0.1	1,725	30,353	47,307	10,840	27,424	*	*	*
MONTGOMERY	42,409	41,097	-3.1	15,634	289,013	410,512	9,989	26,258	1,021	11,474	15,323
Coffeyville	15,185	14,512	-4.4	6,007	76,253	106,705	7,353	17,763	*	*	*
Independence	10,598	10,502	-0.9	4,412	72,224	93,342	8,888	21,156	*	*	*
MORRIS	6,412	6,091	-5.0	2,227	62,183	109,688	18,008	49,254	571	6,338	36,100
Council Grove									*	*	*
MORTON	3,464	3,500	1.0	1,446	33,099	71,772	20,506	49,635	235	14,134	7,056
NEMAHA	11,198	10,721	-4.3	4,381	89,643	189,902	17,713	43,347	1,158	18,518	45,108
NEOSHO	18,933	20,195	6.7	7,708	129,338	218,346	10,812	28,327	802	12,096	16,205
Chanute	10,506	11,564	10.1	4,732	55,340	97,292	8,413	20,560	*	*	*
NESS	4,503	4,489	-0.3	1,664	40,304	77,922	17,358	46,828	644	20,847	14,579
NORTON	6,676	5,414	-3.9	2,208	54,795	98,130	15,299	44,443	517	18,355	16,321
Norton	3,400	3,284	-3.4	1,387	22,475	40,507	12,335	29,205	*	*	*
OSAGE	15,415	15,487	0.5	6,095	98,651	169,731	10,960	27,848	989	12,024	18,609
OSBORNE	5,935	5,022	-15.4	1,802	52,647	73,397	14,615	40,731	637	16,635	17,530
OTTAWA	5,945	6,524	9.7	2,387	39,770	77,216	11,836	32,349	589	17,062	22,253
PAWNEE	8,006	7,231	-9.7	2,469	78,636	151,891	21,006	61,519	568	30,387	35,548
Larned	4,811	4,722	-1.8	1,861	39,587	84,892	17,978	45,616	*	*	*
PHILLIPS	7,336	6,896	-6.0	2,518	60,208	96,070	13,931	38,153	647	16,276	18,767
POTTAWATOMIE	14,855	16,453	10.8	6,506	131,229	300,248	18,249	46,149	869	9,783	30,358
PRATT	10,307	11,591	12.5	4,260	104,365	179,586	15,494	42,156	547	30,805	47,996
Pratt	6,885	7,713	12.0	3,222	58,392	99,967	12,961	31,026	*	*	*
RAWLINS	4,132	3,781	-8.5	1,492	35,532	69,456	18,370	46,552	621	20,894	13,300
RENO	65,106	65,766	1.0	24,800	480,059	810,775	12,328	32,693	1,638	47,067	50,622
Hutchinson	40,284	40,491	0.5	16,393	226,392	379,738	9,378	23,165	*	*	*
REPUBLIC	7,516	7,114	-5.3	2,538	60,104	114,495	16,094	45,112	923	30,766	47,632
RICE	11,865	10,780	-9.1	3,817	83,335	138,762	12,872	36,354	643	26,563	34,774
Lyons	4,152	3,749	-9.7	1,545	20,996	34,713	9,259	22,468	*	*	*
RILEY	63,612	74,970	17.9	21,776	510,113	1,052,160	14,034	48,317	583	7,969	17,994
Manhattan	32,644	39,515	21.0	14,360	235,119	499,549	12,642	34,788	*	*	*
ROOKS	6,998	6,459	-7.7	2,551	62,074	93,188	14,428	36,530	528	16,385	14,065
RUSH	4,506	4,136	-8.2	1,451	41,335	58,680	14,188	40,441	584	17,031	40,366
RUSSELL	8,895	8,274	-7.0	2,999	94,900	138,215	16,705	46,087	590	15,449	10,696
Russell	5,427	5,298	-2.4	2,213	46,007	71,459	13,488	32,291	*	*	*
SALINE	48,856	50,793	4.0	19,041	373,162	568,844	13,168	35,127	763	18,899	25,163
Salina	41,843	44,483	6.3	17,295	227,365	478,159	10,749	27,647	*	*	*
SCOTT	5,765	5,832	1.2	2,314	50,960	82,704	14,181	35,741	416	26,553	199,300
SEDGWICK	367,665	403,004	9.6	156,174	2,874,936	5,049,318	12,529	32,331	1,665	41,690	33,938
Wichita	279,272	299,079	7.1	121,305	1,567,820	2,885,137	9,647	23,784	*	*	*
SEWARD	17,059	20,912	22.6	8,529	164,814	300,251	14,350	35,204	277	19,525	106,648
Liberal	14,911	18,299	22.7	6,895	113,105	220,165	12,032	31,931	*	*	*
SHAWNEE	155,187	156,986	1.2	57,236	1,259,588	2,202,841	14,032	38,487	937	13,232	9,787
Topeka	115,266	110,927	-3.8	44,723	677,395	1,064,934	9,781	24,259	*	*	*
SHERIDAN	3,525	3,244	-8.0	1,390	27,591	40,919	12,614	29,438	571	28,568	30,327
SHERMAN	7,707	7,426	-3.6	2,703	68,275	127,198	17,129	47,058	550	43,278	26,147
Goodland	5,708	5,660	-0.8	2,081	32,877	64,922	11,470	31,198	*	*	*
SMITH	5,926	5,473	-7.6	1,927	42,597	78,911	14,418	40,950	761	22,394	32,088

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KANSAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STAFFORD	5,521	5,490	-0.6	2,019	54,647	95,662	17,425	47,381	557	33,354	30,608
STANTON	2,324	2,352	1.2	960	21,215	62,498	26,572	65,102	231	30,446	48,910
STEVENS	4,759	5,085	6.9	2,128	47,456	120,573	23,712	56,660	325		
SUMNER	25,003	25,706	2.8	9,918	185,543	312,099	12,141	31,468	1,386	52,659	19,143
Wellington	8,212	8,228	0.2	3,460	44,135	72,101	8,763	20,838	*	*	*
THOMAS	8,456	8,823	4.3	3,428	81,790	178,783	20,263	52,154	628	42,787	35,132
Colby	5,544	5,884	6.1	2,246	40,125	89,955	15,288	40,051	*	*	*
TREGO	4,171	3,847	-7.8	1,514	38,125	55,639	14,463	36,750	497	12,434	43,832
WABAUNSEE	6,898	6,560	-4.9	2,556	60,682	97,764	14,903	38,249	678	6,540	33,928
WALLACE	2,044	1,821	-10.9	757	14,835	31,544	17,322	41,670	338	21,492	11,573
WASHINGTON	8,489	6,869	-19.1	2,605	61,133	90,609	13,191	34,783	1,032	26,627	41,576
WICHITA	2,996	2,854	-4.7	1,133	23,673	22,100	7,744	19,506	341	26,034	133,204
WILSON	12,148	11,745	-3.3	4,337	76,951	135,679	11,552	31,284	680	13,421	10,855
WOODSON	4,603	4,069	-11.6	1,449	24,087	35,822	8,804	24,722	402	6,338	16,408
WYANDOTTE	172,089	172,874	0.5	69,184	1,294,392	2,058,281	11,906	29,751	216	*	*
Kansas City	161,087	156,492	-2.9	62,923	902,061	1,835,029	11,726	29,163	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A. Economic Research Service Bulletin indicates State of Kansas 1987 Cash Receipts as follows: From Crops $2,102,611,000; from Livestock & Livestock Products $4,011,187,000. Total $6,113,798,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

KENTUCKY POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	3,662,132	3,782,136	3.3	1,350,544	25,347,002	43,308,093	13,579	32,067	101,642	1,253,934	979,146
METRO AREAS (MSAs/PMSAs/CMSAs)											
Lexington-											
Fayette, KY	318,490	338,185	6.2	122,997	2,381,171	4,260,549	12,598	34,639	5,875	128,981	228,096
Owensboro, KY	86,061	87,970	2.2	32,221	535,680	855,240	9,722	26,543	1,497	45,321	8,725
Louisville, KY-IN	955,242	965,247	1.0	360,907	6,838,206	11,419,514	11,831	31,641	6,322	79,532	86,202
COUNTIES, Cities											
ADAIR	15,234	16,866	10.7	6,266	83,584	192,109	11,390	30,659	1,605	10,311	15,754
ALLEN	14,166	14,955	5.6	5,345	84,924	164,274	10,985	30,734	1,290	9,381	10,734
ANDERSON	12,680	13,833	9.1	4,985	108,257	200,984	14,529	40,318	851	6,796	6,335
BALLARD	8,789	9,088	3.4	3,226	53,309	88,129	9,697	27,318	527	15,801	5,282
BARREN	34,050	34,026	-0.1	12,076	229,499	405,072	11,905	33,544	2,461	24,655	27,763
Glasgow	12,958	13,868	7.0	5,442	77,717	147,618	10,645	27,126	*	*	*
BATH	10,030	9,980	-0.5	3,790	56,754	85,909	8,608	22,667	959	12,141	5,670
BELL	34,252	33,841	-1.2	13,003	175,744	237,429	7,016	18,260	56	51	274
Middlesborogh	12,251	12,229	-0.2	4,598	52,696	71,810	5,872	15,618	*	*	*
BOONE	46,143	57,007	23.5	23,179	496,599	993,567	17,429	42,865	962	8,651	5,065
BOURBON	19,393	19,714	1.7	7,569	128,625	157,369	7,983	20,791	1,061	28,714	42,428
BOYD	55,436	53,686	-3.2	19,045	424,125	544,918	10,150	28,612	231	451	3,347
Ashland	27,064	24,048	-11.1	10,073	171,086	197,622	8,218	19,619	*	*	*
BOYLE	25,054	25,556	2.0	8,532	207,336	347,686	13,605	40,751	855	10,753	9,660
Danville	12,942	13,086	1.1	5,066	87,321	144,902	11,073	28,603	*	*	*
BRACKEN	7,722	7,664	-0.8	2,710	49,635	69,546	9,074	25,663	752	11,966	5,069
BREATHITT	17,000	17,591	3.5	7,210	74,528	121,836	6,926	16,898	356	1,825	337
BRECKINRIDGE	16,856	17,011	0.9	6,275	94,487	177,694	10,446	28,318	1,539	21,873	12,623
BULLITT	43,578	50,467	15.8	21,369	246,314	452,788	8,972	21,189	688	4,205	5,510
BUTLER	11,039	11,180	1.3	4,171	52,957	102,540	9,172	24,584	733	7,804	4,453
CALDWELL	13,452	13,262	-1.4	4,620	83,377	123,751	9,331	26,786	661	12,814	8,113
CALLOWAY	30,106	29,287	-2.7	8,649	186,155	347,430	11,863	40,170	949	24,727	5,415
Murray	14,248	13,451	-5.6	4,887	71,099	128,119	9,525	26,216	*	*	*
CAMPBELL	83,015	80,762	-2.7	30,237	874,050	1,535,509	19,013	50,782	545	2,230	1,895
CARLISLE	5,459	4,936	-9.6	1,824	30,839	51,816	10,498	28,408	445	9,787	5,724
CARROLL	9,267	9,527	3.9	3,504	69,714	116,191	12,069	33,160	420	6,951	1,678
CARTER	25,097	27,085	7.5	10,826	158,831	253,541	9,361	23,420	1,088	5,843	3,776
CASEY	14,809	14,995	1.3	5,789	77,987	132,455	8,833	22,880	1,682	12,097	10,049
CHRISTIAN	66,634	63,426	-4.8	20,115	400,780	683,337	10,774	33,966	1,400	49,859	14,255
Hopkinsville	27,318	24,564	-10.1	8,866	142,712	228,706	9,311	25,796	*	*	*

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KENTUCKY POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1990	POPULATION % Pop Change 90 vs 80	HOUSEHOLDS 1990 number of households	DISPOSABLE PERSONAL INCOME E&P 1990 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1995 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1990 estimate income per household	FARM PRODUCTS (1987) Number of farms	FARM PRODUCTS (1987) Value of crops (Thousands)	FARM PRODUCTS (1987) Value of livestock (Thousands)
CLARK	28,294	29,241	3.3	10,926	208,688	368,757	12,611	33,566	1,018	16,666	15,035
Winchester	15,216	15,498	1.9	6,922	84,653	146,815	9,473	23,982	*	*	*
CLAY	22,782	24,410	7.1	10,459	100,435	165,528	6,781	15,813	614	3,844	883
CLINTON	9,319	10,738	15.2	4,062	40,780	92,096	8,577	22,673	848	3,880	4,770
CRITTENDEN	9,210	8,971	-2.6	3,688	54,146	79,478	8,859	25,738	569	6,412	4,999
CUMBERLAND	7,258	7,484	3.1	2,823	41,521	71,863	9,602	25,456	687	*	*
DAVIESS	86,061	87,970	2.2	31,480	535,680	855,240	9,722	27,168	1,497	45,321	8,725
Owensboro	54,450	55,640	2.2	21,383	247,474	394,920	7,098	18,469	*	*	*
EDMONSON	9,949	10,948	10.0	4,126	46,974	75,829	6,926	18,378	786	4,861	3,988
ELLIOTT	6,924	6,679	-3.5	2,749	37,007	56,357	8,438	20,501	606	3,263	504
ESTILL	14,478	15,010	3.7	5,896	91,978	153,721	10,241	26,072	529	3,185	1,440
FAYETTE	204,415	213,907	4.6	66,765	1,576,249	2,770,527	12,952	41,497	976	26,251	82,134
Lexington	204,165	213,767	4.7	66,738	1,182,316	2,765,703	12,938	41,441	976	26,251	82,134
FLEMING	12,370	12,409	0.3	4,536	78,367	145,306	11,710	32,034	1,295	16,822	16,237
FLOYD	48,845	50,299	3.0	20,323	275,090	455,569	9,057	22,416	110	314	106
FRANKLIN	41,861	43,493	3.9	14,436	430,323	691,953	15,910	47,932	849	10,903	3,960
Frankport	25,973	26,664	2.7	10,501	223,033	353,228	13,247	33,638	*	*	*
FULTON	8,947	7,809	-12.7	2,732	46,363	81,515	10,439	29,837	255	16,680	1,372
Fulton	3,137	2,857	-8.9	1,202	11,183	21,079	7,378	17,537	*	*	*
GALLATIN	4,842	5,007	3.4	2,080	31,294	57,740	11,532	27,760	347	5,312	1,147
GARRARD	10,852	11,820	8.9	4,477	80,021	149,626	12,659	33,421	1,049	12,568	12,825
GRANT	13,432	13,798	2.7	5,488	94,627	164,229	11,902	29,925	1,206	12,509	4,422
GRAVES	34,054	32,992	-3.1	11,343	209,657	347,723	10,540	30,655	1,537	34,026	10,265
Mayfield	10,705	8,921	-16.7	3,961	52,931	74,571	8,359	18,826	*	*	*
GRAYSON	20,895	24,816	18.8	9,603	108,942	226,067	9,110	23,541	1,661	11,411	12,567
GREEN	11,050	10,586	-4.2	3,814	63,703	108,758	10,274	28,515	1,399	12,275	12,764
GREENUP	39,228	38,369	-2.2	15,196	263,935	371,027	9,670	24,416	857	4,162	2,594
HANCOCK	7,768	8,439	8.6	3,292	48,846	78,394	9,289	23,813	562	7,462	1,929
HARDIN	89,505	94,211	5.3	29,734	516,938	971,387	10,311	32,669	1,922	17,824	16,716
Elizabethtown	15,380	16,848	9.5	6,433	87,922	173,321	10,287	26,942	*	*	*
HARLAN	41,690	41,848	0.4	17,115	227,624	294,283	7,032	17,194	27	*	*
Harlan	3,024	2,711	-10.4	1,142	14,859	17,176	6,336	15,040	*	*	*
HARRISON	15,157	15,706	3.6	5,564	93,039	153,485	9,772	27,585	1,253	21,037	9,282
HART	15,410	15,804	2.6	5,999	77,965	123,643	7,824	20,611	1,607	15,983	15,618
HENDERSON	41,009	45,833	11.8	16,607	342,390	634,711	13,848	38,219	725	*	*
Henderson	24,834	26,968	8.6	10,881	154,239	274,748	10,188	25,250	*	*	*
HENRY	12,814	13,418	4.7	4,953	100,545	158,235	11,793	31,947	1,108	17,649	10,819
HICKMAN	6,069	5,523	-9.0	1,920	38,593	73,525	13,313	38,294	377	15,477	4,686
HOPKINS	46,058	46,113	0.1	16,433	316,068	508,993	11,038	30,974	688	*	*
Madisonville	16,979	17,483	3.0	6,964	87,357	145,467	8,320	20,888	*	*	*
JACKSON	12,045	12,344	2.5	5,105	55,754	102,480	8,302	20,074	946	5,849	3,245
JEFFERSON	682,041	672,696	-1.4	233,323	5,187,972	8,452,038	12,564	36,225	725	8,228	4,123
Louisville	298,451	266,944	-10.6	110,311	1,427,256	2,053,271	7,692	18,613	*	*	*
JESSAMINE	26,736	33,547	25.5	11,899	181,419	389,425	11,608	32,728	930	13,922	9,471
JOHNSON	24,485	25,734	5.1	10,138	137,023	225,235	8,752	22,217	263	829	554
KENTON	137,256	143,574	4.6	52,471	1,416,043	2,409,029	16,779	45,912	617	3,386	2,278
Covington	49,563	45,861	-7.5	18,352	334,025	533,453	11,632	29,068	*	*	*
KNOTT	17,947	18,483	3.0	7,991	83,534	126,412	6,839	15,819	34	17	39
KNOX	30,255	30,311	0.2	12,032	142,290	244,004	8,050	20,280	446	*	*
LARUE	12,014	12,211	1.6	4,605	70,704	126,138	10,330	27,392	1,011	10,598	13,493
LAUREL	39,214	46,552	18.7	18,360	247,180	546,100	11,731	29,744	1,393	7,774	5,128
LAWRENCE	14,167	15,775	11.4	6,490	80,451	140,288	8,893	21,616	405	1,396	3,007
LEE	7,730	7,873	1.8	3,026	38,446	65,480	8,317	21,639	240	936	183
LESLIE	14,880	15,444	3.8	6,587	64,160	106,511	6,897	16,170	53	112	19
LETCHER	30,656	30,415	-0.8	12,715	161,903	211,687	6,960	16,649	49	20	37
LEWIS	14,566	14,374	-1.3	5,853	88,375	153,734	10,695	26,266	980	9,021	5,504
LINCOLN	19,030	19,270	1.3	7,483	109,555	202,426	10,505	27,051	1,611	13,679	21,862
LIVINGSTON	9,189	8,830	3.9	2,975	53,618	87,075	9,861	29,269	405	6,691	4,993
LOGAN	24,167	25,461	5.4	9,457	156,088	291,434	11,446	30,817	1,495	39,464	13,215
LYON	6,493	7,147	10.1	2,111	41,607	75,942	10,626	35,974	320	3,516	2,948
MCCRACKEN	61,217	60,789	-0.7	20,719	447,545	736,664	12,118	35,555	555	8,563	2,933
Paducah	29,315	27,138	-7.4	11,986	150,907	227,379	8,379	18,970	*	*	*
MCCREARY	15,657	17,863	14.1	7,253	58,290	101,209	5,666	13,954	125	*	*
MCLEAN	10,025	10,450	4.2	3,777	72,492	136,318	13,045	36,092	855	*	[illegible]
MADISON	53,557	55,000	2.7	16,838	384,339	714,855	12,997	42,455	1,712	21,121	14,260
Richmond	21,705	22,101	1.8	6,574	106,708	198,168	8,966	30,144	*	*	*
MAGOFFIN	13,550	14,498	7.0	6,168	69,562	122,985	8,483	19,939	531	*	*
MARION	17,870	18,064	1.1	7,188	104,781	216,936	12,009	30,180	1,181	12,909	17,684
MARSHALL	25,756	26,354	2.3	9,168	173,763	293,361	11,132	31,998	714	7,715	3,432
MARTIN	13,999	15,822	13.0	7,212	69,252	104,775	6,622	14,528	18	22	28
MASON	17,715	16,862	-4.8	6,240	134,340	197,605	11,719	31,667	932	17,750	12,030
Maysville	7,983	8,167	2.3	3,368	48,049	76,938	9,421	22,844	*	*	*

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KENTUCKY POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
MEADE	22,989	23,188	0.9	10,217	134,115	241,508	10,415	23,638	888	9,105	7,947
MENIFEE	5,128	5,413	5.6	2,139	27,422	44,549	8,230	20,827	405	2,671	435
MERCER	19,019	19,281	1.4	7,024	124,813	223,027	11,567	31,752	1,209	14,273	16,846
METCALFE	9,548	9,687	1.5	3,700	51,210	95,861	9,896	25,908	1,096	10,382	10,624
MONROE	12,318	12,458	1.1	4,457	63,522	132,063	10,601	29,630	1,225	7,231	12,159
MONTGOMERY	20,160	20,763	3.0	8,083	145,525	251,944	12,134	31,170	874	12,647	6,993
MORGAN	12,127	12,027	-0.8	4,800	63,415	108,634	9,033	22,632	899	6,409	1,676
MUHLENBERG	32,215	31,430	-2.4	11,226	207,969	288,780	9,188	25,724	714	8,389	7,482
NELSON	27,666	29,878	8.0	12,001	192,858	346,760	11,606	28,894	1,486	13,235	22,436
NICHOLAS	7,112	7,167	0.8	2,649	49,249	85,551	11,937	32,296	786	12,045	6,094
OHIO	21,714	21,261	2.1	8,009	128,286	201,352	9,470	25,141	1,172	14,354	3,958
OLDHAM	28,612	31,821	11.2	12,104	191,769	352,479	11,077	29,121	496	9,047	17,780
OWEN	8,933	9,868	10.5	3,723	59,987	108,514	10,997	29,147	1,102	15,714	5,939
OWSLEY	5,697	5,690	0.1	2,289	22,597	44,340	7,793	19,371	399	2,660	244
PENDLETON	10,998	11,101	0.9	4,518	78,390	124,829	11,245	27,629	1,026	11,808	5,395
PERRY	33,738	35,261	4.5	14,439	182,454	317,511	9,005	21,990	42	141	141
PIKE	81,239	85,575	5.3	35,442	475,593	714,578	8,350	20,162	53	37	55
POWELL	11,171	14,877	33.2	6,148	66,835	132,426	8,901	21,540	373	2,253	576
PULASKI	45,871	49,271	7.4	17,819	278,097	533,984	10,838	29,967	2,488	14,761	16,528
Somerset	10,649	10,545	-1.0	4,144	55,129	97,253	9,223	23,468	*	*	*
ROBERTSON	2,261	2,210	-2.3	886	13,165	18,522	8,381	20,905	336	5,091	1,541
ROCKCASTLE	13,962	14,757	5.7	5,624	73,242	154,356	10,460	27,446	960	6,045	4,198
ROWAN	18,997	21,215	11.7	6,578	127,790	224,804	10,596	34,175	556	3,224	1,523
RUSSELL	13,714	15,477	12.9	5,795	73,565	165,103	10,668	28,491	1,257	6,733	9,768
SCOTT	21,898	22,201	1.4	7,961	147,966	266,599	12,008	33,488	1,165	22,768	19,218
SHELBY	23,418	25,625	9.4	9,324	195,961	353,418	13,792	37,904	1,652	27,829	27,449
SIMPSON	14,635	14,844	1.4	5,604	102,432	179,208	12,073	31,979	707	21,732	7,004
SPENCER	5,897	6,295	6.7	2,385	40,131	66,302	10,532	27,800	651	8,973	9,319
TAYLOR	21,254	21,958	3.3	7,946	131,787	247,919	11,291	31,200	1,135	10,801	15,728
TODD	11,832	10,770	-9.0	4,089	71,502	126,414	11,738	30,916	788	26,917	12,350
TRIGG	9,343	10,015	7.2	3,603	61,533	126,065	12,588	34,989	532	13,577	7,349
TRIMBLE	6,268	6,939	10.7	2,683	44,653	75,599	10,895	28,177	620	7,740	2,092
UNION	17,846	17,748	-0.5	5,567	132,772	204,938	11,547	36,813	471	*	*
WARREN	72,036	84,556	17.4	28,120	533,077	999,148	11,816	35,532	2,113	21,277	16,620
Bowling Green	40,4[illegible]	44,373	9.7	16,712	229,655	394,576	8,892	23,610	*	*	*
WASHINGTON	10,772	9,656	-10.4	3,876	67,431	119,624	12,389	30,863	1,191	12,953	14,669
WAYNE	17,053	18,515	8.6	7,280	74,612	144,635	7,812	19,867	1,082	7,698	10,188
WEBSTER	14,806	14,360	-3.0	5,167	106,578	172,153	11,938	33,318	594	19,160	3,109
WHITLEY	33,421	36,784	10.1	13,492	179,323	288,665	7,848	21,395	438	1,110	1,852
Corbin	8,075	8,344	3.3	3,490	42,082	63,581	7,620	18,218	*	*	*
WOLFE	6,685	7,380	10.4	2,772	30,470	66,468	9,007	23,978	510	3,163	589
WOODFORD	17,754	19,575	10.3	7,211	138,224	307,872	15,728	42,695	725	20,690	59,810

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A. Economic Research Service Bulletin indicates State of Kentucky 1987 Cash Receipts as follows. From Crops $1,253,934,000; from Livestock & Livestock Products $979,146,000. Total $2,[illegible]3,080,000. * — Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

LOUISIANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	4,221,546	4,622,169	9.5	1,620,014	31,540,002	49,796,113	13,334	30,738	31,628	935,173	403,031
METRO AREAS (MSAs/PMSAs/CMSAs)											
Alexandria, LA	135,757	141,842	4.5	48,171	1,102,148	1,999,634	14,098	41,511	1,026	25,750	7,735
Baton Rouge, LA	497,689	582,940	17.1	201,206	3,939,936	6,471,686	11,102	32,164	1,497	13,343	22,827
Houma-Thibodaux, LA	177,835	189,025	6.3	60,760	1,483,303	2,074,814	10,976	34,148	504	31,980	2,054
Lafayette, LA	191,574	224,091	17.0	78,373	1,800,518	2,757,816	12,307	35,188	1,158	28,067	5,490
Lake Charles, LA	168,130	172,903	2.8	61,160	1,338,019	1,785,109	10,324	29,188	817	25,197	3,734
Monroe, LA	139,744	148,730	6.4	51,837	878,451	1,518,695	10,211	29,298	454	11,040	3,161
New Orleans, LA	1,260,613	1,370,303	8.7	506,828	9,898,957	15,361,513	11,210	30,309	881	12,628	7,435
Shreveport, LA	333,912	373,443	11.8	137,234	2,394,410	3,998,187	10,706	29,134	1,110	22,055	14,502

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

LOUISIANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs. 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
COUNTIES Cities											
ACADIA	56,698	60,321	6.4	22,833	347,327	477,837	7,922	20,927	887	47,853	2,215
Crowley	16,036	15,994	0.3	5,689	78,119	99,811	6,241	17,545	*	*	*
ALLEN	21,431	21,077	1.7	7,467	122,945	168,876	8,012	22,616	435	14,416	3,207
ASCENSION	50,585	61,790	22.2	23,549	352,212	575,133	9,308	24,423	299	10,678	1,512
ASSUMPTION	22,200	23,255	4.8	9,425	145,089	220,934	9,500	23,441	110	21,488	113
AVOYELLES	41,450	43,735	5.5	15,806	241,841	452,358	10,343	28,619	1,302	37,179	3,701
BEAUREGARD	29,771	36,011	21.0	12,932	270,222	498,978	13,856	38,585	925	8,241	4,980
BIENVILLE	16,388	16,881	3.0	5,813	97,696	158,793	9,407	27,317	405	967	6,087
BOSSIER	81,023	99,072	22.3	34,294	538,546	1,056,003	10,659	30,793	444	5,463	6,656
CADDO	252,889	274,371	8.5	90,926	1,855,864	2,942,184	10,723	32,358	666	16,592	7,846
Shreveport	205,820	228,100	10.8	79,637	1,161,054	1,968,679	8,631	24,721	*	*	*
CALCASIEU	168,130	172,903	2.8	61,377	1,338,019	1,785,109	10,324	29,084	817	25,197	3,734
Lake Charles	75,226	68,593	8.8	25,316	461,613	531,148	7,743	20,981	*	*	*
Sulpher	19,709	21,375	8.5	7,653	131,215	179,577	8,401	23,465	*	*	*
CALDWELL	10,855	11,514	6.1	3,944	56,939	117,593	10,213	29,816	290	8,262	1,203
CAMERON	9,432	10,583	12.2	4,085	73,498	114,070	10,779	27,924	446	4,280	2,935
CATAHOULA	12,329	13,239	7.4	4,985	57,761	97,448	7,361	19,548	531	34,225	2,043
CLAIBORNE	17,090	18,562	8.6	6,455	105,770	164,012	8,836	25,409	395	764	8,026
CONCORDIA	23,041	23,745	3.1	8,633	123,236	165,374	6,965	19,156	431	34,745	1,015
DE SOTO	25,789	29,654	15.0	10,329	199,664	310,844	10,482	30,094	679	1,089	20,899
EAST BATON ROUGE	368,356	414,603	12.6	138,509	3,058,363	4,939,256	11,913	35,660	589	2,141	7,236
Baton Rouge	219,419	249,940	13.9	92,368	1,309,476	2,163,353	8,655	23,421	*	*	*
EAST CARROLL	11,765	11,049	6.1	4,254	47,667	67,751	6,132	15,926	323	43,122	484
EAST FELICIANA	19,108	21,882	14.5	7,826	126,920	221,570	10,126	28,312	497	2,620	8,836
EVANGELINE	33,417	35,266	5.5	12,172	197,674	325,728	9,236	25,503	725	28,034	2,142
FRANKLIN	24,152	24,675	2.1	6,904	109,949	174,712	7,081	19,622	971	41,742	4,254
GRANT	16,790	19,331	15.1	7,096	115,763	208,500	10,786	29,383	293	2,601	1,780
IBERIA	63,869	66,544	4.2	25,647	495,791	626,675	9,417	24,435	351	26,366	2,047
New Iberia	32,766	33,783	3.1	11,319	180,862	224,568	6,647	19,840	*	*	*
IBERVILLE	32,215	35,938	11.6	13,580	216,007	316,787	8,815	23,327	218	*	*
JACKSON	17,365	18,096	4.2	6,287	113,242	176,001	9,726	27,994	242	*	*
JEFFERSON	456,873	526,743	15.3	179,272	3,983,109	6,362,660	12,079	35,492	115	1,120	341
Jefferson Davis	32,275	34,425	6.7	12,508	211,085	327,378	9,510	26,173	555	52,366	967
Jennings	12,401	12,977	4.6	4,429	67,154	101,615	7,830	22,943	*	*	*
LAFAYETTE	151,030	176,754	17.0	60,414	1,542,761	2,377,757	13,452	39,358	765	13,152	3,835
Lafayette	81,961	88,199	7.6	31,402	610,129	843,141	9,560	26,850	*	*	*
LAFOURCHE	82,975	87,251	5.2	33,179	668,062	973,040	11,152	29,327	361	23,884	1,591
Thibodaux	15,810	16,308	3.1	5,399	84,304	120,269	7,375	22,276	*	*	*
LA SALLE	17,144	17,640	2.9	5,879	109,596	187,850	10,649	31,953	239	975	879
LINCOLN	39,873	44,609	11.9	12,168	279,576	492,971	11,051	40,514	432	1,631	19,634
Ruston	20,585	23,204	12.7	7,522	112,972	198,520	8,555	26,392	*	*	*
LIVINGSTON	59,598	82,809	38.9	31,158	412,355	761,659	9,198	24,445	516	524	14,079
MADISON	14,709	15,388	4.6	5,915	62,159	92,692	6,024	15,671	375	4,131	984
MOREHOUSE	34,870	37,141	6.5	13,162	175,818	277,757	7,478	21,103	445	53,973	2,213
Bastrop	15,527	16,373	5.4	5,980	53,178	82,958	5,067	13,873	*	*	*
NATCHITOCHES	39,952	42,083	5.3	13,957	303,375	522,235	12,410	37,417	671	19,983	26,957
ORLEANS	557,184	510,344	-8.4	161,318	3,914,414	5,352,626	10,488	33,181	8	*	*
New Orleans	557,515	510,592	-8.4	161,414	2,677,433	5,354,529	10,487	33,173	*	*	*
OUACHITA	139,744	148,730	6.4	49,306	878,451	1,518,695	10,211	30,801	454	11,040	3,161
Monroe	57,597	56,121	-2.6	19,916	270,482	419,717	7,479	21,074	*	*	*
West Monroe	14,993	14,437	-3.7	6,059	87,717	134,513	9,317	22,201	*	*	*
PLAQUEMINES	26,061	27,930	7.2	10,854	229,571	358,392	12,832	33,019	127	521	931
POINTE COUPEE	24,094	27,131	12.6	10,446	151,664	245,146	9,036	23,468	494	25,023	2,936
RAPIDES	135,757	141,842	4.5	46,954	1,102,148	1,999,634	14,098	42,587	1,026	25,750	7,735
Alexandria	51,565	55,914	8.4	20,160	341,882	647,974	11,589	32,142	*	*	*
Pineville	12,034	13,715	14.0	5,069	87,849	175,000	12,760	34,524	*	*	*
RED RIVER	10,482	11,222	7.1	4,209	75,582	126,401	11,264	30,031	288	6,433	2,504
RICHLAND	22,189	24,933	12.4	8,577	105,688	195,735	7,850	22,821	719	41,799	4,870
SABINE	25,399	28,280	11.3	9,838	187,758	407,044	14,393	41,375	527	237	29,780
ST. BERNARD	64,373	75,061	16.6	27,527	489,946	713,408	9,504	25,917	37	454	225
ST. CHARLES	37,433	43,758	16.9	16,809	372,564	568,734	12,997	33,835	64	712	1,094
ST. HELENA	9,841	10,385	5.5	3,994	57,170	90,002	8,667	22,534	485	664	15,485
ST. JAMES	21,564	25,014	16.0	10,730	154,505	232,462	9,293	21,665	89	*	*
ST. JOHN THE BAPTIST	32,244	44,287	37.3	18,332	262,490	471,501	10,646	25,720	36	5,140	149
ST. LANDRY	84,305	89,203	5.8	33,866	515,824	749,128	8,398	22,120	1,483	38,243	4,456
Eunice	12,479	13,446	7.7	4,790	57,706	84,929	6,316	17,730	*	*	*
Opelousas	18,903	18,781	-0.6	6,684	76,713	104,107	5,543	15,576	*	*	*
ST. MARTIN	40,544	47,337	16.8	18,600	257,757	380,059	8,029	20,433	393	14,915	1,655

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LOUISIANA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop. Change 90 vs 80	1990 number of households	E&P 1988 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
ST. MARY	64,486	60,882	-5.6	23,148	542,406	601,741	9,884	25,995	101	*	*
Franklin	9,584	9,010	-6.0	2,933	51,667	56,515	6,272	19,269	*	*	*
Morgan City	16,114	13,321	-17.3	4,508	122,824	118,138	8,869	26,206	*	*	*
ST. TAMMANY	112,506	170,110	51.2	62,368	876,434	1,892,584	11,126	30,345	621	5,202	5,626
Slidell	26,718	38,415	43.8	12,257	166,332	338,910	8,822	27,650	*	*	*
TANGIPAHOA	81,042	92,085	13.6	32,352	575,620	1,077,847	11,705	33,316	1,267	3,623	56,622
Hammond	15,043	16,944	12.6	5,259	93,298	172,615	10,187	32,823	*	*	*
TENSAS	8,512	8,093	-4.9	2,994	35,237	52,991	6,548	17,699	334	47,093	861
TERREBONNE	94,860	101,774	7.3	38,772	815,241	1,101,774	10,826	28,417	143	8,096	463
Houma	32,602	33,132	1.6	11,288	214,813	273,228	8,247	24,205	*	*	*
UNION	21,286	23,493	10.4	8,480	127,919	221,007	9,407	26,062	541	416	38,501
VERMILION	48,662	53,045	9.0	19,152	331,381	460,940	8,690	24,067	1,283	41,855	3,132
Abbeville	12,391	13,451	8.6	4,971	60,312	82,981	6,169	16,693	*	*	*
VERNON	53,815	63,783	18.5	20,811	371,565	741,722	11,629	35,641	625	550	8,624
Leesville	9,054	12,470	37.7	4,558	53,125	123,843	9,931	27,170	*	*	*
WASHINGTON	44,360	46,754	5.4	16,198	333,307	497,031	10,631	30,685	1,042	3,172	28,733
Bogalusa	16,976	16,648	-1.9	6,502	96,338	132,260	7,944	20,341	*	*	*
WEBSTER	43,676	46,872	7.3	15,168	261,417	431,502	9,206	28,448	510	646	3,875
Minden	15,084	16,066	6.5	6,079	64,623	105,441	6,563	17,345	*	*	*
WEST BATON ROUGE	19,150	23,738	24.0	9,293	117,006	195,638	8,242	21,052	93	*	*
WEST CARROLL	12,904	13,071	1.3	4,499	59,010	95,759	7,326	21,285	659	55,996	1,924
WEST FELICIANA	12,346	16,893	36.8	4,384	71,228	125,477	7,428	28,622	195	3,067	2,233
WINN	17,285	17,179	-0.6	5,923	100,798	152,608	8,883	25,765	239	192	3,025

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A. Economic Research Service Bulletin indicates State of Louisiana 1987 Cash Receipts as follows: From Crops $935,173,000; from Livestock & Livestock Products $403,031,000. Total $1,338,204,000. * - Included in county totals.
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MAINE POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop. Change 90 vs 80	1990 number of households	E&P 1988 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	1,126,413	1,229,142	9.1	454,168	8,123,001	16,839,563	15,168	37,078	7,003	137,290	245,639
METRO AREAS (MSAs PMSAs CMSAs)											
Bangor, ME	137,083	146,044	6.5	51,549	1,012,048	1,960,494	13,424	38,032	N.A.	N.A.	N.A.
Lewiston-Auburn, ME	99,813	103,245	3.4	38,001	654,561	1,276,670	12,365	33,596	N.A.	N.A.	N.A.
Portland, ME	216,171	241,704	11.8	92,953	1,909,281	4,133,050	17,100	44,464	N.A.	N.A.	N.A.
COUNTIES, Cities											
ANDROSCOGGIN	99,813	103,245	3.4	38,383	654,561	1,276,670	12,365	33,261	355	6,814	73,141
Auburn	23,128	21,983	-5.0	8,737	110,171	189,621	8,626	21,703	*	*	*
Lewiston	40,481	38,702	-4.4	15,483	180,580	312,624	8,078	20,191	*	*	*
AROOSTOOK	90,927	87,987	-3.2	35,060	572,967	1,066,826	12,125	30,429	1,253	82,210	5,202
CUMBERLAND	216,171	241,704	11.8	86,318	1,909,281	4,133,050	17,100	47,882	507	4,638	10,241
Brunswick	17,366	19,140	10.2	5,724	151,276	255,590	13,354	44,653	*	*	*
Portland	61,572	59,483	-3.4	26,351	369,460	670,377	11,270	25,440	*	*	*
FRANKLIN	27,172	30,253	11.3	11,724	192,550	373,215	12,336	31,833	288	879	6,162
HANCOCK	41,864	47,095	12.5	16,861	278,086	620,115	13,167	36,778	286	*	*
KENNEBEC	110,159	116,295	5.6	42,964	797,598	1,558,332	13,400	36,271	573	5,131	29,014
Augusta	21,819	21,010	-3.7	8,627	118,944	207,584	9,880	24,062	*	*	*
Waterville	17,779	16,971	-4.5	6,310	87,569	151,501	8,927	24,010	*	*	*
KNOX	32,924	37,384	13.5	13,119	226,501	471,891	12,623	35,970	211	1,401	7,533
LINCOLN	25,750	29,331	13.9	11,102	167,936	383,027	13,059	34,501	240	781	3,723
OXFORD	49,156	50,582	2.9	19,151	348,330	656,634	12,982	34,287	403	6,374	8,355
PENOBSCOT	137,083	146,044	6.5	53,831	1,012,048	1,960,494	13,424	36,419	654	6,747	18,590
Bangor	31,643	31,532	-0.4	12,448	182,580	327,852	10,397	26,338	*	*	*
PISCATAQUIS	17,709	18,737	5.8	7,488	114,453	219,468	11,713	29,309	158	*	*
SAGADAHOC	28,892	35,014	21.2	13,247	210,568	475,797	13,589	35,917	120	508	4,486
Bath	10,246	11,463	11.9	4,311	54,270	111,914	9,763	25,960	*	*	*
SOMERSET	45,058	49,975	10.9	19,896	273,131	580,620	11,618	29,183	523	1,455	21,483
WALDO	28,508	31,060	9.0	12,401	170,264	348,841	11,231	28,130	465	1,950	34,681

MAINE POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1988 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
WASHINGTON	34 977	34 846	-0 4	13 144	190 569	346 697	9 949	26 377	381	12 736	3 803
YORK	140 250	169 590	20 9	63 901	1 004 158	2 367 886	13 962	37 056	586	5 766	19 225
Biddeford	19 638	19 402	-1 2	7 369	94 965	180 [illegible]	9 313	24 521	*	*	*
Saco	12 921	14 735	14 0	5 476	67 140	147 455	10,007	26 928	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A. Economic Research Service Bulletin indicates State of Maine 1987 Cash Receipts as follows: From Crops $137 290 000; from Livestock & Livestock Products $245 639 000; Total $382 929 000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MARYLAND POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1988 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	4 225 382	4 611 921	9 1	1 670 436	37 871 000	81 014 339	20 024	48 499	16 183	339 429	689 816
METRO AREAS (MSAs PMSAs CMSAs)											
Baltimore, MD	2 203 011	2 385 827	8 3	866 555	15 765 310	34 068 731	14 280	39 315	4 688	95 610	109 439
Hagerstown, MD	113 353	113 234	0 1	40 484	680 435	1 304 831	11 523	32 231	962	10 863	37 890
Cumberland, MD-WV	107 980	103 939	3 7	38 223	655 343	1 180 601	11 359	30 887	576	1 619	1 774
COUNTIES, Cities											
ALLEGANY	80 669	75 793	6 0	24 960	449 148	804 626	10 616	32 237	276	1 619	1 774
Cumberland	25 933	22 432	13 5	9 692	111 323	182 133	8 119	18 792	*	*	*
ANNE ARUNDEL	372 220	443 422	19 1	164 075	2 752 410	6 892 637	15 544	42 009	604	9 110	2 268
Annapolis	31 740	34 800	9 6	14 108	182 017	418 808	12 035	29 686	*	*	*
BALTIMORE	657 529	717 843	9 2	247 231	5 997 496	12 083 311	16 833	48 875	1 006	20 620	17 159
BALTIMORE	784 113	727 995	-7 2	260 240	4 153 393	7 471 175	10 263	28 709	N A	N A	N A
CALVERT	35 127	43 025	22 5	17 491	216 871	569 545	13 238	32 562	668	9 864	656
CAROLINE	23 199	24 952	7 6	9 088	134 012	299 600	12 007	32 967	730	21 555	46 788
CARROLL	97 263	117 557	20 9	44 928	631 252	1 594 863	13 567	35 498	1 316	17 250	42 894
Westminster	8 808	9 845	11 8	3 908	37 161	86 638	8 800	22 169	*	*	*
CECIL	60 921	67 272	10 4	25 465	340 498	774 852	11 518	30 428	504	11 720	32 612
CHARLES	73 511	94 751	28 9	40 390	593 626	1 511 167	15 949	37 414	746	13 536	1 867
DORCHESTER	30 584	31 445	2 8	10 799	184 412	402 657	12 805	37 287	438	22 941	33 252
Cambridge	11 703	11 869	1 4	4 801	49 394	106 116	8 941	22 103	*	*	*
FREDERICK	115 418	129 720	12 4	49 074	750 017	1 652 876	12 742	33 681	1 463	9 990	86 233
Frederick	28 086	29 132	3 7	11 484	142 732	288 220	9 894	25 098	*	*	*
GARRETT	26 640	25 785	-3 2	10 041	118 453	238 027	9 231	23 706	695	1 845	15 651
HARFORD	146 554	166 135	13 4	64 154	982 496	2 187 081	13 164	34 091	800	10 286	19 106
HOWARD	119 606	182 190	52 3	68 180	1 074 696	3 408 527	18 709	49 993	472	10 605	12 167
KENT	16 725	16 862	0 8	5 754	104 427	229 454	13 608	39 877	374	25 894	31 007
MONTGOMERY	579 585	701 386	21 0	252 963	9 358 195	21 200 617	30 227	83 809	675	13 098	12 232
Rockville	43 811	50 545	15 4	17 256	481 534	1 050 251	20 779	60 863	*	*	*
PRINCE GEORGES	665 516	674 391	1 3	249 755	7 901 736	14 977 604	22 209	59 969	767	14 601	2 272
QUEEN ANNES	25 726	30 685	19 3	11 567	173 567	431 137	14 050	37 273	490	27 739	15 845
ST. MARYS	60 461	70 614	16 8	26 990	341 778	820 594	11 621	30 404	940	17 475	5 042
SOMERSET	19 197	19 447	1 3	6 788	92 885	202 056	10 390	29 767	413	14 369	57 968
TALBOT	25 656	27 588	7 5	8 931	198 418	451 288	16 358	50 531	350	19 394	15 848
Easton	7 536	8 194	8 7	3 459	34 708	79 974	9 760	23 121	*	*	*
WASHINGTON	113 353	113 234	-0 1	38 332	680 435	1 304 831	11 523	34 040	962	10 863	37 890
Hagerstown	34 132	31 572	-7 5	13 775	150 492	264 981	8 393	19 236	*	*	*
WICOMICO	64 808	72 610	12 0	24 723	441 115	1 041 406	14 342	42 123	842	18 636	102 881
Salisbury	16 429	17 454	6 2	7 251	98 746	220 503	12 633	30 410	*	*	*
WORCESTER	31 001	37 219	20 1	12 714	199 664	464 408	12 478	36 527	652	16 419	96 404

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Maryland 1987 Cash Receipts as follows: From Crops $339,429,000; from Livestock & Livestock Products $689,816,000; Total $1,029,245,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MASSACHUSETTS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	5,742,886	5,920,567	3.1	2,168,001	51,320,001	107,336,369	21,334	49,509	5,401	135,360	141,757
METRO AREAS (MSAs PMSAs CMSAs)											
Boston Lawrence Salem Lowell Brockton MA	3,665,193	3,773,915	3.0	1,383,546	35,393,061	74,048,380	19,621	53,521	N.A.	N.A.	N.A.
New Bedford Fall River Attleboro MA	476,039	487,424	2.4	175,151	3,214,869	6,589,358	13,519	37,621	N.A.	N.A.	N.A.
Pittsfield MA	145,087	140,670	-3.0	52,294	1,057,797	2,023,874	14,387	38,702	N.A.	N.A.	N.A.
Springfield MA	582,218	583,464	1.1	208,505	4,468,352	8,696,863	14,779	41,711	N.A.	N.A.	N.A.
Worcester MA	646,810	662,057	2.4	238,198	5,185,803	11,027,408	16,656	46,295	N.A.	N.A.	N.A.
COUNTIES: Cities											
BARNSTABLE	149,080	183,424	23.0	62,892	1,388,435	3,547,843	19,342	56,412	123	*	*
Hyannis	10,662	13,853	29.9	4,472	99,108	235,394	16,992	52,637	*	*	*
BERKSHIRE	145,087	140,670	3.0	51,775	1,057,797	2,023,874	14,387	39,090	352	2,689	13,852
North Adams	18,063	17,049	-5.6	6,715	77,382	142,681	8,369	21,248	*	*	*
Pittsfield	51,974	48,299	-7.1	19,358	282,395	512,657	10,614	26,483	*	*	*
BRISTOL	476,039	487,424	2.4	187,577	3,214,869	6,589,358	13,519	35,129	597	11,920	16,340
Attleboro	34,196	34,314	0.3	12,562	179,766	352,635	10,277	28,072	*	*	*
Fall River	92,574	89,038	-3.8	35,314	357,174	671,564	7,542	19,017	*	*	*
New Bedford	98,478	95,314	-3.2	38,076	397,060	751,270	7,882	19,731	*	*	*
Taunton	45,001	44,917	-0.2	16,589	205,831	401,626	8,942	24,210	*	*	*
DUKES	8,945	11,213	25.4	3,698	85,663	245,652	21,908	66,428	40	318	371
ESSEX	634,728	664,884	4.8	252,542	5,995,905	12,495,117	18,793	49,477	372	7,485	6,434
Beverly	37,655	37,771	0.3	14,385	260,652	509,883	13,499	35,445	*	*	*
Gloucester	27,768	28,156	1.4	11,263	180,886	357,690	12,704	31,758	*	*	*
Haverhill	46,865	50,606	8.0	19,686	258,343	544,033	10,750	27,636	*	*	*
Lawrence	63,175	61,177	-3.2	24,340	296,932	563,508	9,211	23,152	*	*	*
Lynn	78,471	78,851	0.5	32,286	436,201	854,790	10,841	26,476	*	*	*
Newburyport	15,900	17,086	7.5	6,687	98,180	205,751	12,042	30,769	*	*	*
Peabody	45,976	45,034	-2.0	16,350	304,462	581,590	12,914	35,571	*	*	*
Salem	38,220	36,951	-3.3	15,383	230,501	434,594	11,761	28,252	*	*	*
FRANKLIN	64,467	66,315	2.9	24,704	474,296	998,330	15,054	40,412	521	6,826	14,729
Greenfield	18,436	18,571	0.7	7,087	119,394	230,244	12,398	32,488	*	*	*
HAMPDEN	443,030	443,552	0.1	158,590	3,432,787	6,639,734	14,969	39,384	392	8,758	6,814
Holyoke	44,678	42,933	-3.9	16,919	217,693	398,475	9,281	23,552	*	*	*
Springfield	152,319	149,233	-2.0	57,442	703,716	1,313,308	8,800	22,863	*	*	*
Westfield	36,465	39,915	9.5	14,388	198,115	413,082	10,349	28,710	*	*	*
HAMPSHIRE	139,188	144,912	4.1	47,340	1,035,565	2,057,129	14,196	43,454	559	9,908	15,574
Northampton	29,286	28,469	-2.8	10,492	166,401	307,356	10,796	29,294	*	*	*
MIDDLESEX	1,367,236	1,372,326	0.4	512,286	13,817,597	28,823,561	21,003	56,265	567	24,114	21,429
Framingham	65,113	62,171	-4.5	23,521	687,981	1,352,200	21,750	57,489	*	*	*
Hudson	16,408	17,909	9.1	5,999	138,935	337,092	18,823	56,195	*	*	*
Lowell	92,418	90,887	-1.7	33,278	487,934	990,413	10,897	29,762	*	*	*
Malden	53,386	52,982	-0.8	21,311	335,692	687,625	12,978	32,266	*	*	*
Marlborough	30,617	32,604	6.5	12,042	206,331	453,505	13,909	37,660	*	*	*
Medford	58,076	56,203	-3.2	20,240	363,399	725,865	12,915	35,863	*	*	*
Melrose	30,055	29,146	-3.0	10,689	218,765	437,874	15,023	40,965	*	*	*
Wakefield	24,895	23,936	-3.9	8,484	245,402	541,405	22,619	63,815	*	*	*
Waltham	58,200	57,582	-1.1	21,090	391,551	799,580	13,886	37,913	*	*	*
Woburn	36,626	35,969	-1.8	12,598	243,065	492,688	13,698	39,108	*	*	*
NANTUCKET	5,047	7,085	40.4	2,451	51,725	158,661	22,394	64,733	6	*	*
NORFOLK	606,337	643,848	6.2	250,782	6,690,613	13,817,160	21,460	55,096	205	5,941	3,180
Dedham	25,298	24,579	-2.8	8,306	239,560	486,286	19,785	58,546	*	*	*
Quincy	84,743	82,764	-2.3	34,175	583,247	1,102,423	13,320	32,258	*	*	*
PLYMOUTH	407,078	447,879	10.0	182,805	3,523,341	7,862,479	17,555	43,010	649	44,244	8,720
Brockton	95,172	97,504	2.5	34,655	528,376	1,089,732	11,176	31,445	*	*	*
SUFFOLK	649,814	644,978	-0.7	204,787	5,365,605	11,050,063	17,132	53,959	4	152	
Boston	562,994	559,705	-0.6	179,994	2,935,154	9,071,743	16,208	50,400	*	*	*
Chelsea	25,431	24,672	-3.0	7,811	109,000	328,755	13,325	42,089	*	*	*
WORCESTER	646,810	662,057	2.4	250,338	5,185,803	11,027,408	16,656	44,050	1,014	13,005	34,314
Athol	10,634	10,759	1.2	4,215	78,249	175,872	16,347	41,725	*	*	*
Clinton	12,771	12,403	-2.9	4,668	98,267	217,333	17,523	46,558	*	*	*
Fitchburg	39,580	38,440	-2.9	14,682	193,137	385,972	10,041	26,289	*	*	*
Gardner	17,900	17,324	-3.2	7,189	95,456	190,100	10,973	26,443	*	*	*
Milford	23,390	25,820	10.4	9,197	161,716	380,186	14,724	41,338	*	*	*
Southbridge	16,665	16,844	1.1	6,505	125,677	275,917	16,381	42,413	*	*	*
Worcester	161,799	157,393	-2.7	60,288	837,487	1,676,378	10,651	27,806	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Massachusetts 1987 Cash Receipts as follows: From Crops $135,360,000; from Livestock & Livestock Products $141,757,000; Total $277,117,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

MICHIGAN POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS...............	9,254,671	9,254,999	0.0	3,352,094	79,837,996	139,910,810	17,512	41,738	58,661	1,364,666	1,223,657
METRO AREAS (MSAs PMSAs CMSAs)											
Ann Arbor, MI	265,117	279,357	5.4	100,239	2,573,229	5,046,925	18,066	50,349	1,347	26,095	25,676
Battle Creek, MI	141,102	131,726	6.6	53,811	1,209,485	1,807,619	13,723	33,592	1,281	28,853	25,966
Benton Harbor, MI	170,748	156,473	8.4	64,180	1,319,900	2,184,069	13,958	34,030	1,777	55,259	11,065
Detroit, MI	4,481,602	4,353,561	-2.9	1,588,067	41,094,963	69,889,960	16,054	44,009	6,951	158,994	91,854
Flint, MI	449,989	435,557	-3.2	159,127	3,470,004	5,631,960	12,930	35,393	990	18,716	16,025
Grand Rapids, MI	603,747	672,690	11.4	236,486	6,220,307	12,572,813	18,690	53,165	3,097	103,062	113,309
Jackson, MI	151,299	143,040	5.5	54,077	1,165,412	1,847,666	12,917	34,167	1,242	20,057	25,853
Kalamazoo, MI	212,581	219,204	3.1	79,126	2,014,938	3,571,514	16,293	45,137	961	30,939	22,185
Lansing-East Lansing, MI	417,091	439,694	5.4	151,591	3,422,155	6,156,918	14,003	40,615	3,995	85,999	79,376
Muskegon, MI	157,433	156,921	0.3	59,373	1,186,617	2,015,385	12,843	33,944	481	16,009	10,969
Saginaw-Bay City-Midland, MI	421,039	401,901	4.5	142,921	3,520,171	5,689,371	14,156	39,808	3,276	107,331	22,792
COUNTIES Cities											
ALCONA	9,766	10,471	7.2	3,435	55,364	108,647	10,376	31,629	295	891	3,947
ALGER	9,190	8,635	-6.0	3,227	65,422	105,753	12,247	32,771	76	158	1,718
ALLEGAN	81,849	88,471	8.1	33,865	587,873	1,183,514	13,377	34,948	1,831	48,518	74,529
ALPENA	32,311	30,793	-4.7	11,044	221,335	366,424	11,900	33,179	442	2,236	7,033
Alpena	12,214	10,547	-13.6	4,036	63,897	94,573	8,967	23,432	*	*	*
ANTRIM	16,189	17,043	5.3	6,009	105,126	205,021	12,030	34,119	279	5,344	6,079
ARENAC	14,788	15,771	6.6	5,842	94,714	189,253	12,000	32,395	377	9,507	6,789
BARAGA	8,452	8,236	-2.6	2,879	57,507	90,155	10,946	31,315	74	125	805
BARRY	45,951	48,675	5.9	18,448	366,770	761,776	15,650	41,293	1,061	13,659	24,525
BAY	119,416	114,101	-4.5	42,250	875,480	1,405,550	12,318	33,267	1,072	39,859	3,757
Bay City	41,593	35,630	-14.3	13,901	217,790	308,025	8,645	22,158	*	*	*
BENZIE	11,242	11,620	3.4	4,153	86,805	175,812	15,130	42,334	184	3,031	920
BERRIEN	170,748	156,473	-8.4	55,800	1,319,900	2,184,069	13,958	39,141	1,777	55,259	11,065
Benton Harbor	14,707	10,980	-25.3	3,566	48,144	75,354	6,863	21,131	*	*	*
Niles	13,115	11,731	-10.6	4,858	78,910	125,327	10,683	25,798	*	*	*
St. Joseph	9,622	7,094	-26.3	3,291	77,423	101,353	14,287	30,797	*	*	*
BRANCH	40,112	39,366	-1.9	13,901	274,215	437,200	11,106	31,451	1,170	23,240	24,221
Coldwater	9,461	9,108	-3.7	3,574	51,865	81,020	8,895	22,669	*	*	*
CALHOUN	141,102	131,726	-6.6	44,887	1,209,485	1,807,619	13,723	40,270	1,281	28,853	25,966
Albion	11,059	9,386	-15.1	3,138	54,950	73,609	7,842	23,457	*	*	*
Battle Creek	35,724	30,398	-14.9	12,598	210,124	282,203	9,284	22,401	*	*	*
Marshall	7,201	6,997	-2.8	2,815	61,725	79,837	11,410	28,361	*	*	*
CASS	49,600	50,195	1.2	18,750	348,769	656,157	13,072	34,995	1,022	20,792	34,584
Dowagiac	6,307	5,776	-8.4	2,195	27,878	47,220	8,175	21,513	*	*	*
CHARLEVOIX	19,969	20,552	2.9	7,469	136,645	238,173	11,589	31,888	256	866	3,614
CHEBOYGAN	20,706	21,176	2.3	7,614	127,289	220,771	10,426	28,995	197	708	3,455
Cheboygan	5,106	4,317	-15.5	1,564	23,099	32,632	7,559	20,864	*	*	*
CHIPPEWA	28,698	28,765	0.2	9,644	196,321	362,036	12,586	37,540	375	1,644	5,578
Sault Ste Marie	14,448	14,399	-0.3	5,315	78,997	144,678	10,048	27,221	*	*	*
CLARE	23,926	25,464	6.4	8,899	148,191	274,068	10,763	30,798	317	1,565	8,669
CLINTON	55,863	59,146	5.9	23,988	430,821	795,771	13,454	33,174	1,518	28,314	36,642
CRAWFORD	9,501	10,901	14.7	3,935	63,143	127,563	11,702	32,418	18	36	23
DELTA	38,862	38,911	0.1	14,439	302,605	547,881	14,080	37,945	315	1,857	5,880
Escanaba	14,355	13,141	-8.5	5,364	89,988	146,263	11,130	27,268	*	*	*
DICKINSON	25,255	27,766	9.9	9,402	206,791	393,761	14,181	41,881	123	1,731	2,338
Iron Mountain	8,341	8,244	-1.2	3,363	48,179	79,158	9,602	23,538	*	*	*
Kingsford	5,290	5,812	9.9	2,203	27,564	50,342	8,662	22,852	*	*	*
EATON	88,664	98,956	11.6	36,187	762,957	1,421,140	14,361	39,272	1,372	28,036	15,974
EMMET	23,023	24,447	6.2	8,636	167,486	330,773	13,530	38,302	253	1,063	3,080
Petoskey	6,097	5,524	-9.4	2,243	34,592	57,620	10,431	25,689	*	*	*
GENESEE	449,989	435,557	-3.2	160,857	3,470,004	5,631,960	12,930	35,012	990	18,716	16,025
Flint	159,611	137,734	-13.7	51,396	845,935	1,196,804	8,689	23,286	*	*	*
GLADWIN	20,109	23,569	17.2	8,673	130,603	272,533	11,563	31,423	433	2,869	4,841
GOGEBIC	19,538	20,199	3.4	6,560	129,110	229,166	11,345	34,934	82	47	978
Ironwood	7,741	7,411	-4.3	2,959	37,148	59,089	7,973	19,969	*	*	*
GRAND TRAVERSE	55,342	66,523	20.2	23,250	510,816	1,104,330	16,601	47,498	462	8,798	4,437
Traverse City	15,516	13,425	-13.5	5,270	110,525	167,813	12,500	31,843	*	*	*
GRATIOT	40,432	39,079	-3.3	14,023	291,522	486,929	12,460	34,724	1,215	43,973	26,214
Alma	9,652	9,125	-5.5	3,029	48,692	79,357	8,697	26,199	*	*	*
HILLSDALE	42,093	43,431	3.2	15,807	272,126	523,117	12,045	33,094	1,354	26,659	33,056
Hillsdale	7,432	7,038	-5.3	2,729	35,627	62,574	8,891	22,929	*	*	*
HOUGHTON	37,761	37,635	-0.3	11,930	241,148	421,646	11,204	35,343	195	707	1,835
Houghton	7,512	7,636	1.7	1,875	30,064	53,536	7,011	28,553	*	*	*

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

MICHIGAN POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1988 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
HURON	36,379	37,688	3.6	13,852	241,300	443,285	11,762	32,002	1,655	59,742	80,801
Bad Axe	3,184	3,300	3.6	1,301	15,372	28,252	8,561	21,716	*	*	*
INGHAM	272,564	281,592	3.3	91,167	2,228,377	3,940,007	13,992	43,217	1,105	29,649	26,760
East Lansing	51,392	54,385	5.8	14,007	267,709	480,562	8,836	34,309	*	*	*
Lansing	130,414	130,264	-0.1	51,491	784,401	1,329,046	10,203	25,811	*	*	*
IONIA	51,904	53,802	3.7	19,750	373,809	605,470	11,254	30,657	1,187	25,958	37,137
Ionia	5,920	5,514	-6.9	2,141	37,461	54,347	9,856	25,384	*	*	*
IOSCO	28,247	31,086	10.1	10,264	174,062	325,625	10,475	31,725	244	1,831	5,497
IRON	13,559	15,557	14.7	4,997	101,149	205,128	13,186	41,050	98	1,075	802
ISABELLA	54,072	60,604	12.1	20,325	359,582	800,351	13,206	39,378	1,016	12,902	28,333
Mt. Pleasant	23,746	26,069	9.8	7,033	107,577	233,341	8,951	33,178	*	*	*
JACKSON	151,299	143,040	-5.5	49,540	1,165,412	1,847,666	12,917	37,296	1,242	20,057	25,853
Jackson	39,739	30,392	-23.5	12,092	210,349	264,154	8,692	21,845	*	*	*
KALAMAZOO	212,581	219,204	3.1	72,363	2,014,938	3,571,514	16,293	49,356	961	30,939	22,185
Kalamazoo	79,722	76,875	-3.6	28,545	531,053	869,861	11,315	30,473	*	*	*
KALKASKA	11,160	12,668	13.5	4,619	65,734	125,971	9,944	27,272	91	1,406	1,262
KENT	445,752	489,518	9.8	172,079	4,675,545	9,313,559	19,026	54,124	1,524	45,684	32,472
Grand Rapids	181,843	171,481	-5.7	64,555	1,287,249	2,120,131	12,364	32,842	*	*	*
KEWEENAW	1,954	1,991	1.9	604	10,931	19,094	9,590	31,613	4	*	2
LAKE	7,722	9,098	17.8	2,972	40,677	84,545	9,293	28,447	123	398	1,185
LAPEER	70,448	72,585	3.0	29,610	459,983	805,218	11,093	27,194	1,361	25,775	27,015
LEELANAU	14,056	15,551	10.6	5,431	121,954	253,525	16,303	46,681	429	11,759	4,311
LENAWEE	89,834	89,925	0.1	33,256	643,686	1,113,020	12,377	33,468	1,619	57,292	31,544
Adrian	21,186	21,495	1.5	7,682	105,482	184,935	8,604	24,074	*	*	*
LIVINGSTON	101,517	110,960	9.3	44,035	926,653	1,834,499	16,533	41,660	884	13,320	19,634
LUCE	6,606	5,764	-12.7	1,832	49,844	96,767	16,788	52,820	30	192	487
MACKINAC	10,121	11,135	10.0	3,892	73,290	137,191	12,321	35,249	96	127	2,743
MACOMB	695,652	715,405	2.8	268,382	6,567,386	12,145,457	16,977	45,254	819	24,652	9,374
Mount Clemens	18,806	16,798	-10.7	6,325	122,115	191,066	11,374	30,208	*	*	*
MANISTEE	22,994	22,482	-2.2	7,826	184,460	302,145	13,439	38,608	304	7,960	1,001
Manistee	7,566	6,822	-9.8	2,906	49,669	74,512	10,922	25,641	*	*	*
MARQUETTE	73,875	72,106	-2.4	23,787	589,136	968,011	13,425	40,695	125	517	1,023
Marquette	23,288	23,472	0.8	7,766	138,568	234,321	9,983	30,173	*	*	*
MASON	26,477	26,566	0.3	9,208	219,709	399,103	15,023	43,343	492	8,328	9,736
Ludington	8,937	8,138	-8.9	3,489	62,350	102,022	12,536	29,241	*	*	*
MECOSTA	37,099	39,214	5.7	12,087	220,487	440,432	11,231	36,438	684	7,053	15,533
Big Rapids	14,361	15,811	10.1	3,676	62,469	130,897	8,279	35,609	*	*	*
MENOMINEE	26,160	26,808	2.5	9,903	184,908	327,174	12,204	33,038	458	1,023	16,350
Menominee	10,099	9,671	-4.2	4,068	60,267	99,012	10,238	24,339	*	*	*
MIDLAND	73,723	72,340	-1.9	27,048	704,690	1,234,800	17,069	45,652	502	11,553	6,631
Midland	37,250	36,812	-1.2	13,399	329,023	580,969	15,782	43,359	*	*	*
MISSAUKEE	10,080	11,432	13.4	4,587	54,701	113,985	9,971	24,850	343	1,531	21,620
MONROE	134,801	134,181	-0.5	53,303	1,343,011	2,374,653	17,697	44,550	1,458	47,929	14,136
Monroe	23,531	21,604	-8.2	7,719	183,465	298,780	13,830	38,707	*	*	*
MONTCALM	47,678	53,775	12.8	19,612	330,445	647,698	12,045	33,026	1,132	35,904	20,378
Greenville	8,019	8,520	6.2	3,379	44,086	81,204	9,531	24,032	*	*	*
MONTMORENCY	7,492	9,123	21.8	3,136	40,866	85,052	9,323	27,121	106	369	2,379
MUSKEGON	157,433	156,921	-0.3	56,582	1,186,617	2,015,385	12,843	35,619	481	16,009	10,969
Muskegon	40,823	38,774	-5.0	14,988	194,436	309,693	7,987	20,663	*	*	*
Muskegon Heights	14,611	13,367	-8.5	4,835	57,914	88,850	6,647	18,376	*	*	*
NEWAYGO	34,999	38,274	9.4	14,228	222,041	465,870	12,172	32,743	784	14,266	19,103
OAKLAND	1,012,569	1,127,718	11.4	403,766	11,319,068	22,305,751	19,780	55,244	688	14,816	3,708
Pontiac	76,715	68,241	-11.0	23,614	385,975	656,495	9,620	27,801	*	*	*
Royal Oak	70,893	67,116	-5.3	27,552	557,160	907,890	13,527	32,952	*	*	*
OCEANA	21,985	23,296	6.0	8,780	142,628	280,580	12,044	31,957	735	20,107	9,823
OGEMAW	16,528	18,627	12.7	6,819	95,809	197,247	10,589	28,926	308	1,327	8,211
ONTONAGON	9,745	9,007	-7.6	3,008	74,393	135,176	15,008	44,939	145	317	1,534
OSCEOLA	18,929	20,[illegible]8	10.5	7,883	118,894	237,094	11,334	30,077	549	1,718	16,233
OSCODA	6,905	7,391	7.0	2,524	40,556	83,447	11,290	33,061	86	178	2,081
OTSEGO	15,085	16,339	8.3	6,132	107,294	203,990	12,485	33,266	142	889	1,864
OTTAWA	157,995	183,172	15.9	70,437	1,544,762	3,259,254	17,793	46,272	1,573	57,378	80,837
Grand Haven	11,763	11,669	-0.8	4,598	90,313	161,070	13,803	35,030	*	*	*
Holland	26,281	26,056	-0.9	9,417	200,681	357,701	13,728	37,985	*	*	*
PRESQUE ISLE	14,228	14,828	4.2	5,418	84,907	161,468	10,889	29,802	335	5,271	4,790
ROSCOMMON	16,455	19,744	20.0	6,189	111,273	240,431	12,177	38,848	37	152	84
SAGINAW	227,900	215,460	-5.5	81,267	1,940,001	3,049,021	14,151	37,519	1,702	55,919	12,404
Saginaw	77,508	65,012	-16.1	23,701	411,451	561,166	8,632	23,677	*	*	*
ST. CLAIR	138,839	142,784	2.8	54,159	1,104,947	1,945,266	13,624	35,918	1,302	19,856	17,464
Port Huron	33,981	31,105	-8.5	12,253	194,807	301,445	9,691	24,602	*	*	*
ST. JOSEPH	56,245	61,215	8.8	22,351	386,871	689,569	11,265	30,852	1,033	32,912	19,086
Sturgis	9,468	9,445	-0.2	3,835	52,154	84,387	8,935	22,004	*	*	*
Three Rivers	7,015	6,773	-3.4	2,691	34,139	53,463	7,894	19,867	*	*	*
SANILAC	40,806	40,968	0.4	15,524	277,278	472,145	11,525	30,414	1,846	41,706	59,753

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

MICHIGAN POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
SCHOOLCRAFT	8,515	8,436	-0.9	2,971	57,986	101,197	11,996	34,062	56	236	467
SHIAWASSEE	71,150	69,698	-2.0	27,333	513,852	854,457	12,259	31,261	1,386	23,458	19,588
Owosso	16,455	14,501	-11.9	5,594	90,072	134,324	9,263	24,012	*	*	*
TUSCOLA	57,060	55,224	-3.2	21,261	428,040	746,303	13,514	35,102	1,483	59,214	25,146
VAN BUREN	66,966	67,757	1.2	25,126	541,400	986,964	14,566	39,281	1,464	52,804	16,476
South Haven	5,943	5,174	-12.9	2,077	39,447	61,716	11,928	29,714	*	*	*
WASHTENAW	265,117	279,357	5.4	86,792	2,573,229	5,046,925	18,066	58,150	1,347	26,095	25,676
Ann Arbor	107,966	109,803	1.7	41,260	768,409	1,426,605	12,992	34,576	*	*	*
Ypsilanti	24,031	21,279	-11.5	7,770	126,339	204,221	9,597	26,283	*	*	*
WAYNE	2,327,776	2,049,928	-11.9	752,667	19,373,915	28,479,116	13,893	37,838	439	12,646	526
Detroit	1,203,339	992,100	-17.6	382,084	6,000,422	9,663,091	9,740	25,290	*	*	*
WEXFORD	25,188	29,084	15.5	10,266	169,167	334,641	11,506	32,597	229	790	3,376
Cadillac	10,199	10,271	0.7	4,006	58,008	98,764	9,616	24,654	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A. Economic Research Service Bulletin indicates State of Michigan 1987 Cash Receipts as follows: From Crops $1,364,666,000, from Livestock & Livestock Products $1,223,657,000. Total $2,588,323,000. * — Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MINNESOTA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	4,082,550	4,360,618	6.8	1,619,104	34,218,004	65,967,119	17,928	40,743	94,382	2,655,483	3,259,542
METRO AREAS (MSAs PMSAs CMSAs)											
Rochester, MN	92,017	104,200	13.2	39,170	964,779	1,985,249	19,052	50,683	1,532	24,837	70,699
St. Cloud, MN	163,726	191,698	17.1	59,868	1,182,801	2,588,696	13,504	43,240	5,055	50,615	262,873
Duluth, MN-WI	266,755	236,234	-11.4	90,215	2,007,601	2,956,491	12,515	32,772	1,457	3,551	15,836
Minneapolis-St. Paul, MN-WI	2,142,990	2,404,872	12.2	909,742	19,981,911	39,677,280	16,499	43,614	11,491	156,353	323,117
COUNTIES, Cities											
AITKIN	13,459	13,705	1.8	5,062	66,784	131,464	9,592	25,971	740	3,357	12,857
ANOKA	197,069	247,727	25.7	103,310	1,635,443	3,525,813	14,233	34,128	633	10,044	7,886
BECKER	29,367	30,026	2.2	11,784	194,765	400,489	13,338	33,986	1,366	19,262	48,968
BELTRAMI	31,054	34,190	10.1	12,872	167,417	364,727	10,668	28,335	775	5,365	10,809
Bemidji	10,949	10,734	-2.0	3,770	46,927	89,932	8,378	23,855	*	*	*
BENTON	25,275	29,994	18.7	11,714	187,398	404,312	13,480	34,515	1,035	7,661	55,790
BIG STONE	7,685	7,200	-6.3	2,658	64,583	128,096	17,791	48,193	554	24,689	14,797
BLUE EARTH	52,362	52,594	0.4	18,250	368,370	624,301	11,870	34,208	1,459	67,759	47,626
Mankato	28,651	27,678	-3.4	10,239	148,974	239,935	8,669	23,433	*	*	*
BROWN	28,565	27,951	-2.1	10,104	191,847	338,085	12,096	33,461	1,390	45,182	58,406
New Ulm	13,755	13,893	1.0	5,076	69,224	127,418	9,171	25,102	*	*	*
CARLTON	29,904	30,880	3.3	12,005	185,323	349,204	11,308	29,088	732	1,200	9,899
CARVER	37,118	44,810	20.7	18,045	290,432	654,572	14,608	36,274	1,141	10,216	48,667
CASS	21,137	21,678	2.6	8,022	107,176	208,336	9,610	25,971	761	1,535	12,384
CHIPPEWA	14,892	13,994	-6.0	4,992	127,541	236,662	16,912	47,408	968	52,390	19,476
CHISAGO	25,889	32,264	24.6	13,298	165,142	376,748	11,677	28,331	1,047	8,128	20,275
CLAY	49,302	48,418	-1.8	15,384	400,339	733,336	15,146	47,669	1,103	76,613	21,901
Moorhead	29,998	29,347	-2.2	10,187	192,447	350,645	11,948	34,421	*	*	*
CLEARWATER	8,755	8,822	0.8	3,572	39,916	79,936	9,061	22,378	693	4,930	15,757
COOK	4,145	4,521	9.1	1,555	28,567	57,489	12,716	36,970	11	*	*
COTTONWOOD	14,805	13,981	-5.6	5,009	125,538	216,327	15,473	43,188	1,053	59,070	58,414
CROW WING	41,888	47,181	12.6	17,389	242,828	506,017	10,725	29,100	644	2,432	11,284
Brainerd	11,489	11,308	-1.6	4,885	52,164	94,243	8,334	19,292	*	*	*
DAKOTA	195,232	251,973	29.1	101,364	1,831,821	4,183,438	16,603	41,271	1,084	33,988	33,202
DODGE	14,834	15,011	1.2	6,348	108,108	209,043	13,926	32,931	933	35,303	35,920
DOUGLAS	27,947	30,297	8.4	11,324	205,880	430,823	14,220	38,045	1,308	12,818	37,250
FARIBAULT	19,661	18,210	-7.4	6,776	175,317	297,238	16,323	43,866	1,320	77,378	47,808
FILLMORE	21,914	21,120	-3.6	8,057	127,976	230,950	10,935	28,665	1,867	29,848	92,894
FREEBORN	36,201	33,915	-6.3	12,872	258,617	403,305	11,892	31,332	1,522	66,702	58,844
Albert Lea	19,200	18,364	-4.4	7,627	104,128	166,732	9,079	21,861	*	*	*
GOODHUE	38,779	40,997	5.7	15,566	307,098	584,936	14,268	37,378	1,840	33,715	80,002
Red Wing	13,736	15,837	15.3	6,350	84,901	178,945	11,299	28,180	*	*	*

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

MINNESOTA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION			HOUSE HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
GRANT	7,158	6,449	9.9	2,461	56,214	116,830	18,116	47,473	648	33,589	15,307
HENNEPIN	942,033	1,009,266	7.1	337,838	9,591,008	18,330,418	18,162	54,258	940	17,920	18,052
Minneapolis	370,951	332,946	-10.2	128,148	2,351,011	4,966,511	14,917	38,756	•	•	•
HOUSTON	19,696	19,097	3.0	6,991	118,836	218,647	11,449	31,275	1,128	8,157	56,112
HUBBARD	14,221	15,445	8.6	6,019	72,617	158,766	10,279	26,377	504	7,518	6,565
ISANTI	23,767	27,439	15.4	11,086	182,355	381,667	13,910	34,428	947	10,088	15,597
ITASCA	43,173	45,494	5.4	18,334	265,774	484,683	10,654	26,436	578	1,159	4,812
JACKSON	13,624	13,249	-2.8	4,980	113,224	203,785	15,381	40,921	1,253	67,016	59,242
KANABEC	12,247	12,653	3.3	5,056	88,736	167,741	13,257	33,177	833	2,449	50,653
KANDIYOHI	36,951	38,917	5.3	14,440	326,439	662,713	17,029	45,894	1,419	49,542	89,178
Wilmar	15,895	16,986	6.9	6,480	111,225	229,637	13,519	35,438	•	•	•
KITTSON	6,634	6,126	-7.7	2,152	48,962	98,074	16,009	45,573	642	44,877	4,102
KOOCHICHING	17,552	15,600	-11.1	6,199	110,753	168,290	10,788	27,148	278	1,219	3,187
International Falls	5,611	4,170	25.7	1,746	30,832	38,769	9,297	22,204	•	•	•
LAC QUI PARLE	10,560	9,794	-7.3	3,657	84,562	151,669	15,486	41,474	1,082	44,320	33,306
LAKE	13,053	12,320	-5.6	4,636	99,397	133,078	10,802	28,705	59	•	•
LAKE OF THE WOODS	3,719	3,809	2.4	1,356	19,109	35,834	9,408	26,426	230	5,475	2,267
LE SUEUR	23,443	23,128	-1.3	9,101	161,676	302,686	13,087	33,259	1,087	27,879	37,055
LINCOLN	8,183	7,367	-10.0	2,824	55,089	107,059	14,532	37,910	823	20,176	35,544
LYON	25,222	26,337	4.4	9,711	208,246	402,077	15,267	41,404	1,175	47,591	58,529
Marshall	11,161	12,361	10.8	4,499	66,294	137,618	11,133	30,589	•	•	•
MCLEOD	29,692	32,778	10.4	12,728	233,244	447,860	13,663	35,187	1,492	32,378	47,648
MAHNOMEN	5,523	5,266	-4.7	2,309	31,378	64,531	12,254	27,948	410	11,603	7,746
MARSHALL	12,951	11,645	-10.1	4,769	83,857	140,936	12,103	29,553	1,447	72,002	10,438
MARTIN	24,679	25,435	3.1	9,188	235,709	406,113	15,967	44,200	1,454	79,172	60,373
Fairmont	11,506	12,431	8.0	5,275	83,292	151,987	12,226	28,813	•	•	•
MEEKER	20,580	20,903	1.6	8,243	140,955	282,957	13,537	34,327	1,376	34,554	65,225
MILLE LACS	18,464	19,815	7.3	7,688	125,047	243,082	12,268	31,618	929	3,483	25,903
MORRISON	29,381	30,778	4.8	13,109	179,023	371,149	12,059	28,313	2,009	8,913	87,995
Little Falls	7,250	7,169	-1.1	2,876	36,059	70,330	9,810	24,454	•	•	•
MOWER	40,110	39,107	-2.5	14,597	305,917	516,689	13,212	35,397	1,477	54,654	54,816
Austin	23,020	22,243	-3.4	9,544	136,792	228,358	10,267	23,927	•	•	•
MURRAY	11,473	10,304	-10.2	4,160	91,267	145,564	14,127	34,991	1,150	44,789	50,976
NICOLLET	26,970	29,713	10.2	10,609	187,469	353,878	11,910	33,356	969	38,081	46,045
North Mankato	9,145	10,858	18.7	4,033	58,388	120,442	11,092	29,864	•	•	•
NOBLES	21,768	20,568	-5.5	7,679	189,976	315,807	15,354	41,126	1,413	59,156	72,187
Worthington	10,243	10,323	0.8	4,083	66,257	119,308	11,557	29,221	•	•	•
NORMAN	9,354	8,395	-10.3	3,135	65,150	120,678	14,375	38,494	805	57,060	11,873
OLMSTED	92,017	104,200	13.2	37,763	964,779	1,985,249	19,052	52,571	1,532	24,837	70,699
Rochester	57,890	65,038	12.3	24,960	478,628	978,573	15,046	39,206	•	•	•
OTTER TAIL	52,097	52,055	-0.1	19,430	367,104	726,630	13,959	37,397	3,245	37,347	113,395
Fergus Falls	12,519	12,359	-1.3	4,967	78,769	153,980	12,459	31,001	•	•	•
PENNINGTON	15,219	14,766	-3.0	5,386	125,461	203,092	13,754	37,707	655	•	•
PINE	19,951	21,529	7.9	8,191	125,960	252,011	11,706	30,767	1,199	3,650	30,667
PIPESTONE	11,654	10,914	-6.3	3,969	86,795	162,094	14,852	40,840	828	22,451	38,106
POLK	34,766	32,797	-5.7	12,372	252,002	462,185	14,092	37,357	1,774	132,731	24,574
Crookston	8,628	8,726	1.1	3,351	47,798	95,119	10,901	28,385	•	•	•
E. Grand Forks	8,537	8,354	-2.1	3,166	49,061	94,469	11,308	29,839	•	•	•
POPE	11,633	11,255	-3.2	4,243	101,621	188,904	16,784	44,521	1,042	28,766	34,635
RAMSEY	459,844	475,576	3.4	164,419	4,232,911	7,673,806	16,136	46,672	82	3,566	811
St. Paul	270,230	263,647	-2.4	97,685	1,699,058	3,756,875	14,250	38,459	•	•	•
RED LAKE	5,430	4,845	-10.8	2,046	33,7[illegible]0	57,226	11,811	27,970	422	12,065	7,181
REDWOOD	19,310	18,518	-4.1	7,012	162,441	260,396	14,062	37,136	1,544	76,635	66,921
RENVILLE	20,355	19,259	-5.4	7,226	165,531	287,164	14,911	39,740	1,685	104,528	49,492
RICE	46,161	48,417	4.9	16,926	34[illegible],707	693,363	14,321	40,964	1,325	28,138	55,750
Faribault	16,241	15,915	-2.0	6,016	92,[illegible]68	172,883	10,863	28,737	•	•	•
ROCK	10,672	10,344	-3.1	3,915	94,5[illegible]	151,314	14,628	38,650	953	27,593	62,531
ROSEAU	12,579	13,919	10.7	5,363	87,6[illegible]	193,746	13,920	36,113	1,213	36,343	19,962
ST. LOUIS	222,218	196,468	-11.6	69,901	1,590,[illegible]	2,291,317	11,663	32,779	1,093	2,342	9,120
Duluth	92,811	73,088	-21.3	28,880	521,[illegible]30	654,810	8,959	22,673	•	•	•
Hibbing	21,193	20,583	-2.9	7,925	121,[illegible]73	188,030	9,135	23,726	•	•	•
Virginia	11,056	8,527	-22.9	3,805	64,556	79,419	9,314	20,872	•	•	•
SCOTT	43,999	54,114	23.0	23,878	340,445	762,286	14,087	31,924	981	12,232	27,032
SHERBURNE	30,234	40,183	32.9	16,896	239,291	614,369	15,289	36,362	684	15,775	21,566
SIBLEY	15,438	14,446	-6.4	5,854	98,164	190,740	13,204	32,583	1,391	42,868	61,685
STEARNS	108,217	121,521	12.3	48,822	756,112	1,570,015	12,920	32,158	3,336	27,179	185,517
St. Cloud	42,566	45,989	8.0	15,703	237,289	475,740	10,345	30,296	•	•	•
STEELE	30,353	30,012	-1.1	11,132	247,506	419,988	13,994	37,728	1,061	32,620	37,076
Owatonna	18,632	18,625	0.0	6,999	107,557	185,461	9,958	26,498	•	•	•
STEVENS	11,316	10,472	-7.5	3,760	89,587	165,755	15,828	44,084	701	35,644	37,142

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

MINNESOTA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U S Census	E&P estimate Jan 1 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1988 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
SWIFT	12,875	11,557	-10.2	4,387	96,247	191,903	16,605	43,744	1,011	54,957	29,180
TODD	25,032	25,045	0.1	10,279	149,171	304,999	12,178	29,672	2,112	12,692	79,089
TRAVERSE	5,500	4,860	-11.6	1,843	48,198	113,773	23,410	61,733	483	35,825	98,631
WABASHA	19,343	19,652	1.6	7,463	136,798	237,555	12,088	31,831	1,079	15,343	55,749
WADENA	14,165	13,906	-1.8	5,474	90,748	160,952	11,574	29,403	776	3,022	25,438
WASECA	18,501	18,726	1.2	6,930	130,941	244,934	13,080	35,344	878	41,036	29,386
WASHINGTON	114,188	143,678	25.8	60,471	988,457	2,236,188	15,564	36,980	801	18,017	11,283
Stillwater	12,290	14,221	15.7	5,095	82,596	175,232	12,322	34,393	*	*	*
WATONWAN	12,381	11,717	-5.4	4,149	110,390	172,489	14,721	41,574	885	46,121	31,931
WILKIN	8,377	7,658	-8.6	2,941	65,055	128,648	16,799	43,743	571	57,978	7,875
Breckenridge	3,909	3,648	-6.7	1,414	20,010	40,648	11,143	28,747	*	*	*
WINONA	46,164	47,054	1.9	16,837	323,147	631,690	13,425	37,518	1,199	12,959	72,011
Winona	25,075	24,281	-3.2	9,085	128,420	235,573	9,702	25,930	*	*	*
WRIGHT	59,531	69,746	17.2	29,850	386,252	842,379	12,078	28,220	2,094	21,334	57,468
YELLOW MEDICINE	13,610	12,753	-6.3	4,828	108,646	181,051	14,197	37,500	1,211	59,484	34,890

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A. Economic Research Service Bulletin indicates State of Minnesota 1987 Cash Receipts as follows: From Crops $2,655,483,000; from Livestock & Livestock Products $3,259,542,000. Total $5,915,025,000 * Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MISSISSIPPI POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U S Census	E&P estimate Jan 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1988 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,522,606	2,662,288	5.5	905,967	14,759,003	26,803,371	11,821	29,585	42,415	1,102,099	766,221
METRO AREAS (MSAs/PMSAs/CMSAs)											
Biloxi-Gulfport, MS	182,569	204,841	12.2	69,067	1,161,811	2,353,263	11,488	34,072	575	1,852	3,435
Jackson, MS	363,366	402,973	10.9	138,432	2,797,366	4,948,518	12,280	35,747	2,257	45,173	60,860
Pascagoula, MS	117,832	127,884	8.5	42,684	719,690	1,240,296	9,699	29,058	255	1,103	2,024
COUNTIES, Cities											
ADAMS	38,017	39,006	2.6	13,358	229,030	359,462	9,216	26,910	220	7,427	763
Natchez	22,015	23,569	7.1	8,593	91,754	153,084	6,495	17,815	*	*	*
ALCORN	33,191	33,058	-0.4	10,854	207,767	373,708	11,305	34,430	587	5,600	1,962
Corinth	13,839	15,068	8.9	6,285	79,185	156,598	10,393	24,916	*	*	*
AMITE	13,394	12,504	-6.6	4,394	60,460	93,035	7,440	21,173	700	1,642	14,075
ATTALA	19,829	19,254	-2.9	6,926	95,895	166,354	8,640	24,019	564	7,469	3,312
BENTON	8,160	8,531	4.5	3,202	33,714	63,910	7,492	19,959	309	6,913	1,016
BOLIVAR	45,816	41,650	-9.1	15,162	212,765	358,228	8,601	23,627	528	90,244	3,027
Cleveland	14,524	14,917	2.7	4,751	65,538	127,010	8,514	26,733	*	*	*
CALHOUN	15,670	15,660	-0.1	5,256	74,776	145,374	9,283	27,659	501	14,390	2,464
CARROLL	9,753	9,144	-6.2	3,184	41,606	69,182	7,566	21,728	490	9,999	3,680
CHICKASAW	17,826	19,090	7.1	6,947	90,414	176,522	9,247	25,410	567	11,320	8,833
CHOCTAW	8,968	9,203	2.6	3,248	40,238	71,240	7,741	21,933	335	2,828	2,544
CLAIBORNE	12,220	12,816	4.9	4,139	75,247	115,899	9,043	28,002	258	5,079	6,864
CLARKE	16,967	17,403	2.6	5,971	69,932	119,148	6,846	19,954	448	700	2,367
CLAY	21,09[illegible]	21,877	3.7	7,881	118,289	210,656	9,629	26,730	458	7,103	6,463
West Point	8,811	8,788	-0.3	3,357	40,031	68,198	7,760	20,315	*	*	*
COAHOMA	36,761	33,280	-9.5	12,157	171,707	255,751	7,685	21,037	309	63,788	396
Clarksdale	21,137	19,727	-6.7	6,995	72,878	113,144	5,735	16,175	*	*	*
COPIAH	26,494	26,559	0.2	8,979	128,744	236,477	8,904	26,337	708	3,535	25,491
COVINGTON	16,000	16,528	3.3	5,891	84,632	142,844	8,643	24,248	614	2,889	17,503
DE SOTO	54,164	71,518	32.0	27,158	441,812	975,444	13,639	35,917	632	19,345	6,381
FORREST	66,088	67,645	2.4	19,605	429,200	732,971	10,836	37,387	365	2,560	6,220
Hattiesburg	40,829	40,894	0.2	13,348	205,616	334,891	8,189	25,089	*	*	*
FRANKLIN	8,213	9,767	18.9	3,354	39,654	88,756	9,087	26,463	228	*	*
GEORGE	15,347	17,030	11.0	6,290	90,695	176,136	10,343	28,047	397	2,368	3,810
GREENE	9,832	9,810	-0.2	3,732	42,249	74,853	7,630	20,057	376	956	4,940

MISSISSIPPI POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1988 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
GRENADA	21,026	20,907	-0.6	7,163	106,008	190,435	9,109	26,586	276	8,274	5,604
Grenada	12,641	13,608	7.6	4,912	53,618	106,382	7,818	21,658	*	*	*
HANCOCK	24,752	34,377	38.9	11,698	150,453	346,465	10,078	29,617	243	688	1,624
HARRISON	157,817	170,464	8.0	53,194	1,011,358	2,006,798	11,773	37,726	332	1,164	1,811
Biloxi	49,311	48,446	-1.8	16,301	235,682	413,908	8,544	25,392	*	*	*
Gulfport	39,676	38,120	-3.9	14,570	215,273	369,725	9,699	25,376	*	*	*
HINDS	251,484	255,022	1.4	82,611	2,059,782	3,410,931	13,375	41,289	983	14,607	20,508
Jackson	202,895	210,674	3.8	71,256	1,268,948	2,432,129	11,545	34,132	*	*	*
HOLMES	22,917	22,792	-0.5	8,511	74,342	129,702	5,691	15,239	505	36,059	2,232
HUMPHREYS	13,880	13,625	-1.8	5,376	58,528	112,529	8,259	20,932	346	39,812	19,367
ISSAQUENA	2,526	2,238	-11.4	723	13,538	23,513	10,506	32,521	134	18,402	781
ITAWAMBA	20,633	21,448	3.9	7,096	115,466	214,675	10,009	30,253	600	4,839	13,323
JACKSON	117,832	127,884	8.5	45,684	719,690	1,240,296	9,699	27,149	255	1,103	2,024
Moss Point	18,998	16,354	-13.9	4,927	80,891	108,334	6,624	21,988	*	*	*
Pascagoula	29,318	29,550	0.8	10,242	159,985	250,871	8,490	24,494	*	*	*
JASPER	17,243	16,927	-1.8	6,236	78,810	127,393	7,526	20,429	612	799	10,369
JEFFERSON	9,154	8,708	-4.9	3,512	31,703	40,782	4,683	11,612	286	5,145	2,224
JEFFERSON DAVIS	13,839	14,840	7.2	5,522	64,972	118,712	7,999	21,498	566	1,712	6,573
JONES	61,910	63,617	2.8	20,632	389,988	659,896	10,373	31,984	995	1,820	56,106
Laurel	21,897	20,146	-8.0	7,940	112,803	168,339	8,356	21,201	*	*	*
KEMPER	10,121	10,040	-0.8	3,866	39,631	75,794	7,549	19,605	579	3,332	3,163
LAFAYETTE	31,069	31,711	2.1	8,583	171,995	337,943	10,657	39,374	525	5,452	2,589
Oxford	9,882	10,667	7.9	4,283	54,948	114,169	10,703	26,656	*	*	*
LAMAR	24,061	29,782	23.8	10,401	147,846	276,083	9,270	26,544	435	1,992	8,818
LAUDERDALE	77,364	78,695	1.7	24,235	494,368	914,906	11,626	37,751	551	1,647	2,384
Meridian	46,577	45,523	-2.3	16,816	222,428	389,686	8,560	23,174	*	*	*
LAWRENCE	12,560	13,421	6.9	4,827	70,707	140,546	10,472	29,117	411	1,420	2,349
LEAKE	18,795	20,037	6.6	7,081	86,177	170,152	8,492	24,029	787	3,130	39,580
LEE	57,215	63,486	11.0	20,764	383,288	737,520	11,617	35,519	701	9,499	8,636
Tupelo	23,905	25,698	7.5	9,941	142,671	265,879	10,346	26,746	*	*	*
LEFLORE	41,460	39,394	-5.0	13,600	215,500	355,291	9,019	26,124	312	75,196	2,164
Greenwood	20,115	17,517	-12.9	6,858	82,258	122,094	6,970	17,803	*	*	*
LINCOLN	30,280	31,755	4.9	11,343	163,601	280,701	8,840	24,747	643	2,394	10,993
Brookhaven	10,800	10,729	-0.7	4,101	47,734	77,172	7,193	18,818	*	*	*
LOWNDES	57,233	62,033	8.4	20,796	341,800	626,595	10,101	30,131	486	12,912	2,295
Columbus	27,383	28,529	4.2	9,894	111,932	195,052	6,837	19,714	*	*	*
MADISON	41,808	54,005	29.2	19,445	196,807	394,457	7,304	20,286	607	25,043	5,754
MARION	25,724	26,573	3.3	9,470	136,858	235,039	8,845	24,819	720	892	10,949
MARSHALL	29,341	33,998	15.9	13,306	115,912	221,321	6,510	16,633	681	13,782	7,645
MONROE	36,395	37,511	3.1	13,159	198,831	374,066	9,972	28,427	712	19,140	4,783
MONTGOMERY	13,381	11,792	-11.9	3,965	63,943	112,942	9,578	28,485	374	6,003	2,908
NESHOBA	23,785	24,993	5.1	8,608	131,042	243,322	9,736	28,267	870	694	21,199
NEWTON	19,909	20,253	1.7	6,531	107,656	193,307	9,545	29,598	763	2,006	30,380
NOXUBEE	13,166	12,507	-5.0	4,908	55,065	93,861	7,505	19,124	545	17,686	9,166
OKTIBBEHA	36,060	39,844	10.5	11,976	211,286	409,268	10,272	34,174	454	4,843	6,399
Starkville	15,169	17,295	14.0	6,489	81,313	162,847	9,416	25,096	*	*	*
PANOLA	28,202	29,533	4.7	10,767	115,620	205,344	6,953	19,072	817	29,441	4,940
PEARL RIVER	33,966	39,380	15.9	14,003	202,002	394,230	10,011	28,153	718	3,708	10,529
Picayune	10,361	10,268	-0.9	3,617	46,069	75,285	7,332	20,814	*	*	*
PERRY	9,860	11,127	12.8	3,872	48,038	84,724	7,614	21,881	308	1,457	5,719
PIKE	36,203	36,907	1.9	12,790	189,797	335,521	9,091	26,233	601	1,631	14,666
McComb	12,331	12,383	0.4	5,065	54,746	95,222	7,690	18,800	*	*	*
PONTOTOC	20,962	23,759	13.3	7,962	111,908	241,195	10,152	30,293	815	12,283	8,132
PRENTISS	24,067	25,585	6.3	8,602	129,819	250,876	9,806	29,165	564	6,924	5,053
QUITMAN	12,556	10,733	-14.5	4,146	53,505	80,651	7,514	19,453	323	39,470	159
RANKIN	70,074	93,946	34.1	32,259	540,777	1,143,130	12,168	35,436	667	5,523	34,598
SCOTT	24,558	26,937	9.7	9,966	129,245	292,841	10,871	29,384	833	4,558	78,555
SHARKEY	7,906	7,569	-4.3	3,122	31,786	48,609	6,422	15,570	162	42,252	2,641
SIMPSON	23,474	24,874	6.0	8,556	124,660	226,705	9,114	26,497	771	2,414	31,749
SMITH	15,047	16,802	11.7	6,000	81,366	186,591	11,105	31,099	773	1,347	44,999
STONE	9,746	10,133	4.0	3,335	55,029	85,699	8,457	25,697	275	1,333	3,792
SUNFLOWER	34,770	36,376	4.6	13,342	152,833	289,716	7,964	21,715	446	71,904	11,999
TALLAHATCHIE	17,087	15,233	-10.9	5,854	70,144	123,336	8,097	21,069	472	53,320	4,590
TATE	20,039	21,791	8.7	7,671	93,186	180,253	8,272	23,498	647	*	*
TIPPAH	18,700	20,351	8.8	7,050	92,428	185,314	9,106	26,286	673	5,028	3,749
TISHOMINGO	18,564	16,247	-12.5	5,267	108,466	187,617	11,548	35,621	364	1,935	1,614
TUNICA	9,611	8,442	-12.2	3,362	32,978	49,007	5,805	14,577	171	44,890	1,085
UNION	21,749	23,667	8.8	7,827	125,457	245,210	10,361	31,329	734	7,943	4,662
WALTHALL	13,749	13,253	-3.6	5,147	66,924	100,270	7,566	19,481	807	3,914	17,222

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

MISSISSIPPI POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
WARREN	51,751	52,669	1.8	17,853	349,076	578,523	10,984	32,405	280	9,467	1,380
Vicksburg	25,434	23,695	-6.8	9,005	127,025	188,700	7,964	20,955	*	*	*
WASHINGTON	72,164	70,522	-2.3	26,398	395,725	607,370	8,612	23,008	444	79,848	6,408
Greenville	40,613	40,341	-0.7	14,072	148,967	237,912	5,898	16,907	*	*	*
WAYNE	19,179	20,265	5.7	7,613	94,774	184,133	9,086	24,187	498	*	*
WEBSTER	10,280	10,605	3.2	3,477	57,289	109,758	10,350	31,567	400	6,362	2,045
WILKINSON	9,973	10,079	1.1	3,784	40,684	76,117	7,552	20,115	267	2,732	3,454
WINSTON	19,417	19,440	0.1	7,035	102,909	187,363	9,638	26,633	729	1,954	7,047
YALOBUSHA	13,142	13,440	2.3	4,582	58,331	109,490	8,147	23,896	375	*	*
YAZOO	27,267	26,611	-2.4	9,608	118,470	192,587	7,237	20,044	605	52,762	8,623

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Mississippi 1987 Cash Receipts as follows: From Crops $1,102,099,000; from Livestock & Livestock Products $766,221,000. Total $1,868,320,000. * —Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MISSOURI POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	4,923,641	5,236,537	6.4	1,956,846	39,090,005	79,089,992	16,504	40,417	112,447	1,523,053	2,007,743
METRO AREAS (MSAs/PMSAs/CMSAs)											
Columbia, MO	100,864	107,858	6.9	36,450	900,057	1,913,930	17,745	52,508	1,345	12,507	15,143
Joplin, MO	127,873	139,122	8.8	53,272	895,886	1,843,227	13,249	34,600	3,216	20,504	63,423
Springfield, MO	208,408	234,949	12.7	87,997	1,679,593	3,657,454	15,567	41,563	3,701	4,416	57,252
St. Joseph, MO	87,763	86,164	-1.8	34,093	564,972	1,037,678	12,043	30,437	909	18,164	10,493
St. Louis, MO-IL	2,376,748	2,527,465	6.3	936,477	10,967,488	20,453,115	8,092	21,840	4,774	72,226	71,752
Kansas City, MO-KS	1,435,071	1,558,662	8.6	593,971	12,453,253	23,620,443	15,154	39,767	10,702	144,873	155,473
COUNTIES, Cities											
ADAIR	24,944	24,220	-2.9	7,321	202,531	362,243	14,956	49,480	951	9,173	12,143
Kirksville	17,167	16,526	-3.7	5,683	105,837	186,827	11,305	32,875	*	*	*
ANDREW	13,999	15,888	13.5	6,339	87,234	197,021	12,401	31,081	1,007	16,708	20,285
ATCHISON	8,555	7,771	-9.2	2,715	78,999	149,377	19,222	55,019	669	36,659	14,922
AUDRAIN	26,517	25,548	-3.7	9,506	238,824	403,140	15,780	42,409	1,256	40,693	34,104
Mexico	12,276	11,824	-3.7	4,780	85,579	144,153	12,192	30,158	*	*	*
BARRY	24,514	28,644	16.8	11,005	154,357	344,130	12,014	31,270	1,726	2,627	38,637
Monett	6,148	6,500	5.7	2,772	30,823	61,776	9,504	22,286	*	*	*
BARTON	11,325	11,673	3.1	4,434	81,976	182,125	15,602	41,075	978	22,506	14,702
BATES	15,867	15,685	-1.1	5,850	126,012	252,999	16,130	43,248	1,446	19,368	26,891
BENTON	12,355	13,098	6.0	4,654	90,343	194,988	14,887	41,897	988	4,072	18,661
BOLLINGER	10,327	10,654	3.2	4,305	55,024	127,966	12,011	29,725	994	6,616	8,928
BOONE	100,864	107,858	6.9	34,245	900,057	1,913,930	17,745	55,889	1,345	12,507	15,143
Columbia	62,061	59,774	-3.7	21,434	420,684	769,911	12,880	35,920	*	*	*
BUCHANAN	87,763	86,164	-1.8	31,323	564,972	1,037,678	12,043	33,128	909	18,164	10,493
St. Joseph	76,691	76,628	-0.1	28,811	359,647	773,430	10,093	26,845	*	*	*
BUTLER	37,644	38,002	1.0	14,067	263,138	525,484	13,828	37,356	940	39,752	3,571
Poplar Bluff	17,139	17,082	-0.3	7,077	97,481	191,814	11,229	27,104	*	*	*
CALDWELL	8,632	8,003	-7.3	3,125	63,133	136,265	17,027	43,605	925		
CALLAWAY	32,487	32,575	0.3	11,657	279,224	510,342	15,667	43,780	1,381	13,972	18,946
Fulton	11,046	8,655	-21.6	2,745	68,951	94,665	10,938	34,486	*	*	*
CAMDEN	20,125	28,328	40.8	10,295	163,658	444,785	15,701	43,204	560	357	10,991
Camdenton											
CAPE GIRARDEAU	59,166	62,944	6.4	22,603	474,231	938,882	14,916	41,538	1,427	17,690	19,766
Cape Girardeau	34,361	34,669	0.9	13,155	223,918	414,256	11,949	31,490	*	*	*
CARROLL	12,163	10,829	-11.0	3,964	105,326	179,157	16,544	45,196	1,099	31,021	24,630
Carrollton	4,700	4,195	-10.7	1,857	33,384	56,943	13,574	30,664	*	*	*
CARTER	5,420	7,116	31.3	3,013	37,059	92,879	13,052	30,826	202	96	1,731

MISSOURI POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan 1 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1990 estimate (Thousands)	E&P 1995 estimate (Thousands)	Income per capita	E&P 1990 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
CASS	51,197	63,804	24.6	26,323	361,426	896,674	14,054	34,064	1,741	19,264	22,492
CEDAR	12,009	12,534	4.4	4,318	85,589	186,269	14,861	43,138	956	1,879	10,346
CHARITON	10,442	9,785	-6.3	3,709	82,405	143,303	14,645	38,637	1,271	31,936	34,354
CHRISTIAN	22,568	29,127	29.1	11,437	165,832	436,344	14,981	38,152	1,426	963	23,416
CLARK	8,527	7,977	-6.5	3,079	60,387	139,055	17,432	45,162	728	22,060	9,877
CLAY	136,535	159,701	17.0	59,954	1,163,152	2,431,461	15,225	40,555	767	6,322	15,245
Excelsior Spring	10,424	12,285	17.9	4,513	52,713	110,946	9,031	24,584	*	*	*
CLINTON	16,004	16,676	4.2	6,818	141,140	269,600	16,167	39,542	875	12,052	25,919
COLE	57,037	65,465	14.8	23,449	525,777	987,274	15,081	42,103	1,055	2,323	12,294
Jefferson City	33,619	34,248	1.9	13,570	265,978	433,366	12,654	31,936	*	*	*
COOPER	14,677	15,032	2.4	5,595	129,496	232,389	15,460	41,535	1,009	17,090	24,621
Boonville	6,959	6,857	-1.5	2,744	47,665	81,669	11,910	29,763	*	*	*
CRAWFORD	18,421	19,387	5.2	7,707	134,163	278,329	14,356	36,114	759	549	8,014
DADE	7,358	7,470	1.5	2,655	52,455	100,457	13,448	37,837	932	7,356	15,348
DALLAS	12,124	12,881	6.2	4,951	71,582	143,622	11,150	29,009	1,132	646	26,229
DAVIESS	8,922	8,430	-5.5	3,291	63,977	134,049	15,901	40,732	982	19,144	16,660
DE KALB	8,210	8,480	3.3	3,138	59,875	144,891	17,086	46,173	859	12,127	19,781
DENT	14,567	14,863	2.0	5,621	116,157	260,154	17,503	46,283	764	594	7,343
DOUGLAS	11,680	12,587	7.8	4,966	63,635	133,485	10,605	26,880	1,300	714	22,928
DUNKLIN	36,129	34,445	-4.7	13,150	235,954	394,071	11,441	29,967	806	57,968	1,259
Kennet	10,145	9,137	-9.9	3,755	58,727	92,689	10,144	24,684	*	*	*
FRANKLIN	71,551	81,967	14.6	35,251	480,810	1,061,677	12,952	30,118	1,764	7,229	26,988
GASCONADE	13,216	14,593	10.4	5,573	97,788	251,876	17,260	45,196	896	2,589	10,589
GENTRY	7,881	7,308	-7.3	2,524	56,347	120,981	16,555	47,932	759	15,167	17,537
GREENE	185,840	205,822	10.8	70,806	1,513,761	3,221,110	15,650	45,492	2,275	3,453	33,836
Springfield	133,116	139,020	4.4	53,441	803,715	1,559,541	11,218	29,182	*	*	*
GRUNDY	11,942	10,825	-9.4	3,703	94,701	162,951	15,053	44,005	740	18,434	13,058
Trenton	6,811	6,874	0.9	2,788	43,397	85,675	12,464	30,730	*	*	*
HARRISON	9,881	9,271	-6.2	3,403	68,172	153,085	16,512	44,985	1,054	16,918	22,959
HENRY	19,709	19,918	1.1	6,853	155,958	264,696	13,289	38,625	1,097	11,781	20,792
Clinton	8,366	8,561	2.3	3,477	52,451	90,433	10,563	26,009	*	*	*
HICKORY	6,407	7,488	16.9	2,691	44,106	94,205	12,581	35,007	562	782	9,069
HOLT	6,882	6,440	-6.4	2,217	59,123	127,589	19,812	57,550	679	31,243	10,318
HOWARD	10,035	3,532	-5.0	3,425	73,792	140,889	14,781	41,135	740	12,699	13,669
HOWELL	28,835	31,743	10.1	12,220	184,372	405,709	12,781	33,200	1,734	1,078	34,405
West Plains	7,741	8,127	5.0	3,573	39,698	83,029	10,216	23,238	*	*	*
IRON	11,065	10,791	-2.5	4,089	79,945	126,377	11,711	30,907	301	144	3,760
JACKSON	628,731	618,282	-1.7	224,204	4,954,745	8,778,774	14,199	39,155	1,012	14,802	12,178
Blue Springs	25,927	49,727	91.8	15,701	163,941	738,149	14,844	47,013	*	*	*
Independence	111,806	107,642	-3.7	40,288	664,822	1,502,578	13,959	37,296	*	*	*
Kansas City	448,159	406,066	-9.4	156,590	2,542,805	5,408,700	13,320	34,541	*	*	*
JASPER	87,150	90,433	3.8	32,029	620,511	1,181,317	13,063	36,883	1,427	15,522	23,855
Carthage	11,104	10,931	-1.6	4,295	63,548	113,914	10,421	26,522	*	*	*
Joplin	38,893	37,578	-3.4	15,446	216,713	381,278	10,146	24,685	*	*	*
JEFFERSON	147,913	179,193	21.1	77,933	1,061,887	2,287,202	12,764	29,348	759	2,855	6,585
Crystal City	3,618	3,440	-4.9	1,333	21,454	35,914	10,440	26,942	*	*	*
Festus	7,574	7,488	-1.1	2,745	41,230	71,766	9,584	26,144	*	*	*
JOHNSON	39,203	39,302	0.3	12,806	293,821	613,447	15,609	47,903	1,855	14,464	30,260
Warrensburg	13,807	13,991	1.3	4,141	80,453	170,002	12,151	41,053	*	*	*
KNOX	5,490	4,735	-13.8	1,711	38,740	80,678	17,039	47,153	680	16,928	14,311
LACLEDE	24,388	30,096	23.4	11,479	178,479	431,499	14,337	37,590	1,307	841	30,013
Lebanon	9,507	11,143	17.2	4,791	52,978	120,727	10,834	25,199	*	*	*
LAFAYETTE	30,025	30,598	1.9	11,302	283,381	546,141	17,849	48,323	1,599	32,045	41,043
Lexington	5,063	4,619	-8.8	1,845	33,447	57,226	12,389	31,017	*	*	*
LAWRENCE	29,074	30,741	5.7	11,888	185,339	427,074	13,893	35,925	1,859	5,848	45,594
LEWIS	10,861	10,842	-0.2	4,213	79,039	169,026	15,590	40,120	823	19,349	15,830
LINCOLN	22,351	26,324	17.8	10,747	183,375	411,748	15,642	38,313	1,272	21,202	37,671
LINN	15,498	14,661	-5.4	5,055	126,606	218,035	14,872	43,133	989	15,632	21,562
Brookfield	5,555	5,348	-3.7	2,301	36,243	64,323	12,027	27,954	*	*	*
LIVINGSTON	15,693	14,483	-7.7	5,256	131,022	215,032	14,847	40,912	839	20,046	11,894
Chillicothe	9,089	7,599	-16.4	3,310	59,378	85,864	11,299	25,941	*	*	*
MCDONALD	14,842	16,143	8.8	6,231	83,293	203,373	12,598	32,639	1,151	632	48,305
MACON	16,336	16,770	2.7	6,199	132,372	290,735	17,337	46,900	1,259	19,145	19,624
Macon	5,680	5,861	3.2	2,530	38,077	84,101	14,349	33,242	*	*	*
MADISON	10,750	11,426	6.3	4,296	80,959	195,708	17,128	45,556	432	573	5,847
MARIES	7,550	7,985	5.8	3,195	52,685	117,410	14,704	36,748	852	911	11,380
MARION	28,692	29,804	3.9	11,090	234,455	464,073	15,571	41,846	785	18,060	15,109
Hannibal	18,811	19,439	3.3	7,756	118,356	233,125	11,993	30,057	*	*	*
MERCER	4,703	3,906	-16.9	1,378	35,175	67,268	17,222	48,816	629	8,187	12,394
MILLER	18,575	22,006	18.5	8,659	141,392	304,490	13,837	35,165	1,106	1,304	28,747
MISSISSIPPI	15,677	15,076	-3.8	5,977	98,202	178,488	11,839	29,802	361	48,760	3,589

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

MISSOURI POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U S Census	E&P estimate Jan 1 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1988 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
MONITEAU	12,134	13,391	10.4	5,342	83,272	206,716	15,437	38,696	1,062	4,944	22,965
MONROE	9,693	9,120	-5.9	3,464	71,614	149,451	16,387	43,144	993	19,386	22,880
MONTGOMERY	11,557	11,225	-2.9	4,283	94,105	204,555	18,223	47,760	894	17,095	17,808
MORGAN	13,810	16,143	16.9	5,768	100,896	243,972	15,113	42,298	911	3,416	26,404
NEW MADRID	22,840	21,547	-5.7	8,885	143,181	260,402	12,085	29,308	609	67,213	1,615
NEWTON	40,723	48,689	19.6	19,507	275,375	661,910	13,595	33,932	1,789	4,982	39,568
Neosho	9,493	11,521	21.4	4,981	53,102	129,666	11,255	26,032	*	*	*
NODAWAY	21,971	20,891	-4.9	7,061	185,461	369,852	17,704	52,380	1,518	34,134	41,274
Maryville	9,558	9,002	-5.8	3,132	72,232	142,572	15,838	45,521	*	*	*
OREGON	10,217	9,893	-3.2	3,793	64,518	120,765	12,207	31,839	921	687	19,296
OSAGE	12,011	12,899	7.4	5,640	83,231	211,207	16,374	37,448	1,185	2,850	36,213
OZARK	7,937	8,837	11.3	3,328	46,444	112,876	12,773	33,917	844	329	20,500
PEMISCOT	24,954	22,912	-8.2	9,291	151,674	242,852	10,599	26,138	525	51,405	1,002
PERRY	16,832	16,833	0.0	6,877	108,975	214,727	12,756	31,224	1,016	12,975	23,207
PETTIS	36,419	37,060	1.8	13,970	298,611	585,560	15,800	41,916	1,352	19,248	28,126
Sedalia	20,927	19,339	-7.6	8,590	141,822	247,236	12,784	28,782	*	*	*
PHELPS	33,672	35,445	5.3	12,546	277,284	595,204	16,792	47,442	789	864	9,243
Rolla	13,303	12,928	-2.8	4,489	90,625	177,547	13,734	39,552	*	*	*
PIKE	17,546	16,644	-5.1	6,476	138,562	243,970	14,658	37,673	1,099	23,880	31,726
PLATTE	46,549	59,434	27.7	23,510	404,909	900,860	15,157	38,318	891	18,523	7,008
POLK	18,800	20,971	11.5	7,373	123,067	277,058	13,211	37,577	1,649	2,273	36,621
PULASKI	41,726	41,557	-0.4	12,598	247,775	492,320	11,847	39,079	567	443	6,853
Waynesville	2,879	2,526	-12.3	956	19,233	33,704	13,343	35,255	*	*	*
PUTNAM	6,030	5,256	-12.8	1,967	40,051	76,344	14,525	38,812	715	5,602	16,278
RALLS	8,981	9,059	0.9	3,843	73,266	142,183	15,695	36,998	701	18,647	11,817
RANDOLPH	25,575	26,528	3.7	9,715	211,093	385,368	14,527	39,667	829	10,039	11,979
Moberly	13,418	13,408	-0.1	5,798	99,783	174,787	13,036	30,146	*	*	*
RAY	21,482	23,941	11.4	9,600	130,829	281,084	11,741	29,280	1,250	20,792	17,226
Richmond	5,499	5,838	6.2	2,454	26,222	53,477	9,160	21,792	*	*	*
REYNOLDS	7,279	6,923	-4.9	2,647	48,842	74,812	10,806	28,263	377	336	3,376
RIPLEY	12,448	12,869	3.4	5,011	70,998	149,225	11,596	29,779	547	4,026	4,725
ST CHARLES	144,989	217,890	50.3	94,048	1,166,819	3,076,884	14,121	32,716	1,023	24,668	13,820
ST CLAIR	8,653	8,417	-2.7	3,132	55,078	92,199	10,954	29,438	843	6,106	13,832
STE GENEVIEVE	15,222	16,319	7.2	7,032	110,140	218,560	13,393	31,081	695	4,114	16,937
ST FRANCOIS	42,913	45,531	6.1	17,572	372,453	742,106	16,299	42,232	729	1,865	12,437
Flat River	4,443	4,301	-3.2	1,745	26,697	48,420	11,258	27,748	*	*	*
ST LOUIS	975,663	1,085,227	11.2	425,651	9,526,112	19,855,951	18,297	46,648	445	12,983	1,823
ST LOUIS CITY	450,507	386,431	-14.2	136,019	2,879,620	4,708,585	12,185	34,617	*	*	*
SALINE	25,007	24,270	-2.9	8,469	210,494	388,435	16,005	45,866	1,168	40,133	25,628
Marshall	12,781	13,062	2.2	5,000	75,445	149,073	11,413	29,815	*	*	*
SCHUYLER	4,982	4,371	-12.3	1,639	34,830	67,962	15,548	41,466	539	*	*
SCOTLAND	5,376	5,058	-5.3	1,955	36,527	87,440	17,287	44,726	632	14,629	14,512
SCOTT	39,839	40,141	0.8	16,163	373,807	743,992	18,534	46,031	687	35,859	7,056
Sikeston	17,431	17,312	-0.7	6,535	129,823	255,947	14,784	39,166	*	*	*
SHANNON	7,897	7,808	-1.1	3,163	48,891	85,765	10,984	27,115	457	115	4,797
SHELBY	7,797	7,242	-7.1	2,560	58,916	120,602	16,653	47,110	768	19,728	21,416
STODDARD	29,067	28,386	-2.3	10,533	201,881	467,545	16,471	44,389	1,338	70,651	13,198
Dexter	7,043	6,406	-9.0	2,681	41,597	89,432	13,961	33,358	*	*	*
STONE	15,766	19,785	25.5	7,071	117,483	301,145	15,221	42,589	824	*	*
SULLIVAN	7,436	6,585	-11.4	2,355	55,491	96,405	14,640	40,936	893	9,358	19,856
TANEY	20,566	27,783	35.1	9,256	151,787	369,704	13,307	39,942	619	173	6,042
TEXAS	21,130	21,465	1.6	8,176	129,726	264,872	12,340	32,396	1,630	984	28,409
VERNON	19,824	19,680	-0.7	6,657	145,216	292,703	14,873	43,969	1,320	21,041	16,989
Nevada	9,044	8,405	-7.1	3,367	49,037	91,260	10,858	27,104	*	*	*
WARREN	14,931	20,224	35.4	8,430	124,409	335,586	16,593	39,809	642	9,092	12,573
WASHINGTON	18,045	18,584	3.0	8,323	113,455	248,177	13,354	29,818	493		
WAYNE	11,265	12,109	7.5	4,551	72,041	184,396	15,228	40,518	442	2,015	3,572
WEBSTER	20,544	23,899	16.3	9,529	127,191	280,440	11,734	29,430	1,595	737	36,139
WORTH	2,975	2,643	-11.2	881	22,718	51,817	19,605	58,816	389	*	*
WRIGHT	16,241	16,474	1.4	6,449	97,434	187,967	11,410	29,147	1,481	1,122	37,556

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Missouri 1987 Cash Receipts as follows. From Crops $1,523,053,000; from Livestock & Livestock Products $2,007,743,000; Total $3,530,796,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MONTANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop. Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	786,297	839,868	6.5	315,462	6,028,002	10,025,435	14,128	31,780	23,570	759,174	787,990
METRO AREAS (MSAs PMSAs CMSAs)											
Billings, MT	108,366	121,880	12.5	47,395	994,174	1,714,350	14,066	36,172	1,046	22,514	56,929
Great Falls, MT	79,974	80,058	0.1	30,996	641,227	1,030,369	12,870	33,242	799	25,255	45,113
COUNTIES, Cities											
BEAVERHEAD	8,213	8,631	5.0	3,257	44,709	74,358	8,615	22,830	342	6,702	34,976
BIG HORN	11,078	11,815	7.0	5,480	122,617	191,125	16,176	34,877	462	22,300	33,742
BLAINE	6,966	6,813	2.0	2,992	46,045	78,091	11,462	26,100	455	20,931	15,834
BROADWATER	3,282	3,706	13.0	1,385	17,347	33,207	8,960	23,976	207	8,304	6,914
CARBON	8,076	8,618	7.0	3,194	100,967	165,103	19,158	51,692	597	10,036	22,150
CARTER	1,792	1,612	-10.0	644	17,876	26,144	16,218	40,596	335	3,189	13,935
CASCADE	79,974	80,058	0.0	28,686	641,227	1,030,369	12,870	35,919	799	25,255	45,113
Great Falls	56,725	55,938	1.0	21,883	343,894	539,568	9,646	24,657	*	*	*
CHOUTEAU	6,084	5,856	4.0	2,311	59,717	105,497	18,015	45,650	742	78,634	13,052
CUSTER	13,162	13,231	1.0	4,576	124,455	186,965	14,131	40,840	382	6,042	32,702
Miles City	9,602	9,697	1.0	3,691	62,152	94,172	9,711	25,514	*	*	*
DANIELS	2,829	2,601	8.0	950	23,616	41,181	15,833	43,348	378	18,180	4,534
DAWSON	11,813	11,481	-3.0	4,528	112,830	154,834	13,486	34,195	499	16,644	9,636
DEER LODGE	12,400	10,415	-16.0	3,376	69,627	95,579	9,177	28,311	62	365	2,770
Anaconda	12,518	10,483	-16.0	3,407	60,510	95,941	9,152	28,160	*	*	*
FALLON	3,740	3,330	11.0	1,404	32,221	43,873	13,175	31,249	285	5,935	8,217
FERGUS	13,132	12,499	5.0	4,422	112,010	156,317	12,506	35,350	805	23,285	28,368
FLATHEAD	52,352	61,519	18.0	23,642	329,648	608,172	9,886	25,724	914	8,167	11,839
Kalispell	10,648	10,703	1.0	4,674	53,729	83,686	7,819	17,905	*	*	*
GALLATIN	43,224	50,977	18.0	16,950	280,316	569,257	11,167	33,584	782	19,178	32,167
Bozeman	21,645	23,561	9.0	8,302	105,000	193,046	8,193	23,253	*	*	*
GARFIELD	1,632	1,682	3.0	659	13,935	20,710	12,313	31,426	263	8,300	15,819
GLACIER	10,651	10,863	2.0	4,739	76,935	107,966	9,939	22,782	349	21,590	13,490
GOLDEN VALLEY	1,031	1,111	8.0	430	8,931	18,366	16,531	42,712	153	3,755	5,457
GRANITE	2,702	2,866	6.0	994	14,333	23,110	8,064	23,249	153	450	7,638
HILL	17,967	18,083	1.0	7,060	166,936	256,608	14,191	36,347	675	55,662	8,865
Havre	10,891	10,988	1.0	4,319	82,625	127,405	11,595	29,499	*	*	*
JEFFERSON	7,034	9,072	29.0	3,419	40,469	90,837	10,013	26,568	252	2,321	6,167
JUDITH BASIN	2,633	2,596	-1.0	1,094	22,336	39,196	15,099	35,828	325	11,375	15,742
LAKE	19,175	21,087	10.0	8,213	99,687	196,338	9,311	23,906	1,027	10,982	19,049
LEWIS AND CLARK	43,299	47,980	11.0	17,057	318,395	517,236	10,780	30,324	417	5,076	10,896
Helena	23,938	23,402	-2.0	9,741	138,751	192,909	8,243	19,804	*	*	*
LIBERTY	2,323	2,273	-2.0	854	22,294	43,662	19,209	51,126	248	30,056	5,327
LINCOLN	17,821	18,860	6.0	7,425	107,421	174,799	9,268	23,542	254	191	1,495
MC CONE	2,703	2,417	-11.0	980	20,031	26,185	10,834	26,719	425	18,342	6,715
MADISON	5,447	5,832	7.0	2,099	42,655	76,140	13,056	36,274	439	5,310	25,848
MEAGHER	2,134	2,173	2.0	818	10,440	16,285	7,494	19,908	119	3,598	11,938
MINERAL	3,686	4,005	9.0	1,466	21,839	32,932	8,223	22,464	81	266	464
MISSOULA	76,677	81,208	6.0	28,209	526,313	877,707	10,808	31,114	443	1,262	4,322
Missoula	33,388	34,811	4.0	14,370	186,931	306,211	8,796	21,309	*	*	*
MUSSELSHELL	4,409	4,568	4.0	1,664	38,847	57,478	12,583	34,542	258	6,090	7,822
PARK (INCLUDING YELLOWSTONE PK	12,977	13,545	4.0	4,939	83,116	143,518	10,596	29,058	1,046	22,514	56,929
Livingston	6,994	6,894	-1.5	2,600	52,336	72,467	10,512	27,872	*	*	*
PETROLEUM	649	551	-15.0	228	4,032	6,472	11,746	28,386	398	3,365	12,600
PHILLIPS	5,393	6,124	14.0	2,354	42,376	75,576	12,341	32,105	99	1,548	6,610
PONDERA	6,711	6,638	-1.0	2,682	59,133	87,375	13,163	32,578	494	17,081	17,390
POWDER RIVER	2,52[illegible]	2,269	-10.0	835	25,869	35,016	15,432	41,935	486	38,099	9,489
POWELL	6,921	7,240	5.0	2,417	40,304	56,023	7,738	23,179	338	4,035	15,038
PRAIRIE	1,832	1,652	-10.0	642	12,273	17,148	10,380	26,710	210	1,557	10,702
RAVALLI	22,802	26,656	17.0	10,509	123,174	225,323	8,453	21,441	183	5,283	9,944
Hamilton	2,661	2,737	3.0	1,385	12,208	19,601	7,161	14,152	*	*	*
RICHLAND	12,423	14,101	14.0	5,841	123,552	184,821	13,107	31,642	1,019	3,145	17,939
ROOSEVELT	10,504	12,320	17.0	5,266	81,927	138,439	11,237	26,289	555	26,441	14,868
ROSEBUD	10,047	13,392	33.0	5,832	88,008	165,216	12,337	28,329	584	25,708	5,742
SANDERS	8,719	9,218	6.0	3,403	49,152	71,782	7,787	21,094	353	12,346	22,923
SHERIDAN	5,421	5,762	6.0	2,122	52,971	82,400	14,301	38,831	379	1,782	6,205
SILVER BOW	37,807	33,635	-11.0	12,082	223,165	345,854	10,283	28,626	586	23,982	4,533
Butte	37,205	33,308	-10.0	12,002	159,827	336,768	10,111	28,059	*	*	*
STILLWATER	5,612	6,411	14.0	2,366	79,900	147,379	22,988	62,290	108	315	2,205
SWEET GRASS	3,222	3,224	0.0	1,160	28,437	48,263	14,970	41,606	429	8,831	14,979
TETON	6,478	6,769	4.0	2,695	57,436	102,890	15,200	38,178	292	1,413	12,161
TOOLE	5,545	5,024	-9.0	1,867	48,762	62,635	12,467	33,548	625	37,731	25,203

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MONTANA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
TREASURE	955	963	1.0	357	7,102	12,514	12,995	35,053	354	28,507	5,573
VALLEY	10,109	9,189	-9.0	3,313	87,176	124,693	13,570	37,637	107	4,338	5,830
WHEATLAND	2,363	2,172	-8.0	830	17,886	26,308	12,112	31,696	[illegible]	25,513	13,467
WIBAUX	1,471	1,295	-12.0	508	11,053	15,813	12,211	31,128	150	3,768	10,490
YELLOWSTONE	108,366	121,880	12.0	44,959	994,174	1,714,350	14,066	38,131	184	4,099	4,167
Billings	66,798	68,646	3.0	28,114	476,666	723,868	10,545	25,748	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture, U.S.D. of A. Economic Research Service Bulletin indicates State of Montana 1987 Cash Receipts as follows: From Crops $759,174,000, from Livestock & Livestock Products $787,990,000. Total $1,547,164,000. * — Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

NEBRASKA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	1,571,699	1,615,838	2.8	606,643	12,303,001	23,238,666	16,562	38,307	60,243	2,379,818	4,245,925
METRO AREAS (MSAs PMSAs CMSAs)											
Lincoln, NE	193,716	207,272	7.0	77,980	1,520,947	2,752,875	13,281	35,302	1,547	35,520	26,656
Omaha, NE-IA	585,620	629,370	7.5	234,711	4,633,466	8,529,728	13,553	36,341	3,582	132,382	280,853
COUNTIES, Cities											
ADAMS	30,722	30,938	0.7	10,620	315,229	548,620	17,733	51,659	747	48,781	70,125
Hastings	23,045	22,827	0.9	8,702	169,757	286,630	12,557	32,938	*	*	*
ANTELOPE	8,673	8,381	-3.4	3,366	52,673	116,379	13,886	34,575	1,042	43,819	55,815
ARTHUR	507	483	-4.7	180	4,064	6,078	12,584	33,767	81	1,237	6,731
BANNER	912	998	9.4	409	7,000	8,794	8,812	21,501	200	12,889	7,547
BLAINE	882	645	-26.9	222	6,308	10,395	16,116	46,824	141	1,058	15,811
BOONE	7,382	6,788	-8.0	2,659	49,255	106,358	15,669	39,999	857	31,074	58,012
BOX BUTTE	13,927	14,745	5.9	5,886	110,860	241,025	16,346	40,949	543	35,427	32,309
Alliance	9,869	10,072	2.1	4,095	49,330	100,119	9,940	24,449	*	*	*
BOYD	3,322	2,949	-11.2	1,094	17,921	33,972	11,520	31,053	442	3,757	14,777
BROWN	4,396	4,090	-7.0	1,413	33,183	60,528	14,799	42,837	353	13,145	48,367
BUFFALO	34,917	37,027	6.0	12,932	265,427	498,874	13,473	38,577	1,191	55,404	80,086
Kearney	21,158	22,302	5.4	7,951	132,390	246,934	11,072	31,057	*	*	*
BURT	8,795	7,781	-11.5	2,859	64,247	110,665	14,222	38,708	733	40,019	73,658
BUTLER	9,347	9,108	-2.6	3,713	76,405	156,640	17,198	42,187	976	39,699	31,441
CASS	20,205	22,318	10.5	9,052	138,232	267,122	11,969	29,510	915	33,459	40,608
CEDAR	10,865	10,838	-0.2	4,883	58,411	134,936	12,450	27,634	144	24,754	72,586
CHASE	4,775	4,638	-2.9	1,814	27,608	59,455	12,819	32,776	433	46,973	32,813
CHERRY	6,748	6,318	-6.4	2,383	59,638	92,893	14,703	38,982	708	5,674	69,536
CHEYENNE	10,041	10,032	-0.1	3,576	81,934	146,229	14,576	40,892	701	30,584	54,460
CLAY	8,107	7,521	-7.2	2,857	70,958	165,173	21,962	57,813	664	46,308	64,525
COLFAX	9,894	10,079	1.9	3,867	72,557	133,797	13,275	34,600	779	25,698	87,924
CUMING	11,673	11,186	-4.2	4,601	80,045	157,298	14,062	34,188	1,250	26,204	230,862
CUSTER	13,837	12,508	-9.6	4,726	103,064	210,565	16,834	44,555	1,439	46,160	77,927
DAKOTA	16,701	20,019	19.9	8,292	158,062	322,272	16,098	38,865	378	16,637	12,392
DAWES	9,642	9,325	-3.3	2,963	82,463	137,824	14,780	46,515	452	5,213	13,413
DAWSON	22,251	20,826	-6.4	8,175	179,233	293,805	14,108	35,939	959	52,437	170,967
DEUEL	2,457	2,254	-8.3	853	19,183	30,391	13,483	35,628	277	16,245	9,540
DIXON	7,110	6,671	-6.2	2,645	44,975	104,849	15,717	39,640	731	17,156	53,390
DODGE	35,944	35,226	-2.0	12,980	294,609	473,151	13,432	36,452	977	23,365	70,647
Fremont	23,979	23,729	-1.0	9,296	151,722	247,144	10,415	26,586	*	*	*
DOUGLAS	397,473	425,211	7.0	157,630	3,141,386	5,699,400	13,404	36,157	482	51,865	23,251
Omaha	314,255	294,702	-6.2	113,899	1,748,702	2,562,906	8,697	22,502	*	*	*
DUNDY	2,869	2,785	-2.9	999	25,823	63,355	22,749	63,418	382	23,365	25,818
FILLMORE	7,914	7,384	-6.7	2,758	74,661	197,427	26,737	71,583	765	51,865	41,627
FRANKLIN	4,358	3,885	-10.9	1,444	33,406	60,190	15,493	41,683	530	23,886	23,437
FRONTIER	3,613	3,420	-5.3	1,390	28,717	60,618	17,725	43,610	463	24,736	17,208
FURNAS	6,460	5,988	-7.3	1,980	50,242	109,170	18,231	55,136	520	25,570	26,618
GAGE	24,290	23,439	-3.5	8,282	172,604	308,859	13,177	37,293	1,339	38,359	50,441
Beatrice	12,891	12,974	0.6	5,468	75,460	142,049	10,949	25,978	*	*	*
GARDEN	2,795	2,727	-2.4	930	22,346	43,863	16,085	47,165	330	13,066	34,980
GARFIELD	2,357	2,185	-7.3	792	17,265	30,776	14,085	38,859	268	5,933	13,549

NEBRASKA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1990	POPULATION % Pop Change 90 vs 80	HOUSEHOLDS 1990 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1989 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1989 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
GOSPER	2,123	2,036	-4.1	826	17,972	48,977	24,056	59,294	324	19,125	17,604
GRANT	846	874	3.3	342	7,312	10,019	11,463	29,295	80	363	9,734
GREELEY	3,448	3,221	-6.6	1,322	19,846	45,415	14,100	34,353	438	13,114	23,238
HALL	47,851	49,547	3.5	18,760	405,302	736,872	14,872	39,279	794	46,353	89,687
Grand Island	33,180	32,821	-1.1	13,086	223,430	380,189	11,584	29,053	*	*	*
HAMILTON	9,322	9,016	3.3	3,620	84,537	174,721	19,379	48,265	821	62,088	40,991
HARLAN	4,283	3,940	8.0	1,462	32,201	64,625	16,403	44,203	453	20,667	34,838
HAYES	1,351	1,371	1.5	548	9,862	45,371	33,093	82,794	328	16,458	11,217
HITCHCOCK	4,077	3,866	-5.2	1,496	31,729	63,112	16,325	42,187	443	18,345	14,827
HOLT	13,595	13,520	-0.6	5,532	102,454	276,572	20,457	49,995	1,269	52,246	105,672
HOOKER	989	1,051	6.3	377	8,508	13,549	12,892	35,939	59	194	4,315
HOWARD	6,783	6,510	4.0	2,623	43,693	87,832	13,492	33,485	702	21,350	40,964
JEFFERSON	9,827	9,256	-5.8	3,260	83,887	163,895	17,707	50,275	747	25,687	36,068
JOHNSON	5,251	4,797	-8.6	1,775	32,985	67,839	14,142	38,219	566	10,207	14,389
KEARNEY	7,097	6,554	-7.7	2,416	69,637	148,973	22,730	61,661	581	50,730	71,726
KEITH	9,371	8,890	-5.1	3,391	70,190	128,670	14,474	37,945	382	26,061	33,904
KEYA PAHA	1,297	1,140	-12.1	407	9,716	20,278	17,786	49,623	269	1,941	14,234
KIMBALL	4,875	4,720	-3.2	1,840	39,501	64,537	13,673	35,074	344	14,313	6,344
KNOX	11,469	10,875	-5.2	4,284	67,774	154,194	14,179	35,993	1,280	15,115	82,922
LANCASTER	193,716	207,272	7.0	71,484	1,520,947	2,752,875	13,281	38,510	1,547	35,520	26,656
Lincoln	171,932	184,158	7.1	65,992	1,050,358	2,081,391	11,302	31,540	*	*	*
LINCOLN	36,440	34,067	-6.5	13,151	310,039	484,709	14,228	36,857	1,037	46,914	64,854
North Platte	24,479	23,402	-4.4	9,049	176,613	284,351	12,151	31,423	*	*	*
LOGAN	979	833	-14.9	352	7,947	15,531	18,645	44,122	152	4,029	9,611
LOUP	872	711	-18.5	291	6,733	11,907	16,747	40,918	148	2,045	9,717
MCPHERSON	587	555	-5.5	233	4,137	6,351	11,443	27,258	138	384	9,172
MADISON	31,569	32,831	4.0	12,253	254,076	452,889	13,795	36,961	991	34,152	58,585
Norfolk	19,449	20,406	4.9	8,254	134,357	242,104	11,864	29,332	*	*	*
MERRICK	8,945	8,553	-4.4	3,416	63,073	130,901	15,305	38,320	680	33,321	68,786
MORRILL	6,100	5,847	-4.1	2,298	37,878	72,651	12,425	31,615	550	25,666	29,137
NANCE	4,749	4,247	-10.6	1,646	28,817	61,198	14,410	37,180	478	16,741	22,588
NEMAHA	8,355	8,282	-0.9	3,079	61,561	129,193	15,599	41,959	614	23,349	18,406
NUCKOLLS	6,692	6,349	-5.1	2,340	54,606	127,476	20,078	54,477	624	24,107	26,667
OTOE	15,148	14,389	-5.0	5,271	109,109	187,982	13,064	35,663	957	27,055	25,105
Nebraska City	7,127	6,722	-5.7	2,746	40,763	69,643	10,360	25,362	*	*	*
PAWNEE	3,940	3,535	-10.3	1,294	21,936	36,556	10,341	28,250	531	10,031	14,447
PERKINS	3,642	3,707	1.8	1,338	28,447	78,543	21,188	58,702	547	42,699	10,969
PHELPS	9,758	10,110	3.6	3,741	93,590	200,373	19,819	53,561	588	59,577	89,194
Holdrege	5,624	5,704	1.4	2,432	49,628	103,773	18,193	42,670	*	*	*
PIERCE	8,495	8,354	-1.7	3,437	55,223	158,249	18,943	46,043	865	26,504	45,534
PLATTE	28,894	29,542	2.2	12,099	235,909	402,124	13,612	33,236	1,237	45,323	63,708
Columbus	17,328	17,744	2.4	6,760	119,092	203,390	11,462	30,087	*	*	*
POLK	6,349	5,763	-9.2	2,294	56,913	111,047	19,269	48,408	727	37,084	86,556
RED WILLOW	12,619	12,783	1.3	4,832	117,552	207,249	16,213	42,891	474	24,433	44,000
McCook	8,404	8,426	0.3	3,463	63,182	109,820	13,033	31,712	*	*	*
RICHARDSON	11,276	10,317	-8.5	3,745	73,261	123,398	11,961	32,950	813	26,999	24,610
Falls City	5,374	5,094	-5.2	2,268	25,947	45,662	8,964	20,133	*	*	*
ROCK	2,384	2,256	-5.4	858	17,669	30,303	13,432	35,318	309	8,556	24,374
SALINE	13,181	13,298	0.9	4,654	120,394	205,035	15,418	44,056	905	31,288	23,312
SARPY	86,150	99,875	15.9	45,102	606,355	1,316,529	13,182	29,190	460	14,098	94,136
SAUNDERS	18,781	18,762	-0.1	7,637	124,159	228,989	12,205	29,984	1,444	52,601	113,178
SCOTTS BLUFF	38,420	38,305	-0.3	15,112	291,894	482,420	12,594	31,923	987	44,577	139,399
Scotts Bluff	14,156	13,219	-6.6	5,376	64,657	100,411	7,596	18,678	*	*	*
SEWARD	15,808	16,124	2.0	6,005	143,056	284,311	17,633	47,346	988	39,050	61,164
SHERIDAN	7,529	7,582	0.7	2,959	69,856	131,078	17,288	44,298	704	14,238	37,562
SHERMAN	4,267	3,910	-8.4	1,513	23,993	48,293	12,351	31,919	539	11,163	19,199
SIOUX	1,806	1,681	-6.9	728	15,902	28,905	17,195	39,705	365	6,593	28,106
STANTON	6,601	6,834	3.5	3,019	41,671	106,825	15,631	35,384	712	18,349	73,936
THAYER	7,577	6,898	-9.0	2,576	64,079	134,316	19,472	52,141	707	37,181	42,910
THOMAS	970	863	-11.0	331	7,967	12,484	14,466	37,716	87	149	6,657
THURSTON	7,154	7,145	-0.1	3,227	41,157	74,693	10,454	23,146	535	18,992	34,047
VALLEY	5,684	5,757	1.3	2,102	37,571	88,286	15,335	42,001	502	12,368	36,842
WASHINGTON	15,545	16,310	4.9	6,669	117,887	227,258	13,934	34,077	812	24,236	51,859
WAYNE	9,931	9,571	-3.6	3,244	69,215	151,551	15,834	46,717	811	17,432	56,504
WEBSTER	4,859	4,344	-10.6	1,537	36,310	78,814	18,143	51,278	500	14,991	28,546
WHEELER	1,063	998	-6.1	424	7,244	50,458	50,559	119,005	195	10,462	116,239
YORK	14,848	15,378	3.6	5,653	147,768	289,719	18,840	51,250	911	59,696	43,781
York	7,723	8,175	5.9	3,212	67,457	135,570	16,583	42,207	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Nebraska 1987 Cash Receipts as follows: From Crops $2,379,818,000; from Livestock & Livestock Products $4,245,925,000; Total $6,625,743,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

NEVADA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U S Census	E&P estimate Jan 1 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1988 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	806,925	1,024,117	26.9	407,403	7,786,002	16,025,499	18,614	39,336	2,719	72,342	128,770
METRO AREAS (MSAs PMSAs CMSAs)											
Las Vegas, NV	466,805	601,583	28.9	238,186	4,497,855	9,551,527	15,877	40,101	248	1,062	10,866
Reno, NV	194,961	228,799	17.4	95,307	2,190,775	4,117,065	17,994	43,198	300	2,705	6,254
COUNTIES, Cities											
CARSON CITY (IND. CITY)	32,157	48,875	52.0	17,644	268,585	705,587	14,437	39,990	34	*	*
CHURCHILL	14,012	16,321	16.5	6,602	99,215	209,797	12,854	31,778	497	7,134	22,984
Fallon	4,262	5,208	22.2	2,316	22,146	49,409	9,487	21,334	*	*	*
CLARK	466,805	601,583	28.9	241,434	4,497,855	9,551,527	15,877	39,562	248	1,062	10,866
Las Vegas	164,674	181,141	10.0	69,110	1,176,157	1,967,808	10,863	28,474	*	*	*
DOUGLAS	19,803	25,849	30.5	10,625	184,679	396,958	15,357	37,361	159	1,022	7,161
ELKO	17,387	25,105	44.4	10,166	122,465	252,247	10,048	24,813	308	1,713	28,525
Elko	8,758	12,158	38.8	4,823	46,070	90,338	7,430	18,731	*	*	*
ESMERALDA	783	1,418	81.1	529	4,157	9,781	6,898	18,490	29	2,070	1,790
EUREKA	1,230	1,243	1.1	529	7,360	13,032	10,484	24,635	87	4,043	4,444
HUMBOLDT	9,600	11,471	19.5	4,790	64,459	109,600	9,555	22,881	178	23,230	11,055
LANDER	4,151	4,423	6.6	1,852	26,552	41,063	9,284	22,172	64	1,109	3,780
LINCOLN	3,757	4,513	20.1	2,086	20,396	42,298	9,372	20,277	98	956	2,458
LYON	13,855	19,152	38.2	7,747	98,118	211,571	11,047	27,310	297	11,970	14,346
MINERAL	6,226	6,000	-3.6	2,313	42,696	74,658	12,443	32,278	41	*	*
NYE	9,233	16,003	73.3	6,584	73,871	150,550	9,408	22,866	123	1,962	3,247
PERSHING	3,440	3,809	10.7	1,694	21,477	31,947	8,387	18,859	121	12,144	6,265
STOREY	1,498	2,099	40.1	797	10,368	23,277	11,090	29,206	8	*	*
WASHOE	194,961	228,799	17.4	86,814	2,190,775	4,117,065	17,994	47,424	300	2,705	6,254
Reno	100,756	105,006	4.2	47,219	832,839	1,316,153	12,534	27,873	*	*	*
WHITE PINE	8,027	7,454	7.1	3,254	52,974	84,541	11,342	25,981	127	1,222	5,685
Ely	4,882	5,106	4.6	2,102	23,804	45,095	8,832	21,453	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A. Economic Research Service Bulletin indicates State of Nevada 1987 Cash Receipts as follows: From Crops $72,342,000, from Livestock & Livestock Products $128,770,000. Total $201,112,000. * — Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

NEW HAMPSHIRE POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1988 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	923,480	1,105,417	19.7	402,065	7,739,000	20,339,628	19,778	50,588	2,757	26,207	76,311
METRO AREAS (MSAs PMSAs CMSAs)											
Manchester-Nashua, NH	277,461	335,070	20.8	120,559	2,272,413	6,306,750	18,822	52,313	N.A.	N.A.	N.A.
Portsmouth-Dover-Rochester, NH	276,763	346,315	25.1	123,922	2,485,480	6,773,852	19,560	54,662	N.A.	N.A.	N.A.
COUNTIES, Cities											
BELKNAP	43,046	49,230	14.4	17,771	347,093	898,109	18,243	50,538	147	619	1,511
Laconia	15,575	15,355	-1.4	5,865	79,801	173,062	11,271	29,508	*	*	*
CARROLL	28,073	34,801	24.0	12,340	222,045	654,242	18,800	53,018	127	681	2,199
CHESHIRE	62,193	71,044	14.2	25,418	513,951	1,167,606	16,435	45,936	254	1,155	12,320
Keene	21,449	22,962	7.1	8,543	130,219	274,833	11,969	32,171	*	*	*
COOS	35,067	34,123	-2.7	12,446	239,444	506,169	14,834	40,669	184	825	7,877
GRAFTON	66,023	77,378	17.2	25,652	515,610	1,224,187	15,821	47,723	397	1,008	15,311
Hanover	9,119	9,985	9.5	1,925	61,111	116,023	11,620	60,270	*	*	*
Lebanon	11,134	12,749	14.5	5,443	73,917	171,345	13,440	31,480	*	*	*
HILLSBOROUGH	277,461	335,070	20.8	128,097	2,272,413	6,306,750	18,822	49,234	396	7,175	8,682
Manchester	90,936	100,209	10.2	39,829	475,719	1,175,327	11,729	29,509	*	*	*
Nashua	67,865	80,817	19.1	30,700	407,079	1,086,858	13,448	35,403	*	*	*

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

NEW HAMPSHIRE POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1990	POPULATION % Pop Change 90 vs 80	HOUSEHOLDS 1990 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1989 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1989 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
MERRIMACK	98,668	116,830	18.4	41,997	858,962	2,173,900	18,607	51,763	385	3,509	10,205
Concord	30,400	32,599	7.2	13,017	198,795	448,862	13,769	34,483	*	*	*
ROCKINGHAM	191,221	247,264	29.3	93,857	1,776,178	5,052,951	20,435	53,837	427	4,767	8,110
Portsmouth	26,254	29,142	11.0	10,735	152,842	370,138	12,701	34,480	*	*	*
STRAFFORD	85,542	99,051	15.8	35,400	709,302	1,720,901	17,374	48,613	220	4,835	3,838
Dover	22,377	24,213	8.2	9,565	143,069	319,337	13,189	33,386	*	*	*
SULLIVAN	36,186	40,626	12.3	15,382	284,002	634,813	15,626	41,270	220	1,633	6,258
Claremont	14,557	15,196	4.4	6,433	80,608	165,234	10,874	25,685	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A. Economic Research Service Bulletin indicates State of New Hampshire 1987 Cash Receipts as follows: From Crops $26,207,000, from Livestock & Livestock Products $76,311,000, Total $102,518,000 *—included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

NEW JERSEY POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1990	POPULATION % Pop Change 90 vs 80	HOUSEHOLDS 1990 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1989 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1989 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	7,376,752	7,896,867	7.1	2,818,299	71,536,000	156,427,609	22,616	55,504	8,277	315,821	112,195
METRO AREAS (MSAs PMSAs CMSAs)											
Atlantic City, NJ	277,354	345,792	24.7	131,819	2,735,841	7,212,828	20,859	54,718	496	38,108	1,214
Bergen-Passiac, NJ	1,292,633	1,317,079	1.9	479,250	13,832,667	28,890,790	21,936	60,283	175	6,162	318
Jersey City, NJ	559,556	531,336	-5.0	202,145	3,952,285	7,518,752	14,151	37,195	N.A.	N.A.	N.A.
Middlesex-Somerset-Hunterdon, NJ	888,636	1,015,044	14.2	345,136	9,947,849	23,427,638	23,080	67,879	1,845	45,065	27,800
Monmouth-Ocean, NJ	852,966	976,569	14.5	358,978	8,518,913	20,845,602	21,346	58,069	946	33,065	9,238
Newark, NJ	1,879,244	1,917,514	2.0	678,461	18,067,796	37,233,284	19,417	54,879	1,066	15,871	15,702
Trenton, NJ	307,587	338,307	10.0	118,039	2,760,029	6,218,253	18,381	52,680	302	9,745	2,112
Vineland-Millville-Bridgeton, NJ	132,710	136,633	3.0	46,330	801,178	1,514,595	11,085	32,691	609	44,490	5,558
COUNTIES, Cities											
ATLANTIC	194,686	251,271	29.1	85,294	2,055,724	5,602,406	22,296	65,683	379	34,442	359
Atlantic City	40,199	36,620	-8.9	15,673	205,531	370,323	10,113	23,628	*	*	*
BERGEN	844,758	866,365	2.6	314,905	10,597,482	22,178,625	25,600	70,430	126	6,162	318
Hackensack	36,039	39,967	10.9	18,433	298,300	747,192	18,695	40,536	*	*	*
BURLINGTON	363,340	415,690	14.4	155,391	3,470,001	8,153,190	19,614	52,469	743	39,716	10,843
Burlington	10,246	8,933	-12.8	3,428	58,963	104,980	11,752	30,624	*	*	*
Willingboro	39,912	39,688	-0.6	10,931	383,904	395,421	9,963	36,174	*	*	*
CAMDEN	472,165	517,990	9.7	194,527	4,490,008	9,256,477	17,870	47,585	152	10,070	94
Camden	84,910	85,423	0.6	29,809	315,414	727,100	8,512	24,392	*	*	*
Cherry Hill	68,785	70,887	3.1	22,798	717,672	1,084,848	15,304	47,585	*	*	*
CAPE MAY	82,668	94,521	14.3	29,855	680,117	1,610,422	17,038	53,941	117	3,666	855
CUMBERLAND	132,710	136,633	3.0	49,883	801,178	1,514,595	11,085	30,363	609	44,490	5,558
Bridgeton	18,795	17,744	-5.6	6,526	70,679	122,753	6,918	18,810	*	*	*
Millville	24,815	26,417	6.5	9,921	114,550	224,332	8,492	22,612	*	*	*
Vineland	53,753	56,490	5.1	18,912	231,960	448,445	7,938	23,712	*	*	*
ESSEX	849,309	824,374	-2.9	302,808	7,286,292	13,982,311	16,961	46,176	33	1,203	37
Newark	329,248	311,034	-5.5	112,396	1,162,815	3,081,488	9,907	27,416	*	*	*
GLOUCESTER	201,090	223,998	11.4	87,288	1,786,120	3,676,774	16,414	42,122	687	36,799	5,677
Woodbury	10,353	9,797	-5.4	3,781	72,507	125,307	12,790	33,141	*	*	*
HUDSON	559,556	531,336	-5.0	183,950	3,952,285	7,518,752	14,151	40,874	N.A.	N.A.	N.A.
Jersey City	223,532	204,475	-8.5	71,966	988,781	2,137,571	10,454	29,703	*	*	*
Union City	55,593	53,944	-3.0	19,653	238,001	545,784	10,118	27,771	*	*	*
HUNTERDON	87,755	103,911	18.4	39,603	796,054	2,078,254	20,000	52,477	1,180	12,026	15,524
MERCER	307,587	338,307	10.0	115,354	2,760,029	6,218,253	18,381	53,906	302	9,745	2,112
Trenton	92,124	85,574	-7.1	31,367	376,387	747,588	8,736	23,834	*	*	*
MIDDLESEX	597,276	672,536	12.6	245,650	6,787,467	15,449,784	22,972	62,893	251	25,479	1,290
New Brunswick	41,442	42,704	3.0	14,069	230,466	479,665	11,232	34,094	*	*	*

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

NEW JERSEY POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1988 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Perth Amboy	38,951	45,298	16.3	16,325	227,291	522,527	11,535	32,008	*	*	*
Woodbridge	90,074	96,014	6.6	32,123	1,236,825	1,617,599	16,848	50,357	*	*	*
MONMOUTH	504,488	556,264	10.3	204,435	5,584,030	13,482,126	24,237	65,948	743	30,312	7,835
Asbury Park	17,015	16,518	8.8	8,129	85,692	219,046	11,829	26,946	*	*	*
Middletown	61,615	62,468	1.4	19,733	528,997	1,146,298	18,350	58,090	*	*	*
Red Bank	12,031	11,500	-4.4	4,862	92,834	189,661	16,492	39,009	*	*	*
Shrewsbury	2,962	2,715	-8.3	945	25,032	54,918	20,228	58,114	*	*	*
MORRIS	408,537	466,658	14.2	178,031	4,565,726	10,748,443	23,033	60,374	385	10,110	1,893
Dover	14,681	14,745	0.4	5,088	90,242	184,469	12,511	36,256	*	*	*
Morristown	16,614	16,142	2.8	6,562	127,675	252,474	15,641	38,475	*	*	*
Parsippany	49,868	51,654	3.6	18,586	557,601	1,152,076	22,304	61,986	*	*	*
OCEAN	348,478	420,305	20.6	142,808	2,934,883	7,363,476	17,519	51,562	203	2,753	1,403
Brick Township	53,629	65,813	22.7	27,048	499,856	1,169,939	17,777	43,255	*	*	*
Point Pleasant	17,747	19,117	7.7	7,289	108,631	242,377	12,679	33,252	*	*	*
Toms River	3,954	3,408	-13.8	926	16,173	29,726	8,722	32,102	*	*	*
PASSAIC	447,875	450,714	0.6	166,650	3,235,185	6,712,165	14,892	40,277	49	*	*
Clifton	74,388	72,310	-2.8	29,487	445,483	994,485	13,753	33,726	*	*	*
Passaic	52,463	52,293	-0.3	20,056	207,467	474,911	9,082	23,679	*	*	*
Paterson	137,970	137,587	-0.3	48,290	474,932	1,141,199	8,294	23,632	*	*	*
SALEM	64,630	71,456	10.6	26,959	484,316	1,011,773	14,159	37,530	648	27,259	13,905
Salem	6,959	6,451	-7.3	2,555	32,645	56,640	8,780	22,168	*	*	*
SOMERSET	203,605	238,597	17.2	89,441	2,364,328	5,899,600	24,726	65,961	414	7,560	10,986
Bridgewater	29,175	30,514	4.6	9,346	408,651	599,574	19,649	64,151	*	*	*
Somerville	11,973	11,196	-6.5	4,583	84,059	161,740	14,446	35,291	*	*	*
SUSSEX	116,941	128,170	9.6	49,405	959,651	2,357,438	18,393	47,717	613	4,558	13,772
Newton	7,748	7,852	1.3	2,989	41,548	94,389	12,021	31,579	*	*	*
UNION	504,457	498,312	-1.2	183,057	5,256,127	10,145,092	20,359	55,420	35	*	*
Elizabeth	106,201	105,983	-0.2	41,095	575,902	1,122,349	10,590	27,311	*	*	*
WARREN	84,841	89,459	5.4	32,428	688,997	1,467,653	16,406	45,259	608	9,471	19,734
Phillipsburg	16,647	15,562	-6.5	6,132	92,542	152,192	9,780	24,819	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture, U.S.D. of A. Economic Research Service Bulletin indicates State of New Jersey 1987 Cash Receipts as follows: From Crops $315,821,000; from Livestock & Livestock Products $112,195,000. Total $428,016,000. * — Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

NEW MEXICO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1988 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	1,305,156	1,565,849	20.0	563,317	9,327,002	17,840,898	13,914	31,671	12,914	229,571	591,469
METRO AREAS (MSAs/PMSAs/CMSAs)											
Alburquerque, NM	422,149	498,289	18.0	191,297	3,250,743	6,426,435	12,897	33,594	433	3,012	21,226
Las Curces, NM	96,794	130,787	35.1	43,090	577,073	1,308,362	10,004	30,363	943	57,696	52,962
Santa Fe, NM	93,260	117,648	26.2	44,302	950,817	2,037,411	17,318	45,989	284	2,780	9,248
COUNTIES, Cities											
BERNALILLO	422,149	498,289	18.0	164,984	3,250,743	6,426,435	12,897	38,952	433	3,012	21,226
Albuquerque	331,767	396,266	19.4	141,422	2,059,628	4,156,312	10,489	29,389	*	*	*
CATRON	2,717	2,757	1.5	971	20,292	30,694	11,133	31,611	238	*	*
CHAVES	51,387	57,807	12.5	19,160	333,381	591,170	10,227	30,854	531	21,259	62,573
Roswell	39,676	44,571	12.3	16,108	192,499	340,474	7,639	21,137	*	*	*
COLFAX	13,760	15,445	12.2	5,223	90,164	159,892	10,352	30,613	294	835	14,380
Raton	8,225	9,404	14.3	3,617	36,316	66,196	7,039	18,301	*	*	*
CURRY	41,720	43,416	4.1	14,176	291,089	471,323	10,856	33,248	696	32,868	55,172
Clovis	31,194	33,104	6.1	11,718	160,020	268,388	8,107	22,904	*	*	*
DE BACA	2,445	2,346	-4.0	696	15,801	22,251	9,485	31,970	204	1,802	9,766
DONA ANA	96,794	130,787	35.1	48,395	577,073	1,308,362	10,004	27,035	943	57,696	52,962
Las Cruces	45,086	56,120	24.5	21,309	242,265	502,588	8,956	23,586	*	*	*
EDDY	47,969	53,382	11.3	19,516	309,563	478,235	8,959	24,505	465	16,701	33,446
Artesia	10,385	10,668	2.7	4,202	48,417	68,114	6,385	16,210	*	*	*
Carlsbad	25,496	28,607	12.2	11,223	117,654	180,787	6,320	16,109	*	*	*
GRANT	26,294	28,954	10.1	10,601	168,370	263,590	9,104	24,865	250	129	5,197
Silver City	9,887	10,695	8.2	3,850	42,856	65,231	6,099	16,943	*	*	*

NEW MEXICO POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1988 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
GUADALUPE	4,471	4,211	-5.8	1,586	20,626	28,093	6,671	17,713	246	297	11,052
HARDING	1,083	952	-12.1	306	7,208	9,416	9,891	30,771	182	944	9,803
HIDALGO	6,005	7,111	18.4	2,619	30,753	56,673	7,970	21,639	156	4,600	6,876
LEA	55,797	66,476	19.1	25,805	412,976	595,470	8,958	23,076	534	6,811	23,777
Hobbs	29,153	34,641	18.8	13,148	156,286	233,244	6,733	17,740	*	*	*
Lovington	9,727	11,417	17.4	4,066	43,042	63,452	5,558	15,606	*	*	*
LINCOLN	11,093	15,540	40.1	4,838	75,694	159,690	10,276	33,007	338	97	10,339
LOS ALAMOS	17,685	21,129	19.5	7,207	270,186	482,105	22,817	66,894	4	*	50
Los Alamos	11,039	13,905	26.0	5,631	149,389	221,938	16,580	40,944	*	*	*
LUNA	15,614	18,322	17.3	6,020	87,314	137,031	7,479	22,763	191	12,845	10,811
Deming	9,964	10,909	9.5	3,912	41,417	58,862	5,396	15,047	*	*	*
MCKINLEY	55,026	61,834	12.4	28,310	359,246	545,919	8,829	19,284	192		
Gallup	18,161	20,218	11.3	6,881	127,813	192,489	9,521	27,974	*	*	*
MORA	4,157	4,623	11.2	1,582	16,851	28,891	6,249	18,262	381	250	9,058
OTERO	44,482	50,873	14.4	17,382	273,156	544,477	10,703	31,324	421	1,248	6,081
Alamagordo	24,024	27,242	13.4	9,906	121,093	[illegible]36,897	8,696	23,914	*	*	*
QUAY	10,526	11,410	8.4	3,887	70,621	116,702	10,228	30,024	610	6,124	22,558
RIO ARRIBA	29,191	35,970	23.2	14,081	159,482	292,721	8,138	20,788	825	990	9,226
ROOSEVELT	15,639	16,577	6.0	4,804	100,575	175,315	10,576	36,494	858	24,745	38,453
Portales	9,940	10,476	5.4	3,574	46,651	80,636	7,697	22,562	*	*	*
SANDOVAL	35,077	63,756	81.8	23,480	190,798	606,430	9,512	25,828	376	2,386	9,230
SAN JUAN	81,531	96,334	18.2	38,390	649,583	929,961	9,654	24,224	633	13,989	5,850
Farmington	31,222	34,218	9.6	12,212	228,334	306,536	8,958	25,101	*	*	*
SAN MIGUEL	22,705	26,682	17.5	8,993	108,572	213,470	8,001	23,737	537	158	14,446
Las Vegas	14,322	19,846	38.6	6,797	51,235	128,706	6,485	18,936	*	*	*
SANTA FE	75,575	96,519	27.7	31,917	680,631	1,555,306	16,114	48,730	280	2,780	9,198
Santa Fe	48,953	56,357	15.1	21,799	353,350	702,572	12,466	32,230	*	*	*
SIERRA	8,436	9,738	15.4	2,739	46,215	77,099	7,917	28,149	185	2,712	8,543
SOCORRO	12,986	16,361	26.0	5,446	62,282	123,441	7,545	22,666	350	3,151	14,867
TAOS	18,848	23,757	26.0	8,866	115,592	212,642	8,951	23,984	462	408	1,585
TORRANCE	7,581	9,074	19.7	3,226	42,679	76,907	8,476	23,840	426	3,950	10,640
UNION	4,672	5,106	9.3	1,737	31,011	34,712	6,798	19,984	427	6,137	100,306
VALENCIA	61,741	70,311	13.9	28,444	458,475	1,086,475	15,452	38,197	246	647	3,998

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of New Mexico 1987 Cash Receipts as follows: From Crops $229,571,000; from Livestock & Livestock Products $591,469,000. Total $821,040,000 *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

NEW YORK POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1988 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	17,575,098	18,049,658	2.7	6,691,695	158,626,000	304,914,503	20,026	45,566	42,207	642,3[illegible]0	1,753,283
METRO AREAS (MSAs/PMSAs/CMSAs)											
Albany-Schenectady-Troy, NY	836,456	861,730	3.0	319,748	6,640,286	12,693,129	14,730	39,697	2,848	26,377	94,791
Binghamton, NY	263,371	266,959	1.4	98,218	1,994,252	3,742,264	14,018	38,102	1,292	4,243	53,592
Buffalo, NY	1,013,426	973,282	-4.0	367,318	7,761,915	12,671,295	13,019	34,497	1,361	29,526	44,766
Elmira, NY	97,700	90,740	-7.1	33,164	588,835	923,967	10,183	27,861	372	2,837	10,866
Glens Falls, NY	109,767	114,596	4.4	40,211	685,942	1,288,257	11,242	32,037	1,024	6,252	66,498
Nassau-Suffolk, NY	2,611,803	2,770,908	6.1	894,433	30,046,251	60,085,761	21,685	67,177	895	79,407	17,573
New York, NY	8,281,761	8,451,237	2.0	3,338,963	78,121,880	151,606,716	17,939	45,405	278	6,890	1,767
Niagra Falls, NY	226,796	220,225	-2.9	81,755	1,677,204	2,617,903	11,887	32,021	1,093	26,531	15,124
Orange, NY	260,692	279,358	7.2	91,084	1,837,416	4,026,234	14,412	44,204	894	33,507	35,026
Poughkeepsie, NY	246,205	257,749	4.7	86,495	1,945,219	4,144,229	16,079	47,913	635	9,900	32,084
Rochester, NY	973,509	1,026,141	5.4	374,142	9,014,247	16,774,038	16,347	44,833	4,448	160,604	122,976
Syracuse, NY	643,007	676,538	5.2	243,388	5,193,976	9,886,045	14,613	40,618	2,549	33,445	114,492
Utica-Rome, NY	320,044	322,841	0.9	116,887	2,125,560	3,728,951	11,550	31,902	2,147	13,769	107,613
COUNTIES, Cities											
ALBANY	286,328	284,410	-0.7	97,213	2,468,352	4,606,208	16,196	47,383	510	5,097	10,248
Albany	101,727	94,407	-7.2	39,333	556,327	951,326	10,077	24,186	*	*	*

NEW YORK POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
ALLEGANY	51,777	50,686	-2.1	18,501	307,045	520,442	10,268	28,130	899	2,085	30,965
Wellsville	5,769	4,837	-16.2	1,860	32,939	47,533	9,827	25,555	*	*	*
BRONX	1,164,788	1,156,995	-0.7	428,709	8,430,068	15,274,600	13,202	35,629	2		
BROOME	213,467	213,312	-0.1	77,266	1,638,277	3,055,029	14,322	39,539	644	2,091	23,620
Binghamton	55,860	53,169	4.8	22,387	300,639	529,788	9,964	23,665	*	*	*
CATTARAUGUS	85,840	87,572	2.0	33,713	548,328	961,915	10,984	28,532	1,211	3,787	44,632
Olean	18,207	17,639	3.1	7,116	97,453	161,412	9,151	22,683	*	*	*
Salamanca	6,890	6,417	-6.9	2,498	30,874	49,160	7,661	19,680	*	*	*
CAYUGA	79,898	82,453	3.2	31,944	510,918	885,239	10,736	27,712	1,130	24,832	50,405
Auburn	32,548	32,046	-1.5	11,942	152,627	250,194	7,807	20,951	*	*	*
CHAUTAUQUA	147,084	147,205	0.1	54,505	1,021,845	1,716,207	11,659	31,487	2,143	22,214	52,710
Dunkirk	15,310	14,612	-4.6	5,675	81,129	128,811	8,815	22,698	*	*	*
Fredonia	11,126	11,556	3.9	3,600	52,541	90,784	7,856	25,218	*	*	*
Jamestown	35,775	33,976	-5.0	14,039	173,146	273,556	8,051	19,485	*	*	*
CHEMUNG	97,700	90,740	-7.1	33,990	588,835	923,967	10,183	27,183	372	2,837	10,866
Elmira	35,327	30,153	-14.6	11,406	127,576	179,326	5,947	15,722	*	*	*
CHENANGO	49,448	51,657	4.5	20,642	319,891	637,145	12,334	30,866	1,006	2,149	52,524
Norwich	8,082	7,811	3.4	3,192	46,650	85,823	10,987	26,887	*	*	*
CLINTON	80,899	83,769	3.5	30,920	503,164	1,021,047	12,189	33,022	705	7,946	37,361
Plattsburgh	21,057	22,070	4.8	7,267	107,801	220,898	10,009	30,397	*	*	*
COLUMBIA	59,704	60,950	2.1	22,345	393,370	883,079	14,489	39,520	599	12,020	35,966
Hudson	7,986	7,094	-11.2	2,890	28,979	56,102	7,908	19,412	*	*	*
CORTLAND	49,010	48,868	-0.3	17,675	375,137	635,295	13,000	35,943	606	1,616	43,988
Cortland	20,138	20,161	0.1	7,091	110,847	188,020	9,326	26,515	*	*	*
DELAWARE	46,949	48,710	3.8	18,072	296,446	517,045	10,615	28,610	1,067	2,072	64,836
DUTCHESS	246,205	257,749	4.7	96,475	1,945,219	4,144,229	16,079	42,957	635	9,900	32,084
Beacon	12,937	12,688	-1.9	4,469	62,585	124,065	9,778	27,761	*	*	*
Poughkeepsie	29,757	28,488	-4.3	12,182	155,388	300,684	10,555	24,683	*	*	*
ERIE	1,013,426	973,282	-4.0	362,704	7,761,915	12,671,295	13,019	34,936	1,361	29,526	44,766
Buffalo	357,870	316,675	-11.5	129,095	1,646,499	2,423,379	7,653	18,772	*	*	*
Tonawanda	18,693	17,285	-7.5	6,394	97,158	149,431	8,645	23,371	*	*	*
ESSEX	36,302	37,201	2.5	13,963	236,548	458,725	12,331	32,853	245	1,660	7,004
FRANKLIN	45,027	44,409	-1.4	17,195	266,226	532,100	11,982	30,945	612	3,530	36,274
Malone	7,668	7,280	-5.1	2,824	40,486	77,580	10,657	27,472	*	*	*
Saranac Lake	5,578	5,195	-6.9	2,299	29,495	55,442	10,672	24,116	*	*	*
Tupper Lake	4,478	4,184	-6.6	1,587	21,140	39,864	9,528	25,119	*	*	*
FULTON	55,102	55,178	0.1	20,836	337,891	617,400	11,189	29,631	233	539	8,909
Gloversville	17,836	16,537	-7.3	7,008	83,711	139,516	8,437	19,908	*	*	*
Johnstown	9,360	8,796	-6.0	3,624	46,154	77,964	8,864	21,513	*	*	*
GENESEE	59,460	60,358	1.5	23,499	424,102	752,093	12,461	32,005	741	23,405	36,893
Batavia	16,703	16,559	-0.9	6,070	88,760	153,211	9,252	25,241	*	*	*
GREENE	40,853	43,489	6.5	15,959	261,252	517,120	11,891	32,403	301	3,823	7,438
Catskill	4,718	4,194	-11.1	1,704	24,363	40,051	9,550	23,504	*	*	*
HAMILTON	5,021	5,262	4.8	1,846	27,568	60,876	11,569	32,977	1		
HERKIMER	66,782	67,280	0.7	26,047	420,235	712,217	10,586	27,344	796	1,941	45,451
Herkimer	8,383	8,196	-2.2	3,290	40,350	65,697	8,016	19,969	*	*	*
Ilion	9,450	9,371	-0.8	3,509	44,412	73,344	7,827	20,902	*	*	*
Little Falls	6,156	5,624	-8.6	2,438	29,078	44,240	7,866	18,146	*	*	*
JEFFERSON	88,110	94,761	7.5	37,499	568,790	1,061,357	11,200	28,304	1,245	4,135	75,795
Watertown	27,861	26,441	-5.1	10,519	143,436	233,057	8,814	22,156	*	*	*
KINGS	2,230,455	2,197,685	-1.5	838,278	16,772,357	30,628,186	13,937	36,537	5	110	*
LEWIS	24,985	26,941	7.8	11,756	151,248	295,067	10,952	25,099	771	1,641	57,696
LIVINGSTON	57,075	61,287	7.4	22,798	429,699	856,603	13,977	37,574	812	20,728	38,051
MADISON	65,136	70,194	7.8	26,748	471,366	915,587	13,044	34,230	888	6,399	58,493
Oneida	10,810	10,268	-5.0	3,830	60,674	102,788	10,011	26,838	*	*	*
MONROE	703,318	736,305	4.7	269,667	6,943,444	12,824,443	17,417	47,557	800	29,055	14,316
Rochester	241,741	230,678	-4.6	93,086	1,375,765	2,269,913	9,840	24,385	*	*	*
MONTGOMERY	53,350	52,024	-2.5	19,434	345,445	612,994	11,783	31,542	657	6,167	37,423
Amsterdam	21,872	20,232	-7.5	8,779	106,478	177,399	8,768	20,207	*	*	*
NASSAU	1,324,537	1,353,218	2.2	584,627	16,962,425	31,829,061	23,521	54,443	98	3,525	430
Garden City	22,927	22,705	-1.0	7,411	278,550	508,929	22,415	68,672	*	*	*
Hempstead	40,404	46,922	16.1	17,103	261,815	560,952	11,955	32,798	*	*	*
NEW YORK	1,431,355	1,477,061	3.2	384,726	16,377,482	35,117,092	23,775	91,278	N.A.	N.A.	N.A.
NIAGARA	226,796	220,225	-2.9	84,540	1,677,204	2,617,903	11,887	30,966	1,093	26,531	15,124
Lockport	24,844	24,181	-2.7	9,719	143,462	221,131	9,145	22,752	*	*	*
Niagra Falls	71,384	64,355	-9.8	25,482	359,580	513,376	7,977	20,147	*	*	*
North Tonawanda	35,760	35,069	-1.9	13,079	194,754	302,463	8,625	23,126	*	*	*
ONEIDA	253,262	255,561	0.9	95,227	1,705,325	3,016,734	11,804	31,679	1,351	11,828	62,162
Rome	43,826	43,119	-1.6	15,356	206,187	349,995	8,117	22,792	*	*	*
Utica	75,632	72,664	-3.9	28,560	332,960	551,912	7,[illegible]25	19,325	*	*	*

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

NEW YORK POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
ONONDAGA	463,917	469,343	1.2	173,654	3,933,573	7,313,746	15,583	42,117	835	13,786	38,435
Syracuse	170,105	160,861	5.4	65,542	918,477	1,572,623	9,776	23,994	*	*	*
ONTARIO	89,046	99,953	12.2	37,784	683,646	1,370,917	13,716	36,283	962	27,663	30,671
Canandaigua	10,419	10,508	0.9	3,990	62,124	109,952	10,464	27,557	*	*	*
Geneva	15,133	13,988	-7.6	4,947	76,023	123,317	8,816	24,928	*	*	*
ORANGE	260,692	279,358	7.2	112,666	1,837,416	4,026,234	14,412	35,736	894	33,507	35,026
Middletown	21,454	20,411	-4.9	7,784	100,662	192,742	9,443	24,761	*	*	*
Newburgh	23,438	21,660	-7.6	8,267	83,191	154,727	7,143	18,716	*	*	*
Port Jervis	8,699	8,421	-3.2	3,422	37,292	72,635	8,625	21,226	*	*	*
ORLEANS	38,487	39,538	2.7	15,358	296,847	521,894	13,200	33,982	642	34,105	15,254
Medina	6,392	6,382	0.2	2,399	37,873	64,534	10,112	26,900	*	*	*
OSWEGO	113,954	137,001	20.2	53,478	789,037	1,656,712	12,093	30,979	826	13,260	17,564
Fulton	13,312	13,154	1.2	5,164	75,170	128,033	9,733	24,793	*	*	*
Oswego	19,793	19,480	1.6	7,318	113,012	191,718	9,842	26,198	*	*	*
OTSEGO	59,087	65,136	10.2	22,712	373,400	763,952	11,729	33,636	1,120	2,395	57,784
Oneonta	14,933	14,324	-4.1	4,457	61,259	107,402	7,498	24,097	*	*	*
PUTNAM	77,800	84,735	8.9	34,952	650,945	1,430,468	16,882	40,927	56	*	*
QUEENS	1,894,258	1,972,250	4.1	730,093	18,992,387	35,148,944	17,822	48,143	9	*	*
RENSSELAER	152,103	156,118	2.6	58,441	1,112,756	2,117,785	13,565	36,238	591	5,199	21,428
Troy	56,638	55,210	2.5	20,513	267,134	475,949	8,621	23,202	*	*	*
RICHMOND	354,609	408,827	15.3	166,760	3,426,692	7,717,925	18,878	46,282	12	752	
ROCKLAND	260,714	278,897	7.0	120,666	2,785,761	5,683,635	20,379	47,102	36	1,114	225
Nyack	6,428	6,350	-1.2	2,701	47,445	89,280	14,060	33,054	*	*	*
ST LAWRENCE	114,206	116,655	2.1	44,089	701,929	1,207,538	10,351	27,389	1,807	2,575	76,920
Ogdensburg	12,375	11,586	-6.4	3,990	60,586	95,271	8,223	23,877	*	*	*
SARATOGA	154,043	175,852	14.2	68,591	1,182,321	2,577,993	14,660	37,585	580	4,445	15,560
Saratoga Springs	23,906	27,294	14.2	9,804	131,679	285,356	10,455	29,106	*	*	*
SCHENECTADY	149,779	149,837	0.0	53,958	1,270,160	2,261,029	15,090	41,903	209	1,646	2,694
Schenectady	67,972	67,668	-0.4	28,656	363,005	642,261	9,491	22,413	*	*	*
SCHOHARIE	29,793	30,542	2.5	11,266	183,044	358,713	11,745	31,840	658	4,493	28,987
SCHUYLER	17,695	18,039	1.9	7,095	111,444	192,693	10,682	27,159	430	4,693	8,646
SENECA	33,691	31,905	-5.3	12,126	234,655	419,131	13,137	34,565	499		
STEUBEN	99,139	97,529	-1.6	37,611	694,068	1,101,992	11,299	29,300	1,525	16,926	53,223
Corning	12,953	11,557	-10.8	4,993	84,505	121,014	10,471	24,237	*	*	*
Hornell	10,234	9,245	-9.7	3,618	49,859	72,291	7,819	19,981	*	*	*
SUFFOLK	1,287,266	1,417,690	10.1	614,162	13,083,826	28,256,700	19,932	46,009	797	75,882	17,143
SULLIVAN	65,151	67,015	2.9	22,866	414,237	852,864	12,726	37,298	460	1,432	44,425
TIOGA	49,904	53,647	7.5	22,352	355,975	687,235	12,810	30,746	648	2,152	29,972
Waverly	4,738	4,679	-1.2	1,812	23,603	41,635	8,898	22,977	*	*	*
TOMPKINS	87,347	93,480	7.0	29,265	659,502	1,200,042	12,837	41,006	567	4,929	34,696
Ithaca	28,732	30,160	5.0	9,973	145,616	259,497	8,604	26,020	*	*	*
ULSTER	158,404	167,977	6.0	61,380	1,132,665	2,375,143	14,140	38,696	570	27,958	13,892
Kingston	24,481	23,922	-2.3	9,837	130,782	250,531	10,473	25,468	*	*	*
WARREN	54,967	57,098	3.9	21,322	365,381	714,008	12,505	33,487	76	304	1,051
Glens Falls	15,897	14,944	-6.0	5,733	77,100	134,935	9,029	23,537	*	*	*
WASHINGTON	54,800	57,498	4.9	23,269	320,561	574,249	9,987	24,679	948	5,948	65,447
WAYNE	85,583	89,058	4.1	35,067	660,611	1,200,181	13,476	34,225	1,232	49,053	24,684
WESTCHESTER	867,782	874,787	0.8	327,696	10,686,188	20,605,866	23,555	62,881	158	4,914	1,542
Mamaroneck	17,616	17,520	-0.5	6,580	163,883	307,823	17,570	46,782	*	*	*
Mount Vernon	66,713	65,848	-1.3	25,952	407,378	765,713	11,628	29,505	*	*	*
New Rochelle	70,794	70,675	-0.2	26,675	596,804	1,125,232	15,921	42,183	*	*	*
North Tarrytown	7,994	7,744	-3.1	2,976	62,341	114,057	14,728	38,326	*	*	*
Ossining	20,196	20,094	-0.5	7,192	139,655	262,420	13,060	36,488	*	*	*
Peekskill	18,236	18,266	0.2	7,109	104,802	212,406	11,628	29,878	*	*	*
Port Chester	23,565	23,219	-1.5	9,189	141,093	270,002	11,628	29,383	*	*	*
Tarrytown	10,648	10,304	-3.2	3,971	93,539	170,952	16,591	43,050	*	*	*
White Plains	46,999	46,788	-0.4	19,496	416,626	783,310	16,742	40,178	*	*	*
Yonkers	195,351	188,720	-3.4	73,961	1,327,756	2,422,488	12,836	32,754	*	*	*
WYOMING	39,898	41,706	4.5	16,748	260,611	474,201	11,370	28,314	904	11,862	69,240
YATES	21,534	21,390	-0.7	8,058	138,945	224,413	10,491	27,850	617	18,128	12,344

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of New York 1987 Cash Receipts as follows: From Crops $642,310,000; from Livestock & Livestock Products $1,753,283,000; Total $2,395,593,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

NORTH CAROLINA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
	1980 U.S. Census	E&P estimate Jan 1 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	5,888,018	6,642,656	12.8	2,410,644	40,120,002	89,184,321	15,120	36,996	72,792	1,884,342	1,596,855
METRO AREAS (MSAs PMSAs CMSAs)											
Ashville, NC	161,174	176,175	9.3	68,578	1,957,030	4,091,743	23,225	59,666	1,529	8,147	14,431
Burlington, NC	99,124	107,285	8.2	41,012	588,295	1,327,552	12,374	32,370	972	11,178	20,774
Fayetteville, NC	247,032	263,818	6.8	82,114	1,447,246	3,094,249	11,729	37,682	642	22,320	8,585
Greensboro-Winston-Salem-High Point, NC	854,148	950,203	11.2	357,796	5,830,362	12,642,014	13,305	35,333	8,538	90,935	115,987
Hickory, NC	203,490	230,368	13.2	84,494	1,271,362	2,790,374	12,113	33,025	1,736	9,320	42,185
Jacksonville, NC	111,863	133,446	19.3	34,181	668,974	1,663,740	12,468	48,674	578	19,706	7,229
Raleigh-Durham, NC	563,301	716,211	27.1	262,254	4,978,414	12,718,222	17,758	48,496	3,072	91,435	44,342
Wilmington, NC	103,763	120,124	15.8	45,161	795,593	1,754,866	14,609	38,858	80	1,619	247
Charlotte-Gastonia-Rock Hill, NC-SC	975,873	1,135,261	16.3	416,572	7,080,151	16,052,092	14,140	38,534	4,868	53,906	191,766
COUNTIES, Cities											
ALAMANCE	99,124	107,285	8.2	39,105	588,295	1,327,552	12,374	33,948	972	11,178	20,774
Burlington	37,266	41,870	12.4	16,948	180,927	431,127	10,297	25,438	*	*	*
ALEXANDER	25,109	28,565	13.8	11,243	149,050	345,658	12,101	30,744	658	3,809	20,258
ALLGHANY	9,604	9,751	1.5	3,548	51,291	102,924	10,555	29,009	568	1,861	11,552
ANSON	25,632	27,100	5.7	11,355	110,722	220,536	8,138	19,422	390	7,546	27,609
ASHE	22,401	23,781	6.2	8,944	109,774	242,632	10,203	27,128	1,504	5,231	13,776
AVERY	14,422	17,238	19.5	5,872	71,752	169,356	9,825	28,841	291	2,091	400
BEAUFORT	40,301	44,361	10.1	16,961	258,863	494,795	11,154	29,173	815	40,471	12,269
Washington	8,418	8,023	-4.7	3,197	38,204	62,578	7,800	19,574	*	*	*
BERTIE	20,980	22,572	7.6	9,502	96,262	225,883	10,007	23,772	724	37,823	18,966
BLADEN	30,487	30,909	1.4	12,588	176,502	340,874	11,028	27,079	919	28,691	6,138
Elizabethon	3,551	5,343	50.5	2,023	17,027	49,343	9,235	24,391			
BRUNSWICK	35,882	52,221	45.5	20,712	219,578	585,085	11,204	28,249	476	10,024	2,798
BUNCOMBE	161,174	176,175	9.3	61,128	1,957,030	4,091,743	23,225	66,937	1,529	8,147	14,431
Asheville	53,583	50,653	-5.5	22,086	515,771	918,745	18,138	41,599	*	*	*
BURKE	72,796	80,513	10.6	28,481	443,934	935,341	11,617	32,841	409	1,920	12,078
Morganton	13,763	13,840	0.6	5,243	75,981	145,141	10,487	27,683	*	*	*
CABARRUS	86,323	95,018	10.1	35,756	551,823	1,181,107	12,430	33,032	580	2,827	20,675
Concord	16,942	16,541	-2.4	6,635	92,371	174,655	10,559	26,323	*	*	*
Kannapolis	29,628	32,570	9.9	12,448	182,864	398,755	12,243	32,034	*	*	*
CALDWELL	68,010	74,050	8.9	28,516	385,541	867,188	11,711	30,411	459	2,070	7,415
Lenoir	13,748	13,015	-5.3	5,144	65,639	127,525	9,798	24,791	*	*	*
CAMDEN	5,836	5,810	-0.4	2,387	37,747	80,905	13,925	33,894	131	10,748	1,855
CARTERET	41,158	54,268	31.9	19,036	323,388	849,749	15,658	44,639	162	9,330	886
CASWELL	20,723	22,558	8.9	9,191	107,273	203,868	9,038	22,181	870	17,459	3,593
CATAWBA	105,585	121,290	14.9	45,481	678,378	1,509,375	12,444	33,187	669	3,591	9,849
Hickory	20,757	22,320	7.5	9,417	121,223	250,981	11,245	26,652	*	*	*
Newton	7,624	7,422	-2.6	2,986	39,165	73,412	9,891	24,585	*	*	*
CHATHAM	33,485	35,883	7.2	12,774	194,684	425,978	11,871	33,347	1,028	5,117	62,858
CHEROKEE	18,972	20,931	10.3	7,905	95,052	220,988	10,558	27,955	322	660	7,271
CHOWAN	12,544	13,369	6.6	5,327	70,926	154,055	11,523	28,920	259	13,672	5,217
CLAY	6,667	8,819	32.3	3,306	34,797	92,086	10,442	27,854	224	536	5,229
CLEVELAND	83,586	86,889	4.0	33,097	484,855	961,600	11,067	29,054	933	7,841	21,252
Shelby	15,310	14,212	-7.2	5,570	78,138	137,683	9,688	24,719	*	*	*
COLUMBUS	50,995	52,674	3.3	20,949	314,226	611,907	11,617	29,209	1,690	50,922	6,411
CRAVEN	70,895	85,647	20.8	30,696	503,733	1,160,446	13,549	37,804	562	26,647	10,745
New Bern	14,557	14,835	1.9	6,481	77,008	164,335	11,078	25,356	*	*	*
CUMBERLAND	247,032	263,818	6.8	97,825	1,447,246	3,094,249	11,729	31,630	642	22,320	8,585
Fayetteville	59,507	61,201	2.8	23,527	306,667	634,028	10,360	26,949	*	*	*
CURRITUCK	11,138	13,293	19.3	4,988	84,604	207,851	15,636	41,670	143	9,985	3,727
DARE	13,569	22,626	66.7	7,669	123,282	445,352	19,683	58,072	6	*	*
DAVIDSON	113,631	123,382	8.6	47,321	736,229	1,531,405	12,412	32,362	1,214	8,146	11,555
Lexington	15,711	14,732	-6.2	6,074	82,473	146,614	9,952	24,138	*	*	*
Thomasville	14,144	13,371	-5.5	5,253	68,240	122,302	9,147	23,282	*	*	*
DAVIE	24,695	31,330	26.9	12,182	145,469	392,014	12,512	32,180	680	3,906	13,291
DUPLIN	40,951	41,943	2.4	16,773	243,297	434,304	10,355	25,893	1,856	55,988	151,592
DURHAM	153,158	184,109	20.2	62,648	1,305,034	3,050,721	16,570	48,696	304	5,701	1,158
Durham	100,831	115,332	14.4	45,452	597,280	1,291,774	11,200	28,421	*	*	*
EDGECOMBE	55,987	59,372	6.0	24,041	347,355	610,775	10,287	25,406	615	53,584	16,171
Tarboro	8,634	8,470	-1.9	3,349	51,589	83,873	9,902	25,044	*	*	*
FORSYTH	244,221	275,433	12.8	95,674	1,719,189	3,782,786	13,734	39,538	893	8,579	2,772
Winston-Salem	131,885	132,752	0.7	54,668	661,619	1,254,288	9,448	22,944	*	*	*
FRANKLIN	30,166	34,536	14.5	13,409	184,220	419,555	12,148	31,289	878	27,035	15,424
GASTON	163,027	175,157	7.4	68,420	1,156,207	2,362,846	13,490	34,534	386	1,409	7,668
Gastonia	47,333	48,237	1.9	18,683	277,988	532,498	11,039	28,502	*	*	*

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

NORTH CAROLINA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1989 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
GATES	8,932	9,393	5.2	3,882	49,649	111,159	11,834	28,634	282	10,970	8,210
GRAHAM	7,251	7,058	-2.7	2,664	37,246	59,856	8,481	22,468	197	*	*
GRANVILLE	33,989	39,929	17.5	15,014	173,242	432,555	10,833	28,810	1,041	24,802	8,106
GREENE	16,123	16,434	1.9	7,259	92,620	146,101	8,890	20,127	670	43,018	29,236
GUILFORD	317,514	348,873	9.9	121,406	2,284,029	4,931,612	14,136	40,621	1,354	20,217	10,198
Greensboro	155,642	169,344	8.8	65,101	848,471	1,792,133	10,583	27,529	*	*	*
High Point	63,380	66,496	4.9	25,569	307,562	626,421	9,420	24,499	*	*	*
HALIFAX	55,177	56,254	2.0	22,408	292,390	639,530	11,369	28,540	565	43,496	19,589
Roanoke Rapids	14,702	15,628	6.3	6,262	73,961	168,668	10,793	26,935	*	*	*
HARNETT	59,662	65,436	9.7	24,139	366,075	759,894	11,613	31,480	1,163	42,509	6,864
Dunn	8,962	9,277	3.5	3,568	49,642	97,139	10,471	27,225	*	*	*
HAYWOOD	46,561	49,403	6.1	17,995	289,905	578,557	11,711	32,151	1,043	5,054	6,271
HENDERSON	59,005	71,965	22.0	25,171	402,945	948,104	13,175	37,667	608	15,761	10,111
Hendersonville	6,862	7,279	6.1	3,251	28,516	57,966	7,963	17,830	*	*	*
HERTFORD	23,363	23,655	1.2	9,374	126,980	244,218	10,324	26,053	349	22,339	4,502
HOKE	20,593	23,520	14.2	10,255	106,861	228,332	9,708	22,265	209	12,673	5,388
HYDE	5,861	5,959	1.7	2,456	28,543	55,238	9,270	22,491	189	17,234	3,666
IREDELL	82,767	91,801	10.9	35,324	495,842	1,197,013	13,039	33,887	1,306	5,582	43,277
Statesville	18,622	17,598	-5.5	7,167	83,993	169,806	9,649	23,693	*	*	*
JACKSON	25,956	29,763	14.7	9,606	140,069	315,248	10,592	32,818	275	1,011	745
JOHNSTON	70,703	78,905	11.6	30,323	432,956	940,166	11,915	31,005	2,253	80,873	22,586
JONES	9,676	10,317	6.6	4,241	55,566	101,502	9,838	23,934	314	19,805	1,870
LEE	36,842	41,846	13.6	15,888	276,294	580,428	13,871	36,532	457	10,480	4,978
Sanford	14,773	17,187	16.3	6,843	81,275	175,647	10,220	25,668	*	*	*
LENOIR	59,854	61,090	2.1	22,852	453,433	856,927	14,027	37,499	839	53,447	24,056
Kinston	25,234	25,945	2.8	9,983	149,579	285,519	11,005	28,601	*	*	*
LINCOLN	42,636	47,758	12.0	18,918	255,435	551,383	11,545	29,146	560	2,857	8,184
MCDOWELL	35,283	36,635	3.8	13,969	191,566	344,252	9,397	24,644	274	670	2,754
Marion	3,684	3,743	1.6	1,570	17,148	30,142	8,053	19,199	*	*	*
MACON	20,254	25,490	25.9	9,268	118,881	300,542	11,791	32,428	429	1,156	2,948
MADISON	16,844	17,415	3.4	6,354	136,006	261,828	15,035	41,207	1,481	8,921	2,328
MARTIN	25,929	26,728	3.1	11,077	138,252	261,129	9,770	23,574	728	44,370	10,824
MECKLENBURG	406,149	486,698	19.8	173,388	3,388,963	8,032,100	16,503	46,324	429	14,344	6,727
Charlotte	314,447	408,788	30.0	153,059	2,013,958	5,591,336	13,678	36,531	*	*	*
MITCHELL	14,396	15,630	8.6	5,978	78,442	157,929	10,104	26,418	454	2,239	689
MONTGOMERY	22,629	25,259	11.6	9,874	107,693	243,768	9,651	24,688	288	3,103	15,157
MOORE	50,803	58,980	16.1	21,188	355,774	892,270	15,128	42,112	861	13,403	30,760
Aberdeen	6,572	7,666	16.6	3,019	46,250	124,007	16,176	41,076	*	*	*
NASH	67,138	75,110	11.9	29,081	467,570	1,058,860	14,097	36,411	997	71,552	43,293
Rocky Mount	41,283	48,175	16.7	18,880	228,282	551,019	11,438	29,185	*	*	*
NEW HANOVER	103,763	120,124	15.8	43,233	795,593	1,754,866	14,609	40,591	80	1,619	247
Wilmington	44,000	41,534	-5.6	17,719	245,547	425,737	10,250	24,027	*	*	*
NORTHAMPTON	22,499	21,598	-4.0	8,321	118,928	313,177	14,500	37,637	513	30,772	23,871
ONSLOW	111,863	133,446	19.3	41,056	668,974	1,663,740	12,468	40,524	578	19,706	7,229
Jacksonville	17,056	19,976	17.1	7,076	106,502	260,081	13,020	36,755	*	*	*
ORANGE	77,401	93,284	20.5	28,146	690,845	1,760,575	18,873	62,552	599	9,180	13,875
Chapel Hill	32,421	37,306	15.1	12,388	242,013	589,686	15,807	47,601	*	*	*
PAMLICO	10,430	11,644	11.6	4,424	67,977	146,874	12,614	33,199	136	11,613	376
PASQUOTANK	28,493	29,765	4.5	10,687	184,528	366,132	12,301	34,260	253	19,695	2,154
Elizabeth City	14,004	13,787	-1.5	5,256	66,399	122,339	8,874	23,276	*	*	*
PENDER	22,309	25,680	15.1	9,865	145,110	330,773	12,881	33,530	514	18,449	6,844
PERQUIMANS	9,527	10,532	10.5	4,171	48,294	104,705	9,942	25,103	343	16,076	8,238
PERSON	29,260	31,289	6.9	12,520	161,791	339,927	10,864	27,151	753	23,069	4,821
PITT	83,810	105,568	26.0	40,480	579,041	1,363,308	12,914	33,679	1,070	89,906	27,457
Greenville	35,740	46,647	30.5	16,106	179,224	441,756	9,470	27,428	*	*	*
POLK	13,039	14,349	10.0	4,938	81,872	185,589	12,934	37,584	211	768	2,773
Tryon	1,796	2,138	19.0	948	12,720	23,281	10,889	24,558	*	*	*
RANDOLPH	92,257	103,790	12.5	39,230	588,664	1,242,930	11,975	31,683	1,527	11,316	60,148
Asheboro	15,252	18,709	22.7	8,074	87,204	201,147	10,751	24,913	*	*	*
RICHMOND	45,607	47,127	3.3	17,753	281,685	522,155	11,080	29,412	273	7,031	10,870
Rockingham	8,300	9,618	15.9	3,708	53,921	111,933	11,636	30,187	*	*	*
ROBESON	101,745	113,530	11.6	48,286	488,602	1,001,598	8,822	20,743	1,943	78,668	9,245
Lumberton	18,241	19,195	5.2	7,082	91,676	177,327	9,238	25,039	*	*	*
ROCKINGHAM	83,616	86,646	3.6	32,850	522,728	1,067,216	12,317	32,488	1,286	26,125	4,593
Eden	15,672	14,747	-5.9	6,115	74,573	136,207	9,236	22,274	*	*	*
Reidsville	12,492	11,315	-9.4	4,565	59,081	103,876	9,180	22,755	*	*	*
ROWAN	99,465	107,610	8.2	38,754	606,815	1,235,256	11,479	31,874	956	6,665	16,035
East Spencer	2,150	2,595	20.7	886	16,323	30,744	11,847	34,700	*	*	*
Spencer	22,677	23,441	3.4	9,312	113,055	219,144	9,349	23,534	*	*	*
Salisbury	2,938	2,819	-4.1	1,212	14,374	25,863	9,175	21,339	*	*	*
RUTHERFORD	53,896	59,426	10.3	22,542	299,347	638,683	10,748	28,333	612	2,027	5,822
Forest City	7,688	8,236	7.1	3,301	33,046	68,364	8,301	20,710	*	*	*
SAMPSON	49,813	49,533	-0.6	19,578	282,103	496,921	10,032	25,382	1,818	67,404	59,114
Clinton	7,552	7,217	-4.4	2,886	35,222	59,553	8,252	20,635	*	*	*
SCOTLAND	32,320	34,309	6.2	13,618	187,797	384,123	11,196	28,207	142	*	*

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

NORTH CAROLINA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan 1 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1988 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STANLY	48,682	51,230	5.2	18,855	283,517	590,009	11,517	31,292	689	11,089	23,367
STOKES	33,331	37,356	12.1	15,000	192,573	421,471	11,283	28,098	1,569	18,392	2,308
SURRY	59,615	63,257	6.1	23,789	353,279	723,374	11,435	30,408	1,605	26,039	21,020
Mount Airy	6,862	6,504	-5.2	2,892	30,579	55,744	8,571	19,275	*	*	*
SWAIN	10,267	11,479	11.8	4,281	46,906	89,888	7,831	20,997	89	202	547
TRANSYLVANIA	23,477	27,520	17.2	9,782	160,111	332,578	12,085	33,999	204	1,746	1,359
TYRRELL	3,963	4,196	5.9	1,663	22,484	28,597	6,815	17,196	141	12,068	9,523
UNION	70,858	88,497	24.9	35,463	467,648	1,251,344	14,140	35,286	1,263	19,977	124,630
Monroe	12,639	14,668	16.1	5,406	58,080	143,424	9,778	26,531	*	*	*
VANCE	36,821	38,881	5.6	15,710	189,307	366,838	9,435	23,351	502	16,545	2,176
Henderson	13,522	13,121	-3.0	5,056	59,324	104,915	7,996	20,751	*	*	*
WAKE	302,576	404,282	33.6	138,242	2,798,315	7,487,371	18,520	54,161	1,291	49,519	13,855
Raleigh	150,255	190,078	26.5	72,350	1,081,723	2,741,415	14,423	37,891	*	*	*
WARREN	16,181	17,324	7.1	7,246	79,481	153,541	8,863	21,190	470	12,719	7,868
WASHINGTON	14,796	14,459	-2.3	6,101	90,640	147,429	10,196	24,165	347	21,500	27,435
WATAUGA	31,764	38,074	19.9	11,800	181,938	423,786	11,131	35,914	885	4,247	5,248
WAYNE	96,997	98,993	2.1	37,281	623,464	1,275,140	12,881	34,203	1,350	60,308	66,914
Goldsboro	31,871	33,300	4.5	11,993	153,252	321,320	9,649	26,792	*	*	*
WILKES	58,671	64,496	9.9	25,175	319,808	673,411	10,441	26,749	1,332	4,630	108,879
WILSON	63,307	67,306	6.3	25,410	424,022	830,765	12,343	32,694	910	61,532	10,881
Wilson	34,424	37,779	9.7	14,331	177,308	361,809	9,577	25,247	*	*	*
YADKIN	28,499	30,039	5.4	11,277	164,209	339,796	11,312	30,132	1,301	20,379	15,715
YANCEY	14,944	16,037	7.3	6,118	70,771	166,445	10,379	27,206	861	4,610	1,823

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A. Economic Research Service Bulletin indicates State of North Carolina 1987 Cash Receipts as follows: From Crops $1,884,342,000; from Livestock & Livestock Products $1,596,855,000. Total $3,481,197,000 *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

NORTH DAKOTA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1988 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	653,973	683,407	4.5	246,271	4,796,000	7,991,538	14,730	32,450	36,431	1,582,292	524,936
METRO AREAS (MSAs/PMSAs/CMSAs)											
Bismarck, ND	80,764	87,676	8.6	31,865	704,990	1,144,428	13,053	35,915	1,748	35,444	46,848
Grand Forks, ND	66,192	71,285	7.7	23,844	489,852	867,297	12,167	36,374	957	93,929	8,094
Fargo-Moorhead, ND-MN	137,835	143,793	4.3	50,532	939,266	1,641,272	11,414	32,480	2,379	188,597	38,516
COUNTIES, Cities											
ADAMS	3,584	3,436	-4.1	1,231	35,926	53,071	15,446	43,112	371	11,540	7,0[illegible]7
BARNES	13,941	12,171	-12.7	4,146	92,736	134,214	11,027	32,372	1,015	64,290	10,770
Valley City	7,774	6,945	-10.7	2,778	46,497	69,065	9,945	24,861	*	*	*
BENSON	7,892	7,792	-1.3	3,452	39,080	67,722	8,691	19,618	760	39,584	8,074
BILLINGS	1,144	1,326	15.9	617	13,548	24,199	18,250	39,220	257	2,869	4,818
BOTTINEAU	9,339	9,274	-0.7	3,408	60,048	101,368	10,930	29,744	967	49,762	4,646
BOWMAN	4,212	4,183	-0.7	1,592	39,744	64,385	15,392	40,443	377	8,645	8,050
BURKE	3,802	3,385	-11.0	1,216	22,588	37,148	10,974	30,549	580	17,084	3,059
BURLEIGH	55,397	61,558	11.1	22,309	478,921	795,507	12,923	35,659	792	20,094	19,012
Bismarck	44,485	47,231	6.2	18,123	312,326	479,332	10,149	26,449	*	*	*
CASS	88,533	95,375	7.7	31,452	538,927	907,936	9,520	28,867	1,276	111,984	16,615
Fargo	61,383	63,589	3.6	22,907	301,425	496,229	7,804	21,663	*	*	*
CAVALIER	7,502	6,609	-11.9	2,487	47,831	88,388	13,374	35,540	971	64,432	3,033
DICKEY	7,219	6,910	-4.3	2,359	55,492	102,426	14,823	43,419	611	25,407	17,867
DIVIDE	3,442	3,229	-6.2	1,067	24,919	52,727	16,329	49,416	612	22,236	3,420
DUNN	4,655	4,889	5.0	2,070	38,710	42,000	8,591	20,290	697	10,732	16,689
EDDY	3,529	3,122	-11.5	1,021	21,519	38,319	12,274	37,531	345	17,564	5,616
EMMONS	5,823	5,232	-10.1	2,207	37,787	56,711	10,839	25,696	849	15,801	20,271
FOSTER	4,604	4,355	-5.4	1,646	32,687	50,441	11,582	30,645	345	26,294	4,680
GOLDEN VALLEY	2,376	2,292	-3.5	824	24,493	34,287	14,959	41,610	288	8,228	8,190

NORTH CAROLINA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop. Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STANLY	48,682	51,230	5.2	18,855	283,517	590,009	11,517	31,292	689	11,089	23,367
STOKES	33,331	37,356	12.1	15,000	192,573	421,471	11,283	28,098	1,569	18,392	2,308
SURRY	59,615	63,257	6.1	23,789	353,279	723,374	11,435	30,408	1,605	26,039	21,020
Mount Airy	6,862	6,504	-5.2	2,892	30,579	55,744	8,571	19,275	*	*	*
SWAIN	10,267	11,479	11.8	4,281	46,906	89,888	7,831	20,997	89	202	547
TRANSYLVANIA	23,477	27,520	17.2	9,782	160,111	332,578	12,085	33,999	204	1,746	1,359
TYRRELL	3,963	4,196	5.9	1,663	22,484	28,597	6,815	17,196	141	12,068	9,523
UNION	70,858	88,497	24.9	35,463	467,648	1,251,344	14,140	35,286	1,263	19,977	124,630
Monroe	12,639	14,668	16.1	5,406	58,080	143,424	9,778	26,531	*	*	*
VANCE	36,821	38,881	5.6	15,710	189,307	366,838	9,435	23,351	502	16,545	2,176
Henderson	13,522	13,121	-3.0	5,056	59,324	104,915	7,996	20,751	*	*	*
WAKE	302,576	404,282	33.6	138,242	2,798,315	7,487,371	18,520	54,161	1,291	49,519	13,855
Raleigh	150,255	190,078	26.5	72,350	1,081,723	2,741,415	14,423	37,891	*	*	*
WARREN	16,181	17,324	7.1	7,246	79,481	153,541	8,863	21,190	470	12,719	7,868
WASHINGTON	14,796	14,459	-2.3	6,101	90,640	147,429	10,196	24,165	347	21,500	27,435
WATAUGA	31,764	38,074	19.9	11,800	181,938	423,786	11,131	35,914	885	4,247	5,248
WAYNE	96,997	98,993	2.1	37,281	623,464	1,275,140	12,881	34,203	1,350	60,308	66,914
Goldsboro	31,871	33,300	4.5	11,993	153,252	321,320	9,649	26,792	*	*	*
WILKES	58,671	64,496	9.9	25,175	319,808	673,411	10,441	26,749	1,332	4,630	108,879
WILSON	63,307	67,306	6.3	25,410	424,022	830,765	12,343	32,694	910	61,532	10,881
Wilson	34,424	37,779	9.7	14,331	177,308	361,809	9,577	25,247	*	*	*
YADKIN	28,499	30,039	5.4	11,277	164,209	339,796	11,312	30,132	1,301	20,379	15,715
YANCEY	14,944	16,037	7.3	6,118	70,771	166,445	10,379	27,206	861	4,610	1,823

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A. Economic Research Service Bulletin indicates State of North Carolina 1987 Cash Receipts as follows: From Crops $1,884,342,000; from Livestock & Livestock Products $1,596,855,000. Total $3,481,197,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

NORTH DAKOTA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop. Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	653,973	683,407	4.5	246,271	4,796,000	7,991,538	14,730	32,450	36,431	1,582,292	524,936
METRO AREAS (MSAs/PMSAs/CMSAs)											
Bismarck, ND	80,764	87,676	8.6	31,865	704,990	1,144,428	13,053	35,915	1,748	35,444	46,848
Grand Forks, ND	66,192	71,285	7.7	23,844	489,852	867,297	12,167	36,374	957	93,929	8,094
Fargo-Moorhead, ND-MN	137,835	143,793	4.3	50,532	939,266	1,641,272	11,414	32,480	2,379	188,597	38,516
COUNTIES, Cities											
ADAMS	3,584	3,436	-4.1	1,231	35,926	53,071	15,446	43,112	371	11,540	7,067
BARNES	13,941	12,171	-12.7	4,146	92,736	134,214	11,027	32,372	1,015	64,290	10,770
Valley City	7,774	6,945	-10.7	2,778	46,497	69,065	9,945	24,861	*	*	*
BENSON	7,892	7,792	-1.3	3,452	39,080	67,722	8,691	19,618	760	39,584	8,074
BILLINGS	1,144	1,326	15.9	617	13,548	24,199	18,250	39,220	257	2,869	4,818
BOTTINEAU	9,339	9,274	-0.7	3,408	60,048	101,368	10,930	29,744	967	49,762	4,646
BOWMAN	4,212	4,183	-0.7	1,592	39,744	64,385	15,392	40,443	377	8,645	8,050
BURKE	3,802	3,385	-11.0	1,216	22,588	37,148	10,974	30,549	580	17,084	3,059
BURLEIGH	55,397	61,558	11.1	22,309	478,921	795,507	12,923	35,659	792	20,094	19,012
Bismarck	44,485	47,231	6.2	18,123	312,326	479,332	10,149	26,449	*	*	*
CASS	88,533	95,375	7.7	31,452	538,927	907,936	9,520	28,867	1,276	111,984	16,615
Fargo	61,383	63,589	3.6	22,907	301,425	496,229	7,804	21,663	*	*	*
CAVALIER	7,502	6,609	-11.9	2,487	47,831	88,388	13,374	35,540	971	64,432	3,033
DICKEY	7,219	6,910	-4.3	2,359	55,492	102,426	14,823	43,419	611	25,407	17,867
DIVIDE	3,442	3,229	-6.2	1,067	24,919	52,727	16,329	49,416	612	22,236	3,420
DUNN	4,655	4,889	5.0	2,070	38,710	42,000	8,591	20,290	697	10,732	16,689
EDDY	3,529	3,122	-11.5	1,021	21,519	38,319	12,274	37,531	345	17,564	5,616
EMMONS	5,823	5,232	-10.1	2,207	37,787	56,711	10,839	25,696	849	15,801	20,271
FOSTER	4,604	4,355	-5.4	1,646	32,687	50,441	11,582	30,645	345	26,294	4,680
GOLDEN VALLEY	2,376	2,292	-3.5	824	24,493	34,287	14,959	41,610	288	8,228	8,190

OHIO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Lima, OH	155,249	155,894	0.4	56,126	1,116,681	1,928,321	12,369	34,357	2,457	63,731	50,236
Lorain-Elyria OH	274,842	265,249	-3.5	92,182	1,933,751	2,838,528	10,701	30,793	1,110	31,978	14,323
Mansfield, OH	131,285	133,574	1.7	49,205	862,145	1,569,157	11,747	31,890	1,168	19,643	20,608
Toledo, OH	617,838	620,356	0.4	229,108	5,374,666	9,569,637	15,426	41,769	3,159	123,776	61,867
Youngstown-Warren, OH	530,562	512,387	-3.4	190,777	3,904,950	5,911,137	11,536	30,985	1,759	17,367	25,280
Cincinnati, OH-KY-IN	1,401,665	1,464,122	4.5	542,875	13,563,319	24,642,980	16,831	45,393	5,626	65,966	33,746
Steubenville-Weirton,OH-WV	163,173	144,771	-11.3	58,035	1,506,777	1,874,704	12,949	32,303	667	2,205	5,504
COUNTIES, Cities											
ADAMS	24,390	25,320	3.8	10,490	136,814	231,238	9,133	22,044	1,483	14,190	12,809
ALLEN	112,613	110,729	-1.7	42,245	804,317	1,370,362	12,376	32,438	1,202	31,610	18,397
Delphos	7,314	6,932	-5.2	2,499	35,374	56,909	8,210	22,773	*	*	*
Lima	47,381	43,042	-9.2	16,752	226,974	349,986	8,131	20,892	*	*	*
ASHLAND	46,313	46,628	0.7	16,674	355,835	620,691	13,312	37,225	1,185	12,985	32,990
Ashland	20,326	20,342	0.1	7,463	116,686	202,047	9,933	27,073	*	*	*
ASHTABULA	104,486	101,655	-2.7	39,261	767,227	1,226,696	12,067	31,245	1,271	13,633	23,948
Ashtabula	23,449	21,522	-8.2	8,344	127,368	190,806	8,866	22,867	*	*	*
Conneaut	13,835	12,604	-8.9	4,831	80,642	119,912	9,514	24,821	*	*	*
ATHENS	56,604	60,960	7.7	19,524	394,858	828,502	13,591	42,435	598	1,465	4,022
Athens	19,743	19,190	-2.8	5,656	100,684	187,016	9,745	33,065	*	*	*
AUGLAIZE	42,636	45,165	5.9	17,843	312,364	557,959	12,354	31,270	1,255	31,921	31,839
St. Marys	8,414	8,874	5.5	3,254	42,571	75,801	8,542	23,295	*	*	*
Wapakoneta	8,402	9,089	8.2	3,418	44,230	80,778	8,887	23,633	*	*	*
BELMONT	82,633	76,534	-7.4	29,102	721,126	1,067,342	13,946	36,676	743	*	*
Bellaire	8,241	6,342	-23.0	2,643	46,326	56,007	8,831	21,191	*	*	*
Martins Ferry	9,331	7,240	-22.4	3,181	66,044	80,504	11,119	25,308	*	*	*
BROWN	32,015	35,408	10.6	14,358	221,992	400,334	11,306	27,882	1,768	26,941	7,723
BUTLER	259,909	275,847	6.1	102,287	2,011,969	3,672,641	13,314	35,905	1,123	16,917	15,564
Hamilton	63,189	57,947	-8.3	22,783	336,262	517,539	8,931	22,716	*	*	*
Middletown	43,719	39,365	-10.0	15,898	260,988	394,400	10,019	24,808	*	*	*
CARROLL	25,587	27,315	6.8	10,769	165,286	293,940	10,761	27,295	779	3,989	11,833
CHAMPAIGN	33,687	33,068	-1.8	12,919	213,772	383,642	11,602	29,696	1,018	31,734	22,423
Urbana	10,762	9,718	-9.7	4,064	55,579	91,116	9,376	22,420	*	*	*
CLARK	150,209	145,650	-3.0	53,515	927,113	1,648,638	11,319	30,807	917	36,998	31,549
Springfield	72,563	67,287	-7.3	26,415	317,465	534,063	7,937	20,218	*	*	*
CLERMONT	129,640	175,007	35.0	72,282	1,150,864	2,489,494	14,225	34,441	1,149	11,956	5,649
CLINTON	34,645	36,439	5.2	13,706	276,273	532,364	14,610	38,842	977	36,624	20,111
Wilmington	10,431	10,627	1.9	4,254	67,000	124,935	11,756	29,369	*	*	*
COLUMBIANA	113,437	111,699	-1.5	43,039	811,061	1,253,740	11,224	29,130	1,170	12,770	25,432
East Liverpool	16,687	14,452	-13.4	5,721	88,085	117,990	8,164	20,624	*	*	*
Lisbon	3,159	2,835	-10.3	1,122	18,556	25,756	9,085	22,955	*	*	*
Salem	12,869	11,613	-9.8	4,689	73,718	102,888	8,860	21,942	*	*	*
COSHOCTON	36,110	36,384	0.8	13,569	269,978	448,238	12,320	33,034	944	9,231	17,319
Coshocton	13,405	12,775	-4.7	5,453	92,951	145,627	11,399	26,706	*	*	*
CRAWFORD	49,894	46,807	-6.2	17,377	404,442	603,969	12,903	34,757	975	34,936	15,524
Bucyrus	13,433	13,154	-2.1	5,315	83,826	129,372	9,835	24,341	*	*	*
Galion	12,391	10,889	-12.1	4,433	73,090	101,233	9,297	22,836	*	*	*
CUYAHOGA	1,493,017	1,414,605	-5.3	502,036	14,130,219	23,372,797	16,522	46,556	193	12,421	974
Cleveland	573,822	505,717	-11.9	182,697	2,735,723	5,770,448	11,410	31,585	*	*	*
DARKE	55,168	53,533	-3.0	20,401	445,101	801,023	14,963	39,264	2,165	55,066	66,115
Greenville	12,999	11,892	-8.5	4,692	83,887	141,328	11,926	30,228	*	*	*
Union City	1,716	2,867	67.1	1,154	13,591	39,436	13,755	34,173	*	*	*
DEFIANCE	40,112	39,138	-2.4	13,565	312,357	489,991	12,520	36,122	1,033	24,756	15,255
Defiance	16,810	16,682	-0.8	5,928	130,902	187,882	11,263	31,694	*	*	*
DELAWARE	54,118	62,209	15.0	20,588	477,628	1,003,077	16,124	48,721	920	24,380	11,378
Delaware	18,780	22,799	21.4	6,687	165,746	255,378	11,201	38,190	*	*	*
ERIE	79,811	77,827	-2.5	29,087	683,644	1,118,509	14,372	38,454	535	17,894	8,448
Sandusky	31,360	28,925	-7.8	11,428	197,485	302,709	10,465	26,488	*	*	*
FAIRFIELD	94,401	101,310	7.3	40,449	799,608	1,494,162	14,748	36,939	1,322	27,342	20,446
Lancaster	34,953	34,740	-0.6	14,001	236,642	408,567	11,761	29,181	*	*	*
FAYETTE	27,531	27,915	1.4	10,809	206,993	380,827	13,642	35,232	666	38,278	14,618
Washington	12,682	12,647	-0.3	5,183	70,234	126,619	10,012	24,430	*	*	*
FRANKLIN	868,125	953,945	9.9	327,101	8,366,844	16,804,267	17,616	51,373	675	28,779	6,575
Columbus	564,871	632,264	11.9	230,248	3,710,497	8,577,176	13,566	37,252	*	*	*
FULTON	37,793	39,252	3.9	15,874	301,707	566,788	14,440	35,705	1,180	40,434	42,907
GALLIA	30,164	31,368	4.0	11,611	221,152	372,922	11,889	32,118	992	5,025	7,594
Gallipolis	5,576	4,416	-20.8	1,711	37,341	47,731	10,809	27,897	*	*	*
GEAUGA	74,667	83,770	12.2	36,231	638,890	1,257,378	15,010	34,704	753	4,094	11,232
Chardon	4,434	4,808	8.4	1,765	26,206	49,863	10,371	28,251	*	*	*
GREENE	129,850	132,642	2.2	49,980	952,465	1,790,327	13,497	35,821	976	0	18,200
Beaver Creek	31,589	52,737	66.9	17,813	223,397	709,730	13,458	39,843	*	*	*
Fairborn	29,702	23,901	-19.5	9,562	161,895	247,913	10,372	25,927	*	*	*
Xenia	24,653	20,364	-17.4	7,731	117,401	184,544	9,062	23,871	*	*	*

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

OHIO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1990	POPULATION % Pop Change 90 vs 80	HOUSEHOLDS 1990 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1989 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1989 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
GUERNSEY	42,251	40,597	-3.9	14,945	286,809	471,477	11,614	31,547	937	1,295	7,006
Cambridge	13,573	10,991	-19.0	4,798	74,321	101,196	9,207	21,091	*	*	*
HAMILTON	871,442	857,004	1.7	304,133	8,490,597	14,974,302	17,473	49,236	400	12,584	3,162
Cincinnati	385,457	357,640	7.2	149,821	2,392,250	3,910,350	10,934	26,100	*	*	*
HANCOCK	64,555	68,610	6.3	25,829	573,804	1,153,266	16,809	44,650	1,299	46,625	13,265
Findlay	35,594	36,053	1.3	14,417	227,146	428,119	11,875	29,695	*	*	*
HARDIN	32,742	31,921	2.5	11,270	238,041	386,313	12,102	34,278	1,142	37,632	15,951
Kenton	8,605	8,186	4.9	3,230	47,129	74,437	9,093	23,046	*	*	*
HARRISON	18,271	14,331	-21.6	5,588	122,398	154,197	10,760	27,594	504	1,082	5,459
HENRY	28,302	28,769	1.7	11,044	216,508	362,329	12,594	32,808	1,211	43,778	17,825
Napoleon	8,614	9,014	4.6	3,514	51,464	88,913	9,864	25,303	*	*	*
HIGHLAND	33,489	35,063	4.7	13,381	235,880	469,373	13,387	35,078	1,470	27,908	13,109
Greenfield	5,034	5,233	4.0	2,005	25,533	50,386	9,629	25,130	*	*	*
HOCKING	24,456	25,184	3.0	9,485	186,686	310,597	12,333	32,746	411	*	*
Logan	6,557	6,648	1.4	2,754	42,776	70,013	10,531	25,422	*	*	*
HOLMES	29,413	32,787	11.5	15,416	166,202	339,206	10,346	22,004	1,574	4,789	50,486
HURON	54,652	56,140	2.7	22,105	432,277	835,771	14,887	37,809	1,053	44,419	13,348
Bellevue	8,187	7,747	-5.4	2,933	52,541	92,886	11,990	31,669	*	*	*
Norwalk	14,358	14,448	0.6	5,479	89,003	167,326	11,581	30,540	*	*	*
JACKSON	30,675	31,946	4.1	12,146	210,674	397,578	12,445	32,733	503	4,613	4,934
JEFFERSON	91,449	80,022	-12.5	30,039	869,792	1,166,282	14,575	38,826	514	1,426	4,477
Steubenville	26,400	20,517	-22.3	8,304	208,138	244,232	11,904	29,411	*	*	*
KNOX	46,328	48,409	4.5	17,303	328,103	644,150	13,306	37,228	1,257	16,694	29,503
Mount Vernon	14,323	14,695	2.6	6,143	76,911	147,967	10,069	24,087	*	*	*
LAKE	213,084	229,483	7.7	89,757	1,906,393	3,431,420	14,953	38,230	290	21,047	722
Willoughby	19,329	20,228	4.7	7,869	141,438	242,748	12,001	30,849	*	*	*
LAWRENCE	64,069	62,426	2.6	24,455	360,201	489,843	7,847	20,030	630	*	*
Ironton	14,290	12,615	-11.7	5,241	69,296	84,989	6,737	16,216	*	*	*
LICKING	121,334	127,226	4.9	48,411	951,027	1,803,806	14,178	37,260	1,552	24,384	42,328
Newark	41,200	40,033	2.8	16,409	248,977	431,211	10,771	26,279	*	*	*
LOGAN	39,217	39,827	1.6	14,676	297,947	493,899	12,401	33,654	1,058	26,349	23,963
Bellefontaine	11,888	12,247	3.0	4,887	67,316	113,378	9,258	23,200	*	*	*
LORAIN	274,842	265,249	3.5	105,895	1,933,751	2,838,528	10,701	26,805	1,110	31,978	14,323
Elyria	57,538	57,586	0.1	21,227	311,660	469,120	8,146	22,100	*	*	*
Lorain	75,416	64,456	-14.5	22,865	381,238	490,046	7,603	21,432	*	*	*
LUCAS	472,177	462,457	-2.1	166,704	4,167,756	7,242,320	15,661	43,444	574	28,636	8,051
Toledo	354,635	336,456	-5.1	128,344	2,148,765	3,996,720	11,879	31,141	*	*	*
MADISON	33,121	35,532	7.3	13,659	268,205	512,998	14,438	37,558	781	42,029	19,865
London	6,958	7,135	2.5	2,865	42,556	77,614	10,878	27,090	*	*	*
MAHONING	289,110	276,563	-4.3	106,603	2,073,166	3,247,636	11,743	30,465	766	9,761	12,465
Youngstown	115,436	101,989	-11.6	39,403	520,179	734,968	7,206	18,653	*	*	*
MARION	68,155	65,513	3.9	24,591	543,383	771,841	11,781	31,387	774	35,362	13,136
Marion	37,040	33,736	-8.9	13,250	220,548	292,216	8,662	22,054	*	*	*
MEDINA	113,929	121,554	6.7	51,223	952,798	1,763,897	14,511	34,436	1,180	11,250	18,731
Medina	15,268	15,838	3.7	5,998	106,140	194,565	12,285	32,438	*	*	*
MEIGS	23,834	27,378	14.9	10,565	161,256	285,222	10,418	26,997	595	2,603	6,339
Middleport	2,971	3,199	7.7	1,370	16,787	27,724	8,666	20,236	*	*	*
Pomeroy	2,728	2,874	5.4	1,166	15,111	24,417	8,496	20,941	*	*	*
MERCER	38,347	38,981	1.7	16,780	297,153	571,761	14,668	34,074	1,614	35,359	80,563
Celina	9,137	9,296	1.7	3,691	53,248	102,651	11,042	27,811	*	*	*
MIAMI	90,470	88,708	-1.9	33,873	610,558	1,074,786	12,116	31,730	1,224	34,175	20,146
Piqua	20,480	18,324	10.5	6,984	93,830	148,214	8,089	21,222	*	*	*
Troy	19,086	18,196	-4.7	7,079	93,418	157,234	8,641	22,211	*	*	*
MONROE	17,505	15,895	-9.2	6,201	133,309	212,059	13,341	34,198	825	627	5,751
MONTGOMERY	572,196	572,679	0.1	204,011	4,312,994	7,789,617	13,602	38,182	4,067	21,854	10,165
Dayton	203,371	192,794	-5.2	76,521	881,531	1,512,583	7,846	19,767	*	*	*
MORGAN	14,332	14,397	0.5	5,851	102,338	168,140	11,679	28,737	645	1,738	5,613
MORROW	26,451	27,833	5.2	11,424	185,108	353,739	12,709	30,965	1,005	19,890	14,638
MUSKINGUM	83,403	85,499	2.5	32,175	586,030	1,024,704	11,985	31,848	1,135	7,033	14,729
Zanesville	28,655	26,121	-8.8	10,786	134,361	204,958	7,846	19,002	*	*	*
NOBLE	11,332	11,585	2.2	4,683	84,603	154,566	13,342	33,006	610	297	3,872
OTTAWA	40,025	41,857	4.6	15,588	331,571	641,674	15,330	41,165	677	19,327	3,402
Oak Harbor	2,678	2,634	-1.6	1,037	16,500	29,914	11,357	28,847	*	*	*
Port Clinton	7,223	7,280	0.8	2,766	42,205	78,411	10,771	28,348	*	*	*
PAULDING	21,349	20,930	-2.0	8,594	145,926	243,904	11,653	28,381	777	31,861	10,864
PERRY	31,062	32,278	3.9	13,519	191,725	355,888	11,026	26,325	676	*	*
PICKAWAY	43,569	45,084	3.5	17,168	335,847	589,403	13,073	34,331	871	41,265	18,750
Circleville	11,700	11,679	-0.2	4,519	74,569	125,958	10,785	27,873	*	*	*
PIKE	22,901	29,948	30.8	11,803	156,907	349,867	11,682	29,642	521	*	*
PORTAGE	136,087	143,437	5.4	55,311	977,790	1,746,438	12,176	31,575	940	10,504	14,399
Kent	26,164	25,545	-2.4	8,779	122,282	200,661	7,855	22,857	*	*	*
Ravenna	11,987	12,236	2.1	4,764	63,178	108,391	8,858	22,752	*	*	*
PREBLE	38,382	41,156	7.2	16,399	241,059	463,554	11,263	28,267	1,319	31,367	24,749
PUTNAM	32,975	33,780	2.4	14,839	209,863	392,210	11,611	26,431	1,627	44,433	28,439
RICHLAND	131,285	133,574	1.7	49,392	862,145	1,569,157	11,747	31,769	1,168	19,643	20,608
Mansfield	53,927	53,375	-1.0	21,383	260,544	458,704	8,594	21,452	*	*	*
Shelby	9,646	9,547	-1.0	3,744	50,511	88,926	9,315	23,752	*	*	*

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

OHIO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1990	POPULATION % Pop Change 90 vs 80	HOUSEHOLDS 1990 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1989 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1989 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
ROSS	65,079	68,360	5.0	24,852	515,514	961,341	14,063	38,683	903	25,217	13,487
Chillicothe	23,420	23,062	1.5	9,333	165,478	288,191	12,496	30,879	*	*	*
SANDUSKY	63,172	63,494	0.5	25,177	477,207	915,970	14,426	36,381	1,046	39,380	10,850
Fremont	17,834	17,252	3.3	6,618	91,392	167,771	9,725	25,351	*	*	*
SCIOTO	84,653	82,107	3.0	30,858	615,521	1,087,297	13,242	35,235	712	5,390	5,049
Portsmouth	25,943	22,899	11.7	9,905	156,669	249,620	10,901	25,201	*	*	*
SENECA	61,819	61,943	0.2	23,920	475,513	708,677	11,441	29,627	1,453	41,602	20,599
Fostoria	15,743	15,382	2.3	5,929	89,59[illegible]	127,892	8,314	21,571	*	*	*
Tiffin	19,549	18,357	6.1	6,905	103,073	141,410	7,703	20,479	*	*	*
SHELBY	43,141	43,252	0.3	17,608	354,184	658,011	15,213	37,370	1,262	26,341	34,320
Sidney	17,657	18,165	2.9	6,864	107,389	205,688	11,323	29,966	*	*	*
STARK	378,975	374,746	1.1	139,851	2,868,132	4,722,115	12,601	33,765	1,375	17,739	25,463
Alliance	24,315	22,618	7.0	8,849	122,448	186,565	8,249	21,083	*	*	*
Canton	94,730	85,528	9.7	34,352	465,939	689,045	8,056	20,058	*	*	*
Massillon	30,557	28,775	5.8	11,254	157,161	242,408	8,424	21,540	*	*	*
SUMMIT	524,661	516,971	1.5	188,756	4,046,278	6,862,625	13,275	36,357	340	4,813	1,554
Akron	237,177	221,583	6.6	88,317	1,236,551	1,941,823	8,763	21,987	*	*	*
TRUMBULL	241,452	235,824	2.3	90,706	1,831,784	2,663,501	11,294	29,364	993	7,606	12,815
Niles	23,088	24,070	4.3	9,180	130,468	201,300	8,363	21,928	*	*	*
Warren	56,629	50,254	11.3	19,292	309,633	406,659	8,092	21,079	*	*	*
TUSCARAWAS	84,816	86,438	1.9	32,676	615,872	1,111,098	12,854	34,003	1,090	6,702	25,338
Dover	11,782	11,943	1.4	4,755	68,670	122,593	10,265	25,782	*	*	*
New Philadelphia	16,883	17,209	1.9	7,248	100,133	179,757	10,446	24,801	*	*	*
UNION	29,563	35,993	21.8	13,936	241,693	505,123	14,034	36,246	985	31,469	39,158
Marysville	7,414	9,242	24.7	3,736	47,317	101,429	10,975	27,149	*	*	*
VAN WERT	30,462	30,621	0.5	11,674	217,273	327,142	10,684	28,023	1,015	46,402	11,551
Van Wert	11,035	10,700	3.0	4,534	57,224	82,657	7,725	18,230	*	*	*
VINTON	11,670	11,624	0.4	4,640	83,430	160,066	13,770	34,497	249	582	5,716
WARREN	99,721	112,858	13.2	45,949	914,361	1,821,281	16,138	39,637	1,048	22,790	10,775
WASHINGTON	64,498	64,862	0.6	24,906	444,712	737,525	11,371	29,612	1,088	3,719	11,145
Marietta	16,467	15,139	8.1	6,073	85,531	128,538	8,491	21,165	*	*	*
WAYNE	97,701	105,233	7.7	40,774	776,855	1,521,354	14,457	37,312	1,866	20,200	93,998
Wooster	19,289	19,873	3.0	7,606	129,646	241,548	12,155	31,758	*	*	*
WILLIAMS	36,445	37,553	3.0	14,119	272,328	509,210	13,560	36,066	1,051	26,390	23,805
Bryan	7,879	8,285	5.2	3,412	47,726	91,144	11,001	26,713	*	*	*
WOOD	107,868	118,647	10.0	41,973	905,203	1,760,529	14,838	41,944	1,405	54,706	10,909
Bowling Green	25,728	28,072	9.1	8,071	123,963	238,501	8,496	29,550	*	*	*
WYANDOT	22,641	23,171	2.3	8,928	169,665	293,430	12,664	32,866	803	33,872	10,210
Upper Sandusky	5,967	6,175	3.5	2,501	33,870	59,337	9,609	23,725	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A. Economic Research Service Bulletin indicates State of Ohio 1987 Cash Receipts as follows: From Crops $1,847,101,000, from Livestock & Livestock Products $1,502,552,000. Total $3,349,653,000. * Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

OKLAHOMA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1990	POPULATION % Pop Change 90 vs 80	HOUSEHOLDS 1990 number of households	DISPOSABLE PERSONAL INCOME E&P 1989 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1989 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1989 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	3,037,548	3,344,192	10.1	1,258,979	24,196,000	38,190,884	14,192	30,335	72,523	794,764	1,673,870
METRO AREAS (MSAs/PMSAs/CMSAs)											
Enid, OK	62,865	62,577	-0.5	24,394	499,055	680,419	10,873	27,893	1,261	37,642	28,866
Lawton, OK	111,602	123,429	10.6	38,642	1,005,840	1,843,911	14,939	47,718	994	8,572	15,984
Oklahoma City, OK	864,628	1,003,564	16.1	385,962	8,476,622	13,277,034	13,230	34,400	6,526	47,246	108,826
Tulsa, OK	663,105	727,819	9.8	275,379	4,841,893	7,382,529	10,143	26,809	5,428	26,212	92,682
COUNTIES, Cities											
ADAIR	18,606	20,151	8.3	8,578	136,652	276,040	13,699	32,180	1,002	1,289	52,378
ALFALFA	7,034	6,806	-3.2	2,442	50,889	70,047	10,292	28,684	859	33,681	42,294
ATOKA	12,797	14,603	14.1	5,551	69,729	121,842	8,344	21,950	1,053	1,417	20,086
BEAVER	6,875	7,385	7.4	2,981	72,953	127,370	17,247	42,727	852	18,928	36,843
BECKHAM	19,520	21,900	12.2	8,347	153,164	247,490	11,301	29,650	780	10,164	10,020
Elk City	9,579	11,042	15.3	4,498	64,792	107,889	9,771	23,986	*	*	*
BLAINE	13,483	13,126	-2.6	5,109	86,146	138,543	10,555	27,117	949	20,682	25,474

OKLAHOMA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
	1980 U.S. Census	E&P estimate Jan. 1 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1988 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
BRYAN	30,693	34,461	12.3	12,521	198,825	342,014	9,925	27,315	1,351	7,484	14,279
Durant	11,972	12,657	5.7	5,219	61,005	98,032	7,745	18,784	•	•	•
CADDO	30,711	32,878	7.1	13,022	203,461	308,385	9,380	23,682	1,640	42,867	23,234
Anadarko	6,378	6,182	-3.1	2,326	29,488	40,164	6,497	17,267	•	•	•
CANADIAN	57,278	80,857	41.2	35,188	543,723	1,010,922	12,503	28,729	1,126	19,874	36,949
El Reno	15,486	15,145	-2.2	5,444	92,233	112,928	7,456	20,744	•	•	•
CARTER	43,632	48,423	11.0	18,487	332,343	487,395	10,065	26,364	1,063	1,948	13,473
Ardmore	23,689	25,217	6.5	10,151	135,077	199,058	7,894	19,610	•	•	•
CHEROKEE	30,839	34,903	13.2	13,228	291,143	506,194	14,503	38,267	1,087	•	•
Tahlequah	9,708	9,838	1.3	3,624	76,159	117,608	11,954	32,453	•	•	•
CHOCTAW	17,009	16,113	-5.3	6,319	100,767	151,291	9,389	23,942	977	1,061	17,729
Hugo	7,172	6,667	-7.0	2,664	30,636	44,965	6,744	16,879	•	•	•
CIMARRON	3,646	3,450	-5.4	1,304	35,753	72,009	20,872	55,222	458	19,683	54,707
CLEVELAND	134,883	174,435	29.3	65,139	1,271,755	2,303,506	13,206	35,363	964	2,294	12,338
Norman	68,020	71,873	5.7	25,754	488,853	652,447	9,078	25,334	•	•	•
COAL	6,003	6,321	5.3	2,580	31,508	51,186	8,098	19,840	589	289	10,195
COMANCHE	111,602	123,429	10.6	45,559	1,005,840	1,843,911	14,939	40,473	994	8,572	15,984
Lawton	80,054	92,725	15.8	32,064	578,221	1,137,234	12,265	35,468	•	•	•
COTTON	7,375	6,974	-5.4	2,677	53,467	94,401	13,536	35,264	560	17,318	12,983
CRAIG	14,961	15,049	0.6	5,500	76,223	113,157	7,519	20,574	1,164	5,381	40,406
Vinita	6,740	7,211	7.0	2,775	23,202	37,267	5,168	13,430	•	•	•
CREEK	59,414	71,494	20.3	29,751	341,823	588,893	8,237	19,794	1,190	993	8,753
Sapulpa	15,853	16,735	5.6	6,465	67,080	99,111	5,922	15,330	•	•	•
CUSTER	26,106	31,207	19.5	11,268	244,265	418,800	13,420	37,167	868	24,892	25,306
Clinton	8,796	9,945	13.1	3,911	67,396	108,545	10,915	27,754	•	•	•
Weatherford	9,640	11,755	21.9	4,316	70,903	123,158	10,477	28,535	•	•	•
DELAWARE	24,193	29,894	23.6	11,459	230,210	537,651	17,985	46,920	1,126	2,199	38,857
DEWEY	5,936	6,219	4.8	2,348	53,113	92,292	14,840	39,307	729	12,756	13,692
ELLIS	5,609	5,828	3.9	2,285	51,794	86,162	14,784	37,708	612	8,814	14,027
GARFIELD	62,865	62,577	-0.5	23,063	499,055	680,419	10,873	29,503	1,261	37,642	2,886
Enid	50,363	50,407	0.1	19,742	291,661	409,419	8,122	20,738	•	•	•
GARVIN	27,904	30,161	8.1	11,276	219,200	329,936	10,939	29,260	1,355	5,860	22,992
Pauls Valley	5,664	5,566	-1.7	2,489	29,256	39,372	7,074	15,818	•	•	•
GRADY	39,716	44,142	11.1	18,033	311,804	497,813	11,278	27,606	1,579	13,510	41,105
Chickasha	15,828	16,525	4.4	6,898	94,820	141,571	8,567	20,523	•	•	•
GRANT	6,477	6,409	-1.0	2,429	44,664	61,465	9,590	25,305	903	37,904	22,907
GREER	6,867	6,759	-1.6	2,242	48,082	72,124	10,671	32,169	518	•	•
HARMON	4,439	4,253	-4.2	1,562	30,407	47,633	11,200	30,495	393	11,253	6,481
HARPER	4,696	4,206	-10.4	1,529	46,858	61,338	14,583	40,116	529	12,897	39,034
HASKELL	11,034	12,491	13.2	4,736	57,431	103,607	8,295	21,876	790	1,178	13,895
HUGHES	14,342	14,013	-2.3	5,378	83,540	114,273	8,155	21,248	908	4,050	8,406
Holdenville	5,469	5,240	-4.2	2,375	23,796	31,824	6,073	13,400	•	•	•
JACKSON	30,143	30,707	1.9	11,714	205,692	361,270	11,765	30,841	671	31,862	10,108
Altus	23,101	23,593	2.1	8,030	126,216	222,613	9,436	27,723	•	•	•
JEFFERSON	8,157	8,194	0.5	3,075	52,341	83,381	10,176	27,116	560	5,241	17,781
JOHNSTON	10,374	11,261	8.6	4,125	56,157	98,497	8,747	23,878	595	1,292	14,507
KAY	49,829	53,487	7.3	19,949	383,868	555,717	10,390	27,857	1,025	30,437	19,921
Blackwell	8,400	8,278	-1.5	3,336	36,916	49,380	5,965	14,802	•	•	•
Ponca City	26,238	28,354	8.1	11,636	145,086	212,809	7,505	18,289	•	•	•
KINGFISHER	14,172	15,232	7.5	6,313	116,519	169,322	11,116	26,821	956	20,503	47,214
KIOWA	12,696	12,236	-3.6	4,395	83,984	148,550	12,140	33,800	823	23,818	14,805
Hobart	4,735	4,585	-3.2	1,922	22,619	40,228	8,774	20,930	•	•	•
LATIMER	9,854	10,375	5.3	4,005	54,330	91,180	8,788	22,767	578	170	4,369
LE FLORE	40,902	45,031	10.1	17,824	189,937	351,598	7,808	19,726	1,494	3,702	18,862
LINCOLN	26,917	28,172	4.7	11,379	190,645	274,803	9,754	24,150	1,731	2,387	19,036
LOGAN	27,076	32,420	19.7	12,780	201,339	315,413	9,729	24,680	951	10,611	11,376
Guthrie	10,312	10,641	3.2	4,151	47,959	62,751	5,897	15,117	•	•	•
LOVE	7,480	8,061	7.8	3,107	49,831	88,231	10,945	28,397	593	3,087	12,177
MCCLAIN	20,338	26,580	30.7	11,246	157,495	280,932	10,569	24,981	977	5,153	24,212
MCCURTAIN	35,988	37,812	5.1	16,098	182,169	332,576	8,796	20,659	1,341	3,560	34,072
Idabell	7,622	8,175	7.3	3,175	30,743	57,449	7,027	18,094	•	•	•
MCINTOSH	15,620	17,645	13.0	6,395	78,878	124,285	7,044	19,435	869	2,398	7,742
MAJOR	8,787	9,320	6.1	3,750	60,648	88,549	9,501	23,613	869	15,840	17,164
MARSHALL	10,646	11,749	10.4	4,298	73,825	125,543	10,685	29,210	414	2,143	5,054
MAYES	32,476	36,620	12.8	14,933	231,694	367,852	10,045	24,633	1,309	3,191	19,944
Pryor	8,483	8,736	3.0	3,621	52,158	75,310	8,621	20,798	•	•	•
MURRAY	12,316	13,845	12.4	5,116	88,380	154,930	11,190	30,263	411	543	8,156
MUSKOGEE	66,992	71,470	6.7	27,614	431,435	666,683	9,328	24,143	1,419	9,507	18,388
Muskogee	40,011	41,561	3.9	16,883	200,282	298,737	7,188	17,695	•	•	•
NOBLE	11,653	11,819	1.4	4,489	78,339	110,478	9,347	24,611	751	14,463	18,089
Perry	5,796	5,945	2.6	2,547	27,879	39,888	6,710	15,661	•	•	•
NOWATA	11,563	11,100	-4.0	4,311	55,125	73,352	6,608	17,015	696	2,336	13,813
OKFUSKEE	11,072	11,659	5.3	4,610	56,993	94,301	8,088	20,456	745	1,776	8,494

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

OKLAHOMA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
OKLAHOMA	569,583	625,315	9.8	229,355	5,884,180	8,717,451	13,941	38,009	1,101	5,217	8,629
Edmond	34,637	53,674	55.0	17,536	292,261	846,637	15,774	48,280	*	*	*
Midwest City	49,559	51,513	3.9	18,225	336,392	653,648	12,689	35,865	*	*	*
Oklahoma City	403,213	432,232	7.2	164,058	2,971,939	5,955,604	13,779	36,302	*	*	*
OKMULGEE	39,257	41,983	6.9	15,541	225,478	325,912	7,763	20,971	1,071	3,076	8,635
Henryetta	6,432	6,524	1.4	2,718	25,492	34,568	5,299	12,718	*	*	*
Okmulgee	16,263	17,072	5.0	6,476	67,755	95,091	5,570	14,684	*	*	*
OSAGE	39,678	42,228	6.4	16,832	244,057	348,560	8,254	20,708	1,028	5,437	52,205
Pawhuska	4,771	5,207	9.1	2,309	24,537	35,960	6,906	15,574	*	*	*
OTTAWA	32,849	34,011	3.5	12,387	166,722	232,014	6,822	18,730	963	9,930	15,306
Miami	14,237	14,371	0.9	5,695	59,153	79,680	5,544	13,991	*	*	*
PAWNEE	15,443	19,403	25.6	7,689	119,015	198,809	10,246	25,856	643	2,986	15,456
PAYNE	62,623	65,752	5.0	20,101	489,440	814,450	12,387	40,518	1,123	4,487	19,110
Cushing	7,720	7,800	1.0	3,173	56,717	90,059	11,546	28,383	*	*	*
Stillwater	38,268	39,717	3.8	12,979	229,963	375,089	9,444	28,900	*	*	*
PITTSBURG	40,417	44,291	9.6	16,325	259,727	473,113	10,682	28,981	1,377	1,886	14,393
McAlester	17,255	16,372	-5.1	6,473	89,282	138,125	8,437	21,339	*	*	*
PONTOTOC	32,715	34,777	6.3	12,538	221,520	333,958	9,603	26,636	1,048	946	19,180
Ada	15,902	16,053	0.9	6,695	79,782	112,828	7,028	16,853	*	*	*
POTTAWATOMIE	55,470	63,957	15.3	25,186	418,130	648,810	10,144	25,761	1,407	4,097	15,322
Shawnee	26,506	26,720	0.8	10,936	141,152	183,409	6,864	16,771	*	*	*
PUSHMATAHA	11,829	12,763	7.9	4,909	60,809	117,712	9,223	23,979	769	345	10,016
ROGER MILLS	4,919	5,463	11.1	2,321	45,769	82,279	15,061	35,450	724	5,354	17,689
ROGERS	47,032	58,953	25.3	25,388	293,898	507,776	8,613	20,001	1,275	2,843	12,861
Claremore	12,085	13,064	8.1	4,919	52,185	76,630	5,866	15,578	*	*	*
SEMINOLE	27,491	29,176	6.1	11,601	167,408	243,231	8,337	20,966	1,030	1,592	8,991
Seminole	8,590	9,111	6.1	3,910	42,722	61,826	6,786	15,812	*	*	*
Wewoka	5,480	5,666	3.4	2,330	21,015	29,647	5,232	12,724	*	*	*
SEQUOYAH	30,874	38,060	23.3	16,020	141,688	285,743	7,508	17,837	1,011	2,839	4,551
STEPHENS	43,740	45,193	3.3	17,441	367,119	482,596	10,679	27,670	1,134	5,426	17,698
Duncan	22,517	23,777	5.6	9,916	147,376	198,549	8,350	20,023	*	*	*
TEXAS	17,671	17,545	-0.7	6,867	180,605	224,968	12,822	32,761	795	43,550	240,502
Guymon	8,492	8,264	-2.7	3,009	66,460	80,793	9,777	26,850	*	*	*
TILLMAN	12,431	10,740	-13.6	3,944	87,436	135,036	12,573	34,238	692	29,636	10,388
Frederick	6,153	5,763	-6.3	2,261	32,973	56,310	9,771	24,905	*	*	*
TULSA	474,521	502,700	5.9	182,041	3,723,728	5,494,497	10,930	30,183	998	7,751	8,188
Broken Arrow	35,761	68,039	90.3	21,246	190,200	624,494	9,178	29,393	*	*	*
Tulsa	360,919	347,739	-3.7	134,662	2,107,957	3,504,897	10,079	26,027	*	*	*
WAGONER	42,460	52,444	23.5	23,217	238,387	442,803	8,443	19,072	937	9,188	10,675
WASHINGTON	48,681	45,649	-6.2	16,872	357,009	483,578	10,593	28,662	703	3,419	9,156
Bartlesville	34,568	32,650	-5.5	13,054	188,020	250,842	7,683	19,216	*	*	*
WASHITA	13,928	15,181	9.0	6,024	110,614	214,747	14,146	35,649	1,135	28,603	20,269
WOODS	10,972	10,243	-6.6	3,395	113,396	164,521	16,062	48,460	819	24,383	22,680
Alva	6,416	5,625	-12.3	2,294	55,852	75,083	13,348	32,730	*	*	*
WOODWARD	21,368	22,653	6.0	9,330	223,654	302,768	13,365	32,451	733	10,873	19,993
Woodward	13,610	14,716	8.1	5,765	111,040	154,506	10,499	26,801	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Oklahoma 1987 Cash Receipts as follows. From Crops $794,764,000; from Livestock & Livestock Products $1,673,870,000. Total $2,468,634,000 *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

OREGON POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop. Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,637,639	2,721,402	3.2	1,066,314	21,843,998	39,495,431	16,229	37,039	34,087	935,459	705,133
METRO AREAS (MSAs/PMSAs/CMSAs)											
Eugene-Springfield,OR	276,033	265,087	-4.0	105,165	2,221,305	3,850,411	14,525	36,613	2,208	29,873	24,529
Medford, OR	132,675	142,460	7.4	54,161	928,282	1,760,228	12,356	32,500	1,632	21,815	18,654
Portland, OR	1,107,070	1,171,876	5.9	471,660	10,276,992	18,601,121	15,873	39,438	7,812	163,358	85,690
Salem, OR	250,518	255,849	2.1	95,007	1,918,994	3,518,104	13,751	37,030	4,021	169,672	61,767
COUNTIES, Cities											
BAKER	16,116	15,480	-3.9	5,936	111,868	170,612	11,021	28,742	678	5,315	28,543
Baker	9,471	9,120	-3.7	3,631	49,475	75,711	8,302	20,851	*	*	*

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

OREGON POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
BENTON	68,062	68,227	0.2	23,978	599,785	1,298,032	19,025	54,134	723	18,642	7,465
Corvallis	40,960	41,939	2.4	15,478	274,738	613,075	14,618	39,609	*	*	*
CLACKAMAS	242,515	266,409	9.9	112,023	2,210,358	4,381,832	16,448	39,115	3,489	54,029	33,159
Oregon City	14,673	16,786	14.4	6,245	83,535	173,455	10,333	27,775	*	*	*
CLATSOP	32,455	32,224	-0.7	11,952	242,538	448,399	13,915	37,517	281	134	4,987
Astoria	9,998	9,051	-9.5	4,079	62,890	105,128	11,615	25,773	*	*	*
COLUMBIA	35,670	37,033	3.8	15,659	255,276	417,301	11,268	26,649	781	3,490	6,062
COOS	63,947	60,241	-5.8	23,932	467,708	769,989	12,782	32,174	782	3,549	14,881
Coos Bay	14,424	12,986	-10.0	5,179	86,333	135,108	10,404	26,088	*	*	*
North Bend	9,779	9,342	-4.5	3,519	60,037	99,697	10,672	28,331	*	*	*
CROOK	13,125	12,962	-1.2	5,173	93,572	181,312	13,988	35,050	428	7,428	16,619
CURRY	17,064	17,113	0.3	6,402	127,311	215,027	12,565	33,587	173	2,137	2,764
DESCHUTES	63,094	70,051	11.0	28,706	498,004	1,066,455	15,224	37,151	876	3,555	10,930
Bend	17,263	16,021	-7.2	6,851	118,853	211,638	13,210	30,892	*	*	*
DOUGLAS	93,824	94,602	0.8	39,331	647,810	1,139,697	12,047	28,977	1,844	6,283	18,620
Roseburg	16,644	17,851	7.3	7,122	98,095	184,965	10,362	25,971	*	*	*
GILLIAM	2,039	1,747	-14.3	736	15,188	22,994	13,162	31,242	164	19,448	5,351
GRANT	8,211	8,449	2.9	3,559	58,697	105,735	12,514	29,709	364	1,372	13,753
HARNEY	8,332	7,179	-13.8	2,980	61,377	95,591	13,315	32,078	409	5,497	19,988
HOOD RIVER	15,758	15,803	0.	6,426	133,814	246,686	15,610	38,389	546	30,544	1,500
JACKSON	132,675	142,460	7.4	55,530	928,282	1,760,228	12,356	31,699	1,632	21,815	18,654
Ashland	14,943	17,300	15.8	7,064	82,777	170,407	9,850	24,123	*	*	*
Medford	39,603	40,922	3.3	16,600	243,026	446,533	10,912	26,900	*	*	*
JEFFERSON	11,601	12,299	6.0	5,659	83,963	177,586	14,439	31,381	368	23,364	17,481
JOSEPHINE	58,972	69,260	17.4	27,795	357,249	729,561	10,534	26,248	674	2,400	10,083
Grants Pass	15,032	16,637	10.7	6,870	75,167	144,161	8,665	20,984	*	*	*
KLAMATH	58,987	56,921	-3.5	23,065	431,415	713,350	12,532	30,928	999	36,714	30,823
Klamath Falls	16,661	14,558	-12.6	6,068	90,691	134,507	9,239	22,167	*	*	*
LAKE	7,575	7,188	-5.1	3,051	55,707	95,181	13,242	31,197	402	8,935	18,681
LANE	276,033	265,087	-4.0	101,955	2,221,305	3,850,411	14,525	37,766	2,208	29,873	24,529
Eugene	105,624	110,843	4.9	45,792	731,656	1,395,761	12,592	30,480	*	*	*
LINCOLN	35,526	36,797	3.6	13,306	269,599	519,375	14,115	39,033	297	669	1,302
LINN	89,514	89,161	-0.4	37,090	718,885	1,171,026	13,134	31,573	2,062	59,150	30,502
Albany	26,546	26,886	1.3	11,013	176,194	295,756	11,000	26,855	*	*	*
MALHEUR	26,912	28,474	5.8	12,185	169,478	289,087	10,153	23,725	1,302	64,484	65,326
Ontario	8,814	10,128	14.9	3,866	42,252	79,101	7,810	20,461	*	*	*
MARION	205,469	209,015	1.7	81,445	1,581,406	2,900,188	13,876	35,609	2,825	143,109	47,680
Salem	89,233	100,549	12.7	40,137	539,411	1,118,798	11,127	27,874	*	*	*
MORROW	7,623	9,084	19.2	3,939	63,367	125,977	13,868	31,982	353	60,522	59,144
MULTNOMAH	561,558	554,314	-1.3	198,286	5,093,330	8,144,807	14,693	41,076	610	21,492	3,689
Portland	366,383	336,593	-8.1	138,604	2,420,748	3,672,715	10,911	26,498	*	*	*
POLK	45,049	46,834	4.0	19,107	337,588	617,916	13,194	32,340	1,196	26,563	14,087
SHERMAN	2,188	1,906	-12.9	830	16,775	22,629	11,873	27,264	198	21,971	2,856
TILLAMOOK	21,245	20,717	-2.5	7,661	146,318	263,482	12,718	34,393	390	340	38,639
UMATILLA	59,060	59,280	0.4	24,678	454,523	800,600	13,505	32,442	1,441	106,966	47,929
Pendleton	14,521	12,905	-11.1	5,224	90,026	142,166	11,016	27,214	*	*	*
UNION	23,942	24,099	0.7	10,286	168,193	299,569	12,431	29,124	781	19,032	13,195
La Grande	11,354	12,153	7.0	5,075	60,258	115,749	9,524	22,808	*	*	*
WALLOWA	7,303	7,335	0.4	2,741	55,633	95,524	13,023	34,850	472	9,437	16,810
WASCO	21,732	21,041	-3.2	8,376	185,683	271,316	12,895	32,392	502	28,236	5,508
The Dalles	10,820	10,131	-6.4	4,168	66,584	93,236	9,203	22,369	*	*	*
WASHINGTON	247,435	293,571	18.6	118,142	2,526,776	5,254,257	17,898	44,474	1,919	52,187	19,326
WHEELER	1,466	1,457	-0.6	579	8,689	13,474	9,248	23,271	124	1,127	4,751
YAMHILL	55,562	57,582	3.6	24,235	446,528	820,225	14,244	33,845	1,794	35,650	29,516

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Oregon 1987 Cash Receipts as follows: From Crops $935,459,000; from Livestock & Livestock Products $705,133,000; Total $1,640,592,000. *—Included in county totals.
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PENNSYLVANIA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop. Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	11,879,679	12,000,767	1.0	4,409,415	99,835,997	179,703,552	17,110	40,755	55,535	751,294	2,084,966
METRO AREAS (MSAs/PMSAs/CMSAs)											
Altoona, PA	136,603	135,056	-1.1	50,194	979,487	1,758,889	13,023	35,042	502	4,036	28,018
Beaver, PA	204,484	186,944	-8.6	68,446	1,784,363	2,313,922	12,378	33,807	572	2,635	7,816

PENNSYLVANIA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U S Census	E&P estimate Jan 1 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Erie, PA	280,254	283,742	1.2	102,156	2,149,953	3,575,518	12,601	35,001	1,475	25,527	30,481
Harrisburg-Lebanon-											
Carlisle, PA	558,110	596,300	6.8	221,456	6,232,450	11,414,744	19,143	51,544	3,619	36,862	192,471
Johnstown, PA	264,115	239,174	9.4	86,221	1,838,150	2,767,859	11,573	32,102	1,729	11,230	46,943
Lancaster, PA	363,928	409,075	12.4	142,514	3,098,514	6,586,451	16,101	46,216	4,991	63,208	511,651
Pittsburgh, PA	2,216,645	2,169,046	2.2	833,477	20,195,981	33,268,194	15,338	39,915	4,378	26,908	56,537
Reading, PA	313,348	324,736	3.6	121,758	2,551,921	5,035,623	15,507	41,358	1,929	72,549	90,710
Scranton-Wilkes											
- Barre, PA	729,316	748,051	2.6	277,071	4,998,266	9,468,811	12,658	34,175	2,325	27,660	50,049
Sharon, PA	128,587	123,405	4.0	44,381	1,004,710	1,526,827	12,372	34,403	1,401	8,847	23,537
State College PA	113,080	123,542	9.3	38,458	952,068	2,039,106	16,505	53,022	824	7,886	27,330
Williamsport PA	118,555	116,250	1.9	42,505	827,559	1,446,125	12,440	34,022	918	9,653	23,551
York, PA	382,993	408,617	6.7	148,898	3,164,064	6,635,872	16,240	44,567	3,502	68,195	143,513
Allentown-											
Bethlehem PA-NJ	638,375	669,136	4.8	248,686	5,561,873	10,348,594	15,466	41,613	1,957	45,923	56,309
Philadelphia, PA-NJ	4,720,929	4,880,325	3.4	1,751,961	41,652,087	80,590,288	16,513	46,000	5,241	263,509	137,297
COUNTIES, Cities											
ADAMS	68,655	74,457	8.5	28,154	511,428	1,123,941	15,095	39,921	1,199	34,169	65,991
Gettysburg	7,194	7,003	-2.7	2,513	32,903	64,350	9,189	25,607	*	*	*
ALLEGHENY	1,448,332	1,418,752	-2.0	509,119	13,863,536	22,961,805	16,185	45,101	484	5,867	4,380
Brackenridge	4,297	4,215	-1.9	1,746	24,430	40,139	9,523	22,989	*	*	*
Clairton	12,188	11,428	-6.2	4,709	68,755	107,985	9,449	22,932	*	*	*
Duquesne	10,094	9,646	4.4	3,983	96,620	104,909	10,876	26,339	*	*	*
McKeesport	31,012	29,185	-5.9	12,160	172,083	271,260	9,295	22,308	*	*	*
Pittsburgh	423,938	398,649	6.0	163,762	2,503,053	3,942,549	9,890	24,075	*	*	*
Tarentum	6,419	6,213	3.2	2,623	34,178	55,412	8,919	21,125	*	*	*
ARMSTRONG	77,776	75,758	-2.6	29,660	538,776	950,553	12,547	32,048	800	30,585	10,951
Kittanning	5,432	4,592	15.5	2,087	24,520	37,268	8,116	17,857	*	*	*
BEAVER	204,484	186,944	-8.6	72,058	1,784,363	2,313,922	12,378	32,112	572	2,635	7,816
Aliquippa	17,094	12,900	24.5	5,062	103,624	108,949	8,446	21,523	*	*	*
Ambridge	9,575	7,575	-20.9	3,370	57,331	63,190	8,342	18,751	*	*	*
Beaver	5,441	4,423	-18.7	2,000	45,017	50,985	11,527	25,493	*	*	*
Rochester	4,759	4,081	14.2	1,716	29,434	35,166	8,617	20,493	*	*	*
BEDFORD	46,986	46,265	-1.5	18,164	350,791	685,640	14,820	37,747	1,092	5,210	37,792
Bedford	3,326	3,002	-9.7	1,343	24,286	43,506	14,492	32,395	*	*	*
BERKS	313,348	324,736	3.6	116,735	2,551,921	5,035,623	15,507	43,137	1,929	72,549	90,710
Reading	78,686	74,729	-5.0	31,678	365,435	649,219	8,688	20,494	*	*	*
BLAIR	136,603	135,056	-1.1	50,948	979,487	1,758,889	13,023	34,523	502	4,036	28,018
Altoona	57,078	53,109	-7.0	20,711	293,673	488,108	9,191	23,568	*	*	*
Tyrone	6,346	5,883	-7.3	2,385	32,446	53,729	9,133	22,528	*	*	*
BRADFORD	63,043	66,345	5.2	25,599	452,964	852,660	12,852	33,308	1,530	3,623	75,846
Athens	3,622	3,400	-6.1	1,355	19,981	33,354	9,810	24,615	*	*	*
Sayre	6,951	6,740	-3.0	2,523	38,946	67,154	9,964	26,617	*	*	*
Towanda	3,526	3,252	-7.8	1,232	20,975	34,400	10,578	27,922	*	*	*
BUCKS	481,061	558,535	16.1	226,935	4,395,988	9,361,740	16,761	41,253	991	28,378	22,115
Bristol	10,867	9,923	-8.7	3,739	57,403	95,667	9,641	25,586	*	*	*
Doyleston	8,717	9,749	11.8	3,992	59,646	121,750	12,488	30,498	*	*	*
Doyleston	8,717	9,331	7.0	3,239	79,657	106,027	11,363	32,734	*	*	*
Langhorne	1,697	2,725	60.6	880	16,017	55,089	20,216	62,601	*	*	*
BUTLER	148,360	154,227	4.0	59,247	1,138,040	2,002,197	12,982	33,794	1,279	23,880	15,229
Butler	17,026	15,452	-9.2	6,571	94,697	144,317	9,340	21,963	*	*	*
CAMBRIA	182,746	158,962	-13.0	60,518	1,291,141	1,871,479	11,773	30,924	602	5,861	8,800
Johnstown	35,496	25,535	-28.1	10,712	163,860	193,203	7,566	18,036	*	*	*
CAMERON	6,675	5,958	-10.7	2,127	49,290	66,254	11,120	31,149	27	*	*
CARBON	53,297	54,724	2.7	20,508	388,090	667,177	12,192	32,533	182	2,304	1,621
Jim Thorpe	5,263	5,119	-2.7	1,929	25,349	40,483	7,908	20,987	*	*	*
Lansford	4,466	4,121	-7.7	1,833	22,859	34,634	8,404	18,895	*	*	*
Lehighton	5,826	5,641	-3.2	2,228	31,704	50,404	8,935	22,623	*	*	*
Palmerton	5,455	5,322	-2.4	2,197	33,635	53,880	10,124	24,524	*	*	*
CENTRE	113,080	123,542	9.3	39,786	952,068	2,039,106	16,505	51,252	824	7,886	27,330
Bellefonte	6,300	6,200	-1.6	2,421	45,575	87,321	14,084	36,068	*	*	*
State College	36,130	38,763	7.3	10,870	183,210	382,686	9,872	35,206	*	*	*
CHESTER	318,735	352,180	10.5	135,454	3,106,303	6,480,224	18,400	47,841	1,825	132,674	73,528
Coatesville	10,698	10,324	-3.5	3,910	52,816	94,958	9,138	24,286	*	*	*
Honey Brook	1,164	1,605	37.9	602	9,797	28,667	17,861	47,620	*	*	*
Phoenixville	14,165	13,573	-4.2	5,351	80,121	143,029	10,538	26,729	*	*	*
West Chester	17,435	17,136	-1.7	5,840	86,609	158,588	9,255	27,155	*	*	*
CLARION	43,489	43,000	-1.1	15,789	344,461	561,833	13,066	35,584	584	2,411	9,222
CLEARFIELD	83,716	82,731	-1.2	31,900	649,969	1,065,270	12,876	33,394	467	1,913	6,349
Clearfield	7,580	6,706	-11.5	2,819	47,692	69,607	10,380	24,692	*	*	*
Curwensville	3,116	2,834	-9.1	1,098	18,251	27,385	9,663	24,941	*	*	*
Du Bois	9,290	8,180	-11.9	3,268	63,280	91,923	11,238	28,128	*	*	*
CLINTON	39,090	38,084	-2.6	13,967	242,636	376,475	9,885	26,955	293	4,132	10,067
Lock Haven	9,617	8,377	-12.9	2,968	41,554	57,046	6,810	19,220	*	*	*

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PENNSYLVANIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1988 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
COLUMBIA	62,139	63,409	2.0	22,403	403,344	729,675	11,507	32,570	822	13,165	12,401
Berwick	11,850	10,995	-7.2	4,428	58,376	95,041	8,644	21,464	•	•	•
Bloomsburg	11,717	11,607	-0.9	3,788	48,722	84,689	7,296	22,357	•	•	•
CRAWFORD	89,087	88,143	1.1	32,816	639,538	1,091,468	12,383	33,260	1,507	5,941	38,262
Meadville	15,544	14,120	9.2	5,622	96,668	150,822	10,681	26,827	•	•	•
Titusville	6,884	6,257	9.1	2,417	39,186	61,174	9,777	25,310	•	•	•
CUMBERLAND	178,914	202,583	13.2	72,980	2,256,308	4,291,315	21,183	58,801	1,174	12,550	52,854
Carlisle	18,314	19,537	6.7	7,588	168,659	300,273	15,369	39,572	•	•	•
DAUPHIN	233,211	242,091	3.8	85,039	2,762,866	4,907,245	20,270	57,706	776	8,648	32,700
Harrisburg	53,264	47,484	-10.9	[illegible]582	398,195	594,586	12,522	28,749	•	•	•
DELAWARE	554,641	556,180	0.3	[illegible]164	5,211,461	9,813,458	17,644	46,850	113	3,838	2,492
Chester	45,794	45,673	-0.3	16,470	185,443	401,390	8,788	24,371	•	•	•
ELK	38,501	37,335	-3.0	14,587	252,817	438,155	11,736	30,037	156	177	2,525
Ridgeway	3,938	3,590	8.8	1,292	17,651	28,458	7,927	22,026	•	•	•
St. Marys	5,604	5,152	-8.1	1,980	26,751	43,494	8,442	21,967	•	•	•
ERIE	6,417	5,672	-11.6	2,062	36,520	57,089	10,065	27,686	1,475	25,527	30,481
Corry	280,254	283,742	1.2	106,807	2,149,953	3,575,518	12,601	33,476	•	•	•
Erie	7,149	6,812	-4.7	2,642	37,501	57,443	8,433	21,742	•	•	•
FAYETTE	119,123	111,147	6.7	41,969	625,778	938,628	8,445	22,365	908	5,583	11,800
Brownsville	160,415	153,194	4.5	58,281	1,227,528	1,938,362	12,653	33,259	•	•	•
Connellsville	4,043	3,189	21.1	1,303	21,418	27,693	8,684	21,253	•	•	•
South Connelsvilie	10,319	8,397	18.6	3,232	54,030	72,070	8,583	22,299	•	•	•
Uniontown	14,510	13,026	10.2	5,520	111,033	134,439	10,321	24,355	•	•	•
FOREST	5,051	4,877	3.4	1,784	30,031	48,095	9,862	26,959	44	109	797
FRANKLIN	114,095	120,514	5.6	45,156	857,917	1,561,731	12,959	34,585	1,508	18,306	93,882
Chambersburg	16,174	15,431	-4.6	6,543	95,455	156,022	10,111	23,846	•	•	•
Waynesboro	9,726	9,460	-2.7	3,990	56,756	94,576	9,997	23,703	•	•	•
FULTON	12,884	14,055	9.1	5,492	93,352	184,707	13,142	33,632	491	1,842	9,948
GREENE	40,313	37,494	-7.0	14,386	310,564	539,010	14,376	37,468	832	966	5,531
HUNTINGDON	42,518	43,269	1.8	16,039	318,440	563,648	13,027	35,142	636	2,963	23,194
Huntingdon	7,042	7,032	-0.1	2,724	43,895	75,945	10,800	27,880	•	•	•
Mt. Union	3,101	2,759	-11.0	1,183	16,735	25,797	9,350	21,806	•	•	•
INDIANA	92,644	89,231	3.7	32,891	756,659	1,221,032	13,684	37,124	977	10,695	16,595
Indiana	48,384	48,731	0.7	18,770	395,613	682,930	14,014	36,384	•	•	•
JEFFERSON	7,479	6,895	-7.8	2,893	45,932	72,412	10,502	25,030	516	1,834	8,823
Punxsutawney	19,223	20,512	6.7	8,034	145,747	300,886	14,669	37,452	•	•	•
JUNIATA	227,607	226,667	-0.4	82,826	1,558,646	2,952,801	13,027	35,651	601	3,378	31,838
LACKAWANNA	11,255	10,703	-4.9	4,127	50,647	92,017	8,597	22,296	357	3,932	7,995
Carbondale	88,117	81,582	-7.1	32,688	396,939	704,699	8,606	21,558	•	•	•
Scranton	363,928	409,075	12.4	154,627	3,098,514	6,586,451	16,101	42,596	•	•	•
LANCASTER	3,471	3,884	11.9	1,448	24,758	51,494	13,258	35,562	4,991	63,208	511,651
Columbia	10,466	9,909	-5.3	3,785	56,194	98,890	9,980	26,127	•	•	•
Lancaster	54,725	52,670	-3.8	20,491	263,114	470,692	8,937	22,971	•	•	•
LAWRENCE	107,362	101,278	-5.7	36,612	800,520	1,275,897	12,598	34,849	780	5,225	16,308
Ellwood City	9,998	8,470	-15.3	3,439	57,251	79,933	9,437	23,243	•	•	•
New Castle	33,621	27,712	-17.6	10,835	174,003	236,369	8,529	21,815	•	•	•
LEBANON	110,078	111,723	1.5	40,450	879,068	1,550,680	13,880	38,336	971	10,985	79,504
Lebanon	25,711	23,281	-9.5	9,388	152,927	237,922	10,220	25,343	•	•	•
LEHIGH	274,397	289,031	5.3	101,784	2,531,919	4,814,828	16,659	47,304	574	18,908	16,235
Allentown	103,758	101,702	-2.0	42,049	632,807	1,097,087	10,787	26,091	•	•	•
LUZERNE	343,094	337,408	-1.7	122,497	2,322,274	4,180,736	12,391	34,129	553	7,555	7,802
Hazleton	27,318	25,138	-8.0	10,360	137,371	225,976	8,989	21,812	•	•	•
Pittston	9,930	9,117	-8.2	3,464	43,072	70,694	7,754	20,408	•	•	•
West Hazleton	4,871	4,256	-12.6	1,832	22,318	34,860	8,191	19,028	•	•	•
Wilkes-Barre	51,551	46,879	-9.1	19,040	228,660	371,720	7,929	19,523	•	•	•
LYCOMING	118,555	116,250	-1.9	43,189	827,559	1,446,125	12,440	33,484	918	9,653	23,551
Jersey Shore	4,631	4,085	-11.8	1,562	21,442	33,027	8,085	21,144	•	•	•
Williamsport	33,401	29,637	-11.3	11,697	159,856	247,683	8,357	21,175	•	•	•
MCKEAN	50,558	46,096	-8.8	16,873	358,917	564,707	12,251	33,468	257	355	3,698
Bradford	11,211	9,250	-17.5	3,833	59,072	83,105	8,984	21,681	•	•	•
Kane	4,916	4,285	-12.8	1,725	24,914	37,029	8,642	21,466	•	•	•
MERCER	128,587	123,405	-4.0	45,724	1,004,710	1,526,827	12,372	33,392	1,404	8,847	23,537
Farrell	8,645	7,260	-16.0	2,760	44,549	58,292	8,029	21,120	•	•	•
Greenvile	7,730	6,883	-11.0	2,592	41,327	57,337	8,330	22,121	•	•	•
Sharon	19,057	16,526	-13.3	6,622	106,365	143,719	8,697	21,703	•	•	•
Sharpsville	5,375	4,757	-11.5	1,874	33,539	46,249	9,722	24,679	•	•	•
Wheatland	1,132	1,144	1.1	450	8,843	14,704	12,853	32,676	•	•	•
MIFFLIN	47,009	46,742	-0.6	17,630	388,157	674,031	14,420	38,232	670	2,795	32,355
Lewistown	9,830	8,982	-8.6	4,118	61,325	97,349	10,838	23,640	•	•	•
MONROE	70,033	91,321	30.4	32,794	531,349	1,224,715	13,411	37,346	207	1,709	2,213
East Stroudsburg	8,039	8,141	1.3	2,612	36,485	64,056	7,868	24,524	•	•	•
Stroudsburg	5,148	4,754	-7.7	2,194	29,047	46,504	9,782	21,196	•	•	•
MONTGOMERY	645,157	709,552	10.0	265,314	7,017,169	14,051,047	19,803	52,960	724	12,034	22,548
Jenkintown	4,942	4,742	-4.0	2,008	46,519	83,315	17,570	41,492	•	•	•

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PENNSYLVANIA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

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METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Lansdale	16,526	15,567	-5.8	6,089	103,748	182,415	11,718	29,958	*	*	*
Norristown	34,684	33,093	-4.6	12,248	168,930	335,926	10,151	27,427	*	*	*
Pottstown	22,729	21,426	-5.7	8,693	123,960	218,114	10,180	25,091	*	*	*
MONTOUR	16,704	19,213	15.0	6,592	113,600	260,091	13,537	39,456	314	2,844	7,463
Danville	5,239	4,763	-9.1	1,999	24,888	43,776	9,191	21,899	*	*	*
NORTHAMPTON	225,840	235,922	4.5	87,264	1,952,867	3,398,936	14,407	38,950	593	15,240	18,719
Bangor	5,006	4,908	-2.0	2,037	28,783	45,531	9,277	22,352	*	*	*
Bethlehem	70,419	68,377	-2.9	26,744	448,125	702,060	10,267	26,251	*	*	*
Easton	26,027	25,009	-3.9	9,466	125,537	194,625	7,782	20,560	*	*	*
Wilson	7,564	7,329	-3.1	3,071	42,657	66,686	9,099	21,715	*	*	*
NORTHUMBERLAND	100,266	99,054	-1.2	35,631	622,288	1,035,695	10,456	29,067	746	11,421	25,676
Milton	6,730	6,144	-8.7	2,500	33,021	50,054	8,147	20,022	*	*	*
Mount Carmel	8,190	7,508	-8.3	3,285	35,296	53,725	7,156	16,355	*	*	*
Shamokin	10,357	9,519	-8.1	4,268	40,908	62,428	6,558	14,627	*	*	*
Sunbury	12,292	11,663	-5.1	4,972	53,130	83,702	7,177	16,835	*	*	*
PERRY	35,907	39,903	11.1	15,620	334,208	665,504	16,678	42,606	698	4,679	27,413
PHILADELPHIA	1,684,740	1,546,200	8.2	549,522	12,175,037	19,797,378	12,804	36,027	*	*	*
Philadelphia	1,688,210	1,549,738	-8.2	551,304	8,214,316	19,830,999	12,796	35,971	*	*	*
PIKE	18,477	21,525	16.5	7,478	143,342	348,258	16,179	46,571	43	480	289
POTTER	17,769	19,065	7.3	7,488	115,248	218,621	11,467	29,196	363	3,245	12,148
SCHUYLKILL	160,684	150,741	6.2	55,543	1,006,448	1,763,124	11,696	31,743	712	10,504	29,050
Ashland	4,235	3,517	17.0	1,456	18,033	27,217	7,739	18,693	*	*	*
Mahanoy City	6,167	4,993	19.0	2,294	26,976	39,694	7,950	17,303	*	*	*
Pottsville	18,195	15,357	-15.6	6,214	81,422	124,900	8,133	20,100	*	*	*
Shenandoah	7,589	6,380	-15.9	2,966	29,727	45,420	7,119	15,314	*	*	*
SNYDER	33,671	37,676	11.9	13,730	265,973	669,401	17,767	48,755	731	5,483	31,584
SOMERSET	81,369	80,212	-1.4	30,964	547,009	896,380	11,175	28,949	1,127	5,369	38,143
Somerset	6,474	6,711	3.7	2,931	43,522	65,206	9,716	22,247	*	*	*
SULLIVAN	6,361	6,298	1.0	2,212	38,410	68,747	10,916	31,079	187	229	5,401
SUSQUEHANNA	38,012	41,283	8.6	16,711	229,336	463,441	11,226	27,733	941	1,678	37,340
TIOGA	40,971	41,776	2.0	15,765	283,899	501,562	12,006	31,815	957	2,948	40,448
UNION	32,924	37,072	12.6	12,437	267,748	551,261	14,870	44,324	524	4,363	23,103
Lewisburg	5,407	5,180	4.2	1,686	29,671	51,495	9,941	30,543			
VENANGO	64,340	62,683	2.6	23,398	465,977	751,856	11,995	32,133	512	1,393	5,165
Franklin	8,146	7,541	-7.4	3,127	43,367	65,953	8,746	21,091	*	*	*
Oil City	13,681	12,708	8.5	5,079	74,136	111,498	8,774	21,953	*	*	*
WARREN	47,519	46,478	-2.2	17,520	356,342	591,495	12,726	33,761	494	*	*
Warren	12,146	11,290	-7.0	4,774	69,597	109,349	9,685	22,905	*	*	*
WASHINGTON	216,820	209,109	3.6	78,444	1,756,152	2,774,020	13,266	35,363	1,616	5,842	19,336
Charleroi	5,717	4,701	-17.8	2,186	34,827	46,166	9,820	21,119	*	*	*
Donora	7,524	6,194	-17.7	2,496	38,744	51,418	8,301	20,600	*	*	*
Washington	18,363	15,751	-14.2	6,377	99,240	137,226	8,712	21,519	*	*	*
WAYNE	35,331	40,996	16.0	15,929	255,867	550,092	13,418	34,534	791	1,794	28,222
Honesdale	5,128	5,076	-1.0	2,127	30,903	56,440	11,119	26,535	*	*	*
WESTMORELAND	393,078	387,991	-1.3	147,881	3,348,765	5,594,007	14,418	37,828	1,370	9,616	21,021
Arnold	6,853	6,006	-12.4	2,613	37,458	55,068	9,169	21,075	*	*	*
Greensburg	17,558	17,824	1.5	7,393	112,312	191,254	10,730	25,870	*	*	*
Irwin	4,995	5,347	7.0	2,461	34,669	62,256	11,643	25,297	*	*	*
Latrobe	10,799	9,896	-8.4	4,150	73,062	112,311	11,349	27,063	*	*	*
Monessen	11,928	10,132	-15.1	4,183	77,307	110,155	10,872	26,334	*	*	*
New Kensington	17,660	15,748	-10.8	6,656	108,704	162,605	10,325	24,430	*	*	*
WYOMING	26,443	29,246	10.6	11,673	182,653	380,884	13,023	32,629	386	1,299	19,638
YORK	314,338	334,160	6.3	126,079	2,652,636	5,511,931	16,495	43,718	2,303	34,026	77,522
Hanover	14,890	14,223	-4.5	6,099	86,682	159,654	11,225	26,177	*	*	*
York	44,619	41,150	-7.8	17,112	212,564	378,000	9,186	22,090	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Pennsylvania 1987 Cash Receipts as follows: From Crops $751,294,000; from Livestock & Livestock Products $2,084,966,000; Total $2,836,260,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

RHODE ISLAND POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	948,547	995,501	5.0	369,147	7,829,000	15,698,770	17,577	42,527	728	18,139	12,236
METRO AREAS (MSAs/PMSAs/CMSAs)											
Providence-Pawtucket-Woonsocket,RI	867,061	911,631	5.1	337,887	6,929,705	13,501,693	14,810	39,959	*	*	*

RHODE ISLAND POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan 1 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1988 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
COUNTIES, Cities											
BRISTOL	46,969	49,806	6.0	19,923	394,563	826,186	16,588	41,469	38	664	413
KENT	154,613	168,800	9.2	67,016	1,327,685	2,646,079	15,676	39,484	67	598	1,279
West Warwick	27,026	27,126	0.4	10,277	150,185	268,447	9,896	26,121	*	*	*
NEWPORT	81,486	83,870	2.9	30,910	899,295	2,197,077	26,196	71,080	146	7,133	2,026
Newport	29,259	29,652	1.3	11,078	232,781	558,623	18,839	50,426	*	*	*
PROVIDENCE	571,571	581,200	1.7	211,061	4,455,666	8,313,675	14,304	39,390	271	2,304	*
Central Falls	16,995	16,686	-1.8	6,717	73,187	128,884	7,724	19,188	*	*	*
Pawtucket	71,204	70,512	-1.0	28,953	379,572	674,198	9,561	23,286	*	*	*
Providence	156,804	151,391	-3.5	60,329	814,882	1,411,148	9,321	23,391	*	*	*
Woonsocket	45,914	45,222	-1.5	17,728	220,080	388,794	8,597	21,931	*	*	*
WASHINGTON	93,908	111,825	19.1	41,747	751,791	1,715,753	15,343	41,099	206	7,440	3,421
Westerly	18,580	20,180	8.6	7,101	149,258	331,008	16,403	46,614	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A. Economic Research Service Bulletin indicates State of Rhode Island 1987 Cash Receipts as follows: From Crops $18,139,000, from Livestock & Livestock Products $12,236,000. Total $30,375,000. * — Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

SOUTH CAROLINA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan 1 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1988 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	3,127,260	3,533,433	13.0	1,212,444	20,399,999	41,577,034	13,740	34,292	24,929	601,021	367,535
METRO AREAS (MSAs PMSAs CMSAs)											
Anderson, SC	133,898	143,656	7.3	52,204	762,825	1,462,326	10,179	28,012	1,127	5,300	13,219
Charleston, SC	431,703	516,393	19.6	171,301	3,123,971	6,596,672	12,775	38,509	1,197	34,917	8,446
Columbia, SC	409,302	475,288	16.1	159,982	3,198,785	6,590,613	13,867	41,196	1,237	12,577	26,421
Florence, SC	110,417	118,985	7.8	40,252	745,601	1,471,090	12,364	36,547	1,270	55,471	6,647
Greenville-Spartanburg, SC	570,560	639,404	12.1	228,127	4,034,831	8,041,227	12,576	35,249	2,505	13,673	19,308
COUNTIES, Cities											
ABBEVILLE	22,560	22,826	1.2	7,959	133,541	247,694	10,851	31,121	477	786	4,298
AIKEN	105,863	120,396	13.7	43,271	732,705	1,469,160	12,203	33,953	680	9,365	11,257
Aiken	14,978	16,638	11.1	6,915	95,042	185,860	11,171	26,878	*	*	*
ALLENDALE	10,710	10,573	-1.3	3,993	50,630	106,971	10,117	26,790	162	12,961	1,797
ANDERSON	133,898	143,656	7.3	49,408	762,825	1,462,326	10,179	29,597	1,127	5,300	13,219
Anderson	27,313	24,974	-8.6	10,104	123,432	199,450	7,986	19,740	*	*	*
BAMBERG	18,135	18,205	0.4	6,485	86,020	153,794	8,448	23,715	307	9,069	8,664
BARNWELL	19,819	21,616	9.1	8,087	110,284	228,694	10,580	28,279	276	10,864	2,822
BEAUFORT	65,459	88,293	34.9	26,766	522,867	1,309,153	14,827	48,911	149	8,119	2,539
Beaufort	8,634	8,085	-6.4	3,156	54,771	94,097	11,638	29,815	*	*	*
BERKELEY	95,789	133,739	39.6	53,474	644,530	1,608,365	12,026	30,078	473	5,256	2,275
CALHOUN	12,242	12,531	2.4	4,674	60,888	112,805	9,002	24,135	321	13,119	4,003
CHARLESTON	276,974	298,981	8.0	96,341	2,091,247	4,025,762	13,465	41,787	246	22,930	735
Charleston	69,510	71,667	3.1	26,698	448,798	816,007	11,386	30,564	*	*	*
CHEROKEE	41,023	43,494	6.0	15,586	227,376	463,631	10,660	29,747	481	1,801	4,548
CHESTER	30,085	31,157	3.6	11,765	159,225	263,936	8,471	22,434	422	1,665	5,413
CHESTERFIELD	38,191	40,202	5.3	14,382	214,758	430,950	10,720	29,965	518	9,353	22,505
CLARENDON	27,426	28,079	2.4	11,025	114,884	229,949	8,189	20,857	550	35,052	10,723
COLLETON	31,755	34,423	8.4	12,889	192,856	385,669	11,204	29,922	623	7,768	3,346
DARLINGTON	62,827	65,033	3.5	24,507	352,181	636,073	9,781	25,955	600	35,187	7,125
DILLON	31,085	34,362	10.5	14,083	156,534	331,500	9,647	23,539	459	28,422	4,343
DORCHESTER	58,960	83,673	41.9	32,951	388,194	962,545	11,504	29,211	478	6,731	5,436
EDGEFIELD	17,618	18,050	2.5	7,086	90,108	163,405	9,053	23,060	275	21,082	6,002
FAIRFIELD	20,732	22,083	6.5	8,388	95,502	211,882	9,595	25,260	212	126	1,582
FLORENCE	110,417	118,985	7.8	44,448	745,601	1,471,090	12,364	33,097	1,270	55,471	6,647
Florence	30,062	31,260	4.0	11,469	176,898	335,577	10,735	29,259	*	*	*
GEORGETOWN	42,538	50,847	19.5	19,844	278,083	573,329	11,276	28,892	281	6,942	675
GREENVILLE	289,021	325,917	12.8	106,657	2,164,686	4,352,349	13,354	40,807	750	4,049	5,985
Greenville	58,242	54,718	-6.1	21,964	343,308	573,733	10,485	26,122	*	*	*
GREENWOOD	57,997	60,230	3.9	19,438	338,104	630,362	10,466	32,429	366	566	7,912
Greenwood	21,613	21,570	-0.2	8,630	84,791	150,778	6,990	17,471	*	*	*
HAMPTON	18,179	18,906	4.0	7,229	89,294	157,545	8,333	21,793	316	14,746	2,912

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

SOUTH CAROLINA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
HORRY	101,890	141,075	38.5	47,658	698,861	1,763,567	12,501	37,005	1,593	56,357	9,005
Myrtle Beach	18,446	30,540	65.6	11,063	123,684	373,045	12,215	33,720	*	*	*
JASPER	14,520	15,207	4.7	5,979	80,632	161,107	10,594	26,945	189	1,535	862
KERSHAW	39,072	43,302	10.8	15,820	255,596	484,166	11,181	30,605	319	3,789	14,990
LANCASTER	53,698	55,702	3.7	20,368	315,198	590,497	10,601	28,991	481	2,070	3,607
LAURENS	52,241	53,852	3.1	17,769	284,302	517,114	9,603	29,102	718	2,185	15,288
LEE	18,907	19,018	0.6	7,884	83,205	145,731	7,663	18,484	319	29,135	4,827
LEXINGTON	141,132	187,645	33.0	66,271	1,143,645	2,655,404	14,151	40,069	855	7,729	21,904
MCCORMICK	7,764	6,920	-10.9	2,587	34,574	66,347	9,588	25,646	101	121	2,328
MARION	34,204	34,821	1.8	13,727	182,544	342,327	9,831	24,938	421	23,203	5,248
MARLBORO	31,747	32,031	0.9	12,341	154,260	275,453	8,600	22,320	198	19,372	1,737
NEWBERRY	31,115	32,036	3.0	10,646	193,905	352,298	10,997	33,092	617	3,076	35,537
OCONEE	48,832	56,595	15.9	19,538	267,650	578,141	10,215	29,591	634	1,017	7,815
ORANGEBURG	82,246	90,553	10.1	33,082	424,370	854,619	9,438	25,833	1,240	36,208	22,778
Orangeburg	14,933	16,053	7.5	5,359	66,089	129,854	8,089	24,231	*	*	*
PICKENS	79,588	93,135	17.0	29,651	534,423	1,102,525	11,838	37,183	551	1,426	3,274
RICHLAND	268,170	287,643	7.3	85,451	2,055,140	3,935,209	13,681	46,052	382	4,848	4,517
Columbia	101,208	93,584	-7.5	29,420	528,646	850,527	9,088	28,910	*	*	*
SALUDA	16,253	17,260	6.2	6,490	85,537	159,119	9,219	24,518	638	5,802	20,931
SPARTANBURG	201,951	220,352	9.1	73,978	1,335,722	2,586,353	11,737	34,961	1,204	8,198	10,049
Spartanburg	43,968	43,422	-1.2	16,334	225,223	392,168	9,032	24,009	*	*	*
SUMTER	88,358	96,801	9.6	35,625	468,288	953,234	9,847	26,757	567	25,521	20,963
Sumter	24,890	26,043	4.6	9,407	118,525	230,013	8,832	24,451	*	*	*
UNION	30,657	30,325	-1.1	10,738	161,792	280,901	9,263	26,160	313	237	1,393
Union	10,523	10,029	-4.7	3,854	46,656	77,809	7,758	20,189	*	*	*
WILLIAMSBURG	38,217	38,380	0.4	15,752	184,172	345,927	9,013	21,961	1,076	36,635	5,875
YORK	107,415	134,523	25.2	46,716	653,260	1,438,056	10,690	30,783	694	5,827	7,847
Rock Hill	35,344	40,295	14.0	13,748	146,991	286,871	7,119	20,866	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A. Economic Research Service Bulletin indicates State of South Carolina 1987 Cash Receipts as follows. From Crops $601,021,000; from Livestock & Livestock Products $367,535,000. Total $968,556,000 * Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

SOUTH DAKOTA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	689,745	717,328	4.0	262,432	5,053,002	9,134,094	14,130	34,806	37,148	842,982	1,635,134
METRO AREAS (MSAs/PMSAs CMSAs)											
Rapid City, SD	69,716	77,990	11.9	29,717	488,796	865,872	11,102	29,137	577	7,919	14,806
Sioux Falls, SD	109,970	128,576	16.9	48,744	812,926	1,612,015	12,537	33,071	1,490	32,183	64,333
COUNTIES, Cities											
AURORA	3,601	3,199	-11.2	1,147	21,886	35,381	11,060	30,847	480	6,334	23,411
BEADLE	19,141	17,884	-6.6	6,192	177,419	276,083	15,437	44,587	874	19,300	53,506
Huron	13,000	12,072	-7.1	4,766	90,274	139,166	11,528	29,200	*	*	*
BENNETT	3,228	3,596	11.4	1,437	16,431	32,338	8,993	22,504	277	9,033	10,626
BON HOMME	8,030	6,760	-15.8	2,330	54,352	97,939	14,488	42,034	827	11,734	34,437
BROOKINGS	24,457	27,742	13.4	8,752	211,327	439,948	15,859	50,268	1,060	24,151	46,591
Brookings	14,951	16,870	12.8	5,570	95,553	197,453	11,704	35,449	*	*	*
BROWN	36,861	37,056	0.5	12,771	294,938	513,149	13,846	40,181	1,191	36,132	67,767
Aberdeen	25,956	25,879	-0.3	9,887	147,300	252,740	9,766	25,563	*	*	*
BRULE	5,204	5,541	6.5	2,013	38,091	64,329	11,610	31,957	441	5,384	23,260
BUFFALO	1,805	1,591	-11.9	899	6,630	8,214	5,163	9,137	94	2,325	5,284
BUTTE	8,385	8,219	-2.0	3,097	50,984	74,076	9,013	23,919	494	5,401	21,254
Belle Fourche	4,692	4,721	0.6	1,896	21,105	31,755	6,726	16,748	*	*	*
CAMPBELL	2,235	2,140	-4.3	812	16,259	29,535	13,801	36,373	358	7,442	15,350
CHARLES MIX	9,631	8,855	-8.1	3,563	58,835	106,681	12,048	29,941	884	14,531	63,128
CLARK	4,860	4,626	-4.8	1,770	32,293	79,022	17,082	44,645	669	20,887	26,259
CLAY	13,114	12,890	-1.7	3,725	102,189	181,740	14,099	48,789	584	24,872	25,409
CODINGTON	20,883	23,572	12.9	8,718	192,951	362,890	15,395	41,625	675	13,818	25,591
Watertown	15,649	18,702	19.5	7,408	111,722	231,722	12,390	31,280	*	*	*
CORSON	5,136	4,999	-2.7	2,435	21,620	29,998	6,001	12,320	473	8,359	19,056
CUSTER	6,071	6,776	11.6	2,441	45,751	90,266	13,321	36,979	302	431	7,452
DAVISON	17,791	17,585	-1.2	6,072	173,555	285,528	16,237	47,024	481	6,442	19,338
Mitchell	13,916	13,956	0.3	5,206	96,217	164,687	11,800	31,634	*	*	*

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

SOUTH DAKOTA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop. Change 90 vs 80	HOUSEHOLDS 1990 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	INCOME Income per capita	E&P 1989 estimate income per household	FARM PRODUCTS (1982) Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
DAY	8,096	7,829	-3.3	2,843	50,771	95,566	12,207	33,614	800	18,527	22,084
DEUEL	5,283	4,894	-7.4	1,951	42,072	75,548	15,437	38,723	705	15,235	27,188
DEWEY	5,397	5,516	2.2	2,645	22,751	29,535	5,354	11,166	417	5,815	15,537
DOUGLAS	4,157	3,971	-4.5	1,574	23,175	39,265	9,888	24,946	519	6,571	22,863
EDMUNDS	5,111	4,891	-4.3	1,821	30,772	51,687	10,568	28,384	520	12,494	20,455
FALL RIVER	8,445	7,832	-7.3	2,457	59,597	76,846	9,812	31,276	336	2,621	37,733
FAULK	3,310	3,066	-7.4	1,117	24,820	44,074	14,375	39,457	368	11,700	15,030
GRANT	8,986	9,064	0.9	3,437	70,362	135,470	14,946	39,415	712	15,532	29,098
GREGORY	6,024	5,450	-9.5	2,022	38,306	63,841	11,714	31,573	646	6,307	26,483
HAAKON	2,808	2,711	-3.5	1,096	19,346	32,794	12,097	29,922	322	10,159	15,204
HAMLIN	5,254	5,230	-0.5	1,872	38,395	79,888	15,275	42,675	541	14,292	18,969
HAND	4,929	4,464	-9.4	1,633	37,766	67,377	15,093	41,260	630	14,417	32,307
HANSON	3,401	3,133	-7.9	1,363	20,450	35,500	11,331	26,045	454	7,359	18,865
HARDING	1,704	1,788	4.9	698	10,689	14,757	8,253	21,142	274	3,249	12,987
HUGHES	14,186	15,007	5.8	5,301	134,720	217,931	14,522	41,111	252	12,092	6,204
Pierre	11,973	12,732	6.3	4,706	93,106	152,177	11,952	32,337	*	*	*
HUTCHINSON	9,346	8,518	-8.9	3,108	66,809	121,632	14,279	39,135	1,064	18,280	49,379
HYDE	2,044	1,857	-9.1	717	12,093	17,032	9,172	23,755	237	4,980	10,070
JACKSON	3,430	3,565	3.9	1,722	15,086	21,665	6,077	12,581	282	6,402	10,235
JERAULD	2,914	2,721	-6.6	974	17,784	29,133	10,707	29,911	315	4,230	18,955
JONES	1,448	1,458	0.7	538	9,843	16,464	11,292	30,602	222	7,898	6,385
KINGSBURY	6,659	6,247	-6.2	2,260	52,439	97,857	15,665	43,300	722	21,258	32,542
LAKE	10,731	10,477	-2.4	3,578	85,268	163,401	15,596	45,668	664	17,056	35,533
Madison	6,210	6,186	-0.4	2,494	33,468	66,029	10,674	26,475	*	*	*
LAWRENCE	18,456	19,514	5.7	6,543	121,751	201,813	10,342	30,844	245	594	10,049
Deadwood	2,035	2,020	-0.7	830	14,993	25,001	12,377	30,122	*	*	*
Lead	4,330	3,971	-8.3	1,598	22,779	32,364	8,150	20,253	*	*	*
LINCOLN	14,080	14,805	5.1	5,998	116,845	218,667	14,770	36,457	1,160	30,843	10,486
LYMAN	3,855	3,700	-4.0	1,673	22,902	38,775	10,480	23,177	424	13,589	14,621
MCCOOK	6,422	5,791	-9.8	2,158	43,282	95,984	16,575	44,478	750	15,526	28,956
MCPHERSON	3,932	3,475	-13.0	1,280	25,522	35,634	10,254	27,839	482	6,308	22,227
MARSHALL	5,358	4,985	-7.0	1,931	32,773	73,506	14,745	38,066	526	13,833	30,254
MEADE	20,724	23,963	15.6	9,026	132,379	220,667	9,209	24,448	773	5,934	27,836
MELLETTE	2,256	2,295	1.7	1,045	10,318	16,102	7,016	15,409	240	3,717	10,330
MINER	3,721	3,450	-7.3	1,274	24,100	49,096	14,231	38,537	527	8,479	21,174
MINNEHAHA	109,970	128,576	16.9	44,469	812,926	1,612,015	12,537	36,250	1,490	32,183	64,333
Sioux Falls	81,343	93,807	15.3	35,620	453,624	874,562	9,323	24,553	*	*	*
MOODY	6,688	6,676	-0.2	2,655	54,281	123,246	18,461	46,420	732	25,861	34,466
PENNINGTON	69,716	77,990	11.9	27,740	488,796	865,872	11,102	31,214	577	7,919	14,806
Rapid City	46,492	48,473	4.3	17,851	247,079	406,729	8,391	22,785	*	*	*
PERKINS	4,691	4,772	1.7	1,815	31,985	54,440	11,408	29,994	595	9,105	18,753
POTTER	3,648	3,649	0.0	1,313	24,870	42,564	11,665	32,417	341	12,702	20,233
ROBERTS	10,837	10,831	-0.1	4,197	73,483	134,086	12,380	31,948	1,074	23,956	30,627
SANBORN	3,182	2,974	-6.5	1,174	19,758	31,362	10,545	26,714	430	5,427	25,441
SHANNON	11,408	13,186	15.6	8,941	34,193	52,022	3,945	5,818	149	2,339	6,673
SPINK	9,159	8,427	-8.0	2,912	62,257	126,874	15,056	43,569	831	34,187	38,490
STANLEY	2,540	2,686	5.7	1,083	15,619	24,312	9,051	22,449	167	7,626	9,448
SULLY	1,981	1,904	-3.9	801	12,747	25,722	13,509	32,112	279	27,949	13,401
TODD	7,290	6,908	-5.2	3,583	28,469	43,195	6,253	12,056	252	2,782	13,364
TRIPP	7,218	6,920	-4.1	2,611	55,593	89,804	12,977	34,394	713	13,531	30,873
TURNER	9,290	8,230	-11.4	2,974	67,779	116,836	14,196	39,286	1,101	23,321	49,471
UNION	10,973	10,740	-2.1	4,064	93,298	177,084	16,488	43,574	727	29,326	30,840
WALWORTH	6,929	6,532	-5.7	2,336	50,037	75,990	11,633	32,530	405	10,348	13,549
YANKTON	18,946	19,033	0.5	6,452	188,967	338,727	17,797	52,500	758	18,060	32,924
Yankton	12,011	12,128	1.0	4,703	98,540	177,820	14,662	37,810	*	*	*
ZIEBACH	2,319	2,596	11.9	1,290	9,247	15,319	5,901	11,875	244	4,487	9,984

FARM PRODUCTS: From 1982 U.S. Census of Agriculture U.S.D. of A., Economic Research Service Bulletin indicates State of South Dakota 1987 Cash Receipts as follows: From Crops $842,982,000; from Livestock & Livestock Products $1,635,134,000; Total $2,478,116,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

TENNESSEE POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop. Change 90 vs 80	HOUSEHOLDS 1990 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	INCOME Income per capita	E&P 1989 estimate income per household	FARM PRODUCTS (1982) Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	4,595,461	4,935,705	7.4	1,800,547	32,119,999	62,965,105	14,481	34,970	90,565	807,921	806,485
METRO AREAS (MSAs/PMSAs/CMSAs)											
Jackson, TN	74,703	81,656	9.3	30,131	494,356	939,841	11,510	31,192	785	19,472	4,378

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TENNESSEE POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1990 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Knoxville, TN	566,960	604,935	6.7	229,326	4,892,370	9,458,606	15,636	41,245	7,811	31,328	42,184
Nashville, TN	852,342	977,129	14.6	356,274	7,542,669	16,194,597	16,574	45,455	11,796	94,497	104,675
Memphis, TN-AR-MS	913,720	973,265	6.5	346,479	6,802,594	12,935,392	13,291	37,334	2,588	139,502	15,911
Chattanooga, TN-GA	426,929	431,889	1.2	157,038	2,631,121	4,803,167	11,121	30,586	2,200	5,581	30,422
Clarksville-Hopkinsville, TN-KY	150,208	153,821	2.4	48,622	900,694	1,623,354	10,554	33,387	*	*	*
Johnson City-Kingsport-Bristol, TN-VA	434,305	460,284	6.0	168,725	2,420,886	4,372,958	9,501	25,918	*	*	*
COUNTIES, Cities											
ANDERSON	67,464	68,315	1.3	24,287	615,204	1,029,722	15,073	42,398	517	714	2,686
Oak Ridge	27,662	27,154	-1.8	10,694	252,250	403,159	14,847	37,700	*	*	*
BEDFORD	27,926	29,238	4.7	11,196	192,597	379,483	12,979	33,895	1,364	5,899	24,353
Shelbyville	13,530	14,072	4.0	5,640	73,199	143,082	10,168	25,369	*	*	*
BENTON	14,903	15,730	5.5	5,779	94,213	166,788	10,603	28,861	434	3,423	2,542
BLEDSOE	9,503	9,914	4.3	3,578	49,021	93,284	9,409	26,072	489	2,936	5,762
BLOUNT	78,133	85,714	9.7	31,446	689,320	1,333,633	15,559	42,410	1,219	5,671	9,712
Alcoa	6,870	6,342	-7.7	2,544	45,706	74,125	11,688	29,137	*	*	*
Maryville	17,480	19,423	11.1	7,828	129,404	252,604	13,005	32,269	*	*	*
BRADLEY	67,794	76,175	12.4	28,754	430,542	920,841	12,088	32,025	754	1,029	24,587
Cleveland	26,415	28,364	7.4	11,018	149,083	303,756	10,709	27,569	*	*	*
CAMPBELL	34,941	36,903	5.6	14,384	158,416	304,296	8,246	21,155	513	1,540	1,885
CANNON	10,229	10,911	6.7	4,366	58,129	113,555	10,407	26,009	787	3,458	8,843
CARROLL	28,176	31,895	13.2	11,901	180,146	338,441	10,611	28,438	1,080	11,782	8,900
CARTER	50,151	53,711	7.1	20,157	233,591	427,446	7,958	21,206	940	3,296	2,849
Elizabethton	12,431	12,503	0.6	5,053	51,227	87,829	7,025	17,382	*	*	*
CHEATHAM	21,701	26,397	21.6	10,880	166,335	329,795	12,494	30,312	668	5,283	1,962
CHESTER	12,718	13,153	3.4	4,494	70,986	143,587	10,917	31,951	485	4,903	3,170
CLAIBORNE	24,685	27,167	10.1	10,477	109,70[illegible]	255,249	9,396	24,363	1,762	9,019	7,478
CLAY	7,743	8,608	11.2	3,275	32,348	71,804	8,342	21,925	638	3,162	3,195
COCKE	28,769	29,554	2.7	11,162	138,452	253,662	8,583	22,725	1,286	7,825	6,163
COFFEE	38,301	43,015	12.3	16,297	263,795	518,038	12,043	31,787	979	9,322	15,213
CROCKETT	14,864	13,460	9.4	5,045	82,474	141,054	10,479	27,959	571	*	*
CUMBERLAND	28,793	33,754	17.2	13,169	171,127	431,041	12,770	32,731	681	4,960	7,538
DAVIDSON	477,862	510,002	6.7	171,113	4,541,948	9,228,985	18,096	53,935	693	4,902	4,323
Nashville	455,651	485,992	6.7	163,603	3,302,222	8,465,268	17,419	51,743	*	*	*
DECATUR	10,864	11,156	2.7	4,179	67,708	131,002	11,743	31,348	537	1,992	5,098
DEKALB	13,662	15,336	12.3	5,845	77,652	156,671	10,216	26,804	991	8,081	4,391
DICKSON	30,050	33,011	9.9	12,634	210,795	434,068	13,149	34,357	1,188	4,337	6,316
DYER	34,642	34,864	0.6	12,928	208,234	362,676	10,403	28,054	788	35,477	5,128
Dyersburg	15,856	16,409	3.5	6,633	76,974	138,847	8,462	20,933	*	*	*
FAYETTE	25,208	26,789	6.3	11,692	107,398	255,643	9,543	21,865	845	25,152	30,060
FENTRESS	14,873	16,197	8.9	6,407	69,990	150,458	9,289	23,483	508	2,499	6,932
FRANKLIN	32,041	33,958	6.0	13,179	187,498	373,293	10,993	28,325	1,155	12,313	19,818
GIBSON	49,337	48,609	-1.5	17,525	294,204	570,444	11,735	32,550	1,295	35,109	14,686
Milan	8,083	8,040	-0.5	3,142	38,633	75,681	9,413	24,087	*	*	*
GILES	24,628	24,764	0.6	9,147	149,304	266,138	10,747	29,096	1,719	5,785	23,063
GRAINGER	16,722	17,474	4.5	7,047	82,037	155,133	8,878	22,014	1,343	5,790	5,037
GREENE	54,489	60,344	10.7	22,249	311,154	631,063	10,458	28,364	3,881	20,346	26,711
Greeneville	14,097	14,770	4.8	5,999	78,790	151,120	10,232	25,191	*	*	*
GRUNDY	13,817	14,769	6.9	6,244	66,755	133,329	9,028	21,353	356	*	*
HAMBLEN	49,291	54,531	10.6	20,750	305,248	578,605	10,611	27,885	973	3,940	6,143
Morristown	19,683	18,253	-7.3	7,031	100,178	156,180	8,556	22,213	*	*	*
HAMILTON	287,787	282,913	-1.7	101,991	1,890,549	3,376,159	11,934	33,103	613	2,371	7,684
Chattanooga	169,565	182,305	7.5	68,795	780,570	1,626,112	8,920	23,637	*	*	*
HANCOCK	6,880	6,773	-1.6	2,809	23,425	44,044	6,503	15,680	868	4,036	1,901
HARDEMAN	23,791	24,851	4.5	9,624	112,287	205,011	8,250	21,302	622	10,947	5,300
HARDIN	22,389	22,578	0.8	8,738	128,539	235,493	10,430	26,950	667	7,118	5,433
HAWKINS	43,920	48,200	9.7	18,900	202,237	354,279	7,350	18,745	2,223	10,335	6,908
HAYWOOD	20,259	20,775	2.5	8,583	91,289	173,159	8,335	20,175	585	31,871	3,028
HENDERSON	21,338	22,949	7.5	8,808	124,255	254,523	11,091	28,897	947	*	*
HENRY	28,669	30,244	5.5	10,944	185,468	320,132	10,585	29,252	981	15,202	10,673
Paris	10,728	11,177	4.2	4,940	54,498	92,753	8,299	18,776	*	*	*
HICKMAN	15,169	16,638	9.7	6,267	58,457	112,323	6,751	17,923	704	2,792	6,437
HOUSTON	6,873	7,151	4.0	2,859	25,187	44,086	6,165	15,420	263	987	1,819
HUMPHREYS	15,951	16,064	0.7	6,178	74,749	117,252	7,299	18,979	581	2,621	4,771
JACKSON	9,418	9,288	-1.4	3,571	44,712	92,272	9,935	25,839	835	4,206	1,981
JEFFERSON	31,302	34,187	9.2	12,408	179,238	339,756	9,938	27,382	1,456	6,281	11,309
JOHNSON	13,730	14,376	4.7	5,467	61,628	100,867	7,016	18,450	1,045	4,877	3,421
KNOX	319,990	336,278	5.1	116,796	3,010,238	5,931,811	17,640	50,788	1,414	5,477	7,024
Knoxville	175,030	170,361	-2.7	71,551	1,205,056	2,147,989	12,608	30,020	*	*	*

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TENNESSEE POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
LAKE	7,427	7,478	0.7	2,875	37,099	60,461	8,085	21,030	118	17,988	98
LAUDERDALE	24,500	26,098	6.5	9,995	115,144	241,355	9,248	24,148	675	26,601	3,294
LAWRENCE	34,051	35,073	3.0	13,709	136,238	236,573	6,745	17,257	1,548	9,957	15,262
LEWIS	9,739	10,734	10.2	3,764	37,511	70,085	6,529	18,620	242	671	1,003
LINCOLN	26,383	26,844	1.7	10,223	162,982	332,248	12,377	32,500	1,765	11,733	23,644
LOUDON	28,582	31,162	9.0	11,752	179,068	287,722	9,233	24,483	811	9,673	11,571
MCMINN	41,925	42,683	1.8	16,409	255,264	478,805	11,218	29,179	1,179	3,567	29,204
Athens	12,080	11,893	-1.5	4,634	62,387	112,809	9,485	24,344	*	*	*
MCNAIRY	22,558	24,343	7.9	9,108	124,574	259,144	10,646	28,452	850	7,805	7,592
MACON	15,764	16,399	4.0	6,336	84,413	154,931	9,448	24,452	1,358	8,442	6,036
MADISON	74,703	81,656	9.3	29,720	494,356	939,841	11,510	31,623	785	19,472	4,378
Jackson	49,131	56,418	14.8	21,837	261,025	531,501	9,421	24,339	*	*	*
MARION	24,381	24,817	1.8	9,851	117,821	198,533	8,000	20,154	327	*	*
MARSHALL	19,720	22,135	12.2	8,414	132,589	280,527	12,673	33,341	1,134	4,734	18,837
MAURY	51,038	54,120	6.0	20,289	351,732	645,663	11,930	31,823	1,821	12,872	17,496
Columbia	26,372	28,759	9.1	10,979	153,161	289,900	10,080	26,405	*	*	*
MEIGS	7,496	8,402	12.1	3,443	41,130	80,024	9,524	23,243	348	1,168	3,650
MONROE	28,729	31,046	8.1	12,292	153,039	357,619	11,519	29,094	1,086	5,770	14,017
MONTGOMERY	83,574	90,395	8.2	32,292	499,914	940,017	10,399	29,110	1,194	16,898	9,782
Clarksville	54,777	66,427	21.3	22,258	257,891	571,750	8,607	25,687	*	*	*
MOORE	4,551	5,487	20.6	2,137	28,601	57,100	10,406	26,720	472	936	9,292
MORGAN	16,601	17,796	7.2	7,166	81,071	157,099	8,828	21,923	310	1,995	2,272
OBION	32,588	34,213	5.0	12,580	204,108	367,283	10,735	29,196	927	36,136	13,684
South Fulton	2,735	2,554	-6.6	1,074	12,154	19,219	7,525	17,895	*	*	*
Union City	10,436	9,740	-6.7	3,955	56,952	90,006	9,241	22,758	*	*	*
OVERTON	17,565	18,021	2.6	7,196	81,251	150,782	8,367	20,954	991	3,438	7,146
PERRY	6,101	7,536	23.5	2,655	23,704	55,574	7,374	20,932	263	1,919	2,554
PICKETT	4,347	4,890	12.5	1,977	19,216	42,854	8,764	21,676	420	1,647	1,811
POLK	13,610	13,705	0.7	5,618	71,518	136,628	9,969	24,320	258	758	11,861
PUTNAM	47,850	54,803	14.5	18,224	290,386	658,869	12,022	36,154	1,239	5,048	7,065
Cookeville	20,535	24,339	18.5	8,632	107,143	252,017	10,354	29,196	*	*	*
RHEA	24,388	27,236	11.7	10,387	130,366	279,331	10,256	26,892	392	3,297	4,129
ROANE	48,518	55,758	14.9	21,404	319,416	559,035	10,026	26,118	591	1,120	4,094
Harriman	8,303	7,864	-5.3	3,080	32,988	46,416	5,902	15,070	*	*	*
ROBERTSON	37,172	40,640	9.3	16,473	256,880	462,206	11,373	28,058	1,736	40,155	21,116
RUTHERFORD	84,558	118,559	40.2	44,135	642,260	1,665,790	14,050	37,743	1,775	6,485	18,461
Murfreesboro	32,845	42,429	29.2	15,576	205,527	481,438	11,347	30,909	*	*	*
SCOTT	19,211	23,193	20.7	10,008	94,806	198,658	8,565	19,850	234	312	3,506
SEQUATCHIE	8,618	9,052	5.0	3,672	37,614	69,361	7,663	18,889	178	738	1,952
SEVIER	41,638	50,373	21.0	19,609	254,226	546,459	10,848	27,868	1,176	4,764	4,584
Sevierville	4,556	6,072	33.3	2,473	24,060	57,073	9,399	23,078			
SHELBY	777,554	814,825	4.8	305,207	5,915,154	11,198,392	13,743	36,691	855	20,120	5,361
Memphis	646,356	647,661	0.2	242,316	3,378,803	7,466,656	11,529	30,814	*	*	*
SMITH	14,936	14,247	-4.6	5,553	99,546	205,756	14,442	37,053	1,299	8,950	5,922
STEWART	8,612	9,177	6.6	3,506	32,334	58,315	6,354	16,633	460	3,459	1,411
SULLIVAN	144,021	148,470	3.1	55,846	847,851	1,413,287	9,519	25,307	1,685	6,943	8,131
Bristol	23,986	25,267	5.3	10,329	116,864	198,958	7,874	19,262	*	*	*
Kingsport	32,027	31,792	-0.7	13,248	171,339	274,878	8,646	20,749	*	*	*
SUMNER	85,964	103,060	19.9	40,864	721,674	1,614,833	15,669	39,517	2,178	17,735	17,486
TIPTON	32,644	36,517	11.9	15,327	167,405	323,067	8,847	21,078	767	29,348	3,482
TROUSDALE	6,186	4,995	-19.3	1,928	38,103	45,665	9,142	23,685	501	5,046	2,339
UNICOI	16,331	17,264	5.7	6,649	78,997	136,701	7,918	20,560	363	1,926	258
UNION	11,711	12,594	7.5	5,096	62,107	122,092	9,694	23,958	686	2,631	1,832
VAN BUREN	4,749	5,611	18.2	2,290	26,213	57,288	10,210	25,017	243	641	3,100
WARREN	32,731	33,432	2.1	12,461	193,046	304,781	9,116	24,459	1,360	28,826	17,402
WASHINGTON	89,021	97,540	9.6	34,478	488,953	924,477	9,478	26,814	2,114	12,056	16,848
Johnson City	39,753	42,953	8.0	15,830	179,001	334,467	7,787	21,129	*	*	*
WAYNE	13,926	15,334	10.1	6,038	50,937	109,414	7,135	18,121	711	1,680	4,448
WEAKLEY	32,912	33,500	1.8	11,371	201,990	416,771	12,441	36,652	1,179	23,654	16,072
WHITE	19,496	20,349	4.4	7,669	106,027	224,375	11,026	29,257	1,160	4,141	13,758
WILLIAMSON	58,660	80,344	37.0	33,879	540,567	1,512,993	18,831	44,659	1,595	9,489	20,639
WILSON	56,375	65,116	15.5	25,823	462,210	945,927	14,527	36,631	1,963	6,111	14,372
Lebanon	11,872	9,784	-17.6	3,708	65,234	92,551	9,459	24,960	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Tennessee 1987 Cash Receipts as follows: From Crops $807,921,000; from Livestock & Livestock Products $806,485,000; Total $1,614,406,000.* —Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan 1 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1988 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	14,320,811	17,408,515	21.6	6,195,613	119,071,995	235,355,756	16,052	37,987	185,020	2,981,216	5,826,358
METRO AREAS (MSAs PMSAs CMSAs)											
Abilene, TX	111,384	128,653	15.5	44,810	1,050,772	1,845,024	14,341	41,174	911	8,288	65,886
Amarillo, TX	174,783	202,721	16.0	76,445	1,661,245	3,208,801	15,829	41,975	753	16,638	162,258
Austin, TX	542,149	774,523	42.9	291,276	5,498,707	13,944,002	18,003	47,872	3,554	34,603	33,651
Beaumont-Port Arthur, TX	376,691	378,812	0.6	138,778	2,835,962	4,140,056	10,929	29,832	1,148	20,635	6,870
Brazoria, TX	171,887	188,681	9.8	60,084	1,708,034	2,928,401	15,520	48,738	1,316	30,697	10,235
Brownsville-Harlingen, TX	211,022	259,786	23.1	74,259	1,092,207	2,101,254	8,088	28,296	1,173	69,972	13,878
Bryan-College Station, TX	94,565	135,357	43.1	46,905	1,023,232	2,531,373	18,701	53,968	874	7,809	16,940
Corpus Christi, TX	327,652	373,337	13.9	124,833	2,174,214	3,935,014	10,540	31,522	1,340	88,560	26,810
Dallas, TX	1,970,967	2,638,313	33.9	991,241	18,289,813	41,795,253	15,842	42,165	7,310	58,890	86,566
El Paso, TX	482,213	579,094	20.1	172,168	2,624,807	5,174,563	8,936	30,055	452	23,794	24,083
Fort Worth-Arlington, TX	981,112	1,323,441	34.9	489,656	7,457,731	16,653,425	12,583	34,010	4,776	18,853	72,317
Galveston-Texas City, TX	196,372	217,006	10.5	79,775	1,421,946	2,407,972	11,096	30,185	438	3,960	1,684
Houston, TX	2,762,095	3,290,183	19.1	1,215,248	29,681,074	51,547,727	15,667	42,417	5,589	105,837	39,249
Killeen-Temple, TX	213,134	245,082	15.0	75,045	1,479,217	3,101,299	12,654	41,326	2,658	19,582	34,204
Laredo, TX	99,950	120,147	20.2	31,548	511,916	946,532	7,878	30,003	422	5,544	17,216
Longview-Marshall, TX	152,960	174,126	13.8	62,797	1,095,785	1,924,632	11,053	30,648	1,409	1,228	10,029
Lubbock, TX	212,061	229,553	8.2	79,232	1,659,906	2,893,635	12,606	36,521	1,029	35,815	72,016
McAllen-Edinburg-Mission, TX	285,415	386,091	35.3	106,655	1,305,750	2,871,568	7,438	26,924	2,310	269,308	15,472
Midland, TX	83,475	115,822	38.8	43,671	884,664	1,622,961	14,013	37,163	335	6,266	5,718
Odessa, TX	116,294	126,389	8.7	46,479	1,045,663	1,597,713	12,641	34,375	214	156	3,057
San Angelo, TX	85,292	100,430	17.7	36,267	765,339	1,429,698	14,236	39,421	806	17,582	47,893
San Antonio, TX	1,074,712	1,371,688	27.6	463,282	7,944,179	17,270,544	12,591	37,279	4,293	26,149	48,341
Sherman-Denison, TX	90,431	98,190	8.6	38,118	724,944	1,374,526	13,999	36,060	1,765	9,121	16,240
Tyler, TX	129,348	163,589	26.5	60,346	1,121,584	2,340,997	14,310	38,793	1,689	11,409	14,845
Victoria, TX	69,425	75,074	8.1	26,102	583,144	1,039,722	13,849	39,833	1,057	13,761	9,017
Waco, TX	171,222	194,208	13.4	69,853	1,128,432	2,179,039	11,220	31,195	1,951	19,315	36,915
Wichita Falls, TX	120,897	128,983	6.7	46,530	1,141,109	1,823,954	14,141	39,200	583	10,533	8,257
Texarkana, TX-AR	113,528	121,675	7.2	45,204	539,068	1,043,239	8,574	23,078	1,645	14,153	40,834
COUNTIES, Cities											
ANDERSON	38,607	51,500	33.4	15,860	272,583	580,689	11,276	36,613	1,356	2,175	18,047
Palestine	15,948	18,604	16.7	7,357	99,524	183,528	9,865	24,946	•	•	•
ANDREWS	13,440	18,025	34.1	7,245	116,823	223,124	12,379	30,797	128	3,733	3,743
ANGELINA	64,646	73,249	13.3	26,529	451,238	853,831	11,657	32,185	723	384	12,472
Lufkin	28,562	31,398	9.9	11,619	156,969	287,516	9,157	24,745	•	•	•
ARANSAS	14,401	18,882	31.1	6,569	120,669	236,569	12,529	36,013	61	352	408
ARCHER	7,339	8,136	10.9	2,989	75,183	142,182	17,476	47,568	465	4,633	28,076
ARMSTRONG	2,008	2,099	4.5	769	17,124	30,373	14,470	39,497	240	6,896	19,436
Poteet	25,252	30,542	20.9	10,077	158,244	310,800	10,176	30,843	•	•	•
ATASCOSA	5,252	30,542	20.9	12,263	158,244	310,800	10,176	25,345	1,256	13,345	24,949
AUSTIN	7,925	23,032	28.5	8,332	136,083	312,808	13,581	37,543	1,677	4,462	24,434
BAILEY	8,179	7,607	-7.0	3,026	59,404	117,535	15,451	38,842	442	28,360	43,005
BANDERA	7,166	10,420	45.4	3,253	57,939	140,230	13,458	43,108	475	182	3,120
BASTROP	24,988	37,296	49.3	13,143	232,969	583,027	15,632	44,360	1,507	2,751	13,611
BAYLOR	4,946	4,637	-6.2	1,304	39,749	65,154	14,051	49,965	351	10,275	16,589
BEE	26,135	27,197	4.1	10,274	169,175	308,640	11,348	30,041	688	8,880	7,598
BELL	156,588	180,603	15.3	56,617	1,166,041	2,436,823	13,493	43,040	1,667	15,146	21,274
Belton	10,660	12,100	13.5	4,004	49,965	104,065	8,600	25,990	•	•	•
Killeen	46,296	54,349	17.4	18,588	223,536	481,507	8,860	25,904	•	•	•
Temple	42,483	49,173	15.7	17,631	258,990	550,049	11,186	31,198	•	•	•
BEXAR	991,007	1,249,888	26.1	460,469	7,317,738	15,657,891	12,527	34,004	2,007	17,184	30,131
San Antonio	785,880	990,073	26.0	335,333	3,830,700	9,472,408	9,567	28,248	•	•	•
BLANCO	4,713	6,098	29.4	1,975	39,136	86,774	14,230	43,936	488	•	•
BORDEN	856	886	3.5	359	7,828	11,899	13,430	33,145	135	3,706	4,661
BOSQUE	13,449	15,044	11.9	4,443	101,317	215,105	14,298	48,414	1,004	3,952	18,589
BOWIE	75,466	82,101	8.8	27,612	311,176	605,393	7,374	21,925	1,130	4,486	21,811
Texarkana	31,271	32,722	4.6	13,012	94,138	175,347	5,359	13,476	•	•	•
BRAZORIA	171,887	188,681	9.8	69,818	1,708,034	2,928,401	15,520	41,943	1,316	30,697	10,235
Angleton	13,929	13,447	-3.5	4,715	112,698	169,504	12,605	35,950	•	•	•
Clute	9,577	10,086	5.3	3,658	64,088	105,154	10,426	28,746	•	•	•
Freeport	13,444	14,223	5.8	5,010	88,549	145,952	10,262	29,132	•	•	•
Lake Jackson	19,102	18,641	-2.4	6,672	188,544	286,658	15,378	42,964	•	•	•
BRAZOS	94,565	135,357	43.1	41,294	1,023,232	2,531,373	18,701	61,301	874	7,809	16,940
Bryan	44,337	54,905	23.8	18,755	434,835	948,201	17,270	50,557	•	•	•
College Station	37,272	60,523	62.4	18,301	288,085	823,738	13,610	45,011	•	•	•

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
BREWSTER	7,588	8,517	12.2	2,757	37,257	50,932	5,980	18,474	110	*	*
BRISCOE	2,577	2,047	20.6	681	19,552	33,003	16,123	48,463	251	7,782	4,667
BROOKS	8,454	9,823	16.2	4,039	44,691	82,886	8,438	20,521	331	924	5,587
BROWN	33,255	35,804	7.7	11,359	246,801	442,433	12,357	38,950	1,181	4,218	17,450
Brownwood	19,396	19,921	2.7	7,658	110,679	186,495	9,362	24,353	*	*	*
BURLESON	12,422	15,382	23.8	5,589	114,644	229,384	14,912	41,042	1,260	7,299	10,806
BURNET	17,974	26,289	46.3	8,707	138,111	338,488	12,876	38,875	827	1,478	10,078
CALDWELL	23,731	29,865	25.8	9,438	166,903	339,486	11,367	35,970	977	3,758	24,053
CALHOUN	19,655	21,584	9.8	7,987	163,479	227,586	10,544	28,495	273	10,540	2,306
Port Lavaca	10,911	11,603	6.3	3,573	72,668	97,201	8,377	27,204	*	*	*
CALLAHAN	11,065	12,740	15.1	4,178	86,629	157,409	12,355	37,676	800	3,284	8,088
CAMERON	211,022	259,786	23.1	112,820	1,092,207	2,101,254	8,088	18,625	1,173	69,972	13,878
Brownsville	84,997	108,881	28.1	36,719	313,582	618,839	5,684	16,853	*	*	*
Harlingen	43,543	48,906	12.3	16,493	193,287	334,445	6,839	20,278	*	*	*
CAMP	9,333	10,795	15.7	3,728	66,263	148,641	13,769	39,872	413	404	53,696
CARSON	6,697	7,310	9.2	2,542	56,631	101,645	13,905	39,986	352	20,063	36,483
CASS	29,578	31,219	5.5	11,066	217,263	417,696	13,380	37,746	894	1,221	9,145
CASTRO	10,556	9,694	8.2	4,176	65,034	114,182	11,779	27,342	483	64,768	169,315
CHAMBERS	18,787	21,708	15.5	8,292	170,596	279,941	12,896	33,760	332	21,908	3,082
CHEROKEE	38,443	40,287	4.8	13,181	275,809	526,439	13,067	39,939	1,439	11,490	18,768
Jacksonville	12,264	13,201	7.6	5,036	67,072	131,213	9,940	26,055	*	*	*
CHILDRESS	6,995	6,153	12.0	1,904	53,053	83,923	13,639	44,077	323	9,253	2,670
CLAY	9,675	9,911	2.4	3,308	80,854	130,174	13,134	39,351	813	6,489	25,137
COCHRAN	4,815	4,501	6.5	1,865	31,416	55,729	12,381	29,882	279	*	*
COKE	3,195	3,419	7.0	1,046	20,619	40,700	11,904	38,910	357	415	9,220
COLEMAN	10,418	10,155	2.5	3,061	72,562	112,791	11,107	36,848	837	4,539	13,554
COLLIN	147,153	258,087	75.4	97,922	1,282,631	4,148,613	16,074	42,367	1,543	15,605	20,802
McKinney	16,256	19,725	21.3	7,080	74,750	172,784	8,760	24,405	*	*	*
Plano	72,331	147,013	103.3	46,930	518,092	2,005,994	13,645	42,744	*	*	*
COLLINGSWORTH	4,647	3,878	16.5	1,235	33,567	54,800	14,131	44,372	388	6,209	8,757
COLORADO	18,974	19,527	2.9	6,796	149,852	282,040	14,444	41,501	1,424	31,474	17,046
COMAL	36,790	57,396	56.0	20,113	285,336	758,546	13,216	37,714	584	641	3,392
New Brounfeis	22,402	30,957	38.2	11,290	112,533	249,361	8,055	22,087	*	*	*
COMANCHE	12,652	13,144	3.9	4,068	91,689	174,179	13,252	42,817	1,350	15,768	43,822
CONCHO	2,923	2,847	2.6	989	22,386	53,990	18,964	54,590	376	7,426	9,505
COOKE	27,897	30,004	7.6	10,309	229,974	363,389	12,111	35,250	1,230	5,945	24,130
Gainesville	14,081	13,923	1.1	5,987	82,738	117,420	8,434	19,612	*	*	*
CORYELL	56,546	64,479	14.0	19,306	313,176	664,476	10,305	34,418	991	4,436	12,930
COTTLE	2,938	2,574	12.4	849	23,719	42,233	16,408	49,744	235	8,150	3,182
CRANE	4,621	4,564	1.2	1,692	39,516	55,799	12,226	32,978	30	*	*
CROCKETT	4,609	4,592	-0.4	1,695	30,505	45,011	9,802	26,555	154	39	12,666
CROSBY	8,853	7,751	-12.4	2,829	57,932	101,367	13,078	35,831	430	22,183	3,365
CULBERSON	3,295	3,296	0.0	1,308	14,773	23,240	7,051	17,768	70	1,761	4,561
DALLAM	6,520	6,632	1.7	2,392	41,772	71,517	10,784	29,898	378	39,740	111,932
Dalhart	6,854	6,866	0.2	2,512	32,281	73,214	10,663	29,146	*	*	*
DALLAS	1,563,730	1,968,211	25.9	648,025	14,953,077	31,570,670	16,040	48,718	1,046	7,764	9,076
Carrollton	40,595	78,647	93.7	24,856	327,803	1,469,898	18,690	59,137	*	*	*
Dallas	904,078	1,056,595	16.9	371,864	6,204,587	16,783,393	15,884	45,133	*	*	*
Garland	138,857	204,949	47.6	60,812	897,190	3,064,975	14,955	50,401	*	*	*
Grand Prairie	71,462	95,050	33.0	28,265	411,847	1,267,878	13,339	44,857	*	*	*
Irving	109,943	131,671	19.8	43,126	744,539	2,063,832	15,674	47,856	*	*	*
Richardson	72,496	99,720	37.6	29,703	617,582	1,966,197	19,717	66,195	*	*	*
DAWSON	16,119	15,567	-3.4	5,649	119,442	196,059	12,595	34,707	581	36,974	2,771
DEAF SMITH	21,189	19,978	-5.7	8,176	145,584	285,268	14,279	34,882	655	55,551	507,130
Hereford	15,853	15,966	0.7	5,546	82,845	182,237	11,414	32,859	*	*	*
DELTA	4,838	4,650	-3.9	1,438	26,817	48,117	10,348	33,461	446	3,377	5,437
DENTON	145,526	248,067	70.5	82,942	1,244,747	4,022,318	16,215	48,496	1,417	10,290	24,177
Denton	48,063	65,392	36.1	24,689	278,503	681,551	10,423	27,605	*	*	*
Lewisville	24,273	48,793	101.0	16,625	156,372	565,388	11,587	34,008	*	*	*
DE WITT	18,972	20,295	7.0	6,873	137,981	280,922	13,842	40,873	1,619	2,276	22,376
DICKENS	3,527	2,827	-19.8	942	22,273	34,255	12,117	36,364	330	5,483	7,565
DIMMIT	11,350	12,370	9.0	5,542	47,740	72,419	5,854	13,067	224	6,896	17,693
DONLEY	4,100	3,969	-3.2	1,219	30,421	51,885	13,073	42,564	365	4,355	35,841
DUVAL	12,571	13,712	9.1	5,906	68,120	116,286	8,481	19,689	1,074	5,549	14,133
EASTLAND	19,557	20,646	5.6	6,259	135,421	213,056	10,319	34,040	1,111	8,355	11,160
ECTOR	116,294	126,389	8.7	46,740	1,045,663	1,597,713	12,641	34,183	214	156	3,057
Odessa	90,027	91,024	1.1	34,006	583,920	778,235	8,550	22,885	*	*	*
EDWARDS	2,043	1,980	-3.1	715	11,339	16,809	8,489	23,509	226	15	9,318
ELLIS	60,288	82,935	37.6	30,577	412,145	1,019,230	12,290	33,333	1,608	20,175	12,954
Ennis	12,110	15,287	26.2	5,353	59,386	132,019	8,636	24,663	*	*	*
Waxahachie	14,624	18,395	25.8	6,545	70,143	155,379	8,447	23,740	*	*	*
EL PASO	482,213	579,094	20.1	239,974	2,624,807	5,174,563	8,936	21,563	452	23,794	24,083
El Paso	425,259	506,367	19.1	187,292	1,865,029	3,844,596	7,593	20,527	*	*	*

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
	1980 U.S. Census	E&P estimate Jan. 1 1990	% Pop. Change 90 vs 80	1990 number of households	E&P 1986 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
ERATH	22,757	26,408	16.0	7,617	160,316	336,776	12,753	44,214	1,564	5,729	70,092
Stephenville	11,881	13,911	17.1	4,792	64,865	135,714	9,756	28,321	*	*	*
FALLS	18,045	17,513	2.9	5,633	89,495	147,679	8,433	26,217	1,117	13,278	31,028
Marlin	7,099	7,143	0.6	2,956	26,897	46,276	6,479	15,655	*	*	*
FANNIN	24,409	24,210	-0.8	7,751	137,744	257,784	10,648	33,258	1,576	13,140	18,648
Bonham	7,338	6,806	-7.2	2,861	32,709	56,910	8,362	19,892	*	*	*
FAYETTE	18,983	21,546	13.5	7,164	157,367	347,077	16,109	48,447	2,610	4,081	24,198
FISHER	5,866	5,450	7.1	1,884	44,215	57,716	10,590	30,635	688	13,768	8,950
FLOYD	9,848	8,408	14.6	3,106	65,600	86,729	10,315	27,923	590	40,241	34,079
FOARD	2,164	1,804	-16.6	559	14,822	27,725	15,369	49,597	250	6,422	4,332
FORT BEND	134,147	212,654	58.5	84,202	1,242,733	2,892,943	13,604	34,357	1,179	40,455	8,645
Richmond	9,692	11,048	14.0	3,475	44,356	72,167	6,532	20,767	*	*	*
Rosenberg	17,995	18,825	4.6	6,055	91,819	135,457	7,196	22,371	*	*	*
FRANKLIN	6,963	7,418	6.5	2,441	51,067	104,945	14,147	42,993	478	508	16,899
FREESTONE	14,950	18,506	23.8	6,081	145,826	298,544	16,132	49,095	1,101	447	13,113
FRIO	13,762	14,853	7.9	6,724	75,185	127,218	8,565	18,920	526	29,438	34,376
GAINES	13,251	15,927	20.2	6,698	96,951	160,189	10,058	23,916	619	65,366	13,060
GALVESTON	196,372	217,006	10.5	75,791	1,421,946	2,407,972	11,096	31,771	438	3,960	1,684
Galveston	61,902	62,321	0.7	24,910	317,065	490,169	7,865	19,678	*	*	*
League City	16,578	20,992	26.6	6,960	102,346	199,002	9,480	28,592	*	*	*
Texas City	41,403	42,950	3.7	15,013	219,833	350,181	8,153	23,325	*	*	*
GARZA	5,334	5,760	8.0	2,097	37,844	54,345	9,435	25,916	240	5,239	9,641
GILLESPIE	13,641	15,812	15.9	6,130	109,815	201,855	12,766	32,929	1,285	1,750	25,283
GLASSCOCK	1,328	1,334	0.5	500	7,811	19,065	14,292	38,130	200	10,885	3,319
GOLIAD	5,237	5,751	9.8	2,144	38,428	78,696	13,684	36,705	674	2,018	16,137
GONZALES	16,932	18,811	11.1	6,742	112,514	181,954	9,673	26,988	1,632	3,967	113,869
Gonzales	7,152	9,131	27.7	3,290	28,191	54,824	6,004	16,664	*	*	*
GRAY	26,548	26,023	2.0	8,483	241,759	370,016	14,219	43,619	350	6,890	81,196
Pampa	21,396	20,950	2.1	7,393	147,100	225,416	10,760	30,490	*	*	*
GRAYSON	90,431	98,190	8.6	31,876	724,944	1,374,526	13,999	43,121	1,765	9,121	16,240
Denison	23,884	23,129	3.2	8,950	141,649	234,260	10,128	26,174	*	*	*
Sherman	30,413	32,486	6.8	12,433	193,022	352,110	10,839	28,321	*	*	*
GREGG	100,384	115,019	14.6	39,106	755,020	1,277,787	11,109	32,675	378	476	1,752
Kilgore	10,968	11,564	5.4	4,380	66,879	112,313	9,712	25,642	*	*	*
Longview	62,762	73,122	16.5	26,027	353,381	655,773	8,968	25,196	*	*	*
GRIMES	13,680	20,244	48.0	7,457	123,547	261,519	12,918	35,070	1,196	1,340	23,039
GUADALUPE	46,915	64,404	37.3	23,172	341,105	854,107	13,262	36,859	1,702	8,324	14,818
Sequin	17,854	21,689	21.5	7,081	78,506	170,113	7,843	24,024	*	*	*
HALE	37,638	36,471	-3.1	13,540	262,802	447,037	12,257	33,016	832	87,375	54,951
Plainview	22,187	22,496	1.4	7,815	114,337	208,011	9,247	26,617	*	*	*
HALL	5,560	4,338	-22.0	1,307	41,733	40,459	9,327	30,956	341	10,874	2,815
HAMILTON	8,346	7,655	-8.3	2,252	54,692	120,200	15,702	53,375	956	2,761	16,869
HANSFORD	6,215	5,907	-5.0	2,078	57,135	133,979	22,681	64,475	315	26,553	168,098
HARDEMAN	6,385	6,217	-2.6	2,106	50,475	82,518	13,273	39,182	362	10,401	4,801
HARDIN	41,049	45,032	9.7	16,766	261,770	447,327	9,934	26,681	331	482	1,301
HARRIS	2,429,505	2,813,301	15.8	971,211	26,707,057	45,564,835	16,196	46,915	1,943	28,467	13,714
Baytown	56,923	61,754	8.5	21,892	420,857	641,900	10,394	29,321	*	*	*
Houston	1,595,138	1,729,616	8.4	659,426	12,368,894	18,855,512	10,902	28,594	*	*	*
Pasadena	112,560	119,748	6.4	41,598	813,148	1,216,214	10,156	29,237	*	*	*
HARRISON	52,576	59,107	12.4	21,348	340,765	646,845	10,944	30,300	1,031	752	8,277
Marshall	24,921	26,851	7.7	10,041	121,631	219,246	8,165	21,835	*	*	*
HARTLEY	4,008	3,379	-15.7	1,164	37,834	85,657	25,350	73,588	208	25,324	117,499
HASKELL	7,734	7,249	-6.3	2,296	59,623	103,083	14,220	44,897	670	18,671	3,442
HAYS	40,981	62,657	52.9	20,059	343,088	964,269	15,390	48,072	643	2,317	5,349
San Marcos	23,420	32,373	38.2	9,208	115,210	278,077	8,590	30,200	*	*	*
HEMPHILL	5,370	5,278	-1.7	2,018	46,726	71,731	13,591	35,546	221	2,565	46,355
HENDERSON	43,081	57,312	33.0	18,747	337,987	877,055	15,303	46,784	1,509	3,782	15,113
Athens	10,197	10,357	1.6	4,015	61,653	120,126	11,599	29,919	*	*	*
HIDALGO	285,415	386,091	35.3	175,864	1,305,750	2,871,568	7,438	16,328	2,310	269,308	15,472
Edinburg	24,075	30,301	25.9	10,454	89,066	177,844	5,869	17,012	*	*	*
McAllen	66,281	95,153	43.6	32,827	319,724	728,192	7,653	22,183	*	*	*
HILL	25,153	27,578	9.6	8,787	145,321	284,934	10,332	32,427	1,544	22,391	13,308
Hillsboro	7,397	7,769	5.0	3,277	33,539	62,755	8,078	19,150	*	*	*
HOCKLEY	23,378	26,085	11.6	10,353	170,486	296,721	11,375	28,660	633	29,768	15,383
HOOD	18,103	31,664	74.9	10,487	131,886	345,925	10,925	32,986	593	3,672	10,135
HOPKINS	25,376	30,254	19.2	10,095	201,906	388,811	12,852	38,515	1,673	1,785	82,388
Sulphur Springs	12,804	15,156	18.4	6,246	76,199	145,419	9,595	23,282	*	*	*
HOUSTON	22,510	28,078	24.7	8,138	128,355	289,129	10,297	35,528	1,387	3,895	15,605
HOWARD	33,022	36,763	11.3	12,276	283,763	465,668	12,667	37,933	398	14,128	3,365
Big Spring	24,804	27,447	10.7	10,002	148,588	241,033	8,782	24,098	*	*	*
HUDSPETH	2,755	2,675	-2.9	1,208	10,943	13,078	4,889	10,826	139	10,145	7,647
HUNT	55,516	67,639	21.8	21,960	360,110	770,552	11,392	35,089	1,864	9,169	10,900
Greenville	22,161	25,230	13.8	10,009	102,525	195,694	7,756	19,552	*	*	*

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TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
HUTCHINSON	26,477	28,006	5.8	9,880	249,331	396,998	14,175	40,182	157	7,209	22,351
Borger	15,837	17,048	7.6	7,021	107,802	175,970	10,322	25,063	*	*	*
IRION	1,396	2,121	51.9	787	8,358	17,504	8,253	22,241	127	51	6,485
JACK	7,463	7,711	3.3	2,587	54,425	86,231	11,183	33,332	644	544	10,218
JACKSON	13,403	13,321	0.6	4,975	102,449	143,254	10,754	28,795	801	33,262	7,638
JASPER	31,001	34,030	9.8	12,603	206,382	370,730	10,894	29,416	659	292	4,728
JEFF DAVIS	1,654	1,813	9.6	668	7,715	7,718	4,257	11,554	78	*	*
JEFFERSON	251,441	251,396	0.0	86,536	1,942,973	2,725,179	10,840	31,492	502	19,171	4,168
Beaumont	118,102	117,553	0.5	42,069	651,776	1,097,177	9,333	26,080	*	*	*
Port Arthur	61,251	62,117	1.4	22,017	291,523	500,002	8,049	22,710	*	*	*
JIM HOGG	5,216	5,582	7.0	2,461	23,881	31,297	5,607	12,717	206	292	7,790
JIM WELLS	36,693	41,058	11.9	17,333	251,072	377,012	9,182	21,751	785	13,214	11,282
Alice	20,961	22,746	8.5	7,240	105,358	149,514	6,573	20,651	*	*	*
JOHNSON	68,275	96,752	41.7	35,961	441,119	1,032,704	10,674	28,717	1,798	5,997	31,066
Cleburne	19,218	24,193	25.9	9,674	89,184	180,863	7,476	18,696	*	*	*
JONES	17,290	17,983	4.0	6,034	147,474	257,135	14,299	42,614	948	20,982	9,792
KARNES	13,672	13,164	3.7	5,054	92,809	130,722	9,930	25,865	1,075	3,632	11,870
KAUFMAN	39,391	54,485	38.3	19,237	264,634	649,496	11,921	33,763	1,505	3,741	18,081
Terrell	13,225	13,125	0.8	4,435	53,007	87,634	6,677	19,760	*	*	*
KENDALL	10,753	17,317	61.0	5,906	100,079	270,102	15,598	45,733	586	743	7,277
KENEDY	535	593	10.8	217	3,790	5,267	8,882	24,272	25	*	*
KENT	1,118	1,073	4.0	354	8,499	17,493	16,303	49,415	177	2,651	4,921
KERR	29,069	40,083	37.9	12,049	273,170	635,103	15,845	52,710	529	760	7,904
Kerrville	15,276	18,118	18.6	7,182	99,354	189,641	10,467	26,405	*	*	*
KIMBLE	4,079	4,347	6.6	1,321	21,974	42,645	9,810	32,282	423	187	7,401
KING	432	391	9.5	131	1,732	870	2,225	6,641	45	809	4,655
KINNEY	2,291	2,565	12.0	966	7,306	16,935	6,602	17,531	108	*	*
KLEBERG	33,381	34,572	3.6	12,563	216,967	380,036	10,993	30,250	255	12,658	35,765
KNOX	5,305	5,307	0.0	1,705	38,657	67,915	12,797	39,833	403	13,433	7,361
LAMAR	42,352	45,462	7.3	15,219	238,213	481,477	10,591	31,637	1,432	9,192	17,392
Paris	25,498	26,141	2.5	10,459	104,614	198,302	7,586	18,960	*	*	*
LAMB	18,708	16,324	12.7	6,095	129,657	233,091	14,279	38,243	823	62,512	121,719
LAMPASAS	11,847	16,641	40.5	5,341	81,718	194,100	11,664	36,342	611	936	12,604
LA SALLE	5,488	5,533	0.8	2,102	24,251	45,896	8,295	21,834	256	2,142	13,447
LAVACA	19,034	18,298	-3.9	6,218	142,676	267,185	14,602	42,970	2,315	3,855	22,623
LEE	11,160	14,208	27.3	4,968	104,282	235,920	16,605	47,488	1,447	2,501	11,416
LEON	9,687	13,826	42.7	4,510	93,593	236,008	17,070	52,330	1,227	1,093	15,218
LIBERTY	47,523	56,833	19.6	21,152	373,926	595,756	10,483	28,165	861	23,048	3,374
LIMESTONE	20,246	23,299	15.1	6,953	103,054	219,884	9,437	31,624	1,209	4,089	21,893
Mexia	7,094	8,738	23.2	3,272	26,156	61,192	7,003	18,702	*	*	*
LIPSCOMB	3,831	3,621	-5.5	1,275	35,192	57,287	15,821	44,931	294	5,537	17,427
LIVE OAK	9,813	9,886	0.7	3,768	76,805	130,959	13,247	34,756	770	5,833	10,612
LLANO	10,195	12,527	22.9	3,470	90,123	197,925	15,800	57,039	520	613	12,192
LOVING	91	98	7.7	35	1,846	2,475	25,255	70,714	15	*	*
LUBBOCK	212,061	229,553	8.2	76,435	1,659,906	2,893,635	12,606	37,857	1,029	35,815	72,016
Lubbock	173,979	187,371	7.7	65,516	1,075,385	1,921,246	10,254	29,325		*	*
LYNN	8,581	7,075	-17.6	2,714	58,303	106,954	15,117	39,408	556	27,363	905
MCCULLOCH	8,741	9,145	4.6	2,886	65,195	110,177	12,048	38,176	520	3,945	13,350
MCLENNAN	171,222	194,208	13.4	63,496	1,128,432	2,179,039	11,220	34,318	1,951	19,315	36,915
Waco	101,261	108,351	7.0	39,407	475,599	851,067	7,855	21,597	*	*	*
MCMULLEN	780	882	13.1	291	6,447	11,519	13,060	39,584	208	*	*
MADISON	10,791	12,163	12.7	3,370	83,664	177,173	14,567	52,574	708	*	*
MARION	10,426	10,242	-1.8	3,525	65,644	124,291	12,135	35,260	207	123	1,560
MARTIN	4,677	5,604	19.8	2,254	35,328	74,327	13,263	32,976	390	21,836	1,935
MASON	3,707	3,664	-1.2	1,161	26,111	43,940	11,992	37,847	567	4,384	20,868
MATAGORDA	38,332	41,622	8.6	15,561	315,898	720,996	17,322	46,334	703	45,551	8,901
Bay City	17,837	18,913	6.0	7,125	122,659	271,147	14,337	38,056	*	*	*
MAVERICK	31,823	38,601	21.3	20,066	154,687	335,177	8,683	16,704	176	3,078	45,217
MEDINA	23,210	26,953	16.1	10,704	157,884	324,078	12,024	30,276	1,480	16,406	21,394
MENARD	2,337	2,309	-1.2	753	11,609	20,466	8,864	27,179	268	141	11,918
MIDLAND	83,475	115,822	38.8	41,362	884,664	1,622,961	14,013	39,238	335	6,266	5,718
Midland	70,525	92,719	31.5	34,999	558,038	973,308	10,497	27,810	*	*	*
MILAM	22,895	23,866	4.2	8,559	128,471	219,058	9,179	25,594	1,583	13,066	22,175
MILLS	4,500	4,537	0.8	1,365	28,963	50,756	11,187	37,184	677	1,420	14,647
MITCHELL	9,078	9,157	0.9	3,182	65,784	102,682	11,213	32,270	406	7,544	5,053
MONTAGUE	17,471	18,795	7.6	5,854	128,028	216,487	11,518	36,981	1,065	3,857	15,548
MONTGOMERY	130,882	183,648	40.3	71,179	1,220,491	2,233,154	12,160	31,374	797	1,809	4,045
Conroe	18,034	23,159	28.4	8,790	118,023	196,756	8,496	22,384	*	*	*
MOORE	16,705	17,641	5.6	6,658	143,542	291,956	16,550	43,850	270	32,232	137,183
MORRIS	14,683	14,662	-0.1	5,194	128,771	170,107	11,602	32,751	380	1,536	3,945
MOTLEY	1,960	1,584	-19.2	469	14,890	24,711	15,600	52,689	233	4,831	5,325

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TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
	1980 U S Census	E&P estimate Jan 1 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
NACOGDOCHES	47,078	53,698	14.1	15,881	352,966	764,165	14,231	48,118	1,237	1,200	71,280
Nacogdoches	27,149	29,801	9.8	10,395	163,148	336,491	11,291	32,370	*	*	*
NAVARRO	35,510	39,840	12.2	13,205	214,141	417,698	10,484	31,632	1,464	8,022	14,939
Corsicana	21,712	23,716	9.2	9,293	96,439	181,157	7,639	19,494	*	*	*
NEWTON	13,341	14,153	6.1	5,330	77,982	124,943	8,828	23,441	323	282	1,253
NOLAN	17,361	17,968	3.5	6,319	131,905	175,211	9,751	27,728	452	6,501	19,104
Sweetwater	12,242	12,299	0.5	4,873	63,451	80,034	6,507	16,424	*	*	*
NUECES	269,109	310,760	15.5	116,931	1,820,430	3,346,747	10,770	28,622	735	47,966	6,324
Corpus Christi	231,999	268,680	15.8	96,585	1,167,770	2,592,346	9,648	26,840	*	*	*
OCHILTREE	9,657	10,962	13.5	3,889	104,136	158,123	14,425	40,659	394	24,378	70,050
OLDHAM	2,272	2,487	9.5	704	17,819	46,933	18,871	66,666	150	4,723	37,599
ORANGE	84,201	82,384	2.2	30,838	631,219	967,550	11,744	31,375	315	982	1,401
Orange	23,628	20,153	14.7	7,075	137,067	178,720	8,868	25,261	*	*	*
PALO PINTO	24,175	25,283	4.6	8,692	198,355	309,162	12,228	35,569	655	1,152	7,450
Mineral Wells	14,468	14,134	2.3	5,566	81,942	115,779	8,192	20,801	*	*	*
PANOLA	20,922	23,753	13.5	8,500	155,939	340,586	14,339	40,069	934	510	22,799
PARKER	45,280	68,924	52.2	24,689	312,712	837,997	12,158	33,942	1,751	5,690	22,422
Weatherford	12,049	16,209	34.5	6,503	59,301	138,763	8,561	21,338	*	*	*
PARMER	11,081	11,027	-0.5	4,479	75,666	170,768	15,486	38,126	661	77,164	229,347
PECOS	14,705	16,762	14.0	6,630	82,880	125,083	7,462	18,866	284	5,615	16,004
POLK	24,672	31,246	26.6	10,862	155,002	348,037	11,139	32,042	530	313	2,522
POTTER	98,999	105,099	6.2	34,025	812,996	1,322,358	12,582	38,864	178	1,766	18,447
Amarillo	149,230	166,252	11.4	63,605	983,860	1,715,316	10,318	26,968	*	*	*
PRESIDIO	5,211	5,659	8.6	2,260	13,315	31,422	5,553	13,904	137	4,539	15,002
RAINS	4,871	6,941	42.5	2,364	33,732	85,876	12,372	36,327	438	1,445	8,036
RANDALL	75,784	97,622	28.8	33,683	848,249	1,886,443	19,324	56,006	575	14,872	143,811
REAGAN	4,195	5,161	23.0	2,191	24,007	37,630	7,291	17,175	123	4,390	2,910
REAL	2,500	3,025	21.0	1,061	9,501	25,721	8,503	24,242	177	65	3,680
RED RIVER	16,128	15,348	4.8	5,346	100,860	188,828	12,303	35,321	1,027	5,683	11,460
REEVES	15,822	16,044	1.4	6,383	76,074	100,301	6,252	15,714	149	4,726	57,902
Pecos	12,855	13,319	3.6	4,542	41,804	62,493	4,692	13,759	*	*	*
REFUGIO	9,362	8,550	-8.7	3,068	75,024	128,838	15,069	41,994	262	12,151	5,116
ROBERTS	1,191	1,147	-3.7	368	10,461	15,590	13,592	42,364	103	1,685	20,175
ROBERTSON	14,674	15,959	8.8	5,579	124,479	225,758	14,146	40,466	1,100	7,854	24,256
ROCKWALL	14,879	26,528	78.3	10,166	132,579	384,926	14,510	37,864	191	1,315	1,476
RUNNELS	11,899	12,428	4.4	4,338	83,694	133,296	10,725	30,728	867	14,102	17,002
RUSK	41,476	44,531	7.4	15,892	311,298	633,589	14,228	39,868	1,372	1,615	10,360
Henderson	11,473	11,786	2.7	4,820	67,387	130,759	11,094	27,128	*	*	*
SABINE	8,756	10,208	16.6	3,285	48,893	99,623	9,759	30,327	256	47	8,022
SAN AUGUSTINE	8,795	8,917	1.4	2,900	46,789	93,817	10,521	32,351	355	202	11,797
SAN JACINTO	11,655	15,406	32.2	5,733	64,583	128,139	8,317	22,351	315	470	1,548
SAN PATRICIO	58,543	62,577	6.9	26,257	353,784	588,267	9,401	22,404	605	40,594	20,486
SAN SABA	5,728	5,832	1.8	1,804	40,147	74,658	12,801	41,385	643	3,190	18,215
SCHLEICHER	2,840	3,105	9.3	1,096	16,015	24,570	7,913	22,418	265	1,589	12,149
SCURRY	18,175	19,304	6.2	6,985	150,500	254,828	13,201	36,482	614	8,307	5,444
Snyder	12,705	13,457	5.9	4,961	83,210	140,316	10,427	28,284	*	*	*
SHACKELFORD	3,950	4,034	2.1	1,371	35,500	57,537	14,263	41,967	258	1,926	7,899
SHELBY	23,170	23,888	3.1	8,064	149,925	293,584	12,290	36,407	1,117	836	55,626
SHERMAN	3,151	3,046	-3.3	1,014	27,144	52,336	17,182	51,613	279	29,997	127,639
SMITH	129,348	163,589	26.5	55,410	1,121,584	2,340,997	14,310	42,249	1,689	11,409	14,845
Tyler	70,508	84,956	20.5	32,097	460,745	903,587	10,636	28,152	*	*	*
SOMERVELL	4,207	6,268	49.0	2,203	36,897	71,883	11,468	32,630	234	479	1,550
STARR	27,565	37,391	35.6	18,515	94,862	200,856	5,372	10,848	830	19,963	32,604
STEPHENS	9,995	10,149	1.5	3,264	80,780	124,760	12,293	38,223	431	693	6,242
STERLING	1,216	1,713	40.9	569	7,645	12,078	7,051	21,227	78	220	6,660
STONEWALL	2,423	2,311	-4.6	712	20,595	33,044	14,299	46,410	337	4,198	5,374
SUTTON	5,183	4,865	-6.1	1,918	29,438	38,151	7,842	19,891	177	72	9,416
SWISHER	9,661	7,984	-17.4	2,864	66,019	120,453	15,087	42,058	551	41,585	159,572
TARRANT	867,557	1,157,765	33.5	395,959	6,703,900	14,782,724	12,768	37,334	1,227	7,166	18,829
Arlington	160,113	270,387	68.9	96,408	1,002,920	3,396,584	12,562	35,231	*	*	*
Euless	24,002	33,864	41.1	12,145	144,772	409,631	12,096	33,728	*	*	*
Fort Worth	385,164	394,757	2.5	143,700	2,005,988	4,123,153	10,445	28,693	*	*	*
Haltom City	29,014	37,736	30.1	13,247	144,764	377,595	10,006	28,504	*	*	*
Hurst	31,420	42,884	36.5	14,762	208,141	569,723	13,285	38,594	*	*	*
TAYLOR	111,384	128,653	15.5	41,142	1,050,772	1,845,024	14,341	44,845	911	8,288	65,886
Abilene	98,315	110,975	12.9	37,092	639,303	1,261,807	11,370	34,018	*	*	*
TERRELL	1,589	1,505	-5.3	555	9,086	17,628	11,713	31,762	77	*	7,698
TERRY	14,582	14,081	-3.4	5,341	109,239	185,823	13,197	34,792	532	38,994	1,048
THROCKMORTON	2,055	2,136	3.9	670	16,130	31,497	14,746	47,010	306	4,962	10,729
TITUS	21,558	24,770	14.9	8,467	172,754	324,530	13,102	38,329	778	784	12,891
Mount Pleasant	11,003	11,907	8.2	4,541	72,474	126,858	10,654	27,936	*	*	*
TOM GREEN	85,292	100,430	17.7	33,150	[illegible]	1,429,698	14,236	43,128	806	17,582	47,893
San Angelo	73,240	83,781	14.4	29,308	[illegible]	919,343	10,973	31,368	*	*	*

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TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
TRAVIS	423,058	587,268	38.8	181,003	4,446,249	11,006,617	18,742	60,809	1,061	6,859	9,991
Austin	345,496	467,318	35.3	157,503	2,754,568	6,564,422	14,047	41,678	*	*	*
TRINITY	9,543	11,872	24.4	3,962	57,618	135,202	11,388	34,125	520	*	*
TYLER	16,338	18,921	15.8	6,637	104,827	221,429	11,703	33,363	496	579	1,848
UPSHUR	28,826	35,466	23.0	13,298	210,990	485,971	13,702	36,545	1,022	874	23,198
UPTON	4,629	5,385	16.3	2,136	25,398	41,048	7,623	19,217	89	3,066	2,505
UVALDE	22,532	25,145	11.6	9,756	96,613	199,849	7,948	20,485	531	17,847	18,374
VAL VERDE	36,167	39,685	9.7	16,462	152,463	281,740	7,099	17,115	253	151	16,658
Del Rio	30,034	34,038	13.3	12,361	91,906	193,357	5,681	15,643	*	*	*
VAN ZANDT	31,618	40,145	27.0	13,870	250,215	553,556	13,789	39,910	2,328	8,425	24,380
VICTORIA	69,425	75,074	8.1	28,904	583,144	1,039,722	13,849	35,972	1,057	13,761	9,017
Victoria	50,695	52,926	4.4	18,910	301,207	504,675	9,535	26,688	*	*	*
WALKER	42,246	60,940	44.3	14,971	264,590	721,458	11,839	48,190	624	698	9,108
Huntsville	23,936	32,455	35.6	9,465	119,333	301,033	9,275	31,805	*	*	*
WALLER	20,038	23,747	18.5	7,444	136,867	261,039	10,993	35,067	809	12,058	9,471
WARD	14,131	14,977	6.0	5,782	88,020	135,791	9,067	23,485	80	*	*
WASHINGTON	22,120	28,122	27.1	9,264	198,665	493,424	17,546	53,263	1,839	2,030	18,035
Brenham	10,966	14,218	29.7	5,274	61,330	156,497	11,007	29,673	*	*	*
WEBB	99,950	120,147	20.2	55,877	511,916	946,532	7,878	16,940	422	5,544	17,216
Laredo	91,449	107,707	17.8	45,392	314,308	704,146	6,538	15,513	*	*	*
WHARTON	40,447	41,328	2.2	15,722	297,296	526,171	12,732	33,467	1,258	83,620	10,575
WHEELER	7,201	6,874	-4.5	2,390	64,034	105,888	15,404	44,305	507	5,307	35,988
WICHITA	120,897	128,983	6.7	40,423	1,141,109	1,823,954	14,141	45,122	583	10,533	8,257
Wichita Falls	94,201	97,766	3.8	31,321	616,665	1,263,781	12,927	40,349	*	*	*
WILBARGER	15,944	17,994	12.9	5,842	116,621	213,153	11,846	36,486	557	21,117	8,847
Vernon	12,695	15,188	19.6	5,271	75,155	152,438	10,037	28,920	*	*	*
WILLACY	17,506	19,104	9.1	8,545	81,539	144,974	7,589	16,966	322	37,161	859
WILLIAMSON	78,110	124,598	59.5	45,952	709,370	1,973,116	15,836	42,939	1,850	25,427	18,311
Taylor	10,619	10,897	2.6	3,943	59,404	101,368	9,302	25,708	*	*	*
WILSON	16,943	19,607	15.7	7,686	115,146	276,407	14,097	35,962	1,672	11,867	26,482
WINKLER	9,988	10,614	6.3	4,153	80,486	97,482	9,184	23,473	32	*	851
WISE	26,808	35,459	32.3	13,132	175,200	365,422	10,305	27,827	1,561	3,112	30,727
WOOD	24,880	29,317	17.8	9,298	192,417	404,092	13,784	43,460	1,277	2,319	19,919
YOAKUM	8,342	10,147	21.6	4,002	68,529	131,520	12,961	32,864	296	19,127	1,944
YOUNG	19,230	19,428	1.0	6,300	161,693	264,251	13,602	41,945	710	6,803	11,405
ZAPATA	6,706	9,268	38.2	3,678	31,631	66,735	7,201	18,144	313	212	4,765
ZAVALA	11,652	12,175	4.5	6,006	44,039	67,694	5,560	11,271	264	25,935	28,992

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Texas 1987 Cash Receipts as follows: From Crops $2,981,216,000; from Livestock & Livestock Products $5,826,358,000; Total $8,807,574,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

UTAH POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop. Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	1,472,153	1,745,826	18.6	544,643	10,102,998	19,183,943	13,516	35,223	13,984	129,948	423,636
METRO AREAS (MSAs/PMSAs/CMSAs)											
Provo-Orem, UT	220,387	252,021	14.4	66,626	1,189,438	2,239,178	8,885	33,608	1,848	17,474	49,329
Salt Lake City-Ogden, UT	916,358	1,084,544	18.4	352,935	6,546,048	12,350,261	11,388	34,993	2,370	24,449	53,145
COUNTIES, Cities											
BEAVER	4,396	5,324	21.1	1,590	32,803	63,190	11,869	39,742	204	4,776	12130
BOX ELDER	33,399	41,546	24.4	13,794	257,757	553,741	13,328	40,144	1,079	20,641	38075
CACHE	57,551	70,099	21.8	21,272	386,772	815,967	11,640	38,359	1,282	8,378	59100
Logan	26,844	30,342	13.0	10,770	147,380	286,271	9,435	26,580	*	*	*
CARBON	22,280	23,616	6.0	7,206	188,001	282,264	11,952	39,171	201	430	2189
DAGGETT	777	720	-7.3	223	4,653	6,863	9,532	30,776	30	*	*
DAVIS	148,081	189,545	28.0	66,423	988,383	2,004,540	10,576	30,178	660	11,588	11506
DUCHESNE	12,505	16,144	29.1	5,407	87,519	156,599	9,700	28,962	677	1,976	13151
EMERY	11,696	11,712	0.1	4,156	83,162	130,927	11,179	31,503	432	747	4642
GARFIELD	3,691	4,099	11.1	1,217	24,749	42,971	10,483	35,309	222	582	3616
GRAND	8,315	6,964	-16.2	1,971	71,781	81,543	11,709	41,371	59	*	*

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UTAH POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U S Census	POPULATION E&P estimate Jan 1 1990	POPULATION % Pop Change 90 vs 80	HOUSEHOLDS 1990 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1989 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1989 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
IRON	17.474	21.122	20 9	6.518	120.182	211.545	10.015	32.456	380	10,380	8774
JUAB	5.549	6.239	12 4	2.011	39.170	71.404	11.445	35.507	221	2.314	3957
KANE	4.020	5.539	37 8	1.647	27.780	54.817	9.897	33.283	146	267	1357
MILLARD	9.027	16.568	83 5	5.518	58.940	186.267	11.243	33.756	612	18.309	29336
MORGAN	4.932	5.335	8 2	2.000	38.641	62.455	11.707	31.228	250	695	8209
PIUTE	1.342	1.507	12 3	419	7.504	10.337	6.859	24.671	116	252	4645
RICH	2.130	2.206	3 6	700	15.878	30.531	13.840	43.616	150	996	7335
SALT LAKE	623.392	726.744	16 6	210.756	4.534.063	8.398.291	11.556	39.848	805	9.428	16714
Salt Lake City	163.033	145.239	-10 9	62.245	995.832	1.413.602	9.733	22.710	*	*	*
SAN JUAN	12.350	11.077	-10 3	4.599	61.191	86.662	7.824	16.844	214	3.520	4847
SANPETE	14.819	17.000	14 7	5.405	84.664	182.128	10.713	33.696	772	3.243	44686
SEVIER	14.842	16.174	9 0	5.028	95.264	157.507	9.738	31.326	477	3.042	24876
SUMMIT	10.405	15.476	48 7	4.521	85.976	210.706	13.615	46.606	417	683	11619
TOOELE	26.135	28.913	10 6	9.283	184.964	324.947	11.239	35.005	304	2.416	8009
UINTAH	20.705	25.416	22 8	8.683	158.689	255.630	10.058	29.440	671	1.891	12489
UTAH	220.387	252.021	14 4	83.541	1.189.438	2.239.178	8.885	26.803	1.848	17.474	49329
Provo	74.108	75.886	2 4	22.853	311.696	539.703	7.112	23.616	*	*	*
WASATCH	8.594	10.396	21 0	3.340	58.919	115.631	11.123	34.620	293	532	8746
WASHINGTON	26.548	43.968	65 6	13.762	181.688	478.892	10.892	34.798	372	1.610	4941
St George	11.350	17.095	50 6	5.432	61.471	146.909	8.594	27.045	*	*	*
WAYNE	1.926	2.101	9 1	604	10.865	20.980	9.986	34.735	185	345	4433
WEBER	144.885	168.255	16 1	48.008	1.023.502	1.947.430	11.574	40.565	905	3.433	24925
Ogden	64.407	61.115	-5 1	20.815	353.353	548.385	8.973	26.346	*	*	*

FARM PRODUCTS: From 1982 U.S Census of Agriculture U.S.D of A Economic Research Service Bulletin indicates State of Utah 1987 Cash Receipts as follows From Crops $129.948.000, from Livestock & Livestock Products $423.636.000 Total $55[illegible] *—Included in county totals
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data

VERMONT POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U S Census	POPULATION E&P estimate Jan 1 1990	POPULATION % Pop Change 90 vs 80	HOUSEHOLDS 1990 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1989 estimate (Thousands)	INCOME income per capita	INCOME E&P 1989 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	512.062	571.664	11 6	207.500	3.728.002	8.098.906	15.978	39.031	6.315	20.054	349.348
METRO AREAS (MSAs/PMSAs/CMSAs)											
Burlington, VT	120.513	143.166	18 8	49.498	1.065.308	2.476.734	17.300	50.037	N.A	N.A	N.A
COUNTIES, Cities											
ADDISON	29.591	33.063	11 7	12.577	216.560	489.305	14.799	38.905	748	4.410	68.425
BENNINGTON	33.314	36.187	8 6	13.077	229.140	509.805	14.088	38.985	193	1.182	6.198
Bennington	15.815	18.774	18 7	5.580	79.413	174.555	9.298	31.282	*	*	*
CALEDONIA	25.784	27.200	5 5	10.129	156.763	312.563	11.491	30.858	491	1.231	21.339
St Johnsbury	7.938	7.910	-0 4	2.785	48.060	85.110	10.760	30.560	*	*	*
CHITTENDEN	115.842	137.270	18 5	49.610	1.025.789	2.376.445	17.312	47.903	505	1.816	23.342
Burlington	37.712	37.860	0.4	13.693	221.660	416.108	10.991	30.388	*	*	*
ESSEX	6.371	6.650	4.4	2.588	35.781	67.927	10.215	26.247	90	376	4.403
FRANKLIN	34.879	38.586	10.6	15.703	237.582	492.273	12.758	31.349	795	1.020	70.064
St Albans	7.308	6.763	-7.5	2.776	37.736	64.472	9.533	23.225	*	*	*
GRAND ISLE	4.671	5.896	26 2	2.444	39.519	100.289	17.010	41.035	139	960	6.568
LAMOILLE	16,781	19,911	18.7	7,325	109,515	248,046	12,458	33,863	255	674	14,586
ORANGE	22,833	25,428	11.4	9,708	136,861	326,096	12,824	33,590	600	1,081	24,097
ORLEANS	23,414	24,626	5.2	9,946	151,908	315,724	12,821	31,744	654	1,059	45,553
Newport	4,756	4,796	0.8	1,976	24,165	48,044	10,018	24,314	*	*	*
RUTLAND	58,244	63,500	9.0	23,[illegible]18	385,768	796,347	12,541	34,447	561	1,551	26,358
Rutland	18,436	17,907	-2.9	7,220	88,217	159,998	8,935	22,160	*	*	*
WASHINGTON	52,365	55,358	5.7	19,128	361,045	687,845	12,425	35,960	399	655	13,073
Barre	9,824	9,668	-1 6	4,099	48,059	84,485	8,739	20,611	*	*	*
Montpelier	8,241	8,090	-1.8	3,324	46,589	81,698	10,099	24,578	*	*	*
WINDHAM	36,926	41,548	12.5	14,406	260,582	610,031	14,683	42,346	298	2,762	11,076
Bellows Falls	3,456	3,434	-0.6	1,428	15,587	32,084	9,343	22,468	*	*	*
Brattleboro	11,886	12,950	9.0	4,209	61,297	109,885	8,485	26,107	*	*	*
WINDSOR	51,047	56,441	10.6	20,760	381,188	766,210	13,575	36,908	587	1,277	14,266
Hartford	7,963	9,303	16.8	3,305	62,988	125,589	13,500	38,000	*	*	*
Springfield	10,190	10,124	-0.6	3,296	60,290	112,475	11,110	34,125	*	*	*
White River Junction	2,582	2,953	14.4	1,072	14,961	42,995	14,560	40,107	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Vermont 1987 Cash Receipts as follows: From Crops $20,054,000; from Livestock & Livestock Products $349,348,000; Total $369,402,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

VIRGINIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	5,361,564	6,087,396	13.5	2,203,608	44,667,998	98,478,689	18,561	44,690	51,859	626,544	936,820
METRO AREAS (MSAs PMSAs CMSAs)											
Charlottesville, Va	114,053	129,409	13.5	45,556	752,777	1,752,387	13,541	38,467	1,381	5,847	23,248
Danville, Va	111,945	109,970	-1.8	40,825	608,016	1,200,615	10,918	29,409	2,024	40,760	9,506
Lynchburg, Va	141,585	148,666	5.0	51,091	950,294	1,703,210	11,457	33,337	1,190	6,387	11,775
Norfolk-Virginia-Beach-Newport-News	1,161,268	1,378,721	18.7	473,856	8,478,157	18,557,160	13,460	39,162	1,197	55,128	28,538
Richmond-Petersburg, Va	764,040	850,162	11.3	311,520	5,867,477	12,071,061	14,199	38,749	2,400	44,454	31,642
Roanoke, Va	220,768	231,592	4.9	88,978	1,682,762	3,303,473	14,264	37,127	892	3,133	17,124
COUNTIES, Cities											
ACCOMACK	31,305	32,850	4.9	11,932	216,971	423,984	12,907	35,533	415	32396	14996
AMELIA	8,420	8,365	-0.7	3,414	40,913	95,059	11,364	27,844	446	5944	20608
AMHERST	29,276	29,373	0.3	10,586	173,493	300,832	10,242	28,418	450	545	2798
APPOMATTOX	12,011	12,551	4.5	4,938	76,020	154,846	12,337	31,358	442	1704	4279
ARLINGTON	152,541	154,237	1.1	42,533	2,593,201	5,018,242	32,536	117,985	4	51	*
BATH	5,926	5,889	-0.6	2,054	24,582	50,508	8,577	24,590	138	*	*
BLAND	6,366	6,786	6.6	2,447	28,355	68,732	10,128	28,088	354	371	4952
BOTETOURT	23,401	25,812	10.3	9,890	146,018	320,524	12,418	32,409	586	2011	8527
BRUNSWICK	15,595	15,391	-1.3	6,039	65,591	142,131	9,235	23,536	590	13387	6573
BUCHANAN	37,965	36,233	-4.6	15,142	236,450	337,759	9,322	22,306	120	254	86
BUCKINGHAM	11,796	12,773	8.3	5,298	50,028	121,282	9,495	22,892	420	1304	8539
CAROLINE	17,909	19,123	6.8	7,816	101,872	215,352	11,261	27,553	265	6480	2681
CHARLES CITY	6,687	6,202	-7.3	2,731	35,423	70,758	11,409	25,909	70	3582	219
CHARLOTTE	12,224	11,348	-7.2	4,498	48,549	96,636	8,516	21,484	686	8879	6997
CHESTERFIELD	143,563	196,304	36.7	76,854	1,232,512	2,884,923	14,696	37,538	240	2583	1923
CLARKE	9,998	10,996	10.0	3,947	70,153	185,032	16,827	46,879	299	7600	9621
CRAIG	3,972	4,243	6.8	1,511	21,612	41,086	9,683	27,191	196	401	1759
CULPEPER	22,639	24,522	8.3	9,606	127,186	270,764	11,042	28,187	537	6879	17454
Culpeper	6,621	6,670	0.7	2,771	30,014	59,097	8,860	21,327	*	*	*
CUMBERLAND	7,926	7,751	-2.2	3,142	33,512	79,998	10,321	25,461	331	*	*
DICKENSON	19,846	20,150	1.5	8,345	113,560	221,198	10,978	26,507	170	129	173
ESSEX	8,840	8,982	1.6	3,469	55,894	131,359	14,625	37,867	192	10782	1469
FAUQUIER	36,164	43,014	18.9	17,138	228,098	634,746	14,757	37,037	973	5489	27020
FLOYD	11,585	11,939	3.1	4,416	48,813	128,274	10,744	29,048	920	1216	10028
FLUVANNA	10,287	10,604	3.1	4,258	52,115	117,791	11,108	27,663	308	616	2862
FRANKLIN	35,889	37,982	5.8	14,081	184,014	443,954	11,689	31,529	1,212	7224	24305
GILES	17,803	17,627	-1.0	6,665	75,576	135,532	7,689	20,335	375	384	2873
GLOUCESTER	20,285	29,348	44.7	11,114	135,234	339,333	11,562	30,532	162	4753	541
GOOCHLAND	11,831	12,575	6.3	4,803	76,681	179,744	14,294	37,423	294	1833	4040
GRAYSON	16,630	17,345	4.3	6,373	72,590	153,646	8,858	24,109	995	2026	11706
GREENE	7,696	8,731	13.4	3,484	42,135	94,736	10,851	27,192	243	512	3213
HANOVER	50,406	63,941	26.9	25,233	386,913	984,578	15,398	39,019	637	9205	10031
HENRICO	181,213	213,880	18.0	75,783	1,638,022	3,651,612	17,073	48,185	166	4316	1070
HIGHLAND	2,997	2,813	-6.1	1,004	13,954	22,255	7,911	22,166	320	*	*
ISLE OF WIGHT	21,623	23,783	10.0	9,603	129,777	294,980	12,403	30,717	333	18338	9185
KING AND QUEEN	5,955	6,287	5.6	2,466	34,668	75,760	12,050	30,722	197	6357	1812
KING GEORGE	10,647	12,613	18.5	5,001	78,538	173,138	13,727	34,621	176	3101	1084
KING WILLIAM	9,405	10,664	13.4	4,304	61,026	130,148	12,204	30,239	149	7245	3485
LANCASTER	10,109	11,004	8.9	3,781	66,299	141,133	12,826	37,327	106	3347	368
LEE	26,033	26,948	3.5	10,727	131,836	242,293	8,991	22,587	1,635	9161	5142
LOUDOUN	57,748	70,634	22.3	28,363	643,343	1,701,606	24,090	59,994	888	12168	20153
LOUISA	17,788	19,343	8.7	7,776	88,732	190,085	9,827	24,445	482	1712	5807
LUNENBERG	12,136	11,954	-1.5	4,537	56,414	102,440	8,570	22,579	566	10347	3462
MADISON	10,231	10,656	4.2	4,298	47,847	121,960	11,445	28,376	462	2486	13410
MATHEWS	7,967	8,361	4.9	2,867	60,042	149,851	17,923	52,268	96	2216	380
MECKLENBURG	29,358	29,118	-0.8	10,863	135,647	278,959	9,580	25,680	990	22223	6174
MIDDLESEX	7,782	8,649	11.1	2,978	47,044	130,066	15,038	43,676	127	3188	4128
NELSON	12,195	14,336	17.6	5,503	57,270	141,676	9,883	25,745	388	3316	6896
NEW KENT	8,868	10,192	14.9	3,929	55,292	125,044	12,269	31,826	91	2719	359
NORTHAMPTON	14,534	14,462	-0.5	5,290	93,966	166,455	11,510	31,466	246	21916	235
NORTHUMBERLAND	9,834	10,017	1.9	3,536	65,827	147,774	14,752	41,791	199	7493	560
NOTTOWAY	14,671	14,338	-2.3	5,306	74,947	162,465	11,331	30,619	381	3586	19722
ORANGE	17,880	19,747	10.4	7,696	95,910	218,066	11,043	28,335	461	1839	13447
PAGE	19,412	20,011	3.1	7,555	99,857	218,058	10,897	28,863	506	1353	27914
PATRICK	17,611	18,332	4.1	6,861	85,302	219,442	11,970	31,984	781	5437	5893
POWHATAN	13,131	14,662	11.7	5,333	77,779	195,757	13,351	36,707	215	3120	8251
PRINCE EDWARD	16,476	17,269	4.8	5,566	79,558	147,522	8,543	26,504	426	3396	6173

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

VIRGINIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
PULASKI	35,191	36,495	3.7	13,637	161,407	317,962	8,712	23,316	367	463	9378
Pulaski	10,106	9,356	-7.4	3,717	38,576	67,350	7,199	18,119	*	*	*
RAPPAHANNOCK	6,125	6,202	1.3	2,344	33,755	71,783	11,574	30,624	313	2536	3211
RICHMOND	6,973	7,544	8.2	2,838	39,236	94,767	12,562	33,392	193	5897	984
RUSSELL	31,951	33,022	3.4	13,240	145,624	253,634	7,681	19,157	1,283	6703	8014
SCOTT	25,088	27,461	9.5	10,649	136,514	255,964	9,321	24,036	1,964	8820	3250
SHENANDOAH	27,663	28,344	2.5	10,362	155,568	387,602	13,675	37,406	922	4099	38368
SMYTH	33,338	33,705	1.1	12,528	153,122	309,455	9,181	24,701	*	*	*
Strasburg	2,431	3,039	24.3	989	7,366						
STAFFORD	40,919	56,127	37.2	22,755	248,262	679,358	12,104	29,855	214	1335	1831
SURRY	6,046	6,204	2.6	2,474	33,724	77,586	12,506	31,361	186	9700	2677
SUSSEX	10,857	9,637	-11.2	3,793	58,567	108,515	11,260	28,609	258	16822	2111
TAZEWELL	50,579	51,844	2.5	20,579	357,745	589,748	11,375	28,658	494	614	9581
Bluebell	5,946	6,276	5.5	2,394	35,892	61,242	9,758	25,581	*	*	*
WARREN	21,246	23,800	12.0	8,743	130,616	266,152	11,183	30,442	243	846	2227
WESTMORELAND	14,085	14,405	2.3	5,381	84,633	189,851	13,180	35,282	224	10791	871
WYTHE	25,591	27,002	5.5	10,232	118,567	244,480	9,054	23,894	805	*	*
INDEPENDENT CITIES											
Alexandria	103,002	105,799	2.7	29,669	1,620,411	3,410,048	32,231	114,936	*	*	*
Chesapeake	114,407	148,672	30.0	61,489	839,454	1,975,971	13,291	32,135	*	*	*
Hampton	122,287	131,208	7.3	48,319	854,231	1,641,541	12,511	33,973	*	*	*
Newport News	144,449	168,199	16.4	61,276	1,022,460	2,072,916	12,324	33,829	*	*	*
Norfolk	265,831	271,295	2.1	89,029	1,744,829	3,293,729	12,141	36,996	*	*	*
Portsmouth	104,476	107,096	2.5	39,761	726,032	1,270,845	11,866	31,962	*	*	*
Richmond	219,268	207,097	-5.6	65,784	1,629,839	2,797,912	13,510	42,532	*	*	*
Roanoke	100,163	103,844	3.7	34,785	721,018	1,357,340	13,071	39,021	*	*	*
Suffolk	47,111	50,621	7.5	20,118	298,312	627,526	12,397	31,192	*	*	*
Virginia Beach	265,096	376,288	41.9	144,738	2,300,706	6,070,277	16,132	41,940	*	*	*
Ablemarle-Charlottesville	96,070	110,074	14.6	36,886	658,527	1,539,860	13,989	41,746	*	*	*
Alleghany-Clifton Forge-Covington	28,446	28,886	1.5	10,435	130,139	215,980	7,477	20,698	*	*	*
Augusta-Staunton-Waynesboro	91,063	94,917	4.2	33,853	595,498	1,184,134	12,475	34,979	*	*	*
Bedford-Bedford City	41,232	46,352	12.4	17,233	237,528	548,755	11,839	31,843	*	*	*
Campbell-Lynchburg	112,309	119,293	6.2	42,945	776,801	1,402,378	11,756	32,655	*	*	*
Carroll-Galax	33,877	34,649	2.3	12,524	155,880	304,659	8,793	24,326	*	*	*
Dinwiddie-Colonial Heights	79,919	75,436	-5.6	27,838	463,004	750,540	9,949	26,961	*	*	*
Fairfax-Fairfax City	631,135	842,204	33.4	316,750	10,001,296	24,931,202	29,602	78,709	*	*	*
Frederick-Winchester	54,558	58,779	7.7	21,300	344,424	669,285	11,386	31,422	*	*	*
Greensville-Emporia	15,795	14,765	-6.5	5,879	81,677	169,254	11,463	28,790	*	*	*
Halifax-South Boston	37,496	35,531	-5.2	13,708	179,838	357,049	10,049	26,047	*	*	*
Henry-Martinsville	75,839	76,807	1.3	28,963	441,229	882,015	11,484	30,453	*	*	*
James City-Williamsburg	32,770	42,045	28.3	12,471	239,608	525,770	12,505	42,159	*	*	*
Montgomery-Radford	77,123	85,634	11.0	25,688	366,060	851,825	9,947	33,160	*	*	*
Pittsylvania-Danville	111,945	109,970	-1.8	40,703	608,016	1,200,615	10,918	29,497	*	*	*
Prince George-Hopewell	49,154	49,873	1.5	17,956	272,012	430,193	8,626	23,958	*	*	*
Prince William-Manassas	167,630	229,639	37.0	96,074	1,769,788	4,703,201	20,481	48,954	*	*	*
Roanoke-Salem	97,204	101,936	4.9	35,195	815,726	1,625,609	15,947	46,189	*	*	*
Rockbridge-Buena Vista	31,945	30,968	-3.1	10,664	142,160	252,979	8,169	23,723	*	*	*
Rockingham-Harrisonburg	76,817	86,829	13.0	29,717	445,124	955,256	11,002	32,145	*	*	*
Southampton-Franklin	26,014	25,260	-2.9	9,674	134,636	222,630	8,814	23,013	*	*	*
Spotsylvania-Fredericksburg	50,132	60,686	21.1	22,366	308,313	679,830	11,202	30,396	*	*	*
Washington-Bristol	65,773	67,638	2.8	24,309	432,743	860,804	12,727	35,411	*	*	*
Wise-Norton	48,634	50,305	3.4	19,858	323,087	518,768	10,312	26,124	*	*	*
York-Poquoson	44,556	53,949	21.1	21,185	317,291	739,252	13,703	34,895	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Virginia 1987 Cash Receipts as follows: From Crops $626,544,000; from Livestock & Livestock Products $936,820,000; Total $1,563,364,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

WASHINGTON POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1990 estimate (Thousands)	E&P 1995 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	4,147,977	4,610,426	11.1	1,781,518	38,290,001	75,363,317	18,091	42,303	36,080	1,714,018	1,115,555
METRO AREAS (MSAs PMSAs CMSAs)											
Bellingham, WA	107,005	117,237	9.6	44,948	869,925	1,737,208	14,818	38,649	1,618	18,546	109,828
Bremerton, WA	147,996	177,529	20.0	64,449	2,146,452	4,454,854	25,094	69,122	422	954	1,165
Olympia, WA	125,388	154,529	23.2	59,739	1,352,661	2,744,187	17,758	45,936	856	8,808	35,296
Richland-Kennewick-Pasco, WA	146,046	152,959	4.7	56,084	1,568,716	2,576,061	16,842	45,932	2,152	244,520	46,691
Seattle, WA	1,614,078	1,830,866	13.4	731,826	15,346,861	31,335,056	17,115	42,818	3,383	32,117	111,371
Spokane, WA	342,230	358,958	4.9	138,368	3,037,816	5,745,067	16,005	41,520	2,193	50,473	24,209
Tacoma, WA	487,055	542,662	11.4	203,005	3,963,942	7,988,610	14,721	39,352	1,474	14,721	47,120
Vancouver, WA	193,488	217,632	12.5	80,107	1,455,705	2,813,126	12,926	35,117	1,618	7,060	24,390
Yakima, WA	172,663	187,622	8.7	68,868	1,312,431	2,496,008	13,303	36,243	4,581	292,636	175,097
COUNTIES, Cities											
ADAMS	13,165	13,624	3.5	5,716	123,911	215,745	15,836	37,744	714	92,959	29,551
ASOTIN	16,849	17,493	3.8	6,741	167,817	295,970	16,919	43,906	170	7,792	3,134
Clarkston	6,903	7,137	3.4	3,138	42,696	74,905	10,495	23,870	*	*	*
BENTON	110,808	115,151	3.9	48,272	1,235,067	2,022,055	17,560	41,889	1,296	122,105	17,968
Kennewick	34,397	39,536	14.9	15,447	301,699	561,040	14,191	36,320	*	*	*
Richland	33,578	35,717	6.4	13,765	339,722	584,643	16,369	42,473	*	*	*
CHELAN	45,063	52,872	17.3	19,753	383,100	770,716	14,577	39,018	1,351	83,405	1,100
Wenatchee	17,257	19,681	14.0	8,483	105,450	203,943	10,362	24,041	*	*	*
CLALLAM	52,045	54,633	5.0	20,113	407,907	777,912	14,239	38,677	407	1,423	4,140
Port Angelos	17,311	16,249	-6.1	6,667	112,935	191,003	11,755	28,649	*	*	*
CLARK	193,488	217,632	12.5	89,819	1,455,705	2,813,126	12,926	31,320	1,618	7,060	24,390
Vancouver	42,834	40,823	-4.7	18,679	249,978	404,074	9,898	21,633	*	*	*
COLUMBIA	4,039	4,148	2.7	1,614	37,241	60,083	14,485	37,226	236	24,680	2,071
COWLITZ	79,792	78,107	2.1	30,951	769,085	1,198,314	15,342	38,716	442	2,652	7,739
Kelso	11,129	11,087	-0.4	4,492	72,745	116,094	10,471	25,845	*	*	*
Longview	31,052	31,286	0.8	12,741	243,187	392,513	12,546	30,807	*	*	*
DOUGLAS	22,097	26,792	21.2	11,169	224,349	494,759	18,467	44,298	937	91,259	8,662
FERRY	5,905	6,200	5.0	2,532	53,684	99,880	16,110	39,447	241	716	2,605
FRANKLIN	35,238	37,808	7.3	16,464	333,649	554,006	14,653	33,650	856	122,415	28,723
Pasco	17,944	18,574	3.5	7,081	111,131	175,799	9,465	24,827	*	*	*
GARFIELD	2,413	2,472	2.4	981	22,448	36,721	14,855	37,432	214	20,052	2,466
GRANT	48,423	54,634	12.8	22,889	518,342	1,090,807	19,966	47,656	1,799	216,345	95,670
Moses Lake	10,629	11,346	6.7	4,170	78,554	154,904	13,653	37,147	*	*	*
GRAYS HARBOR	66,279	63,148	-4.7	24,582	502,636	731,738	11,588	29,767	461	2,122	15,102
Aberdeen	18,739	18,080	-3.5	7,568	111,326	163,096	9,021	21,551	*	*	*
ISLAND	44,569	52,428	17.6	19,456	362,321	808,951	15,430	41,578	308	1,204	8,310
JEFFERSON	16,136	20,047	24.2	7,371	126,235	253,134	12,627	34,342	161	154	2,601
KING	1,273,654	1,414,585	11.1	520,770	12,444,576	25,074,537	17,726	48,149	1,719	20,088	45,686
Auburn	26,417	31,436	19.0	12,921	160,639	339,561	10,801	26,280	*	*	*
Bellevue	73,903	87,484	18.4	34,458	651,424	1,369,700	15,657	39,750	*	*	*
Kent	23,152	28,579	23.4	12,262	160,255	351,370	12,295	28,655	*	*	*
Renton	30,612	35,853	17.1	15,396	205,023	426,512	11,896	27,703	*	*	*
Seattle	493,846	470,756	-4.7	218,501	3,463,484	5,864,252	12,457	26,839	*	*	*
KITSAP	147,996	177,529	20.0	70,620	2,146,452	4,454,854	25,094	63,082	422	954	1,165
Bremerton	36,208	35,654	-1.5	14,432	374,982	626,987	17,585	43,444	*	*	*
KITTITAS	24,764	25,958	4.8	8,516	240,958	455,886	17,562	53,533	735	14,408	64,512
Ellensburg	11,752	11,516	-2.0	4,612	72,501	125,528	10,900	27,218	*	*	*
KLICKITAT	15,943	15,923	-0.1	6,577	143,622	284,985	17,898	43,331	575	26,271	11,713
LEWIS	55,458	59,336	7.0	24,402	475,800	808,471	13,625	33,131	1,378	5,394	41,593
Centralia	11,555	11,873	2.8	5,108	69,810	113,433	9,554	22,207	*	*	*
Chehalis	6,100	6,402	5.0	2,653	40,053	66,474	10,383	25,056	*	*	*
LINCOLN	9,610	9,666	0.6	3,757	107,595	189,463	19,601	50,429	780	80,718	9,017
MASON	31,494	36,688	16.5	13,849	244,920	483,609	13,182	34,920	181	521	629
OKANOGAN	30,706	33,068	7.7	13,673	219,440	409,813	12,393	29,972	1,570	66,927	13,614
PACIFIC	17,217	17,636	2.4	6,480	130,421	222,902	12,639	34,398	303	3,283	5,847
PEND OREILLE	8,642	11,693	35.3	4,760	54,279	131,911	11,281	27,712	287	644	2,070
PIERCE	487,055	542,662	11.4	208,070	3,963,942	7,988,610	14,721	38,394	1,474	14,721	47,120
Tacoma	158,501	163,160	2.9	66,999	934,692	1,724,344	10,568	25,737	*	*	*
SAN JUAN	7,979	10,327	29.4	3,309	72,790	185,155	17,929	55,955	172	*	*
SKAGIT	64,533	71,011	10.0	27,427	551,055	1,083,012	15,251	39,487	897	38,430	53,113
Mount Vernon	13,009	15,829	21.7	6,586	84,464	185,585	11,724	28,179	*	*	*
SKAMANIA	8,051	7,754	-3.7	3,121	73,343	114,214	14,730	36,595	79	*	*
SNOHOMISH	340,424	416,281	22.3	170,925	2,902,285	6,260,519	15,039	36,627	1,664	12,029	65,685
Everett	54,413	58,717	7.9	24,785	338,857	635,704	10,827	25,649	*	*	*
SPOKANE	342,230	358,958	4.9	137,220	3,037,816	5,745,067	16,005	41,868	2,193	50,473	24,209
Spokane	171,300	165,074	-3.6	71,963	1,153,897	1,959,714	11,872	27,232	*	*	*
STEVENS	29,427	32,160	9.3	14,408	253,466	530,780	16,504	36,839	1,191	5,840	17,214
THURSTON	125,388	154,529	23.2	60,527	1,352,661	2,744,187	17,758	45,338	856	8,808	35,296
Olympia	27,447	26,874	-2.1	11,803	253,164	400,464	14,902	33,929	*	*	*

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WASHINGTON POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
WAHKIAKUM	3,814	3,555	6.8	1,494	26,053	38,177	10,739	25,554	145	100	5,514
WALLA WALLA	47,558	48,479	1.9	17,338	514,545	929,157	19,166	53,591	824	107,570	122,546
Walla Walla	25,618	26,419	3.1	10,492	182,554	337,063	12,758	32,126	*	*	*
WHATCOM	107,005	117,237	9.6	44,696	869,925	1,737,208	14,818	38,867	1,618	18,546	109,828
Bellingham	45,794	46,816	2.2	19,606	292,743	541,175	11,560	27,603	*	*	*
WHITMAN	40,057	40,580	1.3	12,620	428,229	770,875	18,996	61,084	1,225	149,314	9,855
Pullman	23,579	24,903	5.6	7,585	153,652	296,243	11,896	39,056	*	*	*
YAKIMA	172,663	187,622	8.7	79,173	1,312,431	2,496,008	13,303	31,526	4,581	292,636	178,097
Sunnyside	9,225	10,813	17.2	3,888	44,911	92,289	8,535	23,737	*	*	*
Yakima	49,826	51,619	3.6	22,076	299,893	544,676	10,552	24,673	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A. Economic Research Service Bulletin indicates State of Washington 1987 Cash Receipts as follows: From Crops $1,714,018,000, from Livestock & Livestock Products $1,115,555,000. Total $2,829,573,000. * —Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

WEST VIRGINIA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	1,950,453	1,935,777	0.8	713,823	13,430,997	19,584,653	12,470	27,436	18,742	48,414	171,555
METRO AREAS (MSAs PMSAs CMSAs)											
Charleston, WV	269,674	271,969	0.9	104,846	2,369,398	3,327,629	12,235	31,738	770	2,137	1,421
Huntington-Ashland, WV-KY-OH	336,724	334,708	0.6	122,696	2,355,348	3,367,872	10,062	27,449	3,457	11,912	11,344
Parkersburg-Marietta, WV	158,231	158,474	0.2	58,416	1,169,137	1,818,406	11,474	31,129	1,597	4,580	14,201
Wheeling, WV-OH	185,453	171,557	-7.5	68,774	1,453,947	2,082,385	12,138	30,279	1,345	1,149	4,554
COUNTIES, Cities											
BARBOUR	16,706	16,648	0.3	6,128	89,752	113,402	6,812	18,506	478	469	2,046
BERKELEY	47,084	52,159	10.8	18,774	297,931	512,505	9,826	27,299	473	14,911	7,274
Martinsburg	13,063	11,427	-12.5	4,839	70,108	94,078	8,233	19,442	*	*	*
BOONE	30,394	30,186	-0.7	12,391	161,614	254,581	8,434	20,546	26	25	15
BRAXTON	13,912	14,552	4.6	5,614	81,900	144,667	9,941	25,769	385	*	*
BROOKE	31,201	28,932	-7.3	10,765	256,821	296,725	10,256	27,564	65	101	844
CABELL	106,696	103,928	-2.6	34,708	854,612	1,237,902	11,911	35,666	451	1,227	605
Huntington	63,684	56,367	-11.5	22,753	394,839	504,084	8,943	22,155	*	*	*
CALHOUN	8,244	8,602	4.3	3,303	46,330	67,639	7,863	20,478	191	70	461
CLAY	11,315	11,569	2.2	5,011	55,302	68,154	5,891	13,601	102	*	*
DODDRIDGE	7,423	7,752	4.4	3,033	46,800	73,874	9,530	24,357	279	77	624
FAYETTE	57,768	55,646	-3.7	21,046	285,706	358,553	6,443	17,037	253	83	1,144
GILMER	8,352	9,394	12.5	3,373	47,163	78,378	8,343	23,237	259	137	858
GRANT	10,249	10,033	-2.1	4,037	71,076	129,348	12,892	32,041	358	214	10,294
GREENBRIER	37,819	39,355	4.1	14,270	278,254	433,304	11,010	30,365	790	524	12,815
Lewisburg	3,065	3,334	8.8	1,413	25,342	41,234	12,368	29,182	*	*	*
Ronceverte	2,312	2,374	2.7	1,232	20,713	30,005	12,639	24,355	*	*	*
White Sulphur	3,371	3,501	3.9	1,442	20,556	31,934	9,121	22,146	*	*	*
HAMPSHIRE	14,901	16,374	9.9	6,136	105,227	225,208	13,754	36,703	527	*	*
HANCOCK	40,523	35,817	-11.6	13,519	380,164	411,697	11,494	30,453	88	678	183
Weirton	24,736	20,062	-18.9	7,570	191,286	183,417	9,143	24,229	*	*	*
HARDY	10,024	10,003	-0.2	3,760	62,393	132,145	13,211	35,145	463	1,268	30,028
HARRISON	77,606	76,550	-1.4	27,331	520,803	761,729	9,951	27,871	585	243	2,745
Clarksburg	22,371	20,058	-10.3	8,825	122,072	161,275	8,040	18,275	*	*	*
JACKSON	26,000	26,791	3.0	10,225	167,330	195,841	7,310	19,153	704	828	2,032
JEFFERSON	30,634	34,618	13.0	12,708	190,420	340,291	9,830	26,778	398	9,619	12,547
KANAWHA	231,122	221,390	-4.2	77,546	2,078,241	2,849,542	12,871	36,746	199	421	533
Charleston	63,968	57,149	-10.7	24,751	523,468	666,855	11,669	26,943	*	*	*
LEWIS	18,746	19,322	3.1	6,863	124,918	190,336	9,851	27,734	346	*	*
LINCOLN	23,726	21,414	-9.7	8,466	135,162	190,848	8,912	22,543	345	855	291
LOGAN	50,492	49,656	-1.7	20,572	262,442	350,081	7,050	17,017	28	*	*
Logan	3,029	2,474	-18.3	1,067	15,788	17,491	7,070	16,393	*	*	*
MCDOWELL	49,535	37,162	-25.0	15,602	224,653	247,550	6,661	15,867	8	*	*
Welch	3,885	2,907	-25.2	1,206	19,715	21,668	7,454	17,967	*	*	*

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WEST VIRGINIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop. Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
MARION	65,663	63,856	-2.8	22,799	436,216	571,390	8,948	25,062	415	274	1,046
Fairmont	23,863	21,097	-11.6	9,188	124,748	147,102	6,973	16,010	*	*	*
MARSHALL	41,668	38,567	-7.4	14,156	279,937	364,075	9,440	25,719	443	589	2,813
Moundsville	12,419	8,816	-29.0	3,332	64,522	62,947	7,140	18,892	*	*	*
MASON	27,168	26,318	-3.1	9,894	208,186	288,929	10,978	29,202	789	3,437	8,791
Point Pleasant	5,682	4,937	-13.1	1,979	43,148	53,698	10,877	27,134	*	*	*
MERCER	73,856	73,161	-0.9	26,415	439,247	709,665	9,700	26,866	397	146	1,359
Bluefield	16,060	15,592	-2.9	6,191	83,115	131,501	8,434	21,241	*	*	*
MINERAL	27,311	28,146	3.1	10,538	206,195	375,975	13,358	35,678	300	*	*
Keyser	6,569	6,147	-6.4	2,437	42,897	70,743	11,509	29,029	*	*	*
MINGO	37,291	37,082	-0.6	15,609	164,183	251,377	6,779	16,105	9	*	*
Williamson	5,219	4,553	-12.8	1,838	18,933	25,342	5,566	13,788	*	*	*
MONONGALIA	75,063	78,019	3.9	25,325	510,736	812,329	10,412	32,076	356	261	1,381
Morgantown	27,605	24,703	-10.5	9,107	147,592	197,907	8,011	21,731	*	*	*
MONROE	12,889	12,450	-3.4	4,898	80,725	140,128	11,255	28,609	720	1,767	10,434
MORGAN	10,763	10,193	-5.3	3,605	59,025	103,637	10,167	28,748	143	2,150	618
NICHOLAS	28,172	28,735	2.0	11,476	190,069	267,361	9,304	23,297	328	156	1,651
OHIO	61,152	56,456	-7.7	18,552	452,884	650,968	11,531	35,089	159	560	1,741
Wheeling	43,070	37,725	-12.4	14,086	244,235	324,151	8,592	23,012	*	*	*
PENDLETON	7,924	7,981	0.7	2,961	49,448	117,858	14,767	39,803	594	486	23,993
PLEASANTS	8,277	8,439	2.0	3,031	91,799	127,794	15,143	42,162	98	138	327
POCAHONTAS	9,950	10,524	5.8	3,667	54,725	102,681	9,757	28,001	430	226	3,119
PRESTON	30,574	30,772	0.6	12,257	166,567	232,776	7,565	18,991	739	872	8,421
PUTNAM	38,552	50,579	31.2	19,881	291,157	478,087	9,452	24,047	571	1,716	888
RALEIGH	86,745	85,010	-2.0	32,387	495,586	690,963	8,128	21,335	280	353	841
Beckley	20,492	20,206	-1.4	8,451	112,112	157,287	7,784	18,612	*	*	*
RANDOLPH	28,796	29,131	1.2	10,488	192,846	307,081	10,541	29,279	438	400	3,817
Elkins	8,536	8,525	-0.1	3,274	46,573	73,140	8,579	22,340	*	*	*
RITCHIE	11,414	11,526	1.0	4,219	74,317	119,698	10,385	28,371	362	117	1,848
ROANE	15,954	15,468	-3.0	5,570	99,248	133,927	8,658	24,044	522	215	1,445
SUMMERS	15,869	15,006	-5.4	5,107	95,642	121,526	8,098	23,796	363	477	1,697
TAYLOR	16,611	16,589	-0.1	6,409	95,118	127,485	7,685	19,892	275	*	*
TUCKER	8,667	9,259	6.8	3,352	60,648	109,845	11,864	32,770	175	128	753
TYLER	11,329	11,046	-2.5	4,309	113,226	171,745	15,548	39,857	294	204	1,228
UPSHUR	23,492	27,553	17.3	9,819	160,674	232,884	8,452	23,718	365	165	1,736
WAYNE	46,198	49,214	6.5	19,648	293,644	470,641	9,563	23,954	200	229	1,022
WEBSTER	12,249	11,970	-2.3	4,726	65,146	102,204	8,538	21,626	117	17	173
WETZEL	21,848	21,539	-1.4	8,212	247,444	372,530	17,296	45,364	269	97	562
WIRT	4,930	4,871	-1.2	1,979	25,211	40,268	8,267	20,348	220	609	1,355
WOOD	93,733	93,612	-0.1	33,627	724,425	1,080,881	11,546	32,143	509	861	3,056
Parkersburg	39,967	35,333	-11.6	14,721	236,879	305,150	8,636	20,729	*	*	*
WYOMING	35,873	34,852	-2.8	14,857	181,709	243,645	6,991	16,399	61	14	101

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of West Virginia 1987 Cash Receipts as follows: From Crops $48,414,000; from Livestock & Livestock Products $171,555,000. Total $219,969,000 * — Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

WISCONSIN POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop. Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	4,728,391	4,880,445	3.2	1,780,752	39,066,000	71,226,581	16,859	39,998	82,199	937,848	3,903,333
METRO AREAS (MSAs/PMSAs/CMSAs)											
Appleton-Oshkosh-Neenah, WI	292,881	317,198	8.3	113,773	2,244,638	4,177,901	13,171	36,721	3,810	36,264	209,243
Eau Claire, WI	131,060	138,308	5.5	48,626	806,858	1,556,684	11,255	32,013	2,854	13,587	132,440
Green Bay, WI	176,081	198,819	12.9	72,815	1,391,655	2,815,256	14,160	38,663	1,355	10,013	76,323
Janesville-Beloit, WI	139,961	142,045	1.5	52,392	879,718	1,549,012	10,905	29,566	1,680	51,762	71,014
Kenosha, WI	123,443	119,865	-2.9	42,864	1,244,358	2,046,345	17,072	47,740	554	16,956	19,796
La Crosse, WI	91,410	99,685	9.1	35,959	783,553	1,503,615	15,084	41,815	860	5,856	40,481
Madison, WI	325,570	359,935	10.6	140,811	4,078,824	8,060,984	22,396	57,247	3,130	69,977	196,774
Milwaukee, WI	1,402,165	1,397,459	-0.3	521,316	11,925,087	20,423,509	14,615	39,177	2,771	54,715	89,171

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

WISCONSIN POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Racine, WI	173,759	173,257	-0.3	62,605	1,507,451	2,470,413	14,259	39,460	814	26,390	30,803
Sheboygan, WI	101,279	103,200	1.9	37,416	742,114	1,332,030	12,907	35,601	1,349	10,789	68,449
Wausau	111,927	112,480	0.5	39,980	788,900	1,411,356	12,548	35,302	3,245	22,431	150,865
COUNTIES, Cities											
ADAMS	13,566	14,848	9.5	4,873	99,136	217,892	14,675	44,714	435	19,339	8,976
ASHLAND	16,882	17,538	3.9	6,366	104,410	194,275	11,077	30,518	298	*	*
Ashland	9,115	8,917	-2.2	3,752	43,952	75,868	8,508	20,221	*	*	*
BARRON	39,011	41,108	5.4	15,684	294,001	613,926	14,934	39,143	1,852	11,004	122,789
BAYFIELD	13,927	15,051	8.1	5,588	89,970	183,700	12,205	32,874	441	1,401	9,745
BROWN	176,081	198,819	12.9	74,532	1,391,655	2,815,256	14,160	37,772	1,355	10,013	76,323
Green Bay	87,899	94,049	7.0	36,456	497,562	932,384	9,914	25,576	*	*	*
BUFFALO	14,332	14,530	1.4	5,433	102,884	181,071	12,462	33,328	1,105	6,988	67,145
BURNETT	12,480	15,258	22.3	5,587	79,223	192,327	12,605	34,424	512	1,846	11,636
CALUMET	31,080	35,456	14.1	15,234	221,740	421,309	11,683	27,656	1,050	6,261	62,876
CHIPPEWA	51,969	55,759	7.3	22,213	302,660	618,347	11,090	27,837	1,766	7,162	90,976
Chippewa Falls	12,270	12,266	0.0	4,679	54,286	102,751	8,377	21,960	*	*	*
CLARK	33,072	31,858	-3.7	12,514	187,773	326,154	10,238	26,063	2,442	5,580	124,165
COLUMBIA	43,512	45,008	3.4	16,637	339,800	649,846	14,438	39,060	1,637	33,628	75,265
Portage	7,896	7,946	0.6	3,358	43,824	81,322	10,234	24,217	*	*	*
CRAWFORD	16,648	16,753	0.6	6,378	142,598	253,051	15,105	39,676	1,140	7,015	38,145
DANE	325,570	359,935	10.6	117,976	4,078,824	8,060,984	22,396	68,327	3,130	69,977	196,774
Madison	170,616	171,121	0.3	64,754	1,573,480	2,756,454	16,108	42,568	*	*	*
DODGE	75,096	76,063	1.3	29,476	594,192	1,028,337	13,520	34,887	2,353	27,983	146,312
Beaver Dam	14,149	13,617	-3.8	5,634	86,009	141,045	10,358	25,035	*	*	*
DOOR	25,191	27,707	10.0	10,075	212,332	433,538	15,647	43,031	1,032	9,235	26,461
DOUGLAS	44,537	39,766	-10.7	13,781	416,753	665,174	16,727	48,267	364	1,209	6,716
Superior	29,571	23,471	-20.6	9,588	212,849	287,440	12,247	29,979	*	*	*
DUNN	34,666	35,399	2.1	12,531	251,319	476,346	13,456	38,013	1,673	13,794	83,656
EAU CLAIRE	79,091	82,549	4.4	29,172	504,198	938,337	11,367	32,166	1,088	6,425	41,464
Eau Claire	51,509	53,310	3.5	20,113	241,359	447,055	8,386	22,227	*	*	*
FLORENCE	4,222	4,221	0.0	1,618	30,133	54,035	12,801	33,396	104	573	2,277
FOND DU LAC	89,350	91,614	2.5	35,004	619,288	1,159,470	12,656	33,124	1,922	23,693	108,827
Fond du Lac	35,863	35,840	-0.1	13,813	182,252	329,725	9,200	23,871	*	*	*
FOREST	9,109	9,747	7.0	3,611	48,651	104,182	10,689	28,851	133	262	2,416
GRANT	52,045	53,160	2.1	19,605	484,026	907,591	17,073	46,294	2,560	18,615	168,409
GREEN	30,207	30,590	1.3	11,355	337,282	585,543	19,142	51,567	1,517	13,717	104,506
Monroe	10,027	9,827	-2.0	4,278	84,987	142,212	14,472	33,243	*	*	*
GREEN LAKE	18,492	18,722	1.2	6,718	147,817	260,781	13,929	38,818	705	11,314	34,771
IOWA	19,885	20,702	4.1	8,325	205,066	349,865	16,900	42,026	1,435	17,611	92,224
IRON	6,745	6,640	-1.6	2,317	41,430	70,154	10,565	30,278	65	324	1,197
JACKSON	16,895	16,497	-2.4	6,147	134,042	232,355	14,085	37,800	897	13,788	38,368
JEFFERSON	66,485	69,749	4.9	24,434	546,065	983,258	14,097	40,241	1,602	32,044	77,854
Fort Atkinson	9,785	10,079	3.0	3,918	63,432	112,128	11,125	28,619	*	*	*
Watertown	18,113	19,447	7.4	6,808	108,574	200,049	10,287	29,384	*	*	*
JUNEAU	21,261	22,446	5.6	8,289	160,440	299,615	13,348	36,146	825	13,598	27,832
KENOSHA	123,443	119,865	-2.9	44,563	1,244,358	2,046,345	17,072	45,920	554	16,956	19,796
Kenosha	77,685	72,774	-6.3	27,409	563,464	882,947	12,133	32,214	*	*	*
KEWAUNEE	19,608	20,002	2.0	8,305	160,860	300,601	15,029	36,195	1,124	10,310	57,564
LA CROSSE	91,410	99,685	9.1	34,563	783,553	1,503,615	15,084	43,504	860	5,856	40,481
La Crosse	48,347	46,334	-4.2	18,324	288,864	476,067	10,275	25,981	*	*	*
LAFAYETTE	17,434	16,385	-6.0	6,677	160,799	244,020	14,893	36,546	1,411	23,221	103,594
LANGLADE	20,088	19,851	-1.2	7,576	126,738	233,984	11,787	30,885	573	14,447	22,915
Antigo	8,653	8,183	-5.4	3,366	40,080	70,203	8,579	20,857	*	*	*
LINCOLN	26,454	28,411	7.4	10,466	191,071	372,098	13,097	35,553	579	4,244	19,350
Merrill	9,578	9,718	1.5	3,896	54,217	98,890	10,176	25,382	*	*	*
MANITOWOC	83,318	82,038	-1.5	31,360	570,844	970,944	11,835	30,961	1,660	11,955	93,597
Manitowoc	32,547	31,383	-3.6	12,619	170,589	282,375	8,998	22,377	*	*	*
Two Rivers	13,354	12,869	-3.6	4,932	64,801	107,204	8,330	21,736	*	*	*
MARATHON	111,927	112,480	0.5	44,372	788,900	1,411,356	12,548	31,807	3,245	22,431	150,865
Wausau	32,426	29,804	-8.1	12,369	188,527	306,669	10,290	24,793	*	*	*
MARINETTE	39,640	41,641	5.0	15,443	287,468	530,656	12,744	34,362	844	4,269	27,693
Marinette	11,965	11,512	-3.8	4,842	65,858	110,136	9,567	22,746	*	*	*
MARQUETTE	11,777	13,044	10.8	4,795	93,213	200,550	15,375	41,825	549	9,804	18,802
MILWAUKEE	966,459	911,693	-5.7	313,032	8,051,995	13,084,697	14,352	41,800	167	7,383	584
Milwaukee	636,212	585,928	-7.9	203,649	3,436,301	7,346,621	12,538	36,075	*	*	*
MONROE	35,395	37,051	4.7	14,067	275,260	463,510	12,510	32,950	1,774	15,434	67,915
OCONTO	29,137	30,552	4.9	11,778	193,767	394,885	12,925	33,527	1,235	8,221	53,274
ONEIDA	31,430	32,614	3.8	11,499	235,542	445,324	13,654	38,727	117		
Rhinelander	7,873	6,780	-13.9	2,704	44,966	69,612	10,267	25,744	*	*	*
OUTAGAMIE	129,484	140,934	8.8	54,544	987,306	1,827,530	12,967	33,506	1,700	16,924	100,730
Appleton	59,032	63,240	7.1	23,071	370,544	671,254	10,614	29,095	*	*	*
OZAUKEE	67,246	72,947	8.5	28,725	631,460	1,192,964	16,354	41,531	527	8,952	21,825
PEPIN	7,526	7,013	-6.8	2,640	59,576	105,939	15,106	40,128	469	3,425	21,055
PIERCE	31,327	34,311	9.5	12,933	253,134	482,911	14,075	37,339	1,425	10,950	57,833

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WISCONSIN POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
POLK	32,634	35,179	7.8	13,423	245,171	501,995	14,270	37,398	1,721	7,316	65,439
PORTAGE	57,812	61,272	6.0	22,655	464,953	927,579	15,139	40,944	1,119	41,614	41,008
Stevens Point	22,970	21,048	8.4	7,158	133,229	222,437	10,568	31,075	*	*	*
PRICE	15,928	17,587	10.4	6,447	102,396	228,803	13,010	35,490	558	1,376	14,495
RACINE	173,759	173,257	0.3	65,594	1,507,451	2,470,413	14,259	37,662	814	26,390	30,803
Racine	85,725	79,827	-6.9	30,739	531,104	798,753	10,006	25,985	*	*	*
RICHLAND	17,608	17,145	2.6	6,271	124,666	202,411	11,806	32,277	1,234	6,960	52,557
ROCK	139,961	142,045	1.5	53,142	879,718	1,549,012	10,905	29,149	1,680	51,762	71,014
Beloit	35,207	34,356	-2.4	13,148	159,129	268,485	7,815	20,420	*	*	*
Janesville	51,071	52,760	3.3	20,132	265,677	474,548	8,994	23,572	*	*	*
RUSK	15,743	15,439	1.9	5,957	93,648	179,975	11,657	30,212	813	1,065	29,498
ST. CROIX	44,320	48,279	8.9	19,414	337,645	709,965	14,705	36,570	1,741	10,820	82,844
SAUK	43,717	47,407	8.4	17,329	381,892	747,974	15,778	43,163	1,635	13,715	90,669
Baraboo	8,081	8,340	3.2	3,452	59,846	111,253	13,340	32,229	*	*	*
SAWYER	12,967	14,525	12.0	5,548	78,373	169,867	11,695	30,618	200	2,377	5,869
SHEBOYGAN	101,279	103,200	1.9	37,703	742,114	1,332,030	12,907	35,330	1,349	10,789	68,449
Sheboygan	48,085	47,585	-1.0	18,685	252,971	437,255	9,189	23,401	*	*	*
TAYLOR	18,922	20,286	7.2	8,081	108,841	226,130	11,147	27,983	1,138	1,434	54,318
TREMPEALEAU	26,283	25,664	2.4	9,475	190,513	372,949	14,532	39,361	1,606	12,962	81,546
VERNON	25,735	26,724	3.8	9,912	186,253	307,841	11,519	31,057	2,414	12,329	78,142
VILAS	16,658	18,308	9.9	6,462	114,819	248,049	13,549	38,386	48	2,618	208
WALWORTH	71,800	73,558	2.4	25,829	578,411	1,170,758	15,916	45,327	1,060	36,057	52,672
WASHBURN	13,264	13,767	3.8	4,939	90,398	178,155	12,941	36,071	390	2,205	11,028
WASHINGTON	85,629	94,209	10.0	39,259	671,870	1,279,235	13,579	32,585	1,103	11,234	42,717
WAUKESHA	282,829	318,610	12.7	130,491	2,569,762	4,866,613	15,275	37,295	974	27,146	24,045
Waukesha	50,319	56,930	13.1	20,381	304,307	572,265	10,052	28,078	*	*	*
WAUPACA	43,144	45,343	5.1	16,404	330,404	628,620	13,864	38,321	1,488	10,793	65,196
WAUSHARA	18,702	20,043	7.2	7,103	146,629	324,893	16,210	45,740	783	30,662	24,185
WINNEBAGO	13[illegible]17	140,808	6.4	49,774	1,035,592	1,929,062	13,700	38,756	1,060	13,079	45,637
Menasha	14,728	15,260	3.6	6,098	88,091	155,301	10,177	25,468	*	*	*
Neenah	22,432	22,964	2.4	8,791	145,387	253,241	11,028	28,807	*	*	*
Oshkosh	49,620	48,715	-1.8	19,003	273,304	456,543	9,372	24,025	*	*	*
WOOD	73,387	78,452	6.9	29,983	534,377	1,070,753	13,649	35,712	1,253	18,491	47,318
Marshfield	18,290	19,932	9.0	7,703	101,779	206,478	10,359	26,805	*	*	*
Wisconsin Rapids	17,995	17,793	1.1	7,188	103,688	190,856	10,726	26,552	*	*	*
SHAWANO	39,481	41,328	4.7	17,010	286,552	514,851	12,458	30,268	1,767	5,473	97,698

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A. Economic Research Service Bulletin indicates State of Wisconsin 1987 Cash Receipts as follows: From Crops $937,848,000; from Livestock & Livestock Products $3,903,333,000. Total $4,841,181,000. * —Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

WYOMING POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1980 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	474,550	520,973	9.8	187,006	4,576,998	6,294,906	15,032	33,662	8,861	128,104	478,223
METRO AREAS (MSAs/PMSAs/CMSAs)											
Casper, WY	72,461	69,079	-4.7	25,717	822,785	806,419	11,674	31,357	305	1,260	15,964
Cheyenne, WY	68,599	76,191	11.1	29,617	645,899	902,264	11,842	30,464	582	18,661	20,146
COUNTIES, Cities											
ALBANY	29,076	30,313	4.3	8,613	268,975	392,069	12,934	45,521	271	457	16,910
BIG HORN	11,882	11,900	0.2	4,409	90,779	117,879	9,906	26,736	581	13,849	15,620
CAMPBELL	24,865	36,449	46.6	14,231	287,496	528,471	14,499	37,135	444	3,778	17,649
CARBON	22,197	20,309	-8.5	7,344	209,498	221,799	10,921	30,201	280	2,594	46,329
CONVERSE	14,392	14,820	3.0	5,757	128,417	159,752	10,779	27,749	306	736	17,685
CROOK	5,295	6,116	15.5	2,321	44,269	69,779	11,409	30,064	442	1,935	14,859
FREMONT	40,670	38,839	-4.5	13,810	353,891	399,117	10,276	28,901	858	9,030	25,401
Riverton	9,588	9,599	0.1	3,405	75,924	89,842	9,360	26,385	*	*	*
GOSHEN	12,011	13,121	9.2	4,496	93,859	139,366	10,622	30,998	742	25,460	42,140
HOT SPRINGS	5,795	6,208	7.1	1,954	50,052	66,650	10,736	34,110	141	479	8,241
JOHNSON	6,733	7,109	5.6	2,394	61,782	76,007	10,692	31,749	261	648	15,177

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WYOMING POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1990	% Pop Change 90 vs 80	1990 number of households	E&P 1988 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
LARAMIE	68,599	76,191	11.1	25,741	645,899	902,264	11,842	35,052	582	18,661	20,146
Cheyenne	47,283	50,739	7.3	19,378	328,106	434,255	8,559	22,410	*	*	*
LINCOLN	12,274	16,569	35.0	7,047	96,536	242,004	14,606	34,341	541	3,022	16,699
NATRONA	72,461	69,079	-4.7	24,540	822,785	806,419	11,674	32,861	305	1,260	15,964
Casper	51,016	49,635	-2.7	18,619	406,704	424,271	8,548	22,787	*	*	*
NIOBRARA	2,906	3,344	15.1	1,187	23,705	32,418	9,694	27,311	260	1,697	15,100
PARK	21,752	25,020	15.0	8,884	192,757	308,372	12,325	34,711	628	18,045	58,233
PLATTE	12,369	10,108	18.3	3,430	102,988	109,008	10,784	31,781	466	8,714	25,230
SHERIDAN	25,254	26,254	4.0	9,052	229,212	311,900	11,880	34,456	556	2,214	20,095
Sheridan	15,146	15,625	3.2	6,409	99,866	134,428	8,603	20,975	*	*	*
SUBLETTE	4,594	6,314	37.4	2,412	47,665	105,547	16,716	43,759	234	806	14,299
SWEETWATER	42,139	51,158	21.4	19,652	430,516	605,160	11,829	30,794	148	367	4,741
Rock Springs	19,458	22,514	15.7	8,102	148,202	190,305	8,453	23,489	*	*	*
TETON	9,398	11,642	23.9	3,723	111,418	238,109	20,453	63,956	117	699	5,223
UINTA	13,252	21,732	64.0	9,133	134,826	277,033	12,748	30,333	242	457	9,543
WASHAKIE	9,554	10,253	7.3	3,662	83,042	105,734	10,312	28,873	230	12,579	22,033
Worland	6,391	6,881	7.7	2,477	39,730	50,848	7,390	20,528	*	*	*
WESTON	7,082	8,125	14.7	2,944	66,631	80,049	9,852	27,191	226	617	30,906

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A. Economic Research Service Bulletin indicates State of Wyoming 1987 Cash Receipts as follows. From Crops $128,104,000, from Livestock & Livestock Products $478,223,000. Total $606,327,000. * - Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

CANADA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS#		
METRO AREAS PROVINCES Cities	1986 Statistics Canada Census	E&P estimate Jan. 1, 1989	% Pop Change 89 vs. 86	1990 Number of households	E&P 1988 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 Estimate income per household	Number of farms 1981 Census	1985 cash receipts of crops (Thousands)	1985 cash receipts of livestock (Thousands)
CANADA TOTALS	25,309,331	26,541,290	4.9	9,695,960	192,572,000	416,177,538	15,680	42,923	318,361	9,403,576	9,768,553
MSA											
Calgary	671,326	685,966	2.2	255,788	6,537,845	16,557,041	24,137	64,730	N.A.	N.A.	N.A.
Chicoutimi-									N.A.	N.A.	N.A.
Jonquiere	137,715	145,973	6.0	48,531	1,362,742	3,022,444	20,706	62,279	N.A.	N.A.	N.A.
Edmonton	698,413	707,093	1.2	267,075	6,957,574	15,629,893	22,104	58,522	N.A.	N.A.	N.A.
Halifax	295,990	306,301	3.5	116,173	2,101,451	4,752,027	15,514	40,905	N.A.	N.A.	N.A.
Hamilton	557,029	585,932	5.2	223,704	5,062,330	11,443,195	19,530	51,153	N.A.	N.A.	N.A.
Kitchener	311,195	327,346	5.2	126,401	2,358,484	5,851,999	17,877	46,297	N.A.	N.A.	N.A.
London	303,644	318,522	4.9	129,760	2,438,785	5,957,637	18,704	45,913	N.A.	N.A.	N.A.
Montreal	2,826,434	2,859,483	1.2	1,173,532	22,051,410	44,108,442	15,425	37,586	N.A.	N.A.	N.A.
Oshawa	169,470	195,319	15.3	66,916	1,394,954	4,130,941	21,150	61,733	N.A.	N.A.	N.A.
Ottawa-Hull	819,263	826,126	0.8	317,566	7,597,749	17,860,335	21,619	56,241	N.A.	N.A.	N.A.
Quebec	603,267	632,847	4.9	259,888	3,900,333	8,779,249	13,873	33,781	N.A.	N.A.	N.A.
Regina	186,521	190,244	2.0	71,814	1,703,950	3,960,786	20,820	55,153	N.A.	N.A.	N.A.
St. Catharenes-											
Niagara	320,005	320,449	0.1	120,380	1,838,861	4,026,173	12,564	33,446	N.A.	N.A.	N.A.
St. John	121,265	127,805	5.4	46,906	1,240,074	2,490,688	19,488	53,100	N.A.	N.A.	N.A.
St. John's	146,370	173,478	18.5	53,314	1,032,091	2,508,211	14,458	47,046	N.A.	N.A.	N.A.
Saskatoon	200,665	204,105	1.7	75,632	1,570,968	4,164,766	20,405	55,066	N.A.	N.A.	N.A.
Sudbury	129,644	143,583	10.8	50,401	1,273,818	2,378,447	16,565	47,190	N.A.	N.A.	N.A.
Thunder Bay	122,217	129,907	6.3	47,982	1,137,419	2,555,213	19,670	53,254	N.A.	N.A.	N.A.
Toronto	3,345,121	3,471,322	3.8	1,334,953	28,920,688	70,996,074	20,452	53,182	N.A.	N.A.	N.A.
Trois-Rivieres	128,888	130,376	1.2	49,887	1,022,830	2,242,861	17,203	44,959	N.A.	N.A.	N.A.
Vancouver	1,336,609	1,359,088	1.7	545,142	12,435,106	24,813,152	18,257	45,517	N.A.	N.A.	N.A.
Victoria	239,154	244,260	2.1	105,628	2,215,955	4,258,767	17,435	40,319	N.A.	N.A.	N.A.
Windsor	253,988	255,065	0.4	95,858	2,429,846	5,120,249	20,074	53,415	N.A.	N.A.	N.A.
Winnipeg	625,304	658,664	5.3	257,523	5,363,337	12,443,441	18,892	48,320	N.A.	N.A.	N.A.
PROVINCES, Cities											
ALBERTA	2,365,825	2,495,587	5.5	896,449	18,724,424	39,523,560	15,837	44,089	58,056	1,969,465	1,826,801
Calgary	636,104	685,966	7.8	257,561	6,475,937	14,256,235	20,783	55,351	*	*	*
Edmonton	573,982	589,376	2.8	225,310	5,577,668	11,341,673	19,227	50,338	*	*	*

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

CANADA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS #		
METRO AREAS PROVINCES Cities	1986 Statistics Canada Census	E&P estimate Jan 1 1989	% Pop Change 89 vs 86	1988 Number of households	E&P 1988 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 Estimate income per household	Number of farms 1981 Census	1985 cash receipts of crops (Thousands)	1985 cash receipts of livestock (Thousands)
Fort McMurray	34,949	36,005	3.0	11,212	120,552	410,085	11,300	36,575	•	•	•
Grande Prairie	26,471	30,756	16.2	10,504	224,992	552,155	17,953	52,566	•	•	•
Lethbridge	58,841	60,908	3.5	22,825	504,217	972,483	15,966	42,606	•	•	•
Medicine Hat	41,804	45,583	9.0	17,629	326,295	697,594	15,304	39,571	•	•	•
Red Deer	54,425	60,765	11.6	21,730	476,923	1,217,554	20,037	56,031	•	•	•
BRITISH COLUMBIA	2,883,367	3,035,465	5.3	1,165,246	23,309,710	45,883,554	15,116	39,377	20,012	310,118	607,263
Cranbrook	15,893	18,390	15.7	6,607	165,341	340,593	18,521	51,550	•	•	•
Dawson Creek	10,544	12,075	14.5	4,500	83,967	156,872	12,991	34,860	•	•	•
Fort St. John	13,355	21,586	61.6	7,124	118,088	345,223	15,993	48,459	•	•	•
Kamloops	61,773	69,584	12.6	24,872	566,614	1,088,374	15,641	43,759	•	•	•
Kelowna	61,213	67,613	10.5	26,513	4,617,690	657,445	9,724	24,797	•	•	•
Kimberley	6,732	7,360	9.3	2,894	57,366	99,842	13,565	34,500	•	•	•
Nanaimo	49,029	55,456	13.1	21,563	457,081	963,654	17,377	44,690	•	•	•
Nelson	8,113	8,448	4.1	3,527	99,573	158,648	18,779	44,981	•	•	•
Penticton	23,588	24,688	4.7	10,449	196,923	369,451	14,965	35,358	•	•	•
Port Alberni	18,241	18,447	1.1	6,782	213,182	341,316	18,503	50,327	•	•	•
Prince George	67,621	76,142	12.6	25,820	685,205	1,371,261	18,009	53,108	•	•	•
Prince Rupert	15,755	17,586	11.6	5,999	169,078	324,491	18,452	54,091	•	•	•
Terrace	10,532	11,334	7.6	3,708	98,260	179,138	15,805	48,311	•	•	•
Trail	7,948	8,431	6.1	3,549	118,358	178,331	21,152	50,248	•	•	•
Vancouver	431,147	440,850	2.3	190,510	4,457,973	7,401,140	16,788	38,849	•	•	•
Vernon	20,241	22,602	11.7	9,197	160,644	323,006	14,291	35,121	•	•	•
Victoria	66,303	67,800	2.3	34,608	639,741	1,098,217	16,198	31,733	•	•	•
MANITOBA	1,063,016	1,119,992	5.4	414,285	7,780,940	17,661,771	15,770	42,632	29,442	1,272,666	719,617
Brandon	38,708	41,757	7.9	16,334	277,596	669,369	16,030	40,980	•	•	•
Dauphin	8,875	9,378	5.7	3,895	82,793	178,010	18,982	45,702	•	•	•
Flin Flon	7,243	8,085	11.6	3,050	76,998	161,457	19,970	52,937	•	•	•
Portage La Prairie	13,198	15,118	14.5	5,571	92,906	224,413	14,844	40,282	•	•	•
Roblin	1,913	2,076	8.5	864	11,924	26,140	12,592	30,255	•	•	•
Swan River	3,946	4,170	5.7	1,667	28,461	65,123	15,617	39,066	•	•	•
Thompson	14,701	15,032	2.3	4,722	51,779	78,313	5,210	16,585	•	•	•
Winnipeg	594,551	617,664	3.9	244,264	4,779,752	10,843,923	17,556	44,394	•	•	•
NEW BRUNSWICK	709,442	741,657	4.5	248,002	4,182,945	8,994,869	12,128	36,269	4,063	77,442	132,616
Caraquet	4,493	5,041	12.2	1,571	25,864	61,087	12,118	38,884	•	•	•
Fredericton	44,352	44,871	1.2	16,882	420,709	810,524	18,063	48,011	•	•	•
Moncton	55,468	55,634	0.3	20,807	589,806	1,165,449	20,949	56,012	•	•	•
Saint John	76,381	75,115	1.7	27,684	770,779	1,394,201	18,561	50,361	•	•	•
NEWFOUNDLAND	568,349	592,470	4.2	169,666	3,067,226	6,433,378	10,859	37,918	679	4,996	37,574
Corner Brook	22,719	22,966	1.1	7,115	172,655	328,498	14,304	46,170	•	•	•
St. John's	96,216	98,098	2.0	30,630	502,835	1,107,512	11,290	36,158	•	•	•
NOVA SCOTIA	873,176	915,385	4.8	318,638	5,560,538	11,829,185	12,923	37,124	5,045	51,901	192,635
Amherst	9,671	9,618	-0.5	3,631	69,903	126,774	13,181	34,914	•	•	•
Halifax	113,577	113,448	-0.1	46,049	895,770	1,742,029	15,355	37,830	•	•	•
New Glasgow	10,022	10,520	5.0	3,930	83,191	164,573	15,644	41,876	•	•	•
Sydney	27,754	28,571	2.9	10,014	305,812	580,824	20,329	58,001	•	•	•
Truro	12,124	12,546	3.5	5,204	108,341	213,028	16,980	40,935	•	•	•
ONTARIO	9,101,694	9,605,111	5.5	3,523,298	74,284,652	172,626,097	17,972	48,996	82,448	1,804,531	3,202,374
Barrie	48,287	49,298	2.1	17,295	480,566	782,293	15,869	45,232	•	•	•
Belleville	36,041	36,463	1.2	14,515	337,076	704,529	19,322	48,538	•	•	•
Brampton	188,498	243,109	29.0	72,589	1,601,378	5,900,096	24,269	81,281	•	•	•
Brantford	76,146	86,270	13.3	32,486	611,940	1,495,831	17,339	46,045	•	•	•
Brockville	20,880	20,642	-1.1	8,527	176,162	377,121	18,270	44,227	•	•	•
Cambridge	79,920	88,856	11.2	31,054	744,345	1,801,719	20,277	58,019	•	•	•
Chatham	42,211	46,645	10.5	17,495	342,321	817,703	17,530	46,739	•	•	•
Cobourg	13,197	13,762	4.3	5,362	77,688	165,370	12,016	30,841	•	•	•
Cornwall	46,425	47,933	3.2	17,965	396,349	850,231	17,738	47,327	•	•	•
Fort Frances	8,870	8,805	-0.7	3,338	71,727	139,404	15,832	41,763	•	•	•
Guelph	78,235	80,579	3.0	30,569	581,753	1,379,715	17,123	45,134	•	•	•
Hamilton	306,728	308,494	0.6	123,433	2,851,320	5,889,990	19,093	47,718	•	•	•
Ingersoll	8,451	9,355	10.7	3,496	86,836	199,415	21,316	57,041	•	•	•
Kenora	9,621	9,967	3.6	3,785	82,022	151,489	15,199	40,024	•	•	•
Kingson	55,050	56,343	2.3	24,472	508,943	960,022	17,039	39,229	•	•	•
Kirkland Lake	11,604	11,356	-2.1	4,620	196,642	340,533	29,987	73,708	•	•	•
Kitchner	150,604	159,363	5.8	60,440	1,139,183	2,726,188	17,107	45,106	•	•	•
Lindsay	14,455	15,087	4.4	6,190	96,192	222,761	14,765	35,987	•	•	•
London	269,140	289,295	7.5	116,948	2,148,087	4,998,255	17,277	42,739	•	•	•
Niagra Falls	72,107	76,409	6.0	28,588	632,116	1,414,390	18,511	49,475	•	•	•
North Bay	50,623	52,582	3.9	18,855	503,645	1,063,343	20,223	56,396	•	•	•
Orillia	24,077	24,084	0.0	9,152	125,200	258,150	10,719	28,207	•	•	•
Oshawa	123,651	141,197	14.2	49,545	1,144,318	2,914,914	20,644	58,834	•	•	•
Ottawa	300,763	303,855	1.0	131,922	3,249,603	6,539,650	21,522	49,572	•	•	•

CANADA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS*		
METRO AREAS PROVINCES Cities	1986 Statistics Canada Census	E&P estimate Jan 1 1989	% Pop Change 89 vs 86	1990 Number of households	E&P 1988 estimate (Thousands)	E&P 1989 estimate (Thousands)	Income per capita	E&P 1989 Estimate income per household	Number of farms 1981 Census	1985 cash receipts of crops (Thousands)	1985 cash receipts of livestock (Thousands)
Owen Sound	19,804	21,295	7.5	8,552	140,555	312,117	14,657	36,496	*	*	*
Pembroke	14,131	14,460	2.3	5,465	111,779	211,111	14,600	38,630	*	*	*
Peterborough	61,049	64,665	5.9	25,676	629,343	1,392,046	21,527	54,216	*	*	*
Port Colborne	18,281	17,804	2.6	6,826	165,292	309,782	17,400	45,383	*	*	*
Port Hope	10,281	10,739	4.5	4,153	97,260	217,019	20,208	52,256	*	*	*
St Catharines	123,455	129,921	5.2	49,832	1,138,599	2,466,372	18,984	49,494	*	*	*
St Thoma	28,851	30,983	7.4	12,022	271,818	623,058	20,110	51,826	*	*	*
Sarnia	49,033	48,952	0.2	19,482	579,606	1,038,436	21,213	53,302	*	*	*
Saulte Ste Marie	80,905	88,823	9.8	31,061	945,190	2,107,474	23,727	67,850	*	*	*
Simcoe	14,290	15,120	5.8	5,811	168,393	367,739	24,321	63,283	*	*	*
Sioux Lookout	3,098	3,131	1	1,121	183,960	26,721	8,534	23,837	*	*	*
Stratford	26,451	28,368	7.2	11,372	213,482	478,814	16,879	42,105	*	*	*
Sudbury	88,717	85,794	3.3	32,482	887,668	1,680,459	19,587	51,735	*	*	*
Thunder Bay	112,272	118,609	5.6	44,288	1,014,891	2,213,921	18,666	49,989	*	*	*
Timmins	46,657	50,349	7.9	17,683	357,434	812,327	16,134	45,938	*	*	*
Toronto	612,289	615,365	0.5	258,025	5,853,143	11,208,641	18,215	43,440	*	*	*
Waterloo	58,718	59,520	1.4	22,155	407,001	974,983	16,381	44,007	*	*	*
Welland	45,054	45,020	0.1	16,472	381,626	832,228	18,486	50,524	*	*	*
Whitby	45,819	54,333	18.6	17,785	370,593	1,212,436	22,315	68,172	*	*	*
Windsor	193,111	193,738	0.3	73,305	1,967,822	4,025,433	20,778	54,913	*	*	*
Woodstock	26,386	27,309	3.5	10,633	238,481	504,179	18,462	47,416	*	*	*
PRINCE EDWARD ISLAND	126,646	132,752	4.8	44,663	747,492	1,569,343	11,822	35,137	3,154	88,197	77,182
Charlottetown	15,776	15,881	0.7	6,625	118,818	191,439	12,055	28,896	*	*	*
Summerside	8,020	8,315	3.7	2,888	69,941	116,646	14,028	40,390	*	*	*
QUEBEC	6,532,461	6,758,772	3.5	2,501,204	46,955,541	95,081,861	14,068	38,014	48,144	548,537	2,256,359
Chicoutimi	61,083	63,841	4.5	21,597	615,195	1,295,115	20,287	59,967	*	*	*
Granby	38,508	39,511	2.6	15,788	290,798	595,785	15,079	37,737	*	*	*
Montreal	1,015,420	1,052,210	3.6	466,532	9,923,838	15,930,523	15,140	34,147	*	*	*
Quebec	164,580	165,662	0.7	71,152	1,222,495	2,098,401	12,667	29,492	*	*	*
Rouyn	17,319	17,444	0.7	6,705	186,248	345,002	19,778	51,454	*	*	*
Sherbrooke	74,438	74,800	0.5	30,772	567,484	1,030,253	13,773	33,480	*	*	*
Trois Rivieres	50,122	49,888	0.5	19,972	434,746	783,524	15,706	39,231	*	*	*
SASKATCHEWAN	1,009,613	1,066,199	5.6	389,825	7,430,773	15,406,939	14,450	39,523	67,318	3,275,723	716,132
Lloydminster	7,155	9,002	25.8	3,140	52,098	154,622	17,176	49,243	*	*	*
Moose Jaw	35,073	36,842	5.0	14,688	324,905	663,021	17,996	45,140	*	*	*
Prince Albert	33,686	36,156	7.3	13,003	285,182	623,146	17,235	47,923	*	*	*
Regina	175,064	188,305	7.6	71,134	1,670,543	3,672,492	19,503	51,628	*	*	*
Saskatoon	177,641	193,528	8.9	75,632	1,526,108	3,685,746	19,045	48,733	*	*	*
YUKON NW TERRITORIES	75,742	77,900	2.8	24,889	527,759	1,166,982	14,981	46,887	N A	N A	N A

Editor & Publisher

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EDITOR & PUBLISHER'S RETAIL SALES CENSUS & ESTIMATES FOR 1989

ALABAMA RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	14,479,552	22,538,560	24,259,436		1,560,034		2,801,797		5,416,245		6,143,284		1,319,616		1,362,227		1,132,562		1,852,431		875,783
METRO AREAS (MSAs PMSAs CMSAs)																					
Anniston, Al	430,112	661,024	712,008		47,298		90,549		147,447		180,404		34,684		45,216		33,366		54,127		26,861
Birmingham, Al	3,656,346	5,567,629	5,932,056		306,056		624,477		1,283,195		1,573,762		326,995		451,793		326,005		475,759		213,970
Decatur, Al	428,024	690,968	742,474		52,399		87,551		157,319		182,351		45,641		40,518		34,662		49,593		27,175
Dothan, Al	555,598	905,683	978,633		61,338		130,602		188,079		289,965		54,414		48,949		50,546		75,488		25,953
Florence, Al	531,874	704,840	751,615		47,655		112,092		150,653		198,147		41,835		43,249		30,769		57,067		19,244
Gadsen, Al	395,725	565,265	601,825		36,981		80,296		151,742		127,236		23,279		35,455		27,394		51,401		19,451
Huntsville, Al	893,534	1,596,891	1,735,517		112,482		246,848		317,372		476,462		76,409		103,490		97,821		172,457		45,332
Mobile, Al	1,948,966	2,899,637	3,109,142		195,541		392,572		718,362		757,309		188,391		119,962		154,755		263,777		124,195
Montgomery, Al	1,155,057	1,814,405	1,947,836		100,932		241,989		381,028		545,450		129,190		107,135		83,011		160,573		71,662
Tuscaloosa, Al	578,491	921,347	977,723		73,973		131,911		229,931		208,351		59,999		58,804		42,171		82,889		28,650
COUNTIES, Cities																					
AUTAUGA	93,500	144,223	155,319	12	11,284	5	13,365	16	36,697	18	46,530	13	12,666	17	6,481	7	3,457	22	11,680	4	4,415
BALDWIN	323,989	527,398	577,762	28	34,797	24	46,995	94	149,560	53	117,095	60	45,373	47	21,083	35	23,956	99	50,125	26	23,619
BARBOUR	63,620	106,039	116,103	8	2,534	10	8,348	27	33,665	15	17,760	12	5,327	11	6,563	4	2,186	21	10,890	8	6,012
BIBB	30,587	50,430	55,337	3	1,627	5	4,519	14	17,396	8	13,729	10	2,097	7	2,540	4	1,299	4	2,244	4	2,947
BLOUNT	70,472	114,407	122,908	8	6,673	6	11,681	18	30,197	17	31,994	10	4,511	10	4,923	12	2,287	16	6,479	7	4,442
BULLOCK	22,557	30,206	32,600	5	2,711	3	4,159	7	8,432	3	1,669	8	2,751	6	2,503	4	1,399	7	1,218	3	1,130
BUTLER	73,059	107,391	115,755	8	7,109	8	8,865	18	27,610	18	22,985	17	8,151	15	5,464	6	3,050	21	9,166	7	5,475
CALHOUN	430,112	661,024	712,008	35	47,298	19	90,549	72	147,447	63	180,404	55	34,684	51	45,216	55	33,366	91	54,127	29	26,861
Anniston	281,559	384,279	408,355	19	16,577	7	47,870	33	96,292	39	108,966	26	15,163	24	25,829	30	15,010	43	20,721	14	16,634
CHAMBERS	105,251	166,094	180,146	11	6,149	6	7,439	31	49,404	17	47,750	21	15,468	13	3,666	11	5,523	19	10,301	14	7,855
Lanett	39,595	60,424	65,306	3	1,787	2	2,162	10	24,844	6	17,465	7	5,387	4	1,066	2	1,606	5	1,265	4	1,992
CHEROKEE	39,255	61,550	67,234	7	5,465	7	2,969	13	13,831	8	15,230	9	3,620	16	3,539	5	783	15	3,740	5	2,923
CHILTON	87,458	136,412	150,389	14	8,835	8	12,629	30	38,179	16	37,379	20	6,367	10	5,200	12	6,905	22	6,628	8	6,708
CHOCTAW	33,263	45,499	48,764	5	2,345	8	1,910	25	16,417	10	5,193	9	1,490	6	1,333	4	1,196	15	5,955	4	1,838
CLARKE	100,502	157,240	169,174	12	16,740	17	15,603	33	48,022	18	31,848	21	11,103	17	6,583	12	5,500	26	9,869	12	9,720
CLAY	32,718	52,786	59,211	7	12,046	5	3,578	11	16,705	12	11,246	4	850	5	1,287	2	1,814	9	2,271	4	1,201
CLEBURNE	19,485	30,866	33,702	2	995	4	2,531	7	5,978	6	8,201	7	1,270	3	335	1	1,034	8	1,868	3	1,259
COFFEE	150,323	237,436	257,037	11	18,618	14	25,403	40	48,987	28	84,108	19	9,050	31	12,909	26	19,136	30	14,185	10	8,125
Enterprise	116,307	186,473	202,176	6	12,509	9	21,430	24	38,517	23	62,142	9	8,252	24	11,577	23	14,139	21	11,521	6	5,868
COLBERT	211,625	271,572	282,321	23	28,001	12	26,961	40	55,002	27	81,470	29	18,517	36	10,893	17	6,574	69	24,538	20	7,656
Muscle Shoals	89,934	122,947	128,849	8	8,540	6	18,278	11	25,606	10	20,277	9	6,975	23	7,805	10	2,679	28	16,145	6	3,060
Sheffield	66,363	76,630	78,490	5	3,415	3	4,321	12	26,322	10	23,007	5	3,205	8	981	4	1,554	26	5,834	6	1,902
Tuscumbia	29,091	37,670	39,207	4	4,139	2	3,178	6	2,689	6	14,158	6	4,641	4	1,575	2	1,143	4	547	6	1,331
CONECUH	36,220	58,970	64,240	3	2,306	3	8,194	14	14,959	8	4,544	15	12,096	8	1,777	2	1,970	8	3,470	3	3,836
COOSA	6,352	10,622	11,653	0	342	0	1,485	4	2,153	2	2,627	4	1,374	0	216	2	358	4	185	2	404
COVINGTON	132,242	194,196	208,671	18	18,018	15	17,395	34	52,935	32	52,029	23	6,916	25	9,782	19	12,007	36	9,744	14	9,726
Andalusia	72,345	107,148	115,244	10	8,539	4	11,203	14	34,212	16	25,283	11	4,943	16	6,751	9	2,949	15	5,743	6	5,477
CRENSHAW	26,739	39,444	42,969	3	1,011	7	1,896	15	13,403	6	10,399	9	2,853	6	687	3	1,054	6	1,164	4	1,770
CULLMAN	215,068	390,877	424,807	19	46,078	17	34,670	45	99,740	31	100,729	39	27,426	37	22,283	25	18,017	39	24,178	16	14,948
Cullman	165,338	295,389	320,534	12	20,137	15	25,912	24	86,526	26	75,282	21	25,373	33	21,048	17	11,642	24	15,987	14	11,171
DALE	113,168	189,999	203,639	9	11,172	10	18,798	41	48,752	20	39,923	22	25,105	19	5,302	11	4,463	31	16,995	9	6,826
DALLAS	174,596	228,188	244,669	14	13,827	17	31,951	37	55,860	25	52,689	38	15,630	29	12,562	22	8,252	52	16,746	11	10,427
Selma	160,952	210,373	225,570	13	11,969	13	30,836	27	55,034	20	37,928	26	15,623	27	12,556	20	7,144	46	15,648	10	10,413
DE KALB	135,823	250,143	279,539	19	29,164	12	20,411	33	64,112	37	67,995	17	8,079	26	12,678	18	15,294	46	18,123	15	14,159
Fort Payne	75,978	140,076	156,552	8	15,636	4	16,581	12	26,912	17	43,862	4	5,027	18	10,435	7	4,335	18	10,374	7	7,134

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

ALABAMA RETAIL SALES--CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
ELMORE	97 780	156 854	170 799	13	10 634	7	21 785	29	55 385	17	27 171	29	11 979	15	4 842	8	3 996	16	6 777	15	10 453
ESCAMBIA	137 495	195 588	212 393	18	20 745	16	19 624	25	42 106	31	42 580	37	18 452	23	13 478	15	9 226	37	12 476	12	9 573
ETOWAH	395 725	565 265	601 825	27	36 981	22	80 296	65	151 742	52	127 236	53	23 279	67	35 455	44	27 394	109	51 401	36	19 451
Gadsden	283 626	369 136	388 563	16	21 144	13	50 268	45	98 422	38	78 039	30	10 990	53	23 658	36	17 567	71	29 708	24	12 632
FAYETTE	53 093	78 132	85 849	9	6 356	5	7 080	14	23 388	9	22 224	2	3 231	10	3 888	9	3 297	13	3 715	7	4 111
FRANKLIN	96 648	157 519	172 430	9	14 519	9	15 786	18	34 563	21	61 381	15	8 726	18	5 101	16	8 596	26	7 540	8	6 948
GENEVA	50 792	76 924	83 604	7	5 912	9	7 649	20	29 412	12	14 666	14	5 250	10	2 868	8	1 687	10	1 118	8	4 339
GREENE	27 985	43 215	47 593	0	1 404	6	3 129	15	14 947	4	10 752	6	7 754	6	875	3	1 463	10	2 254	2	1 654
HALE	29 713	40 283	43 527	4	1 281	4	1 538	18	14 981	6	14 258	3	948	6	1 044	2	1 334	4	931	4	2 599
HENRY	39 749	66 101	71 573	7	24 016	5	9 129	21	21 377	8	5 825	5	1 834	4	1 328	4	2 806	5	2 613	3	1 749
HOUSTON	442 430	715 684	774 994	28	50 166	19	112 004	80	139 327	61	250 042	47	29 309	89	43 647	62	46 083	102	58 493	25	19 127
Dothan	403 211	653 290	707 544	25	49 517	15	110 556	60	136 758	50	186 387	35	28 930	80	42 576	56	34 714	89	57 737	19	17 018
JACKSON	145 742	194 344	207 981	9	9 614	12	19 735	34	46 522	26	72 196	18	8 162	25	7 623	13	8 137	34	9 937	16	7 575
Scottsboro	99 292	130 240	139 092	3	5 653	7	16 199	11	29 075	18	42 449	10	6 751	18	6 240	9	5 712	21	8 072	9	4 423
JEFFERSON	3 091 874	4 630 953	4 914 878	154	218 819	87	551 874	480	1 013 704	272	1 287 789	324	286 413	421	407 333	295	292 486	685	415 318	179	174 024
Birmingham	1 566 175	2 197 823	2 315 140	63	87 240	35	243 172	220	422 605	126	482 225	145	134 011	192	221 586	148	147 483	374	210 206	69	56 449
LAMAR	38 625	58 448	64 641	6	5 724	5	2 052	17	19 591	11	9 212	6	1 805	6	5 524	5	1 981	9	1 677	8	2 817
LAUDERDALE	320 249	433 268	469 294	20	19 654	27	85 131	71	95 651	40	116 677	36	23 318	58	32 356	39	24 195	69	32 529	20	11 588
Florence	275 522	368 664	398 784	17	13 718	19	80 825	38	79 169	30	81 494	22	22 984	50	31 369	34	17 979	55	27 487	16	11 422
LAWRENCE	52 586	84 537	92 940	5	5 519	7	8 535	15	22 871	6	8 034	13	12 175	8	3 255	4	2 119	13	5 064	6	3 589
LEE	299 231	540 161	593 742	21	48 625	16	86 882	60	131 985	24	141 992	42	33 731	41	20 257	26	16 789	72	56 621	18	16 970
Auburn	165 083	302 203	332 590	9	14 685	6	56 901	22	74 992	10	61 908	19	19 921	23	12 361	9	6 042	42	34 773	6	8 873
Opelika	118 717	208 686	228 837	10	17 396	8	29 285	27	56 390	12	50 799	16	13 626	17	7 769	16	6 006	25	18 605	11	6 071
LIMESTONE	131 641	240 081	267 706	12	21 825	12	22 340	22	66 260	28	60 570	21	14 283	26	14 465	15	9 034	33	20 778	6	10 577
Athens	100 918	181 820	202 526	10	15 729	8	16 099	13	51 586	26	43 651	11	10 695	25	10 425	12	5 506	28	18 542	5	10 423
LOWNDES	20 157	28 075	30 294	3	888	1	3 852	13	8 180	5	7 810	9	2 330	1	560	2	925	3	544	2	1 047
MACON	44 889	63 556	67 674	6	4 511	2	8 631	13	19 744	9	8 481	16	6 978	8	3 577	2	2 076	10	3 047	6	4 008
MADISON	893 534	1 596 891	1 735 517	43	112 482	34	246 848	118	317 372	89	476 462	86	76 409	126	103 490	92	97 821	207	172 457	36	45 332
Huntsville	836 097	1 488 420	1 617 055	38	85 189	29	240 797	94	312 204	72	351 819	76	74 517	119	100 741	86	74 666	190	158 620	33	43 050
MARENGO	78 015	115 837	125 431	6	9 398	11	12 299	30	33 257	13	32 386	9	5 239	14	5 242	13	5 481	16	5 745	6	3 745
MARION	73 331	109 105	119 228	10	8 654	9	15 604	26	34 768	16	26 191	11	1 984	19	8 668	11	4 550	22	5 236	8	5 173
MARSHALL	283 077	509 603	563 430	24	50 081	23	70 559	55	116 024	50	187 066	27	13 661	53	34 407	31	17 541	62	33 851	27	16 983
MOBILE	1 624 977	2 372 239	2 531 380	95	160 744	60	345 577	270	568 802	161	650 214	207	143 018	203	98 879	160	130 799	383	213 652	96	100 576
Chickasaw	43 772	57 280	60 322	2	1 846	3	7 564	8	31 935	7	7 467	3	1 529	4	1 905	3	1 501	8	3 553	3	1 155
Mobile	1 294 895	1 946 420	2 070 726	60	94 486	39	308 050	149	426 460	108	474 521	136	114 393	174	87 374	125	91 625	312	186 899	67	81 956
Prichard	71 493	111 956	120 383	8	11 991	4	3 476	21	38 284	11	10 073	19	16 598	7	4 169	11	7 193	18	3 405	7	6 350
MONROE	62 780	91 925	99 726	10	12 504	9	9 374	24	28 663	15	21 138	8	5 116	6	3 261	5	2 224	14	5 479	6	4 116
MONTGOMERY	963 777	1 513 328	1 621 718	47	79 014	22	206 839	129	288 945	84	471 749	113	104 545	160	95 812	87	75 558	218	142 116	39	56 794
Montgomery	929 730	1 487 048	1 596 610	43	60 319	19	191 432	116	288 946	81	436 607	104	104 545	156	88 675	86	69 929	205	135 721	38	56 794
MORGAN	375 438	606 431	649 534	31	46 880	23	79 016	66	134 448	63	174 317	49	33 466	58	37 263	51	32 543	85	44 529	30	23 586
Decatur	293 344	469 239	502 090	21	26 961	16	67 200	41	102 072	40	111 725	30	30 076	49	33 087	40	19 388	62	35 257	20	15 512
PERRY	20 852	29 844	32 433	4	2 723	5	1 964	14	9 125	5	4 654	7	1 908	5	1 925	3	840	4	981	4	2 938
PICKENS	38 897	53 086	56 705	7	3 538	8	2 253	24	16 205	14	13 741	12	1 906	7	980	7	2 771	9	1 251	6	2 316
PIKE	92 705	140 540	152 801	9	11 223	9	13 706	25	32 873	17	39 796	11	3 638	23	8 715	11	3 127	29	15 168	7	6 097
Troy	72 113	110 647	120 454	4	7 676	5	11 660	14	28 066	12	26 924	10	2 488	18	8 186	9	2 138	23	11 510	5	4 170
RANDOLPH	47 600	71 692	78 033	4	4 970	8	5 751	22	24 307	13	11 774	6	2 340	9	4 182	5	1 742	13	2 595	7	3 905
RUSSELL	111 600	171 441	185 760	15	8 875	9	21 305	44	62 642	27	21 764	23	12 510	12	5 562	6	1 647	33	14 897	11	7 796
ST CLAIR	87 426	146 791	160 967	11	7 414	9	9 640	30	41 007	16	36 293	14	12 090	8	3 312	3	4 935	28	7 532	8	6 250
SHELBY	158 990	293 563	324 121	33	50 861	8	19 408	39	110 080	31	73 079	22	11 469	17	8 913	18	9 937	38	22 924	13	11 873
SUMTER	35 035	54 707	59 479	2	1 749	13	8 429	26	20 540	7	5 878	12	4 748	7	1 104	1	1 823	12	4 094	4	2 594
TALLADEGA	231 514	356 145	383 929	21	19 280	15	40 864	63	108 397	48	92 424	33	14 965	53	22 684	30	13 515	57	24 239	23	16 157
Sylacauga	99 039	152 883	164 871	9	8 352	7	17 837	17	49 683	23	34 200	9	5 867	24	9 033	16	4 931	17	7 469	11	8 218
Talladega	93 479	141 441	152 205	6	4 574	4	16 997	22	43 814	18	31 606	13	7 128	24	11 865	10	5 328	26	11 166	9	6 125
TALLAPOOSA	106 867	182 870	198 418	18	14 857	6	16 488	31	48 613	23	42 035	18	6 209	21	13 971	20	13 837	24	12 323	11	11 120
Alexander City	76 937	134 432	146 148	8	6 755	3	14 461	15	38 788	14	21 179	11	5 347	18	12 032	16	9 027	14	9 071	7	9 311
TUSCALOOSA	578 491	921 347	977 703	35	73 973	20	131 911	112	229 931	67	208 351	78	59 999	99	58 804	66	42 171	126	82 889	29	28 650
Tuscaloosa	452 129	704 443	745 797	24	34 632	17	117 335	75	156 498	52	134 451	54	52 117	89	55 991	54	28 404	102	66 450	22	21 512
WALKER	247 584	381 915	409 182	25	22 289	13	31 874	47	88 207	42	144 607	34	12 512	49	27 312	26	16 360	53	23 506	24	17 381
Jasper	166 891	260 654	279 630	13	12 558	6	28 412	23	56 056	24	88 928	12	10 163	41	22 826	17	10 944	28	17 940	13	10 063
WASHINGTON	29 511	44 774	48 318	5	4 185	2	6 163	12	9 136	4	8 692	11	3 952	4	607	2	1 481	5	812	3	1 537
WILCOX	29 494	39 207	41 965	3	2 690	6	2 611	23	13 184	5	5 115	12	2 317	2	779	3	830	9	1 412	4	1 301
WINSTON	63 669	103 279	113 954	8	7 317	7	13 958	18	32 539	14	20 946	13	4 284	14	3 074	9	6 525	16	6 021	6	3 082

ALASKA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber/Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS..........	3,227,327	4,685,137	5,018,142		651,579		534,375		962,313		839,316		211,674		189,880		243,848		619,320		211,329
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Anchorage, Ak	1,794,843	2,645,348	2,815,465		408,951		366,574		414,529		553,111		124,862		128,258		164,772		343,677		132,433
COUNTIES, Cities																					
ALEUTIAN ISLAN	12,084	16,207	17,537	1	1,410	3	508	4	8,584	0	590	1	553	0	25	0	160	5	2,168	0	323
ANCHORAGE	1,794,843	2,645,348	2,815,465	51	408,951	13	366,574	91	414,529	57	553,111	75	124,862	104	128,258	90	164,772	307	343,677	26	132,433
Anchorage	1,798,428	2,645,876	2,815,457	51	323,969	13	363,705	91	414,221	57	419,648	75	124,769	104	128,163	90	132,636	307	340,482	26	131,813
BETHEL	27,057	41,484	44,702	1	3,593	10	17,899	13	8,401	3	1,502	5	2,536	0	64	0	408	4	1,119	0	821
BRISTOL BAY	7,298	12,422	13,696	1	1,101	0	398	3	4,893	1	460	0	432	0	19	0	126	5	3,915	0	250
DILLINGHAM	10,087	18,350	19,753	1	1,586	2	573	6	9,614	1	664	2	621	0	27	0	181	4	2,759	0	363
FAIRBANKS																					
NORTH STAR	465,739	543,713	585,167	16	67,020	9	65,664	22	103,156	25	138,676	27	22,699	18	15,857	23	30,645	92	66,218	10	27,048
Fairbanks	426,349	504,297	543,739	13	62,040	8	60,785	15	95,492	24	128,372	21	22,699	17	15,857	22	25,040	78	58,036	9	27,048
HAINES	11,268	21,676	24,251	3	4,464	1	702	2	5,666	1	814	2	764	1	34	0	222	8	2,155	0	446

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ALASKA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	1982 U S Census	E&P 1988 estimate	E&P 1989 estimate	Lumber Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
JUNEAU	172 785	253 369	274 312	9	31 746	1	7 940	20	79 299	13	29 479	7	9 474	21	15 671	16	17 853	43	31 380	5	10 028
Juneau	172 266	253 288	274 306	9	25 148	1	7 940	20	79 299	13	22 366	7	9 474	21	15 671	16	14 371	43	31 087	5	9 981
KENAI PENINSULA	188 669	297 274	320 737	12	46 680	5	2 886	28	83 366	14	40 151	20	16 720	16	11 136	13	9 273	69	30 974	6	23 188
Kenai	57 690	85 440	91 572	2	11 592	1	716	8	20 702	2	9 971	8	9 218	8	7 684	5	3 595	17	8 337	1	5 758
KETCHIKAN GATEWA	82 099	98 276	103 445	6	13 787	5	2 995	9	14 864	3	10 680	3	3 741	13	4 745	9	4 813	38	15 974	4	1 900
Ketchikan	79 419	94 685	99 609	5	13 425	5	2 917	7	14 474	3	8 065	3	3 736	13	4 738	9	3 856	36	15 555	4	1 850
KOBUK	21 966	94 611	106 247	1	8 542	6	27 869	7	33 968	0	3 569	0	3 348	0	148	0	973	3	10 808	0	1 954
KODIAK ISLAND	70 275	262 179	279 652	4	22 484	0	8 094	5	65 344	5	46 008	2	8 809	5	3 125	7	9 774	20	42 542	3	5 137
Kodiak	69 717	261 135	278 588	3	22 484	0	8 094	5	65 344	5	35 053	2	8 809	5	3 125	7	7 900	20	42 321	3	5 137
MATANUSKA SUSITN	100 315	38 524	43 633	9	8 804	3	1 263	12	14 824	5	1 467	10	2 351	5	1 133	3	1 339	37	3 726	2	801
NOME	31 358	51 430	57 703	2	4 638	6	8 880	16	24 800	0	1 940	2	1 817	2	82	1	528	9	6 408	1	1 059
NORTH SLOPE	33 817	27 895	30 993	0	1 831	4	659	2	5 322	0	766	0	717	0	32	0	209	15	19 488	0	418
PRINCE OF WALES OUTER KETCHIK	11 649	17 279	18 942	1	1 523	1	549	10	9 038	0	636	1	596	0	28	0	174	7	4 157	0	348
SITKA BOROUGH	41 952	46 693	49 081	3	3 946	2	1 421	4	11 468	1	1 650	2	1 545	8	4 292	3	449	16	5 378	2	902
Sitka	42 386	46 752	49 076	3	3 927	2	1 414	4	11 414	1	1 642	2	1 538	8	4 272	3	447	16	5 328	2	898
SKAGWAY YAKUTAT ANGOON	11 504	17 111	18 634	1	1 498	4	538	5	5 655	0	625	0	587	0	26	0	171	12	3 432	0	342
S E FAIRBANKS	12 973	17 353	18 544	2	1 490	1	537	5	6 691	1	624	4	584	0	27	0	171	7	2 447	0	341
VALDEZ CORDOVA	50 591	61 529	65 272	6	7 047	1	1 890	9	19 246	3	2 194	6	5 443	7	2 595	0	598	19	10 460	2	1 199
VALDEZ	12 074	20 027	22 747	0	1 829	4	10 265	1	5 315	0	765	1	716	0	32	0	209	1	2 315	0	418
WADE HAMPTON	32 334	38 194	40 403	4	3 812	1	1 168	5	18 086	2	1 358	2	1 272	7	2 458	1	369	15	4 050	2	742
WRANGELL PETERSBURG	24 590	44 193	47 226	0	3 797	4	5 103	12	10 184	0	1 587	4	1 487	0	66	0	431	13	3 770	0	868
YUKON KOYUKUK	24 590	44 193	47 226	0	3 797	4	5 103	12	10 184	0	1 587	4	1 487	0	66	0	431	13	3 770	0	868

ARIZONA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	1982 U S Census	E&P 1988 estimate	E&P 1989 estimate	Lumber Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
STATE TOTALS......	13 894 262	25 483 653	21 575 757		1 719 860		2 988 589		5 970 885		6 707 993		1 744 495		1 058 922		1 568 736		2 859 648		1 041 339
METRO AREAS (MSAs PMSAs CMSAs)																					
Phoenix Az	8 534 480	16 356 438	17 717 328		1 063 227		1 893 883		3 695 919		4 573 756		987 483		696 973		1 152 428		1 840 275		673 064
Tucson Az	2 593 915	4 296 763	4 633 325		249 892		604 942		977 459		1 161 112		256 708		188 369		277 772		488 248		178 387
COUNTIES Cities																					
APACHE	83 338	137 248	149 629	5	5 755	14	20 348	28	45 986	8	8 810	23	25 782	3	4 615	3	401	25	8 847	2	5 405
COCHISE	281 162	439 615	470 707	24	21 516	19	50 521	68	120 603	31	119 696	40	27 793	46	21 136	32	16 502	134	42 857	16	16 594
Bisbee	15 801	15 183	15 182	2	583	3	1 267	10	5 774	2	3 161	2	661	2	573	2	447	17	1 081	2	449
Douglas	64 296	72 334	74 267	3	1 978	8	12 980	13	24 931	3	2 598	9	6 525	19	7 786	12	3 610	24	4 899	5	3 857
Sierra Vista	139 491	281 825	308 949	8	12 837	6	33 098	19	70 372	17	94 077	11	16 688	16	10 689	14	8 022	43	26 441	3	8 490
COCONINO	428 482	778 262	848 092	26	64 917	30	87 708	59	164 032	24	125 251	84	101 402	44	23 751	34	23 616	161	125 045	15	24 221
Flagstaff	282 759	491 566	533 533	18	41 824	13	56 829	31	107 911	20	86 450	44	84 300	37	20 429	31	17 252	107	71 241	11	18 248
GILA	142 882	175 026	186 631	16	12 372	11	13 281	36	63 523	20	35 942	19	11 799	16	5 609	7	1 945	71	17 926	7	6 742
GRAHAM	91 882	131 872	141 396	9	9 930	6	15 237	13	36 771	16	27 278	13	12 336	12	4 427	9	3 830	32	8 476	3	6 729
GREENLEE	20 804	21 948	23 381	1	1 522	5	1 241	5	9 806	3	4 182	7	2 107	2	668	3	676	14	1 208	2	783
MARICOPA	8 534 480	16 356 438	17 717 328	327	1 063 227	175	1 893 883	986	3 695 919	595	4 573 756	576	987 483	834	696 973	758	1 152 428	2 228	1 840 275	273	673 064
Chandler	144 799	326 542	358 226	10	19 626	4	10 391	17	128 898	11	60 323	17	41 845	7	5 789	9	4 782	39	25 293	7	14 057
Mesa	1 120 792	2 712 440	2 990 093	59	220 529	24	445 969	101	570 718	78	689 402	45	119 792	119	136 841	109	175 850	223	232 505	30	136 439
Phoenix	4 483 182	7 839 721	8 422 727	156	367 981	97	989 072	530	1 876 242	317	1 373 736	312	537 907	450	391 924	410	512 943	1 276	901 272	143	307 949
Scottsdale	907 278	1 559 159	1 672 342	26	51 032	15	166 662	74	288 859	43	471 561	49	79 942	125	73 913	87	76 069	203	193 591	26	56 687
Sun City																					
Tempe	733 430	1 434 064	1 556 000	19	53 307	8	111 841	91	346 366	34	290 619	50	89 527	34	31 787	41	49 678	179	192 021	19	57 451
MOHAVE	315 662	586 392	646 319	31	47 253	14	39 739	49	156 722	42	141 937	55	86 650	27	10 575	27	13 283	121	55 712	12	16 752
Kingman	153 534	228 355	246 291	7	6 150	6	17 873	17	47 883	18	60 572	28	59 823	9	4 341	5	1 700	45	19 111	3	4 691
NAVAJO	250 971	387 189	420 777	15	34 638	21	33 668	49	120 341	29	59 975	44	54 059	28	7 311	16	5 425	94	37 857	10	10 191
PIMA	2 593 915	4 296 763	4 633 325	116	249 892	64	604 942	427	977 459	235	1 161 112	189	256 708	304	188 369	253	277 772	825	488 248	104	178 387
Tucson	2 129 130	3 283 310	3 514 543	80	125 588	42	537 839	307	746 788	198	791 775	149	233 288	241	153 468	218	191 503	647	346 817	83	133 987
PINAL	278 527	425 753	459 009	31	44 187	15	26 136	80	136 421	47	74 842	46	45 807	33	10 846	17	8 284	121	40 148	20	24 243
Casa Grande	103 789	166 564	180 488	14	23 664	3	10 476	24	51 558	16	25 507	14	19 228	18	6 898	6	2 534	30	12 430	6	10 222
SANTA CRUZ	132 308	214 296	229 714	7	14 233	10	32 632	24	55 334	9	29 604	12	11 820	31	34 296	10	7 964	40	19 223	6	11 657
Nogales	113 149	192 650	207 533	6	11 810	9	28 743	19	48 739	8	24 046	10	10 412	29	34 296	9	7 015	29	15 917	6	11 657
YAVAPAI	312 191	544 960	591 300	47	72 278	20	59 832	55	153 558	36	92 596	52	37 161	39	10 335	36	16 783	168	59 961	15	20 706
Prescott	164 626	261 321	280 909	17	13 854	9	39 883	28	74 330	25	47 933	21	24 699	26	8 014	19	6 981	72	29 104	7	9 084
YUMA	427 658	987 891	1 058 169	30	78 140	19	109 421	80	234 410	61	253 012	47	83 588	49	40 011	38	39 827	157	113 865	17	45 865
Yuma	307 394	706 936	756 987	14	36 422	11	95 526	43	177 075	44	168 412	21	34 159	38	35 580	35	23 347	103	82 940	12	38 382

ARKANSAS RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
STATE TOTALS........................	9,113,502	14,198,285	15,301,546		1,002,414		1,951,434		3,083,580		4,211,980		851,765		745,788		641,209		1,068,068		432,067
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Fayetteville-Springdale,Ar	498,382	882,973	937,029		63,487		123,698		175,388		237,806		39,004		37,292		40,941		80,240		18,859

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U S Census	E&P 1988 estimate	E&P 1989 estimate	NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS) Lumber Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Little Rock North Little Rock A	2 336 498	3 684 876	3 953 855		243 759		530 174		725 700		1 152 585		236 827		250 354		200 986		312 256		89 921
Pine Bluff Ar	370 467	525 232	558 290		39 922		76 768		117 879		151 893		26 698		35 980		24 490		34 497		16 026
Ft Smith Ar Ok	744 543	1 189 672	1 284 013		99 685		165 325		228 867		337 772		84 321		62 197		61 601		104 505		29 677
COUNTIES Cities																					
ARKANSAS	95 999	130 985	139 563	17	10 011	9	15 566	21	34 663	17	26 609	17	7 496	23	7 552	15	5 496	30	6 577	8	3 851
Stuttgart	69 439	94 642	100 826	9	6 878	5	11 102	8	23 913	8	18 977	11	4 892	17	6 459	11	3 652	22	4 691	4	2 442
ASHLEY	76 260	120 421	129 662	6	5 923	8	16 722	17	31 528	15	39 843	9	2 720	14	6 667	8	4 687	12	5 591	11	5 396
BAXTER	110 635	177 570	191 185	16	14 130	8	26 024	19	42 362	15	40 612	14	4 565	20	8 255	17	12 465	33	12 445	11	8 645
Mountain Home	95 690	156 266	168 542	11	10 681	7	24 948	14	40 611	14	30 699	8	4 376	19	6 240	16	9 423	22	11 158	10	8 288
BENTON	300 272	529 813	581 058	36	51 560	10	76 707	54	134 399	40	157 140	41	34 182	42	20 252	36	33 105	91	36 686	19	11 602
Bentonville	52 039	93 885	103 172	6	9 818	1	14 183	7	24 850	6	26 313	7	8 103	5	1 149	4	3 779	15	7 810	3	2 145
Rogers	134 918	242 306	266 168	16	15 167	4	41 317	15	58 371	21	69 384	14	21 757	25	13 915	20	11 589	34	15 098	7	4 622
BOONE	127 565	205 928	223 226	12	20 130	8	31 382	21	47 374	24	65 550	16	3 460	26	13 428	12	9 603	35	14 759	9	7 351
Harrison	108 944	174 788	189 352	9	13 469	7	30 328	15	45 783	21	43 860	12	3 344	24	12 977	10	6 426	26	13 028	8	7 104
BRADLEY	38 405	58 238	62 314	5	4 616	3	4 856	12	16 864	7	12 896	7	2 873	14	4 125	4	1 291	10	2 393	4	2 782
CALHOUN	10 351	15 498	17 552	2	1 047	1	2 317	7	5 817	3	2 755	3	898	1	202	1	308	5	333	1	684
CARROLL	59 775	113 333	125 566	8	11 647	5	16 577	17	34 160	9	18 468	12	4 692	6	1 438	6	3 213	43	10 424	10	2 800
CHICOT	43 224	55 140	58 734	9	4 832	8	2 995	22	16 173	13	16 095	8	3 950	5	1 017	3	1 035	12	2 670	7	2 446
CLARK	102 428	162 638	175 135	9	6 395	6	22 727	21	30 060	12	61 819	20	16 920	21	6 503	10	3 432	31	13 355	6	4 727
Arkadelphia	84 678	133 306	143 422	6	4 800	5	17 058	12	24 463	8	46 399	13	15 470	16	4 881	8	2 576	21	11 487	4	3 548
CLAY	45 904	65 249	70 391	7	2 895	8	9 272	19	19 345	12	15 847	7	2 606	9	1 234	6	1 006	21	3 421	8	3 895
CLEBURNE	55 177	94 475	104 154	9	11 085	8	16 761	15	16 906	9	33 203	12	4 466	8	1 413	7	2 941	20	4 530	5	2 625
CLEVELAND	6 176	10 670	11 450	2	682	0	1 512	3	2 094	1	1 799	3	586	1	132	0	200	2	146	1	447
COLUMBIA	96 063	141 024	150 393	7	7 127	6	23 838	31	32 069	14	28 853	14	5 349	27	14 552	9	10 942	30	9 919	8	4 848
Magnolia	86 850	127 649	136 147	6	6 110	5	20 438	20	31 067	13	24 738	11	4 586	25	14 503	8	9 381	22	8 965	8	4 818
CONWAY	86 291	141 646	152 771	5	3 373	5	19 078	20	28 915	12	57 394	11	6 849	8	4 683	8	4 401	19	5 162	6	3 101
CRAIGHEAD	312 778	496 395	537 317	30	40 223	13	83 500	64	97 727	38	126 416	41	15 768	51	39 345	35	25 790	79	49 139	20	16 897
Jonesboro	276 881	437 535	473 394	21	26 939	11	82 031	41	79 483	25	92 157	32	15 491	48	38 653	32	20 517	69	43 674	17	16 600
CRAWFORD	91 081	170 808	192 664	10	10 407	7	25 434	24	39 530	11	41 509	13	18 415	9	1 962	7	8 702	31	18 192	9	4 919
CRITTENDEN	267 790	367 941	390 500	13	20 582	11	25 509	44	59 921	30	97 177	43	92 194	29	8 742	12	9 833	45	18 339	8	10 460
West Memphis	205 188	281 568	298 785	9	12 303	7	24 110	23	53 918	22	70 797	25	71 266	26	8 274	10	5 878	35	16 676	6	6 253
CROSS	65 772	99 648	106 324	7	7 161	5	13 736	22	31 243	11	22 667	9	3 910	6	2 391	7	2 266	22	5 324	5	2 000
DALLAS	36 394	55 160	59 017	6	3 495	6	8 419	15	12 997	12	16 576	5	2 234	14	2 050	4	2 241	11	2 417	4	1 662
DESHA	93 262	125 048	133 167	5	3 032	11	17 780	32	26 397	13	63 190	10	3 565	9	2 353	9	2 957	19	3 780	7	2 476
DREW	55 044	88 235	95 591	6	8 123	5	12 820	15	19 982	10	26 270	10	5 237	12	2 985	6	2 935	13	5 845	4	2 507
FAULKNER	178 472	335 483	370 252	14	51 236	5	38 033	30	70 115	25	77 159	26	27 744	34	25 259	24	19 327	49	33 400	11	8 409
Conway	163 444	304 233	335 482	13	49 897	5	37 181	17	64 402	20	56 981	23	27 018	32	24 598	23	18 822	45	31 179	7	6 344
FRANKLIN	38 513	62 132	67 423	4	3 422	3	8 900	15	17 277	6	17 684	7	2 727	3	720	3	1 478	13	5 624	5	2 644
FULTON	20 587	34 929	37 598	3	818	5	2 895	4	9 913	6	3 982	8	3 908	8	643	1	664	12	2 318	6	2 620
GARLAND	368 754	559 557	596 452	33	30 792	17	91 937	53	109 876	42	152 593	44	27 066		25 621	38	20 476	130	64 248	26	17 120
Hot Springs	341 826	507 202	539 308	28	20 580	16	88 605	44	107 796	39	123 309	38	26 554	63	22 837	33	15 018	110	56 494	23	13 834
GRANT	28 512	46 894	50 848	5	4 639	5	6 713	8	11 671	7	8 434	9	3 505	5	612	3	393	11	2 718	2	1 982
GREENE	104 119	161 493	176 958	12	15 376	5	26 362	22	31 481	18	39 712	11	3 416	21	11 113	14	7 785	40	13 160	10	5 573
Paragould	91 122	143 744	157 783	9	12 471	5	26 020	16	31 073	16	32 210	9	2 771	20	9 014	13	6 314	36	12 619	9	4 521
HEMPSTEAD	69 541	108 354	116 337	7	8 298	4	12 665	23	32 151	13	24 508	13	7 076	14	6 478	9	3 550	17	7 214	8	3 538
Hope	64 571	101 447	109 016	7	6 637	4	12 629	18	32 069	12	20 439	11	5 901	13	6 462	7	2 960	15	6 017	8	3 529
HOT SPRING	84 719	117 130	125 168	10	3 646	3	14 197	19	23 627	17	38 264	18	14 704	14	5 263	7	3 214	18	6 774	6	2 760
Malvern	71 429	98 023	104 656	9	2 946	3	13 832	15	19 090	15	30 916	11	11 272	13	5 128	6	2 591	15	5 569	5	2 689
HOWARD	54 453	86 524	95 856	5	2 995	5	12 655	20	19 478	14	32 445	11	5 035	10	3 724	4	3 030	13	3 399	6	3 310
INDEPENDENCE	109 149	167 466	184 149	15	23 168	6	24 658	21	41 251	17	49 226	8	3 391	25	8 249	18	7 599	23	9 799	11	5 252
Batesville	93 616	141 279	155 082	11	18 786	4	19 994	12	38 603	14	39 915	5	2 622	24	6 689	14	5 714	19	9 131	9	4 259
IZARD	28 386	48 854	53 834	4	4 601	1	6 591	8	15 097	5	18 166	8	2 114	5	760	2	879	4	727	3	2 209
JACKSON	76 553	109 098	115 942	9	6 270	6	15 306	20	26 295	13	27 018	13	4 284	17	7 923	6	3 663	31	8 918	8	4 238
Newport	68 984	98 639	104 868	8	5 345	3	13 046	15	26 094	11	23 030	12	3 652	16	7 862	5	3 122	24	7 917	7	3 612
JEFFERSON	370 467	525 232	558 290	23	39 922	21	76 768	83	117 879	51	151 893	41	26 698	65	35 980	47	24 490	95	34 497	22	16 026
Pine Bluff	340 248	477 474	506 914	20	38 424	19	73 888	56	113 457	46	113 379	36	26 396	64	34 630	42	18 928	84	30 820	20	15 424
JOHNSON	52 345	84 697	92 906	6	1 725	2	12 265	18	21 991	6	34 553	10	5 131	9	2 228	5	3 379	13	3 705	6	2 668
LAFAYETTE	19 760	31 553	33 346	4	1 382	3	4 401	17	10 770	5	4 537	5	1 805	5	3 086	3	588	5	870	4	1 299
LAWRENCE	56 773	84 691	93 121	2	5 550	4	12 293	16	18 713	8	34 077	11	6 135	7	1 065	4	2 892	20	3 947	7	3 026
LEE	24 614	30 248	31 740	3	926	5	4 191	11	8 966	6	7 272	6	1 067	8	1 013	3	558	9	1 892	4	1 714
LINCOLN	20 367	28 184	30 050	2	1 791	4	713	12	9 229	7	11 695	4	710	1	344	1	530	2	380	2	1 171
LITTLE RIVER	36 274	57 210	61 781	2	3 420	3	7 570	11	16 033	13	23 316	8	2 575	3	1 200	3	1 014	7	1 841	4	1 721
LOGAN	59 294	101 137	109 345	8	6 252	6	13 649	14	20 914	11	46 383	7	580	12	3 657	7	2 931	25	6 182	5	3 330
LONOKE	105 629	173 590	188 487	10	10 328	11	16 300	20	49 837	26	65 575	24	10 446	16	4 540	7	2 165	17	4 175	11	7 642
MADISON	23 165	46 368	51 260	4	4 593	2	6 769	9	12 445	6	5 287	3	2 624	3	1 194	2	904	11	2 200	3	1 675
MARION	13 791	25 072	28 642	1	1 618	2	3 582	6	13 283	2	4 260	2	1 389	1	310	0	478	6	1 232	3	1 058
MILLER	155 315	244 033	263 189	8	15 690	5	34 744	36	82 750	9	12 772	19	24 274	23	13 549	12	9 856	57	22 710	7	10 219
Texarkana	147 816	230 091	247 910	7	6 893	5	26 350	30	82 100	9	9 692	18	24 083	22	13 443	12	7 926	51	20 643	7	10 038
MISSISSIPPI	191 829	253 341	272 838	20	10 225	12	42 687	42	52 645	29	88 538	37	12 231	30	14 165	24	9 641	55	16 067	11	8 321
Blytheville	118 575	149 738	160 345	11	3 733	6	27 498	14	33 807	14	42 254	16	7 087	21	9 688	13	5 001	31	10 855	5	4 301
MONROE	51 238	65 032	68 934	6	6 379	4	9 100	18	15 516	10	12 495	12	5 732	8	1 950	5	1 686	18	5 858	7	1 679
MONTGOMERY	12 496	21 227	23 080	3	1 375	4	1 433	6	5 071	4	2 948	1	1 181	1	264	2	406	5	1 303	1	899
NEVADA	26 012	39 154	41 482	2	2 473	2	5 476	11	11 012	5	12 155	5	1 523	5	1 740	4	2 728	7	1 351	4	1 499
NEWTON	6 139	10 390	11 420	3	1 328	0	1 508	5	2 674	0	1 793	1	584	0	130	0	201	4	1 015	1	444
OUACHITA	127 300	193 964	207 726	18	15 732	7	21 931	33	47 564	20	59 718	15	5 025	22	11 508	12	9 778	37	11 614	13	6 718
Camden	77 196	122 624	131 904	7	4 296	4	20 751	18	37 489	9	18 327	10	5 025	15	8 289	8	6 934	25	10 546	9	5 352
PERRY	6 910	11 433	12 484	3	864	0	1 648	5	4 538	1	1 960	2	639	0	142	0	220	3	431	1	486
PHILLIPS	115 150	147 391	155 143	12	7 460	10	15 500	43	38 662	22	52 288	12	5 444	33	8 439	14	4 805	27	6 253	13	5 327
Helena	55 098	69 176	72 628	3	2 472	2	5 137	5	12 813	12	33 736	1	1 294	23	6 179	6	1 591	10	2 694	7	2 547
West Helena	40 973	56 326	59 823	6	2 883	3	4 165	12	21 078	5	14 050	8	4 150	7	2 260	5	1 827	11	2 950	3	1 894
PIKE	30 239	45 924	49 173	8	5 228	5	2 984	13	14 762	7	11 811	4	2 518	2	563	3	867	10	1 235	4	1 977
POINSETT	70 782	99 941	106 510	9	6 366	9	10 308	22	21 647	12	20 442	13	5 261	8	882	9	3 253	35	5 773	9	7 328
POLK	56 411	100 593	107 952	9	6 720	5	14 251	20	26 116	12	32 952	11	3 686	8	3 030	5	3 817	16	5 054	6	3 363
Mena	49 847	89 089	95 662	6	5 556	5	11 784	11	24 374	10	27 248	10	3 668	8	3 015	5	3 124	10	4 183	6	3 346
POPE	194 052	350 720	382 756	14	30 856	11	45 755	21	71 376	31	136 050	24	15 505	25	19 443	21	16 885	45	27 400	12	10 498
Russellville	168 553	299 890	326 820	11	25 545	9	44 154	11	64 438	27	112 630	14	7 869	24	16 096	19	13 979	38	24 361	9	9 045
PRAIRIE	25 920	33 590	36 464	4	1 665	2	4 814	10	6 510	8	13 471	8	2 007	5	980	2	643	8	1 522	3	1 752
PULASKI	1 901 718	2 930 175	3 129 739	99	161 180	48	446 383	247	541 113	172	917 916	178	186 221	265	211 849	174	169 560	428	261 882	79	65 430
Little Rock	1 146 766	1 761 482	1 880 824	52	67 136	27	258 538	141	300 544	80	448 944	110	108 454	173	149 809	112	97 685	285	173 781	46	41 955
North Little Roc	516 663	751 486	797 560	20	38 694	13	137 775	57	157 755	47	156 306	43	61 814	66	46 169	36	23 791	95	51 746	23	14 603

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ARKANSAS RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS) Lumber Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
RANDOLPH	38 464	61 055	66 568	3	3 968	3	8 787	20	18 795	8	16 502	8	1 570	6	2 133	8	2 619	12	3 235	6	1 967
ST. FRANCIS	118 178	160 830	173 561	6	10 348	9	15 481	36	35 283	15	28 599	17	20 160	14	5 777	10	6 682	24	10 938	8	4 857
Forrest City	76 296	106 338	115 081	5	3 395	5	11 050	19	25 186	11	18 191	8	8 978	12	4 123	8	5 576	15	8 350	6	4 857
SALINE	150 679	245 628	265 377	14	21 015	7	29 458	29	64 635	26	91 935	26	12 416	21	8 706	12	9 934	37	12 795	9	8 440
Benton	129 548	205 069	220 895	8	8 476	6	28 177	17	60 264	23	72 926	19	11 972	18	6 906	10	7 880	26	10 205	6	6 730
SCOTT	19 885	37 564	41 087	2	2 451	2	5 425	13	6 255	5	11 816	4	1 273	5	846	2	724	9	2 834	4	2 304
SEARCY	16 938	27 375	29 878	3	1 780	5	1 959	6	7 055	2	4 691	5	1 481	2	342	1	525	8	1,113	2	1 165
SEBASTIAN	568 670	882 415	941 428	41	79 167	22	124 280	102	146 049	65	261 337	61	51 203	107	57 465	57	47 928	159	79 058	28	22 902
Fort Smith	547 384	844 059	899 901	36	59 141	21	122 865	87	133 574	59	197 303	52	50 740	104	56 812	56	38 675	150	75 861	25	22 641
SEVIER	39 838	63 657	68 590	6	4 836	4	9 055	15	6 183	7	15 855	7	8 233	7	1 579	2	1 208	15	4 465	6	4 740
De Queen	27 590	45 557	49 250	4	3 402	3	6 369	6	3 552	4	11 151	5	5 791	6	1 565	2	849	12	4 372	5	3 334
SHARP	29 317	43 454	47 262	0	2 817	2	6 239	7	9 351	4	6 913	4	1 658	3	541	8	3 803	18	3 480	5	1 119
STONE	25 820	50 789	56 061	3	3 343	7	6 689	3	13 134	6	22 333	5	1 802	5	621	1	989	11	3 089	1	2 186
UNION	213 015	285 800	305 560	17	18 174	12	21 551	46	64 689	27	94 163	28	12 959	50	23 098	27	16 013	46	18 206	16	11 566
VAN BUREN	35 337	62 492	68 147	4	5 879	5	1 620	15	19 116	8	25 811	5	1 681	4	1 157	3	1 201	10	3 319	5	2 639
WASHINGTON	498 362	862 973	937 029	37	63 487	20	123 698	90	175 388	60	237 806	42	39 004	72	37 292	50	40 941	147	80 240	22	18 859
Fayetteville	300 009	502 808	544 256	11	14 190	13	84 140	43	101 894	31	118 457	18	15 814	53	27 410	30	16 502	91	52 248	11	11 922
Springdale	155 738	284 129	309 984	14	22 344	5	38 347	22	61 728	23	60 078	13	22 113	16	9 649	17	14 409	35	27 056	8	5 336
WHITE	205 520	314 096	341 780	19	15 677	15	31 032	48	67 696	38	143 234	25	13 499	25	13 536	21	11 102	52	20 361	14	9 973
Searcy	146 954	230 683	251 718	12	9 509	6	25 004	17	46 863	24	91 356	14	11 473	19	12 509	11	4 552	31	13 268	9	7 610
WOODRUFF	24 416	32 767	35 521	5	2 791	3	4 690	14	9 093	6	5 578	4	1 182	5	912	3	996	10	969	5	1 889
YELL	36 669	68 723	77 288	6	11 896	4	10 203	9	10 084	7	17 371	11	4 728	4	886	2	1 362	14	3 827	7	4 415

CALIFORNIA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS) Lumber Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	123,945,914	212,140,199	228,446,068		12,271,232		26,031,855		46,080,325		51,658,949		13,086,903		11,066,773		13,468,761		25,308,679		9,487,424
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Anaheim Santa Ana, Ca	11,684,897	20,975,491	22,999,473		1,269,875		2,799,998		4,237,118		5,513,569		1,249,410		1,191,705		1,379,184		2,747,101		771,421
Bakersfield, Ca	2,082,023	3,480,519	3,737,326		230,008		350,990		840,129		849,166		302,856		143,488		193,424		384,671		149,082
Chico, Ca	692,494	1,191,149	1,286,614		109,526		120,548		336,600		239,084		50,188		48,799		60,436		126,447		80,377
Fresno, Ca	2,563,905	4,153,448	4,459,679		246,955		501,636		948,204		1,076,262		257,750		197,682		251,017		400,371		249,600
Los Angeles Long Beach, Ca	38,399,189	63,559,492	67,765,334		2,889,259		7,597,040		13,334,252		15,769,612		3,676,434		3,644,648		4,362,190		7,543,584		2,613,905
Merced, Ca	534,240	898,477	972,246		58,248		100,747		197,190		236,687		91,032		26,867		30,552		90,066		53,579
Modesto, Ca	1,303,641	2,054,234	2,200,921		156,002		271,425		491,055		413,886		125,780		104,062		152,481		186,061		128,173
Oakland, Ca	9,127,207	15,404,651	16,642,770		835,718		2,093,539		3,375,587		3,805,866		905,658		733,080		961,580		1,626,604		781,616
Oxnard Ventura, Ca	2,589,477	4,606,580	5,006,311		269,781		643,012		1,079,394		1,345,200		283,504		195,866		226,591		434,799		203,670
Redding, Ca	602,970	1,071,490	1,152,835		106,280		104,464		261,689		211,404		107,037		41,983		39,402		91,245		82,387
Riverside San Bernardino, Ca	7,521,341	13,536,498	14,673,353		1,045,288		1,779,581		3,235,096		3,282,207		990,575		576,371		710,919		1,514,277		535,411
Sacramento, Ca	5,972,565	10,775,460	11,633,019		743,492		1,273,686		2,444,507		2,726,909		715,245		438,571		668,552		1,263,271		569,963
Salinas Seaside Monterey, Ca	1,425,924	2,239,502	2,386,755		140,450		231,041		427,616		568,159		153,313		147,944		132,618		280,910		108,466
San Diego, Ca	9,478,827	16,931,379	18,279,052		898,864		2,416,258		3,418,655		4,452,807		1,068,129		847,811		1,166,682		2,066,588		644,838
San Francisco, Ca	9,113,128	15,481,437	16,478,833		671,606		1,819,878		3,047,216		3,067,731		717,536		1,061,260		1,013,420		2,452,034		[illegible]
San Jose, Ca	7,487,855	13,011,804	14,104,094		698,134		1,886,351		2,613,571		3,314,957		785,095		692,454		974,581		1,488,976		[illegible]
Santa Barbara Santa Maria Lompoc, Ca	1,846,926	3,284,937	3,594,378		199,129		318,252		640,343		636,488		215,473		168,542		215,234		412,378		148,204
Santa Cruz, Ca	990,619	1,876,024	2,055,775		202,404		159,285		470,439		429,440		109,282		81,982		99,879		240,881		97,240
Santa Rosa Petaluma, Ca	1,613,867	2,905,831	3,190,705		288,750		327,502		722,263		606,739		208,721		115,057		170,159		311,471		180,997
Stockton, Ca	1,596,769	2,595,604	2,770,559		164,931		312,503		597,096		633,552		180,831		118,548		152,197		276,577		147,558
Vallejo Fairfield Napa, Ca	1,462,603	2,339,358	2,508,568		153,553		229,064		591,181		544,251		171,328		81,379		121,192		297,694		140,752
Visalia Tulare Porterville, Ca	1,077,044	1,736,304	1,862,558		127,236		215,778		439,810		443,448		108,125		78,609		92,527		147,324		91,338
Yuba City, Ca	422,899	647,354	689,955		61,382		103,847		164,469		132,652		32,758		26,972		30,893		65,442		30,613
COUNTIES, Cities																					
ALAMEDA	5,615,563	9,402,822	10,128,433	208	451,514	87	1,182,415	809	1,971,050	403	2,412,123	452	528,028	571	405,034	498	569,931	1,704	1,081,005	166	459,396
Alameda	468,885	704,545	750,424	11	5,643	13	230,040	49	111,802	25	93,445	22	24,480	126	74,008	36	31,865	115	62,799	11	36,846
Dublin	DATA UNAVAILABLE FOR THIS CITY																				
Fremont	658,280	1,401,436	1,541,117	31	68,354	10	211,287	73	314,524	44	346,248	51	101,462	41	28,152	51	59,359	148	129,892	19	64,686
Hayward	593,474	1,132,731	1,234,793	19	35,941	8	128,762	87	224,560	67	378,142	56	69,799	22	21,595	36	49,319	153	112,657	18	63,077
Livermore	191,725	404,502	444,515	10	22,967	2	27,316	29	128,239	19	104,339	18	21,392	13	11,356	21	13,188	50	37,513	8	33,143
Newark	119,224	242,743	266,019	3	11,760	2	30,795	14	72,675	8	19,222	6	12,956	17	26,431	9	8,871	40	31,683	4	11,965
Oakland	1,551,139	2,411,312	2,577,794	49	87,378	22	183,876	270	516,439	95	501,646	130	149,175	157	100,624	130	119,936	559	296,074	57	112,019
Pleasanton	124,773	322,276	359,092	5	3,992	3	50,992	18	96,920	8	27,447	12	30,126	16	14,280	12	9,713	53	48,274	3	11,063
ALPINE	3,084	6,478	7,135	0	0	1	167	1	1,961	0	102	1	654	0	117	0	102	6	3,406	0	217
AMADOR	108,758	193,564	208,699	18	19,500	4	3,818	32	57,342	14	71,400	15	9,995	11	3,403	9	5,475	59	15,574	8	7,265
BUTTE	692,494	1,191,149	1,286,614	70	109,526	26	120,548	132	336,600	90	239,084	73	50,188	99	48,799	69	60,436	242	126,447	34	80,377
Chico	294,614	511,354	552,808	20	35,957	5	22,971	44	147,807	37	92,308	28	28,694	43	20,967	33	32,268	106	68,139	11	20,942
Oroville	133,340	213,313	228,763	13	16,198	7	26,019	24	65,575	25	29,861	19	11,028	19	7,688	13	5,088	47	19,153	10	20,357
CALAVERAS	73,733	144,099	156,504	11	21,374	6	6,806	28	49,968	8	14,691	15	14,027	9	1,642	10	6,261	47	12,352	8	4,838
COLUSA	42,429	57,675	61,254	8	5,515	1	1,438	15	17,696	10	12,195	14	5,896	7	1,894	3	1,288	28	7,316	3	3,411
Colusa	23,134	31,676	33,672	4	3,658	0	954	5	10,479	8	8,089	4	1,409	5	1,257	2	855	10	1,655	2	2,282
CONTRA COSTA	3,511,644	6,001,829	6,514,337	76	394,204	65	911,124	403	1,404,537	222	1,393,743	289	377,630	369	328,046	279	391,649	854	545,599	98	322,220
Antioch	219,563	431,166	473,757	11	20,350	8	87,427	30	109,170	17	77,749	20	35,463	18	25,497	12	7,703	66	42,407	7	27,845
Martinez	65,824	122,825	134,379	3	4,622	1	6,372	10	61,014	3	9,747	11	15,790	5	2,623	5	917	31	15,902	6	12,100
Pinole	48,230	68,811	73,281	5	2,697	2	7,802	6	12,028	2	11,935	10	16,930	6	2,588	2	3,354	14	7,029	2	2,780
Pittsburg	105,021	207,836	228,272	9	21,944	2	21,008	12	73,659	9	43,999	6	12,048	4	6,312	5	5,803	28	15,324	4	16,061
Walnut Creek	597,809	1,107,149	1,210,511	15	32,158	6	154,634	46	196,165	30	361,836	27	62,492	71	97,429	41	47,938	104	80,903	10	49,904
DEL NORTE	72,878	109,953	118,468	7	11,280	5	4,620	27	34,388	8	14,456	14	7,544	6	2,687	7	5,342	48	15,467	3	6,915

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS) Lumber Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
EL DORADO	429 823	817 004	886 093	41	70 082	9	25 626	71	229 163	41	112 084	49	76 118	54	31 552	45	29 885	172	112 673	20	71 446
South Lake Tahoe	185 936	323 283	347 823	8	13 501	3	9 626	24	99 725	15	34 048	19	30 772	22	19 286	17	8 689	70	52 457	6	28 223
FRESNO	2 563 905	4 153 448	4 459 679	135	246 955	65	501 636	462	948 204	250	1 076 262	262	257 759	293	197 682	214	251 017	796	400 371	98	249 600
Fresno	1 646 081	2 576 188	2 756 279	64	121 175	28	444 433	219	523 518	138	500 026	131	176 293	178	140 488	141	150 244	450	241 988	57	148 524
GLENN	77 993	102 645	109 861	16	11 926	3	2 580	25	28 322	11	18 394	19	12 450	9	5 278	6	2 699	38	11 544	6	2 891
HUMBOLDT	525 863	860 929	916 159	48	84 964	21	45 782	135	244 367	59	167 345	62	49 884	68	46 884	50	32 340	214	87 413	24	64 074
Eureka	268 957	405 796	428 106	21	35 008	8	33 507	42	78 235	32	80 651	25	29 040	40	34 264	35	20 008	95	39 755	9	31 649
IMPERIAL	423 866	570 142	597 523	27	34 200	18	70 136	88	171 761	52	111 631	45	30 936	84	39 275	27	19 037	133	42 810	17	33 286
Brawley	70 212	81 937	84 231	6	3 845	2	5 743	15	27 474	12	17 844	6	3 952	12	2 156	3	1 688	29	7 221	4	5 765
El Centro	167 451	207 456	215 086	10	10 056	5	30 009	22	45 521	23	31 473	19	13 706	27	11 362	14	9 237	44	17 105	8	15 928
INYO	129 670	193 996	208 237	13	15 635	6	4 068	16	44 244	9	33 224	34	31 189	14	8 014	12	4 632	39	24 346	5	5 385
KERN	2 082 023	3 480 519	3 737 326	101	230 008	64	350 990	365	840 129	205	849 166	239	302 856	211	143 488	160	193 424	651	384 671	76	149 082
Bakersfield	1 114 083	1 931 864	2 081 736	26	64 779	20	296 305	101	340 677	84	508 574	89	171 912	113	102 469	97	124 458	243	206 091	30	95 177
Ridgecrest	108 638	222 909	243 716	7	12 687	3	20 795	17	73 163	15	41 520	8	19 491	20	11 340	14	10 865	35	24 646	5	11 821
Taft	55 392	87 424	93 328	6	5 671	3	5 218	8	36 237	12	14 225	2	5 979	13	4 695	4	3 028	22	9 536	2	2 943
KINGS	263 484	409 059	439 907	19	17 759	12	35 306	51	99 443	38	107 094	34	31 102	49	17 395	23	19 913	101	44 974	15	30 141
Hanford	172 408	268 147	298 423	10	8 842	9	28 756	24	55 197	23	66 780	16	17 295	35	11 151	16	14 573	57	25 416	10	23 444
LAKE	161 802	292 727	323 312	17	28 286	11	16 315	38	115 854	27	52 071	22	10 773	13	2 490	11	4 937	81	23 922	8	28 700
Lakeport	65 352	100 011	108 683	6	4 199	3	9 892	10	39 683	8	17 821	6	4 545	7	1 194	4	1 691	20	6 139	3	9 830
LASSEN	88 976	149 720	162 101	16	14 377	6	5 410	23	55 364	14	23 936	12	10 279	12	5 306	7	3 709	42	17 047	5	4 926
LOS ANGELES	38 399 189	63 559 492	67 765 334	1 223	2 889 259	521	7 597 040	4 398	13 334 252	2 211	15 769 612	3 032	3 676 434	4 383	3 644 648	2 966	4 362 190	10 416	7 543 584	1 366	2 613 905
Arcadia	397 275	663 879	708 480	14	25 550	7	161 438	32	146 712	8	91 381	22	31 904	69	53 235	29	22 309	88	87 422	15	35 177
Baldwin Park	96 117	191 602	207 746	9	12 609	2	16 296	32	60 087	18	29 080	17	29 609	6	3 039	9	4 402	43	18 878	5	8 250
Bell	89 540	174 052	188 325	2	2 680	1	6 929	16	74 453	11	35 816	7	9 566	6	3 382	6	4 578	25	18 448	7	21 739
Covina	406 766	704 477	754 418	11	23 889	3	97 412	48	158 791	23	220 303	21	42 163	18	10 221	33	35 029	82	55 852	12	24 406
Glendale	924 041	1 562 112	1 668 957	24	33 667	9	210 140	89	300 180	56	420 619	63	89 179	105	98 692	78	95 131	185	153 899	29	44 751
Glendora	2[illegible] 319	412 046	443 127	13	13 287	3	50 434	34	120 929	21	105 558	18	23 994	14	8 480	14	11 938	59	31 843	11	22 392
Hermosa Beach	126 668	216 629	231 353	5	4 751	1	12 278	17	63 757	16	90 765	5	8 904	17	9 031	6	5 867	48	19 572	3	1 498
Long Beach	1 610 417	2 678 140	2 856 693	45	94 494	24	188 920	192	641 271	112	549 875	136	187 415	146	88 452	121	142 301	558	376 656	75	104 294
Los Angeles	14 889 426	25 239 556	26 973 044	439	836 774	186	2 639 384	1 842	5 896 397	689	3 897 170	1 202	1 666 852	1 805	1 549 680	1 199	1 598 570	4 287	3 246 070	544	1 044 647
Manhattan Beach	249 820	337 650	351 905	5	2 364	5	36 058	26	75 245	11	89 525	13	13 131	44	17 490	15	7 106	87	56 134	7	13 199
Palmdale	90 416	176 558	191 109	6	12 422	5	12 248	13	63 269	14	14 500	13	14 175	7	8 277	8	7 161	43	24 475	3	8 184
Pasadena	901 741	1 525 226	1 629 633	29	71 220	11	313 247	75	257 832	48	335 161	45	67 941	94	86 858	67	82 922	199	173 884	28	47 457
Pomona	447 164	766 677	820 237	19	35 507	7	118 281	47	147 542	33	218 661	39	52 899	26	19 816	29	26 696	129	80 632	16	30 160
Quartz Hill																					
Redondo Beach	276 978	408 073	429 704	9	9 220	3	56 923	36	124 379	9	4 777	27	26 482	40	15 353	32	38 013	107	81 073	14	12 668
San Fernando	127 705	224 316	240 538	4	8 832	1	17 759	15	56 681	22	72 827	8	8 413	23	20 817	12	10 795	42	22 408	3	2 637
San Fernando Valley	8 528 460	13 513 937	14 189 634	272	604 992	116	1 590 772	977	2 792 108	491	3 302 057	673	765 009	973	772 051	659	910 100	2313	1 579 580	303	546 321
San Gabriel	214 751	359 739	383 999	9	13 777	1	45 825	20	82 356	12	101 005	16	16 012	9	4 849	15	35 550	59	33 809	8	4 032
Santa Monica	938 896	1 557 305	1 660 697	19	32 245	12	138 089	62	144 586	48	508 610	32	56 916	125	123 993	82	108 647	243	217 013	31	55 310
Torrance	1 287 775	1 848 542	1 940 689	27	69 632	15	376 106	82	310 603	52	351 303	75	86 455	173	145 131	104	145 753	273	174 191	33	52 438
West Covina	581 015	997 637	1 071 012	7	17 553	11	185 304	43	179 004	23	249 667	33	50 821	83	68 320	44	75 712	103	96 395	19	39 911
Whittier	497 040	710 217	745 219	12	24 448	6	94 121	32	130 084	29	234 514	29	31 525	49	26 357	58	45 074	96	47 496	14	22 300
MADERA	226 848	344 303	372 783	24	25 533	10	9 477	58	112 577	30	64 765	34	29 464	31	13 932	17	10 493	87	35 829	16	24 528
Madera	150 333	221 878	239 499	8	9 701	4	5 529	32	73 880	20	34 893	23	24 439	25	12 318	11	6 121	46	21 877	9	16 204
MARIN	1 358 657	2 523 872	2 755 016	84	194 867	17	218 952	226	587 256	94	595 089	105	142 524	178	114 862	150	176 526	402	321 186	47	115 951
San Rafael	558 530	1 075 608	1 178 484	29	85 829	6	158 720	60	156 709	50	304 722	30	53 672	61	51 428	80	96 094	118	85 769	10	39 030
MARIPOSA	38 732	70 490	77 507	6	7 726	0	1 821	20	23 791	3	1 111	13	10 391	6	3 299	1	1 126	21	6 812	1	2 356
MENDOCINO	331 178	568 152	616 641	36	62 566	12	28 640	103	175 108	42	106 563	47	31 452	52	19 795	34	20 534	153	66 568	18	40 630
Ukiah	154 499	261 567	283 532	9	16 374	4	14 49[illegible]	33	75 939	22	43 872	18	18 403	26	12 708	21	10 454	49	23 796	8	28 259
MERCED	534 240	898 477	972 246	43	58 248	22	100 747	91	197 190	60	236 687	73	91 032	64	26 867	43	30 552	194	90 066	23	53 579
Merced	319 729	563 441	612 401	21	30 652	10	[illegible] 266	33	110 320	39	150 056	28	44 649	41	22 482	30	19 334	84	45 551	9	37 753
MODOC	28 147	39 370	42 118	8	7 634	5	756	13	11 024	6	6 423	6	3 028	4	311	1	613	22	4 977	3	1 290
MONO	68 627	133 120	151 347	8	11 458	2	3 555	17	40 024	1	2 170	14	14 919	8	5 956	6	4 703	45	37 776	1	4 601
MONTEREY	1 425 924	2 239 502	2 386 755	75	140 450	29	231 041	237	427 616	121	568 159	146	153 313	225	147 944	150	132 618	496	280 910	50	108 466
Monterey	262 742	390 469	413 651	15	20 [illegible]95	2	45 694	43	67 271	22	65 324	20	22 280	44	24 473	31	17 383	116	80 118	5	20 399
Salinas	584 949	979 436	1 050 660	21	44 985	10	138 055	70	216 275	50	199 174	54	80 090	65	54 018	64	56 123	152	81 944	20	52 332
NAPA	427 120	676 895	735 435	37	64 480	9	56 345	106	195 892	39	115 713	44	42 518	59	26 725	43	35 526	162	94 216	17	34 169
Napa	308 236	489 803	532 309	25	34 221	7	45 213	70	156 489	25	51 632	31	36 939	37	20 801	33	28 508	90	46 443	10	28 695
NEVADA	261 498	533 268	584 389	38	77 046	13	19 979	52	154 575	26	83 450	28	38 580	40	20 679	29	22 730	111	55 319	14	40 131
Grass Valley	139 557	246 466	266 794	22	25 116	6	9 904	24	87 230	15	40 221	8	16 777	24	12 498	18	11 149	37	14 918	7	17 545
Nevada	83 679	170 646	187 004	12	24 655	4	6 393	17	49 464	8	26 704	9	12 346	13	6 617	9	7 274	36	17 702	4	12 842
ORANGE	11 684 897	20 975 491	22 999 473	399	1 269 875	151	2 799 998	1 125	4 237 118	718	5 513 569	882	1 249 410	1 183	1 191 705	922	1 379 184	3 016	2 747 101	358	771 421
Anaheim	1,351,748	2,462,660	2,703,842	33	135,428	13	334,729	132	548,836	77	388,015	115	173,148	86	62,408	107	178,467	399	414,155	39	90,765
Brea	239,779	467,434	516,176	11	40,990	5	90,382	22	84,770	9	39,221	12	21,320	81	102,667	25	21,772	51	37,715	9	10,357
Costa Mesa	1,075,498	1,831,719	1,998,744	18	46,093	8	325,191	76	216,476	63	508,697	49	77,115	121	282,568	80	95,335	174	162,262	15	24,948
Huntington Beach	903,516	1,736,086	1,914,831	27	116,687	12	280,558	81	402,008	48	330,407	57	86,252	74	77,319	54	124,700	229	182,598	25	68,744
La Habra	233,272	390,832	425,800	19	29,670	6	41,103	31	76,449	21	77,648	24	27,866	22	13,083	25	29,640	81	48,448	9	27,895
La Palma	28,677	61,697	69,054	2	1,881	1	3,972	5	6,358	1	8,342	7	1,851	1	1,810	1	2,086	15	7,468	3	1,343
Newport Beach	627,147	1,119,510	1,226,917	13	24,628	7	151,851	52	183,272	36	260,536	31	53,415	104	97,195	33	24,548	174	238,536	20	33,019
San Clemente	134,537	270,029	298,889	9	8,556	4	14,396	18	93,812	15	39,054	17	29,894	13	8,744	11	5,631	64	41,025	10	17,153
Santa Ana	1,182,123	2,146,197	2,355,666	45	104,268	15	196,588	127	477,612	96	543,913	95	155,066	78	65,427	114	159,812	318	232,933	38	74,346
PLACER	676,634	1,334,499	1,472,728	54	141,168	13	17,609	125	346,642	81	455,664	71	95,088	51	48,520	53	33,926	257	176,499	25	83,629
Auburn	143,954	257,152	281,393	8	28,584	3	7,866	20	58,059	20	57,534	9	13,965	14	18,854	15	7,289	51	27,755	7	28,436
Roseville	253,388	484,496	533,316	12	46,178	3	6,159	39	101,097	27	200,089	16	46,176	18	17,518	16	11,319	70	46,955	10	31,950
PLUMAS	81,398	147,569	157,934	17	16,155	5	3,710	24	39,421	15	30,487	20	10,598	10	3,926	5	1,530	53	13,794	7	7,172
RIVERSIDE	3,461,405	6,235,885	6,757,447	225	503,045	78	740,442	487	1,547,016	324	1,659,656	327	408,711	409	282,412	303	294,181	926	692,764	109	246,213
Banning	119,294	197,436	212,237	12	6,109	4	22,431	12	34,735	20	71,584	16	17,529	13	7,172	7	6,065	41	27,495	3	6,549
Beaumont	51,606	87,895	94,749	6	9,125	1	11,423	7	23,865	6	13,087	10	12,361	5	2,967	2	4,539	12	7,811	3	1,986
Corona	298,603	532,428	576,419	15	63,834	5	52,885	28	124,471	35	171,383	23	39,994	13	13,717	21	12,277	63	44,625	10	18,346
Hemet	262,909	543,063	595,284	21	35,433	9	53,592	33	164,230	23	121,919	19	40,018	36	21,916	28	20,124	64	47,759	9	39,746
Indio	185,356	364,645	399,143	9	6,742	7	55,768	21	46,779	13	19,364	20	17,742	16	6,981	20	9,222	37	16,067	7	4,577
Palm Springs	375,006	707,438	769,727	17	33,685	5	63,061	31	140,006	21	141,050	23	30,843	101	94,946	31	27,8[illegible]	110	120,578	14	31,934
Palm Desert	109,899	151,574	159,705	10	10,017	2	7,912	12	52,026	3	17,733	10	16,043	38	16,754	21	8,130	35	22,190	2	2,631
Riverside	1,063,137	1,795,305	1,933,709	38	87,900	18	338,643	96	351,187	91	480,505	71	123,701	98	75,438	100	83,714	21[illegible]	160,692	23	56,550
SACRAMENTO	4,375,580	7,739,082	8,315,093	196	468,812	74	1,217,378	564	1,613,206	329	1,936,182	338	469,211	392	326,248	359	571,587	1,327	849,764	135	349,506
Sacramento	1,660,691	2,751,432	2,937,677	73	131,213	27	410,524	241	546,415	117	506,147	146	259,671	159	116,695	115	100,395	601	347,323	55	118,966

CALIFORNIA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SAN BENITO	83 985	164 054	176 892	9	10 639	2	4 155	12	56 617	14	37 930	12	12 201	11	7 956	5	2 573	37	14 640	5	6 154
Hollister	77 430	152 064	164 037	9	8 440	2	4 003	9	54 540	13	36 539	10	11 754	9	7 665	5	2 479	25	9 544	4	5 929
SAN BERNARDINC	4 059 936	7 300 613	7 915 906	240	542 243	104	1 039 139	624	1 688 080	396	1 622 551	440	581 864	378	293 959	351	416 738	1 265	821 513	140	289 198
Barstow	170 881	279 088	299 843	4	15 810	5	20 442	22	69 795	18	28 889	31	65 833	14	12 614	11	6 336	57	45 261	4	6.323
Fontana	171 190	363 244	399 296	10	15 765	5	20 549	24	119 999	23	79 430	17	36 658	14	5 491	9	8 166	47	33 077	7	43 267
Ontario	427 117	796 742	866 707	18	48 375	6	66 681	65	201 792	51	207 851	56	92 219	21	21 418	27	21 749	114	75 129	13	24 192
Redlands	257 424	450 321	487 039	12	15 137	4	85 310	20	84 847	25	126 533	19	31 294	26	19 756	25	18 959	58	49 620	8	9 727
San Bernardino	966 113	1 629 348	1 756 078	35	82 352	19	420 966	97	259 057	74	290 371	67	122 818	112	88 341	91	106 277	273	171 435	24	54 652
Upland	241 954	463 227	505 029	11	27 811	5	71 621	23	91 953	14	91 046	20	42 126	13	18 975	22	20 122	57	53 362	16	38 467
Victorville	186 241	338 783	367 716	12	20 928	5	34 287	21	68 901	32	102 192	18	30 983	26	17 862	19	19 517	45	33 581	4	7 877
SAN DIEGO	9 478 827	16 931 379	18 279 052	372	898 864	157	2 416 258	1 230	3 418 655	658	4 452 807	716	1 068 129	1 125	847 811	831	1 166 682	2 855	2 066 588	286	644 838
El Cajon	722 279	1 295 500	1 399 145	22	57 802	9	228 752	67	267 207	57	366 952	57	87 181	73	72 918	45	45 846	140	100 118	16	47 826
Escondido	586 556	1 178 743	1 285 510	26	81 585	9	181 249	46	233 561	50	334 742	50	87 168	72	51 071	53	55 875	125	91 945	10	40 265
Oceanside	334 687	703 802	770 292	17	23 252	8	162 665	44	143 192	38	101 463	31	65 139	21	19 519	39	29 292	122	103 320	9	24 551
San Diego	4 341 662	7 345 057	7 889 174	120	220 115	71	1 021 457	546	1 514 254	247	1 208 262	308	537 715	538	452 771	400	517 410	1 451	1 015 700	138	289 634
Vista	166 911	303 445	328 122	19	26 661	2	23 513	31	123 062	14	32 093	20	38 395	16	6 002	21	13 466	54	25 579	8	16 329
SAN FRANCISCC	4 250 353	7 114 282	7 416 868	100	220 573	87	744 200	817	1 245 872	110	1 033 386	234	256 736	609	636 922	381	431 113	2 090	1 415 699	171	235 246
San Francisco	4 251 756	7 114 497	7 416 867	100	173 966	87	734 532	817	1 245 394	110	792 831	234	256 638	609	636 678	381	348 300	2 090	1 383 099	171	234 792
SAN JOAQUIN	1 596 769	2 595 604	2 770 559	95	164 931	34	312 503	260	597 096	162	633 552	168	180 831	168	118 548	157	152 197	564	276 577	83	147 558
Lodi	236 081	376 342	400 904	15	20 514	4	35 545	37	91 955	30	87 973	29	34 284	22	15 271	30	19 239	85	36 782	8	29.837
Manteca	153 988	294 337	318 956	11	20 850	5	12 214	18	95 454	20	76 293	10	16 311	13	6 993	16	15 558	36	26 098	6	19 439
Stockton	906 740	1 516 357	1 622 818	40	69 512	17	252 173	125	338 459	79	282 312	67	111 413	109	88 137	75	72 909	318	169 036	47	65 121
Tracy	88 225	141 811	151 196	6	4 890	1	8 823	14	44 041	9	26 656	15	15 128	13	6 602	10	5 390	31	14 238	9	17 060
SAN LUIS OBISPO	755 115	1 429 749	1 584 047	74	134 917	31	76 118	139	368 975	77	285 657	124	121 589	109	62 780	83	70 046	322	223 655	39	78 509
Paso Robles	99 889	186 702	206 513	13	8 569	4	3 327	16	25 986	13	13 780	16	12 169	12	4 669	9	1 647	26	8 384	5	2.583
San Luis Obispo	308 070	557 158	614 849	17	29 256	9	44 991	39	129 345	27	134 208	47	45 559	44	34 302	35	31 233	92	64 657	11	27 466
SAN MATEO	3 494 118	5 843 283	6 306 949	127	256 166	59	856 726	433	1 214 088	175	1 439 256	266	318 276	352	309 476	270	405 779	828	715 149	105	278 591
San Mateo	572 084	907 461	974 271	17	32 276	16	207 033	75	177 291	28	88 900	37	44 313	99	101 800	58	42 619	139	98 449	18	61 533
SANTA BARBARA	1 846 926	3 284 937	3 594 378	110	199 129	31	318 252	226	640 343	128	636 488	175	215 473	262	168 542	192	215 234	527	412 378	65	148 204
Lompoc	129 042	220 224	240 047	7	10 576	2	16 902	19	64 284	19	33 805	12	19 610	19	15 001	17	14 095	41	22 363	6	9 402
Santa Barbara	657 354	1 130 397	1 233 034	35	49 924	9	117 952	75	245 234	41	169 515	54	89 241	110	80 342	87	75 912	217	184 240	26	45 463
Santa Maria	466 606	846 417	927 788	24	38 210	9	138 081	35	121 327	35	181 749	35	69 378	48	35 148	42	34 310	78	69 322	9	37 145
SANTA CLARA	7 487 855	13 011 894	14 104 094	256	898 134	116	1 886 351	838	2 613 571	487	3 314 957	568	785 095	773	692 454	572	974 581	1 862	1 488 976	190	586 909
Gilroy	116 761	240 510	264 517	4	17 440	3	27 040	19	30 463	16	57 699	18	33 057	18	17 473	15	11 130	33	24 791	3	9 006
Palo Alto	551 994	801 283	852 503	17	21 371	7	117 385	63	113 223	25	146 979	31	41 073	83	110 295	39	33 145	141	109 045	11	14 820
San Jose	3 156 446	5 798 589	6 317 153	90	252 816	58	871 726	374	1 295 861	219	1 052 992	247	375 246	321	302 732	222	268 637	749	557 050	81	263 073
Saratoga	75 114	124 247	134 038	7	8 784	1	15 571	12	37 516	3	10 440	5	3 579	13	5 079	13	15 940	30	16 169	3	5 186
SANTA CRUZ	990 619	1 876 024	2 055 775	62	202 404	23	159 285	196	470 439	84	429 440	90	109 282	142	81 982	102	99 879	379	240 881	29	97 240
Santa Cruz	394 969	690 422	751 210	12	64 885	8	55 118	77	165 450	33	159 818	29	50 463	46	24 419	31	29 739	133	94 906	8	25 159
Watsonville	186 919	365 737	401 875	12	27 053	6	23 403	31	97 521	17	111 187	12	22 715	24	19 995	15	16 473	62	31 016	6	26 340
SHASTA	602 970	1 071 490	1 152 835	63	106 280	25	104 464	123	261 689	61	211 404	86	107 037	81	41 983	49	39 402	230	91 245	26	82 387
Redding	432 606	852 941	926 055	33	60 816	15	75 851	64	190 011	42	161 674	48	95 392	66	39 361	40	33 529	138	76 201	14	75 125
SIERRA	6 303	10 560	11 259	3	1 767	0	264	6	3 211	1	161	2	1 033	0	183	1	184	11	2 137	2	341
SISKIYOU	155 232	243 965	260 483	31	21 949	11	4 961	59	76 682	20	27 204	41	23 328	28	8 926	10	7 276	99	28 083	14	23 660
Yreka City	68 474	105 113	111 949	12	7 132	2	2 071	17	30 663	7	13 759	8	11 139	12	5 498	4	2 265	27	11 629	5	9 877
SOLANO	1 035 483	1 662 463	1 773 133	53	89 073	22	172 719	129	395 289	92	428 538	108	128 810	101	54 654	106	85 666	332	203 478	29	106 583
Fairfield	284 291	445 308	473 730	12	18 975	6	72 512	32	65 873	32	107 770	25	22 466	52	24 972	35	18 873	83	47 808	7	19 085
Sui Sun	36 554	91 854	101 614	2	5 236	0	8 883	7	21 926	3	6.021	7	16 275	2	2 933	8	4 372	22	11 763	1	6 266
Vacaville	174 276	343 333	373 172	11	19 657	2	21 868	20	94 899	13	42 597	18	35 182	13	11 012	18	16 085	54	69 517	5	15 424
Vallejo	416 712	604 425	637 561	19	27 335	10	63,088	44	143 114	32	148 352	31	36 365	26	13 544	34	27 873	120	47 955	11	46 705
SONOMA	1 613 867	2 905 831	3 190 705	128	288 750	36	327 502	284	722 263	133	606 739	170	208 721	196	115 057	173	170 159	515	311 471	60	180 997
Petaluma	217 835	365 271	398 439	17	20 926	7	41 883	41	106 889	19	54 205	22	29 671	33	15 379	25	12 187	76	41 397	9	29 532
Santa Rosa	718 360	1 338 959	1 474 687	24	33 213	15	231 751	89	306 488	48	143 408	74	133 140	108	77 755	84	87 739	178	141 302	25	89 794
STANISLAUS	1 303 641	2 054 234	2 200 921	94	156 002	37	271 425	236	491 055	120	413 886	113	125 780	160	104 062	132	152 481	362	186 061	55	128 173
Modesto	827 194	1 330 179	1 428 156	35	69 982	19	242 605	114	294 810	57	215 596	47	74 000	107	80 348	81	90 693	204	118 890	26	77 074
Turlock	172 073	290 147	312 993	12	7 911	7	11 467	26	90 895	19	53 896	14	19 099	27	17 040	24	21 368	53	29 422	9	25 737
SUTTER	236 494	364 224	389 354	17	42 279	7	56 947	37	89 227	26	78 847	23	19 275	26	13 718	29	19 306	72	36 327	7	12 961
Yuba City	215 439	333 396	356 581	13	25 653	5	51 144	27	81 489	22	70 811	20	18 991	25	13 468	24	17 339	58	33 711	6	11 640
TEHAMA	172 116	274 099	291 688	20	23 649	8	15 661	41	71 531	27	48 431	27	45 965	19	8 232	13	6 261	60	23 148	9	12 505
Corning	61 888	100 464	107 122	5	5 548	3	1 848	7	21 727	7	11 360	11	32 392	4	355	2	1 469	14	4 907	4	2 751
Red Bluff	97 465	152 626	162 132	14	12 197	5	13 396	22	47 049	17	18 591	13	12 722	14	7 877	10	4 628	33	14 891	4	9 718
TRINITY	30 243	53 315	57 495	7	8 572	3	2 766	18	18 967	3	803	10	4 041	3	937	3	1 640	27	6 756	3	1 747
TULARE	1 077 044	1 736 304	1 862 558	74	127 236	31	215 778	211	439 810	136	443 448	108	108 125	142	78 609	111	92 527	355	147 324	49	91 336
Porterville	197 063	313 899	336 073	19	18 016	6	19 463	29	92 757	28	61 594	20	25 973	33	19 806	19	7 265	67	24 348	9	29 058
Tulare	145 899	218 092	232 077	11	15 299	3	14 794	34	70 688	17	35 472	20	19 015	22	10 886	21	11 828	64	22 015	7	15 678
Visalia	496 561	864 034	933 816	19	47 007	12	157 779	56	175 124	48	203 214	32	45 057	68	39 975	54	49 734	109	74 882	14	34 567
TUOLUMNE	143 546	280 085	303 214	22	29 934	2	7 121	37	93 652	20	37 179	26	19 516	28	11 796	14	7 627	88	34 142	10	25 876
Sonora	90 507	162 714	174 895	9	16 510	1	3 927	17	71 771	15	10 816	10	11 735	21	9 241	13	4 207	34	12 358	6	14 271
VENTURA	2 589 477	4 606 580	5 006 311	126	269 781	49	643 012	297	1 079 394	230	1 345 200	221	283 504	271	195 866	224	226 591	645	434 799	95	203 670
Camarillo	175 277	353 964	388 860	15	25 245	3	52 643	18	107 151	13	24 499	21	36 733	20	11 864	11	8 199	50	37 791	8	32 437
Oxnard	517 966	905 103	982 021	15	35 636	11	150 901	61	190 418	51	208 295	34	47 411	68	47 114	43	39 107	142	83 951	19	36 932
Port Hueneme	48 898	77 311	83 060	1	1 230	1	2 743	11	44 608	2	6 133	5	8 530	3	417	1	1 033	19	10 160	4	928
Santa Paula	72 459	109 998	117 668	7	5 260	4	3 047	17	38 930	16	23 751	7	6 949	10	3 586	11	4 995	30	9 947	4	6 100
Simi Valley	315 657	508 654	547 545	16	21 629	5	85 554	31	177 413	21	46 499	30	36 889	32	14 383	20	14 346	81	48 876	11	26 918
Thousand Oaks	631 049	1 344 114	1 482 721	23	49 889	10	186 420	53	280 959	38	402 242	45	84 878	73	71 130	55	55 881	102	117 483	19	58 679
Ventura	652 289	1 011 354	1 120 220	32	58 234	12	132 435	75	234 115	58	290 450	56	61 250	68	43 455	56	48 675	162	94 779	24	43 450
YOLO	490 528	884 875	959 105	35	63 430	6	13 073	77	255 496	54	222 979	49	74 828	46	32 251	35	33 154	184	124 335	23	65 382
Davis	172 309	340 046	371 429	5	21 844	1	4 502	24	102 520	15	77 005	11	26 796	19	13 327	15	15 055	58	57 876	7	26 307
Woodland	172 307	328 647	357 960	12	17 841	4	6 047	21	112 282	24	75 241	15	27 059	22	18 196	14	15 337	48	27 630	9	23 122
YUBA	186 405	283 130	300 601	9	19 103	10	46 900	52	75 242	23	53 805	17	13 483	27	13 254	20	11 587	82	29 115	9	17 652
Marysville	134 254	202 454	214 777	4	12 104	6	29 716	29	53 809	15	36 947	12	13 483	19	9 062	16	8 060	59	24 149	5	11 185

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

COLORADO RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S Census	E&P 1988 estimate	E&P 1989 estimate	Lumber Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	16 581 084	25 583 396	27 693 081		2 017 001		2 811 169		5 518 381		6 727 782		1 593 955		1 249 935		1 587 185		3 120 584		587 937
METRO AREAS (MSAs PMSAs CMSAs)																					
Boulder-Longmont, Co	1 132 186	1 916 565	2 117 829		155 274		162 605		450 172		536 128		108 854		95 318		146 467		243 261		44 515
Colorado Springs, Co	1 653 177	3 013 988	3 264 328		221 540		403 813		563 097		787 146		167 949		121 374		147 562		339 780		64 034
Denver, Co	8 892 254	13 548 197	14 613 665		896 251		1 557 063		2 839 009		3 710 012		824 029		689 519		942 012		1 862 721		296 383
Fort Collins-Loveland, Co	773 096	1 322 204	1 431 723		144 099		147 368		286 220		355 649		74 604		63 693		80 296		149 374		24 953
Greeley, Co	457 126	667 277	714 492		48 949		75 880		160 246		194 362		40 309		27 073		32 540		69 520		16 530
Pueblo, Co	541 146	735 896	785 610		51 401		110 164		187 284		162 625		42 726		37 866		46 507		80 793		19 800
COUNTIES, Cities																					
ADAMS	1 363 202	1 907 625	2 068 543	66	156 213	28	153 272	119	485 972	87	449 516	133	162 638	101	76 913	83	119 103	323	173 601	32	40 577
ALAMOSA	71 299	104 078	113 806	8	11 569	3	8 433	10	29 301	10	24 447	8	4 391	10	7 473	9	5 430	30	10 566	3	2 233
Alamosa	67 656	97 800	106 825	6	10 519	3	7 668	9	26 643	9	22 230	8	4 383	10	7 459	8	4 938	27	9 720	3	2 030
ARAPAHOE	2 358 639	3 826 361	4 173 077	81	249 868	33	612 512	167	640 621	135	1 396 850	136	208 765	273	231 766	198	223 405	462	391 892	33	63 729
ARCHULETA	23 057	38 043	42 156	8	12 647	0	2 548	5	8 079	3	8 291	3	1 874	6	1 674	1	1 553	15	2 709	1	674
BACA	22 054	35 819	37 771	5	3 757	4	799	5	3 483	5	9 079	7	10 271	4	279	0	1 707	10	1 757	3	665
BENT	14 859	19 655	20 925	1	2 083	2	1 551	7	6 815	2	5 046	1	1 140	2	778	0	945	3	454	2	411
BOULDER	1 132 186	1 916 565	2 117 829	57	155 274	18	162 605	97	450 172	96	536 128	84	108 854	132	95 318	112	146 467	313	243 261	26	44 515
Boulder	657 409	985 549	1 075 772	20	49 680	12	89 550	54	198 935	48	295 255	43	51 777	92	52 493	74	74 964	157	133 968	14	18 311
Longmont	267 533	512 114	572 068	20	33 169	4	38 701	20	155 821	32	127 142	21	42 300	32	18 822	24	22 604	80	50 006	7	17 444
CHAFFEE	72 589	94 977	103 285	12	9 340	5	5 583	14	27 163	13	20 686	20	4 893	7	1 223	3	4 669	37	8 008	3	2 026
Salida	43 260	55 906	60 703	4	1 933	3	4 090	8	18 193	7	9 881	10	4 036	5	896	2	3 420	17	2 342	2	1 484
CHEYENNE	6 656	20 717	21 870	3	1 702	0	1 622	3	5 138	2	5 272	3	756	0	811	1	988	5	2 876	1	430
CLEAR CREEK	28 637	45 464	50 491	1	4 170	2	3 106	7	9 399	4	10 112	10	6 472	3	279	0	1 895	38	11 712	1	823
CONEJOS	12 758	20 245	21 640	3	1 840	1	1 369	4	6 749	0	4 459	7	2 491	1	688	0	635	4	248	3	1 878
COSTILLA	3 186	5 851	6 370	1	632	2	471	2	1 497	0	1 535	2	347	0	236	0	286	3	412	0	124
CROWLEY	3 355	3 459	3 685	1	367	0	273	0	865	1	889	1	201	1	138	0	167	2	232	1	72
CUSTER	3 721	7 513	8 341	2	831	0	618	1	1 961	0	2 012	2	455	1	311	0	377	5	641	1	165
DELTA	79 332	99 089	106 145	14	11 361	4	4 649	23	28 682	11	25 946	14	6 484	16	4 379	6	3 637	34	6 016	7	3 073
DENVER	2 825 683	3 991 901	4 182 109	96	265 388	35	330 074	277	766 840	168	658 443	219	203 930	254	228 783	284	358 539	935	683 172	84	92 902
Denver	2 837 625	3 993 589	4 182 016	96	206 391	35	328 630	278	763 486	168	510 103	220	203 038	255	227 782	285	287 344	938	664 019	84	92 311
DOLORES	4 012	5 697	6 167	0	613	0	456	2	1 449	2	1 486	1	335	0	230	0	278	3	582	0	121
DOUGLAS	69 983	144 923	161 389	14	30 949	1	11 958	14	51 964	9	24 602	9	15 084	8	1 712	10	4 508	23	15 322	3	3 411
Castle Rock	27 724	52 556	58 113	5	6 816	1	2 634	5	27 497	5	5 418	4	9 116	3	621	4	1 474	7	3 374	0	751
EAGLE	169 430	290 138	329 803	14	45 380	1	24 437	30	68 112	6	14 694	13	17 260	21	16 128	17	8 811	75	70 773	8	7 965
ELBERT	5 610	9 323	10 025	1	997	0	743	4	2 355	0	2 417	4	859	0	373	0	453	3	798	1	196
EL PASO	1 653 177	3 013 988	3 264 328	83	221 540	35	403 813	176	563 097	155	787 146	147	167 949	187	121 374	155	147 562	488	339 780	36	64 034
Colorado Sprgs	1 502 901	2 812 993	3 053 703	69	144 192	29	369 364	144	556 006	143	718 670	114	164 020	177	118 230	140	144 242	413	295 775	32	45 522
FREMONT	93 262	147 033	160 518	11	13 945	5	14 924	25	43 410	12	32 018	10	5 723	13	6 011	13	4 610	53	17 275	8	7 672
Canon City	76 528	122 751	134 244	9	11 219	4	12 007	17	39 033	8	25 760	8	4 605	11	4 836	12	3 767	38	13 832	7	6 172
GARFIELD	200 840	193 480	214 701	24	21 360	7	9 892	29	48 640	16	61 251	25	14 936	25	6 463	19	6 076	66	23 284	7	7 646
Glenwood Springs	118 365	114 646	123 599	10	7 277	4	7 732	13	23 659	11	33 925	14	12 093	18	4 974	13	2 698	28	10 932	3	5 976
GILPIN	3 921	5 806	6 307	0	492	0	[illegible]	1	1 163	0	1 194	0	270	1	184	0	224	11	2 000	1	98
GRAND	48 758	82 539	92 535	9	8 548	2	6 858	11	20 245	5	11 112	15	8 027	5	1 473	3	907	45	16 339	4	3 865
GUNNISON	62 745	96 666	104 485	8	8 322	2	7 742	10	24 930	8	19 405	8	8 421	11	5 240	7	2 601	44	17 818	5	2 797
Gunnison	49 554	78 863	85 531	6	6 748	1	6 278	7	20 215	7	15 736	7	8 222	7	4 249	6	2 109	20	9 125	3	2 268
HINSDALE	2 530	5 590	6 150	1	613	0	455	2	1 444	0	1 484	2	334	0	228	0	279	3	705	0	120
HUERFANO	23 172	32 875	35 563	5	2 461	2	2 377	7	10 447	3	7 731	11	5 484	3	489	2	1 451	15	2 716	3	629
JACKSON	6 857	7 935	8 622	1	857	0	640	2	2 026	1	2 080	2	470	1	321	0	389	5	835	1	169
JEFFERSON	2 274 347	3 677 387	4 028 547	76	193 833	33	449 247	174	893 612	151	1 180 601	182	233 412	175	150 345	166	236 457	487	398 734	50	95 764
KIOWA	4 495	10 023	10 628	2	919	0	685	5	3 422	0	2 229	2	503	0	344	0	418	4	1 398	1	182
KIT CARSON	37 699	70 147	74 419	8	9 089	2	5 120	10	16 571	9	21 921	8	5 535	4	2 568	1	3 124	10	3 307	4	3 463
LAKE	30 013	27 799	29 295	5	2 039	2	2 171	5	8 230	2	7 064	6	4 164	5	895	1	1 324	23	2 497	2	575
LA PLATA	175 750	273 210	296 087	15	31 047	8	16 973	30	67 688	20	50 466	20	18 667	34	15 824	29	15 529	72	38 568	7	3 575
Durango	156 781	240 060	259 728	13	26 319	7	14 388	24	61 302	15	33 156	17	18 319	32	15 529	28	13 165	63	34 423	8	3 030
LARIMER	773 096	1 322 204	1 431 723	58	144 099	23	147 368	80	286 220	80	355 649	74	74 604	110	63 693	91	80 296	248	149 374	26	24 953
Fort Collins	497 946	814 694	878 365	33	73 433	11	101 348	41	186 885	38	158 288	37	39 806	77	47 446	58	46 237	139	88 051	14	13 556
Loveland	183 450	343 788	375 363	15	22 557	6	38 089	16	79 711	27	94 793	20	30 431	24	12 488	20	10 527	45	28 489	7	9 334
LAS ANIMAS	40 465	53 517	58 211	5	4 281	6	3 542	16	17 613	14	13 929	8	1 390	8	1 378	4	1 429	23	4 223	4	2 094
Trinidad	36 494	48 466	52 744	4	3 810	5	3 152	12	17 613	13	10 841	5	1 237	7	1 378	4	1 150	20	3 758	4	2 090
LINCOLN	39 248	61 671	65 672	4	1 186	2	4 866	4	7 319	5	13 981	9	20 277	2	2 441	1	2 969	16	8 077	3	1 288
LOGAN	102 967	134 553	142 696	10	13 436	4	10 976	11	24 221	18	50 353	15	6 535	23	9 396	10	5 378	31	10 712	4	2 485
Sterling	97 147	127 207	134 940	10	10 473	4	10 937	10	23 645	17	49 156	12	5 416	22	9 173	10	4 320	28	10 330	4	2 475
MESA	592 620	677 878	723 834	41	86 831	18	74 737	75	139 513	55	190 445	50	46 496	73	28 792	54	41 083	133	57 640	17	15 480
Grand Junction	486 671	548 764	584 744	32	70 937	12	61 056	49	113 976	44	155 585	40	37 985	68	23 522	48	26 967	108	47 089	11	12 847
MINERAL	3 161	2 772	2 941	1	293	0	218	1	691	0	710	1	160	0	109	0	134	2	185	0	58
MOFFAT	89 512	102 184	109 340	11	12 763	4	5 564	12	28 472	9	31 749	8	4 135	11	5 493	9	2 689	28	9 223	2	2 145
Craig	79 363	94 267	101 436	10	10 386	4	5 499	11	26 504	8	29 554	7	3 849	10	5 429	8	2 254	24	8 585	2	1 996
MONTEZUMA	102 376	124 271	135 307	9	10 480	6	10 026	15	30 150	13	31 554	18	11 998	12	5 458	8	3 408	33	12 498	3	2 606
Cortez	89 254	107 240	116 603	7	8 395	5	8 047	11	24 198	12	25 324	13	11 775	11	5 357	7	2 735	25	10 030	3	2 558
MONTROSE	119 660	156 615	167 052	15	23 887	7	12 498	17	38 160	16	41 612	11	10 358	15	6 778	9	6 315	37	13 009	6	3 721
Montrose	105 901	134 622	143 056	11	16 622	5	11 739	12	35 842	12	24 304	10	9 729	14	6 366	8	4 897	29	11 351	4	3 495
MORGAN	115 674	136 861	148 496	13	9 379	6	13 771	22	33 782	20	38 198	23	13 199	23	6 442	11	3 597	30	12 650	5	2 302
Fort Morgan	80 356	94 902	102 945	8	5 567	4	10 596	15	24 131	14	22 402	13	9 510	17	5 528	8	2 767	19	7 163	3	1 771
OTERO	76 806	105 725	112 665	7	8 326	6	16 061	25	28 422	6	15 178	15	9 408	14	4 534	13	6 798	43	10 076	5	2 759
La Junta	44 933	63 025	67 312	3	2 212	2	8 754	14	19 624	2	8 272	6	6 530	9	2 757	8	4 497	22	6 255	3	1 504
Rocky Ford	18 122	24 677	26 262	1	1 605	1	3 095	6	8 352	5	2 925	5	2 878	4	873	4	1 309	15	2 178	2	531
OURAY	5 603	8 330	9 279	2	870	1	649	4	828	0	2 114	2	477	0	325	0	397	13	2 985	1	171
PARK	9 810	16 061	17 702	1	1 761	1	1 313	4	2 900	1	4 269	5	1 878	1	659	0	799	9	3 760	1	347
PHILLIPS	18 367	30 468	32 457	3	3 505	4	752	4	6 621	6	14 538	0	1 441	2	984	0	1 195	8	1 281	2	519
PITKIN	135 342	220 529	242 207	11	22 379	0	15 899	14	23 711	2	51 090	6	8 687	41	24 217	14	12 433	84	59 551	8	12 329
Aspen	101 606	162 336	177 944	6	15 232	0	10 720	10	19 525	1	34 887	2	5 932	33	22 068	8	4 599	49	45 431	6	8 419
PROWERS	70 926	128 023	144 810	12	12 400	4	10 730	13	30 210	14	28 770	12	16 550	15	7 043	9	5 419	31	14 097	5	4 011
PUEBLO	541 146	735 896	785 610	27	51 401	15	110 164	104	187 284	66	162 625	67	42 726	77	37 866	47	46 507	245	80 793	25	19 800
Pueblo	505 056	684 232	730 120	22	38 176	14	107 087	91	186 708	62	122 410	55	42 595	73	38 809	46	45 208	220	74 924	23	19 247
RIO BLANCO	22 922	24 503	26 173	4	3 608	1	1 939	10	9 422	3	2 804	4	2 413	4	1 005	2	1 183	15	2 696	3	514
RIO GRANDE	43 728	66 022	71 174	9	5 998	3	2 078	11	21 131	5	11 829	9	6 530	5	2 724	5	3 857	16	3 375	5	3 771
ROUTT	88 168	117 281	127 088	14	17 205	3	9 417	15	26 244	7	12 730	11	10 445	16	10 197	10	6 016	37	19 798	4	3 011

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SAGUACHE	7,267	10,344	11,101	3	1,103	0	823	2	2,609	2	2,677	2	604	1	413	0	501	3	655	0	218
SAN JUAN	3,939	5,526	6,006	1	555	0	414	2	1,309	0	1,345	2	303	1	207	0	252	6	1,211	1	110
SAN MIGUEL	12,367	25,464	29,073	5	4,442	1	1,734	8	6,381	0	5,642	3	1,564	2	869	2	1,058	13	5,470	2	459
SEDGWICK	17,148	25,954	27,324	4	1,776	1	2,026	4	5,545	3	6,588	6	1,932	1	1,016	2	1,235	7	1,417	3	536
SUMMIT	114,560	233,804	266,690	9	29,158	2	19,761	23	51,492	6	13,699	14	18,360	25	14,157	12	8,580	81	61,819	6	5,161
TELLER	30,480	59,689	67,395	3	1,114	3	2,491	10	20,933	1	16,252	5	4,371	3	2,504	1	3,045	26	8,483	2	1,322
WASHINGTON	14,666	26,686	28,312	2	2,817	4	2,093	5	6,661	2	6,827	4	2,540	3	599	0	1,279	9	2,322	3	1,274
WELD	457,126	667,277	714,492	37	48,949	12	75,880	68	160,246	54	194,362	66	40,309	60	27,073	48	32,540	168	69,520	17	16,530
Greeley	330,183	472,270	504,513	20	21,729	9	65,651	32	127,012	29	111,072	30	24,199	53	23,538	39	20,402	89	39,857	11	14,302
YUMA	43,720	66,363	70,659	9	12,973	4	5,235	12	18,749	11	19,651	5	2,670	12	2,312	6	1,789	13	3,386	2	1,386

CONNECTICUT RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	15,828,588	25,809,681	27,585,140		1,457,802		2,747,390		5,386,514		6,060,160		1,692,493		1,568,148		1,381,444		2,545,444		811,952
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Bridgeport-Stamford-Norwalk-Danbury Ct	4,627,165	7,524,595	8,017,841		441,296		836,157		1,468,566		1,689,459		460,722		505,903		438,819		682,107		194,505
Hartford-New Britain-Middletown-Bristol Ct	5,356,458	8,683,742	9,269,745		450,225		933,571		1,777,746		2,036,517		617,538		530,404		457,407		911,532		323,147
New Haven-Waterbury-Mer	3,685,843	6,008,876	6,421,972		314,655		739,336		1,319,739		1,288,609		366,468		383,180		318,189		610,020		181,474
New London-Norwich Ct	1,156,903	1,873,246	2,024,866		125,522		147,094		384,382		554,915		144,637		78,612		101,835		192,829		54,488
COUNTIES, Cities																					
FAIRFIELD	4,627,165	7,524,595	8,017,841	215	441,296	109	836,157	600	1,468,566	275	1,689,459	472	460,722	553	505,903	433	438,819	1,131	682,107	163	194,505
Bridgeport	545,199	987,449	1,063,122	22	52,702	20	88,435	110	240,178	42	141,131	74	87,638	68	55,000	54	48,899	187	85,990	31	34,717
Danbury	511,380	878,626	941,324	21	28,837	15	98,720	54	176,103	33	199,466	45	87,591	44	59,730	50	44,829	106	80,533	12	11,994
Greenwich	416,445	658,652	708051	19	40,050	10	72,585	54	130,225	25	147,477	42	39,990	50	46,388	39	39,698	102	61,230	15	18,238
Norwalk	556,902	845,393	894,274	19	23,915	15	100,928	55	210,582	41	144,172	54	69,750	57	60,116	48	43,866	117	60,516	10	23,478
Stamford	659,224	968,408	1,020,645	21	29,717	20	199,729	73	171,107	29	125,836	62	64,462	84	65,348	60	52,038	162	76,336	18	23,808
Trumbull	185,087	292,734	312347	8	18,112	4	30,528	24	53,618	11	61,683	19	16,821	22	18,471	17	16,021	45	24,904	7	7,101
HARTFORD	4,341,493	6,987,572	7,428,216	218	379,818	84	750,311	579	1,372,890	258	1,633,807	448	479,165	441	456,064	352	393,238	1,234	742,491	216	259,160
Bristol	338,261	548,198	583,181	15	29,248	9	47,255	45	125,179	15	125,810	30	39,138	22	35,119	23	30,281	76	57,175	15	19,957
Enfield	217,075	351,445	369,018	11	18,755	4	37,210	29	70,010	13	82,002	22	23,333	22	23,565	18	20,005	62	36,777	11	13,665
Hartford	538,636	868,529	923,475	22	27,140	11	91,321	109	131,558	26	126,023	55	71,709	70	61,285	53	46,011	286	170,995	41	44,607
Manchester	345,798	525,784	555,566	17	16,182	8	64,340	31	135,511	31	115,077	38	51,169	30	35,556	22	15,557	70	42,725	12	13,282
New Britain	226,722	344,293	363,744	12	12,301	6	39,852	38	83,596	19	69,972	29	30,125	17	12,725	18	8,909	98	36,125	19	19,084
LITCHFIELD	655,134	1,159,455	1,247,149	62	84,285	19	65,171	122	295,667	84	343,618	87	59,926	74	52,254	56	43,770	233	96,132	43	37,138
Torrington	189,040	318,514	341,004	11	13,611	7	44,121	29	90,401	23	69,516	18	19,393	25	17,468	22	11,866	49	19,857	9	6,508
MIDDLESEX	624,553	1,039,006	1,127,198	40	48,340	20	119,268	95	211,535	77	270,394	80	82,179	54	35,980	46	50,247	206	111,543	32	40,779
Middletown	201,109	325,959	352,714	11	19,224	5	60,581	22	75,140	14	57,151	16	21,367	20	19,933	16	15,092	60	34,577	8	17,080
NEW HAVEN	3,685,843	6,008,876	6,421,972	205	314,655	90	739,336	572	1,319,739	255	1,288,609	428	366,468	484	383,180	325	318,189	1,196	610,020	169	181,474
Ansonia	75,148	117,397	124,915	4	1,610	3	14,799	15	15,426	11	38,625	11	10,378	16	7,671	9	5,819	20	[illegible]	3	3,633
Meriden	244,873	403,896	432,170	14	16,393	5	54,940	38	72,171	18	86,877	31	38,914	42	31,697	22	21,907	71	28,327	9	14,042
Milford	339,654	525,093	558,093	15	26,909	8	44,271	44	118,937	28	92,219	35	67,584	40	23,976	35	43,866	103	60,112	13	10,140
Naugatuck	67,932	118,304	127,255	10	5,369	2	8,394	17	44,445	9	18,330	15	17,191	9	3,966	5	1,746	33	10,552	7	7,041
New Haven	432,540	680,729	724,884	21	12,584	12	97,106	96	126,933	26	70,930	56	55,027	87	59,686	46	35,886	233	110,281	33	24,924
Wallingford	243,225	386,916	412,476	10	14,825	7	43,260	29	77,443	25	141,868	27	32,550	21	8,568	10	6,046	66	33,717	6	5,881
Waterbury	590,110	904,986	961,003	26	46,126	17	138,282	90	234,892	46	107,021	50	61,455	75	66,316	51	28,520	174	68,129	30	24,915
NEW LONDON	1,156,903	1,873,246	2,024,866	64	125,522	35	147,094	162	384,382	116	554,915	120	144,637	118	78,612	104	101,835	394	192,829	52	54,488
New London	227,637	336,715	360,495	11	12,510	5	48,777	25	37,030	24	110,812	13	16,489	27	16,580	25	21,813	71	27,783	[illegible]	9,367
Norwich	260,696	385,730	412,985	13	10,524	10	21,627	36	99,634	25	124,439	17	30,612	27	17,383	23	22,606	68	24,238	15	12,239
TOLLAND	390,412	657,164	714,331	32	22,067	6	63,994	56	193,321	35	132,316	56	56,194	35	38,360	30	13,922	114	57,486	21	23,208
Vernon	218,631	377,584	411,189	18	12,255	3	37,857	32	102,698	20	74,565	31	33,033	20	22,121	17	7,650	64	35,005	12	13,755
WINDHAM	347,085	559,767	603,567	30	41,819	11	26,061	71	140,414	43	147,042	37	43,202	33	17,795	33	21,424	114	52,824	19	21,202
Willimantic	109,236	174,623	188,117	5	6,590	3	9,383	19	65,233	11	27,082	5	12,328	13	5,142	12	8,689	36	19,277	6	9,280

DELAWARE RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)								
	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber/Hdwr	Gen. Mdse.	Food	Auto	Gasoline	Apparel	Furniture	Eat/Drink	Drugs
STATE TOTALS	3,130,558	4,999,876	5,340,942	338,437	721,106	1,026,031	1,153,688	306,868	277,170	278,476	457,669	182,344
METRO AREAS (MSAs/PMSAs/CMSAs)												
Wilmington,De-NJ-Md	2,555,429	4,158,447	4,437,633	209,262	579,578	837,569	998,377	323,784	212,561	237,401	367,039	190,841

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

DELAWARE RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
COUNTIES, Cities																					
KENT	544 873	830 779	888 328	39	83 214	21	125 467	88	162 924	49	235 939	46	34 069	64	33 428	37	27 902	130	68 238	21	23 948
Dover	279 424	444 674	477 633	15	25 785	11	106 934	40	91 523	21	81 887	19	21 823	52	28 334	24	16 566	75	47 064	12	13 580
NEW CASTLE	2 103 090	3 390 442	3 606 495	97	161 331	45	541 666	301	681 865	123	797 305	189	220 638	268	188 255	179	209 021	482	295.577	83	128 261
Newark	240 299	410 378	439 045	12	23 038	7	43 685	27	64 962	17	148 222	19	38 887	22	16 824	15	10 365	42	33 171	9	13 035
Wilmington	384 985	575 931	607 737	17	24 928	3	101 820	80	62 459	28	138 569	37	52 525	66	46 217	30	25 467	150	59 730	13	24 110
SUSSEX	482 595	778 655	846 119	65	93 892	26	53 973	119	181 242	53	120 444	67	52 161	84	55 487	51	41 543	176	93 854	24	30 135
Milford	66 867	136 027	147 590	12	16 525	5	9 886	21	32 812	10	21 015	12	10 005	15	10 166	9	7 335	32	17 537	4	5 355

DIST. OF COLUMBIA RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumbe		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS.......	2 654 366	3 743 146	3 867 203		70 874		331 544		638 371		232 580		176 283		340 593		233 601		836 127		185 849
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Washington, DC-Md-Va	17 824 496	29 538 762	31 638 320		1 293 789		3 870 137		5 998 291		7 350 356		2 002 772		1 858 282		2 040 516		3 257 878		1 182 326
D C	2 654 366	3 743 146	3 867 203	40	70 874	38	331 544	377	638 371	74	232 580	158	176 283	388	340 593	190	233 601	1 048	836 127	140	185 849
WASHINGTON	2 661 645	3 744 202	3 857 142	40	55 822	38	326 326	378	626 423	74	178 232	158	175 745	389	339 554	190	188 322	1 050	815 857	140	185 282

FLORIDA RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS.......	55 468 945	96 632 373	104 463 824		6 345 591		11 449 659		21 198 706		27 512 454		6 070 090		4 953 282		6 297 747		10 663 603		3 776 593
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Bradenton, Fl	885,889	1,538,052	1,660,808		109,670		174,143		380,534		490,327		87,889		56,372		93,487		173,982		61,832
Daytona Beach, Fl	1,502,321	2,575,143	2,761,258		192,448		300,335		594,106		632,649		157,851		103,329		147,508		329,743		125,876
Fort Lauderdale-Holywood-Pompano Beach, Fl	6,717,263	11,254,873	12,181,173		498,826		1,258,321		2,240,427		3,635,839		640,941		641,738		844,241		1,444,670		436,062
Fort Myers-Cape Coral, Fl	1,400,295	2,609,337	2,815,014		227,710		327,320		608,228		684,139		131,773		97,899		229,082		258,030		114,443
Fort Pierce, Fl	938,322	1,804,570	1,971,705		215,543		159,947		439,128		535,145		116,495		78,061		130,102		150,772		67,238
Fort Walton Beach, Fl	563,528	1,028,326	1,120,569		91,221		152,545		201,558		284,410		61,000		39,613		76,933		125,012		27,961
Gainesville, Fl	907,780	1,656,316	1,804,766		127,853		213,597		408,559		438,540		104,157		81,374		88,404		194,463		44,466
Jacksonville, Fl	3,737,181	6,430,538	6,922,169		382,858		725,824		1,294,231		1,955,418		480,620		302,588		330,277		677,185		260,357
Lakeland-Winter Haven, Fl	1,629,320	2,560,104	2,737,230		228,538		314,171		641,713		770,103		155,197		104,809		105,442		231,930		88,807
Melbourne-Titusville-Palm Bay	1,488,706	2,669,840	2,866,822		191,357		392,453		547,163		780,883		169,044		79,035		136,561		282,086		152,196
Miami-Hialeah, Fl	9,408,819	14,861,548	15,940,142		639,093		1,811,841		2,759,657		4,264,081		869,457		1,254,723		993,661		1,558,217		660,865
Naples, Fl	676,257	1,327,523	1,416,418		113,320		112,847		294,074		338,295		71,791		79,205		135,720		138,755		48,888
Ocala, Fl	733,753	1,398,863	1,546,808		177,724		167,770		321,604		330,611		135,734		52,007		82,719		13,063		48,831
Orlando, Fl	4,338,595	8,251,178	9,045,317		593,560		1,003,359		1,757,959		2,591,903		553,829		382,135		466,256		995,918		232,621
Panama City, Fl	579,996	1,021,388	1,111,061		63,736		133,307		176,519		337,987		59,728		49,021		60,544		151,277		32,203
Pensacola, Fl	1,351,882	2,219,446	2,380,716		152,080		313,460		506,926		630,592		132,468		78,889		121,726		232,812		61,415
Sarasota, Fl	1,432,228	2,526,255	2,698,613		224,680		295,395		516,699		657,737		132,561		120,732		246,173		278,954		111,269
Tallahassee, Fl	921,065	1,595,459	1,734,481		149,079		251,607		366,602		320,295		102,741		75,222		104,769		182,152		45,084
Tampa-St. Petersburg-Clearwater, Fl	8,710,006	15,325,016	16,588,585		938,335		1,925,863		3,681,767		4,186,149		960,639		592,186		999,029		1,726,951		553,009
West Palm Beach-Boca Raton-Delray Beach, Fl	3,845,955	7,374,552	8,002,627		411,057		867,384		1,609,387		2,115,771		414,239		485,270		585,512		813,312		293,690
COUNTIES, Cities																					
ALACHUA	839,558	1,540,254	1,678,926	51	116,952	24	205,180	159	366,755	62	417,569	86	93,626	101	79,424	78	81,221	223	184,494	29	39,352
Gainesville	599,981	1,043,588	1,132,052	29	66,401	12	116,493	87	275,367	49	295,669	57	81,903	45	46,156	59	47,376	146	110,099	18	25,326
BAKER	32,797	60,033	65,471	3	1,456	2	8,620	13	20,930	6	7,927	12	9,089	3	1,005	3	1,970	13	3,995	3	2,577
BAY	579,996	1,021,388	1,111,061	32	63,736	19	133,307	122	176,519	64	337,987	64	59,728	86	49,021	60	60,544	206	151,277	27	32,203
Panama City	418,050	704,929	763,684	24	38,408	13	120,643	64	101,790	46	227,628	35	52,376	61	39,921	50	38,879	107	68,696	18	21,852
BRADFORD	68,222	116,062	125,840	7	10,901	3	8,417	32	41,804	11	20,971	20	10,531	5	1,950	5	7,183	13	9,969	4	5,114
BREVARD	1,488,706	2,669,840	2,866,822	98	191,357	57	392,453	270	547,163	134	780,883	177	169,044	145	79,035	156	136,561	422	282,086	50	152,196
Cocoa	123,822	168,711	175,909	13	9,813	4	36,773	30	42,222	16	23,617	24	19,593	7	2,598	15	8,726	28	11,043	5	6,686
BROWARD	6,717,263	11,254,873	12,181,173	274	498,826	124	1,258,321	878	2,240,427	470	3,635,839	535	640,941	896	641,738	716	844,241	1,623	1,444,670	254	436,062
Fort Lauderdale	1,661,695	2,455,510	2,619,456	51	58,415	25	179,814	166	235,580	162	873,097	123	109,619	227	153,586	151	130,903	422	391,381	50	65,259
Hollywood	993,275	1,529,755	1,620,451	25	45,211	24	234,004	119	185,271	58	455,671	72	67,058	116	72,798	81	100,783	191	129,086	31	51,787
Pompano Beach	602,470	911,345	976,018	28	24,585	13	128,179	73	90,427	46	299,186	46	33,133	109	77,346	74	60,798	101	55,946	18	36,283

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

FLORIDA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1986 estimate	E&P 1989 estimate	Lumber Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
CALHOUN	29 521	41 507	45 055	6	4 775	3	5 933	11	12 770	7	13 267	5	3 062	4	847	4	664	8	953	3	2 356
CHARLOTTE	314 853	594 571	636 838	34	66 971	12	31 107	58	148 701	33	177 517	26	41 584	28	24 882	49	43 824	80	50 192	12	34 975
Charlotte Harbor	75 447	129 080	137 003	8	10 480	3	3 204	16	32 358	9	36 122	9	16 242	6	3 804	12	9 109	17	8 242	4	7 908
Punta Gorda	114 313	195 575	207 581	12	15 879	4	4 854	24	49 027	13	54 731	13	24 609	9	5 764	18	13 801	25	12 488	6	11 982
CITRUS	243 823	502 475	556 176	31	77 410	10	29 826	52	152 327	28	111 949	34	47 170	28	12 106	28	21 816	65	35 628	12	22 636
Inverness	76 060	132 204	144 232	9	18 180	3	9 838	8	25 517	9	38 586	9	10 299	10	6 148	8	5 226	19	9 632	4	5 864
CLAY	320 534	648 698	725 468	22	39 425	11	160 118	68	120 729	28	150 823	32	43 313	64	48 359	32	36 324	83	64 747	14	15 749
Orange Park	55 857	103 874	115 367	4	6 142	2	16 487	8	14 235	2	15 530	11	23 031	18	7 747	7	3 307	23	17 238	5	6 926
COLLIER	676 257	1 327 523	1 416 418	52	113 320	16	112 847	116	294 074	49	338 295	57	71 791	131	79 205	93	135 720	160	138 755	27	48 888
Naples	422 764	702 755	738 383	25	31 316	11	81 770	58	185 656	26	97 585	25	44 057	101	58 058	48	57 237	104	76 017	19	28 281
COLUMBIA	189 096	323 870	351 383	16	26 409	11	24 632	53	78 699	22	76 551	50	40 349	22	15 941	19	11 106	48	35 233	7	11 757
Lake City	139 135	213 275	228 814	12	15 141	9	17 350	34	62 817	16	35 992	35	28 415	19	11 228	15	7 063	35	20 897	6	8 281
DADE	9 408 819	14 861 548	15 940 142	381	639 093	240	1 811 841	1 398	2 759 657	606	4 264 081	838	869 457	1 807	1 254 723	906	993 661	2 116	1 558 217	504	660 865
Florida City	15 691	26 149	28 199	0	362	0	1 028	5	4 308	1	2 420	5	11 198	2	712	1	564	11	6 592	0	375
Homestead	207 626	346 154	373 110	7	15 012	9	41 044	38	120 020	17	93 919	16	26 473	17	4 884	14	10 982	42	21 630	5	10 497
Miami	2 649 610	3 843 772	4 084 598	104	124 643	73	401 222	398	612 207	193	938 622	249	315 046	615	392 993	305	243 591	640	385 954	152	158 233
DE SOTO	80 957	119 627	127 337	9	11 263	6	16 766	20	37 043	8	17 980	14	7 287	11	2 729	4	2 685	13	8 212	5	6 122
DIXIE	26 559	47 401	52 100	3	4 657	3	5 416	10	15 032	3	5 867	7	6 016	2	799	3	505	11	2 612	1	1 304
DUVAL	3 033 832	5 013 872	5 362 267	158	296 631	69	496 899	540	994 481	269	1 613 183	339	338 570	364	237 918	275	271 622	758	507 252	107	219 317
Jacksonville	2 860 570	4 719 043	5 046 045	146	221 214	65	480 837	501	900 955	255	1 192 667	323	322 255	339	226 110	261	212 700	689	451 877	98	202 846
ESCAMBIA	1 178 543	1 916 099	2 050 022	72	133 787	36	269 918	195	405 407	136	560 254	113	100 143	137	70 373	103	109 708	309	208 096	49	49 610
Pensacola	418 690	588 927	620 126	18	25 080	12	71 262	50	105 397	38	231 645	29	26 867	48	19 903	39	26 281	117	61 255	19	15 328
FLAGLER	40 017	96 779	108 862	8	9 797	1	14 333	16	35 081	4	12 257	8	8 828	3	978	5	4 116	21	9 057	2	2 726
FRANKLIN	21 203	40 836	43 797	6	5 859	5	1 664	15	14 732	5	3 350	7	4 071	0	673	1	2 771	12	4 753	3	1 236
GADSDEN	96 921	163 970	177 751	10	9 928	13	14 442	40	53 683	12	36 532	14	7 253	17	7 304	12	6 289	19	7 861	9	6 109
GILCHRIST	9 565	16 501	18 175	1	1 506	2	2 218	8	6 295	0	1 896	2	1 718	1	259	0	1 064	9	1 889	1	421
GLADES	7 120	13 246	14 255	0	1 114	1	642	8	5 612	0	1 404	2	1 271	1	191	1	787	4	1 207	1	311
GULF	24 910	38 840	41 547	4	3 798	6	2 756	12	16 781	5	4 773	6	1 859	1	638	7	1 998	11	2 007	4	2 264
HAMILTON	29 284	45 402	50 744	7	6 132	3	1 072	15	13 078	2	5 713	17	11 623	1	779	3	1 016	12	2 843	2	1 270
HARDEE	59 647	92 108	97 566	7	13 041	6	4 448	21	35 451	7	12 445	11	5 899	8	2 294	11	2 323	9	2 798	4	5 773
HENDRY	94 957	170 559	184 158	10	19 250	8	8 727	30	67 848	16	45 713	13	10 110	6	1 677	6	2 730	22	12 352	3	4 681
HERNANDO	185 117	406 945	452 365	21	39 713	8	32 897	53	143 159	18	95 430	25	29 653	18	7 828	24	19 974	57	29 198	7	21 307
Brooksville	128 141	242 474	268 742	12	13 900	6	22 409	29	80 895	12	61 329	16	22 650	12	5 331	15	7 980	32	15 111	5	14 514
HIGHLANDS	214 958	368 255	395 189	24	34 021	12	24 404	58	108 760	33	101 304	27	18 473	22	10 854	32	22 681	59	31 112	13	22 016
HILLSBOROUGH	3 621 009	6 393 479	6 906 444	204	346 482	90	805 094	636	1 490 463	290	1 833 258	359	420 649	400	255 283	309	390 495	973	706 488	119	206 951
Tampa	2 116 504	3 159 640	3 355 438	100	116 273	43	380 117	325	608 769	148	805 837	211	322 020	245	140 956	184	173 091	588	363 929	69	97 847
HOLMES	33 489	58 513	64 464	3	1 989	3	2 281	16	19 015	7	13 602	5	1 923	3	990	3	2 013	3	4 230	4	2 111
INDIAN RIVER	367 620	685 608	747 224	39	61 612	11	52 811	66	172 314	35	166 967	37	42 263	65	34 581	58	51 431	91	70 798	17	38 845
Vero Beach	271 134	479 426	520 031	29	31 804	8	44 406	45	128 749	24	70 400	25	38 351	59	29 478	52	36 787	72	58 785	15	32 662
JACKSON	136 455	208 291	226 199	13	10 395	13	19 157	43	50 377	21	71 790	30	21 976	21	6 069	17	5 918	31	10 689	12	8 0[illegible]5
Marianna	78 607	111 959	120 656	8	4 416	6	15 257	11	25 785	14	35 399	13	9 278	14	4 642	11	2 629	16	7 880	7	5 223
JEFFERSON	30 258	50 499	54 835	4	3 733	3	7 219	15	18 571	4	2 563	3	5 592	3	841	4	1 604	3	3 599	3	1 945
LAFAYETTE	6 933	13 142	14 191	2	1 193	0	1 754	4	5 420	2	1 502	1	1 358	0	204	2	845	3	873	1	333
LAKE	531 851	974 842	1 036 737	52	104 253	20	91 343	115	236 742	66	313 319	63	54 243	69	31 383	58	52 190	131	70 987	29	40 862
Leesburg	190 143	314 125	330 758	18	31 379	7	25 976	30	67 194	23	79 711	19	28 149	24	16 009	26	17 933	44	25 811	8	12 375
LEE	1 400 295	2 609 337	2 815 014	99	227 710	44	327 320	230	608 228	108	684 139	108	131 773	175	97 899	154	229 082	361	258 030	63	114 443
Cape Coral	127 969	168 246	174 858	16	20 830	4	11 564	26	58 885	8	6 769	13	15 798	20	8 489	27	11 680	41	11 675	8	11 593
Fort Myers	729 045	1 107 149	1 170 613	24	48 885	16	186 401	98	234 069	50	315 844	42	56 950	71	39 931	65	69 341	121	76 973	25	37 430
LEON	824 144	1 431 489	1 556 730	61	139 151	20	237 165	123	312 919	60	283 753	86	95 488	132	67 918	95	98 480	230	174 291	29	38 975
Tallahassee	680 325	1 099 288	1 187 093	50	108 199	17	184 412	79	253 648	48	148 801	67	89 982	113	55 447	77	78 574	203	139 495	25	30 306
LEVY	65,537	113,785	122,845	7	3,135	6	5,733	28	40,891	9	19,068	20	14,536	5	1,980	4	4,704	32	9,709	4	5,484
LIBERTY	5,949	11,026	12,146	0	977	0	1,440	5	4,925	0	1,231	2	1,116	0	168	1	691	2	717	1	275
MADISON	40,200	57,118	62,649	6	4,074	4	8,247	16	17,628	5	7,789	11	8,036	4	843	3	2,643	9	2,848	5	6,170
MANATEE	885,889	1,538,052	1,660,808	62	109,670	23	174,143	136	360,534	77	490,327	80	87,889	108	59,372	79	93,487	217	173,982	33	61,832
Bradenton	250,037	419,109	451,035	17	37,771	4	19,164	41	119,081	37	172,885	22	34,034	19	9,052	19	23,378	62	29,131	10	19,024
MARION	733,753	1,398,863	1,546,808	72	177,723	27	167,770	162	321,604	72	330,611	101	135,734	84	52,007	71	82,719	173	113,063	29	48,831
Ocala	562,955	1,060,675	1,171,689	43	104,489	17	151,689	91	226,606	54	215,230	70	131,575	78	50,468	57	58,978	124	88,868	17	35,318
MARTIN	434,026	934,607	1,029,495	37	123,693	11	75,943	75	225,568	52	254,702	38	61,150	70	45,886	68	74,702	92	78,509	20	35,336
Stuart	240,066	489,713	537,200	15	22,856	6	35,078	34	121,427	34	139,585	21	34,835	43	22,335	49	43,400	52	44,891	11	20,007
MONROE	383,746	697,187	753,716	33	51,240	16	76,936	67	172,762	35	108,889	41	39,767	61	25,199	44	29,480	191	123,672	17	30,974
Key West	187,933	254,349	266,513	7	10,197	8	37,914	30	61,874	13	33,952	12	17,710	38	10,442	17	7,845	92	46,553	9	10,243
NASSAU	127,005	240,392	260,025	14	16,380	12	34,238	36	57,936	16	38,251	35	36,869	20	3,992	9	6,065	41	24,725	6	6,310
OKALOOSA	563,528	1,028,326	1,120,569	45	91,221	22	152,545	109	201,558	74	284,410	69	61,000	77	39,613	65	76,933	185	125,012	21	27,961
Fort Walton	287,999	514,678	559,792	17	34,021	9	51,579	39	91,689	44	164,845	30	31,151	28	15,870	37	37,220	83	63,579	7	7,901
OKEECHOBEE	99,205	202,547	222,802	11	9,361	7	14,914	30	72,202	11	26,363	18	22,722	12	5,813	9	7,293	31	23,513	6	9,611
ORANGE	2,935,531	5,349,360	5,796,931	150	373,386	76	608,439	426	1,080,931	231	1,777,463	275	339,647	247	222,186	239	293,264	649	646,065	77	147,075
Orlando	1,230,547	2,229,532	2,413,414	46	108,546	29	336,560	131	381,095	77	666,194	76	153,089	128	116,936	104	113,957	245	256,034	34	50,398
OSCEOLA	337,462	892,401	1,002,861	22	59,646	14	67,550	63	223,395	32	286,632	45	91,581	27	28,000	19	38,054	93	139,485	10	29,651
PALM BEACH	3,845,955	7,374,552	8,002,627	183	411,057	88	887,384	578	1,609,387	241	2,115,771	301	414,239	594	485,270	458	585,512	873	813,312	145	293,690
Boca Raton	404,410	812,135	884,679	26	45,821	6	57,723	66	207,558	17	26,310	28	66,247	110	82,533	91	88,171	125	128,391	22	48,667
Palm Beach	158,165	252,785	269,667	1	9,051	5	1,483	19	43,545	2	46,586	3	3,283	66	91,355	20	12,892	32	39,692	8	11,800
West Palm Beach	842,483	1,383,428	1,456,355	25	37,002	15	287,020	88	174,740	43	461,455	50	53,918	88	72,769	79	105,978	147	113,969	22	37,084
PASCO	836,086	1,527,875	1,688,895	80	148,157	34	172,555	169	439,017	77	345,203	74	110,340	81	58,938	83	94,099	196	129,633	33	71,827
PINELLAS	4,067,794	6,996,717	7,540,881	217	404,003	96	915,317	622	1,609,128	258	1,912,258	375	399,997	466	270,141	389	494,461	1,085	861,634	146	252,924
Clearwater	1,083,243	1,973,493	2,138,295	46	85,716	23	341,849	112	326,139	54	597,199	60	90,274	160	102,173	112	125,123	250	230,663	26	56,902
St. Petersburg	1,246,751	1,855,943	1,970,688	50	64,439	31	299,926	199	473,121	67	362,263	125	124,808	127	80,924	107	83,751	280	183,898	49	62,249
POLK	1,629,320	2,560,104	2,737,230	121	228,538	56	314,171	323	641,713	182	770,103	195	155,197	158	104,809	147	105,442	355	231,930	63	88,807
Lake Wales	76,791	114,387	121,597	7	3,167	5	5,900	18	45,991	12	7,846	15	9,235	14	10,858	11	3,662	24	11,431	6	10,702
Lakeland	572,049	836,824	887,756	36	45,533	15	131,007	80	189,200	58	215,249	54	66,371	61	42,701	49	24,761	110	75,687	17	24,877
Winter Haven	324,712	517,739	554,406	19	28,315	13	86,032	50	123,403	28	121,572	29	27,668	44	34,903	38	17,965	74	53,966	15	19,688
PUTNAM	195,243	301,604	326,206	18	28,260	12	32,547	52	82,200	30	78,760	22	18,222	30	15,196	17	15,682	49	21,446	10	11,814
Palatka	125,145	182,037	195,597	8	6,580	7	20,086	21	54,808	18	34,669	13	17,530	27	12,140	14	8,629	23	14,076	8	9,438
ST. JOHNS	255,810	527,576	574,409	13	30,422	7	34,571	69	121,065	28	153,161	47	58,868	32	12,319	21	16,266	114	80,462	13	18,981
St. Augustine	180,689	309,038	331,029	9	19,037	5	21,634	46	92,274	19	59,136	29	28,556	29	8,642	16	8,816	87	50,848	10	11,878
ST. LUCIE	504,296	869,963	942,210	28	91,850	12	84,004	96	213,580	45	280,443	52	55,345	48	32,175	55	55,400	113	72,263	18	31,900
Fort Pierce	411,676	650,931	698,926	19	25,558	19	64,326	77	75,799	43	214,747	48	52,545	39	23,298	42	42,421	92	52,501	12	9,221
Fort St. Lucie	49,615	131,059	146,594	4	3,699	2	5,334	15	37,834	1	17,806	1	2,800	7	2,043	12	3,517	18	11,608	4	5,745
SANTA ROSA	173,339	303,347	330,694	12	18,293	7	43,542	45	101,519	32	70,338	29	32,325	17	8,516	13	12,018	49	24,718	12	11,805
SARASOTA	1,432,228	2,526,255	2,698,613	116	224,680	47	295,395	196	516,699	105	657,737	120	132,561	193	120,732	209	243,173	328	278,954	55	111,269
Sarasota	554,852	837,090	880,035	33	111,808	19	80,647	74	173,814	39	117,832	50	85,693	104	56,678	83	57,461	151	115,218	27	44,247

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U S Census	E&P 1988 estimate	E&P 1989 estimate	Lumber Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SEMINOLE	1 065 602	2 009 417	2 245 525	57	160 528	22	327 370	167	453 633	83	527 808	75	122 601	119	111 949	89	134 938	240	210 368	28	55 895
Sanford	199 014	277 129	300 506	12	25 195	7	20 096	42	77 913	23	74 893	15	16 815	13	3 538	13	7 121	45	19 502	8	11 810
SUMTER	94 762	154 209	164 680	7	6 401	4	5 719	29	38 306	7	8 990	19	47 396	4	1 119	3	2 030	26	13 932	5	4 418
SUWANNEE	87 468	144 795	160 216	10	5 879	8	10 622	34	50 005	19	44 331	14	4 541	17	6 323	13	6 834	18	8 272	9	12 850
TAYLOR	67 000	107 349	117 769	7	7 855	4	8 753	25	28 733	13	29 438	11	6 417	13	4 185	8	4 391	25	10 820	6	3 987
UNION	13 198	23 349	26 339	3	5 886	0	2 932	6	5 944	4	3 130	7	3 361	0	342	0	1 408	4	1 462	1	556
VOLUSIA	1 502 321	2 574 143	2 761 258	97	192 448	49	300 335	282	594 106	130	632 649	171	157 851	193	103 329	167	147 508	475	329 743	72	125 878
Daytona Beach	614 045	955 460	1 014 520	19	29 897	22	190 103	76	141 721	41	247 151	42	44 156	103	56 565	55	46 572	176	118 568	20	37 925
De Land	153 289	250 501	267 344	15	16 701	5	7 472	33	89 266	21	56 405	18	15 418	16	5 985	16	10 012	41	22 577	9	10 965
WAKULLA	17 075	30 460	33 473	2	2 992	4	2 193	14	14 019	3	3 105	4	154	0	514	2	2 118	15	5 683	1	837
WALTON	64 460	133 287	150 948	5	11 832	6	10 598	24	46 457	9	22 787	14	16 675	9	2 807	8	5 037	20	8 234	6	4 207
WASHINGTON	40 068	64 425	71 450	5	8 377	2	9 407	17	26 214	3	8 043	6	3 229	5	863	5	1 235	15	7 993	5	3 718

GEORGIA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U S Census	E&P 1988 estimate	E&P 1989 estimate	Lumber Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	24 408 112	42 814 236	46 357 402		3 123 212		5 284 942		9 283 565		11 224 953		3 036 120		2 277 994		2 358 047		4 361 715		1 514 428
METRO AREAS (MSAs PMSAs CMSAs)																					
Albany Ga	524 095	792 125	852 988		48 563		122 275		164 777		214 316		41 311		47 484		41 197		69 519		24 973
Athens Ga	561 715	938 856	1 002 228		55 763		97 858		212 886		220 369		54 132		42 459		45 791		101 928		38 081
Atlanta Ga	11 707 125	22 003 060	23 832 055		1 640 855		3 056 547		4 305 860		5 921 901		1 605 544		1 136 631		1 200 842		2 521 239		717 401
Macon Warner Robins Ga	1 233 439	1 930 793	2 065 529		134 097		212 687		419 179		570 074		121 749		80 278		89 315		176 464		62 047
Savannah Ga	1 072 141	1 745 258	1 864 498		104 668		197 393		362 904		439 299		109 144		118 574		90 270		218 577		55 633
Columbus Ga Al	945 403	1 478 115	1 593 096		61 761		218 828		281 838		460 869		80 831		65 553		103 984		129 870		45 504
Augusta Ga SC	1 452 316	2 418 615	2 619 048		183 724		268 980		528 940		645 643		162 861		147 637		140 264		226 874		89 621
COUNTIES Cities																					
APPLING	46 440	75 173	82 998	5	5 344	3	8 787	17	24 290	8	18 945	9	4 106	9	5 003	7	2 900	12	6 766	4	2 533
ATKINSON	10 975	19 381	21 511	2	1 228	2	2 279	5	6 871	2	5 573	3	1 582	0	916	1	1 042	4	838	2	631
BACON	27 460	48 003	50 067	4	2 427	2	4 869	11	12 149	5	14 387	8	2 756	5	2 520	2	2 226	9	2 570	6	3 656
BAKER	3 915	6 618	7 290	0	416	0	772	2	2 328	0	1 889	3	353	1	310	0	352	0	595	1	214
BALDWIN	140 265	250 057	273 229	9	18 335	10	38 039	38	66 211	20	53 833	22	16 060	21	12 378	13	9 969	31	23 210	9	9 990
Milledgeville	120 160	219 058	239 837	8	13 177	7	30 687	31	66 211	19	43 429	21	12 956	15	9 534	12	8 323	30	18 725	8	9 990
BANKS	8 871	16 637	18 391	1	758	1	1 407	3	4 246	0	3 444	3	3 669	2	567	1	644	7	2 346	0	390
BARROW	90 510	172 363	186 722	6	22 581	6	6 599	24	41 312	18	64 321	14	9 141	13	7 636	5	2 226	22	10 451	8	7 686
BARTOW	170 744	296 814	322 166	14	16 551	8	11 911	35	67 600	23	64 211	35	49 686	18	15 670	18	15 230	40	24 589	10	8 882
Cartersville	126 427	204 761	220 726	12	10 157	7	7 310	24	51 882	17	36 889	21	36 377	16	14 670	17	9 346	32	19 892	9	5,450
BEN HILL	56 313	94 074	102 732	9	6 030	3	10 876	21	28 024	8	19 541	9	7 310	9	6 189	14	6 555	18	6 285	6	4 211
BERRIEN	43 316	67 105	73 572	4	4 198	2	7 789	17	17 141	7	31 250	6	2 627	5	2 477	8	2 797	9	2 029	4	2 412
BIBB	823 074	1 285 491	1 375 377	36	78 492	28	145 611	144	247 099	78	356 371	117	81 506	136	58 628	83	66 589	184	123 894	37	40 361
Macon	359 363	470 245	492 842	37	21 349	27	94 574	130	125 548	74	131 041	104	0	129	35 263	79	30 819	177	54 247	23	0
BLECKLEY	28 917	43 531	46 745	1	2 868	2	4 949	9	15 887	9	8 178	7	1 928	6	2 827	3	2 848	7	2 235	6	3 463
BRANTLEY	6 996	12 380	13 578	2	776	0	1 438	11	5 391	3	450	6	723	0	579	1	657	4	823	2	398
BROOKS	35 234	52 425	57 461	2	2 995	2	5 554	18	13 876	8	22 997	5	1 212	5	2 013	8	2 939	7	1 203	3	1 800
BRYAN	21 027	42 796	48 111	1	2 591	0	4 807	8	10 195	2	11 764	9	7 006	0	1 836	0	2 196	7	3 880	3	1 331
BULLOCH	164 206	268 560	295 495	13	16 298	9	38 840	35	71 069	22	76 246	24	14 975	24	15 355	19	14 160	39	24 082	8	8 976
Statesboro	155 999	253 954	279 297	11	14 740	9	38 130	31	64 273	21	68 955	21	14 970	23	15 350	18	12 806	37	21 779	7	8,118
BURKE	56 636	92 242	104 236	2	5 949	3	11 036	22	40 605	8	13 611	5	2 992	7	4 849	6	5 046	10	7 466	5	4 634
BUTTS	28 832	50 689	55 026	7	5 692	4	1 772	18	19 075	8	4 356	8	3 034	4	3 122	6	1 966	6	2 312	3	2 166
CALHOUN	10 750	14 980	16 210	3	816	2	1 515	10	4 897	5	4 438	4	618	3	610	2	694	2	1 170	3	640
CAMDEN	45 867	84 565	93 304	5	8 635	7	4 580	21	29 140	11	21 496	14	10 290	5	898	7	3 472	15	6 500	5	2 486
CANDLER	27 613	46 956	51 033	2	2 913	2	5 404	8	13 268	6	16 666	6	3 232	3	2 458	2	2 470	3	1 025	5	1 148
CARROLL	210 918	379 709	416 532	29	41 168	14	45 352	59	102 811	32	90 958	19	15,702	38	14 718	20	11 935	58	32 576	22	17 531
Carrollton	162 669	293 009	321 440	14	19 429	7	41 532	35	86 503	24	58 426	11	9 019	29	12 635	14	8 475	44	30 308	12	12 678
CATOOSA	132 233	222 315	248 555	12	14 184	7	26 315	17	79 393	15	39 394	11	18 723	12	10 594	13	12 033	23	20 229	5	7 294
CHARLTON	19 797	39 727	43 279	2	2 113	3	3 917	9	8 941	6	16 771	2	1 796	3	1 578	3	1 792	11	3 122	2	1 086
CHATHAM	1,043 638	1,696 403	1,810 444	54	101 583	37	191 670	153	344 346	86	425 295	122	106 374	152	118 045	101	87 653	291	217 477	50	54 047
Savannah	876 317	1 446 171	1 545 751	37	68 440	32	181 271	116	322 040	67	286 037	92	88 863	142	110 373	84	69 941	228	161 972	40	46 389
CHATTAHOOCHEE	3,153	4 900	5 126	0	293	0	542	3	1,357	0	1,327	1	249	2	219	0	248	8	419	0	151
CHATTOOGA	62 290	105 779	114 770	5	5,065	10	6,276	19	33,116	11	19,807	12	8,259	10	4,545	4	1 492	14	5,866	6	3 761
CHEROKEE	131,132	312 071	347 689	15	44 279	7	11,124	42	105 065	22	68,438	20	16 117	9	5 620	12	9,150	34	26,575	10	16 821
CLARKE	452 038	744,093	792 794	28	45 244	20	83 932	64	145 849	34	179,028	47	38 488	67	33 795	49	38 382	137	89 654	30	29 150
Athens	325 404	499 623	528 462	26	35,941	15	54 111	47	115,844	30	72 894	46	36 897	51	20 631	41	21 263	120	68,694	27	20 648
CLAY	4,177	6,634	7,305	1	336	1	623	7	2 931	0	1,526	3	216	0	251	0	285	3	598	2	174
CLAYTON	880,306	1,581 977	1,759,374	29	59,674	23	332,024	106	316,953	77	455,469	78	124,544	81	62,194	50	59,654	149	132,918	29	55,856
Jonesboro	49,160	75,593	82,817	5	5,220	5	6,565	16	27,254	5	8,989	9	20,406	4	500	2	1,177	19	2,624	4	6,932
CLINCH	11,445	16,828	18,107	2	972	2	1,803	13	6,814	4	3,421	5	161	2	726	1	823	4	995	4	1,487
COBB	1,949,512	4,053,159	4,453,884	99	349,960	48	723,844	207	770,722	141	1,239,407	179	277,146	208	227,582	140	195,041	385	377,899	76	123,149
Marietta	548,865	1,056,638	1,153,934	36	82,295	11	74,866	69	209,642	52	332,116	57	108,879	54	57,522	44	47,655	149	121,334	24	39,098
COFFEE	99,743	172,298	188,423	12	34,845	7	15,015	32	43,900	11	36,222	3	7,269	23	12,182	10	7,028	23	13,826	10	6,396
COLQUITT	119,827	198,279	215,168	17	21,881	6	17,983	50	52,438	15	42,844	19	10,772	30	12,859	11	6,589	31	14,332	12	9,199
Moultrie	114,130	188,822	204,902	15	21,835	5	17,946	41	52,329	15	32,901	18	10,750	29	12,832	11	6,368	30	13,900	11	9,180
COLUMBIA	97,863	202,306	216,199	13	37,713	6	22,888	27	62,908	16	20,483	11	12,814	8	5,238	14	15,530	20	11,825	6	7,983
COOK	35,763	62,907	68,459	5	3,259	4	2,057	19	16,540	7	9,419	11	9,184	6	3,341	6	3,082	15	5,965	5	3,404
COWETA	148,221	258,645	278,951	15	14,785	8	22,031	35	66,377	21	81,303	21	20,006	20	12,484	12	12,593	38	17,068	10	11,200
CRAWFORD	4,613	8,071	8,805	0	503	0	932	8	2,523	3	1,091	2	427	2	375	0	426	2	721	0	257
CRISP	114,201	172,647	186,520	8	8,523	7	16,763	33	43,689	9	26,337	17	32,930	18	9,035	12	5,160	28	13,014	7	4,795
Cordele	86,869	129,352	139,516	7	4,916	6	16,264	26	43,283	8	15,189	13	18,993	17	5,211	11	2,976	22	10,834	6	4,717
DADE	33,416	51,955	56,587	3	3,230	2	5,992	5	18,078	7	4,155	5	9,563	3	2,412	1	2,740	7	3,061	2	1,661

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

GEORGIA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U S Census	E&P 1988 estimate	E&P 1989 estimate	Lumber Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
DAWSON	7,538	15,918	17,109	3	3,193	1	1,669	3	1,552	1	4,086	4	2,568	1	673	1	763	1	1,288	1	462
DECATUR	77,131	121,378	132,659	9	9,649	6	10,993	31	34,953	14	29,299	14	5,301	21	10,711	12	3,495	16	7,821	11	8,579
DE KALB	3,049,680	5,296,376	5,704,278	105	354,154	49	775,789	311	929,155	184	1,638,577	290	397,199	288	273,079	244	302,667	627	552,659	106	146,317
DODGE	68,215	103,287	111,187	7	6,551	9	10,011	28	30,915	15	19,303	19	10,777	8	3,550	5	1,737	17	14,143	8	4,158
DOOLY	34,359	42,445	45,503	6	3,347	2	4,298	9	4,875	8	14,380	12	8,200	1	1,731	4	1,966	2	3,317	3	1,114
DOUGHERTY	516,783	777,927	837,273	33	47,782	16	120,825	110	159,055	49	210,769	44	40,647	79	46,902	66	40,535	122	68,402	20	24,571
Albany	508,441	762,845	820,744	30	38,547	15	120,421	102	158,524	49	161,293	43	40,511	78	46,745	65	40,400	121	68,173	20	24,489
DOUGLAS	209,553	401,136	438,709	13	27,405	4	43,151	41	114,207	26	113,438	22	36,715	23	13,887	17	19,865	41	31,886	12	16,220
EARLY	36,157	56,090	60,569	2	3,456	2	6,412	18	17,818	10	17,849	11	2,397	10	3,807	4	1,334	8	1,629	6	3,158
ECHOLS	696	1,064	1,149	0	64	0	122	1	366	0	297	0	56	0	49	0	55	1	93	0	33
EFFINGHAM	28,503	48,855	54,054	2	3,085	2	5,723	14	18,558	7	14,004	8	2,770	3	529	3	2,617	6	1,100	2	1,586
ELBERT	76,162	118,604	129,436	10	7,340	4	5,043	14	29,927	12	57,284	9	3,617	10	4,075	6	2,785	14	6,501	10	5,207
EMANUEL	71,785	111,958	120,436	11	11,835	8	6,597	24	29,176	11	31,674	10	[illegible]	14	8,478	7	6,214	21	8,274	9	5,000
EVANS	31,778	56,163	60,593	5	8,252	5	5,365	10	15,069	5	11,845	11	3,447	5	2,921	5	2,129	9	2,067	3	2,826
FANNIN	42,421	69,755	75,479	5	5,394	6	7,292	13	27,042	9	7,846	14	2,935	10	2,763	4	1,223	15	4,918	5	2,401
FAYETTE	82,374	201,895	225,371	13	17,714	3	21,730	22	68,963	11	53,182	9	7,675	11	7,671	12	9,939	25	14,241	7	12,986
FLOYD	300,448	456,354	488,996	13	17,943	15	62,956	59	111,049	35	108,617	41	24,519	56	31,833	43	29,222	84	44,388	21	18,214
Rome	289,934	438,942	470,171	12	16,168	14	56,728	52	110,643	34	97,872	36	24,429	54	28,684	41	26,331	79	42,321	19	16,412
FORSYTH	81,308	179,335	199,640	11	22,152	3	19,983	22	41,156	14	47,375	12	12,807	14	6,291	12	12,237	24	21,201	3	6,455
FRANKLIN	68,046	114,556	123,270	9	11,907	5	2,739	17	25,353	9	50,352	13	9,377	12	2,460	6	2,988	14	2,512	7	4,009
FULTON	3,588,522	6,280,355	6,585,047	129	435,544	60	826,886	428	959,997	191	1,302,550	347	423,640	461	407,499	280	328,481	1,120	1,047,386	149	184,756
Atlanta	2,388,354	4,005,007	4,181,674	70	314,575	49	597,224	289	614,202	116	613,483	200	275,096	317	296,732	170	142,039	753	644,008	88	133,441
Roswell	176,151	587,646	644,324	9	39,976	3	74,091	21	115,864	13	106,182	14	56,846	31	32,064	16	49,548	57	77,037	8	18,742
GILMER	33,610	60,903	65,737	5	6,053	8	4,563	7	10,933	9	21,014	9	3,438	6	1,494	4	3,375	12	3,975	4	4,972
GLASCOCK	2,055	3,080	3,411	0	195	1	362	2	1,090	0	884	3	165	0	146	0	165	2	278	0	99
GLYNN	302,973	504,510	547,344	24	37,847	12	51,178	72	97,487	28	99,927	46	54,903	63	43,481	40	28,235	101	65,148	21	18,990
Brunswick	233,708	365,225	393,696	19	24,798	10	38,738	55	76,653	25	75,638	32	40,408	40	30,981	31	17,676	65	38,290	16	12,555
GORDON	108,896	190,039	209,407	11	15,066	6	15,941	18	41,672	15	19,101	22	21,328	20	9,825	14	24,267	35	20,431	9	8,007
GRADY	67,852	105,291	114,456	7	11,626	5	4,116	22	37,819	10	27,916	10	4,485	11	4,208	11	2,588	9	4,309	3	2,642
GREENE	25,302	47,192	52,215	2	2,979	3	5,528	13	21,453	4	13,528	7	1,476	3	944	3	2,163	6	1,787	3	1,325
GWINNETT	751,203	1,906,203	2,176,680	45	189,504	20	162,831	114	508,087	74	473,887	92	191,048	62	41,750	79	182,344	177	189,830	37	77,465
Lawrenceville	152,013	369,279	420,533	10	25,393	6	24,220	20	74,086	21	168,759	15	27,857	8	6,087	18	26,589	31	27,679	9	16,543
HABERSHAM	98,759	183,807	200,629	8	34,164	6	6,608	26	43,709	17	52,987	12	7,411	11	12,525	16	9,861	24	11,105	11	9,105
HALL	350,944	625,673	680,469	25	64,405	16	94,930	59	148,180	41	163,427	21	15,989	43	31,257	40	29,223	89	67,855	21	28,762
HANCOCK	12,251	20,385	22,166	1	1,149	3	422	12	7,844	3	5,220	6	2,726	2	858	1	975	4	1,273	2	591
HARALSON	44,843	73,806	80,296	4	4,832	9	3,003	13	24,813	8	14,839	11	3,011	18	4,279	4	1,718	13	3,197	9	5,602
HARRIS	16,046	31,715	34,217	2	1,765	2	3,273	15	12,292	3	8,010	5	1,006	1	1,318	3	1,858	10	2,078	2	906
HART	39,042	68,578	74,402	6	3,470	5	6,083	11	19,952	10	15,112	5	2,001	7	2,962	8	4,084	14	7,222	4	3,870
HEARD	6,539	10,961	12,134	1	692	0	1,285	4	3,877	3	1,051	2	589	1	517	1	587	2	991	1	356
HENRY	88,523	176,692	191,261	8	15,062	4	2,823	29	44,173	12	47,217	23	31,499	2	8,153	3	9,260	24	14,349	8	6,846
HOUSTON	334,102	519,285	554,540	22	45,207	11	59,940	69	135,027	40	181,027	28	26,351	40	16,504	24	20,281	79	43,953	14	14,575
Warner Robins	260,462	402,923	430,063	15	31,383	9	52,185	49	110,812	33	116,568	13	10,430	23	12,288	18	13,244	57	30,729	10	12,689
IRWIN	11,737	18,369	20,467	2	1,167	2	2,166	6	5,653	3	3,835	3	994	5	2,034	1	991	7	875	3	601
JACKSON	76,924	137,504	147,827	8	7,004	7	7,403	29	38,445	16	36,350	16	13,490	11	4,422	10	4,427	16	8,201	11	7,124
JASPER	10,829	19,821	21,672	2	1,237	1	2,294	8	8,681	3	1,892	4	2,172	2	924	1	1,049	3	1,221	2	636
JEFF DAVIS	40,962	66,510	72,740	5	3,334	3	3,969	15	26,800	7	12,762	8	2,887	7	4,196	7	2,940	11	3,720	6	3,729
JEFFERSON	43,936	69,795	76,536	5	3,164	9	[illegible]	15	17,872	12	22,528	10	6,424	7	2,808	6	2,786	10	3,734	5	4,032
JENKINS	20,518	36,436	40,246	3	2,297	2	4,259	11	15,290	5	6,998	6	3,710	5	2,634	3	1,095	5	1,238	2	1,180
JOHNSON	12,055	20,433	22,747	2	1,299	3	296	8	9,007	3	5,894	2	1,104	4	1,686	2	1,102	5	1,430	1	667
JONES	14,001	23,832	25,600	3	1,164	0	2,161	13	8,323	2	5,286	5	579	2	870	2	987	2	1,667	3	3,282
LAMAR	30,198	52,973	56,684	4	3,162	3	6,001	14	19,607	10	14,079	5	1,866	2	2,415	5	1,191	13	4,905	4	3,092
LANIER	8,410	13,140	14,477	1	827	1	1,533	8	4,510	2	3,752	4	932	1	618	1	701	3	296	1	[illegible]
LAURENS	163,125	246,718	265,609	12	17,017	10	28,202	50	56,344	28	70,297	21	13,909	25	15,732	25	13,105	44	18,707	18	10,043
Dublin	146,005	218,188	234,587	10	15,871	8	26,303	37	48,066	24	52,161	15	13,094	23	14,686	21	9,915	34	16,677	16	9,367
LEE	7,312	14,198	15,715	1	781	0	1,450	9	5,722	0	3,547	2	664	0	582	1	662	1	1,117	1	402
LIBERTY	99,679	172,899	186,241	11	20,534	4	19,718	26	38,320	15	25,963	16	19,637	11	7,012	18	17,606	34	22,725	7	3,479
LINCOLN	8,775	13,935	15,160	2	864	2	1,606	7	4,556	4	3,250	2	736	5	967	1	733	4	901	2	446
LONG	2,980	4,651	5,003	0	255	0	473	4	1,745	1	1,159	0	217	1	191	0	217	1	365	1	130
LOWNDES	357,637	580,289	622,295	31	36,878	11	58,121	88	109,775	42	151,676	54	63,600	51	35,759	42	31,082	102	58,525	18	29,795
Valdosta	309,729	498,446	534,081	29	34,260	9	53,995	67	104,787	36	100,982	44	62,491	49	33,220	39	22,470	84	48,369	16	[illegible]
LUMPKIN	28,397	59,193	64,272	2	3,668	4	3,069	9	15,883	5	16,652	2	3,120	1	2,740	1	3,111	9	6,563	3	4,312
MCDUFFIE	81,793	127,786	139,716	9	25,103	8	8,136	19	34,617	16	23,968	11	12,070	14	6,128	9	5,103	16	9,272	7	5,778
MCINTOSH	20,096	37,559	40,595	3	2,315	1	4,297	9	11,079	7	10,060	5	6,077	1	1,731	0	1,966	7	1,655	2	1,191
MACON	28,873	49,441	54,351	3	3,103	3	5,754	16	15,202	7	10,124	4	1,311	6	3,168	4	1,740	6	1,238	7	3,978
MADISON	14,417	23,526	25,522	1	1,455	1	2,702	15	10,865	6	3,388	3	402	1	1,089	0	1,236	6	1,262	2	748
MARION	9,752	17,038	18,812	2	1,073	2	1,992	6	5,230	4	3,111	2	913	2	803	0	912	1	1,538	3	551
MERIWETHER	62,796	101,438	109,000	6	7,200	5	6,434	21	23,828	7	28,242	7	2,509	8	2,911	6	3,541	16	5,011	7	3,182
MILLER	15,379	23,168	25,369	2	1,263	2	2,343	8	8,414	7	6,408	5	1,200	4	942	3	1,073	1	1,809	2	649
MITCHELL	56,992	84,041	91,092	4	4,226	5	4,010	28	28,348	12	22,922	12	4,465	9	4,396	11	5,334	11	2,257	8	2,487
MONROE	37,279	67,109	73,377	3	3,246	4	1,454	14	20,889	4	858	16	16,164	7	3,508	2	3,554	17	9,150	3	4,014
MONTGOMERY	31,852	52,867	57,810	3	3,107	1	5,766	10	9,778	9	23,934	3	1,131	1	2,322	3	2,637	9	4,992	3	1,250
MORGAN	45,124	83,519	93,373	4	8,178	3	9,885	12	22,778	8	20,669	11	15,279	6	1,293	1	4,520	7	5,437	4	2,929
MURRAY	54,547	105,712	119,187	7	6,165	5	3,337	12	53,892	8	11,323	10	9,729	5	2,557	9	3,322	15	4,910	7	5,890
MUSCOGEE	830,650	1,301,774	1,402,210	33	52,593	27	196,981	111	217,839	82	437,778	100	68,072	123	59,772	101	102,089	224	114,554	47	37,557
Columbus	827,990	1,301,311	1,402,129	33	41,704	27	194,358	111	217,839	82	336,224	100	68,072	123	59,772	101	83,177	224	114,554	47	37,557
NEWTON	106,291	183,287	197,331	7	8,339	6	11,066	26	58,477	18	40,994	19	9,873	14	13,690	11	6,289	28	12,750	11	9,817
OCONEE	18,338	33,733	36,085	3	2,060	0	3,821	10	17,727	3	1,603	3	1,752	4	3,153	3	1,746	5	2,811	1	1,059
OGLETHORPE	16,439	24,909	26,320	2	1,502	1	2,786	6	6,341	4	6,821	2	1,278	2	1,122	0	1,273	4	224	2	773
PAULDING	57,100	109,713	117,181	3	6,687	4	12,406	12	28,093	7	30,364	6	4,495	4	4,996	1	5,674	11	5,482	8	6,458
PEACH	62,262	102,185	110,012	10	9,234	3	4,975	24	28,730	9	27,390	13	13,313	7	4,276	5	1,458	18	6,950	6	3,829
PICKENS	41,844	76,303	83,115	3	4,744	4	3,513	7	17,106	7	21,535	9	5,607	1	3,543	3	4,024	7	2,621	5	6,748
PIERCE	26,907	40,449	44,172	9	7,276	2	4,676	15	11,662	8	11,426	6	2,114	4	1,002	1	2,137	8	2,228	3	1,297
PIKE	5,293	8,978	9,882	2	565	1	1,047	4	2,723	0	2,559	2	480	1	421	0	479	2	807	2	289
POLK	95,943	145,028	154,361	11	10,921	8	11,627	34	49,891	22	33,941	7	5,928	23	6,904	13	6,127	30	7,372	11	10,170
PULASKI	27,918	37,977	40,586	1	2,316	2	4,297	15	14,369	7	9,360	7	1,236	10	2,211	7	1,813	6	1,930	3	1,662
PUTNAM	26,545	46,138	50,586	3	2,887	3	1,804	15	20,314	6	8,518	7	1,852	1	2,158	2	2,449	9	2,300	3	1,622
QUITMAN	2,333	4,067	4,389	1	203	1	375	8	1,789	1	917	1	171	0	152	0	171	0	290	0	103

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	NUMBER OF STORES (198[illegible], and 1989 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
RABUN	42,551	78,671	86,430	4	18,189	3	2,155	12	20,496	4	11,425	9	5,205	7	1,496	7	2,646	17	6,969	5	1,918
RANDOLPH	18,912	28,716	30,759	4	2,143	3	1,633	13	11,032	4	4,857	5	661	5	1,147	3	1,942	5	1,147	4	1,774
Augusta	317,239	432,804	452,656	14	6,416	6	9,944	59	32,646	36	58,450	35	23,490	55	15,418	41	11,510	93	22,139	25	12,501
RICHMOND	916,450	1,539,005	1,671,504	48	80,473	22	176,960	130	277,852	97	472,068	86	96,680	147	102,449	88	105,075	220	167,374	46	49,090
ROCKDALE	177,897	368,559	408,705	15	34,462	4	33,314	27	95,589	23	138,055	21	28,513	19	9,959	16	18,175	43	27,992	10	12,781
Conyers	156,694	310,383	342,978	11	22,724	3	27,859	22	79,937	21	115,450	15	27,415	16	8,329	14	15,199	37	23,114	10	12,183
SCHLEY	9,544	17,542	19,424	1	1,030	2	1,912	6	4,733	3	5,854	5	1,279	0	770	1	872	3	1,475	0	530
SCREVEN	37,078	58,426	64,163	2	3,661	4	2,440	16	20,781	7	15,023	6	2,252	4	2,875	7	3,107	8	1,850	4	3,230
SEMINOLE	26,552	40,939	44,196	4	4,324	6	2,222	14	15,447	6	10,599	2	2,146	8	1,384	5	1,646	9	1,260	4	2,457
SPALDING	211,019	336,419	360,787	16	24,551	9	33,179	37	89,660	33	87,265	18	9,313	38	24,731	26	19,647	47	26,023	15	11,483
Griffin	202,782	319,038	341,677	16	19,186	9	32,265	33	88,976	31	80,434	16	8,584	37	22,796	25	15,777	45	23,987	14	10,585
STEPHENS	85,733	141,151	153,369	7	12,437	7	19,143	20	36,518	10	36,429	11	7,055	11	3,745	15	4,672	27	12,124	9	9,212
STEWART	1,656	18,053	19,585	1	1,117	4	570	13	5,461	3	5,076	7	1,994	1	835	0	948	4	960	3	1,181
SUMTER	128,342	201,732	217,864	15	26,831	5	23,065	29	42,555	14	29,713	20	9,133	26	17,111	10	6,448	23	15,309	9	8,884
Americus	122,094	191,051	206,232	12	24,036	4	20,863	21	42,471	12	26,618	17	9,115	25	17,077	10	5,228	21	13,715	8	7,959
TALBOT	7,149	12,585	13,752	1	786	4	1,456	6	3,496	1	3,564	4	1,409	1	585	0	666	1	1,125	1	404
TALIAFERRO	644	1,212	1,316	0	75	1	138	1	421	0	340	1	65	1	57	1	62	2	108	0	39
TATTNALL	41,564	74,249	81,727	4	2,120	6	2,173	14	20,509	14	24,118	12	5,471	5	4,208	9	6,221	8	2,319	5	3,486
TAYLOR	17,625	26,179	27,842	2	1,589	3	2,948	14	7,079	5	7,214	6	809	3	1,186	2	1,347	4	571	5	1,830
TELFAIR	35,102	48,274	52,601	5	2,552	2	5,569	14	16,561	9	8,793	8	2,258	9	3,020	6	3,511	9	1,865	8	2,339
TERRELL	32,944	43,555	46,640	4	6,407	3	1,131	17	14,370	4	8,316	11	2,010	5	3,142	5	1,607	9	2,657	3	1,456
THOMAS	145,120	226,141	244,559	16	17,560	11	21,557	40	48,447	19	62,203	17	8,546	24	18,659	21	10,590	36	20,831	12	8,156
Thomasville	123,628	190,503	205,775	12	12,913	7	20,542	33	48,018	15	26,422	14	8,470	22	18,494	19	10,496	33	19,859	9	7,483
TIFT	179,806	293,299	319,144	11	15,907	7	24,045	35	49,971	22	66,078	30	47,683	23	17,056	19	11,269	43	[illegible]	11	10,718
Tifton	146,314	236,394	256,979	9	12,413	6	23,477	29	49,209	21	51,564	18	24,838	22	13,310	18	8,794	36	24,925	10	8,363
TOOMBS	78,653	143,256	154,271	8	14,509	5	16,333	25	43,173	12	26,277	11	7,658	10	8,748	11	7,470	19	10,442	7	5,225
TOWNS	14,967	31,475	36,036	2	2,056	2	3,816	5	6,220	2	9,338	4	1,329	4	1,205	2	1,743	8	3,867	2	1,057
TREUTLEN	9,166	14,238	15,755	4	899	2	1,668	6	6,468	3	1,119	2	765	4	883	2	764	5	1,219	1	462
TROUP	224,273	370,377	407,144	23	24,452	11	34,724	50	83,572	37	93,903	29	27,594	42	36,147	36	27,180	53	27,871	16	14,963
La Grange	174,526	284,394	312,217	19	16,809	7	26,985	37	66,294	29	64,973	22	26,178	29	25,011	22	18,806	42	21,324	11	11,287
West Point	17,681	28,535	31,297	1	1,227	2	1,743	5	4,195	5	8,438	3	1,027	9	4,636	10	5,808	7	1,271	3	751
TURNER	32,944	42,718	45,338	5	8,479	3	4,801	14	12,725	7	10,101	6	2,707	3	1,327	6	2,051	8	2,011	4	798
TWIGGS	6,755	11,457	12,239	3	933	2	1,080	9	2,817	1	2,641	4	2,099	0	434	1	492	1	833	2	298
UNION	18,708	39,684	43,974	2	2,511	4	981	7	14,047	6	8,450	5	2,733	3	918	3	252	9	4,646	2	1,289
UPSON	89,452	139,000	150,208	8	6,170	7	11,356	37	37,649	13	26,524	9	10,762	18	6,487	11	8,114	32	11,539	8	6,010
WALKER	152,490	230,160	247,839	12	15,640	6	7,985	30	90,736	29	26,914	42	28,198	26	14,256	16	6,780	28	6,292	13	5,547
WALTON	75,142	134,186	145,419	10	8,300	2	15,395	31	48,799	12	35,703	12	2,779	9	6,287	11	5,634	23	10,217	8	8,939
WARE	185,931	268,874	269,637	22	19,766	6	52,066	50	53,755	16	63,025	27	20,249	38	16,364	22	15,987	32	17,752	14	9,657
Waycross	63,753	88,539	94,930	17	7,029	4	24,927	47	27,942	13	0	21	13,956	23	8,034	20	0	19	8,355	9	4,687
WARREN	9,930	14,063	15,229	1	868	2	1,612	6	4,064	3	3,946	3	1,755	2	649	3	591	3	525	1	447
WASHINGTON	56,903	92,343	99,593	7	7,738	7	7,564	19	27,554	12	28,436	11	2,587	13	5,025	5	2,814	10	5,839	6	5,183
WAYNE	86,165	130,893	141,937	8	8,014	4	6,469	20	25,227	16	48,132	15	6,076	17	8,365	14	12,866	20	8,447	8	9,267
WEBSTER	3,389	5,904	6,382	1	363	2	676	2	2,038	1	1,653	1	309	0	272	0	310	0	523	0	187
WHEELER	3,156	4,480	4,862	1	277	0	515	1	1,554	3	1,259	3	236	0	207	1	234	3	397	0	143
WHITE	27,615	65,396	73,045	3	4,256	4	2,260	14	12,357	8	21,207	8	3,304	3	1,132	2	3,534	21	9,465	3	3,559
WHITFIELD	330,052	607,368	665,225	14	20,857	13	74,485	58	128,768	42	134,823	40	45,202	60	34,797	61	90,226	80	51,003	19	19,060
Dalton	284,379	519,798	568,976	12	20,503	11	73,222	45	112,373	38	100,288	32	44,436	59	34,207	52	56,550	73	46,966	15	15,546
WILCOX	6,743	10,148	10,924	2	577	5	1,100	10	3,122	2	2,623	8	911	0	431	3	490	3	826	2	297
WILKES	40,181	63,946	69,716	9	7,650	7	3,709	12	19,757	5	14,720	11	4,348	10	3,804	3	3,376	6	1,799	3	3,535
WILKINSON	19,067	30,862	33,439	2	1,909	3	1,218	13	11,643	4	8,665	2	1,623	1	1,425	1	1,619	8	2,388	0	982
WORTH	38,860	59,346	64,234	4	3,667	3	6,801	20	17,008	7	23,835	10	4,996	4	616	4	767	9	2,607	5	3,574

HAWAII RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS........	5,193,406	8,082,801	8,627,659		321,736		1,100,325		1,628,716		1,171,667		447,395		615,694		332,558		1,479,846		558,930
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Honolulu, HI	3,962,598	5,971,589	6,330,219		164,581		921,623		1,058,943		883,380		321,980		433,067		230,285		1,145,812		430,459
COUNTIES, Cities																					
HAWAII	492,154	831,551	898,782	28	75,827	34	65,033	102	233,017	40	146,691	60	52,057	88	55,578	60	43,976	162	106,187	10	56,728
Hilo	285,856	425,304	454,258	13	37,184	9	40,450	36	109,061	24	85,903	32	29,433	35	14,658	34	18,563	84	[illegible]	6	28,483
HONOLULU	3,962,598	5,971,589	6,330,219	72	164,581	75	921,623	544	1,058,943	152	883,380	251	321,980	511	433,067	218	230,285	1,337	1,145,812	92	430,459
Honolulu	2,731,205	3,913,327	4,111,437	43	89,320	46	580,398	374	634,944	83	374,820	160	188,219	408	332,400	157	146,769	1,016	863,633	64	298,503
KAUAI	219,418	369,632	[illegible]	8	31,577	14	22,857	56	109,656	11	45,524	22	23,283	55	28,095	14	13,688	88	59,666	4	21,964
Lihue	100,040	171,968	186,869	5	5,870	4	4,212	10	19,125	6	15,863	6	7,440	24	6,803	9	3,306	34	11,454	2	4,083
MAUI + KALAWAO	519,236	910,029	998,039	18	49,751	30	91,012	95	227,150	24	96,072	33	50,075	139	98,954	43	44,609	154	168,181	15	49,779
Wailuku	62,308	105,871	110,789	2	5,487	4	10,023	11	25,123	3	10,888	4	5,996	17	11,098	5	5,105	18	18,421	2	5,877

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

IDAHO RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat Drink		Drugs	
STATE TOTALS	4,060,204	5,997,195	6,432,861		504,145		683,998		1,441,947		1,624,948		364,092		265,055		319,961		584,104		254,486
METRO AREAS (MSAs PMSAs CMSAs)																					
Boise City, Id	892,138	1,431,474	1,542,897		97,823		119,700		343,272		370,709		81,676		68,061		95,291		191,418		69,379
COUNTIES Cities																					
ADA	892,136	1,431,474	1,542,897	49	97,823	20	119,700	127	343,272	102	370,709	80	81,676	106	68,061	108	95,291	313	191,418	28	69,379
Boise City	708,120	1,075,670	1,152,741	26	52,837	16	104,598	90	252,261	67	224,773	60	73,121	89	53,421	82	62,807	250	147,698	21	60,626
ADAMS	6,341	8,826	9,416	2	605	0	2,570	6	3,607	1	558	2	537	1	172	0	198	6	475	1	227
BANNOCK	314,246	439,736	470,277	18	34,339	16	54,313	56	93,775	29	133,324	36	21,856	46	24,762	34	18,888	108	43,019	14	22,855
Pocatello	269,130	361,700	384,942	12	21,011	12	43,474	43	74,370	27	106,713	30	19,603	29	20,438	28	13,038	88	34,107	11	18,294
BEAR LAKE	24,551	28,404	30,246	2	1,814	3	7,716	8	8,123	5	4,208	6	3,303	6	1,205	2	594	10	1,094	2	676
BENEWAH	23,807	34,652	37,531	5	1,732	0	8,936	7	11,292	7	8,218	5	1,260	6	730	0	688	16	2,014	2	784
BINGHAM	89,009	130,082	140,266	11	9,333	8	6,114	25	41,135	14	47,310	12	6,191	15	5,338	6	3,950	32	8,505	7	4,252
Blackfoot	66,676	99,437	107,462	7	4,511	4	4,247	14	31,298	8	32,258	7	5,713	10	4,807	5	3,545	24	7,619	5	3,816
BLAINE	83,701	150,894	165,312	10	15,967	3	42,018	17	33,852	6	15,076	8	5,434	20	5,138	14	9,823	45	23,508	3	6,230
BOISE	2,809	3,971	4,274	0	286	1	1,218	4	1,089	0	266	1	253	0	82	0	94	7	665	0	106
BONNER	96,181	160,759	175,778	18	19,143	6	3,914	20	46,339	20	49,124	14	8,928	15	6,866	12	6,936	43	16,598	9	7,324
Sandpoint	66,297	106,149	115,574	11	7,961	3	2,786	10	28,448	18	34,968	8	7,266	14	4,887	11	4,937	23	11,474	6	5,296
BONNEVILLE	392,184	586,298	621,547	23	47,786	15	68,982	50	120,883	38	163,399	37	30,796	28	23,848	37	41,192	101	47,294	13	20,216
Idaho Falls	360,958	535,869	567,644	20	35,919	14	57,912	41	119,135	36	137,178	33	30,375	27	23,499	35	34,582	97	45,285	12	19,917
BOUNDARY	27,671	37,335	40,301	9	3,219	2	9,945	6	10,327	6	7,245	4	3,381	2	665	2	765	12	1,866	2	872
BUTTE	8,224	9,501	9,195	0	657	0	2,795	1	1,600	3	606	3	1,555	4	681	1	214	4	530	2	245
CAMAS	1,063	1,262	1,336	0	96	1	406	1	232	0	89	0	85	0	26	0	30	3	331	0	36
CANYON	366,617	510,734	545,779	32	57,134	17	55,274	59	120,660	49	173,030	36	27,627	45	23,201	31	18,094	111	38,070	14	16,764
Caldwell	117,010	162,310	173,359	11	13,516	6	14,521	16	44,131	17	45,066	15	16,701	13	5,685	13	5,066	35	11,622	5	4,694
Nampa	208,117	284,318	303,116	13	24,913	9	39,334	22	65,175	21	69,217	14	10,103	31	16,925	16	6,012	60	23,555	7	9,549
CARIBOU	26,010	32,227	34,398	5	2,652	2	8,312	12	6,578	6	9,350	8	1,887	5	998	3	639	[illegible]	1,532	3	730
CASSIA	12[illegible],306	154,413	163,715	11	13,205	9	7,638	13	34,997	13	55,458	16	10,187	21	10,299	12	6,994	3[illegible]	11,236	6	7,792
Burley	115,374	146,786	155,618	11	10,362	7	6,765	7	34,928	13	49,118	13	10,167	20	10,279	11	6,195	28	9,951	6	7,777
CLARK	1,453	2,080	2,199	0	130	1	558	1	320	0	121	3	378	0	37	0	43	2	453	0	49
CLEARWATER	28,779	42,532	44,539	6	5,196	4	816	11	13,895	8	10,698	2	2,589	4	808	3	954	19	6,267	4	1,089
CUSTER	14,213	15,534	16,658	4	1,119	0	4,759	7	3,910	3	535	4	3,029	2	318	1	366	10	1,371	1	418
ELMORE	66,721	96,661	102,707	6	6,284	4	2,865	19	25,759	14	29,965	7	13,361	6	1,304	4	1,314	27	7,510	3	2,582
FRANKLIN	23,820	29,718	31,989	4	4,263	3	7,536	6	5,703	5	6,279	2	1,572	6	688	4	2,124	9	1,302	3	923
FREMONT	25,460	32,686	34,439	6	3,291	3	1,002	9	8,882	4	7,542	9	4,140	1	700	3	806	17	2,764	3	918
GEM	28,709	40,274	42,758	5	8,037	3	1,943	5	15,161	8	10,845	4	173	2	869	6	1,000	15	2,436	3	1,266
GOODING	34,221	50,163	53,776	5	4,269	4	5,048	8	11,487	7	9,521	9	8,028	2	1,092	2	1,257	17	4,813	4	2,128
IDAHO	34,256	48,463	51,270	13	3,373	2	13,656	17	13,249	5	5,591	8	2,748	7	1,557	6	2,306	22	3,960	5	2,263
JEFFERSON	34,542	53,416	57,492	5	984	2	14,452	9	22,408	6	7,730	10	4,618	5	919	2	1,111	7	1,128	2	1,267
JEROME	40,910	63,291	68,749	6	4,113	5	3,858	5	20,010	5	11,236	8	9,262	5	1,692	5	2,260	19	3,977	2	1,834
KOOTENAI	261,600	420,334	455,102	27	41,135	8	24,917	55	110,121	42	128,416	27	28,239	24	17,324	28	14,120	121	42,250	14	17,346
Coeur d'Alene	182,050	278,081	299,497	12	13,904	5	21,268	31	75,455	29	73,676	18	11,944	20	14,905	22	9,770	65	27,140	10	12,085
LATAH	31,362	197,404	213,145	14	16,740	8	25,698	28	45,243	17	52,646	11	4,793		10,263	16	13,239	55	18,510	11	11,079
Moscow	1[illegible]3,257	178,037	192,273	7	11,352	6	23,069	19	44,947	16	47,259	6	4,782		9,212	15	11,884	40	16,153	9	9,945
LEMHI	2[illegible],583	39,145	41,179	6	4,014	2	10,653	6	6,025	8	8,448	6	3,628		2,245	4	554	18	2,616	2	935
LEWIS	10,297	13,778	14,751	4	1,053	2	4,483	5	4,610	1	973	3	596	3	299	0	346	10	1,371	2	394
LINCOLN	8,131	10,329	11,029	0	788	1	3,351	3	1,589	0	728	2	698	0	224	1	258	5	656	1	295
MADISON	81,845	141,629	157,431	7	12,112	4	10,758	9	30,035	8	30,379	10	12,032	17	12,414	12	26,990	14	8,993	3	8,367
MINIDOKA	45,216	67,181	72,409	2	5,172	3	1,978	13	20,018	8	22,126	10	8,004	4	1,774	2	1,694	18	4,487	3	1,930
NEZ PERCE	204,482	277,422	293,832	15	16,018	9	40,727	29	58,167	28	88,540	19	11,953	26	10,409	22	16,199	84	27,079	8	14,204
Lewiston	202,498	275,066	291,380	15	12,594	9	39,647	28	58,167	28	67,738	18	11,953	26	10,409	21	16,199	80	25,848	8	14,204
ONEIDA	8,375	13,673	14,635	3	880	2	3,738	3	2,140	3	4,619	3	780	0	248	1	287	4	884	0	327
OWYHEE	17,342	26,921	29,036	4	2,391	2	7,809	7	9,481	1	1,694	8	3,372	0	522	1	602	6	1,029	1	684
PAYETTE	32,620	43,244	46,605	5	4,250	1	10,857	8	11,565	5	9,895	2	2,264	3	412	5	2,149	17	2,175	3	706
POWER	13,026	20,797	22,339	3	1,392	2	5,916	5	6,972	2	1,283	1	1,234	4	468	1	454	11	2,984	2	518
SHOSHONE	64,027	66,019	69,302	10	4,551	2	17,371	13	18,488	13	9,014	16	7,650	8	1,983	4	783	28	3,782	6	2,216
Kellogg	28,647	29,537	31,006	5	1,154	1	3,403	6	11,704	7	6,531	4	5,442	2	388	2	154	5	1,117	2	434
TETON	9,668	14,835	15,843	2	1,131	1	4,814	3	2,759	1	1,045	4	1,004	0	321	1	370	8	1,420	1	422
TWIN FALLS	282,501	377,795	400,387	30	34,856	16	38,532	42	77,200	35	118,192	30	18,920	35	22,538	32	22,435	82	32,811	14	19,576
Twin Falls	239,940	318,873	337,677	21	23,863	13	35,959	27	66,518	29	70,278	24	17,621	30	20,719	28	16,398	65	29,141	12	18,270
VALLEY	30,002	46,268	50,164	7	7,897	2	13,352	9	10,994	4	3,745	7	2,373	5	977	4	923	19	6,222	3	1,170
WASHINGTON	20,585	25,029	26,827	5	2,915	5	2,700	6	7,995	5	5,172	1	1,700	3	578	2	627	18	2,699	4	1,092

ILLINOIS RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)								
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber/Hdwr	Gen. Mdse.	Food	Auto	Gasoline	Apparel	Furniture	Eat/Drink	Drugs
STATE TOTALS	50,747,397	74,663,537	78,809,202	4,143,961	9,276,898	14,418,428	17,955,210	4,808,793	4,898,862	4,087,859	8,009,703	3,265,489
METRO AREAS (MSAs/PMSAs/CMSAs)												
Aurora-Elgine, Il	1,418,124	2,204,049	2,352,187	179,561	291,815	458,782	463,764	171,855	106,337	100,719	237,582	110,269
Bloomington-Normal.	598,960	898,833	954,257	63,190	127,080	162,154	207,641	79,265	49,981	48,430	102,627	35,506

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

ILLINOIS RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Champaign-Urbana-Rantoul, Il	792,592	1,257,359	1,345,932		84,747		190,850		227,601		272,350		93,056		65,687		66,925		166,972		47,285
Chicago, Il	28,298,947	42,393,609	44,655,637		1,870,072		5,319,235		7,784,926		9,218,192		2,345,935		3,326,555		2,553,707		4,796,636		2,028,749
Decatur, Il	612,391	804,282	845,875		53,181		133,357		157,852		195,507		55,309		44,511		48,019		75,718		31,338
Joliet, Il	1,270,371	1,855,387	1,957,344		130,457		205,338		364,276		479,072		203,030		84,902		60,728		187,041		90,624
Kankakee, Il	418,618	531,182	561,577		37,207		68,849		117,483		144,543		29,739		27,595		26,261		61,469		24,987
Lake County, Il	2,296,138	3,838,828	4,093,070		224,476		378,885		641,175		1,511,630		249,656		226,683		212,963		350,404		166,617
Peoria, Il	1,641,258	2,038,851	2,139,673		109,502		332,235		424,709		540,189		142,097		91,010		108,043		203,362		61,924
Rockford, Il	1,273,799	1,875,686	1,988,386		119,375		253,008		387,732		465,500		136,563		84,722		115,386		195,980		58,963
Springfield, Il	954,395	1,397,077	1,478,664		98,937		189,514		277,639		313,078		98,306		73,646		73,793		148,453		65,393
COUNTIES, Cities																					
ADAMS	341,778	453,661	479,675	20	19,805	12	84,538	42	93,505	35	136,047	24	14,445	61	29,504	41	23,220	135	42,731	12	17,445
Quincy	316,683	417,263	440,779	15	13,747	10	83,923	29	[illegible]	30	87,934	21	14,340	59	29,289	39	23,051	107	37,645	11	17,318
ALEXANDER	38,559	54,705	58,398	6	3,187	2	7,228	11	11,236	9	12,396	11	6,330	9	1,300	3	1,619	29	5,107	5	[illegible]
BOND	47,991	68,713	73,793	9	6,000	4	2,417	9	14,083	8	20,917	15	10,859	8	3,170	5	1,249	19	6,605	4	3,263
BOONE	94,207	143,241	151,033	7	8,175	4	17,525	18	32,051	13	52,258	15	12,414	6	3,235	7	2,637	30	12,154	3	3,033
Belvidere	85,046	128,703	135,634	5	6,608	4	14,166	13	31,774	11	42,241	13	10,035	6	3,207	7	2,343	24	10,451	3	2,452
BROWN	11,486	17,847	18,560	6	2,080	2	1,975	4	5,163	7	4,684	3	688	1	768	2	352	6	1,241	2	681
BUREAU	132,143	179,642	190,193	13	10,200	4	24,377	28	43,186	20	50,743	21	16,511	19	5,931	20	10,573	62	17,934	10	4,768
Spring Valley	25,237	34,207	36,203	1	1,201	1	2,871	6	9,906	3	11,834	3	3,132	3	683	5	1,274	7	1,380	3	1,868
CALHOUN	14,550	18,167	18,984	3	1,154	2	2,433	8	2,906	4	6,657	4	849	1	945	1	434	15	2,572	1	841
CARROLL	43,581	68,068	72,439	9	6,121	3	2,000	13	20,202	9	12,373	10	6,450	5	748	6	1,983	42	8,701	4	2,775
CASS	40,160	51,412	54,535	11	4,105	3	6,989	11	15,773	11	11,826	10	4,513	5	985	6	2,407	37	5,003	4	1,303
Beardstown	26,368	32,997	34,897	6	1,726	2	4,639	3	12,066	5	4,509	7	4,267	3	653	3	1,598	20	2,651	2	865
CHAMPAIGN	792,592	1,257,359	1,345,932	42	84,747	20	190,850	75	227,601	63	272,350	83	93,056	96	65,687	77	66,925	247	166,972	25	47,285
Champaign	411,284	649,279	694,663	14	36,187	9	115,667	35	125,740	18	76,170	31	52,959	69	51,456	42	27,204	120	92,445	11	30,708
Urbana	128,664	206,259	221,027	7	9,219	4	26,880	14	50,435	9	17,706	16	26,961	15	9,239	15	5,727	49	34,692	7	10,688
CHRISTIAN	136,699	199,262	211,927	24	18,108	10	21,537	23	52,685	22	52,777	25	13,716	22	9,851	11	6,784	56	13,152	14	7,019
Taylorville	89,141	132,011	140,652	9	8,819	4	17,555	9	31,224	14	31,909	9	10,437	14	6,910	7	3,968	27	8,686	8	4,489
CLARK	47,687	63,531	67,018	9	4,879	3	1,089	9	16,989	10	14,341	17	7,820	10	1,514	5	1,031	29	5,240	6	2,426
CLAY	45,981	61,297	65,093	11	4,583	6	3,008	14	15,726	10	16,032	10	4,277	9	2,055	9	2,478	17	3,588	5	2,879
Flora	35,498	47,009	49,879	7	3,007	3	2,466	7	13,280	6	10,695	4	3,777	8	1,684	7	2,031	9	2,739	4	2,360
CLINTON	102,365	147,245	151,893	21	28,207	5	5,397	28	30,631	15	41,731	21	8,982	14	4,304	16	9,537	74	14,487	7	2,507
COLES	229,612	338,604	360,354	20	14,915	18	45,608	32	71,151	30	84,241	30	24,021	35	18,228	24	18,496	99	40,947	12	17,687
Charleston	72,619	113,330	121,356	6	5,455	7	9,833	9	31,179	11	18,161	12	11,212	11	3,822	5	3,987	39	19,193	6	6,403
Mattoon	141,471	200,393	212,280	8	5,420	9	30,183	18	38,753	17	47,254	15	12,333	23	14,406	17	11,199	47	18,525	6	11,107
COOK	23,128,580	33,800,614	35,281,623	877	1,364,529	398	4,162,746	2,840	6,376,405	988	6,891,614	1,825	1,815,151	2,848	2,771,540	1,619	2,106,554	6,965	4,011,047	1,260	1,677,726
Chicago	10,123,928	14,415,121	15,000,824	339	382,864	198	1,526,037	1,537	3,021,602	408	1,503,274	739	708,277	1,340	1,110,880	710	722,111	3,804	1,921,970	773	824,636
CRAWFORD	82,315	116,712	123,344	10	11,837	8	11,160	10	30,244	8	30,650	14	8,764	12	4,584	6	3,038	22	7,454	5	5,053
Robinson	64,460	91,174	96,327	6	6,736	5	8,740	5	25,881	6	24,002	6	6,110	11	3,590	3	2,379	17	6,682	3	3,957
CUMBERLAND	23,157	36,241	38,763	4	3,629	2	4,369	4	6,212	8	10,729	9	5,061	4	814	1	779	9	3,724	2	1,508
DE KALB	275,797	428,981	455,099	29	35,798	10	28,625	38	89,838	31	121,832	38	30,472	45	24,841	26	24,013	117	52,891	11	14,889
De Kalb	143,038	218,691	231,576	13	16,644	4	6,480	18	64,593	9	35,681	17	19,708	23	10,167	13	11,333	57	29,924	5	11,087
DE WITT	62,662	88,889	95,245	8	8,828	4	2,929	9	21,422	12	38,466	10	7,076	13	3,824	4	1,905	25	7,314	5	1,977
Clinton	45,616	63,143	69,201	6	7,320	2	2,428	4	17,764	8	21,232	6	7,076	8	3,263	2	1,580	15	5,087	4	1,640
DOUGLAS	80,610	111,750	118,613	12	7,893	7	2,441	14	29,004	16	25,838	18	12,581	9	10,325	11	7,234	35	8,676	6	2,724
DU PAGE	4,597,678	7,645,561	8,353,394	175	420,692	52	1,076,730	347	1,186,240	155	2,036,851	307	460,656	448	519,019	288	408,986	885	891,726	120	300,131
Wheaton	155,413	259,690	284,105	11	17,247	1	10,858	17	64,304	7	90,506	13	21,442	27	17,203	10	12,842	39	14,854	10	20,190
EDGAR	75,881	98,391	103,541	9	10,082	5	6,702	13	23,200	14	29,393	13	7,127	18	5,426	5	2,885	32	9,140	7	4,261
Paris	57,029	71,934	75,425	5	6,788	4	6,370	10	21,055	10	13,940	10	6,774	16	3,653	4	1,943	23	6,324	6	2,868
EDWARDS	25,931	34,570	37,900	9	8,456	2	3,805	8	10,999	3	7,774	4	314	6	461	6	1,562	5	1,323	0	1,312
EFFINGHAM	211,785	339,853	363,116	12	21,700	9	19,126	20	56,486	21	72,603	39	71,513	34	22,587	24	20,409	56	32,485	5	4,910
Effingham	174,310	284,454	304,446	9	14,309	8	12,612	12	55,375	16	47,877	23	71,098	30	22,167	16	11,861	31	25,585	5	4,881
FAYETTE	73,224	110,364	116,655	15	13,436	8	13,120	14	25,089	15	25,567	15	11,130	11	2,692	8	2,223	26	9,985	2	5,159
FORD	52,044	68,999	73,170	6	10,720	5	2,312	14	18,488	13	14,625	14	6,432	14	2,139	3	1,674	25	6,026	6	2,499
Paxton	16,802	22,043	23,345	1	2,500	3	539	5	8,724	5	3,411	5	1,441	6	1,143	1	390	6	2,216	3	941
FRANKLIN	160,827	205,527	214,305	21	12,705	10	20,078	34	50,196	28	49,912	25	16,791	37	10,214	16	8,793	57	17,877	14	8,929
Benton	67,693	88,307	92,328	7	3,669	3	9,183	9	21,005	9	20,989	10	8,881	11	2,790	5	4,022	20	7,598	5	3,365
West Frankfort	58,041	71,825	74,569	5	2,171	3	7,423	10	20,821	11	11,662	8	6,955	13	4,354	8	3,783	14	5,405	4	3,301
FULTON	138,798	163,476	174,454	19	13,504	9	10,364	28	46,295	22	39,665	23	11,288	25	10,032	14	7,795	75	14,942	9	7,517
Canton	82,848	98,571	105,128	7	2,683	2	7,244	11	26,843	10	20,048	10	9,214	17	7,954	8	3,595	28	8,345	6	5,381
GALLATIN	15,483	23,102	24,370	4	3,612	2	3,123	7	6,439	6	5,421	4	926	5	1,223	2	557	14	[illegible]	4	1,376
GREENE	39,589	52,004	54,934	9	6,138	6	1,409	11	16,510	11	15,873	8	3,520	7	936	8	1,298	28	3,935	6	2,097
GRUNDY	121,382	174,610	188,554	20	13,667	6	13,345	17	41,130	16	50,371	21	20,465	10	[illegible]	12	4,853	51	17,473	9	7,738
Morris	80,209	115,425	124,649	7	4,393	3	10,523	8	31,622	8	23,018	11	17,887	8	[illegible]	8	3,288	26	9,708	4	4,975
HAMILTON	24,523	33,516	35,788	3	2,111	6	2,510	5	7,611	5	9,372	8	2,758	1	1,782	3	818	7	1,528	2	1,583
HANCOCK	51,980	73,357	78,086	16	8,675	5	977	14	17,181	17	27,762	10	4,001	4	1,023	8	2,487	46	5,415	8	1,835
HARDIN	7,036	10,469	10,999	1	670	1	1,410	5	4,210	3	1,426	3	492	1	547	2	252	9	973	2	486
HENDERSON	15,255	21,097	22,360	6	1,238	1	2,608	6	3,287	5	4,669	6	3,541	0	1,013	3	466	23	3,520	1	900
HENRY	180,634	224,284	236,798	26	15,753	11	10,559	27	47,894	27	62,561	31	21,243	35	13,011	20	11,471	77	24,370	12	10,484
Kewanee	73,829	79,398	82,084	6	2,426	4	6,177	10	18,913	11	12,859	10	9,097	20	6,619	12	4,988	29	6,500	4	5,257
IROQUOIS	102,205	135,653	145,452	18	10,857	7	10,776	18	31,647	23	32,680	20	17,298	16	4,326	12	6,903	61	11,696	5	3,340
Watseka	45,798	63,988	68,472	4	1,857	5	7,087	5	17,505	8	13,919	5	4,733	11	4,157	3	1,181	15	5,360	2	2,197
JACKSON	340,587	470,958	502,548	17	23,107	13	84,254	31	70,363	29	122,830	26	19,330	50	34,941	29	23,194	102	45,411	11	8,205
Carbondale	259,569	363,112	388,002	7	5,374	8	65,349	14	47,255	13	79,780	16	17,138	38	30,404	17	11,271	69	35,284	6	6,305
Murphysboro	52,727	68,460	72,484	3	2,997	4	10,927	8	21,884	9	10,264	8	1,957	11	4,155	7	2,341	16	5,965	5	1,870
JASPER	42,031	62,577	66,415	8	12,584	6	2,831	8	13,093	6	22,080	6	5,877	5	1,145	3	1,702	11	1,938	2	2,938
JEFFERSON	186,329	297,560	320,120	20	20,597	9	48,851	22	56,475	21	65,361	27	34,534	23	14,031	24	16,798	47	29,968	9	7,131
Mount Vernon	171,700	272,567	293,052	11	10,591	6	39,905	18	56,146	19	53,392	23	34,333	22	13,949	19	9,561	36	26,270	9	7,089
JERSEY	56,803	74,890	78,149	3	4,751	4	10,016	11	16,690	11	25,169	9	2,848	4	2,830	6	3,173	35	7,987	5	2,145
JO DAVIESS	63,412	97,096	105,718	16	8,803	4	1,459	17	18,158	8	20,675	17	10,112	4	325	6	2,034	53	13,270	7	4,332
JOHNSON	21,191	37,641	40,770	3	2,953	4	2,233	4	11,158	5	6,455	5	2,182	3	353	2	932	10	2,651	2	1,803
KANE	1,338,179	2,084,629	2,225,938	88	187,276	34	275,634	135	425,440	91	435,422	145	160,914	172	103,193	114	94,282	399	227,835	53	106,606
Aurora	304,797	486,804	521,161	25	45,060	10	40,466	46	99,082	30	117,290	42	43,346	37	16,071	30	22,476	98	52,687	16	22,905
Elgin	254,422	415,184	445,462	22	44,635	6	41,702	24	113,521	18	31,244	34	42,938	29	23,562	26	25,158	71	33,061	13	28,446
KANKAKEE	418,618	531,182	561,577	33	37,207	10	68,849	44	117,483	46	144,543	41	29,739	48	27,595	32	26,261	153	61,469	21	24,987
KENDALL	79,945	119,420	126,249	13	12,285	2	16,181	11	33,342	8	28,342	19	10,941	6	3,144	12	6,437	32	9,747	4	3,663
KNOX	286,446	369,724	389,446	26	18,019	10	53,673	33	77,862	29	92,467	43	28,618	47	20,594	38	20,066	108	36,912	12	14,502
Galesburg	244,340	306,561	321,709	17	11,728	8	48,881	23	70,093	18	54,317	30	20,052	42	18,765	33	14,880	77	30,775	10	13,207

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
LAKE	2,296,138	3,838,828	4,093,070	124	224,476	39	378,885	199	641,175	151	1,511,630	210	249,656	282	226,683	184	212,963	628	350,404	79	166,617
North Chicago	38,280	60,820	64,513	1	3,508	0	2,572	5	10,018	5	4,579	10	10,715	1	1,984	2	3,065	39	16,949	1	2,604
Waukegan	452,372	683,069	720,578	19	26,288	11	57,685	39	112,193	24	168,718	32	50,853	79	28,350	38	30,021	121	58,382	13	27,438
LA SALLE	533,470	707,817	742,795	38	50,302	28	79,669	80	150,012	61	190,316	86	59,005	90	36,453	67	34,524	237	66,595	27	23,489
La Salle	51,228	67,751	71,070	3	640	3	7,661	8	16,278	7	11,746	12	9,772	6	1,415	10	5,340	26	4,867	2	2,459
Oglesby	10,864	14,295	14,986	2	1,026	2	1,439	2	3,059	1	3,880	2	847	3	729	3	704	9	1,200	2	462
Ottawa	156,182	207,222	217,461	8	10,812	6	17,004	15	46,167	16	63,694	15	16,713	24	10,028	17	5,544	54	15,995	8	8,595
Peru	127,324	165,293	172,977	3	6,813	5	33,974	17	34,533	11	22,515	15	13,808	29	12,715	12	6,763	34	13,521	4	5,352
Streator	97,208	127,612	133,736	6	5,074	5	13,443	15	31,332	14	26,764	20	11,541	18	8,752	9	3,751	38	10,703	6	4,582
LAWRENCE	54,922	71,277	76,658	8	9,411	5	3,082	9	24,617	7	9,558	8	6,047	9	2,457	5	3,011	25	4,458	3	3,042
Lawrenceville	32,876	40,513	43,279	3	1,515	3	1,710	6	13,655	5	5,302	5	6,028	8	1,383	3	1,670	16	2,769	2	1,688
LEE	98,990	142,053	150,915	17	11,634	3	6,357	23	18,838	18	57,172	16	10,502	9	7,954	10	5,952	61	15,554	6	6,506
Dixon	64,319	88,109	93,090	10	4,636	2	6,110	14	10,561	10	21,052	13	10,298	8	7,645	6	3,840	31	9,450	4	6,253
LIVINGSTON	145,077	198,432	213,528	19	12,198	10	19,319	21	46,370	28	63,904	23	11,705	23	9,047	20	9,915	61	17,698	8	5,015
Pontiac	64,027	88,183	94,970	5	3,297	4	12,123	6	19,837	8	17,006	8	8,112	14	6,894	9	3,830	23	7,723	2	2,967
LOGAN	119,188	164,812	174,380	18	13,783	7	17,332	21	35,315	15	47,728	24	15,159	12	5,923	12	8,049	54	19,202	5	4,522
Lincoln	95,137	131,080	138,629	7	5,320	6	15,176	13	33,509	11	31,152	14	14,014	11	5,187	11	7,048	38	16,814	4	3,959
MCDONOUGH	152,761	207,726	220,127	24	16,365	6	20,121	17	46,323	14	39,554	20	12,493	31	15,312	17	9,651	55	25,998	8	9,131
Macomb	124,705	170,356	180,627	9	5,122	5	15,982	9	41,807	6	26,580	14	11,644	26	13,836	14	7,605	39	23,495	7	7,252
MCHENRY	572,689	947,434	1,020,620	57	84,851	13	79,759	73	220,281	56	289,527	68	70,128	65	35,996	46	38,167	198	93,863	25	50,892
Crystal Lake	163,076	264,537	284,412	12	20,431	5	34,069	20	91,439	4	15,032	15	19,926	26	18,372	16	9,714	43	21,495	4	21,584
MCLEAN	598,960	898,833	954,257	44	63,190	15	127,080	77	162,154	41	207,641	73	79,265	87	49,961	57	48,430	195	102,627	21	35,506
Bloomington	416,778	615,064	651,770	23	31,011	9	97,407	36	96,529	26	143,776	37	53,810	51	35,959	38	31,000	115	65,382	11	23,971
Normal	115,735	188,562	201,939	5	5,553	4	18,907	15	55,934	2	30,894	13	23,397	32	13,272	13	6,351	37	25,254	8	5,283
MACON	612,391	804,282	845,875	37	53,181	15	133,357	67	157,852	61	195,507	55	55,309	85	44,511	56	46,019	176	75,718	22	31,338
Decatur	503,298	659,516	693,422	24	50,255	12	95,680	49	149,165	51	134,906	39	52,285	60	35,029	42	33,658	145	62,688	20	29,613
MACOUPIN	151,945	211,799	224,289	23	26,794	14	13,947	37	52,530	26	62,740	33	16,797	25	5,731	13	9,503	80	14,673	16	9,797
MADISON	1,098,254	1,556,751	1,628,827	64	110,387	47	243,867	171	359,377	122	408,405	156	115,186	132	57,731	92	63,779	384	150,638	46	42,168
Alton	247,110	325,070	336,993	4	27,261	12	88,668	26	49,239	25	63,519	22	14,037	50	18,674	23	14,882	72	30,884	9	7,393
East Alton	49,553	68,711	71,702	1	6,917	5	15,281	10	17,827	5	6,606	8	4,814	7	2,329	5	2,959	17	6,436	2	2,642
Edwardsville	79,338	117,599	123,684	8	7,892	5	13,686	14	28,893	9	25,724	9	8,839	13	6,660	9	4,359	31	13,950	2	4,129
Wood River	93,335	127,652	132,984	4	2,758	1	13,904	16	37,956	9	43,421	8	9,100	8	4,287	7	3,636	31	9,133	2	2,405
MARION	214,029	291,586	308,754	16	14,622	11	34,584	35	72,079	28	78,736	33	21,540	41	13,771	29	13,690	87	24,180	11	9,263
Central City	55,648	80,726	86,156	4	5,102	3	10,995	9	22,345	7	23,545	9	4,521	11	4,233	8	4,487	23	7,877	3	3,051
Centralia	121,661	155,637	163,491	8	7,020	5	20,828	16	45,446	15	27,419	15	12,211	29	9,232	17	5,746	45	12,047	7	5,444
MARSHALL	29,703	41,118	43,555	7	5,632	4	5,582	8	12,105	4	6,740	12	3,930	4	643	5	604	18	4,658	3	2,236
MASON	58,552	73,104	77,069	11	4,921	5	5,749	13	17,506	15	17,821	11	7,973	8	1,180	8	2,579	37	7,130	5	2,195
MASSAC	4[illegible],041	58,115	60,950	11	6,583	4	2,409	9	12,917	9	17,290	8	4,105	13	1,873	4	1,135	19	3,767	4	3,347
MENARD	23,103	32,942	34,838	4	2,057	1	4,466	5	6,542	6	8,779	9	3,941	2	1,735	0	797	11	2,542	2	1,540
MERCER	37,865	52,475	55,881	9	4,324	1	7,162	9	10,492	7	10,183	11	5,983	7	2,165	6	2,451	29	5,018	3	2,471
MONROE	57,721	90,801	97,101	9	10,691	2	12,444	16	26,741	12	24,490	7	3,983	5	1,673	6	2,375	32	9,803	4	2,636
MONTGOMERY	124,571	164,509	175,488	20	12,361	10	18,137	29	41,008	26	41,304	32	15,121	31	7,322	12	5,606	52	12,975	10	6,067
Litchfield	61,197	80,073	85,318	8	3,191	2	11,884	7	22,632	12	11,855	14	9,454	14	3,183	7	2,626	11	5,107	5	2,519
MORGAN	178,053	253,568	268,322	22	17,948	8	36,760	20	56,723	22	67,045	21	16,991	24	13,100	20	10,899	53	22,874	7	10,410
Jacksonville	153,585	219,826	232,448	15	12,039	6	35,705	9	48,271	15	45,286	15	16,622	23	12,724	16	7,404	39	18,774	6	10,111
MOULTRIE	38,890	56,657	60,802	10	7,439	5	1,726	8	11,316	8	17,673	6	3,777	7	2,793	4	1,000	23	5,154	4	3,620
OGLE	129,025	217,658	232,832	21	16,980	8	4,753	25	56,179	17	70,60[illegible]	30	20,216	20	7,455	9	3,016	77	20,640	10	8,271
PEORIA	980,027	1,202,177	1,257,407	52	65,912	28	221,521	115	219,615	58	256,730	95	79,299	109	57,222	91	75,751	328	130,487	39	36,907
Peoria	752,488	886,224	921,639	32	36,334	23	196,625	68	147,324	40	137,845	49	59,306	89	48,677	80	56,081	223	93,166	24	25,057
PERRY	78,447	113,002	118,758	9	9,597	9	13,630	21	30,146	13	22,252	15	8,259	13	4,195	9	4,574	31	9,393	7	8,422
Du Quoin	51,808	73,795	77,451	3	3,709	4	9,854	11	20,348	7	11,636	7	6,755	7	2,291	5	2,496	18	5,892	5	4,643
Pickneyville	18,227	25,928	27,208	4	1,789	4	2,542	6	9,478	3	4,150	7	1,415	3	782	2	853	8	2,120	2	1,197
PIATT	43,822	61,708	65,302	10	3,977	2	7,5[illegible]9	9	13,158	7	24,273	10	4,674	4	399	4	2,101	19	3,294	4	2,653
PIKE	49,916	66,397	69,931	10	8,799	5	3,164	16	14,561	9	13,954	17	7,432	10	2,542	5	1,226	36	6,205	3	1,118
POPE	4,476	8,735	9,281	0	563	1	1,189	4	2,760	2	2,430	1	415	0	462	1	213	3	528	1	411
PULASKI	12,148	17,108	18,042	3	902	1	2,313	9	6,161	4	3,411	5	1,761	3	98	2	413	6	1,024	4	731
PUTNAM	13,367	20,562	21,784	4	1,324	0	2,793	4	5,635	3	5,528	2	974	0	1,084	0	498	11	1,286	1	984
RANDOLPH	123,832	173,104	184,774	17	13,074	12	22,588	34	47,309	26	51,631	29	10,906	20	2,843	17	6,897	50	13,611	9	4,048
RICHLAND	90,214	108,832	114,828	9	11,726	5	16,703	10	18,122	15	27,111	13	9,718	12	4,724	11	5,205	23	7,554	6	4,016
Olney	82,042	98,799	104,217	8	8,747	5	16,392	6	18,089	12	20,223	12	9,700	11	4,715	10	3,883	21	5,635	6	4,009
ROCK ISLAND	814,979	984,068	1,027,623	39	45,885	20	148,365	109	189,230	83	279,256	82	57,673	96	45,812	63	32,886	317	116,777	31	43,554
East Moline	119,891	143,655	149,851	5	1,993	2	9,723	15	40,410	12	53,417	8	7,547	12	7,173	10	2,925	44	15,844	5	2,996
Moline	359,564	429,080	447,304	12	11,152	10	99,251	36	66,063	28	72,129	33	23,195	52	26,092	38	17,913	126	55,242	8	15,259
Rock Island	151,364	176,397	183,273	8	8,974	4	27,639	22	32,468	23	37,582	17	15,052	16	5,931	9	3,083	79	22,904	11	9,649
ST CLAIR	1,055,553	1,540,662	1,603,938	55	78,847	29	205,568	146	303,948	109	356,888	120	110,960	143	87,546	75	70,289	386	151,361	47	38,502
Belleville	306,584	430,068	445,623	14	18,182	7	16,976	38	106,840	45	140,708	20	22,996	32	13,438	29	18,279	95	39,196	17	16,013
SALINE	137,974	196,679	205,585	11	11,212	8	26,651	25	49,926	21	41,228	15	15,944	24	7,023	14	9,636	42	16,952	15	11,457
Eldorado	29,142	45,430	47,968	2	2,641	3	6,279	7	11,762	7	9,712	3	4,835	5	1,149	4	2,270	13	2,896	4	2,699
Harrisburg	82,590	116,510	121,635	5	4,280	4	16,743	13	33,132	12	15,243	7	11,071	16	5,118	6	3,217	23	12,053	10	7,698
SANGAMON	931,292	1,364,135	1,443,826	50	96,860	17	185,048	98	271,097	63	304,299	85	94,365	125	71,911	68	72,996	296	145,911	48	63,853
Springfield	785,747	1,144,520	1,210,607	28	52,251	14	176,836	71	221,819	44	218,935	52	87,303	116	88,642	54	52,350	203	108,876	41	61,031
SCHUYLER	23,310	36,799	39,229	5	3,238	1	4,621	5	9,730	5	7,721	9	2,267	5	2,416	5	1,701	14	3,977	2	1,595
SCOTT	11,304	15,524	16,571	3	826	1	2,124	4	3,112	2	4,341	1	740	3	275	0	379	9	1,385	1	734
SHELBY	57,619	83,843	89,086	9	4,623	5	2,490	20	23,163	15	24,418	19	6,188	9	1,807	6	5,870	34	5,696	8	2,995
Shelbyville	36,879	53,915	57,317	2	3,009	4	2,423	9	16,913	8	11,776	6	5,096	6	1,176	3	3,822	15	3,406	7	1,950
STARK	12,005	15,418	16,165	5	1,622	0	1,775	6	2,601	5	6,329	1	619	1	[illegible]	1	316	8	791	2	613
STEPHENSON	192,425	278,996	297,422	19	20,831	9	33,234	30	60,827	30	96,033	21	14,648	23	11,044	14	12,653	73	26,294	6	13,801
Freeport	169,294	243,197	258,983	12	11,080	8	33,119	23	60,616	19	62,903	15	14,597	22	11,008	13	12,609	50	20,723	5	13,753
TAZEWELL	560,939	704,762	741,500	31	34,265	14	95,034	69	182,620	63	224,738	76	52,887	51	31,747	42	27,654	193	63,951	24	23,000
Pekin	114,421	153,458	162,620	7	4,247	5	28,468	22	46,816	23	38,965	27	16,518	27	0	18	8,457	55	13,012	8	5,330
UNION	53,521	77,4[illegible]3	81,680	10	5,6[illegible]	3	10,468	13	22,195	8	18,576	10	3,181	10	1,869	8	3,619	24	7,325	6	2,855
VERMILION	375,973	504,170	531,729	33	34,267	15	66,678	52	116,523	46	107,228	52	43,931	41	29,959	34	22,583	137	48,982	25	21,105
Danville	273,495	358,470	376,975	13	20,902	8	57,206	27	70,389	30	68,208	27	37,268	30	26,824	25	14,984	80	34,909	17	16,419
WABASH	68,514	88,379	93,248	5	3,281	4	10,810	11	21,476	10	26,145	11	5,502	12	2,975	5	2,314	17	7,538	3	1,777
Mount Carmel	67,488	87,107	91,913	4	3,281	4	10,637	9	21,476	10	20,048	10	5,502	12	2,975	5	1,871	17	7,351	3	1,777
WARREN	71,728	105,181	112,511	15	6,367	4	8,139	12	23,286	13	35,954	15	11,184	14	4,106	8	2,965	31	11,474	5	3,701
Monmouth	60,289	86,460	92,251	8	3,409	3	5,899	7	22,573	10	26,059	10	10,842	12	2,976	7	2,149	25	6,195	4	2,682
WASHINGTON	38,416	57,569	60,943	12	9,240	3	2,498	12	11,222	9	24,262	4	2,567	5	1,124	5	1,805	22	5,256	3	1,865
WAYNE	83,376	116,143	123,311	12	34,370	4	14,707	15	20,788	12	28,789	10	3,343	10	4,848	7	2,916	14	5,149	4	2,236
WHITE	73,840	95,288	100,384	9	7,792	6	5,670	16	17,146	12	40,346	12	5,678	14	2,564	8	3,110	21	6,068	5	2,148
Carmi	61,688	79,524	83,766	4	3,138	3	4,897	8	15,388	11	34,851	7	5,629	12	2,215	5	2,001	14	4,866	4	1,856

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
WHITESIDE	255 847	353 276	370 380	28	35 428	11	42 506	32	63 809	31	98 753	37	27 958	30	15 578	33	18 748	97	30,724	14	17,177
Rock Falls	44 607	61 839	64 864	4	2 183	1	3 411	8	18 185	9	10 292	12	12 791	1	1 296	5	2 282	21	6,743	2	1,579
Sterling	147 543	200 836	210 190	11	8 612	6	33 904	9	32 861	11	49 457	11	12 062	20	13 030	17	9 263	40	14,991	7	11 707
WILL	1 148 979	1 680 777	1 768 790	86	116 790	23	191 993	130	323 146	103	428 701	138	182 565	131	80 204	88	55 875	385	169 568	57	82 886
Joliet	481 248	578 399	593 536	29	22 162	10	102 361	47	109 482	36	126 240	50	49 195	81	35 982	47	19 231	152	51,041	21	26 381
WILLIAMSON	242 236	380 415	404 802	28	45 603	8	27 123	41	87 534	22	118 106	30	31,759	40	13 346	25	17 397	80	33,770	14	14 123
Herrin	54 028	87 788	93 746	4	7 783	3	4 085	12	28 201	9	21 186	4	5 995	12	4 834	6	4 366	17	6 998	4	2,411
Marion	142 019	222 191	236 341	15	19 369	4	21 108	16	46 681	8	56 163	18	22 822	20	7 843	10	6 106	35	20 398	5	6 081
WINNEBAGO	1 179 592	1 732 445	1 837 353	70	111 200	31	235 483	134	355 681	80	413 242	130	124 149	166	81 487	98	112 749	398	183 826	44	55,930
Rockford	827 136	1 187 296	1 255 887	33	45 156	21	181 445	81	280 621	52	255 362	86	100 703	85	42 634	71	72 628	246	109 507	32	41 716
Rockton	DATA UNAVAILABLE FOR THIS CITY																				
South Beloit	18 136	27 542	29 319	2	1 583	0	3 352	3	5 063	2	5 883	4	1 581	2	1 160	2	1 605	18	5 781	0	796
WOODFORD	100 292	131 912	140 766	15	9 325	3	15 680	16	22 474	16	58 721	20	9 911	10	2 041	10	4 638	41	8 924	6	2 017

INDIANA RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U S Census	E&P 1988 estimate	E&P 1989 estimate	Lumber Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS........	23 723 731	35 306 853	37 545 074		2 295 205		4 280 218		7 382 095		8 948 461		2 904 272		1 634 377		1 701 542		3 712 248		1 549 107
METRO AREAS (MSAs PMSAs CMSAs)																					
Anderson, In	574 610	877 142	925 208		43 394		108 707		207 127		221 480		73 647		42 437		41 319		84 065		39 419
Bloomington, In	435 496	754 295	818 550		45 583		105 290		159 619		168 141		51 430		50 205		40 449		94 421		29 394
Elkhart-Goshen, In	761 445	1 285 723	1 401 758		80 513		117 435		302 487		543 988		75 811		50 814		35 534		124 352		50 135
Fort Wayne, In	1 603 351	2 568 890	2 720 152		146 559		355 081		512 505		623 660		191 773		131 491		155 136		299 551		102 916
Gary-Hammond, In	2 747 635	3 354 905	3 475 927		163 625		398 307		743 614		713 424		292 884		157 424		151 197		373 433		167 969
Indianapolis, In	5 834 963	9 013 579	9 601 412		509 480		1 160 189		1 658 019		2 376 944		780 192		421 650		457 481		994 759		383 047
Kokomo, In	490 866	729 212	772 777		48 160		92 411		142 428		208 254		63 304		39 478		29 245		77 978		33 029
Lafayette-																					
West Lafayette, In	592 064	927 866	995 550		65 409		154 333		169 160		242 402		65 007		39 942		45 974		111 774		41 457
Muncie, In	571 499	858 052	911 096		60 502		106 638		167 540		188 499		92 590		34 683		53 322		96 873		40 241
South Bend-																					
Mishawaka, In	1 151,353	1 738 911	1 842 284		77 582		265 780		336 055		439 143		112 159		82 686		135 288		193 314		74 495
Terre Haute, In	775 792	1 052 503	1 102 785		72 816		136 492		182 471		233 730		73 413		57 481		39 832		95 633		32 058
Evansville, In-Ky	1 393 147	2 010 962	2 131 302		150 617		289 061		428 859		468 149		131 008		129 478		118 911		209 747		67 600
COUNTIES, Cities																					
ADAMS	105,914	174,574	189,976	15	16,842	6	10,489	18	39,366	19	53,401	17	12,365	19	5,501	19	9,070	37	20,703	5	7,850
Decatur	67,520	109,592	119,079	9	8,067	3	6,654	7	29,754	10	20,999	10	10,208	10	3,907	8	5,029	28	16,063	3	4,980
ALLEN	1,413,676	2,258,020	2,383,913	73	117,898	34	340,273	112	420,830	98	537,586	138	165,979	200	124,022	134	146,492	451	268,553	68	86,596
Fort Wayne	1,142,086	1,786,923	1,882,429	42	52,177	28	298,993	88	351,279	69	341,065	99	154,136	174	111,742	107	99,952	373	212,335	54	70,884
BARTHOLOMEW	293,045	425,235	448,983	21	26,749	12	62,637	29	82,274	27	85,702	43	45,435	37	20,893	39	24,375	82	44,581	13	16,252
Columbus	257,762	369,399	389,465	17	19,364	9	58,741	19	79,253	26	72,559	30	41,630	34	17,091	36	18,045	75	39,132	12	13,294
BENTON	25,253	26,015	28,977	7	2,052	0	1,462	5	6,679	6	5,923	13	3,522	1	489	2	553	14	1,544	4	1,416
BLACKFORD	44,211	71,259	76,831	9	7,541	4	7,164	15	21,264	8	20,037	13	4,414	7	2,060	5	2,745	24	5,709	3	4,012
Hartford City	36,107	57,378	61,775	6	6,630	3	6,299	11	18,695	5	12,948	11	3,891	6	1,811	3	2,413	15	3,915	2	3,528
BOONE	147,818	249,963	270,270	12	17,812	2	13,633	20	48,481	20	48,643	30	51,574	23	11,605	19	9,674	54	26,394	10	10,944
Lebanon City	71,817	113,677	122,102	5	6,913	2	6,067	7	27,670	13	17,690	14	23,466	12	5,972	9	4,016	30	12,208	4	4,078
BROWN	17,167	31,288	34,851	2	3,540	2	1,758	13	3,709	2	5,007	4	1,807	3	588	3	665	15	7,655	3	1,491
CARROLL	45,937	74,607	80,239	10	9,567	6	4,047	9	13,843	9	29,182	9	6,068	8	1,079	3	1,650	30	6,298	5	3,730
CASS	157,041	220,565	234,770	18	14,780	7	27,238	34	45,025	21	57,676	24	16,335	24	9,070	21	12,868	73	22,077	10	12,051
Logansport	137,998	189,892	201,629	13	9,844	5	26,713	19	41,869	14	32,916	15	16,020	22	8,895	20	12,620	60	19,112	8	11,819
CLARK	457,803	666,503	717,060	31	54,535	15	132,942	66	117,937	42	158,831	64	70,039	48	38,267	21	19,598	113	60,473	18	21,001
Jeffersonville	139,193	206,571	222,716	9	9,919	4	24,025	22	44,688	19	53,205	21	26,004	13	8,434	4	4,319–	49	22,770	9	10,877
CLAY	86,239	118,849	125,992	9	6,408	3	6,355	13	21,580	14	35,834	18	18,108	8	3,326	8	2,651	29	9,212	6	6,381
Brazil	56,341	76,300	80,714	8	4,737	2	4,698	8	21,148	8	8,612	11	13,781	5	2,459	4	1,803	21	6,829	5	4,717
CLINTON	98,326	138,118	147,606	10	6,054	3	7,422	22	35,976	16	36,495	14	9,952	21	6,888	12	6,510	52	14,261	8	7,879
Frankfort	82,108	114,904	122,727	4	4,715	3	7,216	10	33,482	14	28,424	11	7,751	19	6,821	10	5,071	29	10,364	5	6,136
CRAWFORD	17,171	28,365	30,637	1	3,114	6	2,953	8	8,420	2	4,401	6	4,285	3	517	1	595	11	1,966	0	1,309
DAVIESS	103,956	152,428	162,069	18	19,163	7	19,666	17	35,076	15	29,721	19	14,711	20	7,704	15	4,312	40	12,275	9	7,037
Washington	76,618	110,695	117,498	9	4,412	5	13,932	11	32,940	10	17,260	10	14,638	16	5,458	13	3,404	28	10,618	8	4,985
DEARBORN	102,376	159,797	169,211	12	8,436	7	14,279	21	40,809	15	35,349	23	13,659	11	3,179	12	6,502	41	14,467	7	11,664
DECATUR	81,169	120,282	130,745	12	6,946	5	11,051	12	27,955	11	30,360	21	17,874	13	3,870	9	3,631	32	10,787	3	5,588
Greensburg	65,374	97,270	105,778	8	4,359	4	10,853	9	27,938	10	19,425	14	16,962	11	2,476	8	2,929	19	8,859	2	3,576
DE KALB	104,219	171,219	186,111	14	16,542	6	9,387	20	50,012	17	47,821	20	12,689	16	5,891	13	5,177	49	18,532	7	7,955
Auburn	61,710	101,992	110,929	7	5,541	4	7,353	7	27,793	6	18,360	8	9,945	10	4,596	8	1,936	24	12,797	4	6,117
DELAWARE	571,499	858,052	911,096	41	60,502	15	106,638	74	167,540	56	188,499	76	92,590	67	34,683	64	53,322	192	96,873	29	40,241
Muncie	489,982	739,670	785,867	30	41,423	13	90,091	61	182,309	42	122,101	60	86,803	63	33,632	54	34,044	161	83,738	25	33,997
DUBOIS	177,612	312,731	338,210	16	16,612	7	17,887	25	54,037	14	140,452	29	22,184	28	13,446	23	16,733	67	29,437	9	8,664
Jasper	116,428	202,806	219 .11	7	4,370	2	14,969	8	30,610	11	96,860	11	12,588	17	10,575	15	10,795	38	17,784	3	4,821
ELKHART	761,445	1,285,723	1,401,758	56	80,513	29	117,435	97	302,487	82	543,988	80	75,811	79	50,814	52	35,534	216	124,352	26	50,135
Elkhart	469,698	737,866	798,685	25	32,078	15	95,143	47	207,455	47	238,218	48	50,809	39	20,281	27	10,133	130	70,397	15	35,825
Goshen	132,798	246,261	270,788	12	11,397	6	8,974	19	57,207	18	85,057	13	20,279	14	17,089	13	7,013	35	21,488	5	10,268
FAYETTE	102,255	143,198	151,209	8	4,230	7	13,380	10	33,965	13	32,801	16	11,003	11	4,876	10	3,836	31	14,362	7	11,361
Connersville	98,681	137,401	144,988	8	3,331	6	13,031	9	33,077	13	25,211	16	10,940	11	4,848	10	3,059	30	13,986	7	11,274
FLOYD	207,065	304,575	325,702	20	12,386	5	22,325	45	79,648	17	51,745	32	24,273	18	22,469	23	25,181	83	41,198	15	16,867
New Albany	186,676	269,078	287,082	15	8,621	5	21,338	38	74,308	16	39,135	25	23,883	15	19,086	18	18,187	70	36,438	12	13,093
FOUNTAIN	68,719	92,553	98,524	12	7,462	7	3,371	12	23,753	16	35,691	16	3,901	10	1,528	7	1,810	39	11,306	6	4,954
FRANKLIN	33,946	54,344	57,946	5	5,778	2	2,923	13	21,461	10	8,683	8	4,605	2	977	2	1,108	16	4,995	2	2,476

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INDIANA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
FULTON	84,031	100,089	108,268	10	4,715	5	7,936	12	25,139	13	28,023	18	8,832	12	2,621	4	1,786	37	13,580	6	7,125
Rochester	49,828	77,175	83,401	4	1,185	4	6,800	6	21,541	9	14,060	14	8,562	10	2,246	2	1,531	24	11,288	4	6,105
GIBSON	131,676	176,757	188,198	18	18,595	10	17,053	28	43,956	20	46,321	19	10,075	18	6,955	12	4,874	42	15,561	9	8,949
Princeton	79,681	109,554	117,007	9	6,624	7	13,937	12	22,975	11	32,867	9	5,525	13	5,669	5	2,578	19	7,769	4	4,079
GRANT	316,652	451,337	477,021	33	32,585	11	56,468	52	94,378	40	111,938	48	35,789	44	27,724	35	21,650	139	48,906	21	21,852
Marion	265,714	374,393	395,162	21	22,051	8	51,654	31	81,077	33	84,222	28	28,292	[illegible]	25,[illegible]	28	13,594	99	37,802	16	17,370
GREENE	89,997	138,267	148,400	19	16,375	9	11,925	18	43,672	17	27,812	21	8,573	19	5,293	10	3,739	47	10,013	8	6,870
Bloomfield	17,438	27,295	29,353	2	3,142	1	2,136	4	8,381	2	5,337	3	2,111	6	1,690	2	717	8	1,076	3	1,878
Linton	39,046	60,097	64,514	6	3,546	4	9,276	6	18,087	6	8,519	7	6,154	10	3,291	4	1,182	16	4,627	2	2,982
HAMILTON	288,640	570,849	632,184	23	41,185	8	31,888	37	143,769	20	159,206	45	55,298	35	16,772	37	38,646	86	64,667	21	28,826
Noblesville	94,519	169,986	186,738	6	5,941	3	11,505	12	51,718	10	37,291	15	19,951	13	5,433	5	5,097	32	15,537	9	11,367
HANCOCK	153,022	233,771	251,106	12	10,485	7	14,973	23	46,196	11	73,265	37	35,774	14	5,603	14	5,981	40	23,041	10	11,618
Greenfield	108,790	167,489	180,058	8	7,968	5	11,379	10	35,106	5	46,616	17	31,567	6	2,598	6	2,848	22	12,443	6	8,661
HARRISON	69,610	102,497	109,830	8	11,235	8	7,375	13	30,579	12	18,581	14	7,560	5	1,805	7	5,749	30	9,062	3	3,941
HENDRICKS	194,139	313,364	341,039	16	16,885	9	12,249	25	98,462	21	67,723	30	36,258	17	6,656	22	10,973	66	32,842	11	15,722
HENRY	178,909	256,247	270,791	16	13,882	9	16,794	32	76,948	34	48,314	34	24,953	27	9,473	16	11,088	70	23,331	9	11,731
New Castle	119,842	164,684	173,173	8	8,290	5	14,481	16	47,144	20	28,851	19	14,901	21	8,520	13	7,644	43	15,625	6	8,443
HOWARD	439,575	653,250	692,033	26	41,854	14	89,637	61	122,396	39	184,573	52	54,533	58	36,897	40	27,959	142	71,346	19	29,579
Kokomo	404,032	602,509	638,527	24	40,239	12	16,178	53	122,049	35	139,393	40	54,379	55	34,619	35	20,058	129	66,711	17	26,111
HUNTINGTON	117,764	182,872	196,009	16	9,977	5	9,887	23	43,571	15	42,208	23	20,788	12	6,498	9	6,583	45	16,589	8	9,193
Huntington	83,001	127,463	136,458	9	5,084	4	7,545	13	38,526	9	21,399	14	11,250	10	4,958	7	5,023	33	12,217	7	7,015
JACKSON	157,763	231,222	248,247	21	26,005	8	14,858	24	54,400	19	53,907	31	28,491	16	12,713	16	6,512	49	23,035	9	10,384
Seymour	124,484	182,642	196,113	15	17,061	6	12,423	15	44,770	15	34,488	16	24,511	13	10,630	10	3,232	32	16,290	6	8,682
JASPER	102,080	144,709	156,883	13	11,822	6	11,585	18	30,243	19	34,482	23	19,126	16	5,724	7	2,353	32	12,811	9	9,364
Rensselaer	40,679	56,064	60,581	2	3,179	3	3,115	8	16,171	7	12,805	5	5,143	8	3,524	3	632	14	5,799	4	5,003
JAY	69,354	94,189	99,475	8	4,562	6	5,018	14	27,588	13	20,511	11	8,892	12	2,039	9	4,534	32	8,411	4	4,240
Portland	48,657	66,584	70,386	4	2,825	3	3,107	8	22,284	9	10,942	4	7,589	8	1,263	6	2,807	18	6,019	3	2,625
JEFFERSON	121,599	146,860	154,409	17	15,847	11	17,371	22	37,100	14	31,985	15	7,220	18	5,388	17	8,605	31	12,668	10	6,384
Madison	109,645	130,107	136,456	11	10,098	9	15,715	16	34,491	13	24,250	12	6,853	17	5,024	18	7,785	28	11,489	9	5,776
JENNINGS	53,168	84,463	90,900	8	7,004	3	4,585	10	25,369	10	14,600	10	9,810	5	927	5	1,523	18	7,919	4	4,322
JOHNSON	366,426	589,475	640,336	20	40,284	14	163,533	38	79,228	26	113,165	38	52,446	65	56,754		26,937	96	51,218	16	21,538
Edinburg	10,518	13,255	13,997	1	917	2	3,326	3	1,805	0	2,578	2	1,195	1	1,156		462	8	727	2	491
Franklin	62,452	84,098	89,556	3	2,739	2	9,927	7	26,907	9	18,363	10	13,020	9	3,449	6	1,384	23	8,306	5	1,465
KNOX	187,501	254,790	270,395	21	25,435	13	30,929	29	50,409	20	61,208	36	18,190	38	15,840	28	14,422	73	24,309	15	13,436
Bicknell	11,899	17,727	19,015	1	1,834	2	2,231	2	3,636	3	4,414	4	1,809	3	379	2	1,040	9	1,048	2	969
Vincennes	155,466	211,403	224,369	17	18,336	8	28,694	21	43,481	15	41,135	20	16,369	33	15,461	24	11,356	55	21,549	11	10,580
KOSCIUSKO	222,673	392,046	424,764	26	42,136	15	32,164	31	84,413	34	112,699	36	27,167	27	17,734	29	16,000	87	38,599	12	18,771
Warsaw	126,727	228,856	248,530	6	8,027	9	27,458	12	62,770	12	37,382	15	23,020	18	15,042	21	11,592	34	23,381	6	10,851
LAGRANGE	70,917	139,439	153,834	19	29,522	5	5,508	16	35,579	10	20,230	11	10,460	6	1,469	5	2,494	37	20,691	5	4,808
LAKE	2,333,445	2,600,155	2,886,533	115	143,281	52	349,840	252	608,597	175	582,372	269	237,217	260	140,686	148	128,388	707	300,961	113	123,339
East Chicago	94,520	102,039	103,512	9	7,383	4	11,469	18	19,610	6	13,810	15	7,371	12	3,321	6	3,399	53	14,393	11	8,531
Gary	371,236	404,950	411,480	28	15,455	8	30,193	54	102,279	32	64,977	63	40,807	37	14,405	27	10,618	142	35,601	25	24,048
Hammond	401,874	438,746	445,882	16	12,266	7	39,329	51	85,885	30	57,890	54	36,180	45	31,528	27	14,416	139	54,588	14	13,232
LA PORTE	442,833	624,496	658,699	30	38,638	15	83,368	58	137,315	45	142,489	64	59,935	67	31,563	42	28,335	163	61,538	18	31,429
La Porte	147,340	209,231	220,872	10	8,705	5	16,310	13	50,003	19	44,843	19	21,954	21	14,137	17	11,212	53	18,377	8	10,729
Michigan City	255,586	354,713	373,424	13	14,940	9	64,153	33	84,750	22	61,374	29	32,178	42	16,771	23	11,565	80	32,821	8	20,121
LAWRENCE	149,673	229,652	243,855	14	14,383	11	31,383	25	54,855	21	53,996	26	18,182	25	7,786	18	10,881	43	19,716	11	11,292
Bedford	107,035	163,737	173,807	7	5,342	7	25,581	13	44,676	14	16,493	17	16,260	23	6,346	16	8,869	30	15,087	8	9,204
MADISON	574,610	877,142	925,208	43	43,394	19	108,707	71	207,127	53	221,490	86	73,647	61	42,437	65	41,319	202	84,065	30	39,419
Anderson	409,083	610,763	642,648	25	22,504	9	67,504	41	167,448	33	128,297	44	45,430	41	32,005	46	26,396	129	62,573	18	24,243
Elwood	48,014	73,673	77,754	3	2,812	3	7,047	7	23,737	7	10,733	10	8,921	10	4,585	6	2,118	19	5,484	4	5,862
MARION	4,385,269	6,604,412	6,977,733	175	351,617	81	889,187	444	1,125,620	261	1,822,240	421	490,154	452	304,680	306	343,775	1114	756,603	171	272,659
Indianapolis	4,138,613	6,200,834	6,547,581	161	241,632	77	837,847	411	1,046,224	246	1,333,983	384	450,216	433	287,255	289	262,374	1027	685,476	158	256,671
MARSHALL	145,137	232,482	254,403	28	29,797	6	9,811	18	52,600	24	65,055	31	24,527	28	11,510	17	7,658	70	22,596	13	12,823
Plymouth	76,799	120,768	131,908	11	12,545	4	4,130	6	31,951	14	27,388	10	16,022	16	9,005	11	3,169	34	14,941	5	5,168
MARTIN	32,431	44,731	46,607	6	2,413	3	2,351	6	13,256	6	11,524	6	4,580	4	1,301	3	890	18	2,566	3	1,992
MIAMI	111,995	168,304	179,449	14	7,779	4	10,396	22	36,070	20	60,056	16	13,268	15	7,242	14	7,016	47	13,662	7	10,139
Peru	99,106	147,734	157,376	10	5,550	4	10,188	14	35,753	15	39,157	12	13,150	14	7,097	11	6,875	34	11,514	7	10,036
MONROE	435,496	754,295	818,550	27	45,583	14	105,290	57	159,619	38	168,141	46	51,430	76	50,205	53	40,449	129	94,421	18	29,394
Bloomington	387,110	672,647	730,167	18	41,576	13	103,293	45	158,128	31	117,780	32	50,798	77	45,792	48	30,371	112	81,861	15	26,810
MONTGOMERY	139,257	218,499	234,356	15	12,951	8	27,933	21	48,822	17	61,235	24	15,107	19	8,057	13	8,038	50	21,126	10	11,828
Crawfordsville	112,417	174,290	186,703	8	7,292	5	18,742	14	48,644	13	41,087	18	15,052	18	5,406	8	5,818	36	18,663	9	7,936
MORGAN	169,095	255,240	276,886	11	15,307	9	19,159	31	72,468	19	37,908	31	38,385	20	9,244	17	12,143	47	23,363	10	11,424
Martinsville	75,172	116,287	126,478	4	6,185	7	8,564	15	39,450	11	16,665	12	13,696	13	5,131	11	5,427	20	9,225	6	5,380
NEWTON	38,457	51,591	55,220	8	4,963	2	2,786	11	13,210	7	8,500	15	5,684	6	1,984	5	1,870	22	4,250	6	5,180
NOBLE	103,053	176,532	194,109	16	11,742	9	17,533	17	48,589	23	47,589	22	13,025	12	5,293	10	5,953	47	16,279	9	8,510
Kendallville	54,373	92,216	101,303	5	3,663	4	14,853	6	27,023	10	18,905	4	6,332	10	2,944	7	3,507	15	8,028	5	4,733
OHIO	8,767	12,622	13,469	2	1,240	0	615	5	5,089	0	1,753	4	2,314	2	206	1	232	6	824	1	522
ORANGE	48,593	79,275	85,687	9	5,587	4	4,322	15	27,571	5	10,351	10	8,364	8	1,269	8	2,248	23	6,017	6	3,759
OWEN	33,440	49,659	53,918	3	1,560	2	2,720	7	12,763	7	13,995	8	7,813	1	909	5	1,808	17	4,577	2	2,304
Spencer	28,022	41,261	44,758	3	1,225	1	1,932	4	9,066	6	9,942	7	7,769	1	645	2	1,285	9	3,637	2	1,637
PARKE	35,383	49,565	52,578	5	5,858	3	2,653	10	16,026	7	7,878	9	2,993	4	441	4	1,632	26	3,810	3	2,654
PERRY	65,273	105,247	111,984	8	7,174	8	15,091	12	31,808	10	15,088	11	4,076	15	6,104	7	5,219	24	9,354	4	4,647
PIKE	27,564	38,691	40,877	3	803	2	2,061	11	13,749	8	5,872	7	1,726	3	420	4	1,829	13	2,507	2	1,748
PORTER	414,190	554,750	589,394	26	20,344	15	48,467	45	135,017	40	121,052	64	55,667	46	16,738	34	22,809	155	72,472	33	44,630
Chesterton	53,108	67,534	71,278	4	2,586	3	5,163	5	13,609	8	22,421	7	5,880	8	1,651	4	2,430	19	4,949	4	4,539
Valparaiso	230,169	314,991	335,547	7	6,318	7	33,954	22	82,453	18	60,184	25	25,839	30	12,662	22	14,486	61	34,103	17	26,295
POSEY	68,075	93,468	100,177	10	5,402	7	6,163	13	20,470	13	33,812	16	8,115	8	2,069	8	4,742	34	8,520	5	4,457
PULASKI	40,701	59,278	64,092	6	6,982	3	3,233	6	9,790	11	21,464	9	3,485	5	1,507	4	1,418	17	4,053	3	4,565
PUTNAM	83,484	135,955	146,238	11	11,254	4	7,941	20	41,959	12	27,309	18	10,564	13	5,521	11	4,748	32	11,741	6	7,442
Greencastle	58,985	93,430	100,212	6	5,552	3	5,383	6	32,803	8	12,647	8	10,461	10	3,742	10	3,244	19	8,735	4	5,045
RANDOLPH	77,517	106,938	114,138	13	5,778	10	4,858	21	30,061	10	26,315	20	10,038	12	3,241	13	5,407	34	8,251	6	5,944
Union City	23,530	30,089	31,812	4	2,636	4	1,082	8	6,571	3	5,752	4	6,036	3	709	2	1,226	8	1,821	2	1,299
Winchester	37,956	53,822	57,632	4	823	4	1,943	7	14,938	6	19,466	6	3,573	4	2,126	6	2,650	13	3,156	2	2,377
RIPLEY	72,303	114,343	123,488	12	15,751	7	5,608	25	38,411	11	24,534	11	5,455	9	1,299	9	4,333	25	7,486	7	5,120
RUSH	59,732	81,446	86,461	9	6,721	3	5,651	12	19,965	11	28,064	11	6,689	7	825	4	4,181	19	4,610	2	3,696
Rushville	45,733	61,882	65,631	6	3,096	3	5,476	6	14,521	10	20,411	8	6,666	6	822	2	3,041	13	3,770	2	2,688
ST. JOSEPH	1,151,353	1,738,911	1,842,284	63	77,582	33	265,780	151	336,055	83	439,143	140	112,159	141	82,686	128	135,288	392	193,314	55	74,495
Mishawaka	380,395	607,789	647,808	16	18,953	10	126,280	38	117,142	21	105,885	32	34,309	57	42,854	45	54,850	103	60,887	14	25,681
South Bend	608,117	872,773	919,313	29	27,830	17	101,871	80	193,327	40	191,428	65	77,850	65	31,860	55	39,140	224	98,338	33	40,512
SCOTT	64,591	94,952	102,943	7	7,748	7	10,092	14	21,049	10	17,255	16	12,785	5	1,491	5	1,795	21	8,691	4	3,847
SHELBY	130,554	196,505	211,858	14	15,905	4	15,567	19	43,795	20	54,794	20	20,303	19	10,336	17	9,352	39	16,631	8	10,316
Shelbyville	116,057	173,784	187,258	7	12,011	4	15,132	15	43,638	16	36,833	14	20,230	18	7,805	16	7,063	32	13,881	7	10,244

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

INDIANA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SPENCER	49 827	73 369	80 130	11	5 886	5	1 453	15	23 819	11	24 486	12	5 580	5	592	5	3 031	29	6 419	3	2 412
STARKE	76 318	106 944	113 713	10	13 098	7	8 208	13	23 468	10	23 267	11	17 765	4	636	4	1 863	33	6 419	3	4 861
STEUBEN	113 602	227 263	251 465	12	22 076	5	12 836	21	49 561	16	37 174	19	40 891	16	8 830	9	6 398	48	25 465	5	6 539
SULLIVAN	51 266	74 339	78 570	6	4 357	3	3 963	15	20 723	6	18 453	17	6 356	8	1 325	5	1 501	23	3 884	2	3 357
Sullivan	27 899	39 694	41 860	5	3 381	2	1 945	4	10 169	4	9 055	7	6 281	6	651	4	737	11	1 787	2	1 647
SWITZERLAND	10 512	14 809	15 890	2	1 614	3	801	3	5 669	2	2 282	1	823	3	267	1	303	10	1 077	1	679
TIPPECANOE	592 064	927 866	995 550	33	65 409	14	154 333	60	169 160	45	242 402	51	65 007	66	39 942	44	45 974	168	111 774	24	41 457
Lafayette	417 877	638 187	682 860	25	49 040	11	112 489	34	108 923	31	148 183	30	42 127	54	29 946	33	26 262	102	60 846	15	28 213
West Lafayette	129 086	210 969	227 335	5	6 620	3	40 824	17	58 108	5	8 392	16	22 081	11	5 334	6	6 100	47	34 675	5	12 829
TIPTON	51 291	75 962	80 744	8	6 306	3	2 774	9	20 032	7	23 681	18	8 771	8	2 581	5	1 286	21	6 632	3	3 450
Tipton	41 275	59 819	63 429	6	3 700	2	1 628	5	19 626	6	13 897	14	8 593	7	2 529	3	754	16	5 422	3	2 025
UNION	16 045	22 621	24 215	2	2 460	1	1 222	5	7 326	3	3 479	4	1 256	4	668	1	462	5	1 300	1	1 036
VANDERBURGH	1 016 953	1 427 959	1 502 997	45	100 572	24	238 763	103	282 826	71	298 232	98	75 841	130	107 743	88	90 273	303	157 906	42	49 079
Evansville	968 339	1 352 533	1 422 707	38	66 324	23	238 031	99	281 959	63	222 775	88	75 609	126	104 990	86	89 996	282	144 218	41	48 929
VERMILLION	55 241	80 433	87 340	7	6 918	3	4 406	11	19 627	11	35 860	8	7 676	3	1 471	0	1 668	29	4 156	4	3 733
Clinton	38 298	54 023	58 451	3	5 507	2	3 507	7	16 245	6	17 936	6	6 110	2	1 171	0	1 328	16	2 223	2	2 971
VIGO	689 553	933 654	976 793	37	66 408	18	130 137	51	160 891	45	197 896	62	55 305	56	54 155	59	37 181	190	86 421	19	25 677
Terre Haute	543 119	713 889	744 073	28	50 723	13	86 721	40	122 891	34	151 156	41	49 831	49	49 495	49	23 454	155	62 793	15	19 613
WABASH	122 109	180 411	192 691	22	23 961	10	21 244	20	38 999	20	41 023	19	13 620	16	6 265	17	7 045	47	15 527	13	11 435
Wabash	70 722	99 670	105 879	11	10 608	5	9 405	12	24 888	14	18 538	9	9 596	10	3 992	11	4 177	28	10 237	8	6 405
WARREN	8 337	10 635	11 331	3	1 568	1	534	3	4 423	1	1 524	3	1 152	0	179	1	203	7	728	2	454
WARRICK	105 610	171 462	183 519	20	28 017	6	9 058	24	48 439	15	48 501	19	14 444	12	4 858	13	6 490	36	13 096	7	4 894
WASHINGTON	61 001	92 300	99 393	12	12 251	4	5 013	11	22 630	13	27 553	14	5 472	9	2 212	5	2 644	18	4 609	3	3 116
WAYNE	392 995	568 666	602 877	24	43 037	21	90 441	52	111 450	35	160 063	53	53 222	36	17 355	30	20 809	107	49 321	15	22 147
Richmond	331 447	478 045	506 614	19	29 098	15	86 395	37	98 014	28	114 099	32	45 294	31	16 924	28	19 972	84	41 960	13	21 256
WELLS	79 673	117 865	126 620	9	6 184	4	6 387	12	26 245	17	49 480	16	7 152	15	4 893	11	7 408	31	11 472	5	5 413
Bluffton	62 204	91 764	98 550	7	4 515	4	4 663	5	21 694	13	36 122	12	7 050	13	4 823	7	3 410	22	9 339	3	3 952
WHITE	88 349	114 752	123 106	10	12 617	4	6 209	16	27 936	18	34 009	15	7 711	10	3 150	8	2 352	51	12 963	6	4 922
Monticello	59 310	75 125	80 335	4	4 350	3	5 065	8	24 094	7	14 736	8	7 305	7	2 681	6	1 919	27	7 343	3	3 344
WHITLEY	85 456	139 651	150 128	8	12 119	6	5 421	16	41 663	16	38 253	11	13 105	11	1 578	11	3 467	38	12 466	6	8 365
Columbia City	56 241	91 665	98 516	5	6 274	5	4 986	7	34 827	8	9 895	9	12 054	9	1 451	6	2 354	23	8 121	3	5 959

IOWA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	12 646 359	17 887 983	19 019 519		1 504 156		2 068 610		3 977 245		4 581 413		1 391 420		885 109		858 983		1 703 724		587 392
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Cedar Rapids, Ia	830 476	1 149 945	1 224 588		95 787		214 631		242 787		261 898		59 305		55 925		65 005		119 124		41 442
Des Moines, Ia	2 015 817	2 901 384	3 072 804		177 723		342 088		637 318		713 895		194 556		151 978		168 493		297 940		73 975
Dubuque, Ia	434 607	586 881	618 552		39 140		104 295		115 397		140 911		29 686		33 196		37 484		60 501		22 146
Iowa City, Ia	369 809	650 738	710 227		58 835		83 208		144 171		137 570		45 322		38 149		43 362		85 466		20 724
Waterloo-Cedar Falls, Ia	741 534	872 711	919 374		58 432		120 554		173 718		228 836		55 676		50 362		46 929		87 698		32 557
Davenport-Rock Island-Moline, Ia-Il	1 844 620	2 372 113	2 498 944		132 536		347 023		470 697		614 829		182 936		108 328		114 552		279 364		93 575
Sioux City, Ia-Ne	584 663	821 739	876 199		71 465		91 943		177 179		192 396		58 897		45 918		44 530		78 468		25 718
COUNTIES, Cities																					
ADAIR	34,767	53,927	56,930	11	4,396	3	6,421	10	14,050	6	8,869	10	10,373	4	309	3	691	22	5,988	5	[illegible]
ADAMS	12,284	18,278	19,569	4	2,299	1	2,208	3	3,973	4	2,902	5	656	3	303	2	435	7	857	[illegible]	[illegible]
ALLAMAKEE	55,473	85,773	91,670	12	10,132	5	4,651	14	23,874	10	27,941	10	5,622	12	3,541	6	1,469	37	6,180	2	[illegible]
APPANOOSE	57,114	80,516	84,557	10	6,619	7	8,725	13	21,758	12	14,504	8	5,505	10	4,292	5	2,283	22	6,187	3	1,652
Centerville	47,208	66,049	69,301	6	3,785	6	8,439	8	21,045	8	9,138	6	4,122	9	4,151	4	1,823	14	3,754	3	1,598
AUDUBON	27,662	38,230	40,030	5	2,292	3	4,516	7	8,574	4	12,715	7	3,721	5	1,051	3	2,505	19	2,583	4	1,086
BENTON	66,752	96,740	103,766	23	12,259	5	1,546	16	21,270	16	34,858	22	9,543	13	3,716	8	4,776	43	8,162	6	3,493
Vinton	31,011	45,089	48,381	8	3,888	3	986	3	12,749	7	10,507	8	5,891	7	2,370	5	2,720	15	4,214	3	2,412
BLACK HAWK	667,051	773,726	812,948	48	46,136	19	114,924	91	144,715	60	205,591	84	48,371	83	44,198	62	43,135	243	78,789	26	28,537
Evansdale	10,271	10,728	11,092	2	507	1	1,149	2	1,548	1	2,257	3	1,596	2	485	1	473	9	1,279	1	305
Waterloo	422,355	491,907	517,148	28	25,919	12	78,757	47	99,926	42	79,729	48	31,374	48	28,252	40	24,076	144	50,821	16	18,932
BOONE	87,217	122,841	129,331	16	8,767	5	7,501	18	30,022	12	35,058	18	9,403	16	6,007	12	8,853	41	11,445	7	4,725
Boone	68,577	97,366	102,608	9	4,233	4	7,400	8	23,825	9	27,847	10	8,919	14	4,771	8	6,592	27	9,269	5	3,753
BREMER	74,483	98,985	106,426	21	12,296	7	5,630	14	29,003	16	23,245	22	7,305	21	6,164	11	3,794	41	8,909	6	4,020
BUCHANAN	68,201	94,517	100,887	14	11,329	4	11,380	12	24,472	12	27,772	17	7,816	8	2,460	4	1,063	44	8,214	4	3,491
BUENA VISTA	99,641	154,133	165,622	12	15,594	8	13,718	12	32,873	15	44,728	18	9,225	19	8,881	10	7,129	49	14,491	7	4,034
BUTLER	34,897	48,942	51,892	16	9,334	3	5,853	24	12,594	8	12,121	13	2,618	6	777	5	2,155	30	2,849	3	993
CALHOUN	40,080	54,393	57,596	14	5,639	2	6,496	18	15,048	9	15,351	9	4,326	5	1,940	8	3,621	25	3,305	3	1,823
CARROLL	122,844	178,719	192,337	16	17,669	6	13,976	26	27,471	16	55,004	22	21,132	19	10,257	10	4,621	57	14,187	5	2,313
Carroll	92,496	137,138	147,899	6	6,115	4	12,157	13	22,848	12	34,520	10	21,127	16	10,048	5	1,842	29	10,821	3	2,012
CASS	88,809	130,589	141,817	16	13,869	9	11,747	13	29,324	16	29,719	23	15,913	17	7,986	9	2,760	35	8,656	7	4,905
Atlantic	67,978	102,771	111,945	11	9,581	7	9,932	7	28,733	9	16,506	14	13,058	15	6,752	6	2,333	21	6,585	6	4,147
CEDAR	63,913	91,801	98,110	11	8,968	6	3,233	15	21,762	13	26,698	14	16,775	9	1,457	7	2,958	31	5,571	5	1,590
CERRO GORDO	290,564	411,919	441,163	33	33,006	10	57,375	29	93,113	27	93,755	41	33,167	52	27,998	29	17,797	110	36,612	13	12,172
Mason City	226,350	316,413	338,320	23	21,239	8	46,818	16	72,491	19	63,509	27	21,206	38	22,847	24	14,522	72	23,483	10	9,904
CHEROKEE	73,571	103,209	109,706	10	7,969	3	6,896	12	27,278	12	34,152	17	7,903	18	6,931	7	3,640	30	6,161	7	3,791
Cherokee	58,173	81,990	87,199	7	5,491	3	6,779	7	23,676	10	23,532	11	7,903	14	5,365	6	2,947	17	4,856	5	2,612
CHICKASAW	40,793	63,130	68,008	10	7,024	7	3,190	14	15,497	9	20,386	14	5,899	6	2,260		2,041	29	5,391	3	2,348
CLARKE	37,889	58,149	62,968	6	3,513	3	7,103	6	16,980	6	11,334	13	10,082	6	936	3	330	16	4,814	3	1,205
CLAY	107,661	146,900	157,107	19	10,473	5	14,283	14	28,838	10	42,456	17	9,560	35	11,530	19	6,992	41	12,700	5	4,046
Spencer	103,383	141,524	151,417	14	7,201	5	14,018	8	28,763	9	40,425	13	9,102	34	11,500	18	6,658	35	11,606	5	4,036

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

IOWA RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber/Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
CLAYTON	61.601	87.254	93.095	19	18.004	3	1.020	19	19.296	13	30.484	26	6.661	6	1.788	7	3.259	42	5.948	5	2.745
CLINTON	273.558	338.416	354.415	26	16.882	9	36.155	41	77.353	35	106.907	38	19.808	26	17.140	38	21.570	118	31.045	11	10.814
Clinton	219.349	265.346	277.033	17	9.716	7	30.948	26	64.691	23	58.050	23	17.170	20	15.395	28	19.522	8[illegible]	25.202	7	9.043
CRAWFORD	63.316	89.611	96.431	11	8.677	2	10.877	17	21.376	9	17.057	18	9.490	18	6.987	5	2.526	51	9.980	5	2.485
DALLAS	103.981	150.548	160.627	19	9.599	9	14.677	28	43.783	18	51.168	25	12.633	15	4.874	9	4.148	32	7.525	7	2.736
DAVIS	26.236	40.604	42.998	5	3.764	1	4.838	3	8.707	4	10.975	6	3.791	6	888	2	951	14	2.352	3	1.253
DECATUR	27.289	39.573	42.481	6	3.927	5	1.410	10	12.404	3	5.810	7	5.089	5	1.470	3	943	16	2.637	4	2.252
DELAWARE	59.222	95.686	102.256	11	16.716	4	11.533	16	24.133	7	23.904	12	6.663	17	5.238	4	1.996	34	7.205	8	4.249
DES MOINES	225.299	307.626	320.668	23	22.034	8	50.556	42	68.341	25	57.482	26	18.304	43	19.909	32	20.060	88	28.347	10	9.835
Burlington	162.671	212.712	220.515	10	12.793	5	29.268	27	64.683	14	28.068	17	14.793	22	11.012	20	10.537	71	22.701	8	5.710
DICKINSON	73.550	108.458	116.353	8	19.195	6	5.643	9	19.487	10	25.157	17	7.716	17	9.584	8	3.441	57	16.230	5	3.398
DUBUQUE	434.607	586.881	618.552	28	39.140	15	104.295	54	115.397	46	140.911	55	29.686	61	33.198	48	37.484	161	60.501	17	22.146
Dubuque	382.795	514.475	541.920	19	22.494	13	99.016	44	109.525	35	88.359	39	27.296	59	31.518	40	24.630	132	52.638	15	21.025
EMMET	54.437	71.897	75.507	13	10.330	3	5.606	8	17.495	6	21.091	9	4.191	14	5.033	5	2.213	24	4.925	3	1.972
Estherville	47.437	62.439	65.546	8	3.807	[illegible]	5.461	3	17.255	5	16.066	5	4.134	13	4.964	4	2.183	15	3.753	2	1.945
FAYETTE	91.981	130.244	139.026	16	15.945	7	10.853	24	30.303	18	43.524	23	9.428	24	7.230	12	6.173	42	9.045	8	3.224
Oelwein	40.246	55.667	59.256	4	1.849	4	7.032	5	17.277	6	10.016	8	4.229	18	5.634	7	3.461	16	3.925	4	1.734
FLOYD	74.873	102.653	107.676	12	8.780	7	10.764	15	26.312	9	23.328	20	7.690	20	6.719	9	3.213	32	7.871	5	2.668
Charles City	58.638	79.988	83.850	9	4.986	6	8.488	8	26.117	4	9.172	13	7.633	17	6.669	7	2.533	17	6.207	4	2.103
FRANKLIN	40.765	61.331	64.962	7	5.160	2	7.327	15	15.020	5	15.546	12	6.979	8	2.249	7	2.052	21	3.173	2	1.896
FREMONT	30.489	46.646	48.669	8	6.078	3	143	7	17.357	3	6.657	9	4.851	3	816	3	1.080	21	2.841	3	2.100
GREENE	40.576	56.012	58.667	13	6.788	4	6.167	10	10.835	6	18.337	9	2.651	13	3.255	3	1.213	24	4.108	4	2.379
GRUNDY	39.063	58.261	62.202	6	4.163	0	7.015	16	17.183	10	16.158	11	4.218	9	2.497	4	1.380	27	6.110	4	2.964
GUTHRIE	21.528	31.560	33.477	8	3.170	8	2.042	11	9.209	5	6.768	8	2.576	4	587	5	2.521	15	2.577	3	1.539
HAMILTON	63.049	100.487	107.931	14	7.211	3	12.175	15	28.219	10	14.471	17	12.814	13	6.466	8	3.265	39	10.101	4	3.672
Webster City	43.753	70.378	75.663	8	3.581	3	8.106	8	26.441	8	9.636	6	4.429	11	6.466	6	2.174	24	5.798	3	2.444
HANCOCK	28.750	44.615	47.492	11	5.823	[illegible]	730	15	12.419	8	10.747	7	1.674	7	3.063	7	3.119	21	3.725	6	2.322
HARDIN	99.810	143.520	152.202	21	21.795	7	7.837	23	33.855	23	50.891	22	9.174	23	6.107	12	4.174	39	7.832	10	4.391
HARRISON	60.754	86.882	91.559	16	7.416	4	1.441	17	14.490	10	44.652	18	7.021	6	1.843	5	3.128	28	6.581	7	4.449
HENRY	72.779	117.946	126.706	14	11.396	7	9.714	11	28.012	15	41.742	17	10.488	10	4.409	6	4.962	24	8.219	5	4.509
Mt Pleasant	56.089	90.924	97.680	6	5.348	5	8.949	5	25.621	9	26.276	10	10.348	9	4.384	5	3.999	15	5.459	4	4.154
HOWARD	33.877	57.844	61.823	11	10.805	5	2.418	12	16.601	6	12.054	7	1.444	7	2.083	5	2.286	26	3.296	2	1.803
HUMBOLDT	43.250	54.754	58.076	10	4.064	2	6.182	8	15.211	11	14.984	11	3.001	10	2.818	6	2.184	32	4.700	4	2.028
IDA	29.133	44.931	48.091	8	11.086	4	2.364	8	11.354	8	12.343	5	1.844	4	1.507	2	1.007	18	2.414	3	1.767
IOWA	64.071	92.129	98.987	6	5.438	5	1.225	18	20.893	10	13.985	15	7.598	9	4.866	7	5.378	40	22.626	6	2.103
JACKSON	66.175	93.816	99.428	14	11.875	4	6.443	19	27.704	12	19.736	19	5.691	18	4.218	12	4.117	46	7.392	5	3.313
JASPER	131.791	202.056	214.091	21	23.936	10	12.362	25	46.893	22	54.478	22	20.593	22	10.508	18	7.714	56	16.308	11	8.546
Newton	97.912	148.648	157.333	10	10.167	6	10.085	12	40.588	15	35.175	11	16.626	20	8.573	14	5.523	32	13.121	8	6.972
JEFFERSON	63.874	103.927	111.691	12	7.495	5	8.067	11	26.444	8	34.272	7	5.995	14	6.015	5	2.102	24	7.822	2	3.258
Fairfield	59.995	98.074	105.450	10	6.441	5	7.929	11	26.444	7	29.451	6	5.152	14	6.015	5	1.701	19	7.444	2	2.800
JOHNSON	369.809	650.738	710.227	24	58.835	13	83.208	46	144.171	31	137.570	50	45.322	62	38.149	47	43.362	125	85.466	17	20.724
Iowa City	272.236	470.153	512.242	17	28.382	10	64.718	33	116.012	17	67.420	28	28.357	58	31.816	34	22.635	88	58.392	10	16.826
JONES	58.214	83.149	88.740	10	5.978	6	5.610	17	20.168	13	26.217	21	8.471	12	2.033	5	2.284	36	5.909	6	2.619
KEOKUK	30.701	46.825	49.848	9	6.182	2	5.622	13	5.135	13	17.944	6	4.551	5	920	2	1.106	20	2.737	3	1.424
KOSSUTH	85.704	127.935	135.860	16	9.747	6	10.502	15	25.930	13	44.607	15	7.507	17	5.439	12	6.515	48	10.800	6	2.781
LEE	178.698	244.196	257.628	26	21.592	12	29.866	29	67.146	23	55.129	29	15.251	26	7.294	26	14.732	79	21.943	10	9.693
Fort Madison	68.680	92.227	97.090	7	6.313	4	13.437	13	34.298	7	4.663	14	8.512	9	3.027	8	3.068	34	9.271	5	4.110
Keokuk	77.339	101.833	106.937	9	6.643	7	13.345	10	30.775	11	15.708	8	6.252	16	4.056	13	3.597	31	9.879	4	5.302
LINN	830.476	1.149.945	1.224.588	57	95.787	19	214.631	107	242.787	54	261.898	93	59.305	123	55.925	80	65.005	287	119.124	35	41.442
Cedar Rapids	694.573	953.539	1.014.385	34	59.887	16	202.878	76	184.206	41	171.502	61	50.500	106	51.122	65	46.162	217	94.974	26	34.247
Marion	79.041	112.691	120.[illegible]	9	5.840	1	7.839	8	52.349	7	11.564	9	6.548	8	2.828	9	4.319	26	13.121	6	6.356
LOUISA	31.956	49.983	52.909	5	4.471	3	845	11	17.084	7	17.054	7	3.562	3	817	5	1.249	25	5.277	3	1.543
LUCAS	42.808	55.223	57.503	6	3.829	1	6.486	7	11.673	5	8.528	5	7.897	11	3.392	6	1.914	12	2.738	4	1.867
LYON	30.727	47.789	50.512	13	9.858	1	5.698	16	11.766	3	6.910	9	2.513	6	2.794	7	4.943	25	3.356	2	1.474
MADISON	44.280	65.148	69.121	13	13.208	3	1.892	9	16.255	9	18.952	7	3.194	11	2.496	3	1.533	23	6.894	4	2.017
MAHASKA	87.903	128.583	136.135	16	9.624	5	11.895	15	32.817	15	25.117	12	11.095	23	9.008	14	7.923	35	12.536	5	3.651
Oskaloosa	76.520	111.505	118.003	9	4.704	5	11.581	11	31.057	13	21.630	10	9.555	21	7.757	13	6.823	26	11.012	4	3.144
MARION	88.019	135.427	145.789	16	9.167	10	10.794	19	32.614	16	38.949	17	9.545	20	7.757	13	6.781	49	14.517	8	5.050
MARSHALL	185.019	242.410	255.990	22	24.321	10	29.836	28	57.128	26	61.496	24	12.315	36	11.737	21	9.788	70	23.653	9	11.933
Marshalltown	175.112	230.151	243.141	16	17.709	8	28.221	22	57.128	23	58.168	21	11.649	35	11.102	20	9.258	58	22.040	9	11.933
MILLS	37.538	56.807	60.339	2	2.383	2	6.806	9	14.515	7	21.462	8	5.732	4	1.120	2	1.339	21	4.478	3	2.233
MITCHELL	36.296	55.148	58.378	12	12.165	4	1.046	12	8.304	5	12.795	12	5.809	8	1.496	4	1.924	23	3.489	4	1.983
MONONA	44.203	68.656	72.852	10	4.232	1	7.599	18	13.005	7	26.923	13	5.077	13	1.319	4	2.144	34	4.824	7	4.090
MONROE	25.394	35.418	37.740	4	3.885	2	4.257	5	7.661	8	9.748	7	2.673	7	1.358	1	838	14	1.795	3	734
MONTGOMERY	56.864	81.433	86.829	12	6.059	6	10.916	8	18.538	11	20.550	17	7.447	14	4.294	6	2.791	23	5.626	4	4.089
MUSCATINE	181.398	263.591	286.752	17	24.979	7	19.098	28	70.369	21	50.891	28	25.784	29	14.523	24	12.285	74	24.719	7	11.144
Muscatine	140.961	202.659	220.202	11	11.101	5	14.724	17	62.017	14	32.967	21	21.720	25	11.197	19	7.946	55	21.037	4	8.592
O BRIEN	74.502	111.634	120.122	18	11.021	7	13.550	17	21.157	[illegible]	35.809	12	10.166	18	7.305	11	2.922	35	8.224	9	4.460
OSCEOLA	21.015	27.267	29.001	8	3.021	2	3.271	8	5.885	2	3.967	7	3.149	7	1.201	2	644	18	2.084	1	846
PAGE	84.091	115.973	122.290	17	13.006	9	15.133	9	13.550	15	22.232	18	9.551	27	9.095	13	5.678	31	6.050	5	4.303
Shenandoah	46.285	64.812	68.468	11	8.160	5	8.964	2	7.259	4	11.910	6	5.665	16	4.872	9	2.782	12	2.090	3	2.305
PALO ALTO	41.380	58.926	62.433	10	8.949	1	6.456	10	10.698	6	18.595	13	6.068	7	1.576	6	2.419	28	3.450	5	1.698
PLYMOUTH	95.229	142.097	151.993	18	12.453	6	9.397	22	37.002	11	40.837	24	15.245	14	6.160	5	2.589	48	11.364	6	2.906
Le Mars	61.040	90.995	97.322	5	3.115	4	5.191	7	33.540	4	22.555	10	10.420	12	3.403	2	1.430	22	8.310	3	1.655
POCAHONTAS	29.451	42.500	44.892	8	7.689	3	5.063	10	9.893	6	11.368	9	2.310	6	876	7	1.220	23	3.555	3	1.309
POLK	1,822.184	2.622.393	2.773.778	102	161.725	52	312.862	215	560.429	117	811.560	167	171.903	250	143.829	157	162.554	572	282.250	67	68.230
Des Moines	1,237.987	1.699.456	1.787.484	67	65.529	35	207.620	141	362.697	79	320.714	106	107.854	162	95.350	105	83.554	388	177.329	48	41.794
POTTAWATTAMIE	417.413	592.559	632.708	25	32,121	10	53.360	56	108.995	36	167.101	81	96.043	33	16.758	20	9.962	135	56.309	23	27.313
Council Bluffs	352.501	494.045	526.728	14	19.974	9	45.847	34	104.543	28	132.004	46	93.609	29	14.399	14	7.491	101	45.292	16	25.121
POWESHIEK	91.416	133.314	142.856	13	9.393	7	7.177	14	28.424	11	34.947	14	23.566	10	3.536	9	3.329	32	11.747	7	3.642
RINGGOLD	17.253	25.814	27.192	2	1.075	1	3.067	4	6.233	4	10.086	6	2.246	2	419	2	602	9	2.430	3	793
SAC	42.079	58.288	61.021	14	13.302	4	1.068	13	9.807	10	14.665	18	7.495	10	1.425	4	582	29	4.025	4	1.780
SCOTT	849.007	1.163.761	1.234.523	41	70.898	20	188.099	109	233.573	53	273.012	98	104.020	104	49.505	88	70.195	294	138.217	34	39.537
Bettendorf	152.791	213.588	227.110	4	14.463	5	38.370	22	55.199	10	26.415	19	22.942	17	9.557	17	8.402	38	21.764	6	8.353
Davenport	618.679	845.292	896.335	30	40.851	14	140.339	71	157.965	35	174.747	62	74.378	82	39.506	66	47.148	209	98.300	23	30.175
SHELBY	53.929	76.678	81.555	14	6.447	4	8.541	10	18.342	8	20.841	9	6.234	8	2.023	4	616	31	7.152	5	2.373
SIOUX	98.013	139.495	149.746	22	11.264	8	3.864	30	28.955	19	57.917	19	15.930	19	4.597	18	5.976	41	8.689	10	4.798
STORY	325.330	493.946	529.475	28	25.990	13	65.034	60	118.296	35	132.658	42	30.924	54	25.165	40	28.666	127	56.582	16	13.519
Ames	255.302	386.752	414.469	15	13.606	9	58.573	31	96.022	24	66.314	22	25.724	44	23.473	31	17.874	97	49.802	11	10.965
TAMA	53.137	73.396	78.019	17	9.079	4	8.800	20	20.944	10	14.280	10	9.043	8	1.774	7	3.412	35	6.368	2	2.277
TAYLOR	19.120	29.238	30.957	5	2.207	4	3.492	9	8.703	2	4.235	9	3.226	6	1.483	3	537	16	2.546	2	904
UNION	65.045	85.291	90.750	10	8.338	5	6.826	8	22.532	13	21.534	14	9.165	16	5.302	7	1.496	21	6.220	6	1.799
Creston	60.699	79.653	84.759	8	6.372	5	6.680	5	22.438	12	16.480	11	9.127	15	5.280	6	1.143	16	5.743	4	1.375

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber/Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
VAN BUREN	15 487	21 643	23 118	9	4 136	2	2 607	8	4 510	3	3 163	7	1 363	0	356	1	513	13	1 873	1	675
WAPELLO	179 733	225 796	237 206	16	19 776	5	25 524	22	58 729	28	48 728	27	19 823	21	10 441	22	9 209	61	17 045	7	8 209
Ottumwa	168 873	210 517	220 925	11	16 487	5	24 740	17	58 154	24	34 954	23	19 629	20	10,339	21	7 353	52	15,734	7	8 118
WARREN	89 652	128 443	138 399	13	6 399	4	14 549	15	33 106	12	51 167	18	10,020	10	3 275	7	1 791	37	8 165	5	3 009
WASHINGTON	76 640	112 775	120 754	14	10 033	7	10 334	15	26 224	9	32 443	16	5 036	15	7 [illegible]92	7	4 648	35	10 187	7	3 115
Washington	52 056	75 931	81 223	6	3 721	5	8 574	7	22 399	5	14 146	8	4 900	13	5 967	5	3,856	15	5 957	4	1,746
WAYNE	21 879	31 049	33 030	8	4 009	2	3 725	10	7 387	4	4 646	11	6 081	2	510	2	732	14	2 057	1	964
WEBSTER	238 090	301 913	316 656	28	30 867	11	50 799	27	53 163	29	81 249	24	15,651	40	15 320	28	15,877	92	30 354	10	7,188
Fort Dodge	224 966	285 123	299 026	21	30 754	8	49 283	19	52 969	23	58 436	20	15 594	38	15 264	27	15 819	80	28.857	10	7 162
WINNEBAGO	48 576	77 973	84 001	15	6 921	5	5 228	16	17 325	10	31 887	11	7 379	7	1 900	10	1 855	28	6 485	5	3 134
WINNESHIEK	71 603	109 265	117 302	14	9 656	7	6 950	16	24 416	14	22 531	16	8 566	17	7 621	14	7 155	50	11 030	6	3 155
WOODBURY	531 241	732 520	776 500	43	64 781	22	87 584	67	159 918	37	173 049	70	46 368	86	45 093	47	38 281	185	65 352	19	22.658
Sioux City	503 349	694 766	736 570	31	47 153	16	87 584	52	159 918	32	134 791	60	46 368	85	35 123	44	29 818	157	59 591	17	22 658
WORTH	21 397	33 638	35 761	6	7 564	0	4 034	9	9 110	5	5 619	3	1,199	3	552	2	793	16	2.327	3	1 077
WRIGHT	56 087	80 409	87 262	14	9 457	5	2 366	15	24 820	17	23 769	11	5 918	16	2 590	11	3 567	34	6 019	5	2 496

KANSAS RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANGS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber/Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS.......	10 841 925	15 672 908	16 750 137		1 218 105		1 988 468		3 243 083		4 372 547		1 102 323		794 199		846 919		1 467 842		442 365
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Lawrence, Ks	282 294	464 928	500 489		34 832		36 425		99 328		127 586		32 667		24 068		24 089		61 230		11,974
Topeka, Ks	808 334	1 164 705	1 222 350		97 191		137 818		248 472		273 799		68 202		39 442		49 851		127 008		45 455
Wichita, Ks	2 375 952	3 384 550	3 597 514		300 256		398 483		654 423		943,757		206 806		177 665		189 121		348 255		76,864
COUNTIES, Cities																					
ALLEN	55 147	73 071	78 669	13	9 813	4	8 870	12	18 246	12	10 835	11	6 626	12	3 376	7	1 675	40	9 214	3	2.205
Iola	41 569	55 406	59 694	7	4 110	2	8 170	8	15 865	8	6 028	7	6 103	11	3,109	5	1 543	21	5,542	2	2.031
ANDERSON	19 775	24 184	25 775	2	2 425	2	2 702	7	6 751	2	5 368	7	2 701	7	1,172	2	575	14	2 123	2	671
ATCHISON	55 242	79,523	83 947	7	6 641	6	12 657	11	21 285	9	10 503	12	6 130	16	5 407	4	2 436	22	6 167	5	3.246
Atchison	50 952	72 482	76 408	6	5 926	6	12 430	9	18 995	7	9 373	9	5 470	15	5 343	4	1 969	17	5 319	4	2 897
BARBER	32 204	43 913	46 888	5	2,710	2	5 286	11	8 094	5	15 714	8	8 195	7	1 090	3	1,125	10	2 092	4	1 906
BARTON	204 187	240 362	254,855	18	17 533	9	33 333	33	47,706	22	72,294	31	19 184	37	11 374	31	15 678	53	17 239	11	6 446
Great Bend	178 853	211 341	224 205	14	12,252	7	31 439	18	41 044	15	51,214	22	17,737	32	10,691	26	11,341	34	14 189	7	6.079
BOURBON	62 506	102 172	114 694	8	9,163	2	12,931	11	22 695	5	32 699	8	7,179	11	3,868	5	3 945	28	11,716	4	4,067
Fort Scott	57 598	92 855	104 095	7	8 286	2	11 693	7	20 523	5	29 569	7	6 492	11	3 855	5	3 182	27	10 595	4	3 959
BROWN	35 741	48 914	51 963	8	5,121	4	8 676	14	11,443	8	14,000	11	5 102	6	839	3	1,246	12	2 116	5	1,213
Hiawatha	23,508	34 005	36 361	3	1 392	3	6 543	8	8 629	3	10,558	4	2,988	4	632	2	939	9	2,099	3	915
BUTLER	158 113	222 112	236 346	15	12 930	3	26 648	29	53 058	24	72 542	30	20,761	17	5,651	16	12,632	49	18,055	8	6,614
Augusta	51 122	75 581	80 898	2	4 285	1	8 519	6	17 585	7	23 680	6	8 034	4	1 114	8	7,632	12	5 064	2	2,192
El Dorado	78 881	101 122	106 386	7	2 805	2	17,148	9	24 861	12	25,460	10	11,038	11	4,331	6	2 831	24	9 115	3	3,156
CHASE	7 307	10,250	10 948	1	959	1	1 069	3	1 727	1	2 123	6	2 653	2	305	0	228	4	1 071	1	265
CHAUTAUQUA	11 273	14 624	15 425	2	1 475	2	1 644	6	4 039	2	3 266	4	2 141	2	470	0	349	5	746	3	523
CHEROKEE	58 199	83 476	88 411	9	7 452	7	7 612	22	26 564	14	24 320	11	4 584	7	1,212	4	2.121	24	5.040	5	2,923
Columbus	20 442	29 666	31 463	3	2 627	3	2 684	4	7,239	7	10 753	2	1.616	3	701	2	747	6	1,347	1	1.030
CHEYENNE	13 801	23,206	24 721	5	4,202	1	2 367	5	5 365	5	6.472	7	1,991	2	677	3	470	9	1,352	1	587
CLARK	8 622	11 198	11,772	2	1,191	0	1 326	4	2 643	3	1 244	4	964	2	381	3	282	7	547	1	330
CLAY	39 095	58 552	62 411	4	4 882	5	4 808	9	16 242	7	14,056	13	5 200	7	1 787	5	3.385	14	3.190	3	1,749
Clay Center	35 122	52 639	56,113	4	3,796	4	4,722	8	15,951	7	10.826	6	5 107	7	1 774	5	2,775	8	2.372	3	1,717
CLOUD	43,517	58 300	61 628	9	5.525	5	6.949	10	13 633	8	12.061	14	4,795	15	3,946	7	3.856	19	4.203	5	2,396
Concordia	34.547	46.446	49.119	5	2.096	4	5,847	5	11,470	4	10,147	10	4.395	13	3,320	6	3,245	12	2,998	4	2,016
COFFEY	26,042	32 165	34.586	5	970	2	3.899	8	5,440	5	8.079	12	6,250	2	1.117	4	908	14	2.302	3	1,229
COMANCHE	7.423	8.311	8,820	3	832	0	926	4	1,189	3	1.842	5	1,679	3	101	3	554	10	1,023	1	231
COWLEY	146.821	202 718	215,362	13	14.924	7	23.302	26	48.943	18	48,144	21	12,662	29	11.506	21	10.063	56	18.745	8	10,355
Arkansas City	75.509	104,641	111,217	7	7,970	4	9,284	12	26,036	9	17,194	12	8,391	16	6,586	11	5,123	27	10,279	3	5,929
Winfield	62.680	84.607	89.637	5	5.820	2	9.087	9	22.624	7	18,775	7	4,147	12	4.487	9	3,924	25	7.518	4	4,353
CRAWFORD	137,042	195,893	206.451	14	18.757	7	30.272	29	53,591	23	39 199	13	7,491	22	7.386	15	8,999	61	21.217	10	5,988
Pittsburg	104.459	146.566	154.302	8	11.796	5	26.975	12	42.700	17	14.398	10	6.676	17	6.582	12	5.279	42	15.757	7	4.733
DECATUR	20.253	33.094	34.918	2	3,282	3	3.659	5	7,286	8	12.089	8	2.328	2	1.048	5	1,014	10	1.557	2	909
DICKINSON	62.196	90.193	96.403	12	7.131	6	7,276	18	20.000	12	13.969	23	15.005	13	2.098	7	1.862	26	6.965	9	3,101
Abilene	34 127	49.559	52,980	2	3,334	4	3.402	9	12.781	8	11,170	13	7,019	7	1.323	4	871	13	4.856	5	1,683
DONIPHAN	20.926	32.150	35,158	5	3 556	2	3.964	8	8.426	1	7.875	7	1,739	0	1,133	1	843	15	2,100	2	986
DOUGLAS	282.294	464,928	500,489	29	34.832	8	36.425	38	99.328	28	127.586	35	32.687	43	24.068	35	24.089	109	61.230	11	11,974
Lawrence	271,176	446.994	481,224	24	23.295	8	35.507	31	96.933	26	115,914	30	32.067	41	21,866	34	21,885	102	58,970	9	10.879
EDWARDS	10.806	16,511	17,262	2	1,616	1	1,801	7	5,826	2	3,580	3	1.309	3	636	2	382	7	803	2	448
ELK	8.549	13,148	14,283	2	1.444	0	1,610	6	2.400	2	3.200	3	83	1	460	0	343	7	1,113	2	400
ELLIS	195,473	277,531	299,766	15	28.087	7	25,472	24	55,186	18	89.690	25	20,288	36	17,243	28	18,146	58	27,517	5	7,986
Hays	167,297	237,622	256,671	8	13,422	5	25,472	17	54,494	14	52,775	18	20,288	33	17,243	27	18,146	54	25,442	4	7,986
ELLSWORTH	22.703	28.595	30.558	4	1,332	2	3,445	6	7,311	5	6,844	9	6,078	4	282	2	733	14	1,744	2	856
FINNEY	172,042	239.154	264,137	17	28.314	5	27,416	15	52,912	16	85.124	15	9,505	34	17.457	15	13,765	36	15,351	3	1,088
Garden City	165,054	229,192	253,103	16	27,062	5	27,416	14	50.574	14	81.363	14	9.085	33	16.685	15	11,924	31	13,795	3	1.088
FORD	168.371	273,843	305,053	12	15,959	8	45,830	15	52,341	18	92,036	16	15,985	34	15,810	25	21,531	44	26,026	7	8,873
Dodge City	160,212	265,623	296,444	9	12,082	8	45,830	13	50,902	15	89,506	14	15,545	33	15,810	23	20,939	41	25,028	6	8,629
FRANKLIN	70,445	95,115	100,988	12	11,341	4	11,386	12	25,500	10	16,720	14	6,478	12	3,154	12	2,508	36	10,486	6	3,094
Ottawa	57,048	75,636	80,125	10	8,056	3	8,087	7	22,728	9	11,876	8	6,355	11	3,094	10	1,782	26	8,427	5	2,198
GEARY	140,668	173,909	180,891	4	7,333	6	27,438	16	34,525	22	44,656	19	11,664	17	4,949	14	13,954	62	27,187	4	2,241
Junction City	139,271	172,134	179,038	4	5,690	6	27,297	15	33,757	21	43,663	19	11,663	17	4,949	14	11,427	57	25,948	4	2,215

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

KANSAS RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)															
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
GOVE	11,404	15,279	16,317	2	1,650	0	1,841	3	3,663	5	3,655	5	1,953	0	526	4	889	4	358	2	457
GRAHAM	18,650	23,706	24,962	4	5,094	1	2,815	7	5,810	4	5,592	5	2,046	2	806	0	598	9	1,156	2	700
GRANT	34,588	37,921	40,165	4	3,695	2	4,118	6	7,849	4	14,392	6	1,967	7	1,649	3	1,213	10	2,203	4	1,072
GRAY	11,368	14,326	15,095	5	3,278	0	1,568	5	3,433	2	3,114	2	1,139	2	448	1	333	6	638	2	389
GREELEY	4,982	5,408	5,761	2	583	0	650	2	1,293	1	1,290	2	472	2	186	0	138	3	169	1	161
GREENWOOD	25,395	30,485	31,958	8	4,042	1	3,603	8	7,297	4	8,001	9	3,005	6	985	2	766	22	2,548	6	1,379
HAMILTON	7,039	10,165	10,729	1	1,086	1	1,210	0	2,409	2	2,402	2	879	1	346	1	257	4	926	2	300
HARPER	31,899	41,360	43,987	7	4,107	5	3,286	12	8,105	9	16,216	4	2,361	8	1,752	1	1,989	19	2,812	3	1,160
HARVEY	122,726	166,983	176,012	18	18,191	5	12,716	27	39,848	15	29,797	22	19,716	22	8,436	11	4,830	42	14,801	6	3,152
Newton	94,285	127,485	134,274	7	4,612	4	11,832	16	35,884	13	22,198	13	16,667	20	[illegible],285	9	3,598	30	11,847	5	2,348
HASKELL	6,911	9,519	10,038	3	2,159	0	832	5	3,400	1	1,653	0	605	4	215	0	178	7	287	2	207
HODGEMAN	2,992	2,764	2,949	2	298	0	333	1	662	1	661	3	241	0	96	1	71	3	175	0	83
JACKSON	28,273	38,322	40,473	7	3,215	4	4,562	7	9,094	8	7,753	10	2,896	3	771	2	972	15	3,547	2	1,134
JEFFERSON	23,476	33,328	34,995	6	3,348	3	405	14	9,718	5	7,840	10	5,253	0	1,129	3	839	13	1,691	3	970
JEWELL	8,052	10,071	10,721	3	912	3	1,016	7	2,592	1	2,019	3	1,338	2	291	4	580	10	1,191	1	252
JOHNSON	1,710,478	2,749,230	2,964,484	79	143,821	37	450,989	166	456,790	94	793,292	122	158,241	210	192,701	163	193,128	337	240,257	46	67,563
Olathe	216,642	439,436	483,859	14	38,744	9	47,844	19	107,588	16	132,178	20	36,215	16	7,707	21	15,357	45	33,687	8	9,111
KEARNY	6,697	10,101	10,823	3	963	0	1,073	6	4,319	2	2,132	0	780	1	308	1	230	0	209	1	268
KINGMAN	23,128	30,974	32,770	8	2,879	1	3,695	7	7,887	4	7,341	7	2,343	3	1,058	3	786	9	2,271	2	919
KIOWA	14,709	20,622	21,621	2	2,187	2	2,437	5	4,855	4	4,252	6	2,705	3	698	1	519	7	1,727	2	605
LABETTE	102,632	160,206	170,117	16	15,119	4	19,181	19	34,820	17	54,407	14	11,618	13	5,974	11	6,536	40	11,229	8	5,220
Parsons	81,283	125,820	133,484	7	8,370	3	14,774	11	30,545	11	41,908	7	10,924	12	4,602	10	5,035	25	8,641	5	4,053
LANE	4,451	5,369	5,638	3	482	0	537	3	2,052	2	1,068	2	391	0	154	1	114	3	426	1	133
LEAVENWORTH	156,262	244,264	258,652	10	13,269	7	29,775	24	58,137	23	81,885	26	14,737	17	9,145	22	12,629	50	19,650	9	6,701
Leavenworth	131,854	210,328	223,193	4	6,818	6	27,972	19	53,945	16	53,973	21	13,845	15	8,591	18	8,726	40	17,180	6	6,296
LINCOLN	9,067	11,389	12,200	3	1,130	2	1,259	3	2,508	4	3,278	9	2,160	2	361	2	268	4	314	2	313
LINN	17,960	25,818	27,607	4	2,280	1	3,112	9	8,438	5	6,184	6	2,738	1	891	2	663	10	1,798	3	773
LOGAN	26,091	38,429	40,952	4	2,449	3	4,165	6	7,043	7	14,320	5	5,814	7	743	1	887	10	2,448	2	1,036
LYON	166,267	231,283	248,195	15	14,452	7	30,153	19	53,851	15	55,087	25	19,300	26	13,439	17	10,142	61	24,339	7	6,796
Emporia	160,311	222,799	239,065	14	12,018	7	29,977	15	53,626	14	45,809	21	19,219	25	13,383	16	8,434	53	22,070	7	6,711
MCPHERSON	108,085	160,332	172,489	20	11,647	4	17,450	26	35,015	13	59,387	14	6,760	15	5,676	17	6,617	53	19,258	6	2,054
McPherson	86,893	128,720	138,459	13	7,014	3	11,866	14	29,414	8	46,418	3	5,039	13	5,442	13	5,155	32	17,067	4	1,397
MARION	37,865	50,527	53,930	6	3,833	3	6,081	15	9,163	7	19,007	14	6,968	9	1,198	9	3,144	19	2,558	5	1,283
MARSHALL	45,991	70,659	75,331	9	4,677	2	8,493	17	16,716	14	21,278	13	4,553	7	2,907	5	7,947	26	4,172	4	2,442
MEADE	15,150	16,746	17,617	4	1,523	1	1,696	6	3,260	6	6,163	2	1,233	2	486	1	361	12	1,592	1	422
MIAMI	63,907	92,859	97,623	9	7,616	6	11,008	12	29,111	9	22,171	12	5,145	14	3,727	9	4,462	26	6,600	5	3,546
MITCHELL	40,754	48,881	52,113	6	2,520	3	5,876	9	9,012	5	14,744	14	9,736	6	1,936	4	1,251	16	3,171	4	1,460
Beloit	26,525	33,148	35,536	3	1,417	2	3,306	5	9,012	3	8,295	5	6,813	5	1,089	3	704	10	2,597	3	822
MONTGOMERY	201,771	246,503	259,481	21	19,441	9	28,872	30	51,339	29	60,759	30	13,021	36	12,089	24	11,210	63	18,294	14	6,637
Coffeyville	92,519	112,012	117,762	10	6,222	4	12,957	14	29,429	12	13,658	10	10,020	18	5,426	9	5,031	32	11,162	7	2,978
Independence	88,414	108,701	114,523	6	6,608	3	10,991	12	20,689	13	22,543	13	2,746	16	4,763	13	3,873	21	5,025	6	2,092
MORRIS	17,648	24,621	26,043	6	3,682	2	2,727	8	4,836	4	7,385	9	2,773	5	564	2	580	10	1,503	2	678
Council Grove	8,824	11,912	12,666	3	1,761	1	1,298	4	2,302	2	3,667	5	1,301	3	271	1	282	5	712	1	319
MORTON	13,850	18,993	20,411	1	2,064	2	2,302	6	5,780	3	4,571	4	1,342	2	659	1	489	7	1,017	1	573
NEMAHA	40,636	57,246	61,435	13	5,985	4	1,883	13	14,970	10	21,083	9	1,982	11	1,850	5	2,151	23	4,304	6	1,884
NEOSHO	85,307	108,950	118,528	9	12,286	4	13,364	15	19,166	14	42,115	14	6,716	13	4,157	16	9,711	29	7,648	5	2,675
Chanute	73,600	94,802	103,247	6	10,201	2	11,097	10	15,914	12	34,968	11	6,716	12	4,157	14	8,063	23	6,188	4	2,221
NESS	18,063	24,470	25,803	3	2,320	1	2,587	5	5,016	5	9,020	7	3,204	2	740	1	550	6	435	1	642
NORTON	30,535	41,924	44,825	4	2,871	3	2,983	8	8,926	10	14,297	7	5,437	7	2,198	6	2,122	14	2,036	2	1,256
Norton	29,057	39,914	42,678	3	2,335	3	2,970	4	8,754	9	11,628	7	5,437	7	2,198	6	1,739	8	1,768	2	1,022
OSAGE	40,420	57,926	61,138	10	5,944	2	6,446	12	14,138	10	17,865	11	5,302	1	1,844	4	1,371	21	3,603	5	1,567
OSBORNE	20,339	22,913	24,058	15	2,856	2	2,527	11	5,730	3	5,020	6	3,869	3	599	4	538	8	1,088	2	628
OTTAWA	18,337	28,504	31,694	4	2,738	2	3,048	7	5,346	6	13,572	4	2,040	2	873	1	648	8	1,090	2	758
PAWNEE	30,561	43,070	45,216	6	4,281	2	5,097	7	11,675	7	14,206	3	1,884	8	1,733	3	1,084	15	3,330	3	1,268
Larned	28,107	40,189	42,264	5	3,871	2	4,609	5	10,558	5	12,847	3	1,884	8	1,733	3	981	12	3,011	3	1,146
PHILLIPS	27,538	33,728	35,887	6	2,529	3	2,281	10	8,200	7	8,669	5	1,500	9	1,965	5	3,609	9	1,580	2	1,006
POTTAWATOMIE	35,752	61,435	67,243	8	7,545	2	7,581	17	15,770	10	16,175	8	6,330	4	2,169	6	1,905	24	5,283	5	1,880
PRATT	69,824	86,476	92,624	9	9,099	5	9,857	12	16,863	10	29,827	11	7,332	10	3,097	7	2,753	26	9,104	5	2,489
Pratt	67,139	83,118	89,023	7	9,099	5	9,805	10	16,863	10	22,943	9	7,332	10	3,097	7	2,254	23	9,104	5	2,439
RAWLINS	9,619	13,396	14,317	6	950	2	1,614	3	3,215	4	4,025	4	1,173	4	214	1	344	5	334	1	401
RENO	309,722	437,442	463,786	26	30,523	14	48,177	44	92,400	33	134,637	34	16,467	34	28,149	41	33,006	103	47,530	11	16,080
Hutchinson	272,158	383,845	406,893	16	16,244	10	45,684	34	91,414	26	88,142	25	16,291	31	27,848	35	23,227	75	39,846	10	15,908
REPUBLIC	22,608	31,166	33,149	3	2,703	2	3,738	8	7,891	7	8,129	10	2,490	6	1,735	5	2,007	8	1,627	2	928
RICE	38,447	44,581	46,847	10	4,771	2	4,807	12	11,175	8	11,509	11	3,807	7	2,035	6	1,336	22	3,127	5	1,937
Lyons	23,045	29,742	31,242	7	2,458	1	3,127	4	7,851	6	7,488	3	2,978	6	1,324	4	868	11	2,387	3	1,260
RILEY	233,866	365,383	413,179	21	29,618	6	55,869	26	78,150	32	96,681	35	25,592	32	17,055	33	22,725	78	50,614	12	8,136
Manhattan	79,313	128,100	145,329	18	11,640	4	29,325	21	43,150	24	35,905	25	15,879	20	9,431	31	0	72	0	11	0
ROOKS	28,625	32,729	34,143	7	3,324	2	3,850	8	7,310	5	4,107	11	8,628	7	998	5	1,186	13	1,479	5	812
RUSH	8,873	9,964	10,655	4	2,302	2	1,102	6	2,192	2	2,188	3	799	3	315	0	234	12	717	1	274
RUSSELL	43,820	46,452	48,626	4	2,082	1	5,483	8	9,286	6	13,540	10	7,483	6	2,112	7	1,757	21	3,334	5	1,469
Russell	32,295	35,206	37,015	3	1,805	1	4,228	6	7,160	3	10,441	5	3,921	5	2,112	8	1,487	15	2,791	4	1,469
SALINE	302,298	455,117	489,482	17	23,918	6	50,593	35	89,203	38	147,240	36	42,236	46	29,920	37	29,905	84	39,630	11	9,958
Salina	294,621	447,436	481,676	15	23,918	6	50,593	34	89,203	37	114,409	32	42,236	45	29,920	35	29,905	80	36,495	11	9,937
SCOTT	29,664	35,893	37,779	4	2,189	2	4,259	4	8,483	5	9,741	6	5,909	7	1,108	4	2,049	14	2,314	1	1,059
SEDGWICK	2,095,113	2,995,455	3,185,156	108	269,135	50	359,119	251	561,517	147	841,418	183	166,329	254	163,578	192	171,659	628	315,399	70	69,098
Wichita	1,892,413	2,706,389	2,877,875	83	174,024	46	346,997	206	513,529	129	594,924	149	159,213	244	156,804	180	133,892	565	286,053	60	63,036
SEWARD	132,904	176,703	193,698	19	18,360	4	19,897	12	31,672	11	58,576	23	11,702	30	15,764	15	12,951	33	14,690	4	2,440
Liberal	128,368	171,741	188,401	17	16,805	4	19,897	12	31,672	10	53,615	22	10,711	29	15,764	15	11,854	32	14,473	4	2,429
SHAWNEE	808,334	1,164,705	1,222,350	45	97,191	20	137,818	102	248,472	74	273,799	81	68,202	98	39,442	73	49,851	271	127,008	30	45,455
Topeka	753,109	1,072,106	1,123,573	39	72,202	19	136,873	91	239,078	71	219,584	67	67,734	93	39,171	71	41,648	248	115,559	28	37,976
SHERIDAN	9,440	10,036	10,648	1	1,077	1	1,200	3	2,392	3	1,931	3	1,081	2	343	2	254	4	740	1	298
SHERMAN	50,025	81,052	87,120	8	6,815	3	10,701	5	9,784	9	34,703	7	6,918	7	3,441	8	4,994	17	6,825	4	2,775
Goodland	49,501	80,286	86,306	8	5,295	3	10,661	5	9,784	9	32,474	7	6,918	7	3,441	8	4,096	15	6,387	4	2,746
SMITH	20,083	27,353	29,055	3	1,415	3	3,276	7	6,795	7	6,634	8	3,607	4	494	5	1,053	9	1,272	2	814
STAFFORD	19,572	24,983	26,290	2	2,660	2	2,964	5	5,886	3	5,889	7	4,332	2	849	2	632	9	1,146	3	737
STANTON	4,795	8,115	8,536	1	862	0	962	3	1,916	3	1,913	1	700	1	277	0	204	0	187	1	240
STEVENS	14,785	23,382	25,039	3	2,533	2	2,823	4	7,644	2	5,610	2	2,052	3	528	3	963	7	1,742	2	702

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

KANSAS RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SUMNER	79,523	103,852	110,525	14	6,054	5	9,383	29	38,211	13	16,529	13	9,810	13	2,861	9	4,517	29	7,289	9	7,786
Wellington	50,178	64,706	68,753	7	1,368	4	5,102	10	26,791	8	9,498	7	8,476	10	2,655	5	2,461	14	3,743	4	4,243
THOMAS	44,748	74,268	80,170	10	4,201	2	9,040	11	15,997	9	26,310	8	6,762	10	3,971	6	3,874	23	8,332	3	1,530
Colby	41,764	69,522	75,069	9	4,180	2	8,995	9	15,917	9	20,314	6	6,728	10	3,951	6	3,183	20	8,291	3	1,517
TREGO	17,013	18,253	19,219	3	1,944	1	2,167	4	4,125	4	3,837	4	1,574	3	620	1	461	7	1,179	2	538
WABAUNSEE	12,210	17,367	18,243	5	2,908	1	1,697	7	2,015	1	3,371	7	3,802	0	487	2	361	8	2,269	2	421
WALLACE	4,852	7,877	8,391	4	1,519	1	945	2	1,884	2	1,879	0	689	1	272	0	201	2	184	1	234
WASHINGTON	20,115	23,169	24,238	7	3,587	2	2,733	12	5,334	4	2,033	7	3,523	1	782	6	1,598	11	1,773	4	1,261
WICHITA	12,476	12,467	13,061	2	1,054	1	1,175	6	4,414	3	3,648	1	854	2	337	0	250	6	403	1	292
WILSON	25,666	35,151	37,376	6	4,649	4	4,214	10	8,120	3	8,372	8	3,414	8	1,066	4	896	10	1,838	4	2,183
WOODSON	9,872	12,178	12,651	1	1,280	1	1,427	3	2,841	3	1,990	4	2,191	1	408	2	304	8	1,378	0	354
WYANDOTTE	601,592	849,419	892,096	37	50,600	23	121,166	96	199,159	51	204,223	78	78,961	67	31,440	44	25,392	183	78,409	32	32,384
Kansas City	566,163	780,114	816,899	33	36,026	22	111,037	90	183,045	43	130,808	72	74,085	65	28,812	42	23,269	173	72,498	29	29,677

KENTUCKY RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	14,572,388	20,970,781	22,364,767		1,423,549		2,708,210		4,857,882		4,887,253		1,600,533		924,046		938,092		1,919,172		815,029
METRO AREAS (MSAs PMSAs CMSAs)																					
Lexington-Fayette, Ky	1,692,910	2,419,336	2,582,742		115,459		401,643		475,236		595,407		174,196		131,839		127,133		280,337		73,932
Owensboro, Ky	437,853	595,236	629,210		48,392		91,116		123,512		132,308		29,332		29,652		32,141		64,915		23,496
Louisville, Ky-In	4,271,270	6,099,803	6,456,306		330,439		919,421		1,298,277		1,426,492		444,375		295,378		323,953		688,691		241,895
COUNTIES, Cities																					
ADAIR	31,465	54,894	60,505	4	5,298	3	5,137	9	14,410	6	10,381	7	5,166	10	2,991	5	1,171	9	3,803	4	2,042
ALLEN	40,873	65,343	71,199	7	8,226	2	6,046	10	19,029	9	21,804	9	4,554	3	1,675	2	1,650	10	2,633	4	3,678
ANDERSON	33,171	49,684	54,205	3	3,787	4	1,412	7	15,504	8	9,224	10	6,291	8	1,763	6	785	11	2,056	4	2,099
BALLARD	26,635	37,018	40,678	3	2,841	1	3,454	9	10,924	4	15,878	9	1,906	4	826	1	942	10	1,691	3	916
BARREN	135,984	195,685	211,157	16	20,918	11	28,150	30	45,289	13	35,651	21	11,863	28	9,686	16	9,628	46	19,741	12	8,676
Glasgow	110,776	162,307	175,495	12	17,330	8	23,322	19	39,966	10	27,627	15	11,815	25	9,647	15	7,976	25	11,042	11	7,168
BATH	14,288	17,405	18,595	0	1,299	2	1,578	4	4,963	6	2,449	8	1,827	5	290	2	430	5	517	3	1,111
BELL	148,825	179,964	189,144	18	14,694	8	20,263	26	44,592	14	34,603	25	11,622	23	10,526	23	9,082	30	13,634	11	6,864
Middlesborogh	101,887	126,238	133,123	10	10,886	4	13,725	12	33,041	10	23,437	11	5,331	20	9,260	19	6,116	19	9,308	5	3,681
BOONE	371,544	626,135	687,804	19	33,369	9	153,186	48	102,465	13	112,293	37	84,520	56	31,801	18	15,813	72	70,251	10	18,853
BOURBON	52,066	52,256	55,912	4	2,629	3	1,892	14	16,635	9	12,739	8	4,346	6	1,994	6	1,141	20	4,042	5	3,247
BOYD	286,599	348,368	365,974	17	20,535	12	31,073	37	74,226	32	69,749	32	22,160	29	18,159	27	12,577	51	31,475	17	15,299
Ashland	230,223	273,998	286,996	11	6,969	10	29,961	18	52,425	23	47,597	18	14,311	25	10,089	23	9,223	42	27,121	14	14,430
BOYLE	125,747	180,653	193,481	13	15,287	10	33,997	21	40,335	17	51,423	18	8,171	14	5,744	20	6,672	25	13,229	8	6,723
Danville	99,111	141,805	151,911	10	11,043	5	26,700	16	31,678	13	38,121	13	7,984	13	4,511	16	4,316	24	10,388	7	5,280
BRACKEN	12,248	13,765	14,645	4	1,024	2	1,243	8	5,746	4	2,369	4	1,225	0	188	2	339	6	339	2	494
BREATHITT	47,434	68,596	73,692	5	5,489	6	9,354	7	14,104	8	18,159	12	5,940	3	950	5	1,706	12	3,485	3	2,485
BRECKINRIDGE	44,158	70,023	73,958	8	4,340	4	2,950	19	33,048	6	10,944	11	2,576	8	1,563	5	1,871	16	3,180	5	2,738
BULLITT	75,536	118,763	130,172	15	10,214	7	11,053	29	52,021	14	18,249	14	15,289	2	1,679	5	3,015	15	9,551	4	1,383
BUTLER	19,340	30,747	33,269	4	1,916	3	2,825	9	10,370	5	5,286	6	5,313	2	430	1	771	5	875	3	1,935
CALDWELL	54,188	71,625	75,334	10	6,572	4	6,396	13	17,346	6	15,264	10	2,291	11	3,848	5	3,911	14	4,887	6	2,670
CALLOWAY	169,351	269,136	288,059	12	11,959	7	18,596	18	39,274	28	135,822	16	11,576	32	15,086	20	13,347	36	19,566	11	8,433
Murray	140,924	222,010	237,403	11	8,992	6	18,183	15	29,531	24	102,125	15	11,319	31	11,343	19	10,036	35	18,403	10	8,246
CAMPBELL	285,173	426,837	459,466	15	19,703	11	39,010	78	116,396	27	77,326	35	31,958	27	26,486	25	19,133	135	51,775	15	26,674
CARLISLE	13,552	19,816	20,986	4	4,347	1	1,782	5	4,519	3	3,334	3	1,571	1	271	0	487	4	184	2	708
CARROLL	35,238	44,602	48,000	3	4,217	2	4,075	10	17,091	2	7,626	9	4,767	7	1,155	2	1,112	15	3,144	3	2,308
CARTER	78,702	106,813	116,101	11	11,986	7	10,820	13	32,098	9	16,988	15	8,321	9	3,415	10	9,432	14	6,984	5	3,896
CASEY	28,521	40,144	43,237	7	3,010	5	4,200	10	7,627	7	12,587	10	750	7	1,820	2	1,001	11	2,547	4	2,054
CHRISTIAN	236,030	340,861	358,845	14	23,705	13	39,242	54	85,409	26	108,692	34	18,368	43	16,454	20	13,421	58	25,745	17	13,009
Hopkinsville	182,951	259,038	271,921	12	16,505	9	27,322	34	59,676	21	74,285	27	16,957	40	11,456	16	8,451	46	18,366	15	9,058
CLARK	121,441	182,445	195,346	8	10,946	8	22,244	32	47,288	14	56,305	17	13,088	15	7,485	11	5,508	30	17,086	10	6,163
Winchester	110,270	165,228	176,861	7	9,887	7	20,107	29	42,745	13	50,896	16	11,831	14	7,402	10	4,399	26	15,444	9	5,571
CLAY	80,172	78,219	83,491	7	9,827	2	7,089	10	22,752	13	13,017	12	7,302	10	2,556	6	1,934	10	2,791	5	3,353
CLINTON	24,176	41,884	46,306	3	3,234	3	3,930	7	13,475	10	4,200	7	4,561	4	1,027	4	1,525	6	1,611	2	1,562
CRITTENDEN	24,025	30,478	32,722	3	1,258	4	2,072	6	11,974	4	5,198	5	1,800	4	578	2	758	6	1,517	2	1,104
CUMBERLAND	13,905	18,489	19,986	1	1,307	4	1,196	8	6,616	2	3,177	8	374	3	257	3	483	3	998	2	674
DAVIESS	437,853	595,236	629,210	34	48,392	18	91,116	83	123,512	50	132,308	47	29,332	65	29,652	47	32,141	139	64,915	28	23,496
Owensboro	379,847	516,327	545,790	28	34,670	16	75,217	62	122,181	44	109,222	36	29,114	64	24,478	45	26,533	114	54,398	26	19,396
EDMONSON	11,471	15,373	16,549	3	1,020	1	1,405	8	6,228	2	2,629	3	417	3	349	1	383	8	1,340	2	558
ELLIOTT	6,472	8,083	8,702	1	607	2	739	3	2,323	3	1,383	1	661	1	112	1	202	2	392	1	283
ESTILL	42,634	58,363	62,649	3	1,079	2	5,319	14	17,281	5	28,049	8	1,869	6	1,267	2	1,451	16	2,881	5	3,117
FAYETTE	1,331,034	1,880,986	1,998,832	53	78,187	34	352,936	138	321,548	70	458,970	130	122,876	188	112,554	123	112,315	314	233,038	53	51,855
Lexington	1,329,408	1,880,733	1,988,819	53	61,643	34	347,890	138	321,548	70	351,274	130	122,876	188	112,554	123	89,986	314	227,515	53	51,855
FLEMING	42,353	63,147	68,361	4	4,776	5	4,998	9	12,511	7	28,751	10	3,831	7	1,262	3	1,583	5	2,407	4	2,641
FLOYD	171,354	252,226	267,297	23	29,312	21	20,878	24	46,960	18	84,051	31	17,717	22	9,763	11	6,987	25	12,714	14	12,452
FRANKLIN	176,321	241,119	257,510	15	20,301	6	25,306	48	55,356	15	58,009	30	21,822	35	14,188	10	6,493	58	26,074	13	10,841
Frankport	167,268	228,407	243,991	13	19,068	6	24,904	45	51,982	14	54,484	27	20,496	34	14,053	10	5,193	57	24,490	13	10,755
FULTON	41,390	60,979	65,047	3	4,545	4	5,523	13	19,626	7	8,887	11	4,244	8	1,722	7	2,030	9	1,402	4	3,034
Fulton	33,485	49,641	52,990	1	3,485	4	4,235	7	16,914	5	6,815	8	3,181	5	1,320	6	1,557	4	774	3	2,326
GALLATIN	15,486	23,907	25,879	3	1,808	3	1,278	7	6,784	0	4,111	6	5,630	1	334	0	599	10	2,288	1	872
GARRARD	18,143	26,479	28,271	3	1,975	4	1,475	7	7,291	4	4,491	7	1,559	4	884	4	1,349	10	1,905	3	1,418
GRANT	42,742	61,861	67,155	6	6,078	4	1,020	17	17,705	10	19,704	13	8,516	8	823	2	1,555	9	4,948	3	2,264

KENTUCKY RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
GRAVES	124,607	179,914	189,327	14	41,754	6	16,951	27	39,366	14	41,177	18	9,870	28	9,761	6	4,732	29	7,064	10	7,815
Mayfield	90,432	123,428	129,013	9	23,004	5	9,339	14	36,664	11	22,685	14	9,192	24	5,378	5	2,607	20	5,610	9	4,306
GRAYSON	59,957	95,891	107,349	10	12,454	8	11,316	15	23,500	8	15,304	15	7,979	15	3,376	6	2,882	20	6,419	8	6,204
GREEN	21,902	29,856	31,965	6	4,214	5	2,041	6	10,753	4	4,020	8	1,713	3	412	2	740	8	979	3	1,361
GREENUP	72,904	93,997	98,439	7	5,028	5	8,358	24	34,540	12	19,069	13	8,626	8	2,750	6	3,485	15	4,915	7	2,714
HANCOCK	10,680	14,048	15,149	1	925	0	1,124	9	7,906	2	2,104	2	990	0	170	0	307	4	419	2	446
HARDIN	331,210	521,490	553,903	26	42,960	13	57,070	43	90,067	52	176,136	54	56,133	41	22,568	36	25,755	70	44,854	13	10,961
Elizabethtown	173,187	263,501	278,850	9	15,089	6	27,544	17	56,776	24	82,186	22	30,100	21	9,330	17	10,801	35	23,540	9	6,113
HARLAN	136,071	180,919	168,441	10	10,355	16	22,598	36	50,099	18	24,053	25	8,638	16	3,085	14	8,493	29	9,529	9	5,783
Harlan	59,725	65,742	68,086	3	1,275	7	14,551	10	22,148	9	9,272	6	2,598	11	2,012	7	4,826	10	4,440	5	3,789
HARRISON	49,327	67,211	71,531	7	4,013	4	6,662	8	17,754	9	15,116	11	5,275	12	2,724	7	2,997	13	3,597	7	4,444
HART	33,282	43,250	45,637	6	4,210	6	1,611	13	13,426	5	7,251	13	4,060	7	1,150	2	1,058	6	553	5	2,164
HENDERSON	204,509	318,073	344,609	15	16,626	10	35,077	48	77,124	21	87,604	28	32,606	22	14,808	16	17,406	54	30,225	11	9,170
Henderson	199,331	309,494	335,255	15	13,084	10	34,511	40	77,046	21	66,923	28	32,573	22	14,793	15	15,789	52	27,416	11	9,157
HENRY	28,024	36,866	39,129	4	2,768	4	1,820	12	10,411	4	6,218	9	2,091	2	504	0	907	12	2,477	2	1,320
HICKMAN	7,778	12,195	13,097	3	1,260	1	1,112	4	3,495	3	2,398	1	979	2	170	0	303	4	1,212	1	441
HOPKINS	210,219	287,510	306,044	16	23,108	15	33,509	45	76,124	25	72,270	32	22,360	33	17,694	25	13,691	41	18,401	12	10,935
Madisonville	175,533	241,466	257,212	11	16,381	10	27,469	22	69,548	22	59,242	20	17,441	30	14,505	21	11,387	34	16,841	8	9,848
JACKSON	17,471	24,934	26,939	2	1,881	5	2,026	9	5,500	3	4,875	4	2,015	0	347	0	623	6	1,211	2	908
JEFFERSON	3,308,430	4,674,852	4,921,073	164	221,930	98	725,771	568	948,890	242	1,102,141	325	310,601	366	225,677	255	265,012	920	550,688	181	189,917
Louisville	1,368,906	1,776,447	1,850,300	70	50,215	34	112,080	317	503,039	105	240,062	150	181,452	152	88,680	106	89,223	514	250,935	98	95,822
JESSAMINE	77,041	131,261	146,746	8	9,654	4	12,460	18	35,724	11	42,160	12	13,620	7	2,456	4	3,400	19	11,212	6	4,260
JOHNSON	108,316	148,733	156,734	8	21,250	7	18,067	10	26,540	13	31,800	10	10,630	16	6,841	15	11,392	20	10,631	7	8,382
KENTON	520,207	755,383	803,871	28	26,953	12	68,251	119	202,674	33	110,987	75	78,998	27	13,455	34	39,186	187	88,946	32	37,854
Covington	238,707	329,506	348,577	11	10,503	7	19,361	53	75,224	20	70,323	29	38,405	10	5,147	12	14,931	107	44,619	13	15,932
KNOTT	44,407	56,455	59,737	5	3,510	5	8,582	14	14,080	3	2,141	6	6,067	3	770	5	1,528	8	1,291	1	2,014
KNOX	94,865	138,261	148,223	12	11,607	9	22,361	22	39,644	8	30,340	15	7,482	13	5,419	6	2,436	22	8,044	7	6,926
LARUE	27,763	42,210	45,440	6	2,838	4	4,616	13	14,407	4	8,338	5	2,598	6	586	3	1,564	6	1,614	3	1,466
LAUREL	162,741	281,374	311,082	13	24,279	7	19,118	35	65,195	24	109,272	32	27,800	13	9,689	19	15,167	25	17,349	8	8,540
LAWRENCE	36,856	52,403	57,017	4	3,214	2	4,842	10	15,219	3	2,175	6	4,842	4	1,698	3	863	6	3,080	4	4,423
LEE	20,538	28,275	30,026	1	2,098	5	1,828	5	8,272	3	6,305	3	2,533	1	388	0	696	4	1,349	2	1,013
LESLIE	23,505	31,866	34,462	2	2,408	8	5,125	7	9,841	1	5,475	9	3,143	2	445	2	798	8	842	2	1,162
LETCHER	77,107	94,179	99,329	12	12,254	15	11,281	22	26,899	8	6,210	14	9,683	7	1,280	6	5,166	13	3,508	11	4,241
LEWIS	19,590	28,901	31,127	4	2,152	1	2,642	8	10,369	3	2,684	7	3,700	4	374	2	721	6	1,206	1	1,050
LINCOLN	33,053	49,322	52,607	9	6,466	2	4,486	16	12,299	6	13,419	8	1,884	6	1,721	5	2,139	10	2,412	4	1,774
LIVINGSTON	16,502	23,444	24,999	2	1,746	0	2,122	16	10,761	5	969	4	256	2	323	1	579	16	4,762	3	1,236
LOGAN	68,693	96,262	103,769	11	7,216	5	8,810	21	33,251	15	22,108	10	5,065	10	3,244	[illegible]	3,531	24	5,671	9	5,677
LYON	12,742	18,609	20,432	2	1,428	1	1,734	6	8,033	3	3,246	4	1,607	0	264	2	473	4	790	2	689
MCCRACKEN	379,049	540,440	568,[illegible]	18	40,673	11	72,193	59	110,572	38	114,235	42	33,728	63	34,377	35	31,532	103	46,954	28	24,643
Paducah	313,685	437,850	459,356	16	32,431	9	57,563	45	85,811	34	82,702	34	33,341	55	28,410	34	25,142	91	38,017	24	19,649
MCCREARY	32,485	44,904	50,066	4	3,487	4	4,251	22	19,389	5	6,953	5	2,328	4	711	4	1,335	5	1,713	4	1,689
MCLEAN	22,211	32,731	35,783	8	3,523	2	3,039	9	9,550	4	5,686	9	4,136	0	462	2	828	11	1,695	3	1,261
MADISON	226,990	353,391	380,435	16	30,871	10	34,763	43	73,913	26	73,840	39	41,368	25	12,543	16	6,763	61	42,998	15	10,917
Richmond	160,002	244,344	262,504	13	21,340	6	22,866	18	46,606	16	48,315	21	30,160	22	10,192	10	3,699	42	26,877	8	7,800
MAGOFFIN	29,807	40,548	43,559	5	2,082	7	5,239	4	14,080	3	1,679	6	3,532	0	562	1	1,009	6	826	5	2,588
MARION	48,319	81,290	87,991	8	5,274	8	9,829	18	27,186	7	6,648	12	4,224	7	5,848	7	4,669	19	4,982	4	3,581
MARSHALL	91,691	138,647	146,302	13	26,721	7	13,139	21	29,526	12	30,471	16	11,835	11	2,815	11	3,684	27	10,427	6	3,842
MARTIN	47,191	61,080	65,188	6	3,073	4	5,534	9	17,566	5	29,833	5	2,021	5	1,003	3	1,510	7	1,381	5	1,663
MASON	87,529	109,343	116,108	8	6,495	4	12,403	12	30,989	12	18,877	10	8,791	18	9,811	9	4,475	24	8,575	7	5,227
Maysville	77,453	98,020	104,263	7	5,196	3	11,292	8	28,213	10	17,186	8	8,004	17	8,932	8	4,074	18	6,532	6	5,227
MEADE	33,760	52,768	56,226	6	2,791	3	4,530	13	11,880	8	22,273	8	3,708	4	957	3	1,237	15	4,226	2	1,800
MENIFEE	6,707	8,8[illegible]	9,706	3	678	1	824	1	2,591	1	1,542	1	726	0	125	1	224	3	171	1	327
MERCER	53,198	83,270	88,250	7	7,257	5	3,596	15	27,348	11	14,210	14	6,321	6	2,411	5	3,856	18	6,603	8	3,783
METCALFE	20,838	29,220	32,018	2	2,238	2	2,719	8	8,923	4	5,087	7	2,323	5	527	3	322	8	1,001	3	1,230
MONROE	31,909	55,078	60,313	2	4,212	4	1,933	18	20,881	4	9,582	5	2,269	4	1,631	2	1,397	9	1,955	7	4,302
MONTGOMERY	96,089	136,410	147,355	9	13,380	5	12,377	16	34,058	19	31,384	17	7,502	10	9,020	12	5,232	20	10,655	7	5,256
MORGAN	40,234	57,668	61,794	4	8,653	2	5,246	9	11,276	4	21,690	7	3,645	3	1,243	7	3,408	6	1,085	2	2,083
MUHLENBERG	113,438	136,796	145,384	8	6,678	10	17,211	38	43,435	15	28,800	21	10,081	17	6,735	14	5,672	19	5,658	10	7,089
NELSON	90,754	136,230	145,623	7	5,456	9	16,104	28	37,676	15	23,680	18	10,254	17	3,971	10	5,279	26	10,757	7	5,099
NICHOLAS	14,388	19,596	20,870	2	1,457	2	1,772	6	5,571	3	3,317	5	1,124	4	713	1	484	4	649	3	1,460
OHIO	69,729	95,474	102,856	6	3,681	4	8,718	21	30,052	10	34,355	14	6,886	8	1,710	7	1,648	12	5,233	7	5,035
OLDHAM	73,763	114,784	124,021	9	12,755	5	10,529	15	34,404	10	40,865	15	9,497	2	1,598	2	2,873	10	5,986	7	4,453
OWEN	20,830	29,503	32,211	3	2,249	2	2,734	5	8,597	3	8,680	4	2,410	4	725	2	747	5	1,260	3	1,713
OWSLEY	7,193	11,076	11,980	0	836	0	1,017	4	3,198	1	1,904	0	897	0	154	1	276	2	539	2	404
PENDLETON	18,937	25,081	27,022	4	1,935	3	650	11	9,639	4	4,294	7	1,986	3	1,084	1	625	6	1,197	1	912
PERRY	136,516	210,850	219,906	12	16,893	11	17,298	27	51,458	13	46,076	22	13,214	20	12,260	13	7,562	36	13,444	8	6,703
PIKE	328,877	436,250	461,993	31	36,173	18	59,475	60	115,210	36	124,044	35	23,208	38	21,531	21	10,856	47	22,288	14	11,183
POWELL	20,480	33,574	37,728	1	2,835	4	3,203	5	9,443	2	5,993	8	3,568	2	487	1	873	13	3,338	2	1,273
PULASKI	215,250	337,654	365,049	21	32,665	11	45,989	38	89,124	33	78,102	35	16,843	37	16,368	29	13,881	44	26,076	12	10,090
Somerset	156,652	239,233	257,913	19	23,374	8	32,908	20	64,245	22	38,000	27	16,586	34	14,364	28	9,933	37	22,614	9	8,639
ROBERTSON	2,218	2,369	2,481	2	173	1	211	2	662	0	394	2	185	0	31	0	57	1	111	0	84
ROCKCASTLE	28,106	47,313	51,148	4	3,402	6	3,028	16	15,700	4	3,700	9	5,476	3	321	2	1,186	11	2,895	2	1,725
ROWAN	74,322	114,602	124,822	6	7,976	9	18,993	16	30,188	8	18,555	13	11,620	16	5,334	4	1,361	17	8,433	7	5,875
RUSSELL	40,080	68,174	75,505	5	6,604	7	6,603	13	18,939	9	18,969	7	3,812	10	1,946	4	1,740	12	2,850	7	3,599
SCOTT	54,473	80,306	86,345	8	3,826	4	7,331	14	26,298	8	10,908	14	8,771	8	2,550	6	2,463	19	8,995	6	4,404
SHELBY	79,083	117,829	128,446	8	7,404	5	9,426	19	32,838	11	38,080	13	7,116	12	3,883	6	2,525	20	11,733	4	4,333
SIMPSON	62,879	90,640	97,576	4	5,183	2	8,284	14	23,004	10	18,201	13	13,582	5	2,080	3	3,527	15	10,227	8	3,845
SPENCER	10,792	15,120	16,015	1	1,119	1	1,359	7	6,434	3	762	3	1,198	1	206	1	370	5	477	1	540
TAYLOR	82,982	127,538	139,309	13	12,462	4	11,828	19	32,559	16	27,715	12	7,527	22	8,604	12	4,129	24	11,502	8	5,180
TODD	17,385	25,575	27,431	2	1,915	3	1,166	7	11,273	5	1,987	4	1,642	4	495	2	635	7	978	4	1,516
TRIGG	22,952	38,953	42,437	4	3,975	2	3,603	11	11,257	5	8,964	5	3,195	3	434	4	983	10	2,378	3	1,645
TRIMBLE	4,694	5,786	6,326	1	443	0	537	3	1,688	0	1,006	3	473	0	82	0	146	2	284	1	212
UNION	55,826	77,054	81,440	9	5,470	8	13,422	20	26,860	7	8,243	10	3,116	9	2,204	7	2,110	15	3,846	8	2,827
WARREN	408,918	616,575	661,964	30	34,451	14	92,461	68	122,760	36	120,259	64	50,984	67	27,601	46	32,251	113	84,345	20	19,881
Bowling Green	388,197	581,095	623,378	25	24,708	12	88,911	58	122,196	35	91,302	56	50,752	65	25,944	43	25,240	110	82,014	19	18,688
WASHINGTON	16,268	24,464	25,779	3	2,211	3	2,188	6	4,732	1	4,095	6	2,481	4	1,121	4	1,370	5	1,158	4	2,319
WAYNE	43,386	67,986	74,906	6	7,743	5	7,806	18	22,641	6	9,609	7	3,858	9	3,662	5	2,149	7	2,717	4	4,118
WEBSTER	46,034	59,973	64,412	6	4,051	3	5,470	16	19,598	12	23,512	8	3,819	2	831	3	1,482	11	1,740	5	[illegible]
WHITLEY	183,888	254,580	271,458	15	21,553	11	21,444	29	44,170	22	63,970	33	44,912	18	8,401	16	9,843	35	17,540	[illegible]	[illegible]
Corbin	111,374	149,568	158,895	6	13,763	4	13,693	14	20,142	15	40,848	19	28,679	11	6,497	8	6,285	11	3,687	[illegible]	[illegible]
WOLFE	15,108	24,774	27,672	2	1,933	3	2,349	4	6,158	2	4,396	5	4,940	0	356	1	640	3	574	2	934
WOODFORD	56,855	92,082	99,561	8	10,215	3	4,780	15	27,743	5	14,326	13	11,495	9	4,800	3	2,306	18	5,984	5	4,203

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

LOUISIANA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U S Census	E&P 1988 estimate	E&P 1989 estimate	Lumber Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	19 986 261	26 248 630	28 084 823		2 045 389		3 304 867		6 200 802		6 810 492		1 447 827		1 538 662		1 544 360		2 554 309		1 021 112
METRO AREAS (MSAs PMSAs CMSAs)																					
Alexandria, La	620 019	968 578	1 034 391		79 852		148 499		204 685		257 592		50 274		67 650		39 890		69 183		37 176
Baton Rouge, La	2 626 328	3 645 285	3 925 681		309 466		548 349		860 898		937 568		198 425		181 790		254 800		337 334		120 777
Houma Thibodaux, La	993 514	1 147 717	1 216 219		96 964		141 588		264 377		303 194		50 912		52 293		64 542		165 269		44 300
Lafayette, La	1 381 064	1 524 441	1 641 512		156 408		230 360		291 531		406 187		82 557		103 161		93 471		171 629		41 593
Lake Charles, La	902 896	1 072 202	1 132 480		144 818		133 238		264 846		254 465		54 522		58 768		64 036		84 852		45 014
Monroe, La	686 189	1 029 596	1 095 128		85 151		154 160		205 574		280 669		33 872		83 144		67 897		95 567		40 923
New Orleans, La	6 327 918	8 336 315	8 888 303		444 107		999 861		2 019 214		1 850 055		491 738		567 102		551 806		999 673		354 849
Shreveport, La	1 750 158	2 444 184	2 605 999		173 331		344 973		491 192		668 832		157 491		154 124		154 134		225 808		73 060
COUNTIES, Cities																					
ACADIA	204 923	216 304	232 889	20	20 102	12	19 414	57	51 563	27	60 408	30	16 253	26	9 616	21	10 162	55	16 659	19	14 146
Crowley	108 443	111 377	119 401	9	6 966	5	15 458	16	23 925	12	27 727	13	7 816	18	5 986	11	3 489	25	6 912	9	8 953
ALLEN	69 285	86 590	92 525	13	5 423	15	15 398	20	22 526	13	25 100	13	4 321	13	4 140	7	1 702	15	3 071	8	4 148
ASCENSION	219 402	304 108	329 743	24	39 904	11	14 117	60	78 231	27	116 541	24	11 154	32	8 774	14	14 845	58	18 389	14	11 301
ASSUMPTION	51 787	67 103	71 908	5	4 824	4	6 217	27	18 806	11	19 648	7	2 195	4	1 143	5	3 367	21	2 555	4	2 759
AVOYELLES	117 235	178 290	193 978	13	11 456	20	25 420	53	51 788	23	62 766	6	2 023	14	3 505	11	6 284	26	6 980	22	13 665
BEAUREGARD	115 283	177 360	194 491	17	20 431	8	12 353	30	42 873	16	66 568	12	8 196	18	7 953	10	10 464	17	7 568	7	4 201
BIENVILLE	40 323	53 213	56 965	5	1 518	4	3 832	13	13 954	10	10 314	9	9 835	10	2 031	2	2 196	9	1 282	5	1 689
BOSSIER	360 769	548 329	596 974	19	72 525	14	79 684	57	113 483	32	161 962	43	35 754	44	23 681	18	13 158	109	60 090	14	12 245
CADDO	1 389 389	1 895 855	2 009 025	61	100 806	41	265 289	205	377 709	103	506 870	144	121 737	195	130 443	128	140 976	289	165 718	61	60 815
Shreveport	1 271 402	1 754 290	1 861 523	53	72 773	34	237 444	173	345 736	88	463 963	132	119 819	179	125 249	120	129 042	264	151 690	55	58 015
CALCASIEU	902 896	1 072 202	1 132 480	82	144 818	28	133 238	154	264 846	74	254 465	80	54 522	96	58 768	89	64 036	168	84 852	48	45 014
Lake Charles	621 583	701 342	735 303	55	83 161	17	100 542	76	143 163	45	141 448	42	34 321	72	45 530	64	37 614	115	61 580	31	30 861
Sulpher	153 755	202 078	216 335	11	27 911	4	20 593	27	68 277	14	26 735	21	13 830	14	10 314	16	9 627	24	9 358	9	8 922
CALDWELL	25 924	36 986	39 725	5	5 563	6	3 667	8	9 352	6	8 451	5	2 228	3	2 598	2	1 532	7	1 430	3	1 627
CAMERON	25 342	33 244	36 424	4	3 645	2	2 654	13	14 905	1	5 233	7	1 156	0	2 007	0	1 184	14	2 563	2	1 257
CATAHOULA	33 979	41 625	45 492	5	3 512	5	3 727	16	7 111	7	12 495	4	2 087	7	994	2	1 755	9	1 301	8	3 949
CLAIBORNE	49 905	62 036	66 043	3	3 656	9	9 819	14	16 605	10	7 705	10	2 512	13	2 321	3	1 744	8	2 267	7	2 491
CONCORDIA	77 127	89 505	94 914	7	5 476	8	10 574	26	27 197	9	25 307	8	4 756	8	3 500	7	4 160	26	6 297	6	2 803
DE SOTO	85 435	111 241	121 209	8	7 000	9	17 394	27	31 388	15	33 670	15	6 819	14	4 611	7	2 843	13	3 839	5	4 751
E BATON ROUGE	2 203 285	3 047 289	3 267 989	121	245 068	55	507 346	323	676 656	134	759 584	177	156 054	278	166 413	173	229 117	481	303 831	75	97 419
Baton Rouge	1 847 806	2 561 830	2 748 161	89	155 616	45	475 792	228	521 086	111	516 240	146	148 223	241	157 270	142	156 382	409	263 223	58	78 742
EAST CARROLL	24 942	31 052	33 177	2	2 561	5	1 808	10	8 498	5	4 657	8	3 624	8	1 544	2	1 278	6	1 023	3	2 356
EAST FELICIANA	27 426	41 938	45 646	6	3 589	4	1 550	16	12 413	3	7 783	10	5 312	3	2 985	2	1 760	11	2 726	3	1 850
EVANGELINE	108 249	136 668	147 762	11	24 347	12	13 511	44	35 431	19	31 312	11	5 397	15	5 032	11	8 240	22	3 966	17	9 336
FRANKLIN	104 182	131 964	142 400	9	13 210	11	16 416	28	58 197	15	34 455	5	1 153	8	3 969	5	2 015	13	3 229	8	3 573
GRANT	20 275	29 703	32 658	1	2 044	7	979	14	8 808	4	12 475	4	1 127	2	1 731	0	1 020	4	1 770	3	1 072
IBERIA	354 083	346 069	371 148	28	38 281	11	24 108	67	75 476	42	104 906	35	9 663	45	24 523	38	23 302	99	37 773	21	14 559
New Iberia	299 388	292 395	313 546	19	28 562	7	23 232	43	64 526	29	75 287	24	9 175	37	23 471	33	17 386	71	35 914	18	13 685
IBERVILLE	117 471	155 526	167 459	11	10 256	7	12 742	40	44 807	17	59 519	16	9 182	11	3 972	11	4 952	32	9 966	10	6 302
JACKSON	43 385	57 613	61 401	6	4 173	6	11 603	18	13 094	7	7 469	9	3 291	9	3 158	5	3 148	14	2 841	7	3 352
JEFFERSON	2 947 034	3 914 972	4 249 382	114	197 575	54	569 364	323	915 685	172	1 074 741	213	227 480	302	255 927	200	300 632	635	399 530	83	140 483
JEFFERSON DAVIS	142 412	178 224	192 745	16	17 337	9	8 909	34	44 227	19	66 490	24	16 240	25	6 851	7	4 464	30	7 927	13	10 593
Jennings	105 068	131 048	141 683	11	9 030	3	6 834	15	31 469	16	50 999	12	7 887	20	6 092	5	3 424	16	5 103	7	8 291
LAFAYETTE	1 246 786	1 399 083	1 502 489	55	144 967	23	214 692	170	249 701	78	376 123	97	77 184	179	101 811	102	91 036	237	161 190	46	36 520
Lafayette	1 103 733	1 214 376	1 300 329	38	136 193	22	201 698	129	230 360	63	264 361	81	69 231	166	97 951	91	67 466	207	151 434	37	31 772
LAFOURCHE	371 331	441 839	470 359	36	46 584	19	41 573	78	121 574	38	132 204	49	23 335	45	16 553	40	26 493	91	26 369	27	25 026
Thibodaux	157 894	185 631	197 281	11	14 013	7	21 662	25	39 151	15	55 525	18	17 375	21	8 329	16	8 925	47	14 825	8	11 930
LA SALLE	51 731	76 405	81 004	5	4 429	5	6 479	20	20 835	10	31 526	6	2 700	9	1 595	4	2 453	13	4 058	7	2 878
LINCOLN	162 494	239 151	258 046	12	15 505	9	24 270	31	51 550	13	72 786	26	13 208	32	21 424	22	8 820	51	26 144	11	7 486
Ruston	149 535	220 267	237 692	11	14 479	7	22 663	25	50 654	12	55 869	18	13 000	30	20 005	21	8 236	43	22 096	9	6 990
LIVINGSTON	155 566	228 671	256 199	17	18 584	5	24 943	64	79 546	30	58 091	16	18 948	18	6 400	14	8 071	29	11 490	11	10 274
MADISON	34 088	44 348	47 233	3	649	3	2 414	16	8 264	8	21 963	4	1 857	8	1 865	5	1 802	14	3 631	4	2 425
MOREHOUSE	109 592	151 128	161 504	10	10 827	9	22 990	32	31 958	16	62 765	15	6 304	11	5 005	9	2 446	21	6 539	11	5 389
Bastrop	86 260	118 542	126 630	5	3 791	8	17 209	21	31 696	13	46 984	9	5 622	10	3 747	6	1 831	16	5 838	8	4 034
NATCHITOCHES	136 802	189 925	205 128	14	18 586	9	21 525	29	46 445	13	48 117	20	12 778	21	8 502	13	9 115	33	12 998	10	7 688
ORLEANS	2 428 006	3 013 066	3 091 421	92	124 801	44	263 491	351	635 188	114	535 348	187	160 254	344	249 342	185	185 499	779	464 039	101	147 304
New Orleans	2 429 449	3 013 283	3 091 420	92	97 733	44	261 176	351	634 820	114	410 539	187	160 161	344	249 197	185	149 750	779	449 440	101	146 349
OUACHITA	686 189	1 029 596	1 095 128	50	85 151	29	154 160	107	205 574	72	280 669	53	33 872	111	83 144	78	67 897	170	95 567	42	40 923
Monroe	472 481	694 683	737 222	30	40 314	18	114 093	48	118 708	43	184 429	32	21 342	76	61 655	56	39 291	108	60 259	24	23 293
West Monroe	125 622	182 749	193 705	12	14 733	7	37 119	21	57 082	13	8 986	9	8 609	28	19 005	11	4 570	38	20 080	7	10 310
PLAQUEMINES	84 858	115 012	120 011	9	8 103	6	4 379	34	39 830	8	11 805	17	8 679	5	613	2	4 628	40	25 861	5	5 247
POINTE COUPEE	81 685	104 730	114 744	8	8 489	7	7 561	30	31 022	9	43 986	11	5 176	9	3 077	6	4 235	15	3 886	6	4 015
RAPIDES	620 019	968 578	1 034 391	40	79 852	22	148 499	121	204 685	43	257 592	64	50 274	73	67 650	53	39 890	138	69 183	27	37 176
Alexandria	481 320	754 363	805 898	28	46 498	13	125 797	70	144 006	30	180 918	35	41 179	64	65 461	42	32 036	101	55 457	16	25 734
Pineville	85 293	107 058	114 904	3	7 445	4	13 844	16	47 802	5	3 574	12	8 498	6	1 746	6	5 086	12	9 003	7	7 906
RED RIVER	32 706	44 966	48 996	6	4 544	5	3 866	15	14 421	2	8 353	8	4 143	6	1 126	3	1 394	10	2 589	3	2 006
RICHLAND	92 221	137 640	150 723	6	11 635	9	10 916	26	27 719	17	48 509	13	14 182	16	4 033	8	6 530	16	3 710	10	6 246
SABINE	90 232	161 652	174 531	6	2 697	10	18 567	20	48 940	12	79 626	9	2 656	8	4 093	4	3 410	11	4 653	4	3 318
ST BERNARD	243 140	304 047	326 358	15	10 786	7	36 285	46	126 767	24	16 802	28	19 763	27	14 013	22	15 800	58	26 212	12	18 168
ST CHARLES	86 378	115 035	121 896	5	6 412	8	12 224	32	41 031	11	20 428	13	9 285	10	3 499	8	3 799	33	8 047	5	4 174
ST HELENA	7 708	10 498	11 374	2	878	0	584	4	3 308	3	1 940	0	428	0	744	0	439	1	780	1	467
ST JAMES	56 834	68 467	74 052	6	9 217	4	3 497	28	24 184	9	14 004	8	2 450	8	2 031	10	9 726	16	3 790	5	2 812
ST JOHN	115 542	158 983	174 611	10	10 942	5	29 520	28	67 743	8	6 746	16	6 558	13	6 450	8	6 249	22	13 645	8	11 448
ST LANDRY	342 842	396 488	424 716	27	45 704	21	35 400	106	101 436	39	111 616	44	21 519	49	21 479	33	22 549	69	18 257	35	24 040
Eunice	95 897	114 551	123 263	7	10 512	4	8 035	25	36 542	16	23 864	12	8 070	20	6 662	9	4 826	14	3 332	10	8 927
Opelousas	158 830	176 729	188 250	9	8 037	9	22 129	28	33 978	15	48 561	25	13 167	24	12 963	18	11 448	31	10 677	14	11 529
ST MARTIN	114 268	125 358	139 023	13	11 441	12	15 668	37	41 830	18	30 064	14	5 393	5	1 350	8	2 435	32	10 439	16	5 073
ST MARY	341 196	325 762	348 436	32	36 617	12	25 279	73	86 351	38	81 454	33	15 998	36	14 846	31	15 594	93	48 746	15	12 281
Franklin	60 083	59 247	63 719	4	2 578	5	10 459	19	18 990	7	13 329	9	3 398	8	2 850	5	1 015	16	3 276	3	2 186
Morgan City	161 946	143 173	151 023	14	12 791	3	9 384	23	31 906	20	38 064	12	9 388	18	7 152	20	9 635	47	17 672	8	8 156
ST TAMMANY	507 818	830 212	924 635	50	93 591	23	88 977	93	232 800	52	195 990	53	68 396	71	37 871	38	39 827	125	88 200	23	33 272
Slidell	269 317	442 597	493 183	22	31 616	9	51 266	34	118 816	25	90 646	26	48 962	41	23 498	18	20 680	55	54 387	11	17 517

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

LOUISIANA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U S Census	E&P 1988 estimate	E&P 1989 estimate	Lumber Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
TANGIPAHOA	424 361	648 008	702 011	28	[illegible]7 319	21	82 367	98	152 465	41	214 578	51	44 947	66	25 795	35	23 865	97	49 040	20	21 840
Hammond	249 243	381 884	413 860	11	24 334	9	60 805	34	76 625	21	117 928	17	24 919	49	20 993	23	13 742	56	34 051	8	15 221
TENSAS	20 957	24 757	26 330	0	2 033	7	1 812	8	6 666	4	4 489	5	4 326	1	1 722	1	1 015	3	1 762	3	430
TERREBONNE	622 183	705 878	745 860	41	50 380	20	100 015	93	142 803	45	170 990	50	27 577	83	35 740	47	38 049	134	138 900	24	19 274
Houma	446 106	495 764	522 235	23	26 024	14	65 152	53	127 133	36	110 817	34	27 064	69	28 669	41	24 228	105	60 849	18	16 367
UNION	46 349	67 212	72 371	6	5 063	6	6 645	15	14 476	14	32 880	8	1 110	8	3 251	3	2 791	6	1 156	8	4,562
VERMILION	196 011	210 374	225 933	21	27 104	9	15 782	56	63 503	30	65 338	24	6 940	38	10 419	20	5 919	54	9 677	24	12,056
Abbeville	115 559	125 191	134 641	7	5 148	3	11 129	27	40 969	19	41 847	8	3 920	21	8 143	12	4 174	32	6 790	9	6,003
VERNON	128 394	201 871	217 717	10	32 755	7	20 201	41	51 892	18	52 238	15	5 067	13	5 468	10	5 247	48	25 124	5	4 519
Leesville	96 754	158 062	171 136	8	23 679	5	14 604	21	48 325	14	39 298	10	5 067	10	4 486	7	3 527	31	15 294	4	4 519
WASHINGTON	136 212	180 819	191 643	9	7 700	12	14 595	41	48 602	21	41 068	24	10 859	35	14 728	20	8 074	36	8 398	10	9 543
Bogalusa	75 889	96 242	101 405	6	4 287	6	7 741	21	29 409	10	12 436	12	6 046	20	8 200	11	4 496	21	5 381	6	6,805
WEBSTER	192 469	266 874	285 109	13	17 054	14	30 435	52	79 902	24	75 739	31	16 150	33	14 199	19	11 533	26	10 652	14	7 651
Minden	108 899	152 063	162 589	6	6 901	5	20 229	18	50 951	15	35 282	13	9 162	20	8 398	15	6 790	15	6 458	7	4 910
W BATON ROUGE	48 075	65 217	71 750	4	5 910	3	1 943	22	26 465	3	3 352	14	12 269	3	203	0	2 767	16	3 624	4	1 783
WEST CARROLL	33 696	46 497	49 955	6	2 306	8	6 428	15	13 734	8	15 959	5	1 355	4	1 402	1	1 926	8	1 068	4	1,400
WEST FELICIANA	20 665	31 842	33 855	1	2 363	3	3 696	5	7 498	6	8 705	7	3 162	3	2 002	1	1 180	7	2 303	3	1,253
WINN	54 801	73 636	78 729	6	5 311	9	11 656	16	14 257	7	25 754	9	4 674	9	2 427	4	1 521	12	3 159	6	3 189

MAINE RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U S Census	E&P 1988 estimate	E&P 1989 estimate	Lumber Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	5 331 613	8 699 439	9 372 116		678 921		818 808		2 017 650		2 090 947		457 429		358 706		289 328		745 562		281,971
METRO AREAS (MSAs PMSAs CMSAs)																					
Bangor, Me	677 684	1 057 887	1 142 118		83 057		133 705		232 313		301 260		64 094		55 361		37 705		81,547		33,661
Lewiston-Auburn, Me	457 631	715 200	768 857		37 262		86 682		178 964		197 451		40 869		32 093		18 116		53,480		19,359
Portland, Me	1 502 470	2 535 591	2 723 163		184 354		264 189		531 674		531 202		103 546		113 781		84 025		219 443		70,314
Ann Arbor, Mi	1 320 397	2 315 871	2 458 098		140 221		377 876		377 300		580 972		177 182		124 574		158 796		257 916		82,696
COUNTIES, Cities																					
ANDROSCOGGIN	457,631	715,200	768,857	31	37,262	34	86,682	108	178,964	51	197,431	49	40,869	50	32,093	41	18,116	136	53,480	24	19,359
Auburn	185,744	279,771	299,573	8	11,712	7	29,926	24	60,831	18	108,177	14	14,570	22	14,809	13	4,040	34	14,401	6	6,869
Lewiston	196,135	296,980	318,183	10	9,208	19	50,260	48	90,824	20	59,378	24	25,233	24	9,651	26	5,448	69	28,540	11	5,822
AROOSTOOK	330,540	499,134	535,633	37	40,112	33	60,968	101	123,696	61	123,143	51	32,213	50	21,007	21	14,924	98	30,883	30	19,862
CUMBERLAND	1,502,470	2,535,591	2,723,163	93	184,354	66	264,189	250	531,674	94	531,202	124	103,546	120	113,781	108	84,025	350	219,443	57	70,314
Brunswick	165,272	265,365	283,410	10	18,651	7	27,269	28	54,102	10	53,899	14	10,720	13	11,752	12	8,877	39	22,568	6	7,312
Portland	447,710	671,891	712,845	26	29,845	14	32,784	91	181,178	26	127,319	36	44,683	46	37,651	43	24,127	136	80,797	22	15,718
FRANKLIN	91,661	141,278	152,483	8	15,740	7	8,524	32	29,006	15	36,363	14	9,400	8	4,364	12	5,017	44	13,821	5	4,998
HANCOCK	208,288	363,337	391,843	28	40,971	24	32,789	74	95,422	33	77,758	24	16,588	24	17,035	20	10,755	98	37,373	10	11,927
KENNEBEC	550,386	850,370	913,975	34	59,595	34	103,730	116	183,143	65	246,661	79	45,471	40	39,166	35	35,264	142	67,448	23	24,185
Augusta	210,262	317,337	340,213	9	13,984	12	41,757	26	80,211	25	84,611	24	21,944	18	15,710	10	15,214	48	23,145	11	7,901
Waterville	178,457	267,225	288,242	7	6,565	9	42,823	26	54,247	21	71,599	15	10,749	14	19,412	15	7,651	39	27,271	6	6,538
KNOX	148,802	249,974	269,572	20	24,572	12	18,209	54	51,308	18	57,971	18	10,894	17	13,187	18	9,159	51	20,485	10	10,373
LINCOLN	114,987	200,271	216,313	18	37,448	9	3,290	38	41,148	18	39,845	21	13,718	15	7,836	12	6,023	48	18,641	8	5,548
OXFORD	176,929	269,496	288,865	20	33,208	19	18,875	55	68,368	24	74,681	32	16,304	19	5,100	15	6,124	58	16,867	16	12,635
PENOBSCOT	677,684	1,057,987	1,142,118	50	83,057	40	133,705	150	232,313	68	301,260	74	64,094	76	55,361	53	37,705	154	81,547	28	33,661
Bangor	360,139	547,509	589,443	17	23,692	15	101,914	48	97,980	22	135,996	28	45,391	56	44,541	27	17,722	81	50,271	10	15,822
PISCATAQUIS	66,220	100,732	109,067	7	6,155	9	6,131	25	28,137	7	22,423	11	5,640	3	1,444	3	2,569	20	4,156	5	3,757
SAGADAHOC	91,386	158,074	173,039	10	9,341	6	3,989	25	47,607	13	55,378	10	5,860	6	2,288	7	4,077	26	13,044	5	5,837
Bath	64,364	107,592	117,396	7	6,050	4	2,317	13	42,786	5	32,167	4	4,253	5	1,329	5	1,975	15	8,248	4	3,390
SOMERSET	158,676	241,505	262,440	22	20,859	14	11,846	63	72,237	26	49,398	25	13,686	10	5,393	13	10,971	55	15,885	14	11,835
WALDO	64,407	107,268	115,319	12	12,148	11	6,104	33	29,205	9	19,454	9	3,284	7	4,954	4	2,887	28	11,030	5	4,102
WASHINGTON	102,955	156,785	166,756	17	10,012	14	9,061	37	59,995	18	20,812	22	6,693	6	1,503	15	4,969	53	12,356	9	6,478
YORK	588,613	1,052,487	1,142,673	50	64,009	29	50,726	166	245,425	61	237,147	81	69,169	65	34,194	46	36,743	270	129,103	26	37,100
Biddeford	94,938	142,944	152,547	8	10,417	4	10,482	26	28,779	14	18,046	10	13,129	10	2,987	10	5,757	27	7,796	5	5,770
Saco	103,409	177,341	191,791	4	2,128	4	6,017	31	61,880	9	54,431	8	10,158	9	4,549	3	4,358	33	15,524	2	4,401

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

MARYLAND RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U S Census	E&P 1988 estimate	E&P 1989 estimate	NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS) Lumber Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	20 982 781	34 587 414	36 958 707		1 747 803		4 387 051		7 341 249		8 623 821		2 371 182		1 898 322		2 016 472		3 460 066		1 288 599
METRO AREAS (MSAs PMSAs CMSAs)																					
Baltimore Md	9 995 718	16 758 086	17 928 857		844 544		2 091 351		3 579 360		4 036 963		1 101 627		890 758		904 561		1 825 835		610 883
Hagerstown Md	567 974	871 821	927 145		74 837		113 778		160 888		180 903		57 703		43 045		44 516		57 049		32 851
Cumberland Md WV	423 361	624 477	665 380		38 014		108 538		139 754		115 109		47 147		32 651		33 230		56 444		30 316
COUNTIES Cities																					
ALLEGANY	373 640	545 082	579 697	22	34 046	23	100 050	81	120 831	30	97 005	57	41 196	59	29 714	41	29 525	115	48 625	26	26 573
Cumberland	167 565	230 639	243 615	14	18 795	6	28 401	38	62 950	15	36 716	25	27 303	23	12 404	15	11 266	48	12 651	12	10 237
ANNE ARUNDEL	1 880 118	3 485 400	3 779 183	88	206 654	41	476 436	246	712 382	150	1 053 054	180	249 090	163	132 837	143	177 494	406	370 424	49	94 791
Annapolis	372 209	645 273	695 404	18	30 814	8	53 846	45	79 237	50	215 043	28	42 564	53	32 426	37	27 189	90	75 226	10	22 394
BALTIMORE	3 897 717	6 210 953	6 634 411	155	353 726	76	1 048 738	476	1 324 416	194	1 491 070	306	374 829	504	344 997	291	374 162	850	560 520	138	205 468
[illegible] moreland Cd	2 644 296	4 008 124	4 191 126	112	120 163	63	263 531	576	819 873	148	673 790	205	218 793	418	273 909	181	213 715	1 255	597 552	166	209 494
CALVERT	88 174	166 352	178 033	6	6 746	7	6 277	19	55 016	11	24 783	17	16 813	6	1 049	8	3 333	36	22 557	2	7 097
CAROLINE	53 994	91 344	98 734	8	9 750	7	2 886	26	34 631	10	20 049	12	6 154	6	828	7	2 987	17	4 483	5	5 005
CARROLL	380 448	711 093	766 874	28	43 764	12	40 117	62	188 789	39	238 419	43	55 641	28	21 997	31	22 771	94	58 304	20	31 652
Westminster	97 964	172 550	185 089	8	15 031	2	12 598	17	45 643	10	11 290	12	27 713	10	10 933	13	8 011	31	22 718	7	10 607
CECIL	252 751	436 931	470 981	17	29 568	8	19 324	44	82 466	29	109 171	31	62 544	15	11 079	11	10 161	84	40 337	7	10 442
CHARLES	247 806	461 134	502 278	16	42 418	6	18 703	28	131 079	19	104 889	31	46 148	14	9 863	22	17 954	71	44 488	6	20 021
DORCHESTER	137 110	233 216	252 442	9	10 350	4	7 999	37	49 803	11	34 587	17	15 105	13	7 811	10	6 573	38	12 247	8	10 236
Cambridge	93 881	158 668	171 641	5	6 054	3	4 098	22	45 590	8	17 719	13	15 088	11	7 802	9	5 291	26	10 434	6	5 244
FREDERICK	550 978	934 306	997 0[illegible]	32	77 000	22	130 583	82	207 070	48	223 947	63	81 572	60	33 186	44	43 628	148	86 164	19	2[illegible] 552
Frederick	379 718	626 234	666 467	19	25 425	14	103 571	47	178 741	27	111 030	35	51 102	55	30 373	31	24 046	89	51 823	13	18 680
GARRETT	105 084	168 490	180 298	8	24 568	7	15 188	18	35 436	18	63 923	12	10 917	11	3 017	10	6 344	29	9 858	7	8 359
HARFORD	591 155	1 020 143	1 091 314	37	53 645	19	103 785	77	235 263	59	290 335	77	94 199	49	41 615	37	34 911	135	96 363	30	39 419
HOWARD	521 773	1 167 623	1 301 195	26	56 484	7	152 936	61	251 567	25	260 617	46	95 144	76	74 432	43	76 914	123	123 749	14	26 407
KENT	70 121	120 680	128 719	9	8 486	4	9 117	22	39 370	12	24 277	8	5 146	10	3 407	7	2 129	31	15 027	3	5 131
MONTGOMERY	3 711 219	6 349 671	6 797 086	112	266 129	49	921 401	344	1 236 621	122	1 761 160	243	409 677	361	449 140	289	516 272	594	547 025	95	228 373
Rockville	471 981	743 184	788 914	18	43 798	5	50 649	36	162 608	22	180 157	24	77 294	43	33 963	51	75 648	79	72 204	8	17 771
PRINCE GEORGES	3 743 799	5 559 479	5 876 136	90	180 658	66	779 506	413	1 193 644	209	1 481 579	319	410 196	357	294 387	244	321 490	614	490 559	103	234 234
QUEEN ANNES	80 211	154 750	164 754	6	10 108	3	5 808	25	47 070	16	29 678	15	13 931	1	971	6	4 594	21	18 923	3	3 652
ST MARYS	182 388	317 015	345 062	12	21 175	5	15 462	38	85 770	28	74 674	26	21 928	17	15 776	20	19 200	74	36 974	5	12 446
SOMERSET	42 338	71 265	76 384	5	3 264	5	2 655	28	30 127	7	7 825	8	3 713	3	450	4	1 757	12	5 155	4	3 044
TALBOT	176 037	303 843	324 039	21	33 123	9	5 917	34	65 300	22	79 138	18	15 447	34	24 709	20	17 164	42	31 494	7	12 744
Easton	133 466	231 162	246 609	14	20 789	5	4 556	17	53 621	18	60 100	10	15 399	29	22 958	18	13 217	22	14 241	6	9 813
WASHINGTON	567 974	871 821	927 145	27	74 837	21	113 778	81	160 888	42	180 903	71	57 703	54	43 045	48	44 516	161	57 049	18	32 851
Hagerstown	294 032	430 032	454 872	14	34 531	10	44 030	39	84 230	23	85 217	30	35 856	33	21 492	28	16 075	95	30 499	9	18 889
WICOMICO	416 229	736 943	797 964	16	53 873	14	126 083	64	129 775	36	205 393	41	39 700	58	49 083	35	45 825	70	64 819	10	20 274
Salisbury	363 426	638 363	690 714	14	39 407	10	115 757	42	127 429	28	142 196	27	38 643	56	45 064	34	42 072	60	56 374	7	18 613
WORCESTER	267 421	461 756	497 779	18	27 268	14	20 771	88	104 062	20	93 555	31	25 596	64	31 020	17	23 053	161	117 370	14	17 334

MASSACHUSETTS RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U S Census	E&P 1988 estimate	E&P 1989 estimate	NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS) Lumber Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	28 815.549	48 394 963	51 852 418		2 627 893		5 450 602		9 556 680		10.724 622		2 799.489		3.097.982		2 503.104		5 646 346		1.60[illegible] 751
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Boston-Lawrence-Salem-Lowell-Brockton, Ma	18 725 278	31 299 569	33 478 962		1 614 314		3 544 685		5 799.852		6.997.179		1,780.784		2.132.471		1.713.362		3 823 251		1.110.445
New Bedford-Fall River-Attleboro, Ma	2.294.407	3 775 621	4 061 170		146.377		395 235		950 524		877.986		193.101		217.639		186.862		337.026		117.402
Pittsfield, Ma	711.175	1.108.735	1.182 127		81 234		107.976		258.923		231.620		68.312		59.296		40.387		105.526		35.134
Springfield, Ma	2.630.057	4 190 352	4 486 547		257.204		510.518		918.076		891.162		268.345		236.417		199.283		432.406		143.960
Worcester-Fitchburg-Leominster, Ma	2.857.989	4 982 337	5 329 702		240.576		663.512		989.388		1,142.609		309.259		262.144		237.779		486.645		188.795
COUNTIES, Cities																					
BARNSTABLE	1.186.854	2.271.079	2 482 350	84	214 238	43	198.390	217	459.800	69	418.964	139	137.159	145	151.294	97	103.626	534	351.823	56	74.511
BERKSHIRE	711.175	1.108.735	1.182.127	55	61.234	39	107.976	115	258.923	66	231.629	89	68.312	93	59.296	56	40.387	254	105.526	42	35.134
North Adams	102.080	156.552	166.621	7	10.827	9	15.012	11	51.527	10	26.464	10	10.540	15	9.452	7	3.729	23	10.300	7	5.808
Pittsfield	323.985	489.949	520.665	19	24.074	17	71.156	38	117.841	34	94.217	27	36.157	37	31.191	30	20.422	93	37.007	15	16.446
BRISTOL	2.294.407	3.775.621	4.061.170	107	146.377	62	395.235	384	950.524	188	877.986	236	193.101	257	217.639	172	186.862	674	337.026	125	117.402
Attleboro	256.321	411.216	441.181	8	9.258	2	90.840	22	53.909	15	58.253	18	24.020	13	11.413	14	8.585	35	29.606	7	8.344
Fall River	366.642	586.061	604.874	16	19.680	12	45.657	97	156.990	31	101.884	38	45.989	58	46.980	44	41.809	124	48.421	30	24.063
New Bedford	383.799	595.926	637.173	24	25.844	14	38.022	87	150.310	35	91.463	45	57.216	50	33.756	34	32.958	170	58.186	29	26.354
North Attleboro	91.776	134.739	144.979	4	5.212	2	14.015	15	33.877	8	32.310	9	6.985	10	7.766	7	6.715	27	11.955	5	4.250
Taunton	159.206	254.186	272.574	7	5.688	6	27.413	34	78.598	16	38.152	28	25.181	23	12.498	17	13.029	57	17.583	9	10.108
DUKES	81.641	177.089	191.760	11	26.147	3	1.563	24	47.013	11	26.228	6	8.131	24	13.621	7	3.780	51	27.828	6	4.730

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc

MASSACHUSETTS RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
ESSEX	3,472,701	5,766,195	6,178,711	159	274,564	92	707,794	481	1,008,206	210	1,567,901	355	339,739	368	378,262	249	267,284	998	[illegible]	[illegible]	179,101
Beverly	185,759	296,267	316,168	10	12,970	5	19,160	33	80,168	16	53,987	18	28,614	17	13,245	11	3,467	46	[illegible]	[illegible]	[illegible]
Gloucester	133,314	214,714	229,369	5	10,423	5	4,413	27	53,298	9	45,459	17	19,519	9	6,373	8	6,835	69	[illegible]	[illegible]	[illegible]
Haverhill	232,624	397,072	426,583	13	15,294	7	20,432	27	85,324	13	96,459	30	53,257	22	19,909	20	25,171	66	[illegible]	[illegible]	[illegible]
Lawrence	242,700	376,609	400,748	11	24,499	6	44,539	45	43,100	32	111,334	38	41,802	28	21,416	32	17,719	91	[illegible]	[illegible]	[illegible]
Lynn	411,235	656,923	701,166	12	7,908	9	7,016	62	116,517	28	302,992	36	56,692	21	22,217	30	25,762	118	[illegible]	[illegible]	[illegible]
Newburyport	87,105	147,897	158,825	6	3,485	2	20,080	18	46,922	8	13,449	9	13,893	17	12,142	12	3,720	33	[illegible]	[illegible]	[illegible]
Peabody	319,840	499,252	531,587	10	8,888	8	155,717	34	70,497	15	41,705	33	51,582	35	39,372	19	16,521	66	35,172	[illegible]	[illegible]
Salem	273,895	422,518	449,316	12	24,013	6	37,181	33	101,563	15	53,767	19	21,935	34	21,997	22	20,018	90	40,862	9	[illegible]
FRANKLIN	257,028	431,482	462,931	25	24,276	10	27,281	49	98,750	28	100,492	47	24,890	20	11,030	21	13,524	106	49,929	17	14,307
Greenfield	12,851	18,367	20,484	1	1,080	1	1,201	2	4,375	1	4,546	2	1,132	1	505	1	612	5	2,205	1	633
HAMPDEN	2,141,454	3,410,948	3,647,569	125	203,261	75	462,738	328	719,211	160	749,627	225	208,518	266	200,330	191	172,617	662	330,970	135	115,996
Holyoke	280,627	432,273	460,630	13	6,404	13	119,446	34	68,045	16	48,803	21	23,722	72	57,728	31	23,573	79	30,414	18	13,944
Springfield	859,399	1,347,187	1,438,240	33	59,239	27	185,082	116	304,559	58	237,839	70	108,176	97	87,715	79	59,419	237	131,238	52	40,473
Westfield	181,791	315,199	339,905	14	17,862	10	46,598	26	97,068	16	59,241	18	25,109	14	7,793	11	5,761	51	29,785	10	13,079
HAMPSHIRE	488,603	779,404	838,978	42	53,943	18	47,780	95	198,865	50	141,535	65	59,827	73	36,087	50	26,666	200	101,436	31	27,964
Northampton	173,576	263,124	281,714	11	10,695	7	16,398	29	62,494	15	57,978	20	28,034	24	12,283	20	6,922	60	33,013	11	10,024
MIDDLESEX	6,905,601	11,284,726	12,134,069	317	650,927	139	1,354,607	982	2,143,619	321	2,675,039	733	699,006	683	718,485	517	703,679	1,746	1,196,073	319	415,187
Framingham	483,392	837,093	899,875	22	48,322	10	101,105	69	160,995	22	189,666	51	52,510	48	53,870	36	52,102	122	87,636	22	30,755
Hudson	69,056	119,585	128,554	3	6,995	1	14,010	10	22,500	3	27,231	7	7,395	7	7,589	5	7,322	17	12,689	3	4,358
Lowell	389,014	623,502	669,112	15	22,992	12	88,846	57	112,300	28	180,252	44	59,522	23	15,871	33	26,397	139	53,257	28	28,549
Malden	200,585	324,100	348,187	10	14,077	5	15,131	40	109,331	10	80,928	22	21,951	19	10,123	11	10,869	60	29,156	11	8,880
Marlborough	143,787	247,773	267,804	7	7,342	2	28,916	21	66,104	12	47,956	17	24,347	11	13,188	9	3,036	50	31,703	8	11,540
Medford	287,289	453,799	486,262	9	23,583	5	35,267	39	96,601	14	84,140	23	33,148	38	51,730	20	10,695	40	26,783	13	24,204
Melrose	71,132	112,571	120,647	6	4,518	1	13,623	15	39,158	6	13,876	12	10,672	4	659	5	7,077	14	7,702	6	7,498
Wakefield	138,112	239,169	252,333	6	13,501	3	28,178	20	44,663	6	55,011	15	14,880	14	15,100	10	15,048	35	24,642	6	8,881
Waltham	342,016	551,182	591,833	12	39,471	9	37,642	39	119,321	12	57,097	33	62,654	22	11,847	34	51,346	103	76,950	14	31,606
Woburn	280,225	448,569	481,320	9	5,268	5	31,548	23	78,444	14	169,380	25	43,276	26	18,090	16	10,464	37	29,028	6	12,835
NANTUCKET	71,120	156,599	176,869	4	23,527	3	1,442	15	34,354	4	38,393	2	9,508	16	13,870	7	4,501	44	31,912	2	5,467
NORFOLK	3,307,388	5,394,491	5,796,930	144	290,172	60	551,612	388	1,024,456	169	1,321,507	318	328,692	308	412,347	252	315,349	751	521,122	147	191,386
Dedham	241,439	389,318	409,540	11	20,155	4	39,050	28	32,777	12	93,226	23	23,157	22	29,003	18	22,617	55	36,444	11	13,471
Quincy	434,002	655,792	699,080	12	17,865	8	29,152	52	172,568	23	88,678	40	79,350	28	24,392	32	24,248	128	62,579	25	39,248
PLYMOUTH	1,902,986	3,336,660	3,602,400	121	198,022	54	322,059	293	668,124	162	883,348	218	207,491	196	98,365	152	146,751	502	353,659	86	108,654
Brockton	595,400	984,600	1,057,041	19	30,720	17	134,731	73	218,225	32	154,384	49	60,319	66	61,416	30	30,233	128	98,713	19	45,455
SUFFOLK	3,136,602	5,517,497	5,766,852	102	200,629	60	608,613	502	955,447	89	549,384	208	205,856	406	425,012	199	280,299	1,295	1,056,940	152	216,117
Boston	2,771,35[illegible]	4,921,560	5,148,651	91	143,962	46	537,798	430	844,373	64	353,256	168	177,115	362	405,247	178	201,345	1,164	981,338	132	183,737
Chelsea	137,297	238,444	248,912	4	8,198	5	34,545	25	29,511	8	32,611	11	7,657	20	10,959	11	11,888	48	19,241	10	12,892
WORCESTER	2,857,989	4,982,337	5,329,702	170	240,576	102	663,512	435	989,388	251	1,142,609	322	309,250	304	262,144	212	237,779	938	486,645	186	188,795
Athol	45,728	67,890	72,499	3	3,336	2	8,919	7	13,403	4	15,221	5	4,169	5	3,505	3	3,366	15	6,589	3	2,600
Clinton	34,298	50,817	54,389	2	2,415	1	6,788	5	10,109	3	11,622	4	3,267	4	2,609	3	2,345	11	4,966	2	1,925
Fitchburg	188,610	314,908	335,457	14	15,895	15	42,819	29	59,219	28	73,737	18	19,958	21	16,917	13	15,345	59	25,562	15	13,799
Gardner	100,601	167,435	178,304	5	7,128	5	23,147	15	45,003	9	21,770	12	14,124	9	6,880	12	10,489	35	12,569	7	5,804
Leominster	174,777	322,405	348,027	12	4,413	8	32,252	25	28,813	17	19,889	14	16,366	24	16,888	16	9,627	56	16,000	10	5,708
Milford	151,473	224,885	241,077	9	10,789	5	29,667	23	44,997	13	51,310	17	13,705	16	11,866	11	10,617	50	22,688	10	8,480
Southbridge	91,456	135,780	145,556	5	6,513	3	17,888	14	27,101	8	21,119	10	8,373	10	7,123	7	6,361	30	13,339	6	5,254
Worcester	866,900	1,449,533	1,544,344	31	38,068	23	150,934	122	284,243	62	348,485	85	113,478	106	109,561	59	68,718	276	142,968	47	51,780

MICHIGAN RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS.......	39,215,526	61,439,531	64,843,183		3,685,578		8,234,412		12,429,121		16,026,343		4,418,594		3,573,715		3,337,931		6,350,061		2,472,752
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Battle Creek, Mi	556,419	730,260	766,444		36,008		122,561		140,222		169,812		68,823		28,189		28,132		64,326		31,089
Benton Harbor, Mi	670,296	975,557	1,023,208		64,096		140,809		200,153		207,062		109,223		44,157		27,552		102,154		33,929
Detroit, Mi	19,390,074	30,501,397	32,014,728		1,506,009		3,761,288		6,104,615		8,280,974		2,111,014		1,996,611		1,718,270		3,153,714		1,465,654
Flint, Mi	2,043,964	3,107,681	3,247,996		174,104		565,744		568,098		861,320		199,374		146,277		168,181		326,404		129,446
Grand Rapids, Mi	2,947,982	4,941,647	5,287,049		319,835		704,107		832,652		1,372,382		309,343		301,256		345,716		500,285		122,214
Jackson, Mi	593,765	834,543	874,148		54,379		179,553		149,430		152,544		65,233		37,615		38,985		82,357		31,894
Kalamazoo, Mi	1,109,713	1,678,823	1,781,064		100,111		346,740		259,194		386,280		110,132		103,608		130,808		186,618		45,187
Lansing-East Lansing, Mi	1,889,941	2,936,908	3,122,681		146,552		545,644		546,885		782,918		202,590		163,792		171,430		306,617		70,420
Muskegon, Mi	589,446	880,647	928,213		53,341		178,509		185,417		187,715		66,782		26,671		26,711		93,686		20,189
Saginaw-Bay City-Midland, Mi	1,850,590	2,715,834	2,836,577		150,672		401,289		551,512		677,291		208,984		180,299		154,884		286,322		93,948
COUNTIES, Cities																					
ALCONA	20,833	33,614	35,499	6	3,497	3	1,030	10	5,101	7	15,843	8	2,040	1	939	0	941	23	3,307	2	1,028
ALGER	23,609	32,677	34,810	4	1,564	2	4,138	13	11,501	0	4,983	10	4,609	2	895	2	897	24	3,523	2	979
ALLEGAN	230,000	383,242	412,931	36	40,528	10	8,345	54	99,767	38	123,385	41	39,793	20	7,982	15	9,740	97	37,107	16	15,204
ALPENA	137,039	206,638	218,094	16	13,854	6	23,424	33	50,356	18	45,000	17	16,027	28	14,298	18	11,102	46	18,019	7	6,864
Alpena	95,643	137,997	144,919	9	7,091	4	12,921	23	38,970	12	24,823	13	15,615	27	7,887	16	6,124	36	13,314	6	6,479
ANTRIM	40,119	65,465	70,333	12	6,601	1	6,466	18	23,470	3	11,032	6	810	4	1,831	2	1,832	35	8,186	5	2,589
ARENAC	55,649	91,088	98,282	8	4,791	2	11,845	15	18,009	7	31,416	15	10,236	3	1,155	4	3,307	31	9,807	2	2,803
BARAGA	27,460	38,920	40,665	5	2,388	4	4,003	6	12,766	3	5,507	6	4,516	2	1,171	1	1,172	15	2,565	2	1,282
BARRY	92,102	159,060	168,524	12	20,561	5	1,411	22	51,572	14	28,114	19	15,592	12	6,976	4	2,033	43	17,056	9	5,889
BAY	480,208	683,445	714,590	33	34,913	12	69,991	107	162,056	45	187,715	56	50,196	68	48,491	51	31,883	162	69,703	25	26,391
Bay City	224,981	296,849	307,481	13	7,908	7	38,459	50	58,178	17	67,809	26	35,408	47	35,326	25	10,136	90	24,835	14	10,964

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

MICHIGAN RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BENZIE	36,549	59,347	63,632	5	7,175	2	8,013	11	16,242	7	15,593	6	3,324	7	1,123	7	1,873	17	4,462	4	2,646
BERRIEN	670,296	975,557	1,023,208	49	64,096	18	140,809	127	200,153	74	207,062	110	109,223	85	44,157	60	27,552	261	102,154	33	33,929
Benton Harbor	166,185	235,545	246,284	7	4,934	5	48,918	13	20,910	17	59,982	23	39,781	10	8,680	14	6,363	39	20,623	4	3,411
Niles	93,157	133,775	140,090	9	14,700	2	8,700	20	41,825	12	26,583	14	14,971	14	3,960	6	2,550	42	15,079	6	5,912
St. Joseph	55,156	66,746	68,366	6	2,367	1	7,428	16	12,547	5	4,720	11	11,685	19	9,544	6	1,544	37	11,798	4	1,770
BRANCH	134,614	190,969	201,066	24	25,101	7	11,473	22	37,280	17	54,919	22	19,373	20	9,620	8	4,773	50	14,989	9	9,740
Coldwater	101,992	143,897	151,407	12	13,314	5	11,264	14	23,464	12	39,198	14	19,019	16	8,688	5	3,038	23	8,530	6	6,708
CALHOUN	556,419	730,260	766,444	46	36,008	13	122,561	93	140,222	47	169,812	74	69,823	52	28,189	53	28,132	213	84,326	28	30,089
Albion	39,133	47,925	49,838	4	1,272	1	5,350	8	7,442	7	9,939	9	8,460	7	2,849	5	1,228	17	6,904	4	3,894
Battle Creek	195,377	239,816	249,466	18	10,410	6	40,382	27	46,201	14	55,950	18	23,006	20	9,287	19	9,269	80	26,173	8	9,914
Marshall	56,309	71,669	74,920	6	2,850	2	10,568	8	12,091	6	11,113	9	14,234	12	3,287	6	2,584	26	10,277	4	2,977
CASS	93,131	144,842	155,726	16	11,565	4	5,460	32	35,298	16	96,850	18	10,096	9	4,025	7	3,148	50	15,776	8	5,696
Dowagiac	44,087	64,870	69,325	7	3,513	3	5,063	9	16,951	5	16,970	10	9,911	7	2,623	4	2,052	14	4,771	3	2,901
CHARLEVOIX	75,374	113,795	120,548	9	13,368	4	2,179	19	35,096	17	26,874	11	9,032	11	3,567	13	5,655	44	12,709	10	5,650
CHEBOYGAN	31,968	43,403	45,410	2	4,060	1	662	8	14,768	7	7,648	5	5,164	7	1,083	6	2,064	21	5,502	4	2,513
Cheboygan	107,968	164,666	173,730	16	15,500	9	8,316	33	44,439	19	34,493	25	14,865	16	9,872	7	3,082	83	22,256	8	4,139
CHIPPEWA	104,760	161,755	173,472	17	13,609	5	20,426	32	36,226	13	29,13[illegible]	17	11,299	18	9,467	11	6,100	71	20,865	4	4,260
Sault Ste Marie	77,259	118,966	127,546	9	7,036	3	14,986	17	26,147	9	21,375	10	11,299	16	6,946	10	4,476	35	15,420	3	3,125
CLARE	93,491	142,345	150,853	14	14,745	5	1,144	23	47,999	15	32,069	16	8,777	7	4,815	4	3,728	47	12,375	7	6,789
CLINTON	151,503	226,832	245,473	18	34,892	5	28,438	29	58,273	22	64,457	18	17,019	12	5,392	14	5,170	46	13,758	8	5,799
CRAWFORD	39,621	65,107	70,066	8	8,015	3	5,691	7	16,328	5	11,188	10	6,466	3	2,017	2	2,020	20	8,514	5	2,161
DELTA	173,480	253,698	268,002	22	20,311	7	31,215	54	62,986	18	66,018	27	23,276	23	12,267	17	12,078	72	19,056	8	4,703
Escanaba	132,380	190,709	201,113	10	6,422	6	26,504	25	49,777	15	39,233	18	20,202	20	10,415	15	9,661	41	13,682	6	[illegible]
DICKINSON	113,443	181,486	195,015	11	21,841	6	25,970	21	42,340	17	34,476	18	10,404	24	12,059	12	12,472	44	14,886	5	5,485
Iron Mountain	52,134	78,823	84,194	3	2,278	2	7,517	11	24,995	7	11,855	10	6,875	12	3,389	9	6,546	22	9,163	2	1,588
Kingsford	40,111	66,746	72,006	3	9,740	2	11,580	5	11,966	4	8,297	2	2,796	9	7,609	1	4,833	9	3,214	2	2,446
EATON	463,840	708,970	770,433	30	28,077	11	191,015	54	127,258	30	164,271	49	55,211	72	51,295	31	26,105	109	63,072	14	11,305
EMMET	149,420	249,712	264,939	18	25,443	9	11,570	27	51,052	11	58,264	25	15,306	45	25,283	20	21,152	55	33,043	8	6,627
Petoskey	111,042	176,008	185,730	9	11,125	6	10,639	17	44,115	7	28,118	15	13,229	36	22,552	19	18,658	27	17,107	5	5,017
GENESEE	2,043,984	3,107,681	3,247,996	134	174,104	41	565,744	289	568,098	145	861,320	166	199,374	229	146,277	132	168,181	573	326,404	104	129,446
Flint	858,255	1,197,991	1,239,673	54	53,747	15	138,644	150	275,321	56	231,526	73	114,642	108	64,656	76	82,051	303	135,508	51	47,168
GLADWIN	57,340	96,949	105,987	7	6,313	6	4,281	16	35,453	11	22,685	11	6,562	6	1,380	5	5,027	29	9,446	6	2,608
GOGEBIC	74,306	106,125	114,951	11	7,155	9	15,451	17	25,863	7	21,996	12	7,676	15	7,736	6	5,664	51	8,445	7	3,071
Ironwood	49,169	68,858	74,417	5	779	7	10,036	8	18,126	5	14,287	6	5,737	12	5,025	5	3,679	31	6,089	4	2,148
GRAND TRAVERSE	383,502	670,657	734,965	32	56,980	12	120,797	62	122,610	31	176,525	46	46,518	61	45,111	45	38,633	107	76,858	11	8,739
Traverse City	293,574	460,478	499,293	22	42,071	10	89,189	38	91,206	19	84,885	37	45,136	51	32,826	32	21,483	79	50,532	9	6,452
GRATIOT	145,926	211,324	223,408	10	10,193	8	23,172	24	51,702	25	53,712	20	20,031	25	7,534	13	5,257	47	18,405	9	7,024
Alma	73,615	104,940	110,738	5	4,546	4	13,594	8	27,959	11	13,137	7	13,230	16	4,420	8	2,258	20	10,171	4	4,706
HILLSDALE	116,421	185,162	199,759	21	18,209	5	14,922	26	50,721	18	53,978	20	12,462	14	7,124	16	7,065	48	15,817	7	7,993
Hillsdale	74,633	114,657	123,247	8	4,656	4	12,472	8	35,495	12	26,780	9	7,823	12	5,954	8	3,572	16	10,231	6	6,680
HOUGHTON	124,060	184,705	193,988	16	19,612	8	17,077	33	54,401	20	33,279	20	9,850	17	10,159	9	6,075	68	15,414	9	7,120
Houghton	38,084	57,566	60,561	3	2,553	4	11,986	4	14,942	4	2,101	4	4,397	11	7,373	3	1,669	15	6,048	2	1,955
HURON	134,626	209,972	222,798	26	21,519	9	14,214	34	51,126	17	50,494	17	14,017	18	11,085	16	6,706	69	19,228	11	10,097
Bad Axe	52,021	81,157	86,117	4	3,051	4	10,575	2	17,923	5	17,702	3	9,097	10	7,064	4	2,495	12	6,148	2	3,540
INGHAM	1,274,798	2,001,106	2,106,775	63	83,583	20	326,191	176	361,354	72	534,190	119	130,360	140	107,105	98	140,155	340	229,787	55	53,316
East Lansing	126,289	203,733	215,109	4	4,405	1	17,192	16	33,342	5	28,519	10	23,313	18	33,153	13	12,207	53	52,302	3	2,810
Lansing	745,087	1,140,873	1,197,888	33	45,086	11	174,240	104	198,655	46	321,117	60	88,426	53	58,882	55	77,050	184	126,326	29	29,037
IONIA	161,887	230,588	245,492	20	26,105	8	32,694	40	53,729	18	51,932	23	20,723	18	7,434	14	6,095	63	18,764	10	7,051
Ionia	50,195	66,622	70,324	9	5,514	1	6,904	14	16,197	10	14,851	8	7,117	13	5,918	7	1,488	20	5,882	3	1,489
IOSCO	101,376	157,399	165,734	16	19,886	5	2,631	27	38,529	15	45,693	20	13,682	16	5,662	9	5,540	59	16,436	4	6,886
IRON	41,928	66,221	73,032	8	3,823	4	3,118	12	24,839	10	10,285	11	6,525	14	4,024	4	1,676	28	5,454	4	4,612
ISABELLA	195,101	347,161	378,142	21	46,987	6	30,645	28	70,943	19	80,385	21	25,292	32	27,928	15	15,946	66	40,067	8	13,541
Mt. Pleasant	155,638	275,040	299,396	11	11,688	5	30,223	16	65,049	14	46,486	15	24,944	29	27,543	14	15,725	50	33,690	6	13,355
JACKSON	593,765	834,543	874,148	49	54,379	20	179,553	85	149,430	44	152,544	74	65,233	44	37,615	43	36,985	197	82,357	31	31,894
Jackson	242,093	291,814	299,580	18	16,835	9	38,653	28	44,066	20	40,929	34	40,533	19	19,290	25	18,361	99	34,180	15	11,122
KALAMAZOO	1,109,713	1,678,823	1,781,064	56	100,111	27	346,740	128	259,194	70	386,280	101	110,132	148	103,608	108	130,808	299	186,618	33	45,187
Kalamazoo	457,562	654,572	690,045	22	39,401	7	20,308	48	107,266	29	164,387	39	62,694	49	49,574	46	32,894	157	91,200	15	22,508
KALKASKA	46,154	67,829	73,578	5	6,589	0	9,799	7	16,410	5	11,750	7	9,544	1	2,118	3	664	17	6,788	1	2,319
KENT	2,334,642	3,893,860	4,150,051	113	252,780	43	552,686	256	629,599	168	1,079,459	201	233,170	235	248,287	195	296,850	552	401,917	79	98,727
Grand Rapids	873,016	1,256,409	1,317,947	35	53,443	16	103,529	114	192,156	48	315,667	84	82,153	91	71,839	88	105,166	277	153,457	39	43,656
KEWEENAW	3,594	5,247	5,654	2	325	1	754	4	1,561	0	904	2	337	0	162	0	162	10	1,236	0	177
LAKE	16,428	26,809	28,674	2	1,541	1	3,578	9	8,390	1	4,269	3	1,599	1	773	0	774	21	5,450	1	846
LAPEER	197,916	312,421	331,604	18	28,229	7	20,090	54	77,164	30	114,728	13	16,738	24	14,497	7	6,985	59	23,907	10	17,757
LEELANAU	36,782	61,068	64,877	6	8,444	2	7,137	19	22,520	3	8,557	9	3,025	6	1,695	2	1,546	24	7,020	3	1,689
LENAWEE	326,283	494,294	521,424	36	27,007	14	86,416	72	113,461	42	131,425	38	34,264	41	20,185	26	15,885	137	50,176	18	17,188
Adrian	166,383	254,436	268,679	11	7,940	8	75,285	23	37,213	17	52,025	18	23,575	17	13,786	12	5,837	53	23,835	8	9,435
LIVINGSTON	308,903	531,943	573,724	26	29,120	12	77,967	48	127,067	28	148,210	31	47,169	23	11,690	23	19,167	85	49,216	14	26,419
LUCE	24,231	40,493	43,389	1	2,351	2	5,461	5	12,267	5	9,664	3	3,760	2	1,179	2	1,181	13	4,064	2	1,293
MACKINAC	49,225	74,797	79,827	8	6,162	1	10,631	28	20,616	6	5,423	18	13,468	8	2,266	2	2,302	51	12,657	3	2,516
MACOMB	3,578,552	5,846,375	6,171,963	158	348,915	51	761,384	424	1,196,908	224	1,768,049	297	435,048	305	280,497	201	316,010	865	560,890	131	284,426
Mount Clemens	118,141	171,983	178,289	6	5,121	2	24,460	18	27,328	12	43,218	16	24,221	15	6,860	11	5,864	53	17,439	9	8,460
MANISTEE	81,595	118,094	124,275	9	9,884	5	9,327	21	32,732	15	23,822	22	9,561	13	6,406	13	4,488	45	10,854	5	5,402
Manistee	48,122	66,586	69,698	4	2,599	4	6,228	9	16,358	7	11,204	12	8,053	10	6,087	9	1,876	25	5,644	3	3,608
MARQUETTE	254,327	367,885	392,077	29	24,162	9	29,932	62	90,412	29	87,048	34	31,198	37	20,187	24	20,646	107	41,706	9	9,616
Marquette	133,759	200,788	214,884	9	6,365	3	14,411	27	58,533	13	27,103	13	20,693	26	15,631	20	15,584	53	29,369	3	4,583
MASON	93,533	146,358	156,015	13	16,756	5	9,663	30	39,385	10	26,037	16	8,188	18	8,962	13	5,340	45	19,036	6	7,187
Ludington	47,189	69,112	73,139	7	7,241	2	4,375	18	15,211	3	11,790	11	7,655	13	5,950	10	2,572	23	6,337	5	3,254
MECOSTA	126,962	221,102	236,765	11	13,296	10	20,504	31	59,102	18	45,590	21	19,728	11	14,917	13	7,336	50	27,395	7	6,614
Big Rapids	79,192	141,077	151,392	4	3,875	3	12,501	11	44,166	9	18,769	13	19,332	10	9,095	10	4,373	30	19,818	5	4,032
MENOMINEE	62,540	90,457	97,352	10	4,450	4	12,965	15	22,616	9	16,499	9	4,663	4	2,640	4	1,510	39	12,139	2	3,069
Menominee	50,677	71,903	77,213	4	1,953	3	9,826	7	21,500	8	12,633	6	3,570	3	2,021	3	1,156	20	9,239	1	2,350
MIDLAND	289,628	433,828	455,072	24	39,294	7	32,186	49	103,537	25	105,203	27	35,307	41	25,926	23	15,339	69	45,545	12	21,662
Midland	97,219	146,879	154,220	16	12,225	6	0	38	53,475	21	40,549	24	26,851	25	14,562	14	6,759	56	0	10	0
MISSAUKEE	25,698	44,136	47,820	2	2,741	3	6,367	10	12,986	3	7,636	6	2,830	1	1,376	1	1,380	18	4,045	2	1,507
MONROE	385,660	583,864	620,526	27	32,261	8	42,042	65	146,935	38	185,587	53	49,023	19	15,999	23	19,006	138	58,114	18	19,356
Monroe	191,089	274,792	290,356	9	7,361	3	21,317	31	78,038	14	51,994	24	35,162	15	8,112	16	11,395	66	32,576	9	13,436
MONTCALM	183,829	295,600	321,765	22	37,294	10	42,852	35	67,551	30	81,899	27	25,366	9	6,425	13	13,746	69	20,094	10	9,199
Greenville	73,678	113,906	123,487	4	1,946	3	22,510	7	35,484	9	24,617	7	10,834	8	3,375	6	2,797	19	7,985	3	4,832
MONTMORENCY	24,757	40,920	45,136	7	7,344	2	5,339	9	12,241	1	6,401	5	2,043	1	1,154	1	1,158	23	4,827	3	2,375

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

MICHIGAN RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS) Lumber Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
MUSKEGON	589 446	880 647	926 213	39	53 341	13	178 509	102	185 417	70	187 715	73	66 782	61	26 671	55	26 711	217	93 686	31	29 189
Muskegon	203 073	296 172	310 643	13	18 589	3	39 344	35	64 274	15	56 910	26	27 321	29	14 196	26	12 402	84	28 618	9	13 648
Muskegon Hghts	90 050	127 001	132 682	2	12 858	3	43 029	10	7 395	11	13 130	3	14 416	6	4 832	6	4 663	22	8 524	4	1 631
NEWAYGO	90 053	152 115	163 008	16	17 360	9	9 962	22	46 174	13	32 038	7	5 595	8	4 054	7	4 980	42	14 167	10	6 411
OAKLAND	5 975 958	10 390 433	11 108 016	245	477 623	75	1 330 142	733	1 855 998	326	3 015 044	438	674 952	803	916 435	463	684 607	1 359	1 079 507	226	476 491
Pontiac	378 906	581 475	613 784	12	14 239	5	104 379	40	95 334	34	112 034	42	82 167	42	41 758	20	19 934	87	49 429	17	23 103
Royal Oak	370 649	547 278	575 212	14	18 967	5	79 439	34	86 061	24	135 049	29	66 989	24	15 799	43	54 049	76	42 862	11	14 123
OCEANA	53 770	87 148	92 743	11	13 363	7	2 941	26	33 131	14	19 729	7	1 775	5	2 670	1	2 675	35	10 092	5	2 923
OGEMAW	79 365	133 993	144 755	12	15 996	5	10 508	19	35 583	11	23 241	16	13 739	8	3 927	4	3 433	38	14 306	6	4 833
ONTONAGON	33 360	50 144	54 056	7	4 407	4	6 504	11	13 108	5	14 382	11	5 607	3	936	1	1 408	24	3 636	4	1 365
OSCEOLA	56 654	91 662	99 196	16	15 022	4	12 427	18	29 479	7	18 146	11	5 732	6	1 162	1	2 691	31	5 981	4	3 594
OSCODA	23 881	40 449	43 535	7	8 084	1	5 469	8	13 183	5	2 443	5	4 677	2	1 182	5	1 222	19	3 804	2	1 294
OTSEGO	83 843	137 716	147 634	13	15 795	3	19 652	10	30 296	13	28 009	11	12 674	14	7 230	12	6 111	35	17 390	4	3 675
OTTAWA	613 340	1 047 787	1 136 998	42	67 055	20	151 411	95	203 053	76	292 903	68	76 173	67	52 969	61	48 866	151	98 368	25	23 487
Grand Haven	115 795	181 092	194 783	5	7 556	4	34 553	16	21 590	17	42 760	14	18 416	14	10 735	10	7 719	36	20 510	5	2 939
Holland	188 047	293 932	316 137	14	15 337	5	40 269	31	53 998	23	87 151	20	20 257	29	14 087	29	12 996	52	33 166	12	6 246
PRESQUE ISLE	39 040	60 458	64 667	7	8 391	2	8 611	11	18 432	9	12 898	7	5 775	3	648	3	2 650	23	5 001	4	2 038
ROSCOMMON	86 186	146 052	157 898	14	16 992	7	3 714	25	43 907	15	34 141	18	13 815	9	3 651	7	2 144	59	15 323	5	5 593
SAGINAW	1 080 754	1 598 561	1 666 915	60	76 465	22	299 092	203	285 919	80	384 373	100	123 491	126	85 882	73	107 662	272	171 074	49	45 895
Saginaw	257 618	337 226	346 417	16	14 433	5	49 883	91	69 821	21	78 889	35	42 563	33	17 419	14	8 609	110	34 742	24	15 538
ST CLAIR	479 550	736 622	780 623	43	52 609	13	73 683	94	189 592	60	154 625	41	32 992	59	46 248	34	31 668	173	77 112	24	28 175
Port Huron	243 688	353 539	372 269	11	17 026	7	47 940	37	71 231	25	56 361	14	18 171	33	30 226	25	20 604	81	38 790	8	9 090
ST JOSEPH	206 003	310 010	329 301	18	17 898	10	19 086	40	85 709	31	85 913	27	33 749	28	13 183	22	10 027	67	22 782	14	11 043
Sturgis	94 639	139 377	147 693	6	3 797	3	15 173	10	30 354	11	27 914	10	22 551	19	9 037	11	5 180	22	9 322	5	4 949
Three Rivers	59 809	85 538	90 337	4	5 730	1	3 550	11	30 211	11	17 226	9	10 702	8	2 630	5	1 300	18	7 034	4	4 359
SANILAC	115 718	175 979	187 853	24	26 424	7	6 811	33	52 124	25	46 876	10	5 883	13	4 604	14	7 434	44	11 094	10	8 025
SCHOOLCRAFT	30 505	43 923	46 680	4	3 839	3	6 217	10	11 564	3	7 455	8	3 270	7	2 698	2	1 348	18	4 587	3	2 125
SHIAWASSEE	219 929	324 325	340 875	25	28 633	12	26 170	53	76 785	24	88 644	33	28 942	25	14 055	19	13 032	75	25 524	13	13 995
Owosso	96 286	129 974	135 188	12	8 863	3	5 911	26	22 060	12	36 616	14	19 142	16	7 829	9	6 367	28	11 822	6	4 494
TUSCOLA	163 162	246 287	261 337	28	31 972	8	9 853	46	66 826	28	70 689	33	21 146	19	6 525	8	5 105	69	16 069	11	8 668
VAN BUREN	207 595	320 240	341 227	26	25 670	8	14 393	51	101 846	31	94 206	31	30 530	14	5 448	14	7 400	92	28 617	12	10 427
South Haven	60 272	83 836	88 284	5	5 827	5	3 765	11	26 643	9	23 155	5	9 023	6	1 425	7	1 936	22	7 847	4	2 727
WASHTENAW	1 320 397	2 315 871	2 458 098	63	140 221	23	377 876	136	377 300	81	580 972	122	177 182	148	124 574	92	158 796	340	257 916	40	82 696
Ann Arbor	666 337	1 138 103	1 204 920	23	56 393	9	188 026	65	189 989	29	171 331	41	77 753	114	100 768	58	75 429	166	133 990	19	41 801
Ypsilanti	88 806	133 807	139 816	4	5 068	1	9 855	13	31 844	8	17 326	15	24 526	8	4 135	6	11 200	53	23 159	6	7 993
WAYNE	8 463 535	12 099 739	12 428 272	369	537 252	138	1 455 980	1 585	2 510 951	464	2 894 731	890	855 092	873	711 245	508	640 827	2 867	1 304 968	435	613 030
Detroit	2 884 011	3 981 220	4 071 809	129	129 461	55	213 330	784	1 003 441	172	739 294	415	362 165	247	157 774	157	130 248	1 301	489 700	232	209 533
WEXFORD	122 804	199 864	217 141	10	12 826	5	14 138	24	40 502	23	55 138	14	16 444	24	13 699	9	9 899	51	21 966	7	7 804
Cadillac	89 903	138 081	149 124	6	5 410	3	10 781	14	32 529	16	26 021	9	15 968	21	10 447	8	7 549	36	16 863	5	5 951

MINNESOTA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS) Lumber Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	19,599,240	30,683,889	32,893,861		2,585,643		3,773,581		5,791,006		7,629,566		2,327,373		1,474,007		1,535,569		3,023,050		929,322
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Rochester, Mn	573,084	910,059	984,700		76,280		151,257		157,432		251,649		62,178		54,148		48,975		83,531		33,871
St. Cloud, Mn	1,036,982	1,723,738	1,880,140		147,241		135,498		227,147		312,764		90,343		51,853		52,437		117,660		42,289
Duluth, Mn-Wi	1,185,822	1,534,829	1,628,173		138,133		215,769		312,744		265,652		116,972		70,144		67,671		167,376		45,923
Minneapolis-St. Paul, Mn-Wi	11,433,732	18,222,059	19,483,748		1,242,013		2,674,685		3,280,966		4,707,507		1,358,290		899,223		991,576		1,901,498		509,430
COUNTIES, Cities																					
AITKIN	46,430	73,257	78,721	7	5,003	5	4,006	12	16,082	8	17,207	8	7,507	8	1,375	3	939	24	9,993	3	3,213
ANOKA	773,474	1,307,057	1,430,677	53	116,434	16	288,640	99	228,728	60	314,354	92	121,206	59	47,543	42	44,031	174	130,976	19	32,246
BECKER	99,545	168,442	180,135	18	19,417	5	11,351	25	35,367	8	39,935	16	14,537	10	12,414	9	7,571	33	13,451	7	5,666
BELTRAMI	156,716	271,243	290,252	20	29,801	11	21,967	31	51,925	27	68,684	20	19,548	25	21,307	18	12,460	47	28,009	7	6,086
Bemidji	127,958	214,655	229,003	11	14,174	7	20,153	20	48,926	19	37,012	12	19,428	23	19,144	16	11,195	38	23,966	6	5,468
BENTON	75,533	130,231	144,246	10	23,448	2	10,396	17	33,641	10	16,917	13	14,166	4	1,833	4	3,787	30	18,542	4	2,557
BIG STONE	29,998	48,611	52,137	[illegible]	5,025	2	3,757	9	9,252	4	7,797	6	5,915	6	2,800	1	747	15	3,649	4	1,193
BLUE EARTH	292,355	413,052	443,081	29	26,670	8	49,552	35	76,610	22	110,069	32	28,809	45	29,830	42	25,227	78	40,613	12	17,705
Mankato	103,405	139,057	148,289	14	11,897	7	0	23	64,147	15	0	21	28,726	44	0	33	15,145	61	28,083	10	0
BROWN	117,593	171,557	183,783	29	19,641	7	13,108	19	41,468	18	41,454	18	10,295	24	12,567	22	8,342	57	17,504	10	6,072
New Ulm	82,529	121,927	130,801	8	7,940	4	11,458	7	35,346	12	21,336	11	9,085	18	10,254	17	5,752	33	13,034	5	4,179
CARLTON	122,202	189,714	203,761	16	14,791	6	10,333	28	55,395	17	39,444	26	24,625	9	6,017	10	4,817	49	13,979	5	6,929
CARVER	98,442	175,745	193,388	17	19,316	4	3,135	22	39,186	7	48,810	22	22,401	8	3,002	10	5,489	43	17,714	10	5,045
CASS	68,004	107,119	115,035	25	18,385	6	1,508	20	28,933	13	20,678	17	13,859	8	3,378	2	1,648	33	9,368	4	1,954
CHIPPEWA	53,966	86,077	92,736	15	12,250	4	7,522	13	15,834	10	19,324	11	8,226	9	4,842	8	4,397	25	8,311	4	3,545
CHISAGO	88,704	156,525	175,262	16	14,308	2	12,631	27	38,227	12	57,029	17	20,315	8	2,484	6	3,182	36	11,063	6	3,939
CLAY	187,883	292,830	312,237	17	31,331	4	22,502	29	72,879	17	56,102	22	23,910	21	13,265	18	23,035	67	35,936	11	10,768
Moorhead	147,249	229,099	244,237	9	18,511	3	13,294	15	68,696	11	33,927	16	22,688	17	12,478	15	16,456	41	28,126	6	9,732
CLEARWATER	22,752	38,001	40,655	9	4,353	4	2,929	8	8,529	5	5,867	7	5,993	1	516	3	581	12	2,117	3	930
COOK	21,913	36,491	40,584	2	3,094	5	3,542	6	7,978	3	6,154	4	7,436	3	516	1	582	10	3,585	1	929
COTTONWOOD	56,341	85,617	90,903	13	9,844	4	5,498	13	16,778	8	24,858	10	9,934	11	2,369	11	5,253	18	5,569	6	2,095
CROW WING	219,243	353,526	381,966	36	40,252	12	38,879	40	74,602	38	86,863	32	23,042	35	12,175	24	17,501	107	37,847	13	8,444
Brainerd	129,591	193,879	207,826	14	12,214	8	21,427	15	48,480	22	47,858	14	16,287	20	6,708	17	8,959	39	16,752	8	5,857

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	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
DAKOTA	994,043	1,752,918	1,912,455	61	177,849	23	137,825	124	337,302	62	439,632	92	142,674	125	92,050	80	90,761	231	161,417	29	51,957
DODGE	32,109	50,899	55,326	10	9,779	3	3,136	10	14,848	7	9,547	6	3,405	4	703	2	792	15	4,941	4	1,266
DOUGLAS	130,624	215,158	234,222	30	28,343	7	10,848	35	47,237	16	39,936	24	19,347	30	16,897	16	16,478	49	19,068	9	7,044
FARIBAULT	72,852	107,930	115,141	21	14,969	3	1,551	18	19,787	13	28,285	17	6,183	15	4,593	12	2,679	31	7,275	[illegible]	3,959
FILLMORE	82,690	125,506	134,829	23	19,157	6	1,386	24	34,330	18	43,668	14	8,279	11	2,056	5	3,631	34	5,892	9	3,073
FREEBORN	167,873	223,000	237,792	18	14,455	6	19,175	24	42,483	22	73,368	24	23,585	18	7,801	15	11,829	55	18,155	6	9,019
Albert Lea	144,324	192,768	205,694	10	11,324	5	15,022	11	42,430	18	52,528	17	23,556	17	6,111	12	9,267	39	13,719	5	9,008
GOODHUE	165,494	255,216	276,168	27	33,381	7	9,528	40	70,346	24	71,694	24	16,109	30	14,160	14	9,904	72	24,030	11	9,661
Red Wing	95,156	139,012	151,304	8	8,811	4	8,841	19	47,741	9	24,587	12	13,106	22	12,706	7	6,885	31	13,361	4	5,784
GRANT	18,903	33,411	35,432	11	5,807	1	2,553	10	4,700	9	15,934	3	770	1	450	3	508	9	2,473	4	1,751
HENNEPIN	5,860,914	9,153,304	9,714,480	240	536,074	73	1,438,550	602	1,528,445	241	2,400,051	424	577,822	620	511,149	503	615,963	1,218	977,910	158	247,842
Minneapolis	1,763,798	2,438,833	2,552,672	83	131,142	21	339,649	288	408,030	79	279,969	148	162,617	177	141,326	181	132,347	593	339,289	71	102,180
HOUSTON	43,211	66,466	71,694	15	8,096	2	5,166	18	23,038	5	7,498	11	9,212	5	567	1	1,027	30	5,891	4	1,326
HUBBARD	52,779	92,629	99,155	13	18,422	5	7,147	9	18,947	8	20,699	11	6,862	4	2,369	3	1,421	23	5,560	3	3,542
ISANTI	60,325	104,009	114,498	12	7,896	4	8,252	10	24,874	11	28,522	11	10,132	6	3,419	8	4,250	21	7,247	4	5,480
ITASCA	167,671	258,830	281,703	28	29,385	5	20,302	29	58,546	19	64,894	26	30,077	14	9,725	9	4,072	48	20,887	8	10,203
JACKSON	38,024	57,255	62,319	10	6,145	2	4,492	8	7,910	5	20,555	8	10,132	6	1,435	8	2,230	21	5,807	3	2,160
KANABEC	38,913	61,333	66,068	6	8,893	2	4,782	9	17,257	5	14,053	6	6,154	4	1,949	5	1,541	18	6,647	2	1,512
KANDIYOHI	179,740	289,531	312,814	25	27,123	9	33,550	26	50,529	22	76,125	32	20,331	35	20,725	16	17,665	48	24,302	7	8,183
Willmar	142,268	230,307	248,948	14	14,943	7	30,459	11	45,948	14	47,772	16	18,946	33	18,816	14	16,038	26	17,475	5	7,429
KITTSON	21,278	36,482	38,970	8	5,649	2	2,808	10	9,711	4	5,909	11	6,791	4	197	3	840	10	2,136	2	892
KOOCHICHING	70,698	91,239	96,984	11	6,795	6	9,095	13	19,096	9	16,606	13	9,155	11	4,304	3	1,389	34	9,637	5	4,409
International Falls	56,056	68,732	72,565	7	4,030	3	8,088	7	16,657	7	10,539	8	8,458	10	3,977	3	882	20	6,124	4	2,799
LAC QUI PARLE	30,777	50,058	53,600	8	7,235	4	1,461	9	9,730	6	9,772	5	4,105	6	1,469	3	2,859	16	3,782	4	1,628
LAKE	48,188	63,656	68,496	6	4,461	2	4,937	8	10,622	7	30,702	9	6,838	5	908	1	982	20	4,968	2	1,569
LAKE OF WOODS	15,116	23,044	24,779	4	2,849	2	1,786	4	5,708	1	3,756	7	5,103	2	315	0	355	8	2,142	2	567
LE SUEUR	67,653	109,389	117,190	14	10,533	4	2,256	22	20,005	11	24,870	12	14,095	8	3,469	11	4,336	39	15,714	8	5,219
LINCOLN	17,278	29,039	30,725	9	9,190	4	418	14	6,142	6	8,075	5	2,178	1	391	1	440	15	1,828	4	1,372
LYON	109,183	175,361	189,395	17	19,956	6	17,062	20	38,397	14	39,529	17	10,663	30	15,003	14	7,752	31	15,101	8	4,797
Marshall	86,931	142,327	154,014	9	12,717	5	14,759	9	34,213	9	24,495	10	10,663	25	13,931	8	5,008	19	13,015	4	3,657
MCLEOD	136,481	209,189	228,268	19	18,907	8	18,991	24	43,667	16	61,959	24	19,663	24	11,609	15	9,200	47	18,241	9	5,927
MAHNOMEN	13,341	22,494	23,989	5	3,751	2	1,729	4	5,528	3	3,638	4	1,737	3	394	1	344	6	1,832	1	548
MARSHALL	23,951	37,711	39,725	13	5,552	4	658	15	7,190	6	14,774	9	4,154	1	506	4	542	21	4,312	2	909
MARTIN	109,411	154,218	166,898	21	15,596	5	16,486	17	33,935	17	41,300	12	6,218	23	10,266	20	11,471	39	14,080	7	5,873
Fairmont	89,356	127,764	138,495	9	5,886	4	16,486	10	32,823	10	23,464	7	6,218	22	10,266	15	7,497	26	12,472	4	5,102
MEEKER	64,883	107,941	116,001	16	21,964	4	5,887	18	19,448	9	27,703	14	12,103	9	2,981	10	4,046	32	12,089	7	3,043
MILLE LACS	69,559	108,401	118,512	17	12,396	4	8,540	18	31,691	11	10,189	13	15,368	8	3,807	9	5,564	15	8,363	7	2,805
MORRISON	94,175	159,565	172,874	24	22,021	5	12,458	23	36,098	11	28,327	18	18,953	9	7,247	7	4,074	53	14,059	4	7,467
Little Falls	57,766	95,235	102,903	8	5,969	2	7,337	7	24,980	6	15,691	7	18,129	7	4,268	5	2,399	19	6,674	3	4,397
MOWER	168,409	237,208	251,955	25	21,879	7	18,867	34	45,143	20	58,930	25	19,188	29	11,405	18	12,353	73	24,270	9	11,289
Austin	135,909	190,732	202,503	12	12,130	6	18,567	24	45,143	17	40,132	18	19,188	27	7,766	15	8,412	51	17,176	7	7,688
MURRAY	33,301	47,341	49,948	12	6,646	5	2,450	6	6,945	6	9,975	9	2,701	7	1,085	5	1,772	12	3,158	5	6,710
NICOLLET	71,895	108,702	119,052	13	12,357	6	1,046	15	26,616	12	36,082	13	9,595	6	2,797	4	3,805	40	17,244	3	2,725
North Mankato	16,508	26,597	29,320	5	2,941	1	249	3	6,335	2	8,589	3	1,758	1	666	1	906	9	5,087	1	649
NOBLES	105,862	150,580	161,084	21	20,402	3	11,610	18	27,634	17	38,178	14	10,315	24	13,924	13	11,614	31	13,230	9	6,480
Worthington	90,748	131,060	140,448	13	12,199	3	9,751	8	27,634	15	32,064	9	10,315	22	11,694	12	9,754	21	11,582	8	5,443
NORMAN	21,076	34,065	36,281	13	7,337	1	2,615	10	8,069	8	11,850	3	790	6	1,022	1	519	11	2,052	4	1,833
OLMSTED	573,084	910,059	984,700	35	78,280	13	151,257	48	157,432	46	251,649	52	62,178	72	54,148	48	48,975	111	83,531	16	33,871
Rochester	491,559	777,689	841,150	25	69,105	12	137,030	36	153,765	38	148,379	37	58,713	67	52,898	43	38,053	97	74,837	14	30,685
OTTER TAIL	184,525	291,023	311,778	41	29,128	9	22,278	47	52,985	25	83,179	28	23,844	38	15,906	24	15,768	76	25,084	18	10,854
Fergus Falls	106,875	167,539	179,372	12	8,618	5	15,220	17	39,279	14	43,529	5	8,815	29	15,089	17	8,885	27	12,861	10	4,701
PENNINGTON	71,562	106,378	114,258	11	12,695	3	8,234	15	20,206	13	25,714	12	10,162	12	9,493	8	4,093	22	8,061	3	3,894
PINE	70,844	111,367	121,642	14	9,734	6	3,283	15	16,943	9	29,221	20	18,300	4	1,105	5	1,491	35	18,033	3	2,600
PIPESTONE	44,939	71,210	75,422	13	15,807	4	5,435	15	15,007	7	14,655	8	5,072	8	3,039	9	4,563	18	5,232	4	2,862
POLK	124,108	190,993	202,375	28	34,121	4	14,585	30	47,705	24	41,731	22	14,898	16	5,513	11	7,050	57	23,302	11	7,507
Crookston	51,559	82,479	87,753	8	7,597	2	7,128	8	21,093	8	20,439	8	10,217	9	3,724	4	1,941	10	7,637	6	2,769
E. Grand Forks	38,864	60,344	64,002	6	9,272	1	5,900	3	19,297	4	4,077	5	4,681	1	1,789	3	3,038	16	9,426	2	3,037
POPE	29,430	45,452	48,735	9	8,842	1	3,512	8	10,499	6	11,440	7	3,035	7	626	2	697	23	5,891	3	2,337
RAMSEY	2,619,655	3,923,873	4,141,830	102	189,386	43	683,104	300	645,915	108	999,492	218	262,727	260	188,224	200	194,513	683	413,633	85	106,281
St. Paul	1,314,314	1,969,645	2,079,188	47	72,720	26	356,282	186	372,038	57	264,095	120	148,080	112	89,097	94	61,962	456	233,895	54	58,507
RED LAKE	13,241	18,987	20,096	4	2,533	1	1,449	8	3,377	5	8,423	1	437	2	255	1	289	11	1,669	1	460
REDWOOD	66,790	92,518	98,421	19	11,662	3	7,092	18	18,181	6	24,784	13	7,628	10	5,012	9	6,495	27	8,042	4	2,885
RENVILLE	56,911	84,663	91,600	24	19,821	5	1,360	23	17,821	12	27,130	7	4,106	4	1,275	7	1,949	34	5,798	7	2,718
RICE	179,198	289,530	311,542	23	26,075	9	15,862	26	65,574	27	68,094	30	26,775	26	15,837	20	14,037	72	35,683	9	10,993
Faribault	87,345	134,375	143,854	11	6,747	6	9,284	13	34,637	15	24,165	14	16,127	15	7,376	12	6,092	35	13,353	6	6,420
ROCK	41,217	59,319	62,949	7	3,981	4	4,537	12	12,768	8	24,302	7	5,187	7	3,677	3	901	14	4,703	5	1,371
ROSEAU	40,067	76,924	83,158	11	6,787	4	2,909	14	19,268	10	28,432	5	5,201	8	3,990	6	4,818	14	4,076	4	3,306
ST. LOUIS	997,917	1,271,304	1,351,815	98	107,370	41	193,022	167	264,052	84	220,015	122	97,095	138	58,753	95	81,370	353	124,356	49	38,504
Duluth	510,959	613,596	647,282	37	30,794	14	120,470	75	122,686	27	67,975	55	47,771	65	31,985	51	29,890	160	63,412	22	19,532
Hibbing	113,964	164,981	178,051	10	15,586	6	26,307	17	44,877	13	22,668	11	11,428	28	9,718	12	4,831	31	11,939	7	7,143
Virginia	130,198	153,522	161,535	11	10,045	5	19,063	15	34,308	8	19,992	15	15,427	28	9,504	15	6,233	41	12,562	6	4,389
SCOTT	154,537	279,631	304,234	16	24,238	5	21,925	21	55,932	23	85,810	32	43,921	11	7,957	6	2,841	60	31,809	8	6,987
SHERBURNE	76,547	146,843	165,591	16	14,973	1	11,934	14	36,670	7	58,941	14	19,120	3	2,107	3	1,741	24	13,089	2	3,790
SIBLEY	36,867	61,768	65,631	12	6,467	2	4,729	18	15,828	4	16,588	13	5,098	4	1,163	5	2,089	23	5,143	6	1,730
STEARNS	884,902	1,446,564	1,570,303	65	108,820	17	113,168	90	156,836	54	136,906	58	57,057	72	47,913	50	48,909	187	86,049	20	35,942
St. Cloud	689,908	1,119,346	1,214,089	13	35,648	8	104,423	38	102,791	25	125,548	21	44,509	53	44,210	32	43,284	70	50,707	10	33,165
STEELE	126,796	180,953	194,470	16	16,250	6	12,559	18	30,855	19	53,039	13	11,266	19	9,185	22	13,460	39	16,026	5	7,097
Owatonna	110,218	157,815	169,666	11	10,982	5	12,299	13	30,216	13	32,056	10	11,033	16	8,995	17	13,181	31	14,142	4	6,950
STEVENS	42,093	64,845	68,959	8	7,818	3	4,971	10	14,007	6	21,161	4	2,076	9	3,273	7	3,522	18	7,077	2	1,578
SWIFT	43,481	70,629	75,465	11	10,841	5	3,684	14	14,092	9	9,354	10	6,687	7	1,385	3	380	23	4,727	[illegible]	3,756
TODD	62,335	103,429	111,350	16	14,013	7	4,089	21	24,205	11	29,940	13	9,509	7	2,476	6	1,169	35	8,274	7	4,120
TRAVERSE	16,946	34,566	36,497	8	4,857	1	2,630	6	6,928	3	5,533	6	2,346	8	1,871	3	990	7	1,743	3	1,931
WABASHA	60,086	87,386	94,690	15	12,294	3	1,657	18	16,716	9	39,868	15	4,832	8	2,110	13	2,796	33	7,539	4	4,379
WADENA	63,431	93,334	100,068	16	20,037	3	7,212	15	23,230	6	14,944	11	7,101	13	5,187	8	3,623	20	5,817	6	3,982
WASECA	50,753	78,070	84,885	11	12,852	3	4,474	20	23,199	8	14,482	8	6,297	8	2,049	11	4,748	19	8,114	5	4,206
WASHINGTON	411,134	718,311	785,694	38	99,803	5	58,624	48	237,431	39	128,872	45	84,843	48	30,923	25	16,782	126	83,936	16	26,856
Stillwater	104,170	168,281	182,681	5	9,574	1	17,548	10	72,910	7	20,383	10	11,073	10	7,826	6	4,373	22	18,986	2	7,779
WATONWAN	41,925	55,440	58,312	15	6,668	6	3,372	11	11,931	9	23,614	9	2,112	9	2,908	8	2,141	19	4,842	3	1,514

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

MINNESOTA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
WILKIN	28 748	51 551	54 391	8	3 072	2	3 919	6	10 928	7	12 431	[illegible]	2 692	3	691	3	1 787	18	7 698	2	1 245
Breckinridge	9 147	16 805	17 770	6	850	0	829	5	2 312	6	2 629	4	569	2	146	2	1 476	14	6 794	1	264
WINONA	196 482	316 541	339 151	23	29 176	8	30 916	30	73 519	16	69 529	25	19 626	34	15 101	18	13 614	79	35 469	8	9 115
Winona	134 930	210 152	224 371	13	15 269	5	17 950	18	53 578	13	40 644	16	18 367	29	13 239	16	7 905	58	25 948	6	5 292
WRIGHT	222 361	389 464	427 701	35	36 894	7	3 106	44	95 280	33	124 251	42	57 514	22	7 181	16	8 308	69	36 082	16	14 560
YELLOW MEDICINE	36 544	52 712	56 568	14	8 927	2	4 076	14	12 322	4	7 891	12	6 034	8	2 904	6	3 004	26	4 278	6	3 235

MISSISSIPPI RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	9 044 004	13 211 813	14 192 133		929 210		1 854 891		3 235 809		3 555 071		724 949		661 264		607 344		958 478		520 283
METRO AREAS (MSAs PMSAs CMSAs)																					
Biloxi-Gulfport, Ms	810 869	1 259 956	1 356 743		83 566		205 888		270 643		365 242		62 934		55 388		56 069		159 870		48 282
Jackson, Ms	1 671 893	2 410 256	2 564 202		138 746		372 009		495 230		684 000		168 289		116 122		127 539		201 971		89 344
Pascagoula, Ms	414 105	550 039	585 432		27 967		93 482		158 684		122 125		27 771		24 946		19 884		50 162		20 099
COUNTIES, Cities																					
ADAMS	218 039	273 594	288 894	16	18 219	14	45 334	47	53 007	26	98 491	18	9 692	35	19 426	26	12 304	50	17 997	16	10 358
Natchez	204 744	258 287	272 925	12	17 333	13	43 131	37	50 453	25	93 703	14	9 221	34	18 482	23	9 757	48	17 122	15	9 854
ALCORN	131 034	197 808	212 728	11	16 529	7	22 191	22	41 356	24	49 070	22	12 016	25	11 580	16	5 963	45	15 967	14	7 794
Corinth	120 105	183 328	197 392	10	13 232	6	22 107	16	41 285	20	35 677	19	11 970	24	11 560	15	5 941	42	15 170	13	7 765
AMITE	23 290	28 666	30 999	6	3 072	6	1 725	13	9 575	10	6 390	5	1 215	3	451	1	579	8	1 488	4	933
ATTALA	56 145	83 051	88 707	7	6 461	4	12 522	19	17 678	9	15 842	9	3 683	14	5 553	10	5 596	12	3 763	6	4 328
BENTON	6 902	10 403	11 337	0	885	1	1 154	6	4 444	2	1 860	4	723	0	323	1	212	4	546	2	410
BOLIVAR	117 150	164 994	175 332	7	8 491	14	18 683	52	41 933	20	42 039	21	5 970	25	9 683	14	8 177	29	8 803	12	6 950
Cleveland	89 058	129 559	138 193	4	5 997	8	16 061	17	32 442	13	31 641	12	5 407	20	8 656	11	5 776	19	7 827	5	4 909
CALHOUN	36 155	56 311	61 310	6	6 939	8	5 626	18	16 029	12	12 592	9	3 058	11	3 606	6	2 258	7	2 091	7	1 670
CARROLL	11 465	15 552	16 531	1	1 289	0	1 683	9	3 258	1	2 714	2	1 053	0	471	1	308	1	403	2	599
CHICKASAW	54 635	86 129	95 069	4	3 347	13	5 285	21	23 023	8	24 976	9	4 004	10	2 264	13	13 302	9	2 299	8	3 682
CHOCTAW	15 412	22 892	25 039	3	1 952	4	1 724	5	8 100	2	4 108	7	2 108	4	896	3	1 079	3	611	4	1 346
CLAIBORNE	21 632	27 670	29 663	4	3 732	4	1 560	10	9 950	5	2 527	6	2 727	3	843	2	554	5	725	3	1 267
CLARKE	40 531	57 728	62 272	3	4 856	8	5 020	15	18 222	7	9 863	6	2 648	3	1 770	5	3 046	8	1 107	6	2 132
CLAY	56 541	83 788	90 512	5	2 538	4	12 251	20	27 732	12	20 117	10	4 606	12	3 339	7	3 704	13	4 560	5	3 509
West Point	50 376	74 154	80 045	3	2 404	4	11 930	15	24 214	11	15 287	9	4 363	11	3 324	7	2 957	12	4 320	5	3 469
COAHOMA	132 418	169 676	178 776	8	9 976	9	15 522	44	49 370	17	43 578	18	9 531	29	13 010	14	6 584	28	8 711	8	4 951
Clarksdale	126 570	162 631	171 415	7	8 731	7	13 584	34	49 367	16	38 138	14	9 530	28	11 385	13	5 762	26	7 624	8	4 946
COPIAH	67 942	102 860	110 414	9	4 172	11	9 178	29	27 055	12	32 505	16	8 917	13	2 199	10	4 545	14	3 853	8	5 781
COVINGTON	40 491	57 553	61 633	4	6 962	7	3 913	12	14 175	5	17 828	10	7 197	7	2 868	4	1 497	8	1 229	8	2 790
DE SOTO	137 581	244 770	273 751	11	31 848	8	23 591	49	95 933	23	61 325	14	8 868	16	8 748	7	4 433	28	14 543	8	7 378
FORREST	393 328	542 379	577 001	31	54 902	24	95 527	72	101 986	58	142 733	27	23 870	49	32 620	47	36 980	104	52 317	26	20 477
Hattiesburg	150 202	194 678	205 513	24	0	17	0	50	0	41	81 959	23	21 056	46	25 342	43	22 492	88	38 021	22	12 746
FRANKLIN	11 588	20 432	22 413	1	1 749	1	2 281	5	4 951	6	6 182	3	82	1	636	3	418	2	548	4	812
GEORGE	40 930	58 122	64 237	7	3 298	6	8 698	14	21 134	15	15 186	6	2 801	3	1 826	5	755	12	3 417	5	1 943
GREENE	10 142	14 168	15 167	4	1 162	2	1 544	6	3 816	6	3 471	2	965	1	431	1	284	3	241	4	1 451
GRENADA	107 454	158 064	170 642	6	3 986	8	19 146	22	28 686	14	81 294	12	8 683	25	7 749	0	3 674	23	8 465	10	4 170
Grenada	101 490	150 733	162 901	4	3 980	7	19 118	19	28 643	14	62 907	10	8 670	24	7 738	10	2 988	20	8 138	10	4 164
HANCOCK	84 366	145 039	160 373	8	9 912	7	16 716	23	50 564	12	38 793	10	8 065	11	4 558	6	2 999	32	11 327	8	4 833
HARRISON	726 503	1 114 917	1 196 370	60	73 654	34	190 172	147	220 079	97	326 449	68	54 869	88	50 83[illegible]	67	53 070	245	148 543	48	43 449
Biloxi	256 611	383 444	410 267	13	14 732	11	67 520	43	63 123	28	115 905	20	15 050	40	18 0[illegible]7	27	15 449	101	65 034	14	15 426
Gulfport	334 802	490 342	523 468	27	16 312	15	46 203	60	100 071	46	152 513	28	31 820	37	22 [illegible]01	32	23 886	103	58 008	21	19 067
HINDS	1 366 267	1 908 592	2 010 680	54	89 364	44	323 910	226	350 888	112	584 348	144	121 981	193	102 390	13[illegible]	95 142	284	162 890	71	70 835
Jackson	1 253 668	1 764 406	1 860 437	48	82 837	35	300 253	185	314 977	95	541 668	122	113 072	182	95 097	125	88 193	260	149 864	58	62 645
HOLMES	55 048	77 359	82 395	8	4 916	8	3 362	37	34 072	13	13 789	12	6 133	9	1 864	6	1 025	10	1 539	8	3 385
HUMPHREYS	34 249	52 833	57 382	4	7 414	5	3 282	16	17 687	5	11 185	7	3 191	4	1 630	8	3 370	10	2 082	4	1 957
ISSAQUENA	714	867	929	0	72	0	95	4	286	0	153	0	60	0	27	0	17	0	23	0	34
ITAWAMBA	40 687	60 609	66 965	5	2 086	4	6 815	19	15 744	7	20 687	8	2 595	8	1 690	4	1 715	13	2 169	4	2 068
JACKSON	414 105	550 039	585 432	37	27 967	26	93 482	101	158 684	69	122 125	37	27 771	69	24 946	35	19 884	103	50 162	23	20 099
Moss Point	28 536	31 492	32 687	3	1 416	3	4 732	15	13 465	6	5 047	4	1 238	3	1 263	1	1 006	7	768	3	1 639
Pascagoula	212 446	269 163	284 753	16	14 233	7	31 125	36	70 627	34	71 862	18	16 138	29	11 916	22	10 156	46	23 857	9	8 897
JASPER	34 585	45 829	48 492	2	3 782	5	2 821	14	10 951	13	16 045	6	2 899	2	1 378	2	907	5	1 185	5	2 367
JEFFERSON	10 092	10 318	11 257	1	878	2	1 148	7	3 454	5	2 329	2	717	2	319	0	211	3	151	3	701
JEFFERSON DAVIS	27 886	40 121	43 547	3	3 397	5	4 589	14	12 974	8	9 110	2	2 774	5	1 106	1	813	7	1 325	3	1 577
JONES	268 880	367 235	392 818	16	21 108	16	54 422	73	79 821	24	101 156	33	15 933	46	26 459	28	26 189	58	25 969	23	16 559
Laurel	229 285	306 882	327 449	10	14 033	11	50 352	51	76 577	21	67 250	23	14 721	41	25 036	23	19 721	43	21 091	18	14 474
KEMPER	14 868	23 089	24 833	1	1 937	4	1 523	11	7 033	2	4 076	4	1 583	0	705	2	465	4	511	2	899
LAFAYETTE	90 795	146 694	160 203	12	12 793	6	15 605	22	37 751	12	33 000	12	8 986	21	12 160	13	5 793	32	13 032	10	5 504
Oxford	84 934	137 871	150 638	8	6 616	6	15 390	21	37 653	12	25 396	8	8 863	20	12 128	12	5 778	28	12 992	10	5 490
LAMAR	45 109	65 762	72 413	7	5 401	9	7 368	18	24 217	7	13 306	9	1 887	3	424	0	1 353	7	1 444	7	3 516
LAUDERDALE	381 278	581 569	619 530	22	46 937	19	97 991	80	113 361	39	166 424	48	31 160	49	26 316	42	29 055	88	48 277	19	26 582
Meridian	349 840	529 585	563 687	19	36 490	18	90 221	59	112 269	38	153 228	39	22 677	48	24 220	41	26 751	78	41 544	18	24 456
LAWRENCE	30 747	50 270	54 116	3	3 991	3	5 207	14	13 546	9	17 870	[illegible]	2 912	1	1 455	5	2 228	6	1 077	4	3 125
LEAKE	48 852	75 014	81 896	8	6 404	12	15 362	13	17 423	15	19 503	8	2 732	10	2 847	4	2 849	9	2 469	7	3 890
LEE	339 290	531 595	576 751	27	40 979	19	85 701	75	96 584	41	164 672	47	40 924	56	30 942	45	23 408	71	30 395	16	15 108
Tupelo	285 458	443 106	480 279	20	26 798	15	81 312	46	84 154	31	103 051	32	39 192	51	29 351	38	15 072	60	27 408	14	14 839
LEFLORE	155 793	214 233	227 084	13	14 085	8	27 454	45	51 259	22	51 477	24	11 856	28	11 406	18	13 761	62	19 560	9	7 235
Greenwood	142 831	194 077	205 421	12	12 260	8	23 896	34	48 315	21	44 807	20	11 294	26	9 928	17	10 922	59	17 043	8	6 349

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

MISSISSIPPI RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S Census	E&P 1988 estimate	E&P 1989 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
LINCOLN	123 592	169 070	180 474	13	17 445	11	21 806	23	38 932	15	48 558	13	5 824	29	10 341	12	6 210	21	7 778	9	10.026
Brookhaven	114 169	155 257	165 622	11	14 449	10	21 252	16	38 792	14	40 219	12	4 824	28	10 902	11	4 963	19	5 442	9	9 920
LOWNDES	260 967	381 826	410 101	18	20 453	9	49 246	58	90 984	38	81 550	24	21 222	48	30 126	33	22 794	67	27 483	14	11 821
Columbus	243 843	355 153	381 257	14	15 630	9	48 070	46	90 650	36	69 837	21	18 174	46	30 015	31	19 520	60	24 790	13	11 713
MADISON	106 723	175 611	191 648	9	10 490	12	12 242	46	49 927	14	53 322	18	18 129	11	5 271	11	6 335	30	11 368	9	4 672
MARION	97 456	134 217	143 991	10	12 962	10	15 371	27	44 914	14	24 786	12	3 113	19	9 025	14	5 336	18	6 140	9	5 749
MARSHALL	52 751	86 641	94 555	6	5 168	6	12 129	27	25 976	9	17 349	12	6 314	5	1 324	3	969	14	3 859	5	2 880
MONROE	102 497	153 435	166 863	12	15 795	9	21 363	44	42 007	23	48 230	12	3 276	27	7 867	13	6 423	30	6 706	14	7 862
MONTGOMERY	38 785	56 951	60 678	5	3 539	8	10 181	13	17 540	8	10 497	9	2 612	7	1 746	5	2 157	8	1 940	5	2 583
NESHOBA	73 288	111 634	121 829	7	9 500	9	17 620	26	33 300	17	24 615	9	6 519	14	3 462	7	2 277	19	4 173	7	3 898
NEWTON	47 017	68 335	73 584	3	8 063	6	4 900	26	22 628	13	22 572	9	3 001	6	2 171	4	1 600	10	2 443	6	1 801
NOXUBEE	23 231	31 408	33 759	4	2 391	6	3 018	19	12,619	7	4 968	8	2 283	5	566	5	2 023	1	824	5	2 679
OKTIBBEHA	115 075	180 565	197 770	9	13 130	7	20 923	22	44 477	20	42 627	20	14 859	30	13 320	19	9 574	30	16 281	10	5 074
Starkville	108 169	170 253	186 531	8	13 037	6	20 774	17	44 160	17	32 301	19	14 753	29	13 225	18	7 726	29	16 165	8	5 038
PANOLA	78 628	116 155	125 163	10	7 551	8	14 309	28	34 364	17	37 600	11	3 266	17	4 949	6	3 134	27	4 872	10	5 171
PEARL RIVER	115 848	173 882	188 328	12	17 234	8	20 245	26	43 279	24	54 700	10	4 380	15	5 805	12	10 129	31	12 306	10	11 978
Picayune	85 884	123 693	133 356	6	12 894	4	13 157	18	35 933	17	32 274	4	3 277	13	4 343	10	6 961	14	8 535	7	8 961
PERRY	17 811	23 821	26 439	0	2 081	4	3 447	13	12 451	3	1 712	2	1 684	2	750	2	494	3	181	4	936
PIKE	164 508	243 107	259 076	13	19 992	10	25 326	28	51 088	23	61 680	20	11 087	30	16 348	16	15 371	44	25 036	14	12 868
McComb	141 687	208 784	222 427	8	12 506	7	23 243	13	48 174	19	42 967	15	11 036	27	15 441	15	13 643	34	23 229	12	11 422
PONTOTOC	43 891	76 356	85 051	8	3 926	4	8 655	18	28 995	11	8 319	10	3 417	6	4 571	3	2 149	11	3 180	6	2 858
PRENTISS	65 717	101 787	111 871	6	5 819	5	11 385	18	30 848	13	34 157	9	2 478	15	2 718	12	2 717	15	5 496	9	4 432
QUITMAN	27 600	35 408	37 691	4	2 939	7	3 835	19	12 244	7	5 293	7	778	4	1 506	5	907	7	856	4	1 395
RANKIN	198 903	326 053	361 874	22	38 892	15	35 857	49	94 415	25	46 330	30	28 179	19	8 261	17	26 062	53	27,713	13	13 837
SCOTT	78 696	142 145	155 182	12	11 497	9	16 481	31	39 682	21	41 326	14	9 362	10	3 332	14	6 076	18	6 577	10	5 828
SHARKEY	17 353	20 650	22 355	2	1 743	4	1 870	13	7 970	3	3 668	3	1 307	5	438	1	418	5	774	2	809
SIMPSON	66 220	97 901	105 940	7	6 020	9	12 756	25	26 649	12	11 465	9	4 562	12	6 069	6	2 265	14	5 277	8	5 377
SMITH	27 719	49 459	54 180	3	5 147	3	5 513	12	15 385	9	17 614	5	1 904	5	1 363	2	1 014	5	396	5	1 282
STONE	31 464	41 834	44 595	7	6 252	4	1 659	9	9 662	10	13 262	7	3 963	3	1 268	2	834	7	2 461	4	1 865
SUNFLOWER	77 167	119 820	129 712	5	2 334	11	15 766	42	35 117	15	31 831	13	6 475	21	5 782	9	2 098	18	5 550	11	4 710
TALLAHATCHIE	23 630	34 617	36 646	4	2 208	2	3 729	17	11 100	8	7 649	6	1 062	3	575	1	684	8	714	5	2 401
TATE	74 115	115 865	125 554	5	2 890	3	12 776	25	38 977	11	32 646	8	11 893	12	4 272	5	1 097	14	9 498	4	2 005
TIPPAH	57 966	89 955	100 098	9	10 972	4	10 186	18	24 381	14	25 981	9	4 535	9	2 370	6	3 598	12	2 481	5	3 031
TISHOMINGO	50 340	71 090	76 548	10	6 994	6	7 790	23	26 233	15	10 154	10	2 552	10	2 130	8	4 988	13	1 946	5	3 012
TUNICA	22 281	28 521	30 274	2	2 361	2	3 081	12	5 540	4	4 969	5	1 865	2	861	2	565	8	1 577	2	1 097
UNION	55 719	86 074	95 103	6	6 001	4	14 057	10	19 035	14	15 153	12	7 408	14	5 305	8	3 682	21	6 166	5	3 414
WALTHALL	31 549	38 015	40 740	4	2 980	6	4 438	12	7 920	10	14 194	5	2 410	6	1 428	1	763	8	1 678	4	1 489
WARREN	220 650	309 143	331 279	15	15 466	11	47 873	60	83 921	24	76 453	24	14 524	37	14 473	19	12 234	51	29 312	11	12 934
Vicksburg	203 173	281 042	300 710	13	11 929	10	46 300	50	82 857	21	58 969	19	14 340	35	14 290	18	9 701	48	27 468	10	12 697
WASHINGTON	283 826	383 629	407 420	20	23 309	18	71 767	78	85 408	44	101 277	33	11 508	52	27 545	37	21 156	52	22 682	18	11 556
Greenville	244 845	329 430	349 663	14	13 162	14	64 931	53	66 628	32	70 086	27	10 590	46	24 941	30	14 272	47	20 492	12	9 517
WAYNE	57 692	91 586	98 298	7	7 979	6	7 560	12	25 728	12	17 137	9	7 886	16	5 005	7	6 820	15	4 186	7	4 101
WEBSTER	23 650	35 993	39 535	6	4 268	3	4 023	10	9 125	11	11 899	9	1 841	4	1 122	3	740	7	1 162	4	1 746
WILKINSON	21 418	30 395	33 064	2	2 579	4	4 081	13	11 612	4	5 426	6	2 469	9	1 616	2	618	6	1 018	5	1 460
WINSTON	47 292	72 188	77 698	7	5 074	4	7 907	22	18 566	11	22 189	8	2 736	12	3 587	9	4 500	13	2 330	11	4 520
YALOBUSHA	44 542	68 429	75 050	4	5 306	8	5 367	19	35 818	9	6 899	11	2 858	3	737	6	2 486	3	2 414	6	1 595
YAZOO	75 508	99 650	106 224	8	5 018	6	10 174	27	29 001	11	21 826	17	6 085	23	7 315	9	3 741	16	3 810	6	4 337

MISSOURI RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS........	21,655,411	33,935,268	36,284,124		2,300,571		4,691,459		7,192,066		8,730,282		2,516,550		1,597,812		1,599,616		3,396,980		1,016,077
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Columbia, Mo	449,299	755,328	809,341		57,094		105,648		164,542		187,219		44,339		51,856		38,495		91,483		29,044
Joplin, Mo	621,749	977,222	1,057,045		61,586		127,539		211,451		279,957		69,852		52,986		43,646		96,096		25,223
Springfield, Mo	1,085,862	1,810,752	1,953,094		129,510		235,653		367,921		499,990		87,447		65,768		114,655		188,844		45,498
St. Joseph, Mo	436,287	626,290	664,541		31,587		80,181		142,940		173,618		37,024		30,959		19,094		60,874		15,481
St. Louis, Mo-Il	10,911,091	16,761,611	17,806,364		1,023,477		2,413,381		3,567,539		4,215,476		1,278,746		864,215		870,008		1,758,005		503,689
Kansas City, Mo-Ks	7,199,672	11,080,987	11,756,786		613,109		1,639,373		2,072,842		3,017,536		746,990		582,411		536,733		1,137,974		338,441
COUNTIES, Cities																					
ADAIR	119,052	188,771	180,129	14	14,743	5	19,291	12	38,547	16	40,657	16	11,806	27	10,406	10	9,185	42	20,396	2	4,196
Kirksville	116,862	165,590	176,725	14	11,667	5	19,097	12	30,442	16	31,190	12	11,774	27	10,378	10	7,454	40	20,341	2	4,185
ANDREW	32,797	54,235	60,305	8	5,862	2	6,695	6	11,413	6	20,465	4	7,689	4	478	2	1,594	6	1,802	2	1,294
ATCHISON	28,784	37,080	39,502	9	3,605	2	4,766	7	9,941	5	5,050	8	9,316	5	437	3	1,136	11	2,818	3	561
AUDRAIN	95,976	129,935	138,570	17	14,057	6	15,581	18	34,906	18	25,757	14	7,387	18	9,086	10	8,076	31	8,472	7	4,465
Mexico	74,397	101,035	107,790	9	11,035	4	12,232	11	27,402	12	16,362	9	6,628	14	7,133	7	6,340	20	6,966	6	3,505
BARRY	89,188	152,507	168,766	11	16,749	3	20,362	23	40,672	20	35,217	12	14,615	17	4,688	5	5,383	39	11,655	7	4,087
Monett	43,064	69,077	75,971	4	5,834	2	11,383	8	22,756	6	4,319	5	8,177	11	3,091	3	1,885	15	6,521	3	2,287
BARTON	30,741	53,335	58,044	5	5,423	8	10,466	9	10,781	6	10,784	8	5,209	8	923	2	1,668	11	3,658	4	1,492
BATES	43,875	69,870	75,062	11	9,884	6	5,093	17	18,214	6	23,450	5	2,101	11	3,008	6	2,484	24	4,192	4	1,479
BENTON	34,868	58,094	63,283	5	3,904	4	7,636	9	13,270	6	16,250	10	2,572	2	2,132	4	1,446	21	6,465	1	1,475

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MISSOURI RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U S Census	E&P 1988 estimate	E&P 1989 estimate	Lumber Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat Drink		Drugs	
BOLLINGER	17,716	32,538	35,076	3	2,743	3	202	8	7,509	3	6,658	4	3,453	1	1,182	1	1,007	7	1,076	1	817
BOONE	449,299	755,328	809,341	34	57,094	15	105,646	53	164,542	35	187,219	55	44,339	71	51,856	46	38,495	124	91,483	19	29,044
Columbia	412,315	685,994	734,298	29	40,809	13	93,685	39	157,752	27	166,024	42	42,710	67	45,985	41	29,851	112	83,901	18	25,756
BUCHANAN	436,287	626,290	664,541	31	31,587	20	80,181	66	142,940	43	173,618	50	37,024	47	30,959	33	19,094	135	60,874	18	15,481
St Joseph	424,459	615,321	653,641	28	29,734	20	75,477	61	142,940	41	163,434	46	34,852	46	30,959	32	17,974	130	57,920	18	14,573
BUTLER	192,174	298,598	319,140	16	24,891	7	38,790	35	63,015	31	93,615	26	15,033	30	17,185	23	15,206	62	20,948	11	9,911
Poplar Bluff	173,951	269,737	288,231	10	23,914	7	37,267	26	62,760	27	67,864	19	14,972	28	16,510	20	11,521	50	18,710	10	9,846
CALDWELL	18,841	31,260	34,374	6	2,827	2	4,149	6	7,794	6	9,969	5	2,803	1	1,157	1	988	13	2,326	1	801
CALLAWAY	95,792	128,948	138,865	12	20,122	4	16,754	18	28,919	7	18,725	22	16,278	12	3,962	8	4,383	34	15,954	5	3,000
Fulton	57,423	67,213	71,060	6	4,105	3	9,974	9	20,693	6	11,148	8	5,223	10	2,359	6	2,609	21	6,751	3	1,786
CAMDEN	108,031	215,430	235,947	15	25,894	4	28,468	27	56,445	18	53,433	19	11,326	15	5,542	11	9,686	62	28,488	3	2,799
CAPE GIRARDEAU	324,274	508,615	545,098	23	31,549	14	85,462	45	108,047	35	122,078	47	33,832	62	30,416	44	35,604	91	46,172	17	12,312
Cape Girardeau	273,134	420,370	449,721	14	16,579	11	66,755	29	89,645	29	95,355	31	28,624	53	28,312	34	27,810	71	39,896	12	9,027
CARROLL	32,240	43,939	46,995	8	5,222	5	3,665	11	11,252	5	6,216	7	3,502	8	2,541	3	1,375	16	2,827	4	1,569
Carrollton	26,575	36,241	38,765	6	3,870	4	2,716	6	10,858	3	4,607	5	2,596	7	2,506	3	1,117	10	2,287	4	1,548
CARTER	10,064	19,073	21,402	2	1,119	2	2,434	5	3,720	0	3,829	4	4,421	1	679	0	580	10	3,081	1	469
CASS	166,814	310,771	344,390	14	18,761	9	46,202	31	86,871	22	87,607	30	28,978	12	2,109	17	7,937	56	25,939	10	10,526
CEDAR	46,650	80,700	87,463	6	4,413	7	10,554	8	21,820	6	27,548	8	7,789	8	876	6	1,602	13	3,314	5	2,301
CHARITON	27,850	38,199	40,977	9	3,062	2	4,944	10	10,419	7	7,405	7	3,101	6	910	1	1,178	14	3,125	1	955
CHRISTIAN	65,782	132,659	147,125	5	3,359	3	17,752	11	42,320	6	59,557	8	6,638	5	4,955	6	2,168	21	6,409	3	3,427
CLARK	22,349	33,447	36,420	4	5,339	3	4,395	7	6,716	4	5,758	6	4,241	1	1,227	1	1,046	11	2,488	1	848
CLAY	806,215	1,337,849	1,442,879	39	94,369	24	257,412	77	251,115	68	313,601	79	102,993	92	53,909	55	54,384	185	115,236	27	39,629
Excelsior Spring	57,188	97,783	105,767	4	2,724	5	14,435	10	40,242	7	23,195	7	5,775	5	2,091	5	3,022	20	7,913	3	2,991
CLINTON	44,370	67,186	71,765	7	4,862	3	8,658	16	18,924	11	12,206	8	5,422	8	1,645	3	1,004	16	5,290	5	1,729
COLE	341,235	501,508	539,156	20	25,896	14	72,413	29	82,770	24	151,004	27	18,836	53	29,692	37	28,800	92	38,664	9	12,559
Jefferson City	327,457	475,932	511,020	17	18,215	12	68,006	23	82,103	23	141,814	21	17,689	52	27,885	34	27,047	76	36,607	9	11,795
COOPER	49,415	71,147	76,332	6	2,754	7	5,188	8	16,098	9	21,373	7	6,936	8	2,314	7	3,211	20	4,685	5	3,016
Boonville	38,438	54,529	58,403	5	2,035	4	3,833	4	11,893	7	15,789	7	5,124	7	2,314	6	2,372	16	4,126	4	2,954
CRAWFORD	65,055	103,474	111,612	7	9,686	6	13,466	16	19,811	12	17,556	16	21,478	6	1,159	3	1,813	23	3,685	5	1,857
DADE	13,499	20,899	22,661	3	1,758	3	349	7	6,142	4	4,302	8	3,481	2	764	3	652	3	704	3	528
DALLAS	35,840	58,160	63,392	5	6,117	1	7,649	9	24,866	8	10,105	9	4,718	1	2,135	3	1,822	8	2,837	1	1,476
DAVIESS	14,365	22,467	24,259	6	1,665	2	2,928	4	4,226	3	5,822	8	3,464	2	818	1	696	9	1,271	3	565
DE KALB	14,678	26,349	28,864	3	1,599	1	3,483	7	5,196	3	5,477	6	3,421	0	973	1	828	13	4,784	0	671
DENT	46,669	79,636	87,292	8	10,696	6	10,532	10	22,795	7	12,637	6	3,597	5	2,940	8	4,713	13	4,736	2	2,033
DOUGLAS	23,815	39,738	43,676	5	6,800	4	11,759	5	7,509	7	5,001	6	2,912	5	470	2	1,256	11	2,750	2	1,017
DUNKLIN	135,196	185,882	197,560	12	15,764	18	28,312	31	41,212	29	48,316	26	12,099	22	6,164	19	9,992	44	8,593	11	5,855
Kennett	67,938	89,454	94,566	4	7,819	9	16,100	11	26,258	14	14,866	5	2,567	13	4,169	10	4,986	15	4,194	5	2,769
FRANKLIN	296,741	513,773	555,974	34	54,969	15	40,831	62	129,862	45	141,415	55	53,419	33	18,407	33	18,473	106	40,374	19	15,126
GASCONADE	45,649	88,026	97,594	6	7,188	8	11,642	10	20,126	11	22,957	13	4,261	7	1,062	9	4,583	23	5,115	2	2,274
GENTRY	23,646	38,086	41,348	7	7,489	3	4,644	8	9,686	6	11,912	7	1,033	8	1,416	3	651	10	1,256	3	896
GREENE	1,019,080	1,678,093	1,805,969	71	126,151	28	217,901	121	325,601	90	440,433	93	80,809	167	60,833	121	112,487	302	182,435	34	42,071
Springfield	945,207	1,530,645	1,644,519	59	86,300	27	196,099	103	309,461	78	396,368	81	72,724	163	54,746	114	101,233	278	165,070	29	40,348
GRUNDY	42,441	59,440	63,117	9	4,682	7	8,313	14	17,072	3	11,980	8	2,121	11	3,436	3	936	19	5,949	2	1,470
Trenton	40,103	56,830	60,429	9	3,756	6	8,050	12	16,531	3	11,600	6	2,054	11	3,436	3	770	16	5,744	2	1,423
HARRISON	48,528	80,147	87,527	6	4,055	4	10,560	8	16,141	5	16,614	12	12,726	10	2,238	3	2,514	7	2,548	2	2,040
HENRY	74,474	102,848	109,389	15	9,217	10	12,917	19	26,808	19	14,264	18	6,292	19	6,090	12	5,735	34	9,577	7	6,319
Clinton	57,512	79,674	84,773	10	5,114	6	10,546	10	23,531	9	7,863	6	4,648	15	4,972	10	4,682	23	7,829	5	5,159
HICKORY	7,988	13,593	14,914	2	828	0	1,800	4	3,348	1	2,831	5	1,465	1	503	1	427	11	1,339	2	347
HOLT	22,262	34,839	37,504	4	2,877	3	3,922	9	4,413	5	12,845	7	7,571	0	1,095	1	934	10	1,215	1	757
HOWARD	21,000	31,168	33,186	4	2,039	3	1,018	7	8,809	7	3,646	9	3,542	2	1,118	2	954	7	2,169	3	1,568
HOWELL	123,894	213,202	233,961	12	16,498	13	27,995	25	56,750	28	58,535	18	11,593	27	7,616	12	8,700	43	13,686	11	7,312
West Plains	85,803	144,952	158,789	6	7,360	6	25,361	15	39,673	16	29,432	10	8,221	21	6,101	11	7,288	30	9,484	7	4,678
IRON	31,212	41,875	43,635	6	3,531	5	2,123	13	12,994	8	11,768	9	2,291	2	1,469	3	1,770	11	2,454	2	1,017
JACKSON	3,424,679	5,046,722	5,266,131	173	239,034	71	668,555	410	874,954	234	1,337,151	304	309,559	386	279,287	256	227,246	979	592,777	123	160,624
Blue Springs	135,706	448,844	498,160	9	36,091	3	46,880	16	104,651	17	126,137	14	28,596	7	9,965	11	16,144	43	51,725	6	9,969
Independence	517,057	897,510	952,793	32	42,246	12	135,276	70	187,125	59	272,382	47	54,910	84	7,295	51	5,936	151	105,548	20	31,015
Kansas City	1,822,589	2,993,681	3,160,698	86	104,887	37	386,347	265	431,074	108	506,268	190	179,485	263	216,962	163	120,446	665	359,240	75	89,028
JASPER	487,940	737,349	790,592	38	42,719	19	95,389	74	144,624	64	209,048	51	43,902	68	47,178	48	34,538	146	75,838	21	21,898
Carthage	67,481	101,806	109,138	7	3,998	3	11,714	11	33,127	16	15,740	10	9,418	9	8,837	7	1,372	22	7,875	5	1,388
Joplin	355,501	527,378	564,311	21	28,156	14	79,359	41	95,320	38	137,781	27	28,832	50	31,095	32	22,763	91	50,290	10	18,219
JEFFERSON	429,029	743,813	803,159	36	48,151	11	88,528	75	223,105	64	157,718	73	83,111	33	17,438	35	23,439	103	47,999	20	17,007
Crystal City	57,894	88,294	94,109	2	4,644	2	6,539	5	21,132	14	24,144	6	6,068	10	4,319	5	1,140	17	9,678	7	1,640
Festus	50,151	79,230	84,766	2	4,496	1	8,267	7	25,053	3	14,726	6	8,154	7	2,528	7	4,336	7	1,915	3	1,588
JOHNSON	104,373	170,787	185,027	10	13,844	7	22,325	20	41,673	14	43,220	31	11,456	13	3,676	13	6,558	40	22,633	6	5,488
Warrensburg	75,065	123,348	133,689	4	3,940	3	17,979	9	30,257	9	27,879	15	9,810	12	2,960	12	5,281	24	19,765	4	4,420
KNOX	11,292	15,859	17,003	3	1,816	5	1,378	4	3,135	3	3,228	3	1,286	2	573	2	487	6	680	2	396
LACLEDE	112,281	201,408	225,977	12	21,416	7	27,266	19	41,199	15	40,435	25	27,071	17	6,577	10	5,542	36	15,177	6	3,180
Lebanon	101,980	181,604	203,627	11	18,663	5	21,214	13	41,199	14	31,461	20	27,071	16	6,577	8	4,312	31	13,000	6	3,141
LAFAYETTE	86,076	130,885	140,581	14	9,873	11	12,043	25	35,605	21	38,286	18	8,352	10	2,911	13	4,433	47	13,063	11	4,377
Lexington	24,102	33,905	36,098	3	2,217	4	2,705	4	10,774	5	8,032	2	1,876	5	1,602	3	995	17	4,003	2	983
LAWRENCE	80,331	140,496	151,794	13	14,033	6	18,315	26	41,325	13	49,223	15	5,811	10	2,653	10	4,811	33	10,316	7	3,517
LEWIS	33,513	51,972	55,781	6	5,817	3	6,731	10	11,145	8	19,623	9	3,670	3	1,879	2	1,603	13	2,463	1	1,299
LINCOLN	63,608	110,645	118,606	9	8,228	5	14,310	19	30,404	13	34,388	19	9,269	7	939	4	2,595	21	7,012	4	3,770
LINN	58,515	79,482	84,610	12	6,487	7	12,184	13	19,226	9	15,115	13	7,860	13	1,616	9	4,173	22	4,657	4	2,839
Brookfield	40,902	55,087	58,580	5	1,592	3	9,192	7	14,505	5	6,791	8	6,631	10	1,219	6	2,900	14	3,518	2	2,142
LIVINGSTON	75,419	104,767	110,970	9	11,463	7	13,390	12	23,838	12	23,824	17	10,572	18	4,962	12	5,936	26	7,017	3	2,585
Chillicothe	71,495	98,192	103,863	8	10,777	5	12,589	11	22,412	11	22,398	13	9,939	17	4,891	12	4,759	24	6,597	3	2,431
MCDONALD	40,197	74,154	80,016	8	8,774	4	9,654	12	20,023	8	10,797	8	4,630	0	2,698	2	2,299	16	1,915	3	1,863
MACON	45,213	76,403	82,150	12	9,921	4	6,638	12	20,555	8	18,465	12	4,665	9	3,064	6	2,718	22	5,955	4	2,418
Macon	36,334	61,485	66,119	6	4,400	3	6,195	4	19,391	5	12,693	7	3,159	8	3,043	5	2,538	17	5,103	3	2,258
MADISON	30,499	57,598	62,285	6	3,875	3	7,515	11	15,273	4	6,135	9	8,040	5	714	3	2,348	17	4,662	2	1,450
MARIES	11,908	21,599	23,322	2	1,294	3	2,814	6	5,365	6	4,427	5	1,764	0	785	0	671	6	1,590	0	542
MARION	136,916	206,630	223,443	16	20,700	8	23,488	26	55,592	19	56,408	23	17,528	25	7,833	11	6,576	51	18,206	6	5,959
Hannibal	54,218	81,509	88,104	10	8,447	5	0	19	34,464	12	20,466	14	9,963	21	4,391	6	0	37	10,374	3	0
MERCER	9,885	13,669	14,759	5	1,339	0	1,673	5	4,360	2	2,634	3	2,110	1	467	2	400	9	715	2	323
MILLER	77,588	129,380	141,315	10	12,355	5	17,050	17	26,235	10	32,464	14	6,855	15	3,162	11	4,850	44	16,137	2	3,293
MISSISSIPPI	49,699	70,484	76,084	9	6,162	6	10,648	19	14,045	12	19,917	15	9,858	6	2,027	3	1,105	17	1,594	6	2,348
MONITEAU	38,191	68,714	75,815	8	5,388	1	8,573	9	15,430	14	32,252	7	2,760	9	2,414	5	1,349	12	2,642	3	1,215
MONROE	21,931	34,638	37,067	7	4,995	3	4,472	11	11,271	3	7,035	10	3,424	7	898	4	1,197	13	1,823	2	864
MONTGOMERY	33,149	53,322	57,226	5	3,168	3	1,984	14	14,149	12	10,756	16	8,883	1	1,927	3	1,643	13	4,762	2	1,333
MORGAN	50,083	91,169	99,793	6	11,818	4	12,041	12	23,702	9	21,105	9	8,208	7	3,362	3	3,450	31	6,738	4	2,326
NEW MADRID	72,796	101,447	109,620	11	5,565	4	13,226	23	19,439	8	10,055	18	23,409	24	8,065	9	4,835	21	4,419	8	4,190

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

MISSOURI RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat Drink		Drugs	
NEWTON	133 809	239 873	266 453	10	18 867	6	32 150	27	66 827	25	70 909	22	25 950	10	5 808	12	9 108	42	20 258	5	3 325
Neosho	78 580	141 909	157 736	8	13 334	3	22 723	8	37 661	16	45 490	7	12 054	9	4 105	7	5 277	24	5 376	3	2 350
NODAWAY	71 977	110 090	120 377	17	9 795	7	10 211	13	28 738	14	22 135	14	10 574	16	6 685	6	2 721	30	12 499	5	2 252
Maryville	54 702	83 361	91 115	12	4 491	5	7 309	6	28 565	11	15 843	4	3 336	15	4 785	5	2 201	22	10 868	4	2 233
OREGON	29 474	45 474	48 289	4	6 872	7	843	7	11 465	6	9 165	8	3 859	4	946	2	1 389	9	1 499	2	1 125
OSAGE	28 335	54 419	59 923	7	4 355	3	6 311	7	6 723	5	30 393	6	2 928	1	1 762	3	1 503	12	1 733	0	1 218
OZARK	17 624	33 951	36 909	4	4 541	3	313	7	8 370	6	10 845	4	2 793	3	1 242	1	1 060	6	1 416	1	860
PEMISCOT	56 722	78 235	82 742	7	4 118	5	9 371	23	24 166	13	9 063	13	9 639	11	1 657	9	2 706	20	4 034	4	2 144
PERRY	55 578	89 288	96 071	9	7 977	6	11 593	8	12 021	8	14 013	16	11 914	4	945	9	2 937	23	9 455	4	2 628
PETTIS	165 780	256 330	276 818	27	28 741	9	31 785	22	53 497	28	83 740	23	13 800	18	11 711	22	11 639	58	24 596	7	7 584
Sedalia	154 835	236 060	254 546	24	20 944	9	30 995	19	53 056	24	58 983	20	13 686	17	11 614	19	8 137	49	21 966	7	7 434
PHELPS	170 215	277 031	298 907	13	28 691	4	29 501	20	57 460	24	73 384	29	21 503	26	16 393	18	9 329	47	27 482	6	5 640
Rolla	142 224	228 200	245 866	7	16 663	3	25 910	11	46 335	17	51 537	18	17 769	22	14 446	15	8 193	39	23 365	4	4 954
PIKE	55 806	76 649	80 969	10	5 804	7	9 758	17	20 630	9	13 746	16	9 472	10	2 695	5	1 267	22	4 693	4	3 169
PLATTE	130 509	230 330	251 916	14	26 241	3	30 395	23	62 128	9	27 695	26	25 343	7	4 246	11	4 702	53	40 388	11	9 639
POLK	63 354	113 246	122 810	8	7 448	9	17 575	13	25 008	12	37 925	9	9 292	11	3 388	4	1 694	17	6 258	4	3 150
PULASKI	92 950	143 179	151 737	12	9 971	4	18 308	15	25 862	23	38 305	29	11 215	11	2 176	7	3 500	48	17 209	5	2 932
Waynesville	28 936	40 917	42 944	3	1 438	1	4 594	5	4 470	8	13 075	8	8 581	6	1 162	1	878	13	2 423	2	736
PUTNAM	15 513	22 086	23 578	3	1 326	3	2 845	5	6 887	4	4 854	3	1 784	6	644	0	677	8	799	1	550
RALLS	11 625	18 402	19 570	1	1 084	1	2 361	8	6 452	4	3 715	4	1 191	1	659	2	562	6	607	0	457
RANDOLPH	108 278	150 028	159 304	18	14 812	3	19 221	13	32 609	15	45 267	15	8 648	17	7 046	14	6 371	30	9 541	7	3 036
Moberly	99 518	137 098	115 474	14	12 336	3	16 009	9	32 410	14	37 702	9	8 595	16	7 003	13	5 306	26	8 921	7	3 004
RAY	53 140	88 658	98 034	7	9 525	2	11 828	6	18 912	8	11 605	12	14 681	11	2 936	6	2 420	20	5 655	6	3 452
Richmond	39 785	65 375	72 183	4	6 928	2	8 603	2	13 799	6	8 440	6	10 678	10	2 890	5	1 760	14	4 169	4	2 511
REYNOLDS	17 078	21 929	23 848	3	1 323	2	2 878	10	7 796	5	4 931	3	1 804	0	804	1	685	6	577	2	556
RIPLEY	31 452	51 447	55 186	3	3 061	3	6 660	12	16 120	6	13 842	4	3 741	5	402	1	1 586	8	1 372	3	1 588
ST CHARLES	664 725	1 294 937	1 429 194	52	119 766	18	163 847	74	282 672	60	348 730	93	154 901	61	57 686	64	56 112	144	122 329	22	28 231
ST CLAIR	24 952	34 332	36 274	5	2 517	2	4 377	7	5 616	7	9 760	7	5 519	1	1 221	2	1 042	10	2 618	1	845
STE GENEVIEVE	41 869	68 621	73 859	4	2 179	4	2 559	14	15 094	8	18 816	12	9 776	1	2 487	8	2 483	23	8 802	3	1 924
ST FRANCOIS	172 754	277 877	299 023	17	20 509	9	36 080	33	63 920	28	67 743	37	28 621	15	7 077	15	12 752	48	19 086	12	8 322
Flat River	41 415	61 658	65 806	4	5 394	3	9 676	5	14 546	6	7 185	8	4 204	6	3 663	7	4 758	9	4 982	3	2 611
ST LOUIS	5 451 674	8 389 911	8 997 233	213	431 301	106	1 387 746	570	1 678 171	333	2 280 525	533	554 686	624	514 806	487	532 649	1 234	822 323	198	271 569
SALINE	91 828	130 175	139 998	13	10 057	10	21 011	22	27 503	14	29 720	20	8 072	16	4 834	9	4 688	34	9 094	6	10 560
Marshall	69 434	100 702	108 584	8	5 982	6	20 718	10	22 122	9	16 181	8	6 342	13	4 115	8	3 991	25	7 835	5	8 989
SCHUYLER	12 720	18 753	20 130	2	1 115	0	2 429	5	2 751	2	3 820	8	2 889	3	678	1	579	5	1 024	0	468
SCOTLAND	16 734	25 712	27 745	3	3 111	3	1 509	4	5 116	2	5 267	8	3 249	5	2 055	2	797	7	1 906	1	646
SCOTT	163 739	258 524	276 185	22	31 752	10	41 543	40	56 026	16	65 530	30	15 136	17	5 714	16	10 964	59	24 016	13	6 491
Sikeston	126 871	198 931	212 366	12	17 358	7	33 685	20	45 429	14	53 135	11	9 868	15	4 634	12	8 890	38	18 687	7	5 129
SHANNON	9 807	13 357	14 435	2	801	1	1 741	7	5 958	5	859	2	1 092	1	487	0	416	6	737	1	336
SHELBY	16 028	24 416	26 232	4	1 456	3	1 462	7	6 842	1	4 979	9	3 315	3	958	1	754	8	1 430	2	612
STODDARD	98 246	162 287	175 030	16	11 512	10	18 026	28	30 580	18	63 215	24	12 156	15	4 008	10	5 514	41	12 631	7	5 100
Dexter	70 802	116 656	125 531	6	4 521	5	14 699	15	23 193	12	41 943	11	11 076	13	3 268	7	3 659	24	8 993	3	4 159
STONE	31 175	60 015	66 272	7	10 734	6	1 750	12	18 893	9	11 291	6	2 702	7	855	4	1 081	24	5 446	2	1 543
SULLIVAN	11 338	15 672	16 800	4	1 563	4	881	4	3 891	3	3 189	6	979	3	142	3	471	8	395	1	392
TANEY	101 256	[illegible] 633	201 400	10	15 807	9	24 299	21	38 061	20	27 276	18	9 371	16	4 862	7	4 191	75	37 480	9	5 835
TEXAS	71 986	116 983	126 540	11	17 466	8	9 355	18	26 944	15	40 828	15	6 612	11	1 420	6	1 361	28	5 879	5	2 698
VERNON	55 087	91 335	97 327	5	6 324	4	11 743	11	15 102	8	24 094	13	5 241	15	3 445	11	6 726	34	9 394	2	2 268
Nevada	50 783	83 456	38 852	4	5 594	4	10 387	10	13 358	8	21 312	9	5 224	14	3 430	10	5 950	25	8 003	2	2 006
WARREN	36 832	72 121	79 680	6	8 301	3	9 615	10	20 784	7	14 177	7	6 207	2	2 682	3	2 075	18	9 [illegible]	2	1 855
WASHINGTON	42 857	75 570	80 698	4	6 790	6	11 429	9	19 605	12	15 806	14	6 059	1	2 717	2	2 319	12	3 736	3	1 638
WAYNE	23 759	47 122	51 570	5	5 905	4	2 307	9	15 954	4	12 341	6	1 219	6	694	2	1 481	13	2 273	2	1 201
WEBSTER	46 489	78 690	86 963	10	4 471	4	10 494	10	17 731	7	14 099	14	11 763	10	1 453	3	1 462	19	6 613	3	2 271
WORTH	7 021	11 992	13 123	5	1 258	1	1 583	5	3 682	3	2 492	4	1 076	1	441	2	378	4	789	1	305
WRIGHT	33 570	52 161	56 569	7	2 982	8	11 138	10	15 080	8	8 534	6	1 116	6	1 068	2	1 625	15	2 574	2	1 319
St Louis (INDEPENDENT CITY)	1 698 226	2 408 828	2 460 896	69	136 407	38	255 137	302	516 342	123	430 405	234	190 770	153	101 794	127	90 182	884	390 704	95	83 798

MONTANA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber/Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS..........	3.955,199	5.610.158	5.995.853		499.904		648 306		1.234.114		1 413 675		384 514		284 277		304 362		626 772		199 687
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Billings, Mt	782.706	1,072,480	1,145,640		113,601		154,733		201,912		294,942		55,2[illegible]		56,322		72,144		113,467		38,293
Great Falls, Mt	452,936	644,733	679,194		40,119		87,122		115,531		190,445		35,263		34,867		48,045		70,035		27,350
COUNTIES, Cities																					
BEAVERHEAD	36,284	51,344	54,625	7	4,895	1	9,818	8	11,088	6	13,526	5	2,411	8	2,567	4	745	23	5,289	2	1,553
BIG HORN	39,248	62,582	66,397	5	1,687	3	11,701	11	14,290	8	17,417	12	9,500	6	2,342	1	887	17	4,657	3	588
BLAINE	19,668	27,411	28,900	7	2,532	0	4,767	6	6,667	6	8,172	4	1,072	8	1,149	1	360	16	1,983	2	753
BROADWATER	10,483	16,570	17,862	2	917	1	3,151	3	4,553	0	2,551	4	2,531	0	246	0	239	12	2,285	1	498
CARBON	24,763	33,327	35,614	5	1,741	0	6,226	10	11,892	2	5,039	5	1,637	6	726	0	472	26	5,116	3	984
CARTER	4,005	6,369	6,692	1	392	1	1,346	1	1,742	0	1,091	1	443	1	105	0	102	6	586	1	213
CASCADE	452,936	644,733	679,194	26	40,119	11	87,122	54	115,531	40	190,445	45	35,263	47	34,867	48	48,045	172	70,035	13	27,350
Great Falls	384,799	543,935	572,536	23	36,918	8	80,170	47	115,531	34	113,945	42	32,449	43	32,085	47	44,211	145	58,676	12	27,105

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MONTANA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
CHOUTEAU	13 739	18 842	19 850	5	2 651	2	3 785	8	4 837	3	3 065	5	1 669	1	296	1	288	17	1 721	3	547
CUSTER	75 326	106 104	113 175	11	16 231	2	20 435	8	21 899	6	13 698	8	10 454	18	5 933	9	3 402	26	12 137	3	3 327
Miles City	73 491	103 558	110 464	11	14 201	2	14 630	8	21 879	6	11 655	8	10 444	18	5 927	8	2 436	24	8 689	3	3 324
DANIELS	8 371	11 923	12 612	3	1 277	0	2 385	3	3 087	3	1 930	0	783	3	460	0	180	9	1 501	2	378
DAWSON	77 787	87 236	92 851	11	8 932	2	16 098	8	14 937	9	19 490	13	10 844	11	5 692	8	3 810	23	6 416	4	2 289
DEER LODGE	37 413	50 290	53 292	6	3 445	3	711	11	15 359	10	16 676	5	1 447	7	2 131	3	1 028	29	6 764	3	1 696
Anaconda	37 772	50 332	53 279	6	2 703	3	692	11	15 259	10	12 724	5	1 438	7	2 117	3	838	29	6 611	3	1 685
FALLON	19 848	26 241	27 497	6	2 386	3	2 206	6	9 548	4	5 690	1	1 818	4	432	2	419	9	2 251	3	1 272
FERGUS	49 874	63 373	66 384	7	4 619	1	11 212	11	15 053	11	14 717	7	2 675	13	4 624	6	2 944	28	5 298	3	1 924
FLATHEAD	271 075	443 665	476 371	31	42 548	6	15 843	50	131 518	41	105 436	22	16 271	35	22 537	32	24 326	134	53 463	11	16 052
Kalispell	169 955	265 785	284 043	21	19 618	4	9 878	27	90 834	28	55 844	12	9 708	21	15 633	19	13 292	51	24 205	6	12 715
GALLATIN	272 682	442 803	482 591	31	53 688	10	34 843	36	79 587	27	102 891	39	34 953	45	22 535	36	36 227	119	51 767	13	15 783
Bozeman	219 574	346 3[illegible]	376 347	19	30 871	7	33 858	22	68 104	21	63 400	26	28 318	41	21 397	33	27 467	67	35 594	8	13 765
GARFIELD	2 747	4 [illegible]	4 323	1	253	1	870	1	1 125	0	704	0	285	0	67	0	65	4	869	1	137
GLACIER	49 454	64 [illegible]	67 643	8	9 487	7	3 842	14	14 262	8	15 210	14	6 236	13	4 859	5	1 682	30	5 710	2	2 151
GOLDEN VALLEY	969	1 740	1 850	0	99	0	337	2	435	0	272	0	111	0	28	0	26	4	397	0	54
GRANITE	7 333	10 788	11 613	1	680	0	2 337	4	2 048	1	1 896	5	2 256	1	182	0	176	10	1 301	1	369
HILL	93 629	124 288	130 611	12	13 951	5	10 677	16	26 387	12	28 451	7	6 815	23	9 243	5	4 328	39	12 122	5	7 875
Havre	85 151	113 090	118 851	9	7 798	4	10 660	15	26 344	7	19 089	6	6 804	22	9 228	6	3 528	33	10 656	5	7 862
JEFFERSON	8 439	15 508	16 812	2	912	2	3 128	8	5 003	1	2 532	5	1 215	2	244	1	238	10	2 208	2	494
JUDITH BASIN	4 495	6 544	6 896	2	381	0	1 304	2	1 690	2	1 057	5	663	0	102	0	100	6	1 051	0	207
LAKE	63 474	104 239	112 021	13	9 413	3	2 769	22	32 513	11	25 104	10	6 906	12	4 596	6	2 410	47	12 511	5	3 523
LEWIS AND	247 977	341 576	362 402	19	29 123	8	20 194	41	86 136	24	90 053	25	16 562	26	26 000	32	20 747	118	43 773	10	12 019
Helena	223 765	300 436	317 756	16	23 209	6	16 093	32	81 918	21	71 764	15	16 175	24	25 392	30	16 429	95	37 372	9	11 664
LIBERTY	7 286	11 151	11 733	0	687	0	2 361	3	3 362	2	1 911	1	776	1	184	0	179	4	789	2	373
LINCOLN	54 368	77 250	81 518	6	2 760	4	3 087	15	26 943	16	14 197	7	5 749	10	3 047	4	1 244	40	8 037	5	2 240
MC CONE	10 652	12 582	13 274	2	778	1	2 671	1	3 457	1	2 162	2	877	0	209	0	201	3	459	0	422
MADISON	14 986	22 895	24 423	5	3 058	0	4 298	4	5 562	2	3 479	6	1 932	2	326	0	325	31	3 532	4	679
MEAGHER	7 119	10 100	10 554	3	389	0	2 123	4	3 281	2	1 719	2	697	0	165	0	160	7	1 031	1	336
MINERAL	10 637	14 866	16 138	2	877	0	3 017	5	3 852	2	2 441	5	1 807	0	235	1	228	10	2 396	1	477
MISSOULA	430 909	659 013	703 111	29	36 127	10	71 612	62	129 578	36	187 734	48	52 245	58	35 459	44	40 726	168	71 247	11	20 033
Missoula	368 281	558 061	595 160	23	34 956	8	69 292	48	119 552	28	122 633	37	41 415	57	34 310	41	32 267	141	64 349	10	19 757
MUSSELSHELL	12 835	15 805	16 885	4	936	2	3 210	3	4 155	1	2 597	3	2 097	1	250	1	242	10	2 046	1	507
PARK	53 904	79 897	85 144	7	5 093	2	15 481	15	19 202	11	14 296	16	6 795	10	3 601	5	1 626	42	11 671	6	3 120
PETROLEUM	767	1 174	1 227	0	72	0	247	0	320	0	199	1	81	0	19	0	20	2	126	0	38
PHILLIPS	21 996	32 143	34 907	4	3 918	2	6 279	8	6 194	5	6 467	5	3 525	5	1 856	0	476	16	3 456	2	994
PONDERA	27 831	31 647	33 476	3	1 576	2	5 410	6	5 881	6	13 753	3	768	6	1 370	2	410	22	1 778	2	855
POWDER RIVER	5 520	7 093	7 554	1	443	0	1 520	0	1 967	2	1 230	1	500	2	119	0	116	6	934	1	240
POWELL	23 428	29 236	31 289	4	2 066	2	5 657	4	7 321	5	6 559	5	2 935	2	441	1	429	17	3 294	3	1 023
PRAIRIE	3 686	5 115	5 404	1	317	1	1 088	3	898	2	879	0	357	0	85	0	83	5	784	1	172
RAVALLI	53 781	83 533	89 700	13	8 885	4	2 288	14	22 333	9	16 300	8	6 138	10	5 247	7	1 962	50	10 985	4	2 812
Hamilton	27 783	40 439	43 116	6	2 865	3	1 112	5	10 852	6	7 920	4	5 338	9	2 549	4	1 221	18	3 696	1	1 366
RICHLAND	88 363	98 478	107 765	12	14 812	5	7 051	10	21 474	8	30 652	13	7 438	14	4 760	6	4 698	34	12 761	3	3 429
ROOSEVELT	57 212	75 623	83 637	9	6 301	2	14 505	12	11 874	6	23 540	9	10 038	8	3 234	1	1 099	31	7 576	4	1 291
ROSEBUD	40 656	44 302	49 285	5	3 170	2	8 106	8	13 797	6	12 368	4	2 019	3	632	1	614	19	4 833	1	1 282
SANDERS	17 204	23 133	24 933	4	2 194	2	5 016	11	9 412	5	881	3	1 647	1	391	0	381	19	3 000	3	1 435
SHERIDAN	24 683	30 730	32 890	8	4 518	0	4 996	9	6 366	2	4 043	4	1 641	9	2 073	4	2 444	21	4 375	2	790
SILVER BOW	182 373	235 290	256 113	16	16 587	7	20 658	34	60 961	17	51 257	27	17 796	24	8 053	21	17 896	101	30 961	9	11 957
Butte	179 515	234 652	255 836	16	13 004	7	20 083	34	60 961	17	39 079	27	17 796	24	8 053	21	14 568	100	30 231	9	11 929
STILLWATER	19 115	29 091	31 539	6	3 714	2	6 346	5	1 339	3	5 137	6	8 914	2	495	1	482	13	2 056	4	893
SWEET GRASS	11 390	16 213	17 312	4	2 456	1	2 969	3	3 844	1	2 403	4	2 739	2	232	1	226	7	1 109	2	469
TETON	16 547	23 642	25 215	4	2 611	1	5 074	8	5 439	4	4 107	3	1 610	3	396	1	385	14	1 800	2	803
TOOLE	21 612	23 427	24 494	4	1 588	1	4 475	7	5 006	2	3 622	8	2 581	6	1 229	1	340	29	3 719	2	708
TREASURE	661	997	1 049	1	60	0	211	1	273	0	171	1	70	0	17	0	16	2	108	0	34
VALLEY	48 700	60 791	63 808	8	6 968	5	3 241	13	12 312	5	13 712	14	8 837	6	1 585	3	2 002	29	5 610	6	1 398
WHEATLAND	6 530	9 082	9 589	3	505	1	1 825	5	2 475	2	1 477	3	1 323	2	143	1	138	2	938	1	288
WIBAUX	5 721	7 792	8 171	1	478	1	1 644	1	2 128	0	1 331	2	541	0	129	1	124	5	884	1	260
YELLOWSTONE	782 708	1 072 480	1 145 640	47	113 601	19	154 733	91	201 912	61	294 942	61	55 221	83	56 322	80	72 144	232	113 467	20	38 293
Billings	701 163	943 145	1 005 215	31	71 655	18	138 080	72	181 297	53	263 198	52	53 294	69	48 880	76	55 361	187	93 322	15	34 172

NEBRASKA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS........	6 995 482	10 152 115	10 822 348		866 559		1 219 093		1 981 469		2 615 636		785 073		514 114		614 624		1 050 687		308 647
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Lincoln, Ne	923 287	1 333 201	1 422 118		105 107		197 802		249 539		322 827		83 276		76 709		69 695		160 736		43 660
Omaha, Ne-Ia	2 919 090	4 312 300	4 595 478		303 370		600 083		848 970		1 108 239		326 365		211 751		329 433		487 689		147 972
COUNTIES, Cities																					
ADAMS	151 288	202 622	215 940	14	18 979	8	42 255	16	26 336	27	60 333	19	11 007	27	14 408	13	8 136	49	21 410	9	5 015
Hastings	144 955	193 650	206 325	12	18 088	8	41 856	14	25 090	24	57 490	17	10 490	26	14 386	13	6 683	40	19 116	9	5 007
ANTELOPE	28 943	39 980	42 952	9	5 112	2	1 878	7	5 024	5	19 691	10	4 828	4	672	5	748	19	2 625	3	1 072
ARTHUR	830	1 029	1 086	0	139	0	48	1	192	0	171	1	116	2	17	0	45	1	82	0	34
BANNER	892	1 417	1 491	0	188	0	66	0	262	0	232	0	157	0	23	0	63	0	112	0	47
BLAINE	1 770	2 191	2 285	1	289	0	100	0	401	2	357	0	241	0	37	3	86	1	172	0	71
BOONE	29 256	40 840	43 340	8	5 829	2	1 887	13	8 375	5	15 453	6	2 384	7	674	4	615	20	2 801	3	1 322

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

NEBRASKA RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BOX BUTTE	53 126	100 779	106 556	7	7 724	2	4 658	11	31 465	10	24 571	7	4 208	13	6 030	9	2 659	18	9 291	7	4 250
Alliance	50 466	95 172	100 575	5	7 573	2	4 567	8	30 851	10	18 700	5	4 126	13	5 912	9	2 177	17	9 110	6	4 167
BOYD	5 889	8 003	8 480	4	1 346	2	372	6	2 356	2	1 323	4	722	2	133	1	351	10	596	0	261
BROWN	16 549	21 414	22 583	5	2 602	2	898	5	5 368	4	6 854	2	2 169	5	443	3	595	15	1 895	2	630
BUFFALO	190 260	266 240	286 581	24	21 838	8	23 024	25	53 625	24	77 352	33	21 964	27	17 777	25	15 365	73	34 230	6	4 220
Kearney	171 159	239 182	257 414	17	15 214	6	20 016	14	52 830	22	67 247	22	21 845	25	15 455	23	13 358	52	30 229	4	3 669
BURT	26 497	37 101	38 925	8	3 825	4	1 230	9	8 034	2	6 077	12	4 764	6	1 484	3	1 616	17	2 885	4	1 689
BUTLER	17 996	26 822	28 903	8	3 842	1	1 263	8	5 434	5	4 511	5	4 292	1	452	5	585	13	1 950	2	888
CASS	45 647	69 227	74 273	10	6 227	4	3 140	15	15 829	13	23 073	13	9 512	4	468	3	3 084	37	7 898	6	1 137
CEDAR	23 981	36 276	39 371	11	9 783	3	1 721	16	6 811	7	6 945	8	4 814	4	544	4	762	25	2 901	5	930
CHASE	21 408	32 359	34 118	3	1 454	1	1 363	7	9 026	6	14 616	5	1 471	5	680	3	1 293	8	1 555	3	956
CHERRY	31 172	37 343	38 843	6	2 518	3	1 638	8	8 173	7	9 434	8	3 293	7	1 758	4	1 685	12	2 111	2	1 193
CHEYENNE	80 571	124 775	131 338	5	4 085	4	5 742	11	15 433	11	18 849	17	5 932	8	3 535	4	1 751	22	5 284	4	4 032
CLAY	17 455	28 075	29 735	9	3 095	1	1 218	11	5 706	5	11 208	6	2 316	1	437	3	1 157	18	2 253	1	856
COLFAX	29 028	39 223	41 994	9	4 578	4	1 836	13	9 919	4	10 605	5	3 211	7	771	1	1 744	22	5 260	1	1 290
CUMING	39 685	53 289	57 087	8	4 117	4	928	14	11 481	6	20 978	10	7 026	10	2 583	6	803	24	3 799	3	1 752
CUSTER	52 379	75 325	79 253	14	7 104	6	7 449	14	13 571	11	21 499	13	6 902	10	3 179	8	1 859	24	3 960	6	3 324
DAKOTA	53 422	89 219	99 699	8	6 684	1	4 359	9	17 261	8	19 347	15	12 529	4	825	8	6 249	29	13 116	3	3 060
DAWES	43 559	60 761	63 754	8	4 512	3	2 787	9	14 845	11	18 939	6	2 719	10	3 486	2	2 645	25	6 716	5	1 769
DAWSON	107 769	131 058	139 876	19	15 169	8	8 327	17	24 144	18	34 186	16	15 440	20	5 192	10	4 380	42	9 918	9	4 336
DEUEL	20 270	28 910	29 893	3	1 448	0	1 161	3	4 661	2	4 147	8	11 447	2	417	1	1 102	10	3 199	1	815
DIXON	8 933	13 793	14 957	5	2 114	1	654	10	2 956	3	2 336	3	1 008	2	235	1	620	16	1 982	2	460
DODGE	179 084	230 896	245 504	22	16 899	9	23 923	28	46 769	22	82 571	21	13 246	28	8 518	18	7 930	77	24 522	11	7 749
Fremont	159 931	206 770	219 929	16	11 773	8	23 839	17	45 672	18	55 777	16	13 200	27	8 488	14	5 781	57	21 290	7	7 722
DOUGLAS	2 290 852	3 235 374	3 441 498	99	242 411	35	452 039	253	642 033	144	792 482	220	178 650	231	178 203	155	309 731	725	382 552	85	108 773
Omaha	1 987 853	2 798 925	2 962 437	65	171 837	33	436 220	219	579 012	128	493 475	190	164 875	212	160 529	138	234 370	644	318 781	77	102 265
DUNDY	7 547	12 842	13 511	1	1 711	1	591	4	2 371	3	2 110	2	1 427	3	684	0	561	2	1 013	2	415
FILLMORE	23 938	42 513	45 055	7	7 851	3	1 970	9	6 701	4	6 827	8	2 993	8	2 187	3	1 871	22	5 588	4	1 384
FRANKLIN	11 712	14 636	15 320	2	1 941	1	670	5	3 487	3	3 220	2	1 618	2	241	1	635	11	1 329	2	470
FRONTIER	7 695	11 584	12 254	2	1 553	0	535	4	1 912	2	1 912	1	1 295	0	192	0	508	3	426	1	375
FURNAS	20 675	32 592	34 495	6	2 416	3	571	7	7 762	10	14 032	8	1 550	3	540	4	1 278	16	2 250	4	1 385
GAGE	101 343	141 883	151 192	16	11 155	5	11 967	22	28 237	16	43 229	27	12 039	22	9 673	9	4 832	44	11 721	10	4 071
Beatrice	82 453	117 154	125 057	10	6 408	3	9 985	14	28 237	10	29 002	15	12 039	20	9 673	8	4 032	29	9 612	8	3 397
GARDEN	6 004	8 858	9 310	3	1 168	1	408	3	1 817	0	1 453	4	983	0	146	0	386	5	1 092	1	285
GARFIELD	10 282	12 969	13 872	3	2 368	0	806	4	3 008	2	2 167	3	3 230	2	218	1	577	3	160	1	426
GOSPER	2 818	4 492	4 760	1	602	0	208	4	1 038	0	744	1	502	0	74	0	197	3	999	0	146
GRANT	2 608	2 780	2 913	2	369	1	127	2	512	0	454	0	308	0	46	1	120	3	258	0	89
GREELEY	9 676	14 107	14 959	5	2 754	2	654	1	1 557	2	2 334	4	1 580	1	235	0	621	6	713	1	460
HALL	296 700	419 633	450 206	29	38 523	7	91 696	26	50 480	36	111 707	40	27 433	50	30 249	28	23 481	102	43 795	10	7 319
Grand Island	265 240	369 789	396 063	23	25 872	7	89 632	23	49 728	32	73 759	27	23 918	48	29 798	27	23 131	87	37 017	9	7 210
HAMILTON	26 511	37 434	40 015	7	4 159	6	3 338	6	7 021	6	12 137	8	4 172	3	626	3	1 662	9	2 251	5	2 487
HARLAN	14 766	19 913	21 081	6	3 336	1	921	4	3 266	4	6 468	7	1 565	6	810	2	875	13	1 761	1	648
HAYES	2 810	9 488	10 178	0	1 293	0	445	2	1 785	0	1 591	2	1 074	0	159	0	423	3	766	0	315
HITCHCOCK	5 390	8 642	9 173	1	1 161	0	400	6	2 154	2	1 432	0	989	0	144	0	380	10	688	1	281
HOLT	50 729	92 860	97 994	12	10 267	4	4 284	17	20 402	9	25 930	12	9 594	10	4 011	6	2 751	23	4 719	5	2 042
HOOKER	2 751	3 233	3 478	1	441	1	152	2	610	3	543	1	367	0	54	0	144	2	260	1	107
HOWARD	16 181	21 816	22 901	5	2 664	2	1 002	8	4 126	3	5 022	6	2 765	2	359	2	950	16	1 686	2	703
JEFFERSON	39 533	60 796	64 954	9	4 492	5	8 016	11	11 953	8	17 804	8	5 308	9	2 848	4	4 185	21	3 784	3	2 091
JOHNSON	14 473	22 617	24 040	4	2 827	4	1 050	4	2 127	2	3 754	7	5 780	3	374	1	998	10	1 697	2	739
KEARNEY	18 969	24 883	26 333	8	7 688	1	1 152	6	4 620	3	4 111	2	2 781	3	183	3	1 093	13	3 040	2	809
KEITH	67 742	97 184	103 795	9	10 317	6	5 882	6	18 212	9	32 137	19	19 674	13	3 235	4	4 308	22	6 701	3	1 266
KEYA PAHA	2 136	3 607	3 818	0	484	0	167	2	670	0	596	2	403	0	59	0	158	4	287	0	118
KIMBALL	24 344	33 160	35 232	2	4 463	2	1 540	5	8 132	5	9 794	8	2 300	3	551	2	1 461	11	3 092	2	1 081
KNOX	26 930	41 940	45 348	13	7 074	3	862	15	8 535	8	11 739	10	4 086	5	849	2	1 883	28	4 747	6	640
LANCASTER	923 287	1 333 201	1 422 118	69	105 107	29	197 802	111	249 539	71	322 827	119	83 276	115	76 709	92	69 695	290	160 736	48	43 660
Lincoln	896 014	1 303 498	1 391 617	66	81 710	28	197 802	103	249 539	70	291 974	106	83 276	113	76 709	91	63 034	272	151 131	47	39 487
LINCOLN	189 656	253 846	269 047	17	17 694	11	38 567	26	40 060	18	66 844	30	25 405	31	13 903	21	12 368	57	22 050	10	9 026
North Platte	179 832	241 446	256 003	11	11 571	11	38 186	21	39 664	17	59 356	22	25 154	29	12 346	20	10 223	51	21 239	9	8 015
LOGAN	810	1 217	1 274	1	161	1	56	1	225	0	198	1	135	0	20	0	53	2	96	0	39
LOUP	618	998	1 045	1	132	0	46	1	184	0	165	0	111	0	16	0	42	1	78	0	31
MCPHERSON	546	688	717	0	90	0	32	1	126	0	112	2	76	0	11	0	30	0	54	0	22
MADISON	173 104	244 595	263 800	20	19 682	6	30 385	28	53 343	21	53 772	23	16 813	41	18 519	23	22 760	60	20 133	8	8 286
Norfolk	143 164	203 011	219 041	12	11 577	5	25 927	18	52 518	15	33 403	16	16 553	40	15 802	21	19 420	43	17 440	5	7 070
MERRICK	26 422	37 035	39 526	8	4 983	1	1 728	9	8 772	5	4 106	10	10 319	3	653	4	454	19	2 581	2	1 213
MORRILL	14 162	22 433	23 760	3	2 632	4	2 068	7	3 721	5	8 902	2	2 195	2	325	1	862	10	1 228	1	638
NANCE	7 079	9 800	10 360	4	1 911	1	452	5	3 405	2	1 617	5	743	3	199	1	430	12	1 186	2	318
NEMAHA	26 638	44 604	48 103	7	4 907	4	2 104	7	8 567	6	12 890	8	4 604	8	1 304	4	524	19	5 025	2	1 477
NUCKOLLS	24 481	41 675	44 431	4	5 628	3	1 942	8	9 856	3	6 937	7	5 714	7	2 300	4	1 845	13	2 297	2	1 364
OTOE	67 612	96 659	102 613	12	5 942	6	8 608	18	23 841	12	33 596	16	9 080	12	4 505	4	1 758	33	6 726	5	2 627
Nebraska City	51 731	73 746	78 263	7	3 171	4	5 933	10	21 623	8	23 153	11	8 721	10	3 105	3	1 212	23	5 434	3	1 811
PAWNEE	10 353	13 764	14 506	4	1 637	0	634	6	2 727	2	2 265	6	1 753	2	227	2	602	6	633	1	445
PERKINS	8 408	19 006	20 145	6	2 551	1	880	2	3 535	2	3 143	1	2 128	1	317	0	837	6	733	1	617
PHELPS	51 714	72 198	77 047	8	11 486	4	3 369	7	13 986	7	22 340	6	5 299	10	3 874	8	4 021	15	3 789	4	2 673
Holdrege	49 596	69 112	73 738	7	11 480	4	3 367	6	13 959	7	17 005	5	5 296	10	3 872	8	3 305	12	3 302	4	2 672
PIERCE	24 357	46 792	50 720	6	4 293	1	2 218	10	6 600	7	15 888	11	11 463	3	307	4	973	19	4 509	3	483
PLATTE	128 042	169 815	181 635	16	13 763	6	18 967	24	35 670	14	41 952	17	9 085	27	13 325	17	8 028	63	19 620	5	3 515
Columbus	118 106	156 679	167 590	11	8 848	5	17 007	17	35 439	13	37 618	15	8 146	26	13 239	15	7 198	47	17 715	5	3 482
POLK	15 076	20 119	21 169	5	1 624	2	926	6	2 887	3	1 624	7	3 602	2	331	0	879	11	1 250	1	650
RED WILLOW	78 331	105 761	113 056	8	6 744	6	11 575	11	20 299	15	38 761	11	5 052	19	9 497	9	5 672	25	10 083	4	2 479
McCook	74 361	100 261	107 158	6	6 733	5	11 556	8	20 766	14	29 522	9	5 044	18	9 482	7	5 663	20	9 279	4	2 475
RICHARDSON	40 707	57 698	61 257	7	4 064	5	2 679	11	13 523	7	17 385	6	3 588	13	3 202	8	2 721	22	4 190	5	2 024
Falls City	31 815	45 689	48 581	6	3 255	3	2 146	6	10 832	6	13 924	3	2 882	11	2 564	6	2 180	14	2 873	4	1 622
ROCK	7 462	8 715	9 281	3	1 869	1	405	2	1 629	2	1 449	3	1 361	1	145	0	385	8	742	1	285
SALINE	43 401	57 310	61 406	9	3 695	6	6 521	13	11 842	7	6 944	10	6 078	4	960	2	2 549	31	5 717	5	2 721
SARPY	254 411	414 205	445 918	16	21 040	10	91 389	35	84 941	22	103 936	42	45 512	19	14 403	12	7 099	86	40 845	11	9 573
SAUNDERS	50 019	71 562	75 930	10	4 612	4	3 038	16	18 327	10	12 330	13	7 470	5	1 189	3	3 151	37	5 461	4	1 283
SCOTTS BLUFF	205 899	274 884	289 218	25	26 657	10	26 027	30	66 153	20	73 941	27	18 763	36	17 031	23	12 864	73	22 837	10	4 583
Scotts Bluff	155 991	202 201	211 946	13	13 575	6	21 331	16	55 978	13	46 920	11	13 354	27	14 042	19	10 543	37	12 518	5	2 345

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

NEBRASKA RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SEWARD	50 661	75 087	80 735	8	6 406	5	7 680	10	13 594	8	18 880	13	10 110	6	2 580	6	4 954	25	7 204	6	2 420
SHERIDAN	33 577	51 775	55 232	7	3 793	2	2 415	13	12 673	4	10 385	7	4 105	9	3 975	2	2 293	17	4 358	4	2 026
SHERMAN	7 514	11 189	11 942	3	1 426	0	521	8	1 891	1	1 865	6	1 742	3	132	1	496	7	870	1	367
SIOUX	2 447	3 712	3 954	2	502	2	172	1	693	1	616	1	418	1	61	0	164	1	296	0	120
STANTON	5 359	9 606	10 679	3	1 353	1	468	2	1 873	1	1 667	1	1 128	0	167	0	443	10	2 873	0	328
THAYER	30 264	46 964	49 570	8	1 311	2	2 166	14	9 192	8	8 714	7	13 736	2	777	0	2 058	17	3 033	2	1 522
THOMAS	3 284	4 518	4 807	1	608	0	211	3	844	1	750	1	508	0	76	0	199	2	361	0	147
THURSTON	19 629	26 398	28 086	2	3 559	1	1 221	6	4 237	2	4 386	1	2 967	2	439	1	1 165	10	1 099	2	863
VALLEY	19 170	31 970	[illegible]	1	5 695	4	1 503	7	7 370	4	6 989	6	1 711	5	832	1	1 429	11	1 788	3	1 462
WASHINGTON	46 414	70 162	75 934	12	7 798	2	3 295	14	13 001	7	24 720	14	6 160	12	2 387	5	2 641	33	7 983	4	2 313
WAYNE	34 236	56 564	[illegible]	4	1 689	3	2 653	11	11 181	6	19 636	9	2 646	7	1 701	5	1 476	20	6 587	2	1 862
WEBSTER	10 371	16 228	[illegible]	3	2 172	0	743	4	2 982	4	2 653	5	1 937	5	881	4	967	11	1 435	3	522
WHEELER	859	2 846	1 064	0	356	0	133	1	534	0	474	0	323	0	48	0	124	3	226	0	97
YORK	67 330	95 757	102 538	10	13 173	7	8 255	6	20 111	10	28 490	12	5 803	13	5 058	9	1 606	28	10 097	7	2 483
York	59 790	85 311	91 552	8	13 105	6	8 212	5	20 066	7	21 168	8	3 542	12	5 032	8	1 329	19	7 849	6	2 470

NEVADA RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	5 343 074	9 006 668	9 726 134		603 188		1 098 293		1 946 531		2 252 080		687 335		463 621		460 058		1 018 743		326 496
METRO AREAS (MSAs PMSAs CMSAs)																					
Las Vegas Nv	3 064 241	5 242 304	5 661 045		331 143		685 848		1 121 227		1 354 013		344 748		304 832		304 604		632 620		199 510
Reno Nv	1 506 102	2 425 052	2 583 141		162 891		359 480		475 306		610 066		166 719		114 297		115 433		248 269		74 484
COUNTIES Cities																					
CHURCHILL	67 210	117 372	127 046	7	7 079	1	4 401	15	36 501	16	40 848	11	11 506	9	4 997	2	1 639	27	10 189	1	1 210
Fallon	63 150	110 693	119 858	5	6 913	1	4 297	12	36 226	16	31 474	10	11 236	8	4 860	1	1 601	26	9 950	1	1 182
CLARK	3 064 241	5 242 304	5 661 045	94	331 143	57	685 848	344	1 121 227	179	1 354 013	229	344 748	383	304 832	205	304 604	782	632 620	73	199 510
Las Vegas	1 249 531	1 832 642	1 922 380	35	121 515	19	182 809	128	396 719	75	349 497	113	210 878	182	109 020	105	89 131	324	196 990	34	70 289
DOUGLAS	85 233	156 984	169 624	10	8 762	0	5 877	9	40 935	6	10 962	10	24 314	11	13 732	10	7 073	29	14 354	5	3 428
ELKO	115 884	190 096	209 573	9	10 500	3	1 261	12	41 552	19	47 017	29	33 247	15	5 403	4	4 633	47	20 305	3	10 956
Elko	89 184	144 197	158 715	8	7 108	2	4 915	7	40 620	16	31 827	18	23 674	14	3 658	4	3 675	28	12 822	3	10 590
ESMERALDA	3 284	5 513	5 933	1	202	1	206	0	1 110	0	285	2	1 159	0	48	0	76	3	835	0	57
EUREKA	2 839	4 699	4 926	0	169	0	171	1	922	1	234	2	962	0	38	0	64	4	692	0	47
HUMBOLDT	75 438	118 235	129 100	8	13 531	1	4 473	10	30 525	8	14 331	16	28 018	10	4 485	3	1 734	27	13 816	0	1 229
LANDER	15 403	20 988	22 308	6	2 255	0	773	4	6 069	2	1 068	6	3 308	1	179	0	288	11	3 538	1	213
LINCOLN	8 516	12 482	13 860	0	470	3	2 613	4	2 694	1	664	6	2 566	0	111	0	179	10	1 788	1	132
LYON	45 458	83 032	91 312	7	8 043	3	1 927	14	28 672	11	15 337	7	7 015	4	731	3	1 177	21	7 060	3	1 690
MINERAL	21 832	31 934	35 191	2	1 197	3	2 535	2	6 589	4	4 905	6	3 823	3	471	0	454	9	1 998	1	335
NYE	40 398	55 697	56 966	9	7 475	3	1 974	10	15 923	6	9 265	11	7 149	1	457	0	736	31	5 362	2	543
PERSHING	27 823	34 875	37 106	1	1 261	3	694	3	6 947	4	2 538	10	14 252	1	298	0	479	11	3 072	1	354
STOREY	4 428	8 106	8 652	0	295	0	300	2	1 620	0	415	1	1 663	0	69	0	111	9	2 960	0	83
WASHOE	1 506 102	2 425 052	2 583 141	62	162 891	27	359 480	157	475 306	109	610 066	103	166 719	168	114 297	96	115 433	370	248 269	28	74 484
Reno	1 074 268	1 634 286	1 730 364	38	79 517	17	244 538	110	307 189	74	374 778	71	110 937	128	87 514	71	73 026	244	160 206	19	41 143
WHITE PINE	42 072	57 142	61 678	4	6 183	2	2 137	9	16 848	5	773	12	5 211	7	2 709	3	1 620	18	5 438	4	1 773
Ely	34 352	48 965	53 152	4	4 820	1	1 666	5	13 134	4	[illegible]	9	5 211	6	2 709	3	1 380	13	4 532	2	1 382
CARSON CITY	216 913	442 163	508 173	22	41 738	6	17 623	27	113 091	24	128 359	15	31 649	18	10 764	20	19 758	86	46 447	6	30 752

NEW HAMPSHIRE RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	5 353 641	10 232 166	11 182 912		882 097		1 118 718		2 348 959		2 586 956		558 273		499 545		500 130		897 411		276 820
METRO AREAS (MSAs PMSAs CMSAs)																					
Manchester Nashua NH	1 683 090	3 363 714	3 672 005		236 897		537 843		681 759		868 004		186 487		185 548		194 703		290 209		92 808
Portsmouth Dover Rochester NH	1 629 826	3 158 236	3 468 266		269 697		269 729		729 856		820 430		173 655		160 961		162 832		290 090		92 226
COUNTIES Cities																					
BELKNAP	296 207	568 430	619 829	27	55 221	14	33 787	54	140 603	32	181 101	34	27 908	32	21 539	31	25 565	93	51 342	12	13 461
Laconia	168 254	293 780	317 666	12	19 743	6	9 514	25	72 519	19	93 247	18	24 037	24	16 612	19	12 827	50	26 481	7	6 943
CARROLL	203 014	431 217	476 676	18	54 298	20	25 468	47	100 156	21	50 651	32	23 881	30	20 852	25	20 713	102	52 918	10	8 627
CHESHIRE	281 553	477 419	519 000	28	44 034	13	44 785	59	102 857	21	123 518	27	16 438	32	18 345	20	13 920	71	38 950	10	9 221
Keene	164 294	320 214	347 141	14	21 832	6	34 933	28	70 645	14	77 585	15	16 361	29	18 142	17	8 004	29	22 060	6	7 812

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U S Census	E&P 1988 estimate	E&P 1989 estimate	NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS) Lumber Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat Drink		Drugs	
COOS	161 844	261 766	281 664	21	19 806	9	20 732	37	64 505	19	64 132	31	15 879	26	8 487	9	7 647	50	17 788	12	7 819
GRAFTON	420 591	746 469	811 326	45	68 457	24	66 195	91	221 706	46	131 858	55	43 126	40	31 705	36	36 652	125	60 634	17	14 425
Hanover	DATA UNAVAILABLE FOR THIS CITY																				
Lebanon	102 783	178 922	194 120	8	15 023	4	16 049	8	53 753	6	36 173	11	15 719	6	4 482	10	8 929	14	8 939	2	3 497
HILLSBOROUGH	1 683 090	3 363 714	3 672 005	100	236 897	50	537 843	235	681 759	107	868 004	141	186 487	167	185 548	137	194 703	358	290 209	67	92 808
Manchester	678 617	1 266 752	1 374 950	29	42 651	17	231 284	85	213 305	41	301 705	61	101 236	86	87 954	43	63 049	140	118 764	23	35 795
Nashua	509 239	1 021 103	1 114 987	18	48 605	15	182 314	50	191 795	28	259 617	33	61 130	42	62 895	52	50 588	83	78 207	16	25 009
MERRIMACK	519 883	959 680	1 046 649	47	94 412	25	100 767	99	242 653	38	263 659	63	56 623	48	30 482	39	27 492	122	81 972	21	26 013
Concord	284 115	494 327	536 243	17	25 183	10	58 266	47	121 122	19	126 551	30	49 043	29	21 202	26	16 263	63	47 546	9	13 325
ROCKINGHAM	1 239 540	2 473 412	2 718 993	95	218 638	43	231 383	183	555 969	103	629 322	96	131 538	130	127 894	98	136 519	316	231 914	42	70 541
Portsmouth	332 045	587 276	638 927	21	47 867	5	27 032	31	83 448	23	147 938	22	63 691	35	37 443	21	21 259	86	66 322	8	9 952
STRAFFORD	390 286	684 824	749 273	30	51 059	12	38 346	77	173 887	30	191 108	47	42 117	36	33 067	31	26 313	106	58 116	22	21 685
Dover	147 687	249 305	271 783	10	17 848	3	13 404	27	60 783	11	50 033	17	22 654	9	10 997	17	15 470	38	27 780	9	7 928
SULLIVAN	157 633	265 215	287 497	14	39 275	9	19 412	42	64 864	29	68 603	22	14 290	22	12 626	18	10 586	35	13 499	13	12 220
Claremont	98 135	159 295	171 962	8	20 153	5	11 102	23	44 003	17	32 968	11	14 140	17	12 033	11	5 810	21	8 246	7	5 669

NEW JERSEY RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U S Census	E&P 1988 estimate	E&P 1989 estimate	NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS) Lumber Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat Drink		Drugs	
STATE TOTALS	36 306 716	62 180 786	66 744 394		3 095 050		6 773 465		13 960 134		14 639 188		3 909 949		4 030 317		3 832 517		5 959 808		1 834 824
METRO AREAS (MSAs PMSAs CMSAs)																					
Atlantic City NJ	1 749 648	3 409 386	3 741 073		192 590		333 837		770 158		658 682		187 934		186 940		152 012		522 869		103 227
Bergen Passaic NJ	7 264 844	11 956 622	12 765 999		552 261		1 469 462		2 436 788		2 646 236		703 018		926 998		833 035		1 102 448		351 871
Jersey City NJ	1 913 702	2 933 948	3 099 781		113 884		139 429		780 519		515 587		177 108		277 024		159 140		243 233		100 922
Middlesex Somerset Hunterdon NJ	4 730 901	8 501 521	9 218 100		453 734		1 010 263		1 962 711		1 798 496		597 278		582 180		663 338		752 029		230 436
Monmouth Ocean NJ	4 494 485	8 418 105	9 060 639		491 141		891 283		1 986 233		2 433 244		523 538		432 063		419 304		848 285		244 705
Newark NJ	8 429 136	13 731 103	14 620 757		676 655		1 181 153		3 228 236		3 248 083		816 349		911 931		940 462		1 292 907		414 480
Trenton NJ	1 521 404	2 709 019	2 899 944		115 158		366 182		593 771		532 627		172 007		172 019		158 123		255 756		85 333
Vineland Millville Bridgeton NJ	602 035	917 408	976 698		40 611		100 788		241 596		221 329		55 193		48 378		35 997		62 575		30 797
COUNTIES Cities																					
ATLANTIC	1 171 502	2 356 441	2 612 100	52	125 304	31	264 838	184	495 489	60	419 485	104	137 726	168	143 946	76	118 931	430	315 712	42	69 740
Atlantic City	314 761	501 750	544 659	5	2 145	9	21 557	51	52 696	5	136 632	11	16 681	58	34 307	14	5 837	154	83 863	9	13 769
BERGEN	5 181 032	8 499 516	9 094 047	258	396 553	88	970 241	703	1 837 349	293	2 014 677	622	536 052	644	675 073	432	608 452	1 156	774 050	213	273 201
Hackensack	385 862	702 429	758 739	9	29 560	6	103 755	37	105 274	21	137 148	32	24 939	95	98 887	35	30 502	74	56 281	11	6 550
BURLINGTON	1 710 255	3 112 561	3 383 059	79	126 015	40	473 742	259	589 283	121	1 034 056	196	216 916	176	145 787	101	137 007	377	322 039	57	67 326
Burlington	165 247	236 961	251 370	3	4 111	4	44 740	17	22 069	10	103 120	7	15 373	26	12 906	13	8 587	34	13 511	4	4 555
CAMDEN	2 391 518	3 803 413	4 080 462	102	185 447	41	454 686	348	776 511	133	916 645	232	225 498	300	234 938	191	244 605	551	361 835	110	125 611
Camden	152 979	282 786	306 586	5	30 752	7	10 497	34	74 569	5	6 028	16	21 138	14	7 803	8	5 087	95	35 479	19	23 252
Cherry Hill	713 411	1 148 809	1 240 713	32	56 355	13	138 877	108	234 020	41	279 666	72	68 880	93	72 551	59	75 331	171	110 095	34	38 653
CAPE MAY	578 146	1 052 939	1 128 913	44	67 286	42	68 999	114	274 669	38	239 197	71	50 258	99	42 994	38	33 581	393	207 157	32	33 487
CUMBERLAND	602 035	917 408	976 698	33	40 611	17	100 788	112	241 596	62	221 329	74	55 193	80	48 378	44	35 997	157	62 575	19	30 797
Bridgeton	115 451	152 659	171 634	6	10 167	1	17 611	20	33 533	16	38 671	12	8 928	16	8 082	7	2 573	33	14 766	7	8 479
Millville	105 383	165 410	176 659	8	4 645	1	11 872	20	44 110	12	62 578	13	9 916	9	5 377	9	4 060	34	9 408	3	3 936
Vineland	334 285	518 616	553 201	16	15 806	12	64 619	52	155 685	32	68 771	36	36 008	54	34 682	24	19 203	73	33 712	7	18 382
ESSEX	2 354 818	5 268 561	5 532 142	129	209 915	13	600 751	550	1 179 203	181	973 361	376	271 151	560	419 270	294	366 712	1 048	507 733	177	177 736
Newark	708 408	1 392 359	1 493 463	33	35 384	27	175 263	184	270 724	43	78 563	92	83 286	139	109 191	77	99 246	468	202 936	59	65 190
GLOUCESTER	1 008 764	1 660 874	1 793 163	57	79 300	21	299 595	179	361 585	83	444 055	103	99 416	109	75 585	57	51 967	214	115 455	40	45 000
Woodbury	150 008	218 536	232 894	5	11 105	3	32 646	15	49 224	13	78 664	11	10 312	9	3 996	12	9 115	20	10 248	5	3 588
HUDSON	1 913 702	2 933 948	3 099 781	96	113 884	69	139 429	466	780 519	98	515 587	226	177 108	431	277 024	180	159 140	837	243 233	123	100 922
Jersey City	714 318	1 105 235	1 168 867	31	31 678	26	57 311	167	282 504	32	229 785	70	76 454	154	91 745	57	39 976	303	85 335	42	36 147
Union City	203 824	332 669	353 795	13	9 380	13	21 742	68	63 728	14	65 581	22	15 127	53	34 195	29	14 562	104	19 547	20	12 255
HUNTERDON	470 691	909 539	989 761	28	78 900	20	40 152	73	206 695	34	162 193	59	76 662	55	67 453	46	62 237	139	78 127	17	19 275
MERCER	1 521 404	2 709 019	2 899 944	66	115 158	31	366 182	236	593 771	85	532 627	158	172 007	220	172 019	124	158 123	439	255 756	60	85 333
Trenton	243 902	391 112	414 397	12	21 495	8	25 506	57	37 730	15	11 147	33	51 088	50	20 978	29	36 753	155	54 054	16	13 797
MIDDLESEX	3 036 217	5 348 973	5 779 402	126	262 732	52	758 300	446	1 216 088	160	943 522	357	376 584	351	410 427	221	458 215	810	468 712	106	153 571
New Brunswick	178 437	293 968	315 581	6	10 083	3	78 576	24	18 354	12	51 206	19	27 901	21	11 862	14	9 959	77	25 695	9	6 172
Perth Amboy	153 001	276 032	298 894	6	5 917	3	28 812	26	79 894	18	67 362	15	26 460	25	14 535	19	15 198	75	25 048	10	7 863
MONMOUTH	2 681 107	4 993 878	5 348 054	116	260 394	51	542 400	419	1 161 755	181	1 340 656	287	325 384	359	269 755	221	273 106	819	529 563	108	144 234
Asbury Park	78 898	160 676	173 371	1	8 833	2	18 399	17	20 950	5	47 163	9	18 107	16	7 489	10	7 042	48	23 507	2	4 893
Middletown	183 582	321 165	341 974	11	20 701	6	40 274	35	119 884	12	28 618	17	27 453	16	7 116	22	19 080	45	24 947	9	16 717
Red Bank	193 321	320 536	339 522	11	9 800	3	27 085	24	38 653	15	160 824	13	17 339	29	20 627	15	15 891	43	20 220	5	4 075
Shrewsbury	107 245	171 181	180 614	4	10 396	1	21 655	4	39 988	7	55 445	4	4 190	8	10 770	6	3 753	8	8 665	2	5 759
MORRIS	2 266 146	3 988 700	4 345 489	13	224 232	39	427 114	329	1 032 319	156	974 239	282	247 508	252	217 146	178	254 437	501	371 540	75	97 651
Dover	65 779	104 099	112 240	3	7 360	2	13 850	11	4 736	11	40 508	8	4 788	7	7 066	10	5 291	32	8 876	3	3 205
Morristown	221 754	340 564	366 039	11	14 169	3	40 028	25	86 405	17	86 122	16	16 881	23	15 318	17	12 959	56	41 452	5	4 881
OCEAN	1 813 378	3 424 227	3 712 585	103	231 347	39	348 883	328	824 478	160	1 092 578	174	101 154	157	162 308	127	146 198	520	318 722	71	100 471
Brick Twp	272 007	466 225	503 523	15	31 295	6	46 550	49	111 677	24	148 321	26	26 456	24	21 031	19	19 2[illegible]	78	43 305	11	13 258
Point Pleasant	70 551	120 286	129 206	7	4 218	1	13 218	14	30 953	11	25 959	8	11 843	3	6 149	6	4 848	27	17 246	3	3 806
Toms River	22 283	23 578		1	714	0	88	5	1 494	2	88	1	610	1	487	0	447	2	984	0	301
PASSAIC	2 103 812	3 457 106	3 671 952	91	155 708	42	499 221	310	599 439	109	631 559	234	166 966	277	251 925	154	224 583	656	328 398	90	78 670
Clifton	384 183	466 619	711 830	28	44 754	4	67 364	57	170 287	15	121 039	59	56 779	27	41 268	19	11 732	123	79 846	15	13 380
Passaic	145 397	258 136	276 244	6	5 323	2	47 043	27	22 772	8	59 514	10	6 725	43	26 182	19	10 963	52	18 404	9	9 279
Paterson	330 492	613 443	659 122	18	22 648	11	36 728	88	156 540	30	110 612	47	41 489	58	29 065	29	33 803	149	40 124	29	23 134
SALEM	199 588	331 074	360 157	13	18 363	9	18 588	42	73 238	36	91 901	44	40 602	21	13 227	21	18 209	61	31 125	14	11 938
Salem	32 503	46 824	50 169	1	2 149	2	3 176	10	10 775	7	7 444	5	1 384	7	2 791	5	2 131	16	4 825	4	2 463

NEW JERSEY RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber Hdw.		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat Drink		Drugs	
SOMERSET	[illegible]	[illegible]	2 448 431	37	[illegible]	[illegible]	27 811	48	109 364	41	692 787	41	143 010	112	124 930	99	142 886	295	205 190	36	57 584
Bridgewater	[illegible]	[illegible]	[illegible]	4	9 531	[illegible]	[illegible]	14	48 843	18	59 990	13	12 212	17	9 029	9	2 783	28	12 366	3	4 944
Somerville	[illegible]	243 886	[illegible]	[illegible]	[illegible]	2	17 604	23	[illegible]	19	83 045	22	23 095	31	14 625	24	25 992	38	14 725	7	8 639
SUSSEX	[illegible]	[illegible]	808 094	41	47 983	[illegible]	[illegible]	71	236 519	31	198 283	75	45 054	48	28 202	45	23 917	153	64 653	18	24 011
Newton	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	19 440	12	44 608	[illegible]	64 931	14	15 727	13	8 351	9	5 436	22	14 548	4	6 905
UNION	[illegible]	[illegible]	[illegible]	[illegible]	94 525	47	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	284	370 334	307	247 293	210	295 346	732	348 981	121	115 082
Elizabeth	[illegible]	[illegible]	[illegible]	15	[illegible]	14	[illegible]	[illegible]	158 988	[illegible]	119 877	44	54 417	[illegible]	[illegible]	35	34 878	183	56 831	30	22 126
WARREN	[illegible]	490 746	[illegible]	[illegible]	[illegible]	[illegible]	34 487	[illegible]	[illegible]	33	158 247	45	95 032	33	22 247	23	19 327	138	49 252	16	23 184
Phillipsburg	[illegible]	[illegible]	[illegible]	9	[illegible]	[illegible]	8 556	[illegible]	[illegible]	[illegible]	37 252	19	42 742	9	5 133	9	4 183	42	19 288	5	8 402

NEW MEXICO RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber Hdw.		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat Drink		Drugs	
STATE TOTALS	6 318 724	9 867 829	10 775 757		534 321		1 213 346		2 283 587		2 782 591		494 643		528 116		505 274		1 072 639		274 262
METRO AREAS (MSAs PMSAs CMSAs)																					
Albuquerque, NM	2 295 888	3 793 818	4 090 498		371 441		635 332		781 273		1 279 495		216 455		191 191		225 289		452 429		106 729
Las Cruces, NM	402 741	715 141	781 775		47 187		86 365		146 530		205 566		66 912		36 363		36 897		75 659		20 238
Santa Fe, NM	516 721	932 336	1 016 121		100 115		74 907		196 429		251 778		45 476		68 135		48 473		112 004		42 382
COUNTIES Cities																					
BERNALILLO	2 295 888	3 793 818	4 090 498	91	371 441	47	635 332	277	781 273	184	1 279 495	290	216 455	245	191 191	182	225 289	611	452 429	53	106 729
Albuquerque	2 149 326	3 563 049	3 842 [illegible]	83	298 211	44	416 784	245	758 917	171	858 311	141	214 656	232	189 437	172	206 165	570	417 316	47	99 213
CATRON	3 742	5 947	6 487	1	97	1	1 144	2	1 282	1	1 915	2	305	1	351	0	413	1	231	0	196
CHAVES	288 954	417 087	447 388	28	34 587	[illegible]	42 859	47	88 150	35	116 410	31	14 885	36	21 701	32	20 898	76	38 821	10	7 814
Roswell	276 284	392 860	421 976	22	41 326	[illegible]	30 744	41	88 [illegible]	14	88 890	27	14 817	27	11 658	27	16 939	71	36 732	15	7 799
CIBOLA	78 663	115 444	118 803	4	3 742	[illegible]	15 089	22	31 525	8	12 358	13	6 164	4	2 229	1	3 687	27	10 055	4	3 459
Grants	51 129	74 803	80 696	3	2 845	5	9 670	14	15 556	6	11 114	8	3 623	4	2 229	1	3 687	21	8 657	4	3 459
Milan	15 706	13 087	11 552	1	317	1	1 219	5	8 656	2	244	4	1 875	0	0	0	[illegible]	4	1 089	0	0
COLFAX	72 401	112 741	121 784	8	11 075	9	8 054	17	25 768	12	27 817	22	14 461	12	7 536	3	1 876	41	12 926	5	3 183
Raton	57 451	89 161	97 552	4	6 825	5	7 028	10	24 137	9	13 442	17	14 454	11	4 645	1	1 535	25	10 458	3	1 962
CURRY	199 191	280 798	299 522	14	29 143	5	28 717	18	63 114	33	106 229	16	8 978	19	18 274	37	18 632	46	24 047	8	7 615
Clovis	187 217	265 089	282 905	13	27 608	5	28 717	12	50 318	31	100 636	14	8 505	18	17 264	36	15 176	44	22 781	7	7 214
DE BACA	6 768	8 840	9 438	2	228	2	1 527	4	2 908	2	2 254	5	282	2	399		471	6	877	1	223
DONA ANA	402 741	715 141	781 775	21	47 187	15	86 365	67	146 530	40	205 566	49	66 912	57	36 363	37	36 891	123	75 659	14	20 238
Las Cruces	356 425	622 406	678 477	18	39 820	14	72 938	53	146 107	36	173 628	35	46 719	53	35 292	36	31 161	103	62 279	13	17 092
EDDY	254 769	312 839	333 446	19	26 522	11	29 357	50	74 084	30	95 395	18	21 032	33	21 588	27	14 833	67	21 420	14	7 739
Artesia	91 277	106 388	111 680	5	5 324	3	12 042	17	24 219	12	25 105	8	8 621	10	7 716	5	1 549	16	4 341	5	1 820
Carlsbad	158 350	199 445	211 419	14	14 421	8	17 815	35	49 628	18	47 641	15	12 405	23	12 872	22	10 699	44	13 427	9	5 837
GRANT	94 359	128 754	139 987	13	15 098	8	9 036	25	43 607	16	33 465	11	6 575	11	8 197	9	3 698	41	8 380	4	4 716
Silver City	81 419	109 813	119 413	8	6 847	6	7 662	11	38 172	14	28 367	7	6 221	10	6 950	8	3 001	26	6 572	3	3 999
GUADALUPE	31 727	47 249	49 558	1	1 062	2	6 345	5	4 102	2	15 612	25	15 735	2	1 880	1	2 215	15	4 289	2	1 049
HARDING	2 772	4 298	4 578	0	121	1	711	1	784	2	1 209	1	186	0	213	1	253	2	141	0	120
HIDALGO	28 560	45 142	51 212	4	1 421	1	3 132	7	8 883	4	5 872	13	16 876	1	2 145	0	2 529	12	2 596	1	1 198
LEA	346 692	379 743	451 186	29	47 076	9	21 682	61	92 916	38	118 156	48	20 892	59	27 427	30	17 999	93	32 373	16	8 818
Hobbs	260 978	287 360	353 828	17	27 824	6	17 117	35	70 166	28	77 175	27	15 747	38	20 959	24	16 473	57	23 534	10	6 042
Lovington	56 717	61 788	65 221	6	5 201	2	4 064	16	19 077	7	11 848	11	4 159	12	5 756	4	1 042	20	5 050	4	2 056
LINCOLN	80 087	131 085	146 579	6	23 061	4	22 783	25	33 782	7	30 519	11	4 421	14	5 227	6	3 682	36	18 286	3	566
LOS ALAMOS	53 728	76 263	82 928	3	2 191	3	8 142	13	25 255	5	2 886	9	7 879	7	4 931	4	1 875	18	7 308	5	2 330
Los Alamos	DATA UNAVAILABLE FOR THIS CITY																				
LUNA	64 216	87 466	92 723	6	5 990	2	14 452	9	26 353	13	17 080	16	12 327	13	3 411	3	5 106	18	4 552	2	2 420
Deming	57 500	76 900	81 338	4	5 254	1	12 633	8	23 117	11	14 983	15	10 813	12	2 992	3	4 479	15	3 993	2	2 123
MCKINLEY	280 703	416 248	443 844	10	28 864	17	43 557	46	103 443	24	74 040	51	54 792	29	16 237	21	17 511	77	45 487	7	8 443
Gallup	239 438	354 400	377 818	9	22 937	11	34 613	31	82 201	21	54 632	34	53 901	25	12 674	20	13 915	69	41 645	6	8 306
MORA	4 822	8 235	8 843	0	232	1	1 374	2	1 514	0	2 334	1	360	0	413	1	486	2	274	0	231
OTERO	185 005	297 602	319 474	14	29 607	9	24 162	36	57 732	30	99 461	22	16 258	26	17 841	25	18 153	62	32 098	5	7 264
Alamagordo	172 986	279 038	299 630	12	28 982	8	23 652	29	57 061	27	74 579	18	16 004	24	17 464	24	17 771	50	26 515	5	7 110
QUAY	58 202	88 711	96 854	2	2 558	5	9 238	10	22 747	8	17 180	14	13 287	9	2 614	2	5 334	31	14 023	3	1 669
RIO ARRIBA	78 399	128 321	140 135	8	17 046	9	10 686	9	36 364	7	34 912	16	9 378	3	6 183	1	7 288	29	10 382	3	889
ROOSEVELT	56 579	88 737	94 861	7	4 674	5	4 999	14	23 022	6	35 277	2	3 857	12	5 096	6	1 748	23	11 300	6	4 033
Portales	50 557	79 172	84 622	6	4 115	4	4 401	11	25 269	5	31 058	1	3 396	11	5 096	6	1 414	22	9 949	6	4 033
SANDOVAL	50 767	122 916	140 085	5	4 288	6	17 593	28	37 510	2	29 892	15	16 209	1	5 295	1	6 239	38	13 096	3	2 957
SAN JUAN	436 909	529 325	565 040	31	55 525	29	46 457	49	127 284	42	169 240	47	37 513	50	29 045	30	18 422	95	47 980	12	9 536
Farmington	345 413	398 842	422 894	21	31 147	18	39 230	30	94 524	32	108 005	21	24 318	44	25 684	27	16 290	74	38 102	8	8 432
SAN MIGUEL	72 190	120 518	131 045	7	16 547	7	13 998	18	34 715	10	18 127	14	9 079	11	5 787	6	2 859	31	12 395	5	3 535
Las Vegas	68 337	116 421	126 837	7	13 206	7	13 998	15	34 459	9	17 993	12	9 012	11	5 787	6	2 370	28	11 895	5	3 535
SANTA FE	462 993	856 073	933 193	28	97 924	14	66 765	59	171 174	36	248 892	35	37 597	63	63 204	56	46 598	155	104 696	15	40 052
Santa Fe	435 670	792 228	862 325	26	86 497	13	65 682	51	168 829	30	178 705	28	37 082	61	62 178	51	45 842	135	92 675	13	39 403
SIERRA	27 596	37 571	39 455	5	3 374	6	3 255	9	11 118	7	5 017	6	2 850	1	1 845	3	2 173	22	7 031	3	1 029
SOCORRO	43 693	77 153	86 932	4	4 137	8	6 111	8	21 915	8	33 820	16	4 916	7	2 045	1	4 787	14	8 086	3	987
TAOS	90 649	129 266	140 066	12	10 893	9	10 069	19	35 194	9	18 342	15	7 168	14	7 441	6	1 678	59	19 472	3	2 063
TORRANCE	27 390	47 967	51 972	1	1 373	1	8 072	7	6 974	4	13 716	10	10 142	0	2 430		2 863	12	3 003	2	1 355
UNION	16 696	23 861	25 559	5	2 418	2	3 970	2	4 375	3	1 992	8	4 364	3	1 016	3	1 250	12	3 122	2	667
VALENCIA	199 524	453 956	506 118	12	34 596	13	27 133	42	174 280	24	131 405	26	18 676	9	11 840	16	11 219	61	35 857	10	14 598

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

NEW YORK RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U S Census	E&P 1988 estimate	E&P 1989 estimate	Lumber Hdw		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat Drink		Drugs	
STATE TOTALS	72 266 689	114 714 993	121 774 619		6 449 518		12 938 619		25 991 083		21 615 329		5 061 481		8 492 550		7 227 429		12 407 320		4 246 238
METRO AREAS (MSAs PMSAs CMSAs)																					
Albany Schenectady Troy NY	3 811 347	5 908 134	6 306 751		311 761		630 207		1 428 259		1 384 986		365 744		345 713		298 982		519 246		218 134
Binghamton NY	1 164 915	1 756 488	1 879 278		88 489		206 615		436 962		432 955		119 321		91 693		92 982		156 833		80 740
Buffalo NY	4 147 981	5 850 670	6 166 972		248 361		688 377		1 531 834		1 345 351		324 640		363 249		308 395		630 034		284 465
Elmira NY	436 952	588 072	619 146		29 334		110 412		123 209		142 359		35 989		32 856		25 872		49 661		25 464
Glens Falls NY	522 954	808 044	865 267		59 717		63 511		207 854		181 557		51 371		39 361		22 735		79 732		33 345
Nassau Suffolk NY	14 136 906	22 698 166	24 363 257		1 311 598		2 529 306		4 997 081		4 856 409		1 160 036		1 436 753		1 561 428		1 878 113		668 312
New York NY	30 340 789	49 974 218	52 599 538		1 649 780		5 845 481		10 442 434		6 514 716		1 430 478		4 818 173		3 714 678		6 598 836		1 730 785
Niagara Falls NY	854 220	1 167 997	1 228 547		50 587		162 770		308 998		272 763		48 528		63 521		42 929		119 745		55 157
Orange County NY	1 238 717	2 154 608	2 309 077		155 265		268 729		561 372		490 261		147 231		113 216		110 464		148 235		63 459
Poughkeepsie NY	1 114 542	1 847 913	1 976 917		113 916		209 119		476 184		428 372		100 758		105 472		78 796		142 610		58 006
Rochester NY	4 326 426	6 484 860	6 926 344		362 279		737 374		1 504 154		1 817 943		397 398		314 058		347 166		641 050		281 335
Syracuse NY	2 765 490	4 282 619	4 579 276		236 342		443 053		1 153 020		1 151 515		231 988		258 755		229 236		416 387		218 590
Utica Rome NY	1 284 075	1 852 951	1 961 104		97 582		196 798		455 490		421 631		173 681		121 284		81 764		162 022		101 739
COUNTIES Cities																					
ALBANY	1 704 538	2 634 375	2 797 880	11	99 371	41	314 777	231	495 527	18	682 875	137	123 891	184	208 710	119	170 897	560	247 882	56	78 290
Albany	461 888	692 169	729 124	18	8 957	13	31 825	86	115 399	23	182 079	36	42 451	73	61 776	33	30 273	264	87 157	24	20 695
ALLEGANY	129 068	184 317	195 224	16	8 427	7	17 686	44	61 212	21	55 300	18	8 832	16	4 471	15	4 857	56	15 929	10	7 655
Wellsville	59 275	77 807	81 116	6	2 758	3	4 730	10	21 858	9	25 435	7	5 934	12	3 239	9	2 609	13	5 342	3	4 077
BRONX	2 732 854	4 181 301	4 399 226	123	98 675	97	252 094	855	711 971	124	479 767	184	115 675	452	235 798	250	222 303	865	234 641	214	128 113
BROOME	1 035 734	1 561 431	1 669 995	52	76 539	29	195 592	156	370 624	77	386 085	99	101 105	133	91 275	92	90 236	365	141 041	45	74 806
Binghamton	348 227	506 204	539 189	12	15 725	6	26 521	56	141 262	26	121 758	28	39 827	38	21 587	29	31 738	147	54 807	14	28 542
CATTARAUGUS	291 434	425 756	454 770	35	31 312	20	56 616	57	111 145	39	119 330	33	18 421	55	27 155	30	16 671	163	44 607	20	17 707
Olean	151 744	217 195	231 421	8	13 976	5	34 938	21	56 483	13	40 757	10	8 472	37	18 745	14	8 659	64	21 359	6	7 169
Salamanca	32 961	45 543	48 375	3	3 976	3	4 064	6	14 741	4	6 973	5	1 624	15	3 289	5	1 005	15	4 199	2	2 349
CAYUGA	279 967	401 535	426 309	19	23 788	11	42 338	51	107 591	32	115 277	33	30 231	41	22 474	18	8 853	109	29 753	11	16 858
Auburn	208 286	292 907	311 497	9	9 184	7	24 614	32	88 480	15	59 968	22	29 511	35	20 445	13	6 357	69	23 087	9	13 775
CHAUTAUQUA	557 824	786 354	836 347	61	38 384	33	91 672	113	257 917	81	191 992	68	46 742	74	35 000	45	34 426	269	82 630	35	30 121
Dunkirk	71 781	98 209	104 329	8	2 761	1	14 225	24	28 881	7	15 516	10	7 423	11	8 680	8	2 933	29	10 980	5	5 741
Fredonia	51 609	79 435	85 133	1	6 263	2	9 539	7	22 304	6	17 364	7	6 156	3	545	4	1 839	25	11 034	3	3 231
Jamestown	187 897	255 935	271 738	9	5 808	4	25 364	32	55 549	16	68 810	16	15 963	30	11 134	18	10 766	87	22 527	12	11 886
CHEMUNG	436 952	588 072	619 146	22	29 334	20	110 412	64	123 209	34	142 359	19	35 989	57	32 856	44	25 872	149	49 661	14	25 464
Elmira	180 788	231 579	247 711	9	17 755	6	8 727	35	59 772	12	57 562	15	16 571	19	10 435	19	15 051	78	21 194	8	14 480
CHENANGO	159 761	258 604	277 489	13	11 932	9	20 383	37	74 130	30	76 311	18	11 118	19	8 355	14	6 158	78	11 775	9	13 065
Norwich	74 593	115 457	123 296	4	4 532	1	8 518	7	29 767	14	29 906	6	9 458	12	7 084	7	2 987	28	8 808	3	8 455
CLINTON	338 640	560 855	604 099	26	33 722	14	58 539	55	118 167	42	139 939	28	31 898	35	31 039	29	21 954	114	53 146	18	21 765
Plattsburgh	164 258	273 583	294 841	12	17 658	6	25 698	24	37 426	24	74 232	13	24 984	18	11 186	18	10 874	77	43 795	9	9 555
COLUMBIA	251 058	376 824	401 587	25	41 673	7	19 902	47	156 193	19	74 440	21	[illegible]	21	7 735	18	11 977	75	25 749	10	10 332
Hudson	126 993	181 330	192 567	11	9 441	4	9 258	17	69 505	11	34 321	8	9 836	17	5 302	13	6 627	24	8 650	5	7 979
CORTLAND	184 572	259 516	277 727	21	21 981	5	13 064	35	65 013	33	74 354	14	12 881	21	14 224	21	17 731	86	32 534	11	17 789
Cortland	149 281	211 583	226 332	13	14 243	4	12 337	25	61 756	21	38 385	14	12 217	18	11 556	18	11 127	59	27 686	8	16 763
DELAWARE	179 533	261 561	278 792	35	22 336	11	17 513	42	77 435	24	51 816	26	14 935	23	6 325	13	5 064	73	18 547	17	12 256
DUTCHESS	1 114 542	1 847 913	1 976 917	63	113 916	23	209 119	185	476 184	82	428 372	115	100 758	142	105 472	87	78 796	339	142 610	50	58 006
Beacon	33 336	53 136	56 618	1	2 111	3	5 747	11	13 395	7	13 451	6	5 238	4	1 485	2	2 165	12	1 196	4	3 564
Poughkeepsie	268 931	419 403	445 862	7	13 732	1	53 288	69	79 138	24	34 365	29	30 858	42	40 500	21	20 079	63	33 015	13	13 698
ERIE	4 147 981	5 850 670	6 166 972	228	248 361	97	688 377	775	1 531 834	290	1 345 951	387	324 640	485	363 249	352	308 395	1 735	630 034	230	284 465
Buffalo	1 061 058	1 376 133	1 435 466	55	36 824	27	80 529	297	476 101	71	163 539	103	90 338	124	86 746	90	51 855	680	189 216	85	81 559
Tonawanda	118 601	159 947	167 676	5	3 694	2	18 479	18	45 977	5	22 167	9	14 064	7	2 589	5	2 539	42	19 789	4	6 523
ESSEX	128 788	200 645	214 576	14	17 643	9	12 399	34	60 531	14	31 055	30	13 199	26	7 198	5	1 531	91	23 435	13	5 883
Lake Placid	DATA UNAVAILABLE FOR THIS CITY																				
FRANKLIN	162 442	261 911	283 994	17	29 689	15	10 530	35	71 230	18	40 171	18	6 803	22	8 831	12	6 295	78	17 349	12	16 640
Malone	62 080	98 958	107 178	6	8 616	1	11 748	8	17 800	7	16 868	3	2 502	10	5 595	5	2 782	24	6 707	5	7 355
Saranac Lake	34 174	53 534	57 877	4	4 290	1	3 542	8	14 194	3	8 118	6	3 646		1 784	4	1 570	14	3 506	3	2 251
Tupper Lake	22 748	35 739	38 655	5	3 370	2	1 954	6	13 757	3	4 479	5	631	3	985	1	751	18	3 106	2	1 855
FULTON	189 230	285 972	301 989	19	21 489	7	20 067	32	69 758	30	79 726	19	16 379	23	20 398	9	8 521	72	18 065	11	20 620
Gloversville	86 696	128 692	137 497	7	4 848	4	12 885	16	35 989	12	19 979	9	6 971	15	13 900	5	4 111	29	7 175	5	10 832
Johnstown	69 582	101 957	109 083	6	7 396	1	7 532	8	25 101	8	24 060	5	9 177	10	6 356	3	3 067	23	7 485	4	7 420
GENESEE	208 472	303 029	324 324	24	27 600	10	23 236	41	76 896	26	71 328	27	23 613	22	16 450	24	15 356	94	33 212	9	14 678
Batavia	117 120	168 606	180 256	9	8 885	5	18 448	20	45 797	11	24 367	12	17 945	17	14 830	16	9 479	42	18 092	3	4 479
GREENE	175 626	284 970	306 718	19	21 253	7	22 513	46	86 629	21	66 314	24	28 104	16	7 995	8	6 494	99	20 769	10	9 320
Catskill	76 584	111 777	118 949	5	5 075	4	8 835	14	36 941	7	21 041	7	16 987	10	5 131	2	2 549	23	3 978	4	3 763
HAMILTON	14 055	23 592	25 503	4	4 336	4	1 831	7	6 668	7	2 814	3	1 272	1	1 479	2	311	31	4 038	0	1 481
HERKIMER	207 607	290 325	308 343	14	16 993	11	41 252	50	71 141	28	46 792	25	19 432	32	11 784	27	12 798	100	23 588	14	17 081
Herkimer	65 301	90 372	95 861	3	4 700	4	11 410	12	26 993	6	14 124	7	3 600	11	5 909	10	3 924	25	9 139	4	4 589
Ilion	31 967	44 804	47 597	1	2 281	1	5 539	9	11 449	7	6 562	4	3 138	6	2 285	7	1 416	7	1 060	2	2 293
Little Falls	28 666	37 349	39 322	2	2 398	2	5 821	8	10 885	4	4 011	5	2 742	8	2 542	5	1 318	12	1 342	3	2 410
JEFFERSON	377 197	581 364	620 659	34	40 488	22	67 060	79	130 636	48	143 462	42	38 171	43	30 258	32	23 451	194	50 394	16	34 642
Watertown	217 224	312 962	331 615	14	15 857	11	49 898	36	73 778	21	47 120	21	22 505	29	25 667	24	14 291	88	27 848	10	23 766
KINGS	4 988 562	7 438 278	7 823 813	282	308 841	224	724 785	1 861	2 013 555	232	1 009 347	433	249 042	1 249	604 741	648	543 315	1 752	529 435	445	292 351
LEWIS	54 413	86 187	93 024	7	2 394	5	6 829	15	25 142	12	21 169	11	6 616	4	1 650	5	2 067	43	8 516	4	5 400
LIVINGSTON	192 013	302 350	326 021	15	25 439	9	17 256	36	85 921	30	69 058	29	30 554	20	6 373	18	5 928	101	30 998	10	9 249
MADISON	203 404	316 517	340 089	19	20 932	7	16 447	41	88 101	35	86 180	23	14 308	20	8 335	19	8 682	111	39 346	14	21 409
Oneida	84 575	121 437	129 327	5	2 842	3	10 346	9	34 710	14	36 113	5	5 692	10	3 397	11	4 739	21	6 913	4	10 212
MONROE	3 332 460	4 956 938	5 276 817	151	243 567	54	553 250	454	1 142 533	196	1 449 490	296	288 405	310	236 787	248	301 024	968	504 149	115	216 143
Rochester	929 593	1 267 231	1 335 303	46	72 860	8	165 498	194	273 607	56	251 594	109	105 298	77	51 218	75	76 784	464	169 838	46	66 459
MONTGOMERY	191 869	277 063	300 104	17	11 333	1	26 889	41	70 263	22	47 052	33	36 580	25	12 684	18	7 857	82	18 095	15	17 135
Amsterdam	112 362	157 267	169 736	9	4 656	3	15 011	23	46 841	10	16 940	19	20 422	19	12 099	13	4 387	42	10 665	8	9 566
NASSAU	8 230 516	12 663 454	13 465 774	353	498 593	135	1 445 209	1 323	2 545 304	356	2 565 630	816	630 231	1 101	862 301	682	996 046	2 115	1 073 747	347	347 028
Garden City	187 143	280 789	297 759	5	2 129	4	35 184	23	25 407	2	62 461	8	7 753	37	67 585	11	12 475	46	21 179	6	2 682
Hempstead	342 346	593 495	638 754	4	10 936	5	69 075	29	84 774	22	229 401	19	16 806	28	30 742	19	45 577	50	24 241	12	7 630
NEW YORK	10 856 507	20 140 069	20 985 412	238	339 047	263	2 810 913	1 974	2 592 013	84	982 835	111	120 013	2 425	2 772 532	1 033	1 817 951	4 945	8 049 004	463	680 475

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

NEW YORK RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U S Census	E&P 1988 estimate	E&P 1989 estimate	NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS) Lumber Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat Drink		Drugs	
New York City	10 856 501	20 140 269	20 965 412	218	339 041	263	2 810 913	1974	2 592 013	84	982 835	111	120 913	2 425	2 772 532	1 033	1 817 951	4 945	4 049 004	463	660 475
NIAGARA	854 220	1 167 997	1 228 567	56	50 687	34	162 770	152	308 998	84	272 763	85	48 528	126	63 521	79	42 929	403	119 745	55	55 157
Lockport	79 137	108 297	113 925	9	4 491	2	14 420	21	31 278	13	13 733	9	10 543	13	5 286	9	4 489	58	16 496	8	4 021
Niagra Falls	264 310	337 939	352 436	14	15 631	15	40 615	50	107 132	14	35 221	35	25 132	43	24 713	24	7 614	169	47 397	19	17 072
N. Tonawanda	127 762	176 017	185 316	5	6 600	4	17 888	32	69 637	12	32 940	14	8 834	8	2 407	13	6 907	47	11 781	8	11 597
ONEIDA	1 076 468	1 562 626	1 652 761	65	90 589	36	155 546	157	378 355	74	354 839	112	94 251	165	109 500	95	68 966	393	138 434	60	84 658
Rome	198 938	284 856	300 810	11	10 886	10	37 303	29	80 136	17	[illegible]	25	23 475	17	12 779	15	7 856	79	24 648	10	18 029
Utica	331 053	464 060	488 821	15	8 946	9	37 104	61	137 719	12	47 769	34	44 910	74	48 943	37	16 045	146	45 460	23	29 209
ONONDAGA	2 190 477	3 360 438	3 577 021	135	172 930	45	378 039	319	835 947	160	870 005	194	181 181	286	236 229	180	202 789	761	325 133	85	159 530
Syracuse	584 339	839 464	887 014	36	22 438	11	56 864	143	250 856	59	234 543	70	64 670	81	45 045	83	75 422	351	100 023	30	37 152
ONTARIO	442 424	702 556	764 662	29	40 864	11	125 849	62	138 546	47	154 475	45	37 740	72	55 418	29	25 466	152	68 953	15	27 851
Canandaigua	95 516	138 959	149 830	6	8 620	1	12 886	14	48 232	15	36 261	10	15 771	14	6 049	9	3 516	41	7 061	5	6 270
Geneva	64 266	86 480	92 394	1	2 737	2	15 835	12	17 433	7	6 516	8	8 035	16	9 765	10	4 540	36	8 677	4	7 595
ORANGE	1 238 717	2 154 608	2 309 017	66	155 265	37	268 729	115	561 372	101	490 261	128	147 231	147	113 215	96	110 464	399	148 235	49	63 459
Middletown	251 314	406 984	433 092	7	16 535	5	54 924	21	135 625	12	43 114	21	37 208	17	10 758	19	30 672	56	21 962	6	11 705
Newburgh	250 537	395 187	419 396	6	2 908	5	15 124	34	124 290	16	110 995	28	38 965	41	33 408	25	16 791	86	29 580	9	7 108
Port Jervis	58 301	95 914	102 230	5	3 770	2	14 662	8	23 318	11	18 370	4	6 315	10	5 685	7	5 186	18	5 265	5	5 976
ORLEANS	105 754	152 350	163 533	16	12 998	5	12 004	27	49 623	14	31 506	6	6 164	13	5 506	8	6 092	41	13 776	9	9 675
Medina	45 437	65 087	69 819	6	4 769	3	5 623	10	23 244	6	8 739	3	2 888	8	4 942	2	2 853	14	4 324	4	4 253
OSWEGO	371 609	605 654	662 166	27	42 480	17	48 567	72	178 972	40	145 330	50	36 499	126	14 191	25	17 765	147	51 908	14	37 651
Fulton	106 244	156 253	169 002	5	3 723	3	14 656	15	49 808	11	33 973	10	11 991	8	2 785	9	5 819	28	8 108	4	11 358
Oswego	118 050	172 992	187 032	3	7 719	6	13 165	20	56 565	9	26 491	14	13 421	12	7 801	9	5 554	54	22 037	3	10 206
OTSEGO	224 020	362 108	392 540	24	39 090	12	33 370	44	91 998	36	110 723	18	11 233	21	10 883	15	5 864	102	36 074	14	17 593
Oneonta	92 926	135 927	145 791	8	8 170	3	13 792	12	38 023	12	20 608	10	8 170	15	8 455	11	3 312	46	17 466	8	13 038
PUTNAM	272 769	469 851	505 806	23	44 950	5	26 876	62	116 598	28	131 633	40	32 375	18	9 644	26	15 883	99	28 220	17	19 951
QUEENS	5 111 766	7 622 805	8 100 354	259	276 935	163	671 859	1 577	2 074 418	227	1 465 382	528	350 769	845	469 328	511	435 176	1 931	863 130	361	300 859
RENSSELAER	454 996	703 366	752 909	27	36 525	8	38 725	113	240 879	47	153 344	64	50 252	32	18 791	28	22 754	206	59 370	37	39 035
Troy	186 170	276 637	294 842	11	7 938	3	7 372	56	100 907	11	40 716	20	23 552	21	10 963	18	13 704	108	33 829	16	24 853
RICHMOND	1 084 079	1 854 979	2 017 980	50	100 176	25	241 247	256	513 928	58	374 586	101	68 797	155	131 253	105	98 207	315	134 035	60	63 480
ROCKLAND	1 114 627	1 777 813	1 916 197	57	108 350	18	222 853	195	423 190	60	467 440	134	100 979	140	100 013	91	82 397	344	179 688	66	66 589
Nyack	48 235	71 649	76 642	4	1 817	1	5 616	10	2 653	11	36 552	7	6 147	2	2 521	5	1 719	28	11 572	5	3 891
ST. LAWRENCE	355 522	512 263	543 635	31	42 462	16	36 234	84	130 407	60	131 461	30	12 363	40	20 118	37	20 334	181	46 146	15	33 402
Ogdensburg	55 160	74 828	78 841	5	1 762	2	7 119	11	14 733	6	10 697	6	1 641	10	4 018	6	846	32	9 153	2	6 562
SARATOGA	579 287	979 777	1 062 434	41	79 264	23	101 758	99	260 849	44	218 798	60	68 685	73	37 994	41	34 863	229	99 875	23	32 723
Saratoga Springs	153 787	267 609	290 968	11	12 796	7	22 632	22	76 222	12	60 989	8	10 457	22	14 453	13	7 755	78	38 350	8	12 396
SCHENECTADY	705 031	1 028 583	1 086 706	42	69 415	20	125 545	121	274 612	52	215 603	70	58 232	85	59 539	56	56 117	224	73 255	39	41 631
Schenectady	368 720	535 857	565 886	19	28 303	9	51 189	64	161 334	31	99 914	39	54 547	37	27 137	28	26 327	142	44 900	23	25 090
SCHOHARIE	90 312	145 819	155 687	10	10 697	5	11 427	19	43 665	8	29 365	17	7 540	10	3 852	7	3 987	32	9 249	3	9 566
SCHUYLER	42 267	59 595	63 575	5	6 490	2	4 666	11	17 229	11	20 441	7	2 761	5	922	3	823	25	4 840	3	3 906
SENECA	102 041	149 493	160 452	8	12 802	2	11 778	16	44 938	12	43 734	12	10 523	11	2 521	9	5 465	52	12 744	8	9 732
STEUBEN	346 403	474 996	501 362	28	39 834	15	45 592	67	119 664	53	105 149	51	30 740	48	22 146	35	16 906	156	43 372	25	25 992
Corning	70 629	90 670	94 908	4	4 877	3	5 575	17	27 646	7	12 857	8	6 273	12	6 819	11	4 216	43	14 064	6	6 232
Hornell	68 669	89 127	93 426	11	5 240	4	9 595	14	25 069	11	15 743	7	5 873	19	9 283	8	2 225	29	8 091	6	5 472
SUFFOLK	5 906 390	10 034 712	10 897 283	401	813 005	119	1 084 097	1 101	2 451 777	418	2 290 770	624	529 805	683	574 452	479	565 382	1 793	804 366	267	321 284
SULLIVAN	285 933	470 084	501 720	23	45 879	14	36 827	51	124 354	31	99 028	43	24 795	20	6 956	16	6 272	158	41 036	20	13 665
TIOGA	125 876	195 057	209 283	10	11 950	6	11 113	30	66 358	14	46 870	21	18 216	5	1 418	9	2 746	42	9 792	8	5 934
Waverly	20 154	30 307	32 412	1	906	1	842	8	20 075	3	3 356	4	1 381	2	107	4	1 359	8	1 291	2	449
TOMPKINS	357 234	535 342	572 045	25	41 313	9	54 159	65	129 682	34	123 898	37	32 696	50	26 376	41	31 078	166	61 640	17	22 347
Ithaca	249 886	371 986	397 196	16	30 396	6	39 847	42	71 297	21	91 157	23	24 056	44	19 406	35	21 927	113	46 720	12	16 441
ULSTER	681 558	1 129 662	1 216 021	45	57 271	23	118 777	115	278 150	57	232 188	79	75 626	72	43 996	48	29 650	278	107 233	33	32 798
Kingston	267 515	427 239	458 180	13	15 221	5	41 167	41	133 068	20	82 656	21	23 608	38	27 340	26	12 446	68	33 540	8	12 676
WASHINGTON	146 834	214 755	229 692	12	8 145	3	16 859	49	71 159	18	34 611	23	12 579	13	3 625	8	2 593	90	18 008	14	11 111
WAYNE	253 755	370 066	395 311	34	39 341	12	29 015	41	87 531	42	113 414	35	30 535	24	9 974	20	8 656	99	23 174	16	18 417
WESTCHESTER	4 779 625	7 489 122	7 916 748	216	372 806	103	944 886	842	1 696 761	219	1 607 726	495	392 828	625	494 864	426	499 746	1 231	580 683	226	198 967
Mamaroneck	136 996	211 989	223 793	6	8 398	2	14 206	27	64 083	14	61 612	24	23 326	19	5 675	14	6 803	31	16 288	7	4 803
Mount Vernon	245 145	379 577	400 740	9	4 510	5	5 657	56	87 714	10	57 878	25	29 313	34	12 644	22	10 839	69	12 849	13	15 644
New Rochelle	370 498	575 273	607 529	12	17 766	9	74 915	93	97 777	20	164 070	34	25 719	59	37 772	37	37 486	119	45 624	19	14 303
North Tarrytown	38 882	58 757	61 868	1	405	0	1 021	8	3 791	4	45 595	6	4 263	3	538	1	543	17	3 998	1	217
Ossining	73 407	113 632	119 964	6	8 351	2	13 507	16	22 090	6	23 140	16	10 881	10	3 038	8	8 212	26	11 408	5	2 349
Peekskill	177 415	294 112	312 722	7	8 145	7	57 032	26	98 917	10	30 222	14	19 357	17	11 619	14	12 560	45	15 101	4	4 997
Port Chester	182 311	286 900	303 421	10	14 819	8	35 377	29	71 317	13	28 365	26	26 434	24	15 856	16	15 486	48	20 155	13	14 108
Tarrytown	59 606	89 987	94 741	3	1 470	1	8 972	11	31 751	2	15 370	4	3 347	5	4 810	3	259	27	13 539	5	4 179
White Plains	757 255	1 172 805	1 238 226	22	38 413	15	382 722	55	173 953	21	149 327	38	39 420	112	123 306	68	71 188	136	81 225	18	17 612
Yonkers	805 147	1 213 677	1 277 583	27	43 303	19	191 136	156	353 598	39	155 590	77	78 941	105	89 151	73	77 381	197	76 297	45	35 896
WYOMING	114 306	169 005	180 920	14	14 889	4	7 239	23	50 117	29	51 912	19	9 052	16	4 427	12	6 761	57	16 757	8	7 082
YATES	59 650	79 565	84 283	8	8 773	3	6 187	12	20 848	13	18 537	7	7 096	9	2 013	6	1 089	37	10 546	5	3 732

NORTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U S Census	E&P 1988 estimate	E&P 1989 estimate	NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS) Lumber Hdwr	Gen Mdse	Food	Auto	Gasoline	Apparel	Furniture	Eat/Drink	Drugs
STATE TOTALS........	25 005 089	41 996 894	45 586 340	3 443 849	4 597 443	9 868 510	11 095 262	2 321 103	2 410 181	2 610 834	3 926 115	1 560 469
METRO AREAS (MSAs/PMSAs/CMSAs)												
Asheville, NC	848 523	1 372 997	1 478 332	114 723	178 061	287 291	362 787	89 814	64 711	55 334	132 495	56 633
Burlington, NC	517 969	872 824	947 126	53 887	84 351	187 857	255 681	63 237	83 112	56 151	76 764	32 970
Fayetteville, NC	974 013	1 589 339	1 702 665	108 345	257 545	326 793	438 065	94 935	68 877	152 526	160 485	38 113
Greensboro-Winston-Salem-High Point, NC	3 934 099	6 547 644	7 081 704	414 458	767 565	1 365 907	1 738 783	387 257	387 535	460 228	666 608	235 768
Hickory, NC	840 658	1 406 625	1 535 844	136 671	136 566	332 828	348 834	51 164	86 348	79 152	133 171	60 627
Jacksonville, NC	415 439	674 551	730 708	56 224	101 028	143 601	229 208	22 975	20 262	61 429	71 214	17 486
Raleigh-Durham, NC*	2 792 602	5 246 276	5 719 475	332 930	712 328	1 155 916	1 379 081	287 438	314 424	346 438	556 993	199 157

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

NORTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S Census	E&P 1988 estimate	E&P 1989 estimate	Lumber Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat Drink		Drugs	
Wilmington, NC	615 501	1 048 611	1 133 164		88 671		160 628		214 273		248 287		39 446		69 985		63 455		106 990		33 565
Charlotte-Gastonia-Rock Hill, NC SC	4 720 304	8 061 135	8 754 821		562 886		868 049		1 962 774		2 332 999		445 535		506 092		483 271		748 611		274 539
COUNTIES, Cities																					
ALAMANCE	517 969	872 824	947 126	36	53 887	26	84 351	98	187 857	56	255 681	57	63 217	99	83 112	71	56 151	113	76 764	30	32 970
Burlington	362 016	617 444	670 787	24	32 185	13	77 992	41	117 333	37	165 601	32	43 932	80	71 931	55	34 309	78	54 867	19	22 644
ALEXANDER	53 772	92 869	102 595	15	15 972	4	3 824	14	27 837	11	20 143	8	2 507	5	2 690	7	4 424	19	8 757	6	4 564
ALLGHANY	25 973	38 918	42 518	5	10 236	4	1 658	9	8 198	7	7 772	5	3 217	6	830	1	1 591	10	2 267	3	2 196
ANSON	63 554	98 084	107 138	8	8 671	8	4 281	24	30 450	14	25 228	9	7 609	12	3 829	6	6 561	19	6 616	7	4 805
ASHE	73 397	119 409	130 471	10	14 408	8	9 102	18	27 374	9	34 919	12	4 188	13	0	0	0	0	0	0	0
AVERY	49 490	83 917	93 274	9	23 007	6	6 226	20	25 340	5	12 617	8	1 669	6	0	0	0	0	0	0	0
BEAUFORT	169 108	251 763	271 727	17	32 437	14	25 696	44	70 342	25	67 598	18	10 250	36	9 923	22	10 226	32	15 527	10	10 417
Washington	120 371	170 657	183 168	8	23 296	7	18 455	22	40 351	18	41 760	9	10 183	30	8 837	16	6 691	22	11 602	6	7 951
BERTIE	39 359	62 101	69 155	5	5 145	5	1 776	30	21 956	8	21 571	9	2 344	5	870	5	2 149	7	2 391	5	2 008
BLADEN	72 451	111 142	120 831	12	7 481	9	8 188	25	36 482	15	28 787	14	6 023	10	4 072	6	3 626	14	4 200	9	5 531
BRUNSWICK	117 246	229 569	253 926	11	27 816	11	16 423	40	89 147	15	55 638	24	10 424	9	3 565	9	3 889	60	31 520	9	8 304
BUNCOMBE	848 523	1 372 997	1 478 332	56	114 723	31	178 063	134	287 291	92	362 787	91	89 814	106	64 711	83	55 334	207	132 495	37	56 633
Asheville	599 405	912 179	975 865	37	70 380	19	119 209	77	180 856	60	242 877	52	60 129	91	43 323	62	35 760	151	94 048	24	37 915
BURKE	195 246	313 925	342 763	24	38 590	7	20 472	62	98 422	30	47 917	19	9 991	37	19 028	23	12 672	49	29 866	18	15 545
Morganton	133 814	208 672	227 134	13	19 934	4	13 924	32	72 772	18	29 370	10	6 796	24	14 428	11	5 588	31	19 566	11	10 573
CABARRUS	394 522	625 319	680 922	33	46 802	15	76 182	73	154 636	42	193 391	41	26 282	66	38 001	47	40 672	76	45 432	22	23 422
Concord	173 236	254 171	274 507	16	19 267	3	2 054	34	72 973	16	84 482	17	13 952	24	12 533	23	10 786	39	19 227	10	9 666
Kannapolis	132 198	199 212	212 167	11	14 586	5	25 011	24	49 877	14	60 102	14	8 255	22	12 126	16	12 877	25	14 005	7	7 500
CALDWELL	235 554	404 550	443 510	27	28 617	12	31 114	64	112 754	36	130 402	23	11 437	29	13 195	30	40 888	64	25 517	19	17 680
Lenoir	174 317	290 647	317 740	15	12 318	10	26 816	39	91 016	26	80 117	10	9 857	25	10 851	16	16 115	46	18 620	15	13 010
CAMDEN	10 701	17 601	19 139	1	1 486	1	402	4	3 719	2	4 193	3	1 448	0	839	2	716	4	1 000	1	562
CARTERET	197 370	393 115	428 621	24	66 503	12	39 262	57	81 343	26	81 770	35	26 505	23	10 718	25	26 397	69	49 199	8	13 538
CASWELL	19 886	27 671	30 211	2	2 346	7	2 667	17	10 714	7	7 089	3	507	9	1 323	1	1 131	4	288	2	886
CATAWBA	591 840	999 836	1 090 486	42	82 109	24	112 270	108	212 569	66	280 774	52	38 666	99	64 630	72	62 056	152	94 548	37	40 518
Hickory	329 027	540 778	588 233	17	31 914	13	68 890	47	114 385	36	106 795	27	28 693	60	44 686	40	39 667	87	60 436	18	21 219
Newton	44 525	66 875	72 066	5	5 383	2	7 360	14	26 254	5	3 912	7	4 065	11	4 914	11	2 618	14	4 534	5	5 450
CHATHAM	88 367	150 042	162 621	13	7 193	14	9 499	24	44 283	20	46 123	16	11 012	17	6 165	15	5 029	28	11 172	6	4 160
CHEROKEE	68 383	122 244	132 800	9	13 684	8	9 776	19	38 406	9	11 340	11	4 778	19	6 191	7	10 559	18	9 504	5	4 887
CHOWAN	46 863	77 748	83 731	7	4 934	6	10 921	11	24 682	8	16 717	8	5 143	6	2 699	4	2 700	10	4 494	3	3 339
CLAY	27 427	41 594	47 529	4	10 052	3	1 220	5	6 587	4	10 413	7	3 516	1	2 081	3	1 982	1	1 016	2	1 394
CLEVELAND	284 386	446 400	480 916	19	24 328	24	44 668	75	129 666	48	108 476	48	26 010	37	19 543	40	22 895	82	42 467	26	21 552
Shelby	145 250	214 683	229 785	8	12 217	14	19 472	25	60 882	22	44 689	24	13 061	28	13 836	26	10 263	46	22 144	15	12 476
COLUMBUS	186 004	286 352	309 645	27	41 576	20	23 574	47	68 835	32	75 343	31	11 816	37	19 258	21	10 940	39	16 440	16	13 643
CRAVEN	319 197	539 141	583 804	16	49 585	17	68 097	84	140 330	35	174 297	37	22 321	48	18 598	42	33 440	68	43 823	16	14 625
New Bern	170 029	242 559	257 990	7	26 275	10	42 554	43	74 360	14	33 351	21	7 978	36	13 837	25	10 864	40	16 696	13	7 750
CUMBERLAND	974 013	1 589 339	1 702 665	58	108 345	38	257 545	162	326 793	106	438 065	108	94 935	114	68 877	104	152 526	278	160 485	31	36 113
Fayetteville	637 784	1 013 499	1 082 823	25	45 869	26	215 959	87	187 592	55	237 141	55	72 492	89	61 567	56	52 061	188	100 846	23	27 453
CURRITUCK	22 700	40 913	44 317	2	2 978	2	806	12	16 068	2	8 410	8	7 189	1	1 682	4	1 301	12	2 544	2	1 125
DARE	114 929	299 629	339 466	16	50 254	8	17 997	46	93 641	8	24 875	14	9 373	22	15 028	8	12 448	79	66 641	3	3 240
DAVIDSON	350 674	558 162	609 462	33	43 443	12	37 396	79	134 066	63	143 848	52	38 272	52	29 728	49	36 759	112	48 934	29	23 923
Lexington	180 606	277 474	301 868	12	22 011	5	17 799	31	74 009	25	50 163	19	22 621	34	24 304	20	11 032	43	18 854	15	13 226
Thomasville	108 647	168 152	183 077	11	6 837	5	10 134	25	46 365	21	42 910	16	15 463	11	3 928	16	9 959	30	16 054	12	7 259
DAVIE	59 720	115 199	127 819	7	12 064	7	3 614	17	29 894	9	19 611	14	12 697	7	2 691	6	17 783	16	7 302	3	5 236
DUPLIN	116 750	158 888	170 676	16	8 080	17	8 968	48	50 563	28	37 177	22	8 462	23	6 954	18	5 796	28	10 395	14	6 312
DURHAM	747 552	1 318 635	1 432 318	34	72 087	19	197 408	133	283 383	49	359 151	81	82 398	121	75 504	85	85 381	185	131 277	30	55 036
Durham	643 070	1 113 130	1 206 975	23	47 767	17	148 420	116	282 944	41	270 026	77	82 270	108	70 670	67	49 066	161	109 767	27	41 379
EDGECOMBE	162 170	225 741	244 900	11	12 421	12	22 562	66	70 125	20	49 202	24	12 963	20	8 198	22	14 596	36	13 539	13	9 890
FORSYTH	1 350 769	2 259 106	2 430 113	66	138 282	40	286 515	188	455 212	101	667 338	146	120 664	196	149 265	136	137 857	333	239 588	45	82 146
Winston Salem	1 086 781	1 734 504	1 857 033	48	74 665	34	261 138	125	397 496	73	396 435	100	105 737	174	134 302	111	85 982	263	185 279	32	59 522
FRANKLIN	62 736	105 484	115 079	8	17 502	7	7 650	45	34 105	12	18 296	16	5 361	9	3 499	10	2 178	24	7 643	7	5 889
GASTON	633 365	1 004 568	1 087 571	45	73 061	35	152 786	142	278 659	75	249 440	72	41 598	84	41 772	69	43 520	144	85 092	36	44 785
Gastonia	404 889	640 092	692 747	20	23 113	19	125 528	65	157 519	43	135 650	47	35 417	66	35 758	38	25 103	73	51 234	18	26 046
GATES	13 975	20 670	22 320	2	1 732	3	686	10	6 652	3	4 892	6	1 407	0	977	0	836	4	478	2	654
GRAHAM	13 300	17 603	19 013	4	3 989	3	398	8	6 186	3	467	9	686	4	609	3	712	7	1 203	2	558
GRANVILLE	84 831	147 266	161 719	6	9 767	9	11 828	34	47 725	14	34 086	20	5 318	18	9 632	12	4 642	21	9 034	11	12 774
GREENE	18 486	20 859	22 631	5	1 212	4	1 453	7	4 810	4	4 959	6	1 844	3	991	5	1 295	8	1 288	1	663
GUILFORD	1 763 785	2 966 895	3 202 177	101	151 302	57	395 986	258	583 830	111	753 037	175	179 189	228	169 441	190	241 003	438	315 946	82	95 436
Greensboro	1 010 697	1 687 312	1 819 777	55	69 610	38	260 876	154	352 991	66	334 965	114	139 013	164	111 478	111	97 259	299	185 364	50	49 240
High Point	293 490	474 026	509 555	31	20 711	15	63 709	64	125 872	34	114 165	39	38 822	48	23 261	63	53 926	102	46 315	22	19 945
HALIFAX	218 653	350 141	377 736	19	21 903	21	46 002	71	83 299	33	61 574	48	37 284	37	16 807	25	32 699	57	26 645	20	13 476
Roanoke Rapids	132 055	216 218	233 781	9	12 172	10	40 945	22	54 402	20	33 789	16	20 350	26	13 235	15	11 522	32	17 680	12	10 209
HARNETT	174 155	275 886	299 057	19	40 597	20	25 859	45	74 201	28	40 781	31	23 176	27	8 088	25	13 440	47	24 248	15	15 721
Dunn	91 772	144 643	156 355	10	27 892	10	21 705	18	37 603	12	17 821	9	7 600	21	5 780	13	3 981	21	15 703	5	8 512
HAYWOOD	193 813	310 715	333 535	17	32 602	12	13 336	36	71 687	29	95 254	40	27 993	25	10 315	30	12 392	61	24 539	16	13 718
HENDERSON	304 431	536 204	585 525	21	74 145	12	29 673	44	116 161	40	189 510	26	24 218	31	52 894	41	20 764	61	43 154	18	20 083
Hendersonville	206 484	346 462	376 604	14	35 615	8	24 625	27	92 477	24	60 925	16	17 451	23	46 879	32	13 608	43	33 200	15	15 709
HERTFORD	88 195	126 804	135 619	12	13 638	10	16 417	32	35 196	12	24 102	10	6 819	16	3 346	12	8 817	18	11 967	7	5 692
HOKE	29 746	48 999	53 815	6	3 941	5	5 239	16	20 408	6	9 257	5	719	5	1 135	3	2 014	12	3 415	5	2 828
HYDE	9 982	16 682	17 954	1	1 194	3	1 410	10	5 595	1	3 370	7	1 407	1	673	4	575	10	2 380	1	451
IREDELL	314 923	585 340	636 823	38	63 283	20	55 265	70	157 885	51	143 259	47	26 312	47	34 373	36	31 516	97	56 993	24	28 060
Statesville	187 248	331 514	359 104	14	19 467	10	38 577	33	93 452	30	71 892	23	20 814	28	24 314	15	14 742	45	29 426	13	15 370
JACKSON	83 465	138 964	153 426	12	12 045	11	12 909	24	41 938	17	32 737	15	4 822	16	6 090	12	5 890	48	15 445	7	8 444
JOHNSTON	278 545	466 680	506 416	27	37 436	20	21 234	68	106 874	49	99 973	52	62 640	33	22 835	36	39 788	80	34 589	22	17 620
JONES	16 874	22 132	24 309	1	1 886	4	3 079	7	2 869	9	6 294	5	1 044	0	1 064	2	910	9	681	2	712
LEE	188 006	295 081	317 754	15	31 400	9	21 433	47	87 356	30	86 436	22	9 153	41	19 418	20	11 406	45	22 945	8	10 533
Sanford	162 041	255 594	275 375	12	26 455	8	18 058	39	86 632	23	62 374	14	9 077	39	16 360	17	8 685	38	21 028	7	8 874
LENOIR	255 014	370 206	400 010	20	33 114	15	46 330	73	86 769	31	96 404	28	13 998	41	26 377	34	22 762	56	28 223	19	14 566
LINCOLN	126 061	211 826	232 019	20	26 203	8	17 373	32	62 105	23	52 686	16	7 882	19	5 526	18	9 366	38	16 490	14	10 717
MCDOWELL	113 277	162 523	176 980	12	13 284	8	12 541	34	45 294	25	43 986	12	11 469	18	8 642	10	5 428	31	13 623	8	7 297
Marion	59 250	84 125	91 500	6	3 815	4	7 480	16	25 293	14	20 749	6	4 506	16	5 155	6	3 927	11	7 026	7	4 352
MACON	95 202	171 859	189 440	11	50 636	9	17 012	22	40 338	13	14 342	13	7 562	18	8 445	12	8 041	38	15 049	10	7 808
MADISON	27 169	38 961	42 015	3	3 261	3	1 450	7	8 165	5	9 335	7	3 043	3	1 839	2	1 572	6	2 232	5	2 142
MARTIN	80 292	116 772	124 923	6	2 572	9	15 374	28	32 394	14	21 786	14	5 111	15	5 465	9	5 630	29	12 931	5	4 065
MECKLENBURG	2 501 701	4 414 025	4 773 659	124	287 999	59	473 606	337	881 038	165	1 376 523	239	271 242	301	313 943	214	311 258	636	458 211	93	128 822
Charlotte	2 231 107	4 082 067	4 429 204	103	203 605	48	450 177	275	797 060	145	1 075 616	204	269 716	257	297 546	191	244 533	557	423 164	79	120 065

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NORTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
MITCHELL	46 435	70 893	77 700	9	6 941	3	1 808	5	14 469	11	28 449	9	2 630	12	4 077	7	5 612	12	5 862	7	3 727
MONTGOMERY	56 408	96 481	106 473	7	7 994	7	4 068	19	28 001	10	20 961	11	4 415	9	2 793	7	4 615	23	8 128	7	5 353
MOORE	197 191	373 401	406 772	16	24 948	11	19 737	51	109 430	29	112 058	22	14 583	43	22 576	24	16 778	62	32 163	18	14 731
NASH	359 205	567 574	618 335	22	46 024	25	71 655	109	127 132	49	129 652	46	30 008	56	43 465	41	28 227	99	67 515	17	19 811
Rocky Mount	264 284	424 757	463 546	13	30 136	10	62 913	52	99 726	30	71 264	26	28 047	45	38 162	25	15 528	70	53 412	12	17 475
NEW HANOVER	615 501	1 048 611	1 133 164	37	88 671	22	160 628	107	214 273	61	248 287	48	39 446	108	69 985	69	63 465	175	106 990	31	33 565
Wilmington	471 264	740 715	794 002	29	40 330	13	115 411	70	152 843	40	178 393	35	37 552	95	50 284	55	45 599	118	67 045	28	24 116
NORTHAMPTON	34 906	66 096	70 854	9	12 014	2	1 487	30	22 262	3	15 526	7	3 038	2	3 102	0	2 653	9	4 360	4	2 084
ONSLOW	415 439	674 551	730 708	24	56 224	23	101 028	86	143 601	67	229 208	41	22 975	38	20 262	45	61 429	155	71 214	11	17 495
Jacksonville	310 863	502 236	543 774	10	29 207	18	95 775	54	104 715	41	125 254	21	22 975	33	20 003	36	41 983	98	49 792	8	11 226
ORANGE	295 381	554 804	604 133	20	50 044	11	36 000	70	165 313	22	76 421	26	28 209	40	28 325	36	30 401	110	81 035	15	20 662
Chapel Hill	87 201	155 448	168 486	8	8 599	5	16 623	30	52 433	11	22 831	15	15 625	27	0	21	8 982	78	34 798	6	8 594
PAMLICO	26 773	43 114	47 596	1	3 694	1	997	15	12 321	6	19 113	3	1 871	0	2 083	2	1 780	9	3 178	1	1 395
PASQUOTANK	154 257	233 044	251 144	20	43 712	6	27 270	31	40 265	23	64 814	27	13 965	24	11 440	19	15 592	35	17 424	8	10 282
Elizabeth City	50 832	71 630	76 590	16	14 282	4	14 964	28	23 938	18	0	22	10 739	15	6 551	16	6 116	32	0	7	0
PENDER	49 239	87 173	95 301	9	11 050	6	3 066	27	37 884	7	10 340	8	5 304	2	4 171	2	3 567	19	3 996	3	3 277
PERQUIMANS	20 038	30 690	32 960	6	1 727	3	692	6	5 849	6	12 706	8	1 348	5	1 193	2	1 235	9	2 976	1	966
PERSON	97 577	152 158	165 371	10	7 691	9	9 427	30	41 749	14	46 742	12	5 950	17	9 451	14	8 054	21	9 182	9	7 971
PITT	429 177	744 274	817 332	29	58 409	32	79 127	95	155 375	43	226 156	51	38 009	71	61 804	50	49 534	113	77 904	18	20 294
Greenville	333 628	584 751	642 778	20	39 100	10	57 721	53	127 318	29	144 823	33	34 125	62	54 763	34	33 450	91	65 647	12	14 473
POLK	34 096	58 025	63 096	5	1 316	5	1 718	12	15 198	3	13 824	9	5 653	5	1 541	3	1 904	16	4 816	5	3 596
RANDOLPH	267 388	427 159	469 813	31	44 918	19	42 972	71	103 094	45	94 085	44	24 858	38	32 042	39	17 102	73	35 851	19	18 327
Asheboro	172 940	285 390	314 895	12	16 479	12	40 721	29	71 254	29	54 252	20	15 266	27	30 350	23	8 581	43	27 032	12	14 700
RICHMOND	161 088	245 166	262 952	13	25 047	14	25 140	57	65 396	25	61 463	24	10 029	30	11 551	29	16 391	41	19 615	11	12 038
Rockingham	120 715	189 381	203 776	9	16 141	7	22 183	34	52 363	18	41 761	15	8 686	18	7 898	21	12 397	26	16 032	7	9 847
ROBESON	344 182	530 684	586 442	28	63 128	24	30 603	86	123 521	57	106 647	48	45 497	56	41 125	39	37 194	77	37 999	23	19 530
Lumberton	190 655	289 274	319 131	14	21 453	8	19 499	27	68 438	29	42 175	21	31 366	34	33 256	26	22 887	43	26 186	8	9 752
ROCKINGHAM	292 761	461 528	499 121	35	36 641	23	41 674	70	143 089	43	68 661	32	20 663	62	31 928	46	42 769	73	39 791	27	23 361
Eden	122 073	188 254	203 119	14	10 261	8	15 643	26	65 056	15	25 308	8	6 059	29	17 079	16	21 318	31	14 872	10	8 940
Reidsville	104 657	155 938	167 626	11	11 319	6	16 319	20	54 353	20	15 204	10	10 769	20	10 199	20	8 787	24	12 595	10	9 249
ROWAN	408 330	640 749	691 250	22	36 122	14	38 298	66	239 898	39	139 617	43	32 237	44	42 682	41	26 046	92	42 912	24	21 783
Spencer	11 114	15 981	17 076	0	738	2	782	3	5 599	2	2 850	2	658	1	871	5	2 795	3	876	1	445
Salisbury	243 675	374 675	403 346	9	11 563	8	34 756	26	104 432	25	94 784	22	28 563	36	40 457	25	10 944	59	31 560	16	15 086
RUTHERFORD	205 959	333 242	363 971	20	33 031	14	27 049	41	83 655	54	102 741	23	12 881	29	12 979	27	19 804	58	24 253	18	15 969
Forest City	93 300	149 455	163 073	8	16 295	7	20 349	11	31 045	25	25 655	7	8 171	22	9 659	11	10 658	26	15 407	9	7 877
SAMPSON	141 373	191 376	206 788	19	17 392	16	19 658	41	49 061	28	45 412	22	11 480	24	9 296	20	13 389	44	10 576	12	9 101
Clinton	96 202	128 481	138 600	10	9 717	9	16 848	18	34 727	17	26 617	12	11 099	18	7 620	10	7 872	18	6 664	8	7 237
SCOTLAND	125 554	200 082	217 761	9	18 810	10	24 072	46	69 042	13	45 432	15	9 839	14	6 070	15	9 724	31	17 212	11	5 768
STANLY	161 804	261 173	283 452	14	22 827	14	17 949	49	66 238	39	69 419	25	19 417	26	16 667	27	12 253	54	19 625	12	13 050
STOKES	57 851	93 447	102 925	10	11 441	2	2 159	17	21 845	16	27 528	10	5 032	6	2 986	7	5 032	24	8 899	6	5 035
SURRY	288 216	451 693	492 000	31	40 185	17	33 356	58	95 167	49	114 319	36	23 836	54	32 247	33	24 089	66	26 419	26	21 139
Mount Airy	130 400	191 908	207 631	17	17 675	8	15 655	20	41 857	22	40 932	15	9 610	28	14 183	22	10 219	27	10 924	13	10 842
SWAIN	44 286	67 528	73 639	4	4 228	4	1 544	13	20 166	8	7 856	9	3 847	5	1 991	6	1 764	36	11 408	5	2 061
TRANSYLVANIA	80 186	125 837	135 674	10	10 260	7	9 954	18	38 675	14	25 132	11	9 768	7	4 497	8	4 075	20	9 940	4	6 240
TYRRELL	6 876	6 231	6 670	4	1 685	1	140	4	1 296	4	674	2	505	2	292	0	250	2	142	0	196
UNION	233 660	443 255	491 273	19	51 624	12	50 124	61	127 809	34	130 106	26	14 613	52	30 100	20	16 047	46	27 516	13	14 852
Monroe	176 726	328 436	363 382	11	18 072	9	48 907	39	101 861	22	83 239	15	14 465	44	29 369	12	6 856	32	22 239	9	9 882
VANCE	147 545	218 244	235 456	18	20 719	10	24 442	43	53 117	30	53 565	30	13 050	28	11 949	17	12 810	33	16 380	8	8 097
Henderson	124 183	180 115	193 894	16	18 397	8	21 702	28	51 818	25	28 152	23	12 247	25	11 849	16	11 375	27	12 035	7	7 189
WAKE	1 686 933	3 267 353	3 567 945	98	193 306	66	471 270	263	673 115	134	925 213	150	171 440	214	207 096	171	228 478	419	337 038	80	117 570
Raleigh	1 152 685	2 153 472	2 344 380	40	61 975	28	339 792	131	388 023	75	582 684	92	131 731	146	160 419	108	96 333	298	243 040	43	65 891
WARREN	30 429	44 451	48 305	6	2 382	9	2 325	23	16 106	9	6 203	13	3 071	3	2 114	5	4 344	6	1 658	5	2 012
WASHINGTON	35 960	43 815	47 186	4	1 707	7	3 785	17	14 704	5	9 038	7	1 975	6	1 573	7	2 744	10	3 323	4	2 120
WATAUGA	171 522	292 448	322 218	14	34 491	12	17 979	30	64 145	17	69 741	17	14 313	31	21 919	25	19 291	64	35 692	9	11 219
WAYNE	382 467	603 688	649 140	30	45 236	27	78 692	82	120 613	59	181 600	55	33 534	63	26 984	53	35 403	90	45 598	18	18 594
Goldsboro	254 858	408 286	439 699	13	16 478	15	66 572	44	69 877	36	103 835	32	28 742	51	24 825	37	24 346	61	32 175	11	15 443
WILKES	197 689	325 460	356 062	29	54 651	9	25 172	43	71 096	30	84 341	30	18 566	32	16 194	16	6 430	54	22 334	10	13 046
WILSON	290 641	440 774	478 125	27	39 686	16	58 539	81	95 065	38	122 172	33	23 643	56	22 209	34	21 672	68	38 559	14	17 009
Wilson	246 406	378 423	411 214	17	15 981	14	21 219	52	56 178	32	50 263	24	15 309	55	8 050	27	9 701	51	19 382	12	6 165
YADKIN	83 912	127 676	139 395	15	13 008	6	2 923	24	37 966	19	33 336	9	6 545	9	1 482	10	4 692	27	10 088	4	5 665
YANCEY	37 283	65 061	70 784	6	9 708	3	4 064	11	21 105	10	13 255	9	4 096	4	748	1	2 649	10	4 121	3	4 169

NORTH DAKOTA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)								
	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber/Hdwr	Gen. Mdse	Food	Auto	Gasoline	Apparel	Furniture	Eat/Drink	Drugs
STATE TOTALS	3.366.973	4.308.808	4.591.919	407.573	473.806	674.860	1.432.987	324.912	225.847	220.675	387.993	126.957
METRO AREAS (MSAs/PMSAs/CMSAs)												
Bismarck, ND	485,128	632,091	675,064	45,822	97,250	102,281	200,632	47,087	34,323	34,594	61,526	21,744
Grand Forks, ND	386,000	551,279	586,522	37,087	63,544	71,658	185,250	32,933	35,536	41,172	47,257	9,399
Fargo-Moorhead,ND-Mn	844,103	1,181,622	1,254,068	85,084	124,540	175,645	362,329	98,023	56,320	63,741	125,978	29,155

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NORTH DAKOTA RETAIL SALES—CENSUS & ESTIMATES— Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U S Census	E&P 1988 estimate	E&P 1989 estimate	Lumber Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
*COUNTIES, Cities																					
ADAMS	14 992	20 203	21 224	3	1 762	1	2 300	3	4 157	3	2 937	2	1 687	3	1 005	0	295	7	1 860	2	693
BARNES	62 803	73 187	76 355	15	6 941	3	4 846	8	12 539	6	25 345	10	7 908	12	4 507	4	2 365	30	5 386	3	2 794
Valley City	56 343	65 964	68 865	10	3 490	3	4 812	5	12 451	6	19 452	9	7 853	11	4 475	4	1 908	20	4 419	3	2 774
BENSON	6 805	8 511	9 203	4	682	1	847	8	2 023	1	2 231	5	1 384	2	125	1	109	12	1 202	3	139
BILLINGS	1 419	1 981	2 144	0	141	0	183	2	332	0	482	2	134	0	26	0	24	4	658	0	55
BOTTINEAU	34 211	40 201	42 763	12	6 422	2	4 303	8	5 643	4	11 601	9	4 042	6	2 016	3	1 886	24	3 541	4	1 172
BOWMAN	19 755	23 836	25 261	6	2 569	2	2 737	5	5 336	2	7 206	6	1 257	3	403	2	351	13	2 885	2	824
BURKE	11 987	12 938	13 550	4	1 125	2	1 468	4	1 788	4	3 439	5	1 076	1	217	1	187	17	1 534	1	441
BURLEIGH	379 360	500 481	534 549	28	26 037	10	96 305	36	79 979	25	146 963	28	32 570	68	31 395	43	30 604	83	48 758	14	20 059
Bismarck	373 355	490 925	524 124	26	25 885	10	95 743	33	78 618	25	111 779	26	32 380	67	31 212	42	30 425	76	46 622	14	19 857
CASS	656 220	888 792	941 831	33	53 753	11	102 038	59	102 766	38	306 221	47	74 113	67	43 055	48	40 706	145	90 042	16	18 387
Fargo	597 005	794 107	839 610	20	33 789	10	95 219	39	94 713	33	216 699	34	69 093	63	39 745	43	40 441	110	78 200	13	16 612
CAVALIER	23 678	26 664	29 886	6	3 711	1	3 238	8	6 117	2	8 523	4	1 311	6	1 630	4	1 783	19	2 198	4	1 267
DICKEY	23 057	33 071	35 219	7	4 671	3	979	5	7 266	5	9 739	5	1 111	8	1 710	3	487	18	3 907	5	2 115
DIVIDE	10 789	13 045	14 085	6	2 750	2	1 396	3	2 524	3	3 170	3	1 023	3	787	0	179	11	1 131	2	419
DUNN	10 423	9 267	9 848	2	818	0	1 067	4	2 416	4	2 808	4	782	0	157	0	136	11	870	1	321
EDDY	12 036	15 870	16 772	4	1 588	1	1 817	5	2 910	2	4 784	3	1 332	3	267	1	233	8	850	1	547
EMMONS	16 618	21 951	23 021	7	3 433	1	2 361	8	4 811	3	6 214	4	1 724	4	1 098	1	302	8	1 216	1	711
FOSTER	24 468	32 510	34 416	5	5 786	1	3 164	5	5 722	8	11 105	7	2 743	5	1 096	2	404	14	1 723	2	952
GOLDEN VALLEY	17 391	20 300	21 404	3	1 777	1	2 319	3	2 588	3	6 105	3	3 807	2	342	2	296	8	1 617	1	697
GRAND FORKS	386 000	551 279	586 522	30	37 087	12	63 544	33	71 658	34	185 250	27	32 933	68	35 536	33	41 172	100	47 257	11	9 399
Grand Forks	362 254	520 035	553 610	20	26 616	11	63 544	24	71 658	28	132 023	21	32 933	66	35 536	32	41 172	79	43 049	8	8 288
GRANT	9 781	13 665	14 410	4	2 510	0	1 561	7	2 621	2	4 110	3	417	1	230	0	201	7	997	2	470
GRIGGS	7 600	9 570	10 085	4	1 341	1	950	5	2 916	1	2 500	2	696	2	140	0	122	8	631	1	286
HETTINGER	12 790	17 570	18 408	2	1 252	1	1 634	4	3 598	6	7 587	1	1 199	2	241	0	208	12	1,278	2	491
KIDDER	4 600	5 243	5 490	2	456	0	595	5	644	1	1 566	5	1 476	0	87	0	76	6	296	1	179
LA MOURE	12 216	14 985	15 652	6	4 318	3	203	5	3 493	3	3 973	5	669	2	249	0	217	14	1 613	2	511
LOGAN	10 682	12 317	12 932	3	856	0	1 173	5	1 792	3	6 100	3	1 203	2	173	1	150	8	487	1	353
MCHENRY	15 275	17 018	18 068	8	3 472	0	1 960	12	3 007	5	3 993	6	2 158	2	288	0	251	16	1 694	2	589
MCINTOSH	14 401	20 198	21 580	7	2 663	1	2 339	7	5 712	5	6 155	5	769	2	344	2	298	17	1 779	1	703
MCKENZIE	25 528	25 369	27 437	5	3 278	0	2 530	9	6 262	2	6 657	7	2 479	4	892	2	324	19	2 883	3	762
MCLEAN	35 510	44 018	47 060	11	6 869	4	368	10	11 411	6	6 802	7	5 629	2	751	4	1 065	24	4 016	4	1,299
MERCER	36 042	52 367	58 212	10	12 654	1	5 504	9	11 335	4	13 081	3	2 549	4	833	3	704	22	6 345	3	2 295
MORTON	105 768	131 610	140 515	21	19 785	5	945	20	23 202	13	53 669	15	14 517	11	2 928	10	3 990	37	12 768	4	1 685
MOUNTRAIL	26 968	38 048	40 663	12	6 167	3	819	10	9 612	7	12 970	6	1 851	6	1 143	2	564	21	3 929	6	2 351
NELSON	23 575	31 631	33 206	7	10 893	5	880	5	4 416	4	5 605	5	1 972	2	529	0	460	20	2 488	2	1 083
OLIVER	1 463	2 055	2 229	2	164	0	215	1	387	0	564	1	157	0	32	0	27	3	508	0	64
PEMBINA	35 115	44 941	47 805	10	4 899	3	520	11	10 073	12	18 487	9	2 819	4	1 131	3	664	20	4 336	4	1 663
PIERCE	31 002	39 396	42 421	6	4 918	3	2 053	6	6 814	7	17 909	5	2 706	5	2 473	2	589	15	3 177	3	1 154
RAMSEY	82 159	108 962	115 088	9	10 638	4	12 469	11	18 073	10	35 659	7	5 882	16	8 377	8	4 771	35	9 902	6	5 642
Devil's Lake	76 081	101 206	106 936	8	10 363	3	12 146	7	17 605	9	27 316	7	5 875	15	8 368	8	3 842	24	9 280	4	5 496
RANSOM	19 664	24 067	25 371	9	4 312	2	2 600	4	4 900	4	4 888	4	1 010	9	1 786	3	333	18	3 043	3	1 231
RENVILLE	9 313	11 076	11 636	4	1 346	0	1 260	4	2 263	2	3 319	2	925	3	185	0	162	9	467	1	380
RICHLAND	67 387	102 841	114 296	14	11 251	6	9 789	18	19 328	9	29 591	13	7 164	15	5 781	8	9 984	33	6 670	5	2 318
Wahpeton	50 608	81 925	91 593	6	5 413	4	9 706	6	16 680	6	19 521	8	6 579	13	5 731	7	9 899	7	3 451	3	2 299
ROLETTE	32 473	48 109	51 590	9	4 417	2	4 992	10	13 425	4	14 425	8	5 682	4	1 752	3	638	16	2 179	3	1 503
SARGENT	9 798	12 122	12 946	4	1 361	2	1 402	6	2 426	2	3 691	4	945	2	207	0	180	14	1 631	1	422
SHERIDAN	3 745	5 512	5 770	3	479	0	624	2	1 130	1	1 645	3	395	0	92	1	80	6	354	1	188
SIOUX	4 027	5 090	5 332	1	443	1	578	1	1 044	0	1 521	2	423	1	86	0	74	4	326	0	174
SLOPE	962	1 401	1 493	0	91	0	118	0	214	0	311	0	87	0	17	0	15	3	529	0	36
STARK	205 761	213 278	226 012	24	25 968	4	11 669	28	32 116	31	85 205	17	14 682	29	11 862	26	11 855	40	14 969	8	6 385
Dickinson	177 060	185 048	196 355	18	19 498	4	11 540	21	31 762	26	54 170	12	14 520	27	11 731	22	9 944	30	13 965	7	6 315
STEELE	6 471	6 221	6 578	2	546	3	713	3	1 288	1	1 876	2	522	0	106	0	91	7	431	0	214
STUTSMAN	126 793	167 852	178 500	15	13 344	3	19 339	17	28 496	18	54 896	14	14 280	25	13 396	18	8 317	44	17,160	6	5.817
Jamestown	120 581	160 410	170 690	13	12 430	3	18 015	14	28 496	17	51 137	13	13 303	24	12 479	16	7 747	33	16 166	5	5 419
TOWNER	13 327	16 666	17 699	4	3 609	1	1 754	7	2 952	2	4 616	2	1 286	2	259	0	224	13	1 586	2	529
TRAILL	29 633	35 452	37 725	14	4 467	2	3 490	8	3 913	5	14 864	9	2 639	4	514	4	657	22	3 550	4	1,745
WALSH	66 351	105 843	112 837	11	13 087	7	9 403	12	19 509	11	42 333	14	9 111	9	5 499	9	3 624	33	6 504	6	2,771
WARD	353 573	423 599	454 366	34	40 704	7	61 894	36	58 074	30	148 235	31	29 680	59	25 244	40	33 062	102	36 552	8	12 180
Minot	338 377	407 243	437 094	27	30 428	7	61 894	28	58 074	26	109 893	28	29 680	56	25 061	37	33 062	81	32 475	7	12,180
WELLS	26 527	35 139	37 020	6	3 140	2	4 011	8	7 344	5	13 469	5	436	6	2 232	3	513	13	3 306	3	1,207
WILLIAMS	188 681	169 495	183 408	21	20 822	8	8 540	20	31 395	15	56 586	22	15 550	21	10 616	23	14 666	48	12 974	8	7,285
Williston	162 251	145 887	157 889	10	10 049	5	8 527	14	30 925	12	39 201	14	15 526	20	10 599	22	14 643	31	10 916	7	7,274

OHIO RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)								
	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber/Hdwr	Gen. Mdse	Food	Auto	Gasoline	Apparel	Furniture	Eat/Drink	Drugs
STATE TOTALS	46.315.071	68.478.315	72.685.779	3.591.415	9.748.799	15.493.756	16.137.758	5.612.766	2.938.915	3.407.659	7.418.237	2.547.719
METRO AREAS (MSAs/PMSAs/CMSAs)												
Akron, Oh	2.874.499	4.134.935	4.383.322	293.465	533.852	977.433	941.907	343.943	161.533	163.283	477.139	145.498
Canton, Oh	1.794.045	2.492.398	2.638.511	155.693	243.479	591.103	586.160	197.284	129.438	116.647	260.319	80.414
Cleveland, Oh	8.688.076	12.439.032	13.092.523	512.043	1.818.520	2.737.466	2.743.365	531.720	655.086	669.083	1.324.548	578.665
Columbus, Oh	5.960.488	9.566.266	10.237.769	467.692	1.364.358	2.010.510	2.473.575	775.274	414.020	567.291	1.122.999	298.735

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

OHIO RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U S Census	E&P 1988 estimate	E&P 1989 estimate	NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS) Lumber Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat Drink		Drugs	
Dayton-Springfield, Oh	4,178,636	6,391,313	6,788,617		283,600		944,873		1,402,471		1,523,307		510,889		280,522		356,860		709,486		194,097
Hamilton-Middletown, Oh	924,712	1,413,716	1,501,771		56,968		172,352		368,771		367,745		116,286		33,856		53,997		160,058		52,171
Lima, Oh	718,055	1,083,737	1,151,806		58,526		192,985		218,800		237,306		115,778		41,834		43,590		110,123		35,264
Lorain-Elyria, Oh	1,038,532	1,370,439	1,441,922		57,492		195,677		336,122		355,770		121,163		47,160		55,409		127,143		55,401
Mansfield, Oh	601,620	925,023	988,199		55,945		176,439		180,766		231,947		85,510		39,833		33,366		87,408		26,592
Toledo, Oh	3,054,031	4,602,581	4,873,018		172,809		774,329		976,341		1,055,595		403,984		183,928		236,838		524,514		187,594
Youngstown-Warren, Oh	2,240,739	3,037,332	3,220,480		144,962		509,264		669,887		635,017		262,395		133,037		153,104		303,133		108,229
Cincinnati, Oh-Ky-In	6,506,565	9,946,347	10,573,466		488,843		1,615,893		2,168,540		2,209,370		760,696		434,346		522,324		1,187,550		385,811
Steubenville-Weirton, Oh-WV	558,505	659,345	690,120		50,444		103,591		171,078		139,132		48,918		26,540		28,064		58,407		26,632
COUNTIES, Cities																					
ADAMS	64,506	90,294	96,848	12	8,094	7	6,096	17	23,812	10	35,080	15	6,531	6	563	6	1,501	24	3,744	5	4,652
ALLEN	559,553	843,215	891,642	33	46,780	23	175,626	81	159,848	44	184,909	70	83,335	74	34,596	45	31,627	185	84,888	23	26,975
Delphos	23,879	34,470	36,354	3	1,537	2	5,769	8	5,251	2	6,075	6	8,414	8	1,765	5	1,628	13	2,891	2	886
Lima	250,715	278,955	292,884	12	13,679	4	17,182	37	82,008	14	54,786	29	45,656	19	10,251	15	8,890	96	25,151	14	16,006
ASHLAND	159,255	234,668	250,830	11	21,282	9	15,719	34	64,250	18	61,476	30	25,502	22	8,560	18	9,314	60	25,365	8	8,874
Ashland	116,868	171,799	183,583	3	7,950	6	11,077	19	47,867	12	34,420	19	23,978	14	7,181	13	5,631	36	18,017	5	6,253
ASHTABULA	389,949	535,550	567,160	27	24,771	21	66,368	79	143,946	50	130,349	67	59,800	34	17,344	27	15,934	151	46,074	20	15,041
Ashtabula	120,153	157,425	165,741	17	9,159	7	18,703	31	34,432	13	31,454	21	21,111	17	6,497	11	5,575	56	15,988	7	5,984
Conneaut	52,174	67,910	71,437	5	1,644	4	7,108	16	26,419	8	12,556	7	6,174	7	3,144	5	519	23	5,971	3	2,748
ATHENS	190,830	319,287	345,765	13	17,782	16	31,506	37	86,791	31	68,771	29	24,287	20	8,982	19	15,911	77	36,155	7	8,804
Athens	138,305	225,964	244,130	11	12,628	6	25,738	15	54,243	22	44,099	13	21,741	15	6,890	12	10,199	52	28,179	4	6,253
AUGLAIZE	158,502	240,522	258,164	16	11,746	6	17,359	29	58,952	30	52,397	32	32,443	22	7,238	20	11,963	62	25,235	8	8,289
St Marys	45,797	68,921	73,910	2	2,729	2	4,034	6	21,989	11	13,316	10	7,230	10	3,386	8	3,532	19	6,247	2	1,926
Wapakoneta	63,216	97,339	104,643	6	3,943	2	5,790	8	22,124	5	11,569	10	23,284	8	3,493	6	3,100	24	11,571	3	2,765
BELMONT	375,616	463,113	491,107	25	17,213	19	114,456	63	115,877	32	69,245	59	36,047	70	25,285	28	14,181	114	37,935	20	14,321
Bellaire	35,635	37,167	38,445	4	459	1	2,624	8	14,715	8	8,070	4	4,058	5	724	5	1,364	16	3,115	3	1,265
Martins Ferry	47,653	50,055	51,835	4	2,947	2	7,695	8	19,312	5	7,718	8	4,340	4	1,838	2	1,030	12	1,502	4	1,040
BROWN	64,298	89,261	96,030	11	6,051	5	1,705	25	31,645	10	12,953	18	9,610	4	891	5	885	46	10,151	5	2,625
BUTLER	924,712	1,413,716	1,501,771	48	56,968	25	172,352	172	368,771	83	367,745	123	116,286	69	33,856	79	53,997	342	160,058	43	52,171
Hamilton	284,585	375,389	391,881	15	15,664	9	47,391	64	118,337	28	41,605	40	42,667	30	13,944	34	16,543	120	45,425	17	15,300
Middletown	209,243	271,515	282,907	8	9,385	8	57,856	32	75,401	20	34,987	22	25,120	19	8,046	16	9,601	75	29,856	9	8,098
CARROLL	68,175	99,915	107,617	7	5,674	4	9,931	15	21,671	13	40,560	9	6,977	7	2,897	7	2,777	34	6,774	2	3,279
CHAMPAIGN	95,822	144,114	153,905	14	12,412	5	8,791	22	51,256	9	23,899	20	15,818	13	4,331	10	4,037	38	10,232	6	5,735
Urbana	72,161	105,534	112,352	7	4,875	4	6,035	11	41,392	8	16,406	14	13,824	11	2,973	8	2,771	23	8,198	5	3,937
CLARK	573,587	861,663	914,493	35	40,200	16	154,691	73	199,962	41	191,968	69	75,297	58	33,396	43	31,161	182	85,572	29	28,312
Springfield	321,124	467,666	493,331	23	18,673	8	44,523	40	124,374	27	84,474	39	66,950	25	8,014	30	17,346	129	59,836	23	19,773
CLERMONT	496,926	868,674	974,865	37	43,565	13	159,054	98	225,731	44	266,420	61	61,973	45	21,740	36	41,876	111	70,034	20	24,822
CLINTON	138,985	214,229	232,180	17	11,489	5	11,023	23	58,891	21	70,752	28	21,120	10	6,311	13	9,122	43	17,001	6	6,852
Wilmington	84,751	128,920	139,526	9	5,983	3	7,148	11	37,072	12	31,777	15	16,824	8	4,093	10	5,914	25	12,439	4	4,443
COLUMBIANA	407,265	531,797	575,143	39	44,015	21	53,296	91	150,033	61	149,284	69	44,083	44	17,873	41	21,123	158	40,224	23	19,541
East Liverpool	90,003	108,462	115,058	9	5,453	6	20,087	23	22,784	11	18,790	17	12,593	14	6,703	9	4,464	32	7,955	7	4,567
Lisbon	23,271	28,936	30,827	3	1,392	1	1,848	7	15,763	5	2,738	6	4,167	3	409	1	733	15	1,629	2	677
Salem	90,714	113,349	120,832	5	4,036	9	17,488	17	27,313	10	24,753	13	10,777	17	6,531	14	3,127	33	9,590	4	5,009
COSHOCTON	105,309	141,179	151,722	12	13,153	7	14,210	28	42,529	12	22,218	18	10,657	12	6,928	13	5,092	42	14,400	6	6,028
Coshocton	92,617	122,963	131,987	9	9,619	4	13,566	18	42,236	8	11,047	14	10,584	11	6,880	11	3,745	36	12,776	6	5,933
CRAWFORD	158,414	206,829	218,032	16	12,876	5	14,948	33	57,316	28	42,938	27	17,605	27	7,914	16	6,531	73	20,866	13	10,064
Bucyrus	67,959	93,146	98,788	7	3,625	3	7,248	12	28,225	12	12,249	10	9,095	12	3,748	9	3,167	31	9,139	6	4,823
Galion	64,800	80,692	84,534	6	4,294	1	5,576	14	24,251	10	13,395	11	7,275	11	3,125	4	1,711	26	7,478	4	3,754
CUYAHOGA	6,905,708	9,776,672	10,220,239	255	346,941	147	1,462,757	1,235	2,093,584	369	2,004,004	748	696,505	845	567,987	577	578,079	2,288	1,084,142	262	480,436
Cleveland	1,904,866	2,593,903	2,698,764	69	55,711	44	322,550	532	621,469	136	286,624	244	208,287	150	90,047	155	116,524	1,010	356,256	90	164,393
DARKE	169,982	265,878	285,225	20	31,222	9	21,294	31	60,267	23	91,321	20	20,311	27	12,057	17	8,493	74	23,879	6	8,072
Greenville	108,478	165,388	176,939	9	7,824	6	19,563	14	46,162	10	32,982	12	19,202	23	11,238	9	5,156	40	14,872	4	7,631
Union City	155,517	224,757	237,637	18	12,874	8	25,763	28	52,417	23	55,109	20	22,626	23	7,966	17	9,514	56	18,106	8	7,115
DEFIANCE	155,517	224,757	237,637	18	12,874	8	25,763	28	52,417	23	55,109	20	22,626	23	7,966	17	9,514	56	18,106	8	7,115
Defiance	115,922	164,280	173,298	8	8,043	5	16,095	21	45,618	14	30,355	14	19,174	17	7,422	15	5,944	37	13,655	6	4,445
DELAWARE	171,780	289,702	313,723	17	16,655	5	28,951	19	69,202	19	90,345	33	37,384	14	7,798	9	5,000	57	29,379	7	10,686
Delaware	123,753	208,552	225,828	7	7,910	3	18,966	13	64,384	14	59,186	20	25,464	12	5,109	8	3,276	35	22,530	6	7,000
ERIE	386,651	562,473	596,344	22	30,919	13	101,685	49	107,735	40	133,295	46	43,534	52	28,861	31	23,852	156	68,701	12	18,363
Sandusky	250,944	354,532	374,605	11	22,337	8	71,166	25	64,212	17	54,489	28	29,090	41	24,895	26	17,841	96	39,005	9	13,266
FAIRFIELD	319,084	483,102	520,600	24	26,184	13	48,040	50	130,454	30	117,201	44	44,852	30	22,321	30	22,460	131	54,134	15	15,875
Lancaster	243,019	356,876	383,287	12	11,250	10	35,948	31	103,935	20	61,205	27	31,265	26	20,796	25	16,688	85	39,857	10	12,679
FAYETTE	112,471	174,655	187,369	8	8,714	3	11,852	22	43,915	17	23,158	16	35,662	13	9,587	9	3,970	41	16,856	7	6,953
Washington	80,942	124,713	133,680	7	6,925	3	9,418	19	34,896	15	18,402	6	13,016	11	9,501	8	3,174	30	11,420	6	5,525
FRANKLIN	4,693,056	7,592,530	8,115,301	175	333,931	84	1,161,107	569	1,519,135	233	1,986,142	468	552,037	380	338,881	298	487,734	1,405	917,979	184	229,322
Columbus	3,128,280	6,049,963	6,574,400	104	299,384	52	29,236	382	1,147,980	145	1,631,919	302	432,536	247	8,532	194	446,464	977	23,115	115	182,990
FULTON	149,486	233,662	251,463	18	19,784	11	14,264	23	54,640	24	83,858	23	19,992	15	3,683	28	17,046	51	15,740	8	9,865
GALLIA	128,868	178,078	191,192	11	10,589	5	17,643	23	42,680	17	38,600	23	17,655	22	9,867	18	9,585	35	17,001	6	7,589
Gallipolis	94,508	119,756	127,190	7	6,531	3	10,883	14	26,326	14	23,809	15	17,655	20	6,066	15	6,120	22	10,099	5	6,850
GEAUGA	225,003	359,346	391,329	20	32,526	12	23,822	54	105,809	28	81,750	33	27,706	13	5,210	18	8,731	79	30,130	16	19,033
Chardon	63,234	98,554	107,056	5	4,109	4	6,397	9	35,599	7	24,737	4	4,537	3	1,072	7	2,345	14	8,438	3	4,618
GREENE	462,941	724,451	772,235	32	24,504	16	56,040	66	177,370	43	281,441	65	73,166	39	20,389	29	16,177	142	64,085	20	17,025
Beaver Creek	70,364	186,724	207,679	5	5,254	1	8,566	10	63,272	5	43,019	13	26,955	5	1,989	6	3,881	24	13,878	4	2,602
Fairborn	172,540	234,074	245,461	6	5,300	6	21,455	16	35,426	15	93,601	22	18,146	11	4,982	7	3,122	50	22,791	6	4,817
Xenia	147,163	204,355	214,909	9	2,274	5	17,302	22	44,330	17	67,056	15	13,434	18	9,375	12	4,729	35	16,866	7	5,445
GUERNSEY	153,835	215,500	228,212	12	9,517	6	29,137	31	52,260	13	35,048	31	26,417	19	9,616	15	7,395	66	27,316	5	5,250
Cambridge	107,798	141,223	148,320	9	6,489	5	18,264	22	35,748	7	21,969	15	15,888	15	6,028	12	4,432	39	19,754	4	3,291
HAMILTON	4,411,909	6,587,433	6,909,965	197	315,834	90	1,107,122	777	1,337,488	227	1,529,167	459	429,484	459	325,285	319	380,539	1,409	825,095	202	242,997
Cincinnati	1,792,454	2,498,879	2,600,257	68	85,082	31	371,369	362	520,803	87	439,204	199	258,320	200	142,713	115	96,622	702	356,154	95	102,339
HANCOCK	308,205	484,424	518,412	28	30,912	9	70,745	49	102,488	36	141,516	37	36,918	31	13,676	31	22,091	96	56,817	15	16,301
Findlay	249,944	385,618	411,862	19	16,320	8	68,258	34	83,532	27	76,203	29	36,638	26	11,381	24	20,792	76	47,174	12	15,343
HARDIN	83,498	121,757	128,633	14	7,582	5	8,909	25	41,428	13	18,992	15	10,262	13	4,334	8	5,123	44	12,874	6	6,134
Kenton	52,810	76,201	80,407	5	2,883	4	5,775	10	25,913	8	9,435	10	9,026	9	3,592	4	3,321	20	5,935	4	3,976
HARRISON	37,175	42,234	44,660	10	3,860	4	3,882	18	12,943	6	14,041	14	2,695	3	292	5	1,079	26	2,189	3	1,445
HENRY	101,815	150,870	161,025	19	14,965	6	14,859	25	36,628	13	40,578	21	13,417	8	2,191	8	5,141	38	11,314	6	6,148
Napoleon	65,128	97,813	104,552	7	2,994	3	8,675	11	24,560	8	27,217	9	13,223	7	1,279	5	3,001	19	9,107	5	3,589
HIGHLAND	99,239	156,172	167,150	16	8,725	5	11,177	32	51,368	21	32,784	19	8,812	15	5,138	9	4,469	40	13,486	10	10,857
Greenfield	22,073	34,800	37,253	4	1,279	2	1,640	8	18,349	4	2,135	7	3,217	3	754	1	655	11	1,968	4	2,966

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OHIO RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U S Census	E&P 1988 estimate	E&P 1989 estimate	Lumber Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat Drink		Drugs	
HOCKING	75 324	105 249	112 393	6	5 441	5	10 547	14	24 570	12	24 553	15	9 948	7	4 238	4	1 772	22	7 365	3	3 900
Logan	68 074	94 944	101 366	4	4 415	4	8 559	9	24 483	10	19 924	10	9 913	7	4 223	3	1 438	16	6 560	3	3 873
HOLMES	75 342	119 806	131 509	9	40 795	7	3 334	24	27 654	5	26 935	15	8 301	4	1 012	9	5 982	22	10 388	4	4 009
HURON	201 220	331 665	355 962	22	20 613	6	32 847	40	95 035	38	103 796	39	24 655	20	8 342	20	17 686	88	32 988	9	14 884
Bellevue	28 966	44 830	47 802	1	2 085	2	3 322	2	8 599	7	20 319	4	4 311	2	810	2	1 788	15	3 336	2	1 505
Norwalk	95 196	155 713	167 063	9	11 340	2	13 773	16	48 164	16	37 770	13	13 863	13	6 514	11	6 808	27	13 843	3	7 843
JACKSON	98 552	147 830	159 942	8	7 482	11	15 656	19	37 421	15	29 763	24	16 647	9	2 223	11	4 674	45	11 478	9	12 716
JEFFERSON	347 769	418 909	439 533	25	35 151	11	67 023	78	100 987	39	103 186	54	27 359	46	18 598	36	18 625	140	31 730	21	15 040
Steubenville	195 245	224 442	233 918	6	9 296	8	45 680	36	40 784	19	38 717	20	17 051	38	15 967	23	13 805	56	17 394	12	10 724
KNOX	153 685	232 813	248 969	11	10 070	11	26 851	36	64 092	23	55 718	27	17 585	21	11 443	11	7 392	58	23 758	8	10 491
Mount Vernon	120 966	182 312	194 855	8	7 742	7	26 073	21	51 543	17	35 163	14	17 395	20	8 798	13	5 149	39	16 148	5	8 520
LAKE	1 115 462	1 630 149	1 757 602	67	89 365	27	280 738	161	363 287	79	482 606	131	115 302	96	63 179	85	59 734	309	154 007	34	43 179
Willoughby	155 926	223 278	240 180	13	9 673	2	16 391	15	49 991	17	89 974	19	23 765	4	3 613	11	6 232	36	21 360	6	5 185
LAWRENCE	161 935	198 970	207 060	15	7 384	5	19 107	36	53 595	25	34 294	32	24 630	16	9 546	15	12 551	57	16 480	10	12 929
Ironton	80 673	93 539	96 540	10	4 996	2	4 354	13	30 559	12	13 908	14	13 709	9	5 141	6	2 860	33	8 228	6	8 899
LICKING	448 538	686 942	732 418	35	48 588	17	76 945	74	161 818	47	151 305	60	72 383	47	32 191	32	39 464	178	75 564	20	22 688
Newark	266 857	397 625	422 673	11	14 856	11	63 931	47	125 134	22	55 503	27	43 271	32	27 080	21	9 724	97	36 494	11	15 002
LOGAN	121 328	170 359	182 498	17	11 716	8	16 842	29	39 481	23	46 273	27	11 917	23	8 885	10	4 740	58	14 833	11	8 272
Bellefontaine	78 673	111 181	119 193	6	3 409	3	13 473	11	25 295	14	26 208	10	11 767	18	7 108	6	2 604	23	8 675	5	5 021
LORAIN	1 038 532	1 370 439	1 441 922	58	57 492	29	195 677	161	336 122	90	355 770	145	121 163	84	47 160	79	55 409	361	127 143	35	55 401
Elyria	321 973	435 270	459 364	9	11 086	10	123 880	37	72 232	16	69 052	37	40 307	41	24 572	24	19 867	78	36 692	8	15 824
Lorain	244 221	287 250	297 549	8	6 067	5	30 789	43	86 199	26	51 116	40	28 521	13	12 074	18	9 613	100	27 501	12	14 493
LUCAS	2 411 986	3 571 811	3 762 153	97	128 582	49	650 106	310	746 129	146	819 745	218	271 410	252	153 869	171	172 752	800	423 511	112	143 131
Toledo	1 655 127	2 464 822	2 597 818	69	70 713	37	522 447	241	576 914	98	223 482	160	219 664	213	133 716	130	80 872	626	314 576	89	110 906
MADISON	106 682	173 169	186 832	10	7 085	3	17 241	22	43 393	15	49 411	18	27 238	10	1 682	7	3 388	41	15 418	9	7 274
London	56 496	89 429	96 237	5	2 134	2	9 111	7	22 500	10	26 111	8	16 489	7	889	4	1 111	17	6 212	5	3 909
MAHONING	1 246 041	1 731 048	1 838 300	59	66 782	37	279 862	225	390 698	114	355 590	155	163 637	130	73 326	101	98 772	440	162 935	66	62 775
Youngstown	355 554	451 603	474 205	18	11 952	9	39 313	94	184 809	58	116 045	51	17 871	37	18 722	33	10 787	198	47 765	28	6 856
MARION	274 642	336 683	356 263	17	22 327	14	61 173	45	73 988	24	82 559	29	23 011	36	14 749	25	13 133	96	31 951	10	10 718
Marion	170 478	200 897	211 416	9	10 701	8	22 462	30	38 900	15	42 817	22	22 023	26	11 267	21	10 289	71	22 453	8	8 397
MEDINA	441 903	672 865	723 353	28	43 211	12	51 203	70	174 786	45	175 005	72	92 207	34	18 710	30	22 539	129	56 269	16	36 017
Medina	127 935	187 823	201 109	8	8 546	5	14 536	13	54 220	13	28 555	22	32 686	11	5 543	12	5 714	37	19 445	4	8 109
MEIGS	63 073	88 992	96 893	12	9 038	5	4 308	19	29 269	11	17 826	10	5 551	13	1 742	6	8 804	26	6 033	6	5 371
Middleport	13 768	19 331	21 036	4	3 238	1	565	3	4 517	4	2 751	3	3 583	5	787	3	1 359	7	1 453	2	829
Pomeroy	36 809	50 683	55 026	3	3 549	3	1 692	8	24 441	5	9 784	2	1 925	6	684	1	3 457	13	3 618	3	2 109
MERCER	119 374	193 935	206 928	19	20 131	11	24 303	26	47 303	21	42 296	20	15 139	16	7 383	20	8 288	63	20 594	10	6 430
Celina	69 900	113 294	120 856	5	11 163	5	13 476	11	30 093	11	20 223	9	12 564	12	6 091	8	1 853	28	12 399	6	4 134
MIAMI	364 952	550 651	587 618	23	23 274	15	59 458	53	126 086	43	137 186	48	43 087	44	26 540	26	18 909	112	42 895	18	16 698
Piqua	141 886	202 521	214 765	8	8 399	6	20 474	17	43 079	19	46 834	17	11 252	19	12 604	10	6 581	44	16 369	5	4 957
Troy	106 965	161 639	172 519	8	6 308	5	15 036	16	43 791	14	29 246	18	18 549	18	8 141	8	2 743	35	13 769	8	6 766
MONROE	38 898	55 083	57 775	6	2 488	4	3 346	12	19 904	6	15 664	10	3 574	6	2 864	3	1 567	16	1 901	2	1 762
MONTGOMERY	2 777 216	4 258 548	4 514 271	120	201 622	62	674 684	351	899 053	161	912 712	284	319 339	308	200 197	186	290 613	916	516 934	107	132 062
Dayton	798 876	1 159 841	1 221 991	32	51 414	14	153 586	131	223 147	45	235 941	94	125 877	75	38 397	51	68 708	344	134 346	42	40 450
MORGAN	28 686	38 037	40 543	3	2 691	2	3 741	7	11 865	6	9 248	7	3 552	2	539	1	1 100	15	2 710	2	1 235
MORROW	51 486	78 833	84 828	3	1 254	5	3 311	10	20 682	9	16 399	15	16 930	3	1 129	3	1 293	22	7 324	3	2 462
MUSKINGUM	343 258	491 055	524 247	26	40 248	16	72 349	61	115 039	36	109 277	48	36 660	48	19 776	34	19 339	140	52 265	20	17 420
Zanesville	240 482	327 445	347 533	14	9 172	12	51 056	37	69 649	29	77 117	29	34 211	46	13 956	26	12 710	94	36 091	17	14 020
NOBLE	33 269	48 234	51 400	4	4 111	1	4 744	7	12 710	6	19 553	7	4 124	3	684	2	1 395	17	2 331	2	1 566
OTTAWA	172 970	277 280	297 355	22	15 035	8	9 611	33	65 385	23	71 438	35	36 924	10	3 247	10	7 346	92	45 520	7	6 903
Oak Harbor	17 498	26 930	28 756	4	2 651	1	1 131	4	7 699	3	6 585	7	2 861	1	382	2	865	9	1 537	2	813
Port Clinton	78 232	123 091	131 747	8	5 313	2	5 159	12	36 943	8	18 378	13	13 767	7	1 743	6	5 344	31	21 335	3	4 470
PAULDING	41 327	62 526	66 317	10	5 088	1	5 615	15	16 151	8	16 243	13	6 437	5	714	6	5 109	24	4 910	7	2 735
PERRY	60 965	89 590	95 626	8	5 301	5	5 213	18	30 503	11	23 862	16	7 654	4	1 102	5	1 587	38	6 969	4	3 175
PICKAWAY	139 699	207 341	221 166	14	27 996	6	12 873	32	50 176	18	45 297	24	28 072	12	5 936	16	6 327	54	18 799	7	8 212
Circleville	89 913	131 343	139 850	6	5 840	3	8 788	21	43 875	13	15 576	15	27 614	11	4 053	11	4 319	31	12 249	6	5 606
PIKE	71 305	119 088	132 161	9	15 789	3	12 195	15	33 755	12	24 569	15	14 295	7	4 035	6	2 795	27	9 761	6	7 206
PORTAGE	443 106	670 900	720 151	38	57 282	12	52 059	88	167 238	51	200 109	85	69 723	23	9 471	27	16 339	149	77 951	17	19 298
Kent	151 132	217 275	231 879	5	19 621	4	17 832	25	45 013	12	68 391	22	20 294	9	4 796	7	3 694	53	31 044	3	3 834
Ravenna	88 053	131 756	141 246	8	10 271	3	6 100	12	45 827	9	18 359	16	20 121	6	1 967	6	1 970	26	10 577	7	7 330
PREBLE	84 984	131 394	143 465	15	19 980	4	1 865	22	40 078	13	21 459	25	19 598	7	1 446	8	2 198	54	16 167	7	4 869
PUTNAM	85 203	136 007	144 967	16	16 343	4	12 507	21	35 750	16	35 673	15	9 370	8	2 100	11	4 750	48	13 620	8	7 605
RICHLAND	601 620	925 023	988 199	37	55 945	21	176 439	83	180 766	53	231 947	72	85 510	76	39 833	52	33 366	210	87 408	18	26 592
Mansfield	354 491	538 369	574 371	14	10 215	12	72 335	51	114 992	30	133 900	38	62 482	41	24 498	34	19 843	134	52 892	11	15 540
Shelby	46 236	70 218	74 913	5	4 007	1	9 720	6	22 367	8	21 019	6	4 168	8	1 686	7	2 004	16	4 054	2	1 465
ROSS	236 590	363 127	386 827	22	22 831	7	65 646	54	89 256	28	62 119	36	30 311	25	12 761	19	15 588	99	38 691	12	13 944
Chillicothe	213 114	324 073	344 877	18	18 568	7	63 992	37	80 878	25	44 662	23	30 311	24	10 378	18	12 677	74	33 846	10	11 340
SANDUSKY	233 859	375 462	400 843	20	19 832	11	27 237	43	101 656	33	95 571	39	40 281	25	10 911	18	15 067	98	35 116	14	15 798
Fremont	122 293	192 440	205 020	9	12 792	7	17 568	19	60 440	14	17 482	17	24 383	19	7 037	11	7 645	57	18 872	7	9 659
SCIOTO	332 006	498 975	529 313	25	25 654	11	78 336	61	117 194	40	121 183	61	37 646	37	20 744	32	28 539	106	46 398	14	15 015
Portsmouth	206 987	298 686	315 391	13	16 476	8	50 312	23	75 919	20	42 380	33	33 205	30	15 107	26	18 210	64	29 013	9	9 973
SENECA	204 613	275 616	289 601	25	24 780	8	23 798	43	70 353	21	40 192	38	28 192	33	13 664	34	13 507	92	24 913	8	11 248
Fostoria	43 997	60 003	63 144	6	1 982	1	3 787	10	17 684	4	6 260	10	10 768	8	3 467	11	2 684	19	4 350	2	1,976
Tiffin	133 662	175 967	184 362	13	10 030	5	19 992	23	50 317	14	20 426	16	17 138	24	8,156	18	6,410	51	15 159	5	6,714
SHELBY	123 878	198 676	212 308	15	13 825	3	19 591	21	58 363	19	46 204	26	19 139	16	5,856	12	5,855	62	24 595	7	7,327
Sidney	82 034	133 329	142 671	7	9 742	3	13 806	9	42 324	13	11 403	17	18 945	13	5,797	10	4 126	35	17 435	6	7 253
STARK	1,725,870	2,392,483	2,530,894	107	150,019	40	233,548	285	569,432	156	545,600	224	190,307	187	126,541	144	113,870	570	253,545	66	77,135
Alliance	104,055	137,297	144,355	11	0	7	14,029	27	259	21	25,998	19	18,467	16	8,969	14	7,240	56	18,293	6	6,103
Canton	481,335	618,540	648,123	24	25,984	11	81,330	83	30,663	40	132,228	64	73,556	60	34,942	39	20,147	181	56,780	21	21,160
Massillon	180,823	241,201	253,950	14	7,346	6	17,557	35	,662	17	56,762	23	26,956	14	11,430	11	5,508	60	15,287	7	8,075
SUMMIT	2,431,393	3,464,035	3,863,171	118	236,183	59	481,793	377	0,195	186	741,798	307	274,220	262	152,062	184	146,945	798	399,188	103	126,200
Akron	1,118,942	1,522,945	1,601,672	47	83,562	26	294,592	167	45,276	84	233,851	120	127,751	133	68,264	90	54,626	415	177,812	49	53,450
TRUMBULL	994,698	1,306,284	1,382,180	63	78,180	28	229,402	186	279,189	94	279,427	118	98,758	116	59,711	81	54,332	349	140,198	49	45,454
Niles	219,997	303,213	322,752	3	12,311	10	130,408	28	45,843	13	23,259	10	17,230	51	27,160	16	11,173	57	29,256	5	7,608
Warren	320,935	383,588	400,785	19	11,528	5	13,694	65	103,323	33	103,424	40	44,152	32	13,997	32	16,228	123	46,955	20	17,320
TUSCARAWAS	350,914	517,252	550,790	28	32,511	20	60,247	65	117,574	52	138,048	62	43,488	44	21,425	32	27,379	130	47,983	19	16,689
Dover	83,804	123,606	131,629	5	8,410	4	13,566	16	32,030	12	25,291	11	10,481	12	4,857	7	6,542	19	12,944	5	3,999
New Philadelphia	138,158	204,794	218,210	4	3,066	7	39,012	16	55,632	11	38,011	19	17,879	19	14,855	15	5,103	38	18,943	6	5,697
UNION	81,649	133,480	147,729	10	7,253	5	19,201	14	36,332	11	33,874	12	13,308	13	5,211	5	2,918	30	11,726	4	4,678
Marysville	59,269	97,853	108,159	7	5,097	3	17,900	9	30,539	4	10,152	10	12,406	12	4,858	3	2,721	17	7,792	3	4,361
VAN WERT	100,355	137,635	146,888	12	7,986	6	13,555	24	34,094	16	48,522	15	13,823	13	3,777	8	2,877	46	12,822	5	6,137
Van Wert	79,122	107,350	114,417	7	7,600	3	8,140	15	26,856	13	33,176	14	13,188	11	3,604	7	2,745	32	9,911	4	6,033
VINTON	15,983	24,703	26,674	4	6,348	1	2,463	6	6,068	5	5,516	2	1,799	0	355	2	724	13	1,653	1	813

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

OHIO RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) / NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U S Census	E&P 1988 estimate	E&P 1989 estimate	Lumber Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat Drink		Drugs	
WARREN	318 437	522 088	568 284	31	32 969	10	74 191	61	142 917	28	77 828	52	60 104	31	12 400	28	20 275	108	66 982	17	22 747
WASHINGTON	259 143	363 774	386 155	20	22 052	12	37 623	43	85 796	34	76 109	53	45 289	16	11 140	20	15 586	93	35 996	8	23 342
Marietta	159 769	208 005	219 766	7	7 115	7	30 600	19	50 217	16	23 795	22	24 724	14	7 218	11	7 744	51	25 552	5	15 126
WAYNE	354 929	553 875	596 541	34	57 914	13	54 921	66	149 033	35	166 784	59	45 094	30	12 263	27	25 309	110	47 637	12	15 075
Wooster	189 866	292 128	314 137	11	13 441	6	31 495	21	88 408	15	68 230	28	35 045	18	9 857	18	10 278	48	26 922	7	10 241
WILLIAMS	128 629	204 167	219 765	23	15 238	9	16 926	23	49 477	20	42 017	29	27 089	18	9 308	9	2 375	59	20 124	8	7 142
Bryan	72 182	115 803	124 787	6	4 306	4	10 607	11	29 477	11	22 984	11	16 546	16	5 833	1	1 488	21	10 226	4	4 476
WOOD	492 563	797 108	859 402	30	24 443	23	109 959	62	175 572	39	151 992	65	112 582	59	26 376	48	47 040	139	85 263	25	34 598
Bowling Green	141 762	225 619	242 838	10	6 501	7	26 397	18	55 058	13	44 999	17	32 230	15	7 106	16	7 595	33	27 970	10	8 894
WYANDOT	71 308	104 631	112 809	11	12 008	4	10 410	20	22 334	11	28 393	20	11 598	12	2 675	7	6 226	42	10 966	6	3 501
Upper Sandusky	39 639	58 450	63 052	6	6 247	2	5 416	11	15 602	5	8 755	9	8 019	8	2 185	4	3 240	24	7 155	3	1 821

OKLAHOMA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) / NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U S Census	E&P 1988 estimate	E&P 1989 estimate	Lumber Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat Drink		Drugs	
STATE TOTALS	18070649	19664027	21158651		1528272		2389760		4371293		6218461		976974		1187362		1112484		1856405		440818
METRO AREAS (MSAs PMSAs CMSAs)																					
Enid, Ok	382 498	406 097	437 462		32 380		39 205		85 759		130 200		19 274		32 933		29 595		41 564		16 367
Lawton, Ok	498 181	725 939	780 040		43 448		125 935		166 236		228 012		18 002		39 170		48 832		74 884		11 970
Oklahoma City, Ok	5 795 863	7 030 115	7 577 256		562 081		881 234		1 341 778		2 411 412		299 190		461 351		446 817		753 874		137 430
Tulsa, Ok	3 801 929	4 666 109	4 981 668		328 883		556 334		1 016 463		1 483 326		237 699		306 590		306 410		470 964		90 733
COUNTIES, Cities																					
ADAIR	34 530	52 411	57 168	6	2 653	1	5 954	14	16 363	4	14 777	5	1 579	4	1 308	2	802	15	3 317	3	1 426
ALFALFA	26 669	29 238	31 049	3	1 129	1	3 233	14	14 443	3	2 498	9	3 375	2	573	2	436	8	1 232	3	1 315
ATOKA	44 435	61 484	67 906	3	4 384	4	7 072	16	17 129	7	16 217	10	5 052	6	1 547	3	953	14	2 877	3	2 191
BEAVER	12 482	15 938	16 844	2	1 088	0	1 754	7	5 454	3	2 199	3	966	4	758	0	235	10	1 649	2	520
BECKHAM	188 014	180 810	200 016	12	18 997	10	21 335	32	44 557	17	44 509	21	15 196	22	11 152	15	8 379	33	14 420	10	4 322
Elk City	132 216	129 028	143 078	6	9 675	5	21 155	17	35 709	11	25 512	12	10 338	18	8 691	11	5 700	19	10 474	6	2 940
BLAINE	61 606	75 875	81 432	8	7 784	5	8 480	20	18 594	11	20 075	12	6 434	10	2 809	6	1 514	22	4 765	7	2 407
BRYAN	113 528	156 727	171 128	10	8 763	7	14 448	20	35 350	15	51 201	11	4 493	17	9 589	14	8 624	42	14 030	9	6 049
Durant	98 187	133 904	145 998	5	3 745	5	11 998	11	35 072	13	42 517	10	3 731	16	9 514	13	6 869	31	10 868	8	5 934
CADDO	134 372	153 044	165 677	15	8 399	11	16 321	41	41 238	17	60 778	16	6 486	18	4 995	9	6 751	37	7 514	10	3 416
Anadarko	59 229	63 405	68 011	3	4 652	4	9 045	11	24 323	5	11 497	5	2 736	11	3 099	5	3 381	11	2 625	4	1 241
CANADIAN	313 828	423 049	465 977	15	27 580	7	44 065	32	81 663	27	212 838	26	17 922	18	12 174	16	13 051	58	28 693	10	4 692
El Reno	105 812	110 631	117 675	6	7 536	3	12 678	12	27 054	12	31 856	14	6 799	11	3 503	8	5 630	25	10 235	4	2 197
CARTER	234 936	273 475	291 468	20	18 212	9	31 774	54	60 394	34	73 975	37	13 426	42	23 136	28	12 776	66	23 352	15	6 209
Ardmore	207 818	238 694	253 911	16	11 407	6	27 552	41	50 768	31	64 145	25	11 914	37	20 062	24	9 421	53	19 695	12	4 581
CHEROKEE	98 058	140 622	151 754	8	10 987	4	15 804	30	44 419	13	28 931	15	9 173	10	6 303	11	3 973	32	9 399	8	3 739
Tahlequah	81 279	113 594	122 221	5	7 401	2	10 646	24	43 364	9	19 488	12	9 033	9	6 207	10	3 117	19	6 792	7	2 519
CHOCTAW	47 539	64 202	68 228	4	1 313	4	7 105	13	16 110	8	17 900	9	3 143	7	2 175	6	1 868	14	3 118	2	2 105
Hugo	35 158	47 121	50 029	3	1 023	3	6 234	6	6 365	7	13 618	7	2 758	6	2 083	5	1 495	12	2 736	2	1 847
CIMARRON	13 690	20 704	21 795	3	1 020	2	2 270	4	5 195	6	6 210	4	1 580	2	403	1	306	9	1 889	1	672
CLEVELAND	803 272	1 056 907	1 171 108	32	59 586	17	114 647	75	174 046	49	489 387	51	41 223	103	75 366	56	40 826	176	98 950	27	18 522
Norman	613 056	752 208	826 187	15	25 168	14	94 262	40	102 231	37	334 803	36	32 947	76	56 919	44	22 445	128	71 033	15	12 540
COAL	9 405	12 007	13 156	4	3 160	4	1 156	4	3 368	1	2 869	2	805	0	205	0	155	5	438	1	343
COMANCHE	498 181	725 939	780 040	24	43 448	13	125 935	97	166 236	48	228 012	38	18 002	63	39 170	44	48 832	143	74 884	15	11 970
Lawton	472 060	693 098	745 384	21	39 032	13	125 264	75	166 236	46	204 839	35	18 002	57	37 673	43	43 869	129	71 166	13	10 753
COTTON	23 118	33 063	35 166	1	2 272	4	1 601	5	6 661	3	9 092	4	1 274	2	650	2	494	4	786	3	1 085
CRAIG	69 637	87 520	92 690	9	6 819	4	9 653	14	15 104	9	32 063	15	10 266	6	2 810	7	2 218	19	7 091	2	2 859
Vinita	50 354	65 022	69 107	5	2 711	3	7 526	8	15 024	7	24 998	10	3 878	5	2 795	6	1 729	8	4 164	2	2 229
CREEK	223 091	295 841	321 532	16	13 723	10	33 484	54	101 295	39	96 319	31	15 244	25	8 797	17	10 661	60	21 306	16	6 353
Sapulpa	134 515	172 458	186 646	7	4 151	5	23 348	26	64 859	17	48 754	10	8 527	10	6 241	10	6 016	28	11 325	8	3 505
CUSTER	218 516	240 239	265 335	19	23 992	8	25 957	36	54 434	25	75 837	33	13 188	40	14 788	21	14 898	46	25 744	9	4 729
Clinton	101 528	107 582	118 172	9	9 945	3	10 760	14	28 346	14	32 194	16	5 835	18	7 423	10	6 175	18	8 645	4	2 429
Weatherford	102 208	115 686	128 304	8	10 914	2	11 964	13	26 088	9	34 955	11	7 322	20	7 365	9	6 494	22	13 774	4	2 180
DELAWARE	64 050	113 893	125 353	11	16 240	4	13 054	18	32 833	12	18 080	12	5 826	7	4 874	9	6 108	24	6 526	4	2 227
DEWEY	16 431	19 995	21 788	1	1 274	1	2 055	14	8 339	1	5 101	5	1 283	1	364	0	276	13	1 397	0	608
ELLIS	22 364	25 603	27 953	6	3 453	1	2 910	7	5 098	4	7 226	6	1 553	2	515	1	392	7	1 407	2	862
GARFIELD	382 498	406 097	437 462	21	32 380	9	39 205	62	85 759	35	130 200	38	19 274	60	32 933	38	29 595	105	41 564	16	16 367
Enid	365 292	388 878	419 087	19	29 846	8	36 136	50	85 597	32	120 008	33	17 765	58	32 871	37	27 279	102	40 093	15	15 086
GARVIN	123 904	143 141	151 924	10	9 931	9	8 336	37	42 033	21	44 379	19	10 647	19	7 722	11	6 179	35	8 609	8	4 170
Pauls Valley	54 811	60 835	64 188	3	3 931	4	6 104	10	20 230	7	11 214	5	7 729	8	4 059	6	2 494	9	2 468	3	1 595
GRADY	168 423	202 560	219 714	12	13 422	4	22 305	32	48 792	20	66 346	28	12 481	25	11 165	13	7 884	40	15 465	11	7 363
Chickasha	129 234	152 029	164 406	6	6 689	3	16 456	16	37 513	15	48 949	16	10 770	23	8 237	12	5 816	32	13 602	7	5 682
GRANT	20 484	22 159	23 415	6	939	1	2 132	9	4 788	5	10 266	4	1 388	2	377	3	481	9	1 180	3	693
GREER	16 107	19 564	20 819	1	1 196	2	1 928	6	6 004	2	4 789	7	1 344	8	1 073	3	862	11	1 024	4	1 557
HARMON	10 146	13 203	13 990	1	903	2	1 457	6	4 239	2	3 617	3	1 014	1	259	1	196	2	313	2	432
HARPER	13 255	14 481	15 095	2	975	2	1 571	5	4 346	8	4 516	3	1 417	3	329	1	212	7	1 044	3	466
HASKELL	39 353	59 377	65 011	6	6 278	6	6 770	12	16 001	7	20 678	4	3 835	4	1 965	2	910	7	1 256	5	1 285
HUGHES	43 643	46 210	49 748	9	2 336	5	7 620	18	12 637	13	15 296	8	787	8	1 468	3	923	15	2 098	7	1 696
Holdenville	34 187	35 982	38 701	4	1 341	3	6 885	9	9 436	9	11 065	5	711	7	1 434	3	741	8	1 085	4	1 532
JACKSON	146 176	208 435	222 251	14	27 003	9	19 156	24	36 560	19	79 758	13	5 355	31	15 551	18	10 960	42	17 013	7	5 485
Altus	136 041	194 114	206 937	11	16 223	9	18 180	19	36 560	18	75 694	12	5 355	29	14 758	17	10 402	38	15 923	7	5 460
JEFFERSON	20 822	23 892	26 203	5	1 586	2	2 729	10	6 424	3	6 773	7	1 199	6	937	2	368	11	2 378	4	1 141

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

OKLAHOMA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U S Census	E&P 1988 estimate	E&P 1989 estimate	NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS) Lumber Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat Drink		Drugs	
JOHNSTON	13 546	18 757	20 495	2	1 205	0	1 941	12	8 353	2	4 820	2	1 353	2	345	1	261	6	619	2	576
KAY	268 961	302 395	326 205	16	18 991	6	29 653	39	67 059	37	91 355	37	25 146	48	19 678	26	15 204	72	25 864	16	10 333
Blackwell	43 672	45 878	48 985	2	2 736	1	4 271	7	14 195	7	12 366	2	2 927	4	1 825	3	819	14	3 468	3	2 365
Ponca City	184 312	209 780	226 101	9	9 694	5	20 134	23	45 532	20	62 027	23	18 459	39	16 949	19	10 323	41	16 502	9	6 992
KINGFISHER	78 268	85 209	92 057	8	7 696	2	9 586	17	17 386	12	35 013	11	8 961	8	2 702	4	1 291	17	4 013	6	2 116
KIOWA	47 637	66 535	71 285	5	4 620	5	7 423	17	19 938	10	24 467	8	2 486	10	3 245	8	2 332	11	2 138	6	2 628
Hobart	33 050	46 256	49 570	3	3 077	2	4 944	5	14 309	7	16 298	6	1 656	6	2 997	6	1 554	8	1 648	4	1 751
LATIMER	21 441	29 262	31 258	4	3 844	4	1 982	9	12 761	4	2 634	4	1 094	3	577	0	439	4	1 129	4	889
LE FLORE	109 136	164 452	176 889	11	20 122	11	18 421	41	51 984	26	47 285	10	3 224	9	3 268	10	5 703	33	7 627	10	3 947
LINCOLN	85 097	94 965	102 638	9	14 811	8	7 054	27	26 104	13	19 440	19	7 941	9	2 431	6	4 379	39	8 509	5	2 061
LOGAN	82 178	99 330	110 050	8	5 100	4	11 460	17	31 187	18	37 961	20	5 299	10	3 521	3	997	28	8 095	6	3 393
Guthrie	61 172	69 883	76 833	5	2 20[illegible]	3	7 560	9	25 969	14	25 045	8	4 346	8	2 323	3	754	15	4 389	5	2 238
LOVE	14 845	20 412	22 261	1	1 278	2	2 061	11	6 460	9	5 113	7	2 729	3	365	1	277	10	2 256	2	609
MCCLAIN	84 805	113 055	125 233	4	8 032	5	13 042	19	35 092	13	43 161	14	6 119	6	3 730	5	2 381	25	8 950	6	2 512
MCCURTAIN	114 048	164 888	179 235	12	13 484	7	18 665	36	44 449	22	39 995	12	6 880	11	6 240	11	6 650	32	9 041	10	5 655
Idabel	56 031	80 903	87 929	3	4 821	3	8 787	13	24 361	8	15 068	6	4 828	7	4 437	8	3 131	14	4 949	5	2 152
MCINTOSH	65 561	81 562	88 120	9	9 261	4	9 177	16	19 272	9	28 015	11	5 041	6	2 284	4	2 464	18	5 974	5	1 925
MAJOR	48 014	50 244	53 812	6	3 352	4	5 150	10	7 619	6	22 611	9	6 037	6	1 357	1	693	15	2 780	2	1 525
MARSHALL	40 653	53 843	58 614	7	4 337	4	3 332	14	16 084	8	21 228	4	1 761	3	1 082	2	821	15	3 767	2	1 808
MAYES	113 265	141 214	155 081	13	11 906	8	16 149	29	43 756	20	29 739	10	8 816	22	5 623	13	6 883	41	9 583	8	2 555
Pryor	75 282	95 608	105 262	4	4 060	6	5 507	14	24 790	11	12 970	5	1 774	16	4 336	9	3 839	22	4 796	4	1 304
MURRAY	51 287	70 870	78 003	5	5 036	3	8 123	12	18 169	7	33 413	6	1 714	10	1 040	4	1 106	15	3 271	5	1 610
MUSKOGEE	315 636	403 579	437 664	24	26 048	8	49 903	64	94 469	40	128 012	27	20 513	45	31 710	29	19 366	87	36 541	17	8 453
Muskogee	285 337	362 764	393 116	18	18 046	7	48 905	47	84 813	35	96 530	22	20 372	43	31 493	27	19 233	70	33 666	14	7 515
NOBLE	47 077	57 123	61 785	7	5 210	2	6 434	11	14 821	4	11 606	15	6 935	4	1 362	2	866	17	4 507	4	1 821
Perry	41 524	55 621	54 769	6	3 875	2	4 786	8	14 747	4	8 929	12	6 900	4	1 355	2	644	14	3 976	3	1 354
NOWATA	28 995	29 919	32 089	6	4 079	3	3 341	8	6 422	7	8 488	5	976	3	664	2	450	11	2 371	4	833
OKFUSKEE	23 877	30 481	33 325	6	4 270	3	1 776	10	10 684	3	4 101	7	2 188	3	834	1	467	11	1 204	2	1 027
OKLAHOMA	4 235 441	5 002 248	5 337 822	182	420 215	76	653 976	432	934 562	286	1 552 689	292	215 309	477	351 089	310	374 069	998	563 372	138	99 390
Edmond	235 132	382 398	423 692	14	41 381	6	51 094	21	84 431	15	125 980	16	16 382	24	21 353	11	7 483	53	34 381	10	7 726
Midwest City	353 827	402 878	421 662	7	14 061	11	91 829	28	104 553	25	63 811	17	21 742	42	29 298	15	7 396	85	38 590	14	7 330
Oklahoma City	3 184 559	3 725 089	3 969 603	137	312 538	48	464 859	315	589 695	193	1 154 822	218	146 640	367	261 125	232	278 216	730	419 011	84	70 103
OKMULGEE	144 071	168 258	182 132	13	9 829	7	18 966	32	48 269	23	41 510	21	8 569	24	10 033	11	6 323	35	11 098	6	3 729
Henryetta	52 264	59 455	64 118	5	3 162	3	6 102	6	15 529	6	13 354	13	5 769	13	3 721	5	2 034	13	3 913	3	1 200
Okmulgee	77 973	84 377	91 382	5	3 988	2	7 912	17	31 310	15	17 609	6	2 800	9	6 236	5	2 801	19	6 329	3	1 555
OSAGE	77 690	81 595	86 556	11	8 270	4	9 014	21	25 855	21	21 759	18	5 823	13	5 372	3	1 018	31	5 552	8	3 542
Pawhuska	26 634	30 786	32 731	4	3 687	2	4 162	6	11 771	4	1 912	9	4 418	7	2 722	1	470	10	1 636	3	1 636
OTTAWA	132 414	159 849	170 586	14	11 097	4	19 665	42	44 007	18	32 634	21	15 925	23	10 850	9	5 300	44	10 893	10	5 285
Miami	110 341	132 460	141 249	8	6 713	3	13 946	24	39 960	13	22 791	17	15 485	19	9 947	7	3 759	32	9 690	7	4 518
PAWNEE	50 256	65 758	71 677	6	3 337	3	7 464	14	18 525	12	17 875	7	5 559	4	1 797	5	2 057	16	4 604	6	2 872
PAYNE	280 804	367 091	397 527	21	36 443	12	50 088	48	92 989	37	83 813	34	18 328	50	23 638	36	16 296	93	41 834	15	9 474
Cushing	61 627	78 769	85 057	7	6 379	5	14 460	8	23 841	12	13 387	11	3 857	11	3 781	6	1 577	16	5 974	6	2 878
Stillwater	197 498	258 526	280 007	12	23 849	5	32 780	29	68 260	20	54 851	19	14 175	38	15 470	28	10 664	66	31 374	9	6 200
PITTSBURG	153 809	225 021	240 526	12	16 198	9	41 533	42	54 682	24	63 513	22	8 821	29	6 297	18	8 972	50	17 844	8	4 869
McAlester	123 525	172 508	183 404	6	7 225	7	38 041	27	44 462	19	38 887	16	7 747	28	5 768	15	8 218	29	12 295	6	4 460
PONTOTOC	165 640	199 227	216 085	13	14 284	6	26 171	30	47 922	17	57 729	16	7 188	35	15 278	20	10 311	40	15 806	9	4 584
Ada	149 811	178 639	193 527	11	12 567	5	23 024	17	42 922	13	50 788	15	6 324	33	15 119	18	9 072	33	14 533	8	4 033
POTTAWATOMIE	276 333	335 526	367 066	26	41 574	13	44 044	38	91 228	26	75 376	34	13 318	36	15 471	24	15 493	111	45 814	19	8 921
Shawnee	233 946	279 431	303 785	21	29 324	10	40 712	24	75 762	21	52 909	21	10 783	30	14 323	21	10 670	88	34 470	16	8 246
PUSHMATAHA	27 441	43 732	47 758	3	1 477	4	2 781	14	15 041	8	13 506	5	2 545	1	881	3	1 192	11	2 460	2	1 473
ROGER MILLS	17 929	21 602	23 757	0	1 534	2	2 474	9	7 117	5	6 140	3	1 723	2	440	0	333	8	1 270	1	733
ROGERS	156 349	207 680	228 149	17	23 368	4	23 758	42	60 651	18	61 847	14	15 819	19	7 489	13	4 088	44	17 664	5	2 290
Claremore	118 817	150 925	164 883	8	11 535	3	21 320	19	51 212	13	43 642	5	3 940	15	6 861	8	2 251	27	12 039	1	2 055
SEMINOLE	103 085	115 162	124 122	8	5 030	7	11 119	37	38 974	18	33 808	16	7 649	16	5 989	11	4 553	29	7 483	11	2 823
Seminole	69 972	78 372	84 501	3	2 232	4	7 562	16	26 738	8	22 993	7	5 057	11	5 003	7	3 097	16	5 208	5	1 872
Wewoka	18 678	20 460	21 988	1	706	2	1 562	8	9 371	8	4 219	5	1 074	4	951	3	639	9	1 528	4	947
SEQUOYAH	84 792	136 449	149 921	8	10 111	5	15 611	33	43 288	12	34 926	11	14 703	5	2 770	4	4 971	31	7 255	7	1 856
STEPHENS	227 575	242 041	256 140	17	21 934	11	24 159	34	56 875	27	86 015	17	9 137	34	13 739	23	11 222	52	18 164	14	7 683
Duncan	179 375	192 628	204 156	13	15 231	8	20 328	16	43 529	20	72 373	13	6 220	28	11 560	20	7 346	39	13 923	9	6 112
TEXAS	79 421	82 286	87 589	8	8 150	3	9 121	18	20 910	11	12 495	15	7 408	12	5 469	11	4 126	33	7 811	5	2 900
Guymon	64 792	66 717	70 946	4	3 553	3	8 189	6	18 074	6	8 410	10	6 629	11	4 910	10	3 704	25	6 611	4	2 604
TILLMAN	32 296	43 257	45 897	5	1 294	7	4 543	11	11 203	5	11 679	9	3 970	7	2 227	5	1 947	19	2 907	5	1 617
Frederick	25 944	35 712	38 018	4	1 049	5	3 551	6	10 256	4	9 241	5	3 104	6	2 227	4	1 621	11	2 056	4	1 265
TULSA	3 286 504	3 989 625	4 244 939	140	275 810	69	479 613	407	793 166	244	1 294 604	220	197 074	361	282 250	282	283 753	787	419 062	104	76 878
Broken Arrow	186 728	404 035	455 674	12	31 583	6	48 226	30	75 847	17	137 490	13	23 141	17	13 077	19	32 492	46	42 832	12	7 910
Tulsa	2 685 506	3 136 025	3 318 685	95	161 663	48	364 008	310	623 867	194	794 832	171	155 078	311	251 567	239	198 125	663	352 304	74	62 183
WAGONER	64 295	91 368	100 492	9	7 712	3	10 465	28	35 496	15	8 797	7	3 739	7	2 682	7	6 890	30	7 380	6	1 670
WASHINGTON	267 825	282 229	299 399	18	25 516	5	39 720	37	64 838	27	71 271	23	14 720	34	17 517	31	17 201	66	28 243	10	6 395
Bartlesville	248 203	263 789	280 212	16	24 728	5	38 478	25	60 596	24	54 848	18	14 311	32	16 976	27	12 783	61	26 934	9	6 198
WASHITA	56 561	74 560	84 295	8	9 199	2	8 779	16	24 142	9	23 857	9	6 796	6	2 483	5	2 276	19	5 450	3	1 068
WOODS	59 117	65 948	70 490	6	4 398	5	7 340	14	16 492	7	22 352	10	1 924	6	2 823	12	4 666	21	5 836	4	2 128
Alva	53 414	58 816	62 745	3	3 876	3	6 468	10	15 425	6	19 696	9	1 695	6	2 488	11	4 111	15	4 882	2	1 875
WOODWARD	180 091	167 595	179 434	12	15 591	5	25 467	14	37 086	16	49 097	18	9 484	25	10 480	19	9 299	40	13 636	6	3 086
Woodward	172 822	161 128	172 566	11	14 651	4	23 931	11	34 050	14	46 137	14	9 407	24	9 848	18	8 738	33	12 811	6	3 061

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OREGON RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	12,634,032	19,267,790	20,491,061		1,142,276		2,905,748		3,917,517		4,684,533		1,208,032		925,919		984,903		2,194,448		609,781
METRO AREAS (MSAs PMSAs CMSAs)																					
Eugene-Springfield, Or	1,237,952	1,888,650	2,009,729		115,409		284,356		398,472		480,774		109,460		85,269		116,318		210,705		58,717
Medford, Or	661,061	1,072,761	1,147,320		61,677		162,830		196,361		276,808		61,750		45,624		53,638		100,793		26,957
Portland, Or	6,060,275	9,142,795	9,693,530		418,761		1,726,453		1,653,849		2,161,536		526,487		466,826		516,250		1,074,717		178,163
Salem, Or	1,034,814	1,570,442	1,665,891		106,449		280,294		307,970		380,423		100,588		77,788		84,763		176,066		53,033
COUNTIES, Cities																					
BAKER	59,963	82,807	86,923	5	2,717	5	4,509	18	23,421	13	21,134	6	5,470	10	3,759	7	1,942	34	10,066	3	4,298
Baker	50,904	70,354	73,858	5	2,146	4	3,941	13	22,933	12	16,310	5	4,781	9	3,285	6	1,564	20	6,746	3	3,756
BENTON	250,508	423,611	458,273	22	18,320	6	56,513	50	105,999	29	86,133	29	21,676	42	21,767	30	21,779	99	59,447	8	18,538
Corvallis	231,053	391,874	423,823	18	11,639	4	51,180	41	102,901	27	78,005	20	20,507	40	19,713	27	19,724	79	51,388	7	16,789
CLACKAMAS	910,994	1,588,251	1,705,970	71	97,796	24	284,800	214	450,737	86	326,543	95	97,579	105	49,275	85	65,375	278	154,200	32	34,003
Oregon City	136,038	229,106	246,798	4	3,519	4	62,875	21	66,939	10	34,380	9	16,014	14	5,275	15	8,053	30	18,419	4	5,771
CLATSOP	151,192	243,655	257,642	17	16,875	9	6,268	40	64,687	16	43,284	17	10,890	27	14,857	14	9,685	100	39,998	9	17,427
Astoria	77,011	117,376	123,377	5	4,305	2	2,574	16	31,243	11	26,669	8	6,045	14	8,734	7	4,902	36	15,697	3	7,155
COLUMBIA	89,641	124,627	132,136	11	6,562	6	1,988	33	43,540	16	18,841	14	7,934	12	4,325	12	9,155	57	14,778	8	10,875
COOS	267,951	386,604	406,423	29	36,782	9	28,298	65	93,542	33	88,003	40	24,160	33	19,645	31	18,677	125	36,681	15	19,391
Coos Bay	126,231	178,042	186,670	15	18,917	2	12,278	16	41,144	21	51,431	11	8,160	10	7,625	14	6,782	46	13,189	4	5,777
North Bend	83,566	124,299	131,127	5	5,321	3	8,941	15	27,706	4	27,806	18	12,135	18	9,827	11	4,626	33	10,539	4	6,127
CROOK	34,084	57,309	61,534	5	3,573	2	3,828	14	23,202	5	8,985	7	2,109	7	4,491	2	1,066	17	4,472	3	3,043
CURRY	67,253	100,323	106,573	13	14,012	6	3,498	20	28,143	12	19,875	16	7,822	9	2,017	10	4,056	45	12,934	5	5,558
DESCHUTES	315,139	564,697	612,309	44	59,082	9	53,764	54	134,852	38	125,474	48	38,775	55	34,464	34	17,483	127	59,874	16	33,242
Bend	204,637	334,489	359,520	23	25,226	3	28,697	31	78,448	20	67,214	26	28,233	33	19,476	23	9,705	73	35,695	10	19,645
DOUGLAS	351,045	558,598	595,986	24	25,823	20	52,555	105	138,298	42	153,849	68	49,196	40	20,434	35	20,136	172	57,996	22	25,348
Roseburg	222,756	358,085	382,454	11	10,585	8	43,916	39	77,030	24	93,285	23	32,355	31	16,346	27	14,237	73	32,450	10	19,680
GILLIAM	4,784	7,697	8,115	2	836	0	504	3	761	2	1,535	5	1,594	0	0	0	141	5	1,475	2	401
GRANT	21,022	33,740	36,150	4	1,499	1	2,248	8	11,646	4	8,187	6	1,346	4	1,686	3	626	13	1,957	3	2,174
HARNEY	26,163	38,217	40,469	7	4,169	4	1,430	5	10,190	6	8,670	12	4,331	5	589	1	701	17	3,815	1	2,002
HOOD RIVER	70,969	104,257	111,955	12	11,597	3	6,702	14	31,645	13	26,343	10	4,939	6	2,425	6	3,235	27	12,463	3	2,484
JACKSON	661,061	1,072,761	1,147,320	58	61,677	24	162,830	113	196,361	59	276,808	76	61,750	65	45,624	67	53,638	222	100,793	22	26,957
Ashland	63,165	111,371	120,076	6	3,628	4	9,453	15	43,446	1	16,281	11	9,811	12	2,491	10	3,161	44	14,929	4	5,478
Medford	462,468	735,225	784,664	21	24,631	12	139,873	53	84,543	45	172,531	41	48,489	49	39,440	51	32,615	106	59,922	10	16,798
JEFFERSON	47,818	73,795	79,653	6	5,403	2	4,956	10	23,622	9	25,135	11	5,642	4	2,029	2	1,381	20	8,336	3	2,943
JOSEPHINE	285,788	484,226	519,224	33	42,836	5	39,533	63	101,864	28	146,261	45	45,872	28	23,173	28	20,541	99	43,652	8	19,973
Grants Pass	240,020	401,870	430,415	17	15,728	5	38,557	41	87,868	31	104,333	31	45,082	27	22,774	25	20,187	70	31,780	7	19,629
KLAMATH	262,355	378,388	402,234	21	27,959	9	45,164	60	89,093	32	93,428	45	21,823	33	20,325	35	17,524	113	38,790	8	19,891
Klamath Falls	192,759	268,749	284,552	9	15,528	7	42,490	35	55,404	24	56,128	22	15,602	27	12,542	30	12,540	67	24,077	7	18,713
LAKE	29,636	43,037	45,867	5	6,226	1	2,854	11	12,379	5	12,329	8	2,849	4	618	3	1,737	16	4,023	3	2,155
LANE	1,237,952	1,888,650	2,009,729	79	115,409	31	284,356	312	398,472	129	480,774	139	109,460	130	85,269	138	116,318	427	210,705	42	58,717
Eugene	748,775	1,203,558	1,287,798	29	78,082	16	205,874	162	269,590	62	222,057	57	60,293	98	69,628	101	77,282	241	136,178	17	39,687
LINCOLN	164,264	256,241	275,835	21	32,850	6	9,274	53	55,381	21	40,540	33	22,621	17	6,122	16	5,511	116	51,136	13	17,484
LINN	361,782	505,956	537,472	35	34,144	14	66,058	69	98,453	49	138,961	57	51,084	30	16,383	33	20,417	135	50,250	18	23,676
Albany	82,749	117,944	125,571	18	6,604	5	34,424	28	27,865	27	37,723	25	0	11	6,898	24	7,219	73	0	5	4,839
MALHEUR	137,741	198,022	210,519	14	16,557	12	22,035	25	43,712	22	52,491	17	11,469	22	9,866	11	6,096	45	20,900	7	8,516
Ontario	114,537	167,610	178,549	9	10,750	7	20,728	13	36,501	18	37,504	11	10,932	19	9,367	10	5,003	34	17,818	5	8,087
MARION	945,907	1,432,172	1,520,489	83	90,554	28	275,704	156	252,649	92	367,919	109	89,493	98	75,912	95	81,035	330	157,901	32	48,731
Salem	608,783	973,183	1,039,192	37	34,912	15	213,595	75	189,333	51	216,607	57	56,162	82	58,811	66	59,417	186	103,765	17	37,753
MORROW	17,921	29,033	32,603	5	2,978	1	2,029	11	6,466	4	6,003	7	4,989	4	936	3	566	11	4,068	2	1,613
MULTNOMAH	3,334,473	4,688,511	4,862,610	125	154,168	70	918,644	440	694,512	217	949,807	312	273,593	289	254,471	299	292,364	1,178	606,381	80	70,183
Portland	2,303,997	3,042,265	3,130,469	78	82,157	46	593,725	301	460,887	145	423,242	209	185,301	186	185,783	222	166,411	869	379,446	63	58,426
POLK	88,907	138,270	145,402	21	15,895	6	4,590	21	55,321	14	12,504	23	11,095	10	1,876	13	3,728	50	18,165	9	4,302
SHERMAN	8,307	13,244	13,869	1	1,152	1	696	3	1,049	0	2,119	6	4,032	0	0	0	195	8	3,381	1	553
TILLAMOOK	80,427	116,804	124,638	16	13,122	4	3,068	33	36,537	7	24,324	15	6,738	11	4,516	10	3,679	59	14,054	7	3,414
UMATILLA	290,892	433,623	464,211	27	29,265	7	18,404	51	112,402	48	134,706	40	32,713	37	19,809	31	13,776	116	42,527	13	24,810
Pendleton	110,066	149,209	157,974	8	4,992	3	10,622	15	33,937	21	38,515	13	14,677	19	10,084	12	3,700	47	15,926	3	8,721
UNION	91,686	138,827	149,069	13	10,454	3	3,029	21	34,101	13	37,533	15	11,110	15	6,392	15	7,229	39	14,862	9	13,413
La Grande	81,028	124,165	133,498	9	7,239	3	3,018	14	33,776	8	27,248	9	11,069	13	6,336	14	5,895	29	12,357	7	13,296
WALLOWA	26,806	39,466	42,673	8	3,513	1	2,516	8	11,575	9	14,988	7	1,451	7	1,268	3	895	16	2,666	5	1,667
WASCO	121,283	149,618	157,132	10	11,148	3	9,776	21	23,827	14	44,895	14	7,112	16	8,516	16	5,617	40	16,977	6	7,770
The Dalles	117,532	144,724	151,954	8	11,102	2	9,735	17	23,728	14	34,543	12	7,082	16	8,481	16	4,509	32	15,539	5	7,738
WASHINGTON	1,545,155	2,541,740	2,775,839	74	143,064	30	509,790	190	422,046	93	767,187	112	137,022	149	152,182	144	146,652	333	285,387	31	53,533
WHEELER	3,508	4,720	5,104	0	526	2	318	3	478	1	966	0	0	0	0	0	88	5	589	0	252
YAMHILL	209,653	324,293	349,111	20	23,733	6	13,219	53	86,554	30	117,999	28	18,293	30	10,898	21	11,859	87	28,749	16	20,444

PENNSYLVANIA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr	Gen. Mdse	Food	Auto	Gasoline	Apparel	Furniture	Eat/Drink	Drugs
STATE TOTALS	50,775,600	75,508,266	80,327,878	4,197,617	9,768,665	16,661,976	17,766,152	4,540,381	4,151,790	3,716,659	6,995,269	2,621,648
METRO AREAS (MSAs/PMSAs/CMSAs)												
Altoona, Pa	610,467	926,803	993,728	61,644	144,454	220,556	243,759	46,811	56,092	54,487	69,992	35,001
Beaver County, Pa	751,924	883,667	931,964	38,558	172,273	243,373	146,237	58,425	37,312	39,278	66,623	34,224
Erie, Pa	1,184,298	1,662,960	1,762,572	82,669	211,423	376,377	393,465	145,616	84,348	90,939	159,563	62,434
Harrisburg-Lebanon-Carlisle, PA	2,892,765	4,268,741	4,567,209	229,686	473,913	953,052	997,215	318,930	167,780	198,067	370,975	139,491
Johnstown, Pa	937,393	1,231,478	1,299,914	98,909	160,418	294,145	303,793	77,644	45,589	60,133	88,057	41,706
Lancaster, Pa	1,677,169	2,834,051	3,053,773	213,887	324,561	649,697	675,090	136,689	133,641	182,153	269,691	87,718
Pittsburgh, Pa	9,901,262	13,622,940	14,469,716	681,007	2,120,775	3,015,175	3,331,712	849,404	718,888	698,119	1,385,571	482,899
Reading, Pa	1,509,148	2,427,727	2,595,121	89,621	307,166	483,117	607,007	126,012	283,290	126,200	222,804	57,673

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

PENNSYLVANIA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat. Drink		Drugs	
Scranton Wilkes Barre, Pa	2,985,140	4,583,856	4,906,532		255,278		642,594		1,064,632		952,312		265,363		246,734		178,624		420,520		185,286
Sharon, Pa	506,626	675,610	714,619		42,739		96,972		156,967		193,856		43,559		33,252		34,515		64,720		19,710
State College, Pa	492,096	841,367	912,331		90,206		97,012		184,415		189,015		48,170		41,050		45,129		92,793		29,589
Williamsport, Pa	516,292	753,105	799,840		43,936		101,375		187,662		193,273		30,936		51,667		38,270		57,114		26,183
York, Pa	1,579,679	2,685,644	2,880,791		198,315		340,270		622,176		655,666		158,087		110,568		140,249		247,088		72,597
Allentown Bethlehem, Pa NJ	3,008,001	4,583,514	4,886,306		220,944		554,532		1,004,043		1,090,847		308,610		212,289		199,771		404,916		140,354
Philadelphia, Pa NJ	20,903,587	32,985,551	35,099,100		1,610,376		4,266,768		6,840,810		7,984,395		1,833,110		2,030,700		1,708,348		3,156,380		1,088,803
COUNTIES, Cities																					
ADAMS	188,911	326,803	354,301	17	27,153	4	10,199	43	86,046	31	66,477	33	27,381	16	5,557	24	13,211	103	51,498	6	8,522
Gettysburg	95,668	158,187	170,751	7	11,387	2	4,277	18	46,435	16	25,998	17	17,604	11	3,985	13	6,461	48	26,153	3	3,574
ALLEGHENY	6,841,666	9,476,168	10,035,404	302	368,779	150	1,513,655	1,023	2,057,257	392	2,264,234	675	547,597	784	540,865	510	494,204	2170	1,053,748	370	345,720
Brackenridge	4,859	6,725	7,121	1	278	0	1,139	3	1,549	1	1,704	2	413	0	407	1	372	3	361	1	261
Clairton	47,769	63,509	66,919	3	3,311	4	9,261	17	21,642	6	6,160	5	10,428	3	950	2	3,023	19	4,832	2	2,115
Duquesne	34,804	47,924	50,716	2	2,389	2	9,806	4	10,964	3	1,461	3	3,547	4	2,593	5	2,525	22	7,660	3	4,267
McKeesport	143,008	190,749	201,073	6	8,179	4	13,476	35	52,908	12	55,438	13	19,608	12	9,420	12	9,367	59	18,254	8	6,860
Pittsburgh	2,120,985	2,827,076	2,979,820	61	47,164	26	354,628	333	657,282	82	466,533	181	207,527	282	218,803	150	113,088	855	406,455	130	123,368
Tarentum	36,352	49,716	52,569	4	6,493	1	4,347	12	9,563	8	16,789	3	1,572	2	1,553	7	2,748	12	3,026	4	4,041
ARMSTRONG	247,594	363,633	387,870	28	27,473	9	23,702	63	110,005	40	86,938	55	30,940	35	10,007	28	14,805	101	27,880	21	16,480
Kittanning	68,170	92,873	98,193	6	2,649	2	7,750	12	28,163	14	21,372	9	5,879	15	3,272	7	3,327	18	6,501	7	6,319
BEAVER	751,924	383,667	931,964	44	38,558	29	172,273	158	243,373	59	146,237	96	58,425	104	37,312	66	39,278	237	66,623	44	34,224
Aliquippa	70,106	71,162	73,366	3	1,790	2	7,998	17	28,519	6	8,110	10	8,817	9	2,422	5	1,050	35	4,408	8	4,766
Ambridge	40,927	43,263	44,901	7	5,373	1	6,726	13	12,668	4	2,784	7	4,346	9	1,525	11	2,696	22	3,197	3	1,337
Beaver	45,462	49,196	51,249	3	1,185	2	8,226	10	17,246	4	6,983	6	4,564	5	524	5	1,876	12	3,140	4	2,399
Rochester	38,079	43,162	45,283	2	1,685	1	7,530	6	8,048	1	6,391	6	7,394	3	1,631	4	2,283	18	3,771	1	1,496
BEDFORD	170,079	267,696	286,142	15	14,744	9	5,134	33	50,131	20	64,136	37	46,627	18	4,181	18	8,499	71	39,238	11	9,354
Bedford	43,505	64,268	68,225	2	3,302	2	1,149	6	23,274	6	8,238	6	4,180	10	2,707	8	3,706	12	6,326	7	5,470
BERKS	1,509,148	2,427,727	2,595,121	68	69,621	38	307,166	263	483,117	112	607,007	158	126,012	198	283,290	130	126,200	496	222,804	41	57,673
Reading	362,737	550,689	585,057	13	5,751	9	17,797	70	83,704	25	121,957	38	45,263	89	94,149	43	37,612	180	60,893	11	11,973
BLAIR	610,467	926,803	993,728	43	61,644	21	144,454	102	220,556	72	243,759	64	46,811	73	56,092	56	54,487	188	69,992	30	35,001
Altoona	312,099	453,912	484,375	20	19,705	7	49,094	51	114,688	35	108,441	35	39,565	28	23,781	31	27,459	119	39,302	16	16,957
Tyrone	30,223	43,811	46,734	4	2,253	3	4,376	10	16,854	1	7,981	5	1,506	6	3,096	2	1,784	8	4,724	3	2,140
BRADFORD	201,220	313,107	334,598	23	27,778	8	21,144	43	77,235	32	100,348	28	17,740	29	12,129	18	10,396	75	18,480	20	18,807
Athens	29,553	41,839	44,382	3	1,294	1	984	2	3,596	5	25,001	3	9,564	1	565	1	484	6	598	2	876
Sayre	68,335	99,597	106,006	2	6,572	3	5,002	8	32,759	8	23,741	4	4,176	12	5,393	6	1,802	20	6,948	7	12,388
Towanda	19,712	27,470	29,085	3	970	5	1,909	6	6,971	1	9,058	5	1,637	9	1,094	4	938	10	2,051	6	1,698
BUCKS	2,660,873	4,461,835	4,829,286	134	319,987	58	567,669	349	931,477	189	1,442,398	256	249,872	264	193,777	170	190,849	565	364,438	92	107,535
Bristol	72,800	98,519	104,154	7	8,015	1	12,928	4	21,214	5	32,850	10	6,288	5	2,897	3	3,031	16	4,805	4	1,621
Doylestown	90,205	146,500	158,064	7	3,785	2	14,205	13	49,003	2	36,316	9	13,722	13	8,220	11	6,242	22	12,163	3	2,708
BUTLER	576,311	842,370	904,224	45	54,858	21	109,631	91	185,579	72	222,669	74	72,982	63	33,723	48	46,892	188	83,127	30	28,498
Butler	130,069	172,682	183,257	14	17,889	5	11,738	32	30,361	22	24,803	16	20,105	27	16,387	18	11,504	48	17,421	9	9,939
CAMBRIA	681,438	876,150	918,689	52	69,865	30	134,132	124	208,414	73	179,105	101	55,210	78	39,040	62	38,743	223	58,500	31	30,806
Johnstown	211,595	238,114	245,016	14	18,513	6	16,188	40	75,651	13	47,187	20	15,049	19	8,444	18	8,845	86	16,006	10	10,009
CAMERON	19,871	24,050	24,955	1	828	3	1,385	5	2,722	3	2,370	7	2,182	3	644	2	376	13	1,298	3	750
CARBON	153,894	215,568	229,449	15	15,305	7	7,240	48	71,818	23	49,244	28	13,475	11	5,028	19	9,131	50	13,150	16	8,627
Jim Thorpe	14,662	20,366	21,656	3	876	2	403	6	7,428	1	2,744	5	3,350	1	268	2	509	9	1,914	1	481
Lansford	13,888	18,407	19,461	1	792	1	374	5	7,736	3	3,940	2	494	2	250	3	2,189	2	679	3	629
Lehighton	71,463	98,864	105,075	7	3,987	3	2,305	18	40,287	9	20,807	8	5,824	5	3,063	10	3,098	17	5,764	5	4,367
CENTRE	492,096	841,367	912,331	34	90,206	20	97,012	75	184,415	45	189,015	64	48,170	75	41,050	51	45,129	136	92,793	24	29,589
Bellefonte	54,883	87,719	94,486	6	5,365	2	9,406	10	27,084	9	15,252	8	7,274	6	1,464	7	6,705	18	4,394	5	6,160
State College	292,893	506,421	549,717	9	19,857	11	75,433	34	106,189	24	120,076	22	27,950	51	32,083	30	19,356	69	67,180	10	15,227
CHESTER	1,287,982	2,132,761	2,291,931	89	158,549	30	156,588	192	470,116	119	622,904	161	133,092	132	73,807	120	119,661	349	190,515	54	71,954
Coatesville	32,567	48,463	51,497	1	2,063	3	4,173	11	7,419	2	8,105	9	9,712	9	5,863	4	3,623	19	3,618	3	3,085
Phoenixville	74,446	110,076	116,885	10	9,877	3	482	13	25,129	7	29,533	15	13,231	10	2,238	11	5,941	25	10,725	6	11,104
West Chester	121,472	183,762	195,624	4	15,434	1	15,243	19	40,515	7	33,024	14	21,994	14	7,690	14	8,328	42	19,043	4	5,660
CLARION	163,762	226,152	239,043	18	18,869	5	16,270	38	48,862	24	50,705	39	24,351	27	14,131	13	7,735	63	22,658	12	9,242
CLEARFIELD	400,302	540,012	573,669	31	47,513	16	60,455	53	119,719	46	159,684	61	49,246	40	20,653	26	24,087	97	29,665	20	15,529
Clearfield	128,937	168,002	177,697	6	3,179	10	32,521	12	42,965	14	30,257	17	23,203	14	6,006	9	5,486	27	8,275	10	6,223
Curwensville	19,195	25,633	27,196	3	2,457	1	3,127	3	4,069	4	8,258	2	2,547	1	1,068	1	1,245	4	1,184	2	803
Du Bois	146,925	190,640	201,533	8	14,666	4	20,924	12	38,250	15	55,099	19	20,530	17	10,794	9	7,109	28	12,478	6	5,375
CLINTON	168,229	224,805	235,309	7	7,810	11	13,099	30	44,591	21	50,061	25	31,610	24	15,964	19	7,728	52	12,458	9	6,810
Lock Haven	88,822	111,416	115,661	4	3,274	6	7,029	16	33,830	11	25,941	8	6,091	18	6,692	9	4,090	31	6,055	5	3,720
COLUMBIA	220,961	329,108	352,944	21	26,286	11	39,490	51	86,205	30	69,404	31	19,279	36	14,634	22	12,828	80	30,881	13	12,723
Berwick	79,350	112,111	119,511	5	4,898	5	12,568	17	35,624	12	26,487	6	4,733	16	5,993	6	2,047	23	5,338	5	5,248
Bloomsburg	89,276	133,773	143,557	5	5,205	5	26,420	17	28,415	10	16,545	13	14,346	19	6,226	11	6,874	26	12,160	6	5,412
CRAWFORD	336,682	494,339	524,313	40	45,080	16	53,945	60	116,615	46	119,036	49	33,902	43	21,814	26	17,564	148	50,582	16	15,399
Meadville	171,045	243,985	257,919	17	12,689	7	21,657	22	62,635	18	46,204	19	23,505	27	17,050	14	5,941	75	28,344	6	8,568
Titusville	73,418	104,781	110,772	5	7,284	4	12,534	10	27,093	10	23,312	10	9,818	11	2,257	5	4,093	23	8,382	2	3,577
CUMBERLAND	1,105,560	1,668,696	1,802,510	54	90,123	23	140,049	133	371,600	67	329,294	128	130,845	108	60,215	87	88,251	226	144,572	43	57,159
Carlisle	254,721	383,130	413,697	12	9,438	7	37,583	29	130,869	22	43,918	37	65,234	33	11,627	16	8,785	63	28,302	9	12,816
DAUPHIN	1,175,790	1,713,322	1,816,404	44	94,034	30	224,485	210	382,897	72	402,082	155	131,181	144	84,016	87	71,133	375	170,040	47	60,311
Harrisburg	312,084	400,343	418,307	6	23,876	7	35,706	55	91,452	11	81,079	36	40,046	51	26,641	18	11,591	161	44,383	12	13,203
DELAWARE	2,582,339	3,968,710	4,201,816	112	183,535	51	611,430	404	874,571	159	930,434	252	218,246	302	244,600	190	182,949	695	333,898	120	129,233
Chester	114,028	198,126	212,390	6	11,051	4	3,374	23	29,119	11	38,487	14	21,001	14	5,686	5	5,111	56	16,546	9	6,833
ELK	114,635	161,923	172,930	11	11,211	6	13,225	27	48,107	17	42,418	19	8,379	22	5,142	14	7,335	41	8,148	11	9,027
Ridgeway	17,585	25,232	26,996	2	715	1	843	7	9,718	1	2,703	5	3,801	8	1,426	2	468	11	1,865	3	2,196
St. Marys	73,968	102,465	109,178	5	7,393	4	8,721	13	30,088	12	25,261	9	3,892	11	3,222	9	4,837	15	4,295	5	5,092
ERIE	1,184,298	1,662,960	1,762,572	72	82,669	41	211,423	187	376,377	116	393,465	159	145,616	150	84,348	96	90,939	383	159,563	53	62,434
Corry	35,522	47,319	49,832	3	2,026	4	9,020	6	14,950	5	5,102	6	5,271	8	1,157	3	655	13	4,152	4	3,682
Erie	503,784	658,695	692,030	21	22,586	16	38,414	92	226,664	42	102,847	63	71,967	54	24,598	44	34,529	178	64,349	28	32,640
FAYETTE	612,476	817,083	870,752	46	56,682	29	133,768	112	206,064	69	174,277	77	47,838	68	38,605	52	30,965	184	57,291	37	33,639
Brownsville	20,168	24,316	25,571	5	709	1	4,455	3	3,398	5	6,689	2	1,593	4	726	2	1,031	16	2,798	2	1,120
Connellsville	83,735	103,766	109,531	7	5,007	7	17,214	14	19,267	13	23,061	12	8,874	15	4,047	12	5,139	27	7,581	6	6,976
Uniontown	255,729	317,674	335,433	12	21,425	10	80,656	38	48,987	20	49,006	23	23,723	36	25,843	19	11,593	58	22,322	11	9,343
FOREST	13,552	17,949	19,097	5	5,411	3	1,484	4	4,776	4	2,905	5	656	1	493	0	287	10	2,115	0	575
FRANKLIN	444,892	653,485	700,224	35	48,971	15	77,002	80	154,555	56	163,428	52	34,902	62	39,454	46	21,684	140	56,911	23	28,051
Chambersburg	253,930	362,814	387,542	15	19,971	7	57,857	34	93,953	26	71,538	22	23,794	32	22,336	22	8,191	69	27,078	10	13,605
Waynesboro	89,763	130,493	139,663	7	5,586	5	12,977	15	35,135	15	22,971	8	3,729	23	14,014	12	3,748	28	12,255	7	8,031
FULTON	27,998	45,827	49,118	3	1,764	3	1,944	10	14,552	7	15,114	8	3,811	1	1,269	3	709	15	4,567	2	1,478
GREENE	122,181	175,709	185,109	12	8,999	6	18,340	23	49,056	25	53,414	20	13,071	13	3,558	8	4,791	44	10,041	7	5,691
HUNTINGDON	120,480	174,814	185,896	16	14,522	8	14,443	25	47,109	18	29,771	17	7,806	13	6,454	8	4,113	45	13,936	5	5,216
Huntingdon	78,394	115,265	122,756	9	9,469	5	9,501	10	32,653	8	12,821	7	6,662	10	5,646	5	2,706	27	10,952	3	3,432
Mt. Union	22,549	29,906	31,460	3	696	1	1,891	4	12,850	5	6,262	4	1,098	2	761	1	539	7	981	2	683

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
INDIANA	334,527	456,060	482,577	23	29,402	17	82,721	49	71,673	39	136,541	52	32,786	45	20,251	35	20,730	91	38,267	17	13,532
Indiana	178,344	217,315	226,608	9	6,264	5	15,160	19	38,049	25	66,775	20	18,808	39	16,292	25	10,288	48	24,541	8	6,642
JEFFERSON	172,179	246,890	262,439	25	14,884	13	16,033	34	56,376	28	57,286	30	38,203	27	8,489	18	9,271	53	14,091	11	8,817
Punxsutawney	56,375	75,397	79,476	4	1,425	2	5,088	14	30,189	7	10,565	6	3,224	16	5,323	9	3,643	12	3,124	4	3,947
JUNIATA	50,601	80,425	87,498	6	5,566	6	4,433	15	20,138	7	32,341	7	7,763	3	475	7	1,317	18	4,956	4	2,632
LACKAWANNA	945,589	1,441,671	1,539,271	58	75,163	31	223,747	168	329,240	89	298,580	92	79,847	123	95,801	70	50,635	321	124,298	56	69,431
Carbondale	50,162	75,154	80,088	5	3,807	2	11,331	9	23,502	7	13,930	2	3,595	14	5,065	2	2,565	17	3,660	3	4,343
Scranton	419,808	616,034	654,959	22	25,301	12	112,996	74	136,698	39	121,905	33	33,094	65	41,717	33	14,070	136	49,195	21	26,250
LANCASTER	1,677,169	2,834,051	3,053,773	79	213,887	54	324,561	357	649,697	163	675,090	170	136,689	185	133,641	160	182,153	468	269,691	61	87,718
Columbia	39,632	58,421	62,057	3	4,372	2	6,634	11	25,324	5	2,875	8	6,304	6	1,450	3	1,084	18	4,442	3	1,793
Lancaster	387,663	579,944	617,061	5	16,531	14	171,393	57	69,295	24	108,119	27	34,321	87	56,970	42	36,292	104	43,023	10	9,885
LAWRENCE	395,477	534,752	567,402	35	27,652	20	58,700	85	143,265	49	122,933	56	46,480	62	21,034	39	20,893	141	39,108	26	20,775
Ellwood City	76,186	99,170	104,723	10	5,479	2	8,687	15	34,129	10	24,897	12	7,174	14	4,473	6	1,468	25	5,787	5	3,074
New Castle	205,659	261,282	275,042	15	15,954	10	23,889	40	61,690	26	53,072	26	34,091	35	10,521	22	8,913	69	17,829	17	11,834
LEBANON	512,984	731,455	779,447	26	41,231	14	96,416	90	162,091	56	211,240	62	45,689	54	23,116	39	34,536	142	47,223	14	17,744
Lebanon	177,389	234,920	248,104	9	6,699	3	38,901	44	49,812	15	41,283	28	22,913	31	10,393	19	11,191	61	16,512	9	9,989
LEHIGH	1,635,127	2,500,968	2,674,324	60	100,251	36	416,561	210	477,623	102	586,681	153	128,804	180	118,340	120	135,133	409	239,787	43	66,261
Allentown	640,414	919,310	976,085	21	34,140	11	82,446	94	185,219	43	218,998	57	68,395	70	38,372	46	34,981	200	107,238	22	26,915
LUZERNE	1,349,645	1,972,679	2,098,485	93	94,468	52	278,696	237	451,848	111	401,653	163	98,085	191	109,713	110	93,068	458	182,197	82	76,052
Hazleton	182,977	259,293	274,845	12	7,796	8	48,757	31	69,880	19	47,445	14	11,126	19	5,441	20	11,443	48	18,408	10	10,800
Pittston	57,405	81,183	86,032	6	8,400	2	9,426	8	32,806	3	2,792	6	6,992	15	6,086	6	1,963	19	4,417	2	2,573
West Hazleton	18,713	25,320	26,690	1	1,430	2	4,219	4	3,630	3	5,848	5	1,485	4	1,361	3	614	6	1,978	3	1,391
Wilkes Barre	335,029	469,764	497,317	15	19,086	13	123,349	51	103,479	13	21,619	18	20,329	76	51,464	28	29,820	106	42,946	15	15,047
LYCOMING	516,292	753,105	799,840	29	43,936	19	101,375	98	187,662	61	193,273	55	30,936	92	51,667	43	38,270	189	57,114	29	26,183
Jersey Shore	35,904	48,600	51,159	4	1,690	2	3,901	7	15,882	10	15,771	4	4,348	3	1,728	1	1,472	14	1,784	3	1,932
Williamsport	190,533	259,264	273,095	12	19,037	6	32,305	33	44,337	20	55,680	21	16,044	32	18,064	16	17,242	79	16,598	12	9,327
MCKEAN	175,073	230,398	242,739	18	14,398	16	24,602	24	60,218	31	60,711	41	13,189	28	7,880	20	7,930	77	18,515	19	11,016
Bradford	98,248	124,479	130,500	7	6,108	7	19,879	8	31,177	14	27,308	17	8,298	16	5,625	11	3,241	32	9,685	8	5,997
Kane	28,199	37,508	39,570	3	1,762	3	2,664	5	15,493	2	6,609	7	2,576	5	1,510	4	1,507	11	2,016	4	2,264
MERCER	506,626	675,610	714,619	29	42,739	20	96,972	105	156,967	65	193,856	83	43,559	72	33,252	50	34,515	187	64,720	28	19,710
Farrell	13,262	15,956	16,649	1	484	1	1,098	7	6,417	1	2,195	4	3,426	1	376	1	391	14	1,716	2	223
Greenville	70,246	88,985	93,502	4	5,444	4	12,353	11	23,678	9	15,443	12	12,709	17	5,629	12	4,397	26	7,888	6	2,352
Sharon	92,748	114,783	120,232	5	6,561	4	9,100	32	27,622	8	29,676	13	7,297	16	12,795	12	7,907	29	9,452	6	3,521
Sharpsville	9,818	12,370	12,989	3	751	0	1,705	2	2,759	3	3,408	3	766	1	585	1	606	13	1,566	1	346
MIFFLIN	163,584	240,845	256,590	14	24,445	10	25,486	35	56,999	23	41,399	21	16,203	16	8,360	15	8,429	67	19,134	10	17,556
Lewistown	97,247	137,609	145,938	6	6,147	6	13,971	20	35,210	16	22,231	15	16,203	11	5,539	7	3,275	34	9,791	7	9,623
MONROE	379,523	686,249	749,775	28	44,937	16	87,760	62	154,685	38	148,700	59	56,216	47	24,085	33	13,506	149	72,425	18	22,086
East Stroudsburg	78,414	131,691	142,896	6	8,818	3	18,155	13	32,001	12	22,548	11	12,108	6	3,622	3	1,675	32	14,497	6	4,569
Stroudsburg	171,360	264,669	284,760	10	6,409	7	49,963	22	51,061	16	61,002	12	11,737	37	16,499	19	9,067	43	21,703	5	8,887
MONTGOMERY	3,960,817	6,349,163	6,798,637	185	294,088	36	1,030,228	488	1,202,861	233	1,554,320	369	334,579	592	463,053	310	331,559	915	539,078	170	203,799
Jenkintown	109,970	155,119	163,771	3	186	2	29,570	10	15,381	5	47,481	7	4,732	28	13,309	15	12,375	17	5,853	2	6,226
Lansdale	115,564	160,344	168,953	9	11,551	2	20,119	18	41,419	12	22,562	17	15,933	11	8,155	9	6,015	31	13,138	5	8,026
Norristown	206,888	320,606	342,088	10	7,163	6	42,236	31	117,312	17	62,855	18	26,656	16	5,853	14	4,998	61	16,830	13	13,285
Pottstown	210,861	292,762	308,506	11	14,171	7	37,020	28	62,580	18	50,812	26	17,820	36	18,136	16	8,840	58	25,677	9	13,594
MONTOUR	62,847	111,929	122,347	4	4,061	4	3,394	9	13,342	11	59,281	9	4,810	9	3,156	8	1,844	24	11,685	4	3,678
Danville	54,457	92,625	100,814	1	3,442	3	2,877	6	11,308	8	50,244	3	4,077	8	2,675	6	1,563	16	7,022	4	3,117
NORTHAMPTON	808,484	1,171,232	1,237,971	49	56,097	23	96,274	147	295,092	76	296,675	106	71,239	101	66,674	70	36,184	305	102,727	41	42,282
Bangor	32,380	44,535	46,784	6	3,186	2	4,976	6	13,055	6	7,627	4	3,756	4	510	4	887	11	1,351	3	2,185
Bethlehem	174,427	237,849	249,594	6	10,500	7	18,021	33	70,266	12	44,957	28	25,677	17	7,265	18	7,398	73	23,393	11	7,914
Easton	132,688	179,255	187,890	6	3,911	3	10,074	19	64,574	8	5,539	13	18,907	29	27,185	16	9,295	66	15,869	7	5,929
Wilson	54,321	73,931	77,564	4	3,264	1	6,697	6	20,525	3	20,635	4	2,721	4	1,462	3	640	18	5,475	6	3,834
NORTHUMBERLAND	331,220	454,991	482,509	36	40,105	19	36,297	78	113,894	47	115,825	51	25,567	44	15,027	31	20,468	122	25,868	26	24,167
Milton	37,416	49,672	52,454	7	5,719	1	2,916	8	18,864	4	10,059	5	2,201	6	1,277	2	1,778	11	1,636	4	2,099
Mount Carmel	31,156	41,514	43,860	5	2,577	2	1,039	12	20,097	3	3,583	5	4,539	6	2,910	3	633	11	1,878	5	4,500
Shamokin	75,258	100,507	106,216	4	5,179	7	12,664	9	31,066	13	15,259	9	8,212	17	5,212	11	6,096	24	5,294	8	5,194
Sunbury	103,177	141,756	150,332	6	7,290	5	16,827	19	33,098	12	34,000	10	7,862	11	3,096	10	4,059	29	6,209	3	9,870
PERRY	98,431	155,268	166,848	6	4,298	3	12,963	21	36,464	12	54,599	14	11,215	4	433	7	4,147	41	9,140	6	4,277
PHILADELPHIA	5,391,039	7,496,234	7,720,746	256	263,455	148	672,830	1,074	1,634,411	210	1,039,583	448	355,491	976	598,153	470	449,756	2560	929,122	430	338,345
Philadelphia	5,402,168	7,497,883	7,720,690	256	208,122	148	663,015	1,076	1,630,830	210	801,824	449	354,712	977	596,843	470	362,398	2570	904,122	430	335,905
PIKE	47,513	89,218	95,287	5	14,841	2	7,403	13	18,085	5	13,458	16	10,720	2	2,458	4	1,799	37	14,193	2	2,867
POTTER	44,679	68,106	73,595	8	8,342	3	635	20	21,700	10	19,208	13	4,478	4	1,963	6	3,054	24	3,471	6	3,424
SCHUYLKILL	547,326	775,939	824,187	42	33,578	25	115,734	125	215,764	58	125,620	76	34,158	76	30,773	54	37,573	188	51,275	42	35,405
Ashland	16,734	22,303	23,513	2	926	1	3,074	5	5,950	3	3,464	2	942	4	1,566	3	465	9	1,956	3	977
Mahanoy City	15,630	20,367	21,410	3	1,831	2	2,508	8	4,854	2	2,826	5	1,865	1	652	1	845	7	361	4	2,287
Pottsville	139,683	188,868	199,472	5	6,383	5	44,547	20	55,950	10	20,709	10	6,698	19	7,573	11	6,913	41	14,552	7	12,237
Shenandoah	23,504	31,669	33,432	6	1,638	1	2,330	10	13,639	2	2,625	2	714	5	2,377	7	3,374	14	1,071	5	2,416
SNYDER	175,048	348,481	379,311	13	16,543	8	76,861	28	61,924	19	90,355	16	11,048	24	18,644	14	15,224	52	33,990	5	11,408
SOMERSET	255,955	355,328	381,225	31	29,044	12	26,286	55	85,731	51	124,688	31	22,434	16	6,549	25	21,390	106	29,557	14	13,900
Somerset	97,950	137,009	147,126	7	3,918	3	9,027	13	44,031	11	30,891	10	18,825	12	5,197	5	1,457	23	13,326	6	7,603
SULLIVAN	16,644	24,792	26,539	3	880	1	2,061	4	4,845	2	5,948	4	2,508	1	685	0	400	10	1,569	3	1,195
SUSQUEHANNA	94,791	153,045	165,199	12	7,346	5	1,859	24	37,193	17	44,506	29	17,506	3	1,190	5	3,913	41	10,961	9	5,298
TIOGA	114,500	172,257	184,298	28	26,885	10	13,351	29	40,600	29	45,176	30	14,615	11	2,140	9	4,485	58	14,694	14	7,257
UNION	105,782	170,581	184,935	11	12,099	5	10,400	28	46,984	12	31,130	16	6,684	15	5,874	10	5,150	41	25,673	7	9,304
Lewisburg	75,236	114,860	123,817	5	5,528	2	6,413	16	30,595	9	19,253	8	5,441	11	4,703	8	3,175	30	20,006	6	5,737
VENANGO	225,605	302,554	318,132	21	17,193	12	43,703	39	71,019	31	66,574	40	22,157	33	16,196	29	13,609	74	25,508	11	10,251
Franklin	74,647	97,514	102,194	9	5,339	2	11,453	10	21,653	10	25,950	12	5,807	10	6,046	8	4,158	26	10,737	3	2,687
Oil City	60,839	78,698	82,370	4	1,650	4	3,812	11	25,390	6	12,091	12	7,319	14	6,379	10	3,737	30	8,255	6	6,518
WARREN	398,616	556,694	585,729	14	19,441	7	45,508	26	63,872	21	72,436	28	15,642	25	15,111	11	8,823	68	17,361	10	9,240
Warren	251,788	343,726	360,654	9	13,347	5	31,244	13	24,770	12	29,500	10	8,336	19	10,375	9	6,057	36	11,212	7	7,285
WASHINGTON	812,766	1,079,656	1,150,148	62	69,252	21	131,853	154	250,345	95	322,524	120	83,766	96	43,984	66	41,481	254	89,800	43	33,318
Charleroi	70,450	85,440	89,937	3	1,047	3	12,457	16	23,059	10	20,592	8	5,198	20	8,880	9	3,081	16	8,573	4	1,130
Donora	14,213	17,254	18,165	1	798	1	1,516	10	6,116	2	3,709	2	963	2	506	1	477	13	1,418	3	1,700
Washington	268,149	337,532	357,090	16	14,988	7	54,352	38	67,001	28	72,527	34	41,109	28	12,060	20	11,177	78	34,501	13	12,059
WAYNE	160,966	270,018	291,798	16	26,403	12	15,655	29	61,158	22	48,788	33	25,215	11	8,825	15	13,361	61	15,620	11	10,376
Honesdale	90,804	141,116	151,320	9	12,556	7	12,416	14	34,369	16	30,676	11	6,421	10	3,992	10	8,294	20	6,014	6	6,553
WESTMORELAND	1,634,374	2,250,033	2,413,412	120	186,294	57	341,499	286	501,509	156	570,677	212	170,203	204	95,434	140	131,469	477	184,732	93	70,222
Arnold	11,277	14,046	14,876	2	961	0	1,762	7	3,790	1	2,944	3	1,955	1	493	1	678	10	1,082	2	362
Greensburg	242,594	344,339	370,671	18	16,791	10	84,198	35	79,423	11	16,782	24	22,100	49	26,521	35	29,120	71	28,030	15	12,038
Irwin	53,273	79,311	85,835	1	4,733	1	8,675	8	23,568	4	14,498	11	18,188	4	1,135	2	3,340	12	5,866	2	1,784

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

PENNSYLVANIA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Latrobe	112,078	145,209	154,588	13	10,720	6	14,793	21	36,042	15	27,224	15	17,405	20	5,772	12	8,573	37	13,356	7	7,102
Monessen	30,532	36,995	39,036	4	2,881	1	3,235	9	11,906	5	6,567	7	5,166	3	2,402	4	1,470	15	2,120	4	1,719
New Kensington	137,782	174,254	184,929	6	4,415	3	22,325	21	45,341	12	41,597	12	21,110	17	13,997	8	9,808	38	9,125	8	6,486
WYOMING	89,422	154,149	166,057	9	14,424	4	12,901	22	42,654	14	33,975	13	11,936	5	2,501	8	3,587	30	10,719	3	4,994
YORK	1,390,768	2,358,841	2,526,490	94	171,162	49	330,071	266	536,130	155	589,189	149	130,706	160	105,011	140	127,038	403	195,590	55	64,075
Hanover	255,328	400,295	425,336	11	16,861	9	49,757	31	84,762	20	77,920	13	18,599	40	24,383	23	17,861	51	23,990	7	9,557
York	185,593	281,889	298,502	18	23,273	7	12,653	52	61,126	16	66,587	21	26,136	33	24,575	32	18,648	102	22,300	10	11,564

RHODE ISLAND RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	4,162,811	6,481,211	6,952,238		365,261		741,554		1,349,938		1,347,155		411,643		377,132		284,717		676,847		284,546
METRO AREAS (MSAs PMSAs CMSAs)																					
Providence Pawtucket Woonsocket, RI	3,791,923	5,827,382	6,240,977		322,224		697,689		1,238,534		1,159,218		378,478		347,945		266,743		576,650		258,149
COUNTIES, Cities																					
BRISTOL	141,752	223,655	240,366	15	13,770	3	42,477	33	48,805	18	52,450	20	17,629	16	9,107	15	5,293	57	29,502	10	9,314
KENT	916,117	1,415,377	1,527,022	36	46,312	19	309,714	125	252,620	64	298,297	88	77,367	100	85,704	63	53,762	240	123,396	32	53,583
West Warwick	110,951	160,022	171,343	4	4,580	1	14,053	19	44,118	9	54,169	16	15,144	4	1,910	7	4,096	37	14,727	6	2,818
NEWPORT	370,888	653,829	711,261	21	43,037	11	43,865	62	111,404	42	167,937	40	33,165	55	29,189	28	17,974	175	100,197	20	26,397
Newport	133,921	232,772	252,887	7	5,461	6	13,152	27	39,294	10	22,702	9	12,995	37	21,509	16	5,463	98	65,043	11	11,464
PROVIDENCE	2,271,040	3,389,455	3,597,371	133	167,015	50	301,175	475	754,170	194	645,160	309	225,921	266	215,096	224	171,985	903	332,546	140	169,943
Central Falls	35,717	51,869	54,881	5	3,950	0	3,166	14	14,578	7	4,259	8	4,069	3	2,262	5	2,499	33	9,773	4	3,457
Pawtucket	299,146	437,784	463,612	18	14,066	3	53,256	52	102,293	26	58,069	30	32,967	22	32,021	27	13,435	97	24,983	17	20,578
Providence	599,787	858,019	906,260	30	45,823	13	75,275	161	189,433	40	124,889	66	61,157	90	60,276	77	49,608	304	99,010	36	30,956
Woonsocket	211,190	307,565	325,530	13	13,826	7	36,532	36	75,251	17	52,198	22	19,109	20	15,280	24	12,956	68	21,380	11	14,415
WASHINGTON	463,514	798,895	876,218	33	95,127	11	44,323	85	182,939	43	163,311	62	57,561	55	38,036	46	35,703	196	91,206	20	25,309
Westerly	172,241	281,706	302,834	12	32,779	4	15,321	32	63,195	16	55,645	23	19,505	20	13,010	17	12,147	[illegible]	32,336	7	8,878

SOUTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	12,498,005	20,015,183	21,724,123		1,567,535		2,159,346		4,871,902		4,900,345		1,402,322		1,141,752		1,198,018		1,921,394		719,294
METRO AREAS (MSAs PMSAs CMSAs)																					
Anderson, SC	539,700	843,432	913,444		77,691		102,464		207,161		204,776		57,208		41,679		53,055		66,842		33,806
Charleston, SC	1,917,608	3,003,271	3,247,408		206,009		349,554		731,214		843,170		185,739		168,920		187,465		330,842		86,127
Columbia, SC	1,780,735	2,862,679	3,100,717		200,734		386,601		591,650		739,063		227,413		157,165		155,723		299,976		87,396
Florence, SC	511,175	794,453	860,654		77,600		107,756		168,993		209,297		61,538		47,019		43,741		56,971		26,569
Greenville Spartanburg, SC	2,558,383	4,103,322	4,449,158		312,675		510,405		967,053		973,764		300,329		233,023		245,740		378,942		146,860
COUNTIES, Cities																					
ABBEVILLE	38,117	58,249	62,630	5	3,217	5	4,802	17	26,002	10	6,975	6	1,061	9	1,723	6	842	11	3,945	6	4,250
AIKEN	356,210	549,518	591,629	30	40,435	19	60,996	81	153,563	43	129,124	49	41,297	45	33,822	36	14,556	81	38,403	26	28,770
Aiken	145,896	223,770	240,769	12	15,580	8	29,814	22	58,886	20	36,600	17	20,133	27	14,868	18	5,728	45	20,152	11	13,742
ALLENDALE	26,407	41,426	44,435	6	3,257	1	526	10	17,349	5	9,539	8	2,486	4	1,166	5	1,725	5	1,678	3	1,146
ANDERSON	539,700	843,432	913,444	43	77,691	29	102,464	120	207,161	63	204,776	76	57,208	86	41,679	71	53,055	138	66,842	42	33,806
Anderson	328,128	478,753	514,650	20	35,254	11	63,672	51	107,050	33	88,098	42	46,695	68	31,831	41	20,619	85	42,152	24	19,251
BAMBERG	42,110	58,805	63,270	5	4,818	7	3,973	18	21,641	8	8,976	8	1,921	10	4,325	7	3,518	13	4,284	6	3,998
BARNWELL	44,695	71,955	78,811	9	5,439	3	2,746	18	31,907	9	11,763	7	1,575	7	4,685	12	3,889	14	4,233	7	4,262
BEAUFORT	348,986	618,826	673,923	25	55,031	12	31,725	63	149,848	35	146,805	24	23,618	65	41,800	54	64,450	111	83,993	9	14,092
Beaufort	107,534	145,136	153,525	6	12,719	4	7,333	17	34,636	12	39,011	8	6,615	22	9,662	14	14,897	25	12,086	5	3,258
BERKELEY	175,115	325,297	357,634	17	16,541	7	25,230	48	111,548	29	75,835	36	28,560	12	6,735	19	13,952	37	26,551	11	13,463
CALHOUN	17,036	25,237	27,452	2	2,090	1	326	2	9,206	4	5,067	4	834	3	2,059	4	1,099	4	634	3	659
CHARLESTON	1,543,221	2,311,789	2,482,706	82	166,926	44	298,678	230	496,920	132	662,108	123	127,141	242	150,744	153	156,831	385	276,763	61	55,114
Charleston	594,474	857,966	917,561	17	34,300	22	98,074	93	198,412	41	225,815	44	61,224	143	69,337	71	62,620	195	114,296	24	16,954
CHEROKEE	136,073	230,670	252,481	18	18,170	6	25,934	43	73,032	18	34,981	26	17,202	19	18,869	18	9,500	48	20,673	7	10,534
CHESTER	80,031	106,570	115,795	7	5,705	8	7,711	31	34,937	11	22,924	16	8,536	14	5,698	11	3,558	26	7,943	8	7,046
CHESTERFIELD	99,651	158,460	174,304	13	15,796	15	12,131	33	47,367	22	27,406	14	9,297	21	8,757	12	6,446	34	7,214	13	9,328
CLARENDON	73,906	109,734	119,038	8	7,292	8	5,828	31	22,181	14	27,998	21	19,488	15	5,989	8	4,540	21	7,019	9	4,774

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SOUTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S Census	E&P 1988 estimate	E&P 1989 estimate	Lumber/Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
COLLETON	100 850	161 708	174 712	7	9 572	4	9 057	27	42 523	16	17 834	22	25 006	19	10 305	10	12 376	24	12 397	11	8 039
DARLINGTON	177 541	261 558	281 760	18	20 466	17	21 708	50	62 538	41	69 766	39	19 532	23	11 096	18	10 188	49	18 031	16	14 270
DILLON	100 562	158 375	175 024	8	8 623	7	10 748	24	36 624	19	26 863	14	18 368	20	9 554	12	8 066	22	14 057	10	6 845
DORCHESTER	199 272	366 185	407 068	21	22 542	11	25 646	45	122 746	24	105 227	33	30 038	21	11 441	22	16 682	32	27 528	14	17 550
EDGEFIELD	42 970	65 282	70 177	5	3 828	2	783	17	15 346	9	35 059	14	2 796	10	2 657	3	2 680	9	1 597	4	1 923
FAIRFIELD	42 068	74 875	82 780	4	6 302	7	6 147	20	23 679	6	12 963	9	6 673	6	3 105	5	1 675	16	3 884	7	4 723
FLORENCE	511 175	794 453	860 654	46	77 600	27	107 756	118	168 993	66	209 297	75	61 538	103	47 019	59	43 741	122	56 971	29	26 569
Florence	340 722	525 137	568 396	22	20 611	13	79 701	56	117 018	39	116 500	47	56 825	75	34 864	39	25 090	90	46 361	18	18 347
GEORGETOWN	180 751	297 446	325 131	20	25 745	11	18 693	39	84 682	25	83 949	18	13 525	35	18 042	28	19 255	61	39 131	13	9 375
GREENVILLE	1 462 243	2 342 351	2 539 026	98	178 536	48	345 397	219	499 977	135	565 406	176	163 019	203	133 315	186	56 471	384	210 118	81	71 848
Greenville	720 181	1 028 123	1 100 620	34	31 543	26	217 905	80	160 238	41	243 945	73	78 603	127	65 012	96	3 364	166	89 013	32	26 247
GREENWOOD	249 218	381 473	413 711	21	32 761	13	42 755	58	87 971	37	70 897	27	15 121	47	22 240	30	22 779	55	28 157	17	15 119
Greenwood	215 203	326 802	354 119	18	23 531	11	42 452	39	80 574	25	42 004	21	15 014	41	20 582	26	14 011	46	24 534	13	12 355
HAMPTON	60 484	85 389	91 212	8	8 917	3	4 267	20	24 825	14	19 298	17	8 548	16	6 351	8	3 856	9	2 461	4	2 943
HORRY	769 330	1 420 500	1 558 110	56	144 499	37	147 675	131	314 971	65	314 012	55	39 069	146	104 724	77	122 132	319	240 409	27	44 696
Myrtle Beach	380 319	767 505	848 096	18	54 946	13	115 678	54	175 681	[illegible]	74 220	16	21 855	97	83 294	39	30 020	196	173 337	11	21 702
JASPER	54 514	85 111	91 593	4	6 974	2	1 084	13	14 825	6	8 570	13	23 801	5	2 487	6	4 638	15	7 167	4	1 417
KERSHAW	142 276	219 536	237 805	19	15 797	9	21 813	32	57 273	22	64 683	31	22 129	16	6 002	18	9 454	45	15 322	13	8 176
LANCASTER	178 096	270 891	293 464	13	16 492	11	25 562	54	74 575	25	38 978	28	18 359	25	11 984	25	28 091	43	17 203	10	11 008
LAURENS	136 189	205 741	220 709	11	10 037	15	23 953	32	62 475	29	50 714	29	14 789	20	6 335	15	6 997	32	10 144	15	10 532
LEE	36 911	45 254	48 724	5	3 141	6	2 109	16	10 227	11	12 251	8	6 741	8	1 993	5	2 724	10	2 879	1	1 167
LEXINGTON	491 103	865 662	953 322	43	72 789	17	52 137	114	263 849	51	191 280	61	76 295	43	34 372	48	32 597	150	91 499	31	33 232
MCCORMICK	10 830	16 939	18 083	0	1 375	1	214	13	6 063	2	3 337	5	1 831	1	475	4	848	4	416	2	432
MARION	98 951	145 944	157 768	7	4 734	10	9 626	27	45 830	18	28 996	16	8 616	29	10 314	15	8 700	20	7 478	11	10 011
MARLBORO	67 304	96 205	103 451	7	4 290	8	5 578	30	33 064	14	23 050	13	2 943	13	5 662	10	3 351	17	5 918	9	4 224
NEWBERRY	106 022	153 339	165 897	14	10 350	10	14 229	32	42 648	16	33 302	24	12 226	24	9 228	16	10 160	24	10 366	10	6 579
OCONEE	148 571	256 607	281 982	18	15 545	11	18 444	33	68 953	23	69 543	20	22 135	25	10 240	22	13 127	45	15 741	12	13 131
ORANGEBURG	275 566	438 119	478 050	29	46 201	26	39 216	53	90 262	38	116 900	56	39 076	51	24 985	38	24 680	78	34 522	19	17 675
Orangeburg	183 774	289 595	315 702	15	18 813	12	34 927	18	64 382	25	70 281	23	22 254	37	22 943	24	10 877	47	24 245	9	12 415
PICKENS	270 229	446 015	488 578	29	53 769	15	35 030	56	118 832	32	106 608	43	31 137	31	20 832	30	18 326	92	53 528	20	22 413
RICHLAND	1 289 632	1 997 017	2 147 395	70	127 945	42	334 464	183	327 801	81	547 783	133	151 118	197	122 793	131	123 126	324	208 477	52	54 164
Columbia	617 168	854 306	907 082	32	54 162	21	87 522	97	188 543	39	181 031	63	71 404	98	51 140	78	69 446	174	89 545	31	29 843
SALUDA	32 713	51 065	55 526	9	6 899	4	1 758	16	18 078	5	10 803	8	3 836	7	2 053	6	2 846	11	1 320	3	2 795
SPARTANBURG	825 911	1 314 956	1 421 554	54	80 370	35	129 978	166	348 244	86	299 750	114	106 173	110	78 876	86	70 943	219	115 296	60	52 599
Spartanburg	430 660	649 009	697 558	15	18 288	13	72 746	46	134 897	40	145 172	48	60 509	77	64 104	43	32 340	108	61 200	32	30 788
SUMTER	316 877	507 509	547 451	27	71 006	15	45 219	71	103 508	30	146 712	49	35 517	56	36 036	32	28 219	65	34 471	15	12 932
Sumter	245 685	388 310	418 300	17	59 085	10	43 370	52	95 382	19	56 588	37	35 517	50	36 036	31	23 481	51	28 214	14	10 760
UNION	87 325	128 165	137 930	11	19 255	5	8 936	22	40 505	14	16 960	19	15 186	20	6 621	11	5 139	24	7 353	11	8 403
Union	67 447	97 837	105 152	9	6 875	4	8 694	12	30 346	9	10 854	12	15 033	17	4 439	9	3 446	16	5 725	9	5 634
WILLIAMSBURG	88 698	129 648	140 297	9	6 692	10	6 814	45	38 724	12	32 041	27	10 276	18	8 496	15	9 828	17	4,430	8	5 104
YORK	422 565	721 893	798 127	32	41 075	17	59 680	95	218 629	57	191 236	53	51 681	63	34 068	46	36 362	97	72 958	25	30 158
Rock Hill	259 394	431 612	476 001	24	28 465	9	51 093	42	126 816	31	59 421	33	40 218	48	29 106	34	21 265	58	46 872	14	18 698

SOUTH DAKOTA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S Census	E&P 1988 estimate	E&P 1989 estimate	Lumber/Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	2 989 152	4 335 396	4 648 115		392 159		399 614		827 977		1 162 088		371 906		215 163		203 878		423 187		166 665
METRO AREAS (MSAs PMSAs CMSAs)																					
Rapid City, SD	472,704	672 200	720 230		58 033		94 936		118 793		197 666		44 841		33 299		44 268		70 766		18,357
Sioux Falls, SD	697 262	1 091 702	1 178 674		80 514		149 702		176 763		322 959		81 235		63 650		65 208		106 947		57,589
COUNTIES, Cities																					
AURORA	4 963	6 900	7,312	4	992	2	241	5	1,047	1	1,409	1	595	0	63	2	98	8	960	0	266
BEADLE	89 818	119,720	126,598	15	8,363	4	10,076	10	21,470	17	31,444	17	11,236	22	10,019	14	7,251	38	11,800	2	4,594
Huron	81 191	108,044	114,228	10	4,393	3	9,490	8	20,220	16	29,614	12	10,583	21	10,019	13	5,898	28	9,607	2	4,327
BENNETT	12 676	22,333	23,537	3	1,641	1	791	4	5,215	3	4,612	3	1,948	3	601	1	320	4	1,010	1	868
BON HOMME	22 343	31,871	35,376	8	2,945	1	1,170	13	8,218	5	6,352	8	4,492	6	635	2	471	19	2,366	3	1,284
BROOKINGS	105 921	164,299	182,953	15	15,991	6	8,801	19	45,232	14	33,191	18	15,210	29	11,975	12	6,289	45	19,516	7	5,866
Brookings	98 672	152,926	170,274	10	9,621	5	7,982	14	41,022	12	30,102	15	15,210	28	11,975	12	5,120	40	18,423	7	5,866
BROWN	203,409	289,633	309,062	19	24,315	6	34,725	22	52,049	22	84,540	21	20,424	29	17,599	28	18,469	75	30,920	12	11,205
Aberdeen	181,414	257,616	274,811	11	9,675	6	34,679	15	52,035	17	54,419	18	20,418	27	17,594	27	18,464	60	27,318	11	11,202
BRULE	28,769	39,994	42,762	6	2,574	1	1,413	6	2,910	3	16,057	11	8,471	4	944	2	570	16	2,648	4	1,552
BUFFALO	1,331	1,524	1,620	0	150	0	53	2	327	0	312	1	132	0	14	0	21	0	75	0	59
BUTTE	39,170	50,011	52,172	5	4,991	4	2,819	9	11,390	8	17,553	10	4,160	10	1,991	2	695	19	4,145	3	1,443
Belle Fourche	35,895	46,029	48,045	4	4,967	3	2,806	7	11,336	8	13,542	7	4,140	9	1,982	2	692	15	3,611	3	1,436
CAMPBELL	5,471	8,861	9,496	2	880	0	313	3	1,915	1	1,829	1	772	1	81	0	126	3	492	0	345
CHARLES MIX	23,631	33,173	34,946	8	4,317	2	1,155	10	9,478	6	7,022	10	2,524	3	299	3	900	18	3,035	4	776
CLARK	10,152	17,357	18,467	5	2,732	0	611	6	1,848	1	3,559	4	1,193	2	159	2	248	10	1,636	2	670
CLAY	35,571	50,556	53,842	5	3,227	3	1,780	7	11,255	3	10,374	9	3,767	6	1,998	7	1,801	28	8,237	4	2,537
CODINGTON	129,132	184,743	199,799	8	17,026	5	14,130	17	38,204	11	44,315	18	17,361	30	15,169	16	10,098	40	13,027	5	6,583
Watertown	127,333	182,675	197,625	8	17,026	5	14,130	16	38,204	11	34,129	16	17,361	30	15,169	16	8,254	35	12,346	5	6,583
CORSON	5,268	7,162	7,503	3	695	1	248	3	1,770	0	1,444	2	610	1	65	1	100	9	740	1	272
CUSTER	17,787	26,774	28,764	3	1,296	1	951	5	7,032	1	5,542	5	3,835	1	246	1	383	18	4,262	2	1,043

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

SOUTH DAKOTA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
DAVISON	114,351	152,885	161,282	14	19,828	4	5,331	11	26,687	18	34,084	20	13,311	22	11,798	14	7,706	45	20,295	4	1,898
Mitchell	111,297	149,111	157,341	11	13,432	4	5,331	11	26,687	18	26,230	19	13,311	22	11,798	14	6,294	43	20,295	4	1,898
DAY	22,252	31,446	34,586	7	1,335	3	1,143	8	5,887	6	9,151	4	5,714	3	938	3	597	18	2,419	3	1,255
DEUEL	8,579	10,564	11,214	2	1,039	2	370	5	2,263	2	2,161	5	411	2	96	2	149	10	1,265	2	407
DEWEY	13,126	15,594	16,567	2	1,535	2	548	6	5,154	1	3,193	6	1,707	1	141	1	220	6	1,531	1	601
DOUGLAS	7,390	9,893	10,594	4	982	1	351	7	2,060	2	2,041	1	862	2	90	1	141	6	1,002	1	385
EDMUNDS	15,041	22,157	23,561	6	1,690	0	778	6	4,017	3	8,512	2	1,918	2	201	1	314	7	1,128	3	567
FALL RIVER	29,816	35,201	37,063	5	4,053	4	1,225	9	8,765	4	1,770	7	2,801	6	918	4	1,363	20	3,656	3	1,345
FAULK	5,551	8,351	8,870	3	822	1	293	4	919	1	1,709	0	721	1	75	0	118	4	556	2	322
GRANT	31,925	45,520	49,108	7	4,035	1	1,623	6	6,640	5	18,753	8	6,040	5	1,806	6	3,311	14	3,166	2	1,782
GREGORY	18,542	25,298	26,788	10	3,444	1	886	8	5,968	4	5,162	4	1,455	2	228	3	975	11	1,871	3	972
HAAKON	12,342	19,535	20,853	3	2,294	1	690	3	4,207	2	4,019	3	1,697	3	525	3	278	10	1,697	1	756
HAMLIN	11,265	15,620	16,696	6	2,027	0	552	7	2,042	0	3,216	5	1,359	0	144	0	222	9	1,193	1	605
HAND	14,696	21,906	23,100	3	2,364	1	764	5	6,930	4	3,466	2	1,880	3	761	1	307	8	1,701	2	839
HANSON	3,490	4,422	4,686	2	434	0	156	3	945	1	902	3	381	0	40	2	63	4	479	0	169
HARDING	3,136	4,256	4,513	2	418	0	149	2	910	0	869	1	368	0	39	0	60	2	210	1	163
HUGHES	79,767	105,244	112,334	6	6,275	6	7,962	7	22,665	10	35,323	11	6,887	18	7,348	10	5,368	20	8,531	3	4,078
Pierre	77,855	102,794	109,729	5	6,258	5	7,941	7	22,605	10	27,141	9	6,369	17	7,329	10	4,377	20	8,315	3	4,067
HUTCHINSON	26,361	36,085	38,378	11	6,847	2	1,269	12	7,615	4	4,733	7	2,494	4	858	1	511	17	2,330	5	1,393
HYDE	5,005	5,873	6,134	2	568	0	203	3	1,641	1	1,181	1	499	2	52	1	81	1	285	1	223
JACKSON	12,133	16,867	18,064	3	1,673	0	598	3	1,286	0	3,481	5	1,827	1	154	0	241	3	866	0	855
JERAULD	10,070	14,180	15,094	3	1,071	1	499	3	3,046	2	2,909	3	1,229	0	129	0	201	5	810	2	547
JONES	13,658	19,472	20,606	1	1,910	0	681	4	3,283	3	3,969	5	5,742	0	176	1	274	3	955	0	747
KINGSBURY	15,665	21,114	22,825	5	2,020	2	755	13	5,960	3	1,833	3	1,858	2	194	5	1,609	13	1,997	3	1,001
LAKE	38,984	55,440	58,775	7	5,492	2	1,678	6	10,237	5	24,368	9	2,726	9	2,364	5	2,366	23	4,996	3	1,609
Madison	35,435	50,588	53,655	6	4,888	2	1,493	3	9,110	4	21,686	8	2,426	8	2,364	5	2,244	20	4,446	3	1,609
LAWRENCE	72,818	100,455	106,465	9	5,899	6	3,976	17	26,757	9	28,050	18	8,714	13	5,236	10	3,196	51	14,577	6	2,598
Deadwood																					
Lead	9,660	11,636	12,118	1	590	2	398	5	2,677	1	2,807	4	2,472	1	524	1	320	9	1,321	2	260
LINCOLN	28,295	42,153	45,422	14	5,764	4	807	14	11,187	5	3,245	11	4,311	5	768	2	605	16	4,282	6	1,870
LYMAN	12,123	16,684	17,675	3	2,224	0	584	3	3,566	0	3,405	4	1,140	0	151	0	237	11	1,543	2	641
MCCOOK	17,386	24,560	25,954	6	4,146	1	859	12	2,954	4	7,654	8	5,115	0	222	1	347	13	1,916	1	942
MCPHERSON	7,132	8,712	9,182	3	1,123	1	304	6	1,937	1	1,769	5	770	3	361	2	121	8	963	3	534
MARSHALL	13,995	23,762	26,004	6	2,610	2	859	5	4,198	4	5,310	9	2,564	2	222	1	346	12	2,507	3	944
MEADE	45,560	60,513	65,457	9	8,008	3	2,163	11	14,010	7	19,360	8	6,945	6	1,884	2	871	30	6,612	4	2,501
MELLETTE	797	1,102	1,168	0	109	2	38	1	236	0	225	1	94	1	9	0	16	1	55	1	42
MINER	8,617	12,049	12,904	3	3,251	1	426	7	1,589	1	2,487	2	1,050	0	110	0	171	14	1,644	1	468
MINNEHAHA	697,262	1,091,702	1,178,674	53	80,514	12	149,702	75	176,763	47	322,959	80	81,235	98	63,650	65	65,208	183	106,947	26	57,589
Sioux Falls	628,804	979,578	1,057,062	42	58,651	11	148,399	57	175,243	39	233,364	53	80,573	92	62,919	56	44,082	157	98,555	21	56,254
MOODY	10,898	16,683	18,075	4	2,215	2	598	6	3,673	2	3,482	4	1,471	4	534	1	240	14	1,819	1	656
PENNINGTON	472,704	672,200	720,230	27	58,033	15	94,936	50	118,793	43	197,666	51	44,841	71	33,299	38	44,268	139	70,766	14	18,357
Rapid City	412,806	559,585	596,163	22	34,584	11	85,224	39	109,047	38	136,192	41	41,583	68	30,332	34	40,323	113	55,492	12	16,721
PERKINS	16,636	25,604	27,257	7	3,941	1	901	5	6,530	3	5,252	3	2,659	5	1,421	1	362	6	1,253	3	989
POTTER	11,172	17,226	18,078	4	1,840	1	598	6	4,097	3	3,484	6	3,094	1	155	1	240	10	1,033	2	657
ROBERTS	26,558	37,973	40,480	11	7,313	3	5,214	11	5,748	3	7,800	7	4,324	1	346	3	1,064	24	4,623	3	1,218
SANBORN	4,910	6,577	7,033	2	651	0	233	1	1,419	2	1,355	2	573	1	60	0	94	5	659	0	256
SHANNON	6,887	9,658	10,268	0	953	0	340	5	4,139	0	1,979	2	836	0	88	0	138	2	476	0	372
SPINK	25,233	39,701	41,603	5	2,613	2	1,375	7	3,239	8	12,509	5	5,506	4	1,438	4	346	20	4,487	2	1,509
STANLEY	8,480	13,690	14,678	1	1,360	0	486	3	2,961	0	2,827	1	1,195	0	125	0	196	6	2,269	0	533
SULLY	10,243	19,340	20,287	1	1,401	0	500	2	3,052	3	11,947	3	446	0	129	0	201	5	1,046	1	550
TODD	11,260	15,598	16,417	3	1,110	1	543	3	3,313	1	3,164	6	4,000	0	141	0	218	3	421	0	596
TRIPP	29,474	39,175	40,737	6	3,840	5	3,856	9	7,504	8	12,489	6	4,808	4	1,682	4	2,274	9	1,879	3	599
TURNER	17,198	23,753	25,118	6	3,118	3	830	8	4,309	5	7,676	4	1,253	2	214	1	335	15	1,999	5	1,197
UNION	19,642	28,747	31,416	4	2,240	1	1,038	9	6,479	3	2,571	10	6,254	1	269	4	418	17	3,627	2	1,141
WALWORTH	39,504	52,176	54,410	7	5,672	1	1,765	12	8,245	7	15,869	9	5,144	10	3,348	6	1,521	17	4,688	3	2,120
YANKTON	123,996	180,083	193,931	12	17,755	8	18,765	12	37,213	14	30,642	14	6,714	21	8,344	14	6,493	44	13,149	5	5,999
Yankton	117,495	170,754	183,898	10	16,856	8	17,815	10	35,328	12	29,091	13	6,374	20	8,344	14	5,295	36	12,025	5	5,999
ZIEBACH	1,815	2,686	2,872	1	265	0	94	1	579	0	552	0	233	0	24	0	39	2	133	1	105

TENNESSEE RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS........	19,604,644	31,040,256	33,355,659		1,865,293		4,038,173		6,960,328		8,289,793		2,241,032		1,587,490		1,625,967		2,857,109		1,084,927
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Jackson, Tn	400,985	627,222	678,764		54,387		129,511		116,517		145,727		39,739		38,159		31,002		53,634		18,764
Knoxville, Tn	2,880,814	4,463,704	4,605,131		300,697		541,456		960,214		1,058,715		320,449		238,003		249,086		534,613		142,296
Nashville, Tn	4,212,811	7,139,595	7,682,329		361,525		989,230		1,497,621		2,004,645		572,049		336,678		373,145		739,268		222,682
Memphis, Tn-Ar-Ms	4,308,708	6,826,086	7,282,889		301,771		938,246		1,447,017		1,888,475		558,384		411,184		407,553		587,678		242,989
Chattanooga, Tn-Ga	1,869,737	2,857,260	3,043,124		148,778		364,497		880,853		728,562		234,564		150,458		154,076		245,340		81,340
Clarksville- Hopkinsville, Tn-Ky	591,134	885,681	941,445		69,738		129,227		175,904		295,976		43,033		31,507		39,362		85,834		28,738
Johnson City- Kingsport- Bristol, Tn-Va	1,787,685	2,594,098	2,782,524		172,476		361,182		615,966		773,030		131,772		124,492		127,116		217,107		89,087
COUNTIES, Cities																					
ANDERSON	300,662	419,519	449,613	28	28,491	22	42,441	61	107,844	29	118,969	31	22,687	28	11,462	21	17,627	61	23,406	19	15,220
Oak Ridge	87,430	112,072	118,857	12	5,190	9	26,035	29	36,569	15	29,007	13	6,987	21	5,223	13	6,080	32	0	8	3,785
BEDFORD	88,257	142,907	153,375	5	7,871	5	14,478	20	34,682	20	38,057	17	12,383	15	5,048	15	7,961	18	8,947	7	6,434
Shelbyville	84,560	136,854	146,871	5	7,688	5	14,141	17	33,876	20	29,070	17	12,350	15	4,931	15	6,401	16	8,738	7	6,417
BENTON	48,718	69,839	76,029	6	4,050	4	7,177	17	26,127	10	13,107	11	6,940	10	1,894	7	1,870	15	3,989	3	2,572
BLEDSOE	15,088	23,506	25,724	5	5,216	2	2,428	8	5,922	4	7,848	1	1,296	1	462	2	987	3	581	2	871

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	TOTAL RETAIL SALES (THOUSANDS)			NUMBER [illegible] STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BLOUNT	378 532	590 508	634 828	25	37 660	11	72 969	72	123 900	37	248 897	29	24 908	26	10 336	33	27 470	69	38 316	17	18 630
Alcoa	214 854	310 537	331 057	8	10 513	6	39 714	13	57 023	17	150 928	6	2 739	14	4 840	9	6 768	27	24 611	3	8 025
Maryville	128 223	219 190	237 809	11	20 125	3	27 023	29	63 941	14	33 335	16	20 218	9	5 264	21	14 956	21	9 785	12	10 078
BRADLEY	292 841	495 605	543 361	28	47 291	13	60 929	64	122 790	35	151 310	35	28 509	36	28 258	35	20 203	65	42 899	16	18 332
Cleveland	266 133	447 571	490 403	23	22 433	12	59 392	56	120 968	32	113 212	27	28 086	34	27 839	33	19 903	61	42 262	15	18 060
CAMPBELL	121 573	193 454	210 703	11	8 327	11	14 026	26	51 309	18	53 549	30	20 200	14	7 320	14	7 004	38	19 073	9	7 607
CANNON	21 516	33 008	35 546	5	2 571	3	1 652	9	10 912	2	9 405	3	1 792	5	562	3	1 363	5	881	3	1 203
CARROLL	79 785	114 651	127 957	18	10 790	6	12 475	32	31 769	10	33 634	19	4 016	24	3 845	8	7 143	31	5 308	12	5 813
CARTER	114 585	170 214	183 318	11	16 895	10	23 474	36	49 811	22	33 425	13	6 293	14	5 703	15	7 806	32	14 341	13	9 170
Elizabethton	95 491	140 342	150 608	7	11 939	6	21 927	19	44 903	18	23 618	9	6 263	13	4 030	14	5 515	25	12 263	12	6 480
CHEATHAM	44 836	73 438	80 219	4	3 742	4	7 572	12	20 502	5	15 956	7	16 642	2	1 443	2	3 078	11	2 700	5	2 716
CHESTER	30 026	50 490	54 916	3	2 817	5	2 430	8	12 270	4	14 530	5	2 206	8	2 538	7	3 710	8	3 202	4	1 821
CLAIBORNE	51 287	92 985	101 624	5	11 265	5	8 261	26	26 237	12	8 703	14	3 957	6	1 541	13	8 585	23	7 945	4	3 748
CLAY	10 015	16 517	18 570	2	953	2	1 754	3	5 363	1	4 913	3	936	1	333	0	712	8	1 235	2	629
COCKE	91 080	132 971	144 000	9	10 675	6	14 661	23	32 787	16	24 713	14	11 284	17	8 210	10	7 179	23	10 382	8	4 754
COFFEE	180 493	280 697	301 690	18	18 968	15	45 539	34	59 458	20	71 601	27	18 757	34	8 761	23	13 496	52	24 822	17	11 345
CROCKETT	31 342	44 348	47 300	4	1 961	6	1 521	12	11 817	5	12 515	7	2 283	6	1 379	4	1 536	9	1 198	6	1 735
CUMBERLAND	123 066	228 267	251 252	7	17 628	8	22 994	31	50 299	21	63 521	22	26 341	16	9 097	10	4 728	37	19 638	9	9 354
DAVIDSON	2 912 982	4 789 482	5 092 622	118	200 554	75	779 401	382	877 353	180	1 327 027	277	336 042	355	230 914	236	277 091	726	557 269	127	138 445
Nashville	2 761 132	4 542 850	4 830 706	112	151 690	70	686 078	368	852 501	171	1 006 874	264	316 746	322	210 659	224	268 868	692	524 045	118	127 533
DECATUR	32 245	50 386	55 038	2	2 825	3	4 831	8	11 714	6	17 565	12	6 703	4	743	6	1 390	11	2 012	3	1 863
DEKALB	35 749	55 809	61 987	3	1 870	6	5 130	17	16 957	7	14 361	8	4 577	7	1 442	4	2 516	12	2 892	4	2 496
DICKSON	113 733	189 331	205 900	8	11 068	5	19 437	30	48 136	15	51 689	20	15 197	23	9 475	12	11 291	31	12 052	7	5 876
DYER	136 686	200 296	213 980	13	16 753	6	19 913	28	39 298	23	61 270	21	12 252	31	14 518	22	12 287	35	13 521	11	6 999
Dyersburg	121 604	178 675	190 940	11	15 152	6	19 395	18	32 518	20	55 414	18	11 081	29	13 130	18	6 706	28	12 257	9	6 330
FAYETTE	35 369	67 397	73 830	4	1 658	5	6 970	22	25 498	11	14 131	9	3 843	5	1 229	4	1 207	7	3 359	3	2 460
FENTRESS	41 635	70 990	78 248	3	11 207	3	4 192	11	17 427	8	5 609	10	6 416	9	11 804	6	1 876	9	2 748	2	2 650
FRANKLIN	98 920	157 941	168 669	13	21 497	6	17 431	28	38 546	16	41 009	13	8 452	5	3 139	13	5 418	25	10 795	12	6 018
GIBSON	161 344	251 366	271 006	20	15 978	18	30 129	51	65 349	30	78 497	35	16 671	46	10 143	21	8 429	49	12 251	19	13 464
Milan	43 135	67 630	72 962	2	4 055	6	7 647	11	23 968	9	13 616	7	4 754	13	1 934	5	1 204	15	4 687	6	5 282
GILES	89 734	130 882	141 185	8	5 960	6	12 232	26	27 182	15	22 265	18	17 680	16	5 534	8	7 530	28	7 190	10	6 600
GRAINGER	18 379	25 671	28 178	0	1 446	3	2 660	10	4 304	3	7 457	6	2 953	1	506	1	1 081	8	1 625	2	954
GREENE	205 265	317 464	347 213	21	23 200	15	34 372	45	76 542	30	77 189	23	31 348	28	13 624	18	13 237	46	22 348	11	12 267
Greeneville	180 203	276 356	301 985	17	18 199	12	32 662	27	75 807	26	56 652	16	29 928	26	13 624	17	10 549	39	20 879	10	9 622
GRUNDY	34 606	57 705	62 917	4	8 896	4	1 394	11	11 981	4	4 898	9	12 818	0	1 132	4	911	9	3 927	6	2 690
HAMBLEN	246 837	383 256	412 976	17	43 897	11	48 352	58	94 903	34	110 786	26	18 413	35	21 173	27	12 573	50	27 601	17	11 787
Morristown	231 253	352 602	379 211	14	43 410	11	46 516	37	87 037	29	81 651	25	18 209	33	20 938	24	9 475	43	25 569	16	11 656
HAMILTON	1 456 406	2 210 853	2 338 387	89	107 938	57	313 561	173	448 926	129	627 035	199	163 969	167	120 464	144	126 700	392	208 961	72	61 141
Chattanooga	1 185 600	1 854 654	1 968 021	55	64 097	46	283 754	125	367 385	108	474 722	136	134 150	135	110 514	107	76 760	286	154 528	51	54 017
HANCOCK	10 702	15 757	17 264	3	886	0	1 630	3	3 602	2	4 567	3	1 260	3	311	2	661	4	1 758	4	583
HARDEMAN	63 866	95 408	102 837	11	13 896	7	7 147	35	27 075	13	24 503	12	6 150	11	1 376	5	2 100	14	2 818	9	2 982
HARDIN	72 934	111 790	119 941	10	10 269	8	20 030	16	19 971	19	31 471	8	4 658	17	3 727	9	4 714	27	7 163	8	3 648
HAWKINS	95 685	141 620	155 155	11	11 177	10	9 993	33	50 900	12	33 679	14	6 316	11	3 465	7	1 942	22	7 968	11	7 734
HAYWOOD	53 005	88 996	94 584	7	5 600	4	8 928	17	23 894	7	11 747	12	14 745	14	3 437	9	3 873	16	4 809	7	3 955
HENDERSON	64 868	106 507	114 987	11	11 236	5	10 928	21	19 978	12	29 155	12	7 941	12	3 964	8	5 608	20	6 587	7	3 685
HENRY	105 346	150 466	163 905	8	9 599	9	19 124	28	36 603	15	33 167	16	9 894	27	9 914	10	6 373	36	11 662	8	6 827
Paris	94 367	134 532	146 517	6	8 021	5	15 980	21	36 423	14	27 714	14	8 267	25	9 865	9	5 116	20	8 393	7	6 793
HICKMAN	26 893	42 510	45 974	4	2 358	3	1 028	12	14 775	5	3 588	10	5 051	3	390	3	784	13	1 111	2	1 557
HOUSTON	12 665	18 272	19 708	1	1 011	1	1 860	7	7 580	3	1 035	3	1 156	1	355	2	757	6	773	5	4 875
HUMPHREYS	53 668	74 211	78 423	5	3 453	5	7 403	21	22 330	8	20 997	12	6 743	6	971	5	1 266	20	5 116	4	2 009
JACKSON	14 105	22 505	24 311	2	1 246	1	2 295	6	5 147	3	835	5	1 304	0	438	3	1 041	8	968	2	824
JEFFERSON	72 882	110 066	119 013	10	7 601	8	8 285	17	38 545	5	9 138	21	12 174	13	2 590	10	3 824	16	7 834	10	6 960
JOHNSON	26 212	35 345	38 454	4	1 973	4	2 589	12	13 705	7	3 064	6	3 100	4	936	3	744	7	2 687	3	1 301
KNOX	1 866 396	2 926 051	3 139 773	113	191 951	55	397 156	273	591 375	137	634 635	193	222 399	244	196 551	178	184 419	438	382 194	78	89 751
Knoxville	1 471 098	2 231 333	2 385 871	80	122 432	44	345 397	206	419 960	96	392 992	134	193 230	191	158 287	156	124 727	356	314 079	61	70 078
LAKE	13 939	18 657	19 389	4	900	2	1 653	10	5 647	3	4 637	6	1 311	3	315	2	672	9	1 940	4	1 343
LAUDERDALE	49 225	82 192	90 674	6	5 708	5	8 559	17	17 168	13	19 843	13	7 507	14	4 549	7	3 570	19	3 123	5	3 742
LAWRENCE	115 744	173 108	186 635	9	12 969	10	17 312	22	33 090	33	51 460	19	12 161	19	8 089	19	13 747	31	7 867	11	7 936
LEWIS	23 682	36 228	39 357	5	2 600	7	2 697	10	9 858	7	10 183	6	2 642	4	530	5	639	5	842	3	1 900
LINCOLN	78 924	135 160	146 364	12	6 290	5	13 816	26	41 764	15	17 990	12	11 621	16	6 182	10	4 555	23	7 810	6	6 691
LOUDON	96 018	124 923	135 448	8	10 703	6	8 814	29	33 133	21	42 203	17	11 591	15	4 032	10	6 839	26	8 362	9	5 183
MCMINN	164 195	253 257	273 268	9	14 441	8	19 918	35	98 329	24	38 426	32	12 560	30	15 969	21	9 484	46	19 291	11	10 683
Athens	133 323	205 239	221 410	7	9 705	4	13 385	18	89 479	18	26 415	16	7 739	24	13 766	13	5 919	26	13 820	6	7 940
MCNAIRY	57 609	94 077	103 519	10	4 097	4	9 772	14	22 755	16	24 958	10	4 887	11	2 329	7	3 339	17	4 150	7	3 689
MACON	38 242	52 097	57 428	7	6 272	6	3 865	15	18 377	5	6 123	8	3 283	4	1 033	3	1 374	8	1 128	4	2 281
MADISON	400 985	627 222	678 764	27	54 387	18	129 511	73	116 517	39	145 727	51	39 739	59	38 159	42	31 002	96	53 634	22	18 764
Jackson	377 651	595 134	644 537	26	49 749	17	118 465	66	116 517	38	133 297	43	39 739	57	38 159	38	21 075	91	50 682	21	17 164
MARION	73 074	107 199	113 745	8	5 837	8	9 030	14	27 511	15	24 309	17	11 119	11	2 047	4	4 364	14	5 335	8	4 569
MARSHALL	69 607	117 551	129 032	5	4 460	7	11 435	22	32 582	13	44 223	11	6 347	14	3 288	6	6 487	17	5 631	8	5 698
MAURY	194 004	292 175	311 900	23	19 015	12	35 838	55	73 168	24	58 246	35	17 872	39	18 160	32	16 999	55	24 428	19	12 728
Columbia	171 279	260 203	278 033	17	12 462	9	30 363	37	67 301	22	49 349	26	17 296	36	17 456	24	12 229	45	19 038	15	11 339
MEIGS	13 726	21 750	24 111	0	1 237	2	2 277	10	8 288	5	2 869	2	1 216	1	433	2	926	6	992	1	817
MONROE	92 258	168 922	185 217	12	19 276	9	14 706	29	35 111	19	42 654	17	15 746	15	9 674	10	5 476	33	15 417	7	5 196
MONTGOMERY	355 104	544 820	582 800	22	46 033	15	89 985	61	110 495	42	189 284	36	24 645	36	15 053	42	25 941	111	60 089	15	15 729
Clarksville	334 264	521 530	558 885	19	44 398	14	86 789	42	105 198	41	182 561	34	23 769	35	14 999	39	25 020	103	54 849	13	15 170
MOORE	4 981	7 560	8 509	1	366	1	675	7	3 633	1	1 889	3	517	0	128	0	274	4	359	1	242
MORGAN	15 193	23 279	25 511	2	1 308	2	2 408	12	9 013	5	6 749	3	1 286	3	139	0	979	2	1 328	2	863
OBION	128 875	192 074	207 751	17	18 947	8	20 997	26	41 887	26	54.623	18	11 945	33	11 478	17	5.615	34	17.785	9	6.656
South Fulton	7.742	11.279	12.169	1	1 020	0	1.131	1	2 255	3	1 121	4	643	3	618	2	303	6	3.760	1	358
Union City	105 055	152 974	165.033	11	16.189	7	17.941	14	35.790	16	37.129	8	10 206	27	9.808	12	4.797	20	12.261	5	5.687
OVERTON	40.155	58.936	64.076	5	9.924	5	5.334	14	17.767	6	5.803	8	3.109	10	1.571	4	3.804	10	2 489	5	3,386
PERRY	9.415	16.345	18.429	2	946	0	1.739	6	7 559	4	779	3	688	1	331	2	709	7	895	2	624
PICKETT	10.373	15.661	17.594	1	902	2	1.661	2	3 725	3	4.656	8	2.127	1	316	1	675	2	916	2	595
POLK	21 863	35.430	38.030	3	1 598	5	3.040	9	14.025	6	3.451	3	1.917	3	371	3	1.460	8	1.613	5	1.400
PUTNAM	207.514	362.074	399.011	20	25.826	9	39.934	44	93.823	25	53.859	35	33.085	44	31.499	20	14.822	61	34.653	12	15.325
Cookeville	185.624	326.301	359.833	15	17.297	8	31.410	31	88.527	22	42.362	28	32.039	42	30.327	19	11.659	52	32.145	9	14.308
RHEA	62.640	104.063	115.613	9	8.298	7	5.921	15	38.847	15	22.362	8	7.231	19	5.804	6	2.708	21	7.940	7	4.862
ROANE	162.610	238.753	257.557	14	13.981	13	19.683	38	70.957	24	88.981	19	10.238	22	9.730	16	10.822	38	16.857	15	10.931
Harriman	71.207	96.334	102.933	6	7.405	5	10.425	11	17.495	8	35.908	8	4.125	13	3.852	6	5.732	17	9.890	5	4.274
ROBERTSON	107.633	154.432	166.334	5	3.769	4	15.702	29	38.380	15	40.787	23	25.078	16	2.994	8	6.381	23	8.295	10	6.078
RUTHERFORD	351.096	659.317	739.734	24	51.441	16	70.074	66	168.560	36	160.425	59	63.310	64	43.722	40	33.470	74	63.479	22	22.418
Murfreesboro	271.938	505.047	566.119	17	32.363	10	54.253	43	107.088	29	107.756	45	53.656	56	40.351	33	25.913	56	52.472	14	15.933

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S Census	E&P 1988 estimate	E&P 1989 estimate	NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS) Lumber Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SCOTT	51 624	86 719	96 214	3	3 262	4	9 081	19	30 607	11	13 548	11	4 055	9	1 836	1	3 690	10	3 688	4	4 992
SEQUATCHIE	22 118	34 778	38 001	1	1 949	4	1 534	7	16 209	4	6 755	6	2 992	2	685	2	1 459	8	1 462	3	1 128
SEVIER	229 382	369 042	408 364	13	31 383	9	15 551	70	87 848	15	32 907	31	34 070	54	16 102	27	13 692	121	79 918	10	9 922
Sevierville	77 108	133 122	148 301	7	10 350	6	5 129	17	36 031	9	23 073	13	20 550	22	8 111	7	3 499	13	9 147	4	3 272
SHELBY	3 816 663	6 076 985	6 472 270	151	234 786	125	872 282	604	1 256 610	273	1 693 745	369	448 619	530	389 449	324	390 264	850	546 069	138	221 263
Memphis	3 363 383	5 289 233	5 625 960	118	152 679	105	721 122	521	853 964	241	1 195 322	327	383 045	421	309 558	286	286,990	751	480 540	119	190 310
SMITH	37 446	60 834	65 692	5	4 321	8	3 125	13	15 775	6	10 313	9	5 155	6	2 191	5	2 521	10	2 204	7	2 620
STEWART	16 497	23 340	24 629	2	1 264	3	3 325	7	7 009	4	6 516	1	1 241	1	443	3	1 529	8	1 800	3	905
SULLIVAN	751 148	1 028 071	1 089 989	39	55 751	22	157 011	116	202 513	80	370 761	75	49 654	92	56 777	56	49 237	140	87 168	37	36,393
Bristol	214 673	303 932	323 541	7	5 226	4	34 771	25	70 051	27	108 995	16	19 965	26	12 791	14	14 680	49	25 697	12	11 354
Kingsport	467 618	627 873	664 123	20	40 341	16	113 611	67	130 903	42	158 797	38	28 962	62	41 083	35	20 529	78	61 350	21	24 911
SUMNER	275 722	481 642	526 952	26	50 443	13	41 935	64	134 034	38	144 902	32	29 970	37	17 011	26	16 446	54	33 460	22	21 143
TIPTON	86 674	136 390	146 368	10	14 555	10	16 864	34	34 553	21	36 228	13	8 703	13	4 245	7	3 023	16	6 727	7	3 888
TROUSDALE	16 671	18 246	19 366	2	994	2	1 829	10	7 487	2	5 123	6	771	2	349	2	744	2	1 008	3	932
UNICOI	32 237	43 758	46 735	5	2 736	5	6 081	7	12 629	11	9 615	6	1 750	5	855	6	2 073	17	5 727	4	1 592
UNION	14 581	22 847	25 362	3	2 165	1	2 394	12	6 398	2	6 712	2	1 278	0	456	0	973	2	1 320	1	859
VAN BUREN	2 770	4 665	5 281	0	271	0	499	4	1 119	0	1 397	0	267	0	95	0	202	1	275	0	179
WARREN	112 529	151 833	162 056	15	12 975	7	14 812	30	39 661	19	31 406	11	6 293	28	10 581	12	7 120	32	9 990	9	5 931
WASHINGTON	419 713	634 485	684 761	30	47 013	14	93 664	74	159 956	43	174 281	46	30 640	57	25 950	40	34 280	105	57 979	21	20 198
Johnson City	375 269	564 037	608 355	20	31 380	13	91 043	49	155 651	33	121 188	32	29 863	52	23 506	38	33 334	90	52 689	16	17 682
WAYNE	28 411	47 746	52 848	5	7 267	3	805	20	19 641	4	13 984	6	1 005	4	975	2	2 028	8	1 174	4	2 393
WEAKLEY	88 554	148 331	159 752	14	12 552	7	15 080	35	41 675	15	31 139	15	7 471	19	5 587	9	8 323	34	11 855	13	6 776
WHITE	53 526	90 074	98 155	7	5 393	5	6 534	19	20 084	13	42 081	9	4 875	9	1 802	5	1 741	12	3 762	5	3 063
WILLIAMSON	234 074	496 398	550 318	13	17 590	10	32 461	53	135 850	15	197 432	31	39 507	34	19 873	22	16 580	45	39 860	13	17 544
WILSON	172 735	295 555	320 250	16	22 918	11	22 642	54	74 806	17	66 427	30	46 303	33	11 246	16	8 808	45	22 153	11	8 464
Lebanon	134 128	215 337	231 869	12	14 746	8	15 176	31	54 415	14	34 972	24	42 040	28	8 905	14	5 903	35	14 849	8	6 531

TEXAS RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S Census	E&P 1988 estimate	E&P 1989 estimate	NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS) Lumber Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	82 272 212	122 025 504	131 404 803		8 675 053		14 755 696		26 831 968		36 642 598		7 066 458		7 437 568		7 063 574		11 889 145		3 196 767
METRO AREAS (MSAs PMSAs CMSAs)																					
Abilene, Tx	804 342	1 043 710	1 128 918		81 867		89 493		188 345		350 116		60 190		50 244		59 882		90,273		25 943
Amarillo, Tx	1 220 497	1 763 524	1 879 742		157 639		193 514		347 871		595 878		70 843		124 498		111 369		171,723		29 582
Austin, Tx	3 399 672	6 227 150	6 722 750		590 876		738 079		1 305 084		1 821 292		327 186		382 682		422 064		746 284		132 845
Beaumont-Port Arthur, Tx	2 093 311	2 501 653	2 644 209		164 775		297 348		535 675		734 757		159 146		165 996		133 659		212 548		76 268
Brazoria, Tx	795 628	1,061 699	1 138 509		106 256		113 161		318 797		295 309		49 011		52 269		46 835		78,429		30,470
Brownsville-Harlingen, Tx	1 025 512	1 543 169	1 667 427		119 074		210 759		391 539		355 917		50 270		133 888		112 392		138,767		32 776
Bryan-College Station, Tx	591 693	951 785	1 059 990		97 392		149 499		230 351		230 498		53 042		64 356		44,283		117,351		16 021
Corpus Christi, Tx	1 844 288	2 537 324	2 715 647		159 544		281 780		617 109		745 984		181 151		130 949		155 531		252 261		51,014
Dallas, Tx	13 066 550	22 385 176	24 218 766		1 187 118		2 670 362		4 402 677		6 977 506		1 421 460		1,372 311		1 408,555		2 405 784		606 349
El Paso, TX	2,120 722	3 277 813	3 552 241		197 057		546 654		678 754		879 447		173 475		238 811		235 969		338 528		76,217
Fort Worth-Arlington, Tx	6 122 691	10 293 564	11 142 240		646 292		1 357 603		2 211 106		3 289 350		574 455		561 298		533,536		1,049 211		258,627
Galveston-Texas City, Tx	1 042 954	1 344 584	1 434 100		107 516		129,089		366 029		379 426		76 580		85 713		46 964		138 070		40 876
Houston, Tx	18 823 229	24 320 392	25 940 945		1 589 445		3 007 279		5,118 107		7 300 612		1,416 446		1 521 597		1 468 807		2,512 602		693 895
Killeen-Temple, Tx	892 169	1 422 569	1 534 227		83 402		210 183		323 957		451 566		69 214		65 318		83 472		146,461		29,289
Laredo, Tx	701 337	996 071	1 072 998		61 232		169 491		227 401		141 346		29 673		141 804		113,439		62 466		19.828
Longview-Marshall, Tx	1 064 402	1 390 133	1 484 670		98.881		167 708		305 980		459 795		63 618		85 933		92,923		117,458		38 376
Lubbock, Tx	1 344 799	1 893 354	2 018 198		149 564		252 260		357 737		672 364		60 436		110 709		138 446		179 710		31 982
McAllen-Edinburg-Mission, Tx	1 352 119	2 143 073	2,350 165		202 689		337 426		493 897		517 137		64 515		240 951		151 097		161 865		55 242
Midland, Tx	713 358	852 836	921 750		97 696		116 622		176 194		212 827		57 718		48 430		62 039		73,326		17,295
Odessa, Tx	993 340	1 040 107	1,119 495		101 966		154 170		207 377		344 118		32,645		57 704		74,220		106,660		16,745
San Angelo, Tx	571 448	762 459	832 576		68 929		107 515		163 155		252,185		23 264		46 425		48 097		73,325		15,476
San Antonio, Tx	5,533,729	9 185 600	9 925 175		601,823		1 187 201		2 114 880		2 509 065		613 589		532 489		581 830		1,042,938		182,918
Sherman-Denison, Tx	488 622	738 411	790 882		69 218		101 228		153 181		238 938		33 002		40 266		37 052		57 183		27 392
Tyler, Tx	801 304	1,221,129	1 315 720		107 273		190 660		233,725		352 598		75 924		84 997		70,767		91,568		37,383
Victoria, Tx	492 936	610 148	651 346		55 851		83 866		127,100		171,706		40,513		36 887		32,722		48,603		11,248
Waco, Tx	943 336	1,412 252	1,521 582		109 650		199 877		312 943		409 037		72,457		71,323		74 307		138 261		32,047
Wichita Falls, Tx	750 305	930 720	997,117		76 916		79 044		165,739		355 967		43 448		45,462		30 841		79,747		24 944
Texarkana, Tx-Ar	585,884	917 317	983,815		67 299		144 891		202 044		239 465		61 750		55 548		46 007		74,446		27 307
COUNTIES, Cities																					
ANDERSON	178,100	256,288	279,380	18	26,960	9	16,705	42	68 194	31	78 140	18	9 715	26	14 850	15	11,530	46	15 963	12	8,759
Palestine	138,763	190 485	206,520	12	12,198	5	13 529	28	62 851	27	53 807	15	6 689	25	10,225	13	8 860	36	12 659	10	6,031
ANDREWS	61,362	72,692	79,184	3	5,729	3	3,298	13	20 039	9	31 656	9	4,220	11	3,717	4	969	16	6,132	4	2,373
ANGELINA	342,133	502,632	543,138	26	45,041	14	64 581	55	127 710	42	143,007	46	28,405	52	28,578	37	28,625	61	37,244	18	18,278
Lufkin	308,045	449,730	485,634	22	26,924	12	61 657	36	115 237	35	107 070	38	27,235	48	27,114	28	18 362	54	34,450	16	17,450
ARANSAS	68,176	99,982	108,147	5	19,323	3	8,573	20	36,196	9	8,865	13	9,534	7	1,634	11	5,371	20	11,027	4	1,851
ARCHER	21,545	27,531	29,927	0	2,165	1	2,373	11	7,377	4	10,683	4	1,194	3	1,331	0	926	6	1,092	1	749
ARMSTRONG	6,515	10,815	11,783	0	852	0	934	2	2,341	2	4,207	3	540	1	524	0	363	2	314	1	294
Poteet	85,879	124,885	134,832	12	18,746	6	6,743	38	44,638	17	26,639	19	9,136	6	6,328	4	2,018	23	7,104	6	2,696
ATASCOSA	85,879	124,885	134,832	12	18,746	6	6,743	38	44,638	17	26,639	19	9,136	6	6,328	4	2,018	23	7,104	6	2,696
AUSTIN	82,913	132,487	147,836	7	15,699	11	12,131	25	34 395	13	45,649	15	12,470	11	4,507	9	3,285	35	9,198	7	5,372
BAILEY	28,305	57,725	61,015	3	3,040	1	4,570	8	9,699	8	26,253	3	2,643	9	4,147	3	2,228	12	3,943	2	1,440
BANDERA	18,169	31,397	34,692	4	4,208	2	2,516	13	12,080	3	8,172	1	1,456	2	1,412	2	981	7	1,337	2	794
BASTROP	80,548	141,886	155,135	12	8,868	7	6,614	31	54,478	10	33,097	21	14,590	8	3,264	7	3,205	36	13,067	8	4,208
BAYLOR	29,092	35,658	38,398	2	2,590	3	2,837	6	6,306	8	12,077	5	7,752	7	1,257	2	1,108	7	1,655	2	895

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S Census	E&P 1988 estimate	E&P 1989 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BEE	105 311	141 966	152 968	11	12 631	4	9 969	30	39 272	13	36 910	17	10 003	18	12 160	12	7 427	40	11 181	7	4.461
BELL	786 685	1 255 858	1 350 179	44	78 748	35	184 758	149	270 655	119	407 565	100	61 617	111	63.068	71	68 577	206	131 926	26	24.958
Belton	45 551	70 782	75 884	4	4 350	2	9 647	16	26 454	7	13 655	9	5 564	4	1 252	3	498	17	5.924	2	1,180
Killeen	346 321	554 810	596 694	14	23 465	16	87 978	59	108 084	67	169 278	35	29 975	47	28 092	32	30 360	80	54.140	10	10.758
Temple	327 528	518 026	556 398	15	19 045	12	82 289	46	116 869	34	119 764	36	24 657	57	32 178	33	22 977	81	52.830	13	12.427
BEXAR	5 197 814	8 562 769	9 231 326	186	525 481	132	1 150 986	718	1 934 657	391	2 327 999	586	577 159	549	500 526	421	550 731	1 501	986.002	181	166.485
San Antonio	4 533 613	7 531 088	8 125 790	154	352,900	109	994 602	640	1 708 441	346	1 687 946	517	543 720	457	437 528	351	381 325	1 333	865 832	169	151.115
BLANCO	14 940	22 762	24 710	4	3 030	0	1 500	6	5 628	2	6 755	9	1 704	2	841	3	585	15	2 958	2	473
BORDEN	136	166	181	0	13	0	15	1	36	0	65	1	8	0	8	0	5	0	6	0	4
BOSQUE	41 322	61 031	66 611	6	7 407	6	2 645	15	13 363	6	19 927	11	5 556	6	1 007	1	2 060	12	2 614	5	2 808
BOWIE	430 569	673 284	720 626	28	51 609	16	110 147	79	119 294	56	226 693	41	37 476	71	41 999	46	36 151	93	51 736	21	17 088
Texarkana	331 687	513 782	549 358	18	31 679	12	100 734	42	87 365	42	145 096	24	21 655	54	37 333	39	26 961	58	37 817	14	12 809
BRAZORIA	795 628	1 061 699	1 138 509	50	106 256	28	113 161	164	318 797	84	295 309	72	49 011	104	52 269	56	46 835	206	78 429	36	30 470
Angleton	94 222	115 522	122 529	7	8 455	5	10 009	16	39 979	11	26 913	14	9 049	16	6 009	3	1 601	22	5 424	7	5.340
Clute	94 835	125 580	134 537	5	5 839	3	14 093	14	42 736	15	27 147	9	6 454	9	3 469	11	6 540	27	12 129	3	5.584
Freeport	85 911	114 224	122 432	3	10 274	2	10 942	21	40 021	17	33 391	5	4 219	6	4 295	6	2 451	31	7.908	4	3,142
Lake Jackson	109 388	135 398	143 795	4	1 874	5	44 977	18	32 138	3	16 720	9	4 906	40	18 274	13	4 730	30	13 310	5	2.815
BRAZOS	591 693	951 785	1 059 990	30	97 392	16	149 499	87	230 351	43	230 498	42	53 042	81	64 356	45	44 283	161	117.351	15	16.021
Bryan	354 019	512 751	564 821	23	58 727	9	46 232	52	112 512	34	138 991	28	28 807	30	23 836	33	26 703	83	50,772	11	7,142
College Station	229 142	424 900	479 382	5	19 163	7	96 655	25	115 176	9	21 146	14	24 150	51	38 390	11	9 067	75	64.028	4	8 569
BREWSTER	35 228	39 216	42 804	3	2 806	6	3 161	11	12 506	5	11 649	9	1 432	7	3 778	2	1 323	18	3 063	5	2 158
BRISCOE	5 277	7 627	8 026	4	832	0	553	5	2 534	3	2 496	1	321	1	311	0	215	2	186	1	175
BROOKS	34 622	46 008	50 068	4	4 105	2	3 969	13	15 129	6	14 605	2	2 297	4	2 612	5	2 118	13	3 779	3	1,252
BROWN	164 096	217 290	234 622	10	19 474	8	26 372	41	52 499	20	51 464	22	8 190	29	12 907	24	9,014	48	18 326	12	8 747
Brownwood	138 872	181 025	195 083	7	15 716	5	21 283	29	51 295	14	36 768	18	6 610	21	10,077	20	7 274	39	15 784	9	7 059
BURLESON	48 358	60 542	66 641	3	4 821	5	2 570	24	17 327	6	22 054	10	6 222	8	1,840	3	1,821	16	4 261	3	1,143
BURNET	99 661	172 155	189 395	13	29 691	9	30 631	24	35 718	12	34 513	11	8 643	13	3,115	11	10 688	30	13 454	8	4 929
CALDWELL	81 602	126 106	132 224	9	6 284	7	11 063	18	35 762	15	41 208	11	10 527	15	4 227	4	4 089	29	9.350	5	2.983
CALHOUN	93 846	109 448	114 828	10	12 180	6	9 102	21	33 005	17	23 217	14	7 397	8	5 402	5	3 669	34	7.329	5	3.262
Port Lavaca	81 473	94 222	98 733	8	10 688	5	7 987	16	31 107	13	16 329	10	6 490	7	5 390	5	2 943	23	5 484	5	3.219
CALLAHAN	27 339	34 023	37 271	0	2 531	6	2 773	15	11 065	6	11 190	9	1 937	2	1 557	0	1 083	8	2 232	5	1,039
CAMERON	1 025 512	1 543 169	1 667 421	55	119 074	40	210 759	207	391 539	108	355,917	81	50 270	206	133 888	108	112 392	309	138 767	42	32,776
Brownsville	524 297	830 455	902 191	18	28 372	25	137 725	81	227 711	50	129 606	26	23 646	132	97 330	62	60 392	138	59 408	21	19 276
Harlingen	341 308	480 198	514 947	23	37 594	10	53 842	52	111 300	23	105 437	35	21 146	47	28 548	27	23 942	91	50 165	9	7 480
CAMP	37 601	55 894	60 779	4	6 645	4	1 545	9	8 643	10	21 294	9	3 231	4	2 704	5	4 832	15	4 069	3	2.379
CARSON	15 244	18 786	20 243	1	1 210	0	1 326	10	4 970	2	5 972	7	3 154	1	744	0	518	8	916	1	419
CASS	89 597	137 427	147 467	12	9 435	8	16 727	32	47 012	12	30 689	14	3 429	16	7 291	11	5 531	21	6 749	9	4 847
CASTRO	29 195	45 867	48 670	4	2 298	1	3 859	10	14 080	8	14 664	2	2 232	5	2 324	2	1 505	7	1 583	2	1.218
CHAMBERS	64 803	92 240	102 695	9	6 433	4	2 347	28	30 817	8	31 767	13	14 348	7	1 643	3	1 278	12	3 614	6	3 558
CHEROKEE	152 878	219 078	234 715	12	17 969	10	22 870	27	46 341	25	81 457	26	12 015	20	21 831	6	4,017	28	10 697	9	5.604
Jacksonville	102 425	149 508	160 515	7	3 788	6	20 570	15	37 480	12	29 856	16	9 023	14	19 636	5	3 321	20	9 357	5	4 015
CHILDRESS	27 220	37 360	39 833	5	2 882	1	3 157	10	13 667	6	9 709	7	898	10	2 248	1	1 233	12	3 207	6	1,434
CLAY	32 398	38 723	41 849	3	1 545	1	3 044	6	7 029	5	13 709	9	9 654	3	553	1	1,188	10	2 073	2	960
COCHRAN	12 192	14 251	15 295	1	1,037	1	1 134	4	2 711	3	7 313	0	657	1	637	2	443	3	241	2	358
COKE	13 867	18 977	20 384	1	1 153	1	1 261	4	3 483	5	10 712	1	730	3	709	0	491	2	425	0	399
COLEMAN	33 724	41 991	44 627	5	3 799	4	1 671	12	13 710	8	10 431	6	2 863	6	2 332	1	1 380	11	1 781	6	1,623
COLLIN	767 651	1 673 826	1 880 159	37	120 091	18	256 410	99	431 326	54	431 305	79	106 683	139	108 040	77	129 970	152	138 011	29	56.480
McKinney	118 898	199 925	219 769	7	8 221	1	17 554	19	29 015	14	110 163	6	4 782	24	10 565	11	9.036	25	7 955	13	8.885
Plano	249 010	676 721	770 967	19	40 769	12	0	46	299 145	25	92 000	37	74 512	99	0	51	50.341	91	97 598	9	33.329
COLLINGSWORTH	16 813	23 704	25 638	3	1,855	2	2 031	6	5 503	3	9 153	2	1 177	2	1,142	2	792	4	674	2	641
COLORADO	100 979	144 275	155 914	13	15 359	9	3 985	30	39 391	15	51 202	22	11 894	12	4.339	11	4 502	37	11 619	10	5.073
COMAL	170 568	324 260	361 885	17	43 019	8	20 399	49	103 798	17	92 327	23	15 476	23	16 308	15	11 266	50	30,952	8	7,369
New Braunfels	64 554	103 449	113 664	15	2 280	7	1 081	39	5 501	12	58 670	16	14 791	22	865	14	597	41	24 024	6	391
COMANCHE	43 429	57.910	61 960	5	1 915	6	5 472	16	18 427	12	16 780	14	2 230	9	1 914	7	1,228	9	2 572	4	1,778
CONCHO	12 190	21 141	22 595	4	1 636	2	1 791	5	3 178	2	8 065	3	1,036	0	1 006	0	698	2	603	1	565
COOKE	148 774	178 890	190 325	15	20 269	6	15 088	21	41 844	23	46,986	23	12,469	26	8 080	16	6.392	39	13 265	8	4.816
Gainesville	111 918	129 601	137 156	8	15 267	5	11 365	12	34 862	14	19 580	17	12 111	23	7 580	12	3 473	31	9.872	7	3.477
CORYELL	105.484	166 711	184 048	6	4 654	11	25 425	31	53 302	20	44 001	17	7 597	8	2.250	13	14 895	27	14.535	6	4.331
COTTLE	10 603	14 059	15 292	3	1 119	1	1,118	3	3 879	3	5 038	3	1 241	1	628	1	438	3	714	2	352
CRANE	23 252	23 986	25 838	1	1 655	2	1 812	6	8 933	4	8 166	5	466	4	1 248	2	707	5	986	1	572
CROCKETT	32 746	33 465	36 100	3	2.287	1	2 507	7	6.343	3	11 289	9	8 830	3	571	2	978	7	699	2	791
CROSBY	16 938	26 693	28 109	3	2 034	2	2 228	10	9 747	9	9 784	7	1 851	3	391	1	869	6	293	5	511
CULBERSON	26 405	38 150	40 304	2	2 916	1	3 195	5	4 975	3	6.343	13	14 662	4	455	1	1,246	11	2.355	1	1,008
DALLAM	32 599	42 193	45.526	4	2 510	2	3.610	8	9 049	11	16.253	9	4.883	6	2.026	0	1,409	14	4,580	3	1,138
Dalhart	31 302	42 127	45 675	3	2 510	2	3 610	8	9 049	10	16,253	8	4,883	6	2 026	0	1 409	13	4 580	3	1,138
DALLAS	11 097 280	18 239 236	19 574 854	360	891 084	207	2 116 229	1 155	3 261 355	748	5 830 835	912	1 139 296	1 273	1 173 657	765	1 199 014	2 353	2 071 995	281	482,177
Carrollton	208 187	542.434	603 657	10	58 234	5	68 418	20	73.438	17	188.510	15	32 389	19	32 465	19	18 652	33	38.294	4	14,942
Dallas	6 182 444	10 083 967	10.814 089	198	314 780	108	1 188.915	698	1.725 341	401	2.224.895	553	659.722	842	838.291	477	605.384	1 599	1.081.404	162	235.608
Garland	905 055	1.828 756	1,999 310	38	152.385	15	98.553	74	365.106	83	276.293	67	122.194	56	46.355	46	62 669	130	387.488	20	36.045
Grand Prairie	239 620	439.858	477 009	9	24.348	7	17.416	44	101.504	33	159.324	29	21.594	18	11,720	11	6.076	68	54.574	10	12.628
Irving	749 625	1.250 181	1.343 674	21	30.234	15	134.449	80	232.282	63	546.103	59	58.892	60	36.728	41	36.983	129	81.438	20	30.372
Richardson	608 197	1.151.477	1.252.102	26	41.591	11	155.969	48	204.073	39	400.746	40	54.314	86	58.096	62	82.407	96	71.896	14	21.336
DAWSON	72 727	80.756	85.234	6	4.735	3	6.758	18	23.651	9	25.644	13	2.456	17	5.753	8	3,557	20	5.759	8	3.878
DEAF SMITH	68.736	113.102	121.418	4	6.200	4	9.625	21	35.045	18	32.782	9	3.953	20	8.412	12	5.411	16	9.938	4	2.680
Hereford	65.615	109.109	117.254	2	5.517	4	8.564	20	35.045	17	29.169	8	3.517	19	8.412	12	4.433	15	8.843	4	2.680
DELTA	9.648	11,840	12.922	1	935	2	1.025	8	4.222	1	4.613	1	593	0	575	1	400	3	135	1	323
DENTON	720.614	1.580.733	1.784.130	46	93.609	27	211.434	116	470,029	62	452.210	65	92.423	89	61,442	55	49.058	152	129.596	28	59.360
Denton	370.172	680.003	756.881	18	27.509	15	114.824	45	174.527	26	157.881	33	57.079	57	36.415	29	16.958	80	62.230	16	34.025
Lewisville	190.367	503.411	575.090	14	27.380	5	72.272	26	162.170	23	129.186	16	30.118	20	14,775	13	17,603	41	43.241	6	15.307
DE WITT	79.459	112.616	123.100	11	11,718	8	9.401	20	27.396	13	38.257	10	11.398	18	5.559	8	2.716	39	7.088	9	5.732
DICKENS	14.915	23.353	25.357	1	1,834	1	2.009	8	7,541	3	9.051	4	1.164	1	1,128	0	785	6	1.153	1	635
DIMMIT	28.473	33.171	38.006	2	2.606	3	2.854	13	13.208	3	3.003	6	1.754	6	971	2	1.114	9	2.028	2	902
DONLEY	28.087	38.840	41.440	2	2.999	1	3.285	5	7.174	4	14.795	6	1.816	1	1.844	2	1.282	7	1.221	2	1.036
DUVAL	26.677	35.299	37.853	3	2.740	1	3.000	21	13.413	7	6.710	8	3.624	5	1.124	3	593	10	2.045	3	650
EASTLAND	76.136	88.928	95.931	5	4.891	6	2.415	23	24.142	16	26.034	16	8.564	19	4.565	5	1.948	27	7.645	11	4.112
ECTOR	993.340	1.040.107	1.119.495	47	101.986	23	154.170	137	207.377	80	344.118	55	32.645	125	57.704	76	74.220	188	106.660	22	16.745
Odessa	922.762	946.975	1.016.614	37	57.982	21	144.514	116	201.829	77	322.566	50	31.772	99	47.065	71	56.582	167	90.116	21	15.697

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

TEXAS RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
EDWARDS	4,378	5,915	6,299	2	456	1	499	2	1,252	0	2,248	1	289	1	281	0	196	5	303	1	157
ELLIS	230,468	422,285	462,721	23	37,634	9	42,668	69	120,024	33	112,414	43	37,314	32	16,866	17	12,541	51	32,394	14	14,832
Ennis	67,827	119,388	130,349	5	4,203	4	15,101	23	44,059	11	14,287	12	13,558	12	5,793	5	3,980	18	11,190	5	5,249
Waxahachie	93,616	164,245	179,271	7	6,204	3	19,409	19	56,673	15	35,909	11	10,132	15	9,389	6	4,550	20	13,899	6	6,428
EL PASO	2,120,722	3,277,813	3,552,241	83	197,057	82	546,654	334	678,754	184	879,447	179	173,475	320	238,811	194	235,969	664	338,528	73	76,217
El Paso	2,058,895	3,192,989	3,461,541	76	147,685	79	510,157	311	669,993	177	820,730	166	172,902	317	222,867	190	220,215	644	325,299	70	71,128
ERATH	107,294	156,492	171,222	10	17,723	7	14,774	24	38,771	16	54,272	17	5,487	26	8,534	11	3,581	29	14,584	10	6,847
Stephenville	94,962	140,367	153,819	8	16,164	5	13,475	19	35,362	12	39,739	13	4,397	24	7,783	10	3,266	24	13,263	7	6,245
FALLS	56,771	74,237	78,712	8	5,041	10	9,374	22	20,772	11	10,676	10	5,784	10	9,281	6	1,607	15	2,886	7	4,834
Marlin	40,007	54,155	57,715	2	1,861	6	6,616	13	14,777	10	3,942	7	5,406	7	3,427	4	593	11	2,020	5	1,785
FANNIN	87,661	124,334	133,402	8	7,165	4	9,923	28	27,900	13	64,276	19	2,861	14	1,992	8	2,788	18	4,588	7	5,240
Bonham	67,811	94,286	100,927	5	3,701	3	7,600	11	20,132	8	49,227	10	2,824	13	1,526	5	2,135	9	3,443	6	4,013
FAYETTE	106,000	162,133	177,136	9	12,685	14	9,115	38	39,501	18	37,922	24	16,656	17	5,119	8	4,104	47	22,624	8	4,656
FISHER	13,385	13,671	14,424	3	976	1	1,070	6	3,537	4	4,540	2	619	2	600	1	418	6	977	5	966
FLOYD	25,336	30,232	31,722	4	1,703	3	2,514	7	5,710	7	13,171	5	3,843	5	1,099	1	982	13	1,363	4	944
FOARD	5,845	8,777	9,570	1	692	0	759	2	1,903	2	3,417	2	439	1	426	0	295	3	255	1	240
FORT BEND	495,179	778,554	859,904	37	125,387	9	25,694	80	230,808	53	288,059	54	51,714	40	36,228	32	26,768	94	46,563	20	22,913
Richmond	26,442	37,783	41,305	1	7,819	1	1,446	11	10,219	4	2,094	2	2,300	2	2,259	10	3,988	14	8,176	3	1,290
Rosenberg	229,553	300,521	325,143	14	25,861	5	13,471	27	84,690	25	123,184	21	13,750	21	17,533	11	10,535	29	12,132	5	12,014
FRANKLIN	21,584	30,568	33,113	2	2,239	1	2,453	8	8,173	2	11,050	5	2,564	2	1,378	2	958	8	846	3	1,796
FREESTONE	53,732	79,284	87,064	5	2,765	7	4,097	16	25,490	11	18,180	11	12,090	7	1,022	5	1,933	14	7,919	5	2,240
FRIO	33,911	42,600	46,005	8	3,813	2	3,647	15	14,732	6	11,261	7	1,811	7	1,470	2	1,422	11	3,184	3	1,596
GAINES	45,838	65,524	71,189	1	4,316	2	4,728	19	17,772	11	25,985	8	2,737	8	1,955	8	3,201	16	4,750	4	2,185
GALVESTON	1,042,954	1,344,584	1,434,100	60	107,516	26	129,089	211	366,029	88	379,426	89	76,580	130	85,713	69	46,964	295	138,070	38	40,876
Galveston	370,984	449,097	475,002	16	16,697	8	52,785	74	118,054	22	72,469	35	26,001	49	30,683	26	14,529	143	65,267	11	10,746
League City	69,293	102,884	111,589	3	8,872	1	10,335	14	34,200	8	18,938	9	10,240	4	3,142	6	2,076	9	6,875	5	5,185
Texas City	237,588	295,296	313,449	13	15,163	5	22,735	36	76,906	23	94,665	16	17,992	31	21,895	18	9,760	48	20,094	10	10,095
GARZA	19,688	21,988	23,693	4	1,536	1	1,878	9	8,360	4	1,183	10	3,939	3	1,055	2	732	8	1,313	2	593
GILLESPIE	78,647	123,667	132,238	5	24,321	7	6,439	22	32,265	10	30,528	11	7,274	11	3,600	14	6,299	34	10,184	4	2,744
GLASSCOCK	815	747	801	0	58	0	64	1	158	0	286	0	37	0	35	0	24	1	21	0	20
GOLIAD	15,749	22,211	24,507	2	1,500	1	1,641	9	8,408	4	7,395	1	950	1	923	1	642	6	1,305	1	519
GONZALES	70,748	88,778	94,647	7	7,387	8	12,007	26	24,791	10	20,924	14	5,975	12	3,917	5	4,231	25	5,584	9	3,326
Gonzales	54,227	71,376	76,563	5	5,157	5	12,007	20	24,791	7	14,607	7	3,893	8	2,903	3	2,953	13	2,833	6	2,322
GRAY	160,057	183,348	192,700	18	9,948	6	19,527	38	49,891	18	45,589	15	6,200	34	16,517	18	10,300	40	13,674	7	3,902
Pampa	153,159	175,467	184,420	16	9,328	6	19,246	34	46,784	17	42,750	12	6,200	33	15,488	17	9,658	37	12,838	6	3,659
GRAYSON	488,622	738,411	790,882	45	69,218	19	101,228	68	153,181	61	238,938	49	33,002	68	40,266	47	37,052	111	57,183	21	27,392
Denison	156,591	220,304	234,050	16	9,201	4	31,409	20	54,555	22	58,224	15	13,287	22	12,704	11	4,386	39	17,193	7	13,507
Sherman	267,343	410,776	440,755	21	35,436	11	64,786	25	83,752	25	91,742	20	18,380	38	25,324	29	24,006	50	33,835	7	8,914
GREGG	838,132	1,060,838	1,131,699	51	79,474	26	140,934	123	239,765	84	357,959	74	35,043	119	68,116	84	55,168	202	92,781	40	28,652
Kilgore	130,503	154,370	163,174	6	10,302	3	18,268	23	29,609	12	65,072	10	3,876	19	8,537	9	3,228	30	12,027	6	4,515
Longview	640,392	827,223	884,804	38	55,424	21	104,953	79	191,856	61	266,570	51	28,430	92	57,679	68	41,084	142	69,094	28	21,337
GRIMES	59,449	83,609	93,028	7	16,083	5	12,944	16	16,145	9	31,909	10	3,825	5	1,877	3	1,082	25	4,562	5	1,808
GUADALUPE	165,347	298,571	331,964	25	33,323	7	15,816	49	76,425	20	88,739	34	20,952	13	15,655	14	19,833	61	25,984	8	9,064
Seguin	121,245	207,295	229,342	16	17,614	6	12,716	32	51,765	17	54,278	25	18,201	11	13,083	12	15,521	41	14,761	7	7,094
HALE	150,732	203,676	217,890	16	11,241	13	28,821	37	48,363	26	71,216	15	3,762	24	13,068	19	10,061	44	15,821	12	7,409
Plainview	137,774	187,466	200,719	11	7,728	10	27,864	28	46,583	22	52,215	11	3,645	21	12,600	17	9,727	39	15,564	9	6,228
HALL	16,651	20,893	21,883	2	1,583	2	1,735	7	9,997	3	2,648	4	387	5	694	1	676	6	1,257	4	930
HAMILTON	26,306	41,938	44,595	6	2,804	2	3,535	17	11,821	8	6,828	7	2,659	4	1,273	5	1,957	11	2,276	5	2,317
HANSFORD	30,133	57,932	61,021	4	3,952	2	4,187	6	12,064	4	25,010	1	2,423	8	3,747	4	2,238	5	3,028	2	1,322
HARDEMAN	17,333	22,092	23,757	4	1,116	3	1,883	5	9,170	4	1,264	6	1,334	7	1,647	1	734	5	2,629	1	594
HARDIN	166,045	219,449	237,929	9	20,681	10	18,862	53	60,276	25	101,061	19	8,789	15	5,603	6	3,726	32	8,177	14	9,157
HARRIS	17,342,296	22,290,993	23,715,209	575	1,293,831	221	2,889,240	2,108	4,577,120	998	6,600,563	1,260	1,285,383	1,605	1,450,997	1,157	1,406,873	3,409	2,386,729	447	633,539
Houston	12,989,253	16,105,464	17,053,425	373	601,969	155	2,094,035	1,550	3,650,101	690	3,553,292	949	1,016,877	1,241	1,236,083	868	878,537	2,580	2,011,541	326	522,454
Pasadena	715,784	872,754	922,024	33	38,697	11	160,179	88	200,017	46	179,589	57	61,816	70	37,834	51	35,774	141	76,843	18	23,426
HARRISON	226,270	329,295	352,971	13	19,407	11	26,774	41	66,215	27	101,836	37	28,575	31	17,817	20	37,755	44	24,677	13	9,724
Marshall	184,608	265,050	283,669	8	11,784	8	26,542	27	62,509	22	72,119	26	28,327	30	17,662	15	14,888	33	17,720	11	9,640
HARTLEY	12,370	27,825	29,578	1	2,142	0	2,344	3	5,879	2	10,558	1	1,357	1	1,316	2	916	2	788	0	739
HASKELL	31,059	42,572	45,236	5	2,566	6	2,551	10	9,542	7	18,774	8	1,095	12	4,490	3	960	10	2,196	4	1,804
HAYS	167,730	337,234	366,119	14	42,060	7	21,857	40	79,497	18	78,830	38	31,429	20	16,545	13	10,773	75	55,399	10	4,752
San Marcos	144,658	281,984	305,359	8	27,179	4	14,124	34	73,941	15	57,112	28	31,361	19	16,389	12	6,962	64	49,651	9	3,070
HEMPHILL	26,469	28,958	30,630	4	6,048	0	2,253	5	5,649	5	6,721	5	3,873	4	1,242	3	879	8	1,720	2	711
HENDERSON	165,223	313,948	339,763	14	24,249	11	28,515	29	82,686	18	93,519	22	29,782	25	14,446	15	6,080	39	16,354	14	14,547
Athens	96,886	159,728	170,599	8	6,877	4	13,158	11	38,154	12	41,948	15	25,847	18	11,625	9	2,863	17	9,107	8	7,367
HIDALGO	1,352,119	2,143,073	2,350,165	71	202,689	53	337,426	261	493,897	162	517,137	104	64,515	238	240,951	121	151,097	318	161,865	50	55,242
Edinburg	129,650	191,117	207,983	3	7,381	5	17,260	32	67,492	13	47,321	14	11,116	16	11,914	9	9,641	40	15,274	8	6,222
McAllen	712,371	1,183,060	1,303,392	27	81,737	22	205,926	76	196,448	57	222,865	31	32,552	145	184,428	74	93,344	130	94,599	18	29,442
HILL	109,706	163,484	174,563	17	12,009	7	13,343	29	40,114	18	45,229	24	19,092	12	3,026	9	2,981	25	11,306	11	5,298
Hillsboro	63,524	92,489	98,499	10	5,409	3	8,071	11	24,266	9	24,051	13	11,892	8	2,321	4	632	12	5,341	5	3,109
HOCKLEY	90,500	112,286	120,378	8	7,319	5	9,035	20	32,552	19	45,198	9	2,270	11	4,502	8	1,563	28	8,415	4	3,506
HOOD	97,599	179,726	200,552	6	19,658	5	15,899	23	41,716	10	77,138	10	6,651	11	6,670	6	6,204	22	16,278	6	4,350
HOPKINS	120,208	166,702	181,613	12	11,516	7	14,453	18	37,531	14	65,258	11	10,088	25	9,826	10	4,000	37	18,169	6	5,492
Sulphur Springs	112,421	155,771	169,688	10	11,498	6	14,431	11	37,474	13	49,922	11	10,073	24	9,811	10	3,236	29	14,687	6	5,467
HOUSTON	74,092	103,796	116,026	5	3,209	4	9,197	15	27,040	16	48,022	14	3,134	9	5,424	5	4,057	16	5,888	6	3,761
HOWARD	227,24[illegible]	265,873	287,074	11	12,079	8	34,182	40	62,567	28	88,707	24	16,076	36	15,772	20	8,752	58	23,109	11	6,401
Big Spring	218,67[illegible]	255,643	275,997	9	12,079	8	33,655	38	62,567	27	67,861	22	16,076	35	15,772	19	7,082	52	21,371	11	6,371
HUDSPETH	[illegible]	5,458	5,840	1	353	1	387	4	1,518	1	1,741	3	930	1	217	0	152	3	129	0	122
HUNT	252,562	396,734	428,589	25	34,555	11	39,442	50	106,324	39	97,447	32	19,359	41	20,688	25	19,926	81	34,294	14	12,735
Greenville	164,916	258,925	279,701	10	22,495	7	25,676	29	70,773	22	54,471	20	17,699	33	13,467	19	12,972	40	18,293	8	8,497
HUTCHINSON	129,576	138,580	148,810	11	11,473	4	11,797	30	42,128	14	38,589	12	3,346	26	12,170	16	5,227	38	11,725	10	5,359
Borger	115,639	124,176	133,425	9	9,994	4	10,275	22	40,542	12	33,612	11	2,914	25	10,600	15	4,553	32	10,174	8	4,868
IRION	2,273	3,148	3,444	1	248	0	273	2	685	0	1,229	0	157	0	154	0	106	0	92	0	87
JACK	24,843	27,164	29,121	6	2,571	2	2,309	7	7,289	6	7,492	6	1,528	8	813	3	901	9	3,543	2	728
JACKSON	52,454	59,100	62,377	4	4,421	5	2,505	25	19,685	15	25,209	11	2,796	11	1,801	5	1,559	20	2,735	6	1,521
JASPER	147,485	214,779	233,672	16	37,760	10	22,701	38	55,574	28	69,038	20	13,380	16	6,128	10	8,426	31	10,007	12	6,423
JEFF DAVIS	3,161	3,503	3,754	1	210	0	230	4	1,587	0	1,037	1	134	0	129	0	90	2	78	0	73
JEFFERSON	1,538,129	1,775,619	1,870,904	70	109,299	34	236,046	246	340,278	132	481,536	146	106,943	178	132,483	133	109,743	339	173,908	64	50,026
Beaumont	952,310	1,108,268	1,169,105	45	66,149	21	170,347	129	172,285	75	229,702	81	68,504	112	83,556	80	67,841	202	116,206	30	26,130
Port Arthur	333,255	394,232	416,843	11	12,355	8	45,219	59	95,595	30	99,339	31	21,748	44	27,352	29	15,516	75	29,616	12	11,062
JIM HOGG	27,089	26,627	28,188	3	2,040	1	2,235	10	5,635	7	7,809	7	3,194	3	380	2	873	8	1,220	2	705

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S Census	E&P 1988 estimate	E&P 1989 estimate	Lumber/Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
JIM WELLS	190,663	222,053	235,973	17	20,199	9	15,318	46	61,911	28	76,519	25	11,770	21	11,378	14	8,948	48	15,742	8	4,746
Alice	168,217	195,499	207,693	9	11,817	8	15,021	28	56,729	22	53,177	19	11,151	19	11,157	12	8,774	38	13,521	6	4,654
JOHNSON	293,534	500,910	545,946	21	51,835	9	52,110	59	138,231	42	169,654	33	19,403	44	27,019	18	10,830	71	34,589	15	20,899
Cleburne	143,421	226,392	244,848	12	16,508	6	30,761	26	59,161	27	72,498	13	7,221	32	15,950	12	6,393	34	15,230	9	7,296
JONES	63,275	80,739	86,552	2	5,596	6	6,131	21	16,030	13	34,913	15	6,728	7	4,572	3	2,392	15	3,216	7	2,649
KARNES	62,232	71,324	76,965	8	6,943	5	2,973	29	20,453	9	26,752	16	4,873	7	1,484	7	2,178	26	5,042	5	1,451
KAUFMAN	184,628	332,703	364,943	19	25,067	11	31,575	49	90,838	28	96,492	31	29,831	25	11,055	16	13,272	55	22,764	15	9,821
Terrell	93,624	135,303	145,142	6	4,612	4	14,329	20	38,083	13	37,239	12	12,267	10	6,037	8	3,831	22	8,263	7	4,947
KENDALL	47,981	93,680	104,809	8	5,999	5	2,408	12	24,598	8	47,907	8	8,637	5	2,137	2	3,242	27	6,780	4	2,623
KENEDY	1,942	1,855	1,959	0	142	1	155	1	389	0	700	0	89	0	88	0	61	0	53	0	48
KENT	3,537	5,339	5,822	0	421	1	460	1	1,157	1	2,078	2	268	0	259	0	181	0	156	0	145
KERR	158,510	269,682	292,936	12	38,771	10	27,707	32	72,223	14	54,821	21	15,545	25	14,156	13	12,418	53	24,196	7	6,973
Kerrville	139,322	228,418	247,220	7	32,017	7	22,880	27	69,745	10	35,592	17	12,837	23	13,829	12	10,254	48	21,728	7	6,670
KIMBLE	26,513	39,796	43,169	1	3,124	2	3,422	7	8,461	4	10,064	8	9,206	1	1,922	1	1,335	11	3,111	1	1,080
KING	1,200	1,082	1,145	0	83	0	91	0	227	0	408	1	53	0	51	0	36	0	30	0	29
KINNEY	3,350	5,751	6,220	1	449	1	494	3	1,237	2	2,222	3	184	0	278	0	193	4	538	0	155
KLEBERG	154,450	211,223	226,292	7	16,518	8	15,099	35	69,792	15	54,934	20	9,338	20	11,612	11	9,427	50	23,917	9	3,822
KNOX	14,240	19,816	21,052	5	847	2	1,668	9	8,621	4	1,353	9	1,981	5	1,141	0	652	4	818	3	1,925
LAMAR	204,226	318,942	342,221	15	39,982	9	46,499	35	67,156	28	83,824	14	10,518	34	18,702	22	16,951	49	26,073	12	10,736
Paris	189,466	293,624	314,799	14	35,386	8	41,154	27	66,524	27	74,188	12	9,309	33	18,526	21	15,002	45	23,076	11	9,502
LAMB	55,671	80,003	85,822	15	5,602	4	6,803	18	24,999	9	23,114	8	5,398	15	5,822	6	2,462	18	4,352	5	3,506
LAMPASAS	42,613	70,035	79,018	4	4,507	5	7,987	9	17,141	10	28,494	10	6,365	7	3,157	5	1,985	16	4,637	4	2,425
LA SALLE	13,439	17,560	18,789	1	1,252	5	2,863	7	3,989	3	6,173	5	1,176	2	770	0	535	4	661	1	432
LAVACA	80,827	114,672	124,331	15	16,871	7	3,634	31	38,395	15	34,165	14	6,576	12	3,290	13	6,261	24	3,720	9	4,589
LEE	67,117	102,524	110,850	8	9,424	5	2,293	20	28,250	6	22,829	13	12,441	10	3,072	7	9,307	19	8,938	4	2,086
LEON	33,857	58,348	64,769	5	6,084	3	4,598	18	12,724	3	20,710	17	7,041	6	1,935	1	1,794	15	5,270	3	1,374
LIBERTY	254,463	309,141	329,341	22	23,831	13	26,108	64	90,303	34	117,574	30	16,094	27	8,541	11	5,383	47	18,004	17	11,257
LIMESTONE	72,009	110,994	122,100	5	10,269	5	9,678	31	37,892	10	24,440	13	6,685	13	5,595	10	4,977	19	4,839	5	3,272
Mexia	53,700	82,939	91,257	3	7,568	3	7,133	15	30,658	6	13,952	8	5,660	9	5,264	6	3,668	12	3,307	2	2,411
LIPSCOMB	11,104	14,003	14,978	2	888	2	971	6	3,178	2	4,375	4	2,363	2	546	1	379	7	1,224	1	307
LIVE OAK	41,434	54,075	59,376	4	4,297	2	4,707	18	14,417	7	19,405	14	8,929	6	1,199	3	256	14	3,608	3	1,024
LLANO	40,591	65,895	70,241	7	6,965	5	5,569	17	18,383	7	16,376	7	3,283	5	1,482	3	2,173	16	4,369	4	1,882
LOVING	441	402	428	0	31	0	33	0	85	0	154	0	19	0	19	0	13	0	12	0	11
LUBBOCK	1,344,799	1,893,354	2,018,198	54	149,564	26	252,260	161	357,737	105	672,364	103	60,436	162	110,709	132	138,446	289	179,710	43	31,982
Lubbock	1,237,481	1,750,610	1,867,088	46	107,740	24	247,917	134	345,750	93	448,364	92	57,248	155	108,297	129	112,540	269	172,774	38	30,803
LYNN	14,141	19,725	20,661	2	1,233	2	1,352	10	5,693	7	8,062	2	783	2	759	2	527	7	792	2	426
MCCULLOCH	37,979	50,271	55,110	4	2,259	3	3,583	12	16,881	8	16,353	8	1,780	13	2,679	5	4,224	10	3,452	5	850
MCLENNAN	943,336	1,412,252	1,521,582	48	109,650	36	199,877	165	312,943	93	409,037	116	72,457	123	71,323	84	74,307	245	138,261	36	32,047
Waco	753,075	1,106,795	1,190,046	25	72,740	22	184,302	96	232,024	67	241,647	72	56,314	103	63,983	67	49,577	194	117,934	24	25,148
MCMULLEN	1,392	1,838	1,949	0	141	0	155	2	387	0	697	1	89	1	86	0	61	1	53	0	49
MADISON	46,563	70,068	75,472	4	3,968	5	2,110	9	15,554	4	26,942	11	9,733	6	2,543	3	2,334	9	7,127	4	2,487
MARION	24,648	35,307	37,939	3	1,641	2	3,008	8	7,541	4	11,691	8	5,376	2	1,689	2	1,173	10	2,712	3	949
MARTIN	19,132	18,916	20,416	1	1,105	0	1,212	3	3,036	4	9,484	4	2,552	1	680	0	472	3	472	1	383
MASON	11,405	19,287	20,629	3	2,379	2	1,421	7	4,631	4	6,403	5	1,485	2	797	1	555	7	1,474	1	448
MATAGORDA	170,412	326,591	344,800	16	25,267	9	14,114	45	96,951	23	94,842	28	15,670	25	23,846	12	11,954	53	29,149	9	8,224
Bay City	140,391	267,648	282,441	10	14,300	6	12,669	24	89,948	16	60,682	21	14,307	20	22,110	10	10,730	36	22,371	8	7,382
MAVERICK	142,835	260,986	286,814	10	21,288	11	27,781	29	70,365	16	36,940	18	12,676	50	52,106	12	13,936	27	10,072	6	7,792
MEDINA	90,923	141,221	151,879	7	6,586	6	6,336	24	33,285	18	80,362	10	2,259	12	2,466	4	4,251	21	6,478	7	2,262
MENARD	7,133	10,446	11,131	3	722	0	791	7	3,770	2	3,564	1	457	2	444	0	310	1	266	1	251
MIDLAND	713,358	852,836	921,750	32	97,696	17	116,622	80	176,194	42	212,827	57	57,718	92	48,430	56	62,039	140	73,326	13	17,295
Midland	675,433	802,233	866,281	27	86,257	16	114,077	72	176,194	41	187,907	54	50,960	91	42,759	53	54,775	136	70,665	12	17,105
MILAM	63,616	86,310	92,221	9	7,762	10	10,430	21	19,907	14	26,059	16	7,051	15	3,118	8	2,475	19	3,999	6	2,700
MILLS	14,084	18,300	19,801	5	4,626	3	1,369	4	3,430	2	6,162	4	792	1	768	2	534	4	699	1	431
MITCHELL	40,257	49,165	52,689	2	3,813	2	4,177	9	14,039	6	11,416	11	5,683	6	4,297	5	1,629	13	3,245	4	3,025
MONTAGUE	71,318	91,897	97,530	9	8,163	5	13,860	19	21,208	14	33,209	12	2,396	13	1,672	10	3,251	20	5,015	7	3,983
MONTGOMERY	548,860	693,359	765,925	42	126,819	12	44,788	96	195,598	47	197,825	48	49,307	44	24,220	37	26,060	107	51,878	26	22,965
Conroe	373,072	459,067	505,405	18	73,067	8	38,412	37	121,945	29	137,838	23	31,723	35	22,460	23	15,788	50	28,526	15	12,950
MOORE	84,379	138,193	148,419	8	6,468	3	11,766	20	37,510	15	40,924	12	13,889	13	7,729	9	7,534	21	9,849	4	4,486
MORRIS	52,391	62,670	66,622	4	2,014	3	5,282	23	18,873	13	18,751	9	7,601	9	2,738	5	2,953	13	3,105	7	2,584
MOTLEY	4,196	7,449	7,882	2	569	1	625	3	1,566	3	2,813	1	361	0	350	0	244	2	210	1	198
NACOGDOCHES	219,676	334,708	364,293	23	38,826	8	25,206	41	80,985	34	93,716	26	12,969	34	27,371	19	18,174	49	24,298	15	13,675
Nacogdoches	204,365	309,579	336,734	19	26,780	7	24,952	34	80,170	29	69,102	21	12,839	33	27,096	16	14,625	46	22,577	14	13,537
NAVARRO	193,956	284,724	306,867	10	16,449	6	20,701	33	55,865	29	84,814	31	21,840	31	13,612	15	11,465	42	20,071	11	7,871
Corsicana	180,784	264,261	284,677	8	13,971	6	20,304	24	55,723	26	72,037	24	21,784	28	11,561	14	9,241	35	18,427	10	6,685
NEWTON	25,932	33,621	36,775	2	2,661	3	1,247	16	12,071	4	9,082	7	2,779	3	616	1	1,138	7	1,018	3	1,387
NOLAN	97,899	108,521	115,362	8	4,397	8	8,546	17	25,024	14	27,971	14	13,008	13	4,570	13	2,783	25	7,498	9	6,005
Sweetwater	83,042	90,828	96,359	7	3,734	5	8,293	16	21,252	12	21,090	10	11,047	12	3,881	12	2,220	21	6,530	8	5,099
NUECES	1,608,875	2,236,899	2,394,478	58	148,867	37	264,941	258	513,285	138	650,092	156	152,781	180	117,219	128	149,174	435	234,689	47	42,375
Corpus Christi	1,497,256	2,100,966	2,251,413	55	145,225	32	256,384	215	476,410	129	472,455	132	142,192	166	113,284	125	145,524	403	220,201	41	38,380
OCHILTREE	59,830	65,920	70,943	4	5,747	3	5,624	11	16,881	5	22,937	6	2,333	11	5,456	7	1,613	10	4,658	4	2,517
OLDHAM	6,959	14,756	15,635	0	1,000	0	1,097	2	2,748	0	4,934	4	2,420	1	615	0	427	4	1,274	1	345
ORANGE	389,137	506,585	535,376	28	34,795	12	42,440	86	135,121	48	152,160	44	43,414	35	27,910	25	20,190	76	30,463	19	17,085
Orange	220,995	274,496	288,307	13	12,820	6	23,842	40	72,980	27	75,928	22	20,249	17	14,031	12	9,580	40	17,414	8	8,160
PALO PINTO	131,377	164,020	174,008	8	16,932	4	13,794	42	41,702	19	51,890	23	14,439	16	5,493	10	5,907	46	11,122	7	4,353
Mineral Wells	49,188	56,043	58,697	6	4,089	2	3,331	27	10,071	17	12,531	13	7,847	9	5,070	6	4,311	34	8,373	6	1,052
PANOLA	74,234	123,438	134,658	5	9,272	5	7,810	15	32,969	16	46,995	13	9,816	15	4,744	5	2,806	18	7,238	6	5,189
PARKER	198,011	368,430	414,694	19	30,661	8	20,861	33	100,798	20	133,800	32	42,552	20	13,902	9	6,234	40	26,847	9	10,857
Weatherford	126,297	221,787	248,384	11	15,606	5	10,355	19	59,702	19	68,359	20	42,552	16	10,644	8	3,094	29	18,573	8	5,389
PARMER	19,690	44,756	48,119	6	3,599	2	3,170	10	14,378	6	16,896	1	1,835	3	1,781	1	1,236	9	2,075	3	741
PECOS	86,106	89,654	96,987	9	8,753	5	5,119	21	25,885	13	20,705	22	11,079	13	4,709	9	3,349	28	6,641	6	1,858
POLK	107,793	176,865	194,011	10	34,935	7	24,210	23	46,213	15	52,188	16	7,775	7	2,688	10	6,118	25	9,918	5	4,133
POTTER	859,003	1,180,493	1,242,606	40	102,872	15	143,686	104	207,950	72	382,931	69	58,622	95	87,835	75	65,689	219	126,294	29	21,757
Amarillo	850,970	1,166,352	1,227,323	39	102,473	14	143,129	103	207,144	72	292,340	65	58,395	94	87,495	74	65,434	214	125,805	29	21,673
PRESIDIO	20,868	25,057	26,518	8	3,238	5	2,101	8	4,077	4	3,172	9	1,640	4	1,513	3	1,114	11	1,105	2	663
RAINS	12,284	20,922	23,546	2	1,531	0	1,677	5	8,517	1	7,547	3	410	1	941	2	655	2	563	1	529
RANDALL	361,494	583,031	637,136	19	54,767	10	49,828	50	139,921	33	212,947	33	12,221	58	36,663	43	45,680	80	45,429	8	7,825
REAGAN	17,340	19,167	20,742	2	1,395	3	1,529	5	4,967	1	6,883	6	1,939	0	859	0	596	4	1,053	1	483
REAL	4,975	9,948	10,980	2	795	0	871	5	3,183	4	1,063	2	504	1	489	0	341	3	961	3	274
RED RIVER	86,108	93,718	101,239	6	4,786	3	8,025	16	16,638	5	8,174	5	1,383	7	4,506	3	1,467	8	2,700	5	2,266

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S Census	E&P 1988 estimate	E&P 1989 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
REEVES	72,160	86,559	92,979	4	3,755	5	6,167	17	25,731	11	33,521	15	4,252	12	6,716	5	2,593	21	5,557	4	3,153
Pecos	68,871	83,492	89,814	4	2,984	4	6,167	14	25,731	11	25,978	13	4,252	12	6,716	5	2,125	18	5,557	4	3,153
REFUGIO	44,747	58,306	62,016	2	4,119	2	4,513	14	12,326	7	16,948	14	10,634	8	2,751	2	1,761	20	4,434	4	1,430
ROBERTS	2,582	2,934	3,138	1	226	0	248	1	623	0	1,121	1	144	0	139	2	97	1	83	0	79
ROBERTSON	49,404	72,964	77,682	6	5,149	7	9,265	23	20,953	13	26,615	14	2,959	7	2,017	3	2,404	16	3,506	7	2,510
ROCKWALL	65,909	136,393	151,959	7	19,633	2	12,046	19	29,105	11	54,250	7	15,913	6	1,251	2	4,700	19	11,024	4	3,679
RUNNELS	50,712	63,156	68,316	9	3,870	5	3,801	18	19,921	8	20,704	7	3,134	8	3,257	3	1,136	16	3,199	5	1,637
RUSK	139,047	198,852	215,879	15	14,123	11	24,597	36	44,013	28	69,336	30	12,981	25	9,745	14	12,393	32	12,385	17	7,683
Henderson	108,615	153,451	166,359	11	12,038	7	20,965	17	30,239	19	46,759	22	12,675	20	8,689	12	10,563	24	9,755	11	6,257
SABINE	30,385	49,572	53,780	2	3,891	1	4,263	13	12,798	7	15,036	8	2,667	4	488	2	1,663	7	1,670	4	1,869
SAN AUGUSTINE	25,491	39,467	42,308	5	3,084	4	1,487	6	8,702	5	16,380	4	1,264	7	4,429	3	2,361	8	1,840	3	1,058
SAN JACINTO	16,696	24,429	26,899	3	1,672	1	1,830	14	8,136	5	8,245	5	2,026	0	1,027	0	714	8	1,327	2	577
SAN PATRICIO	235,413	300,425	321,169	15	10,677	16	16,839	53	103,824	32	95,892	50	28,370	31	13,730	19	6,357	77	17,572	21	8,639
SAN SABA	17,837	27,272	29,893	2	2,162	3	756	9	9,068	4	10,672	3	680	4	1,330	3	925	4	450	1	749
SCHLEICHER	5,963	6,320	6,824	1	391	3	536	5	2,695	1	1,928	0	247	1	240	0	166	2	144	0	136
SCURRY	89,080	111,500	119,438	3	4,300	4	9,468	22	28,672	21	35,602	16	6,121	18	7,401	16	6,086	26	10,999	7	4,595
Snyder	85,798	107,360	114,909	3	3,375	4	9,442	18	28,592	20	27,252	15	6,104	18	7,380	15	6,069	24	10,968	7	4,577
SHACKELFORD	14,065	16,054	17,254	2	1,166	2	1,277	5	4,796	4	4,735	4	1,785	2	716	1	498	5	1,016	1	403
SHELBY	92,089	140,107	150,137	13	12,396	9	16,980	27	39,087	9	30,980	18	8,995	11	5,154	5	6,268	13	4,032	9	6,607
SHERMAN	7,836	12,751	13,627	2	986	1	1,080	3	2,709	4	4,865	3	625	2	606	1	421	2	365	1	340
SMITH	801,304	1,221,129	1,315,720	53	101,273	24	190,660	84	233,725	80	362,598	100	75,924	114	84,997	72	70,767	148	91,568	37	37,383
Tyler	717,762	1,082,708	1,165,290	34	64,226	19	184,649	58	228,122	64	262,154	71	74,269	106	84,281	64	54,933	128	81,926	31	32,168
SOMERVELL	10,372	14,751	16,278	1	895	1	981	5	6,167	2	4,420	3	568	0	551	1	383	7	1,187	2	310
STARR	73,602	112,326	122,643	9	9,421	8	6,532	31	47,797	15	21,042	16	6,905	10	5,950	5	7,246	22	4,823	4	1,109
STEPHENS	51,591	56,165	60,015	3	1,474	3	1,482	11	15,432	14	21,649	6	914	10	3,294	4	1,368	20	4,163	6	5,176
STERLING	3,647	4,377	4,678	0	338	0	371	4	930	0	1,670	2	214	0	208	0	144	0	125	0	117
STONEWALL	6,839	8,260	8,878	1	533	0	583	4	2,280	1	2,628	2	338	1	327	0	227	3	1,332	1	183
SUTTON	26,728	25,604	27,645	1	1,815	2	1,989	4	6,019	3	8,959	6	2,282	6	866	2	777	10	2,927	1	627
SWISHER	32,452	56,137	58,556	6	3,346	6	2,388	10	16,412	5	14,783	5	3,043	3	2,605	2	1,811	12	3,480	6	6,473
TARRANT	5,631,146	9,424,224	10,181,600	227	563,796	126	1,284,632	735	1,972,077	449	2,986,005	482	512,500	625	520,377	411	516,472	1,380	987,775	167	226,871
Arlington	1,190,333	2,593,274	2,865,069	38	97,924	23	368,061	122	554,272	74	767,533	71	123,235	132	174,196	76	85,058	259	302,820	25	48,041
Euless	89,610	165,299	180,200	5	22,245	2	18,479	18	58,390	8	4,296	11	14,808	8	4,008	7	3,472	38	27,918	3	3,788
Fort Worth	2,719,074	3,754,286	3,972,030	94	141,182	57	440,167	354	651,568	210	974,681	246	224,434	309	191,559	213	192,134	730	388,929	86	89,201
Haltom City	166,332	284,779	308,341	19	49,632	7	16,108	24	76,633	33	34,196	7	7,014	14	10,940	13	19,208	31	15,103	8	16,996
Hurst	400,868	717,289	779,826	13	31,040	15	244,927	30	117,761	20	109,554	15	17,977	70	70,996	40	42,598	54	38,973	5	5,553
TAYLOR	804,342	1,043,710	1,128,918	36	81,687	23	89,493	106	188,345	71	350,116	79	60,190	115	50,244	74	59,882	169	90,273	27	25,943
Abilene	377,107	565,869	622,475	33	81,687	21	89,493	93	188,345	67	0	71	0	110	50,244	73	0	154	90,273	26	0
TERRELL	6,670	9,851	10,493	0	657	1	718	1	1,801	2	3,237	4	2,182	0	403	0	281	4	463	0	227
TERRY	67,250	84,545	89,012	7	5,344	5	5,817	18	22,575	10	33,739	8	3,621	12	5,352	6	1,914	13	5,054	6	4,283
THROCKMORTON	5,542	7,238	7,798	0	565	0	618	4	1,850	2	2,784	2	358	1	347	0	241	2	207	1	195
TITUS	143,398	198,145	216,470	9	18,815	5	17,160	20	35,511	15	57,493	21	18,586	23	10,995	14	9,418	38	13,598	12	9,505
Mount Pleasant	130,872	179,075	195,411	8	16,414	5	14,970	15	35,087	14	50,156	18	16,214	22	9,582	13	7,545	33	11,581	11	9,367
TOM GREEN	571,448	762,459	832,576	31	68,929	16	107,515	93	163,155	54	252,185	41	23,264	88	46,425	62	48,097	140	73,325	22	15,476
San Angelo	559,591	748,219	817,235	29	65,403	16	106,204	86	163,155	52	239,284	40	22,074	87	46,425	61	39,047	137	71,359	22	15,455
TRAVIS	2,933,316	5,300,681	5,705,734	114	511,328	55	667,280	386	1,040,601	183	1,557,443	216	251,449	343	337,850	269	390,214	827	644,556	98	112,000
Austin	2,720,633	4,883,296	5,253,227	88	330,610	51	635,211	336	990,590	169	1,482,592	198	239,365	312	321,613	248	371,460	761	591,433	88	106,617
TRINITY	36,139	59,015	64,480	6	3,136	3	5,112	13	16,899	5	23,644	6	4,798	4	2,870	2	1,984	11	2,225	3	1,964
TYLER	48,722	77,238	83,967	6	3,111	4	11,944	18	25,217	7	28,467	11	2,809	3	3,737	4	1,455	11	2,524	5	3,173
UPSHUR	85,713	134,287	147,246	7	11,414	4	11,672	17	25,549	11	49,421	15	7,479	13	3,767	6	1,256	23	6,984	6	5,433
UPTON	13,524	15,494	16,605	3	2,022	3	960	9	5,013	1	4,320	8	1,507	0	539	1	374	9	739	1	303
UVALDE	95,428	146,586	157,685	8	17,328	4	12,061	25	46,551	20	30,001	23	7,074	18	11,541	10	5,300	30	11,517	7	4,520
VAL VERDE	170,732	256,691	274,780	12	23,415	8	19,580	33	67,803	27	82,995	18	10,451	41	21,579	17	9,395	54	21,904	5	3,339
Del Rio	168,423	254,168	272,191	12	18,460	8	19,375	30	67,803	25	82,995	18	10,451	41	21,579	17	7,641	52	21,904	5	3,339
VAN ZANDT	99,490	158,015	169,448	16	20,885	11	3,460	22	36,830	18	60,157	27	11,692	17	5,204	5	1,848	27	8,484	13	12,052
VICTORIA	492,936	610,148	651,346	22	55,851	14	83,866	80	127,100	40	171,708	43	40,513	66	36,887	46	32,722	112	48,603	15	11,248
Victoria	480,830	593,459	633,287	21	50,633	13	76,032	70	126,320	39	155,665	36	40,264	65	36,661	45	26,415	101	43,251	15	11,170
WALKER	201,309	353,155	394,411	18	41,889	6	31,990	35	82,613	20	104,192	21	27,642	25	15,056	12	11,542	60	51,682	8	10,350
Huntsville	189,983	330,772	369,160	15	41,688	6	31,267	26	82,216	17	77,184	19	27,509	24	14,984	12	9,270	55	49,456	8	10,227
WALLER	182,431	248,345	270,566	9	19,577	4	21,449	23	24,278	6	96,591	18	13,948	7	1,611	4	3,723	21	9,428	5	3,221
WARD	63,774	58,942	74,098	2	5,362	4	6,632	18	20,502	3	20,139	14	5,694	11	3,205	5	3,649	19	5,160	5	1,818
WASHINGTON	144,213	244,242	270,877	14	29,109	4	21,457	38	73,000	11	77,263	17	11,032	23	16,729	20	10,906	30	12,446	11	9,569
Brenham	134,314	228,026	252,768	10	21,289	4	19,165	27	73,000	10	69,009	14	11,032	22	14,942	19	9,741	22	10,318	11	9,559
WEBB	701,337	996,071	1,072,998	34	61,232	33	169,491	116	227,401	59	141,346	48	29,673	159	141,804	55	113,439	116	62,466	22	19,828
Laredo	690,756	987,089	1,064,074	32	61,232	32	169,491	112	227,401	58	108,973	46	29,673	155	141,804	54	92,507	113	62,466	22	19,828
WHARTON	207,045	273,233	288,637	18	16,887	10	20,591	49	69,649	35	106,028	26	12,305	33	15,656	24	13,760	55	20,038	13	8,101
WHEELER	35,365	41,782	44,034	6	4,234	3	3,491	9	12,485	7	10,854	6	3,266	4	1,574	3	1,293	11	3,576	3	1,349
WICHITA	750,305	930,720	997,117	38	76,916	25	79,044	108	165,739	82	355,967	63	43,448	108	45,462	80	30,841	182	79,747	28	24,944
Wichita Falls	328,592	580,418	646,409	20	51,423	10	74,089	88	137,445	67	165,740	52	38,993	60	0	46	28,963	162	64,213	13	17,876
WILBARGER	72,988	92,836	101,437	7	4,501	5	8,041	15	24,497	13	24,566	17	7,479	16	6,010	7	3,647	19	8,782	4	4,271
Vernon	70,971	90,891	99,398	7	3,561	5	8,041	14	24,497	13	18,956	13	7,479	16	6,010	7	3,140	18	8,782	4	4,271
WILLACY	44,972	65,145	69,929	7	4,131	3	2,782	21	20,794	9	24,647	12	3,805	5	1,989	4	4,586	12	2,394	3	1,750
WILLIAMSON	298,626	589,235	650,897	24	37,488	10	48,942	71	184,986	44	185,019	59	44,308	29	28,287	29	21,077	103	46,329	22	16,093
Taylor	65,319	95,429	102,423	5	7,321	2	9,558	12	30,619	11	21,635	15	12,082	7	1,848	9	1,804	23	5,907	6	3,051
WILSON	53,957	98,888	107,197	5	6,842	6	5,328	23	34,244	9	38,113	9	4,826	7	5,006	1	3,316	16	3,089	3	1,715
WINKLER	49,414	41,912	44,770	2	3,239	3	2,630	13	6,706	7	16,109	6	2,054	9	2,030	8	2,792	16	2,441	2	1,121
WISE	112,448	165,275	176,475	6	6,194	12	13,990	28	36,128	18	63,001	16	16,266	16	3,582	3	984	18	3,434	8	3,026
WOOD	94,076	141,262	152,288	9	12,845	8	13,747	23	39,596	21	43,043	16	5,513	16	5,732	13	3,778	23	7,129	7	5,518
YOAKUM	30,478	36,876	39,523	6	4,943	3	2,029	10	13,192	10	12,402	4	974	4	2,711	3	746	6	1,185	2	989
YOUNG	91,641	106,564	114,839	6	4,815	8	16,228	18	28,833	14	28,648	13	4,105	17	4,408	10	4,674	25	7,184	6	2,480
ZAPATA	14,808	21,251	23,049	3	554	1	1,828	15	7,958	4	2,283	6	2,446	1	1,025	1	713	10	1,659	2	576
ZAVALA	22,215	27,044	29,076	2	1,776	1	1,945	10	9,025	2	8,761	9	1,370	6	1,473	3	759	12	1,900	3	614

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

UTAH RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U S Census	E&P 1988 estimate	E&P 1989 estimate	NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS) Lumber Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS........	6 327 012	9 990 468	10 849 570		784 096		1 231 160		2 289 940		2 638 426		755 242		484 963		647 648		871 985		275 347
METRO AREAS (MSAs PMSAs CMSAs)																					
Provo Orem Ut	771 604	1 271 582	1 382 733		107 379		175 796		295 420		332 282		95 547		66 298		80 307		93 432		43 657
Salt Lake City Ogden Ut	4 220 819	6 642 335	7 183 453		479 558		854 888		1 467 152		1 825 758		420 576		360 854		485 871		590 708		167 010
COUNTIES Cities																					
BEAVER	14 543	25 789	28 385	2	1 204	2	3 232	6	5 395	2	1 723	12	7 129	4	845	2	411	10	4 034	1	867
BOX ELDER	108 517	187 838	209 064	11	10 076	4	22 443	25	46 687	19	62 336	24	17 710	15	5 325	10	8 300	40	19 711	6	6 024
CACHE	213 991	373 752	414 184	18	37 085	9	56 011	32	88 917	23	81 331	28	24 927	33	14 490	29	24 490	56	27 266	12	11 410
Logan	179 865	307 826	340 487	10	18 296	7	47 609	18	78 843	20	59 719	20	23 819	30	12 316	24	17 908	42	23 474	8	9 730
CARBON	115 958	135 197	143 484	8	8 567	8	11 162	14	44 369	16	31 143	14	11 592	20	3 810	11	6 411	30	10 084	4	4 384
DAGGETT	3 170	4 763	5 027	0	213	1	572	2	757	0	305	3	513	0	27	0	73	1	288	0	153
DAVIS	506 448	838 198	912 186	26	57 055	13	89 402	69	210 718	39	315 161	56	60 043	55	29 229	40	68 001	85	48 169	15	10 058
DUCHESNE	61 339	89 112	97 548	3	4 139	4	7 024	12	24 831	12	28 295	11	10 949	5	727	3	1 412	19	3 500	3	4 403
EMERY	27 415	29 539	32 082	5	4 125	3	277	9	6 425	2	1 949	11	8 113	4	599	1	464	14	3 035	2	980
GARFIELD	7 549	11 975	13 007	2	553	2	1 480	6	2 921	3	1 278	7	1 187	0	70	0	188	5	1 754	1	398
GRAND	52 533	55 764	58 247	2	2 471	3	2 038	9	14 127	8	5 356	14	7 786	6	866	1	843	18	4 412	2	1 780
IRON	112 630	169 648	185 414	9	17 683	8	11 632	14	35 455	19	51 194	19	23 218	17	5 382	9	7 983	32	14 745	5	2 453
JUAB	20 211	31 413	34 859	2	1 479	0	3 967	3	5 250	7	9 123	8	6 933	1	186	2	504	12	3 978	2	1 065
KANE	16 451	24 878	27 361	3	1 823	3	3 114	4	4 120	1	1 661	13	7 759	1	146	1	395	11	4 220	2	837
MILLARD	29 028	68 947	77 079	6	8 124	3	1 469	5	23 025	5	10 206	18	10 102	2	413	2	1 115	16	4 506	3	1 969
MORGAN	7 295	10 285	11 013	0	341	0	917	2	1 216	4	5 959	2	821	0	43	1	117	5	802	1	246
PIUTE	1 118	1 502	1 593	0	67	1	182	2	239	0	97	1	161	0	8	0	23	1	91	0	49
RICH	4 005	6 216	6 743	0	257	1	691	1	916	0	368	4	2 949	0	32	0	88	5	917	0	187
SALT LAKE	3 037 190	4 733 799	5 107 644	135	335 572	57	633 040	367	1 020 003	219	1 196 895	295	302 394	314	281 393	262	361 147	740	453 804	83	127 074
Salt Lake City	1 257 670	1 680 538	1 781 590	46	91 439	19	164 785	156	271 897	90	320 330	123	103 804	160	126 349	114	126 793	374	205 401	35	47 029
SAN JUAN	26 099	35 787	38 640	2	1 639	3	5 464	11	7 301	5	2 345	10	7 800	0	207	1	559	10	2 214	2	1 180
SANPETE	25 681	44 249	48 829	3	2 561	5	2 254	14	13 938	7	7 599	11	3 665	5	1 565	4	2 528	16	2 484	6	2 104
SEVIER	67 563	94 812	103 241	8	8 115	6	5 856	9	21 111	10	25 180	25	14 578	18	5 334	5	2 517	24	6 611	6	2 172
SUMMIT	54 204	108 984	123 293	5	12 900	0	14 034	13	35 850	6	12 798	12	6 812	5	1 027	4	580	44	25 533	2	3 766
TOOELE	73 697	109 564	116 492	7	8 588	4	13 259	14	38 695	11	18 033	10	15 410	4	1 757	3	3 348	26	9 878	3	2 739
UINTAH	135 511	154 711	168 643	13	32 361	10	13 570	14	35 565	15	43 373	19	12 847	10	4 059	7	6 013	28	9 408	2	5 152
UTAH	771 604	1 271 582	1 382 733	53	107 379	28	175 796	109	295 420	93	332 282	104	95 547	109	66 298	60	80 307	199	93 432	34	43 657
Provo	271 081	400 912	431 049	13	27 388	5	37 141	28	85 941	40	111 337	45	42 232	21	11 222	20	29 115	59	30 176	13	16 582
WASATCH	29 853	46 639	51 565	3	2 967	1	1 803	5	12 875	5	8 992	11	8 930	2	275	0	746	20	7 071	1	1 576
WASHINGTON	121 591	250 981	282 407	14	29 602	5	17 435	26	56 601	16	69 426	29	26 700	17	10 590	11	12 287	36	20 554	5	8 628
St George	103 817	205 862	231 207	11	22 811	4	13 435	16	48 590	14	53 499	19	25 709	15	8 160	10	9 468	24	16 249	5	6 649
WAYNE	2 637	4 706	5 184	1	219	1	590	2	782	0	316	1	528	0	28	0	75	4	749	0	158
WEBER	677 181	1 070 338	1 163 623	42	86 931	18	132 446	68	236 431	68	313 702	70	58 139	95	50 232	68	56 723	186	88 735	22	29 878
Ogden	505 933	731 936	788 165	32	55 282	13	103 158	44	145 169	45	176 502	47	39 046	82	37 118	46	28 274	129	54 517	11	13 308

VERMONT RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U S Census	E&P 1988 estimate	E&P 1989 estimate	NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS.......	2 600 585	4 425 100	4 784 605		405 748		316 824		988 598		1 109 870		271 340		191 457		170 123		407 202		124 946
METRO AREAS (MSAs PMSAs CMSAs)																					
Burlington Vt	682 379	1 213 289	1 320 664		107 335		126 473		252 328		329 960		52 592		72 613		67 557		126,511		32,070
COUNTIES Cities																					
ADDISON	113 957	200 909	217 620	12	18 475	10	11 289	40	55 440	17	45 841	22	14 771	12	9 302	9	3 011	39	15/984	8	7 131
BENNINGTON	256 230	450,226	485,935	17	31 536	13	25 741	49	78 451	21	71 422	22	17 723	31	18 202	21	16 149	73	32 890	9	10,508
CALEDONIA	123 848	195 902	210 208	17	19 320	9	17 402	30	48,255	16	52 036	19	11 444	14	8 005	14	6 394	32	12 671	10	5 392
CHITTENDEN	672,730	1 195 372	1 300 715	50	105 713	19	124 759	125	248 811	46	324 363	59	51 798	95	71,517	79	67 557	174	125,712	28	32,070
Burlington	220 546	367,075	396,959	11	24 797	5	56 345	46	64 314	11	28 132	20	17 908	53	46,192	32	17 743	76	52,423	9	9,885
ESSEX	6 324	9 351	10 129	0	822	1	972	3	1 788	1	2 843	4	404	0	557	0	0	10	2,013	0	0
FRANKLIN	152 858	243 227	263 388	15	18 159	8	15,219	51	65 656	22	75,294	22	19 890	20	9 065	12	7 649	50	12 769	7	7,963
St Albans	100 199	151 975	163 198	5	2,711	3	3 456	17	19.416	13	21 286	13	9 470	16	*	9	2,829	20	3 560	4	1,808
GRAND ISLE	9 649	17 917	19 949	1	1,622	5	1,714	6	3,517	2	5,597	1	794	0	1,096	0	0	6	799	0	0
LAMOILLE	89 739	152 727	166 585	12	23 322	6	7,953	33	38 044	13	18,403	14	9,409	12	4,481	6	3,846	48	18,940	9	5,611
ORANGE	72 824	135 156	147,276	15	31,215	11	5,843	28	34 668	6	16,162	14	10,098	6	8,099	6	1,065	30	9,112	6	4,287
ORLEANS	82,821	134,803	145,275	8	11,807	10	13,934	28	38,640	13	40,766	16	8,621	6	1,653	8	3,173	31	8,890	7	4,694
Newport	35,344	55,960	60,137	2	4,503	1	5,314	11	18,078	4	10,959	5	6,263	5	630	7	1,210	18	5,083	4	3,102
RUTLAND	315,013	523,127	562,422	33	43,107	24	37,343	89	109,342	48	152,719	44	24,396	40	24,598	30	19,735	121	48,599	19	15,254
Rutland	191,662	299,295	319,759	15	20,860	7	29,693	38	63,356	17	57,750	21	19,947	36	20,165	21	11,974	59	26,733	11	10,626
WASHINGTON	261,564	395,350	422,427	31	30,731	16	29,304	67	89,095	38	112,815	36	22,100	31	9,919	38	23,201	101	38,535	14	12,355
Barre	97,146	141,634	150,727	9	8,759	5	23,888	14	38,585	8	14,293	8	8,936	13	4,121	16	9,274	25	12,100	7	6,901
Montpelier	59,003	100,379	106,796	8	6,759	2	5,254	17	17,347	12	40,631	8	9,461	10	3,351	9	2,967	21	7,584	1	2,405
WINDHAM	214,718	397,589	431,309	24	34,689	11	14,511	52	97,784	14	60,247	45	46,233	30	17,427	20	12,323	100	46,758	12	12,140
Bellows Falls	32,143	53,476	57,435	3	1,569	2	2,088	7	17,447	3	8,670	6	7,099	7	2,508	1	1,773	13	1,698	3	1,747
WINDSOR	228,310	373,444	401,387	30	35,230	12	10,840	61	79,107	29	131,382	41	33,659	19	7,536	12	6,020	93	33,530	13	7,541

VIRGINIA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS.........	24 706 372	41 225 041	44 493 966		2 443 539		5 197 379		9 316 550		10 591 496		2 911 019		2 140 651		2 525 245		3 871 728		1 569 820
METRO AREAS (MSAs PMSAs CMSAs)																					
Charlottesville, Va	597 451	1 042 595	1 128 836		64 245		138 117		242 679		229 361		60.017		44 935		69 888		99 091		41 201
Danville, Va	394 769	619 186	662 827		44 041		57 426		163 196		160 182		31 375		48 913		25 701		56 090		29 536
Lynchburg, Va	666 943	951 164	1 019 548		60 438		155 165		220 029		205 370		64 481		43 340		55 866		83 162		36 580
Norfolk Virginia Beach Newport News, Va	5 370 031	8 782 886	9 461 244		506 111		1 153 089		1 787 526		2 361 721		554 001		499 495		547 387		935 702		251 429
Richmond Petersburg, Va	3 824 238	6 112 402	6 548 644		309 636		869 158		1 363 106		1 449 432		469 893		319 751		327 989		557 423		253 760
Roanoke, Va	1 104 421	1 735 190	1 851 017		87 613		219 862		397 694		434 995		110 250		90 956		107 532		167 491		70 809
COUNTIES, Cities																					
ACCOMACK	102 321	154 351	167 063	9	5 291	11	12 035	40	50 421	11	18 810	17	6 948	12	5 041	11	5 372	36	14 194	6	6 214
AMELIA	16 454	29 127	31 424	0	1 595	3	1 868	7	7 116	3	7 168	5	7 041	1	836	1	2 138	4	649	2	1 102
AMHERST	90 081	128 356	138 549	8	7 032	5	8 234	32	43 858	12	31 478	16	14 135	5	3 687	4	9 428	25	10 087	5	4 855
APPOMATTOX	37 339	61 849	67 423	2	3 420	3	4 007	8	15 286	6	23 692	6	5 884	1	1 793	2	4 587	11	4 274	2	2 362
ARLINGTON	832 535	1 295 081	1 353 326	19	68 676	10	104 890	99	260 708	36	321 578	66	92 458	45	30 637	73	92 090	211	170 093	31	73 814
BATH	9 245	15 938	17 228	0	873	4	828	5	4 489	1	4 093	4	1 178	4	1 788	4	1 463	6	351	1	604
BLAND	6 259	11 904	13 221	1	671	0	785	5	2 781	3	3 142	5	1 159	1	352	0	900	3	372	1	465
BOTETOURT	50 158	88 949	96 856	5	4 781	2	5 756	21	12 690	5	23 015	17	6 617	4	1 084	3	1 918	16	4 637	5	3 394
BRUNSWICK	28 679	48 704	52 759	3	2 904	7	2 137	24	18 082	8	14 743	5	1 804	5	2 439	1	3 590	5	1 210	2	1 850
BUCHANAN	103 931	131 125	138 434	6	7 286	13	16 370	15	19 964	15	25 323	17	7 442	18	4 887	10	9 827	18	7 831	9	7 470
BUCKINGHAM	17 364	32 904	36 042	0	1 828	6	3 523	8	10 437	5	5 702	7	4 846	1	959	0	2 454	9	1 709	1	1 262
CAROLINE	35 983	59 701	64 040	4	934	1	3 806	18	18 080	9	13 947	15	10 589	1	1 704	3	4 357	10	5 898	4	1 601
CHARLES CITY	2 163	3 453	3 688	0	188	0	219	2	711	0	877	2	251	0	98	0	250	1	462	0	129
CHARLOTTE	17 311	27 021	29 159	2	1 479	5	1 432	17	9 259	4	6 929	6	2 104	4	683	2	1 988	7	995	3	1 268
CHESTERFIELD	689 965	1 251 138	1 376 725	44	109 415	17	241 622	96	322 887	48	226 690	61	80 372	87	75 552	58	63 630	114	89 359	26	56 872
CLARKE	22 987	49 783	54 684	3	2 777	3	3 250	8	13 621	1	12 993	9	5 990	4	542	5	1 162	14	5 025	2	1 917
CRAIG	4 513	6 965	7 577	0	385	0	450	4	2 666	0	1 800	1	518	0	202	0	516	3	579	1	266
CULPEPER	78 514	137 675	147 487	10	7 297	7	19 005	23	42 777	11	25 049	12	9 781	11	4 603	9	8 634	15	8 539	4	7 812
Culpeper	68 711	119 042	127 364	7	6 649	5	17 318	14	42 188	6	10 215	11	8 912	10	4 537	8	7 867	13	7 781	4	7 683
CUMBERLAND	14 436	27 536	29 826	3	1 513	1	1 773	8	10 754	1	7 087	4	2 693	2	794	4	2 346	3	582	1	1 045
DICKENSON	55 766	91 575	97 024	3	4 923	9	5 107	15	27 661	10	28 492	9	3 913	5	718	7	2 593	15	4 093	4	2 727
ESSEX	55 319	99 514	106 988	5	5 428	3	6 357	12	27 331	10	16 293	6	3 419	10	4 697	4	5 824	11	11 400	3	3 750
FAUQUIER	124 736	267 972	291 609	15	20 981	4	3 264	36	80 641	11	47 815	19	26 119	14	8 770	9	4 645	34	29 124	7	13 323
FLOYD	23 922	49 878	54 529	3	3 547	6	1 869	10	11 293	7	22 517	3	3 393	1	1 321	5	4 933	5	1 192	2	1 739
FLUVANNA	17 770	31 538	34 318	3	1 742	0	2 039	10	10 574	5	7 134	4	2 344	1	912	0	2 338	1	4 314	1	1 203
FRANKLIN	71 930	140 529	153 465	6	11 079	11	5 113	32	48 318	13	26 161	10	5 906	8	8 166	11	6 009	19	9 913	8	8 655
GILES	69 622	102 764	109 945	4	9 622	8	6 900	25	39 133	9	32 117	8	3 194	5	1 642	8	4 284	12	2 832	6	4 989
GLOUCESTER	82 227	155 167	166 024	11	11 746	4	13 628	18	59 654	11	34 553	7	4 464	6	2 231	7	5 035	20	8 492	4	7 417
GOOCHLAND	23 024	42 903	45 388	1	2 302	2	2 695	9	8 739	7	10 780	7	8 093	1	1 208	4	3 087	7	5 702	1	1 589
GRAYSON	21 577	36 888	41 021	1	2 082	3	2 437	11	12 728	6	8 730	5	612	1	1 092	4	2 792	9	1 387	3	1 437
GREENE	15 787	26 520	29 151	0	1 479	4	1 732	10	8 109	3	6 928	2	1 991	1	775	0	1 984	5	3 663	1	1 021
HANOVER	207 866	396 538	443 579	13	22 029	5	10 014	41	96 303	20	49 893	43	104 657	9	11 804	13	9 383	48	35 686	12	15 543
HENRICO	1 063 072	1 827 701	1 986 971	28	66 065	27	360 088	117	400 399	70	476 775	85	112 235	110	114 926	85	109 664	220	166 732	38	82 268
HIGHLAND	4 414	6 123	6 606	0	336	1	393	1	1 273	1	1 569	3	451	0	175	2	450	2	831	0	232
ISLE OF WIGHT	50 710	86 817	93 840	10	6 502	6	4 054	18	35 677	5	19 947	10	4 219	4	1 408	5	1 321	22	7 450	3	4 573
KING AND QUEEN	4 913	7 946	8 634	1	438	1	513	5	2 801	2	2 052	1	590	0	231	0	587	3	243	0	303
KING GEORGE	15 705	27 857	29 633	2	1 503	1	1 760	8	7 301	4	8 056	6	3 050	0	789	1	2 017	5	2 185	2	1 037
KING WILLIAM	38 767	65 069	70 640	2	3 586	3	1 212	11	20 088	6	21 859	8	6 866	3	1 879	6	3 948	6	1 262	4	2 541
LANCASTER	48 035	78 893	84 044	4	8 766	8	3 223	14	25 245	12	23 594	14	3 304	10	3 226	7	5 277	14	3 027	4	2 670
LEE	46 963	70 303	75 827	8	7 364	8	5 977	28	25 449	11	12 298	8	3 764	7	1 604	6	1 453	18	3 495	4	3 080
LOUDOUN	260,928	537,895	583,484	22	61,295	9	34,676	43	189,695	27	104,280	33	34,420	33	21,585	25	28,740	49	37,846	11	20,445
LOUISA	35,531	59,082	64,665	5	5,479	5	3,355	18	25,379	6	7,738	11	8,031	1	1,722	4	1,298	11	2,507	3	2,292
LUNENBERG	26,465	37,753	40,963	3	2,079	9	2,956	13	13,503	9	5,847	7	3,529	5	832	5	1,278	7	1,076	2	1,435
MADISON	23,210	44,528	48,315	3	2,453	3	2,871	13	17,960	3	11,482	8	4,726	1	1,286	0	3,287	7	1,654	1	1,693
MATHEWS	18,677	35,825	38,408	3	3,932	2	2,282	10	15,030	8	4,773	4	3,009	3	1,021	3	1,377	6	1,148	2	1,345
MECKLENBURG	113,490	185,298	200,317	13	10,587	16	12,439	33	51,730	23	43,321	22	17,094	20	9,758	14	7,110	25	10,753	10	8,232
MIDDLESEX	21,762	47,178	51,277	6	6,174	5	1,612	14	17,547	6	4,061	3	2,710	3	568	3	2,443	9	3,005	3	1,798
NELSON	30,216	58,001	63,571	2	3,228	5	626	18	8,501	4	15,107	7	4,414	2	1,692	2	4,326	7	2,291	2	2,228
NEW KENT	17,892	31,055	33,468	2	1,700	1	1,989	9	9,522	4	7,953	8	5,279	0	891	0	2,278	7	2,355	1	1,173
NORTHAMPTON	44,471	60,196	64,704	6	5,104	7	3,863	14	23,645	9	4,370	14	4,089	5	1,014	3	916	15	3,757	4	4,048
NORTHUMBERLAND	28,325	47,926	51,310	5	4,878	4	3,049	16	18,216	5	3,997	5	2,193	1	1,365	0	3,492	7	1,735	2	1,798
NOTTOWAY	47,855	84,370	90,263	4	4,581	6	3,344	19	23,804	10	22,185	11	5,096	8	3,638	7	7,775	19	6,217	6	4,924
ORANGE	60,355	107,778	117,098	4	6,908	10	6,143	11	25,484	15	33,776	12	13,834	4	2,910	3	7,968	9	5,415	5	7,048
PAGE	57,636	100,075	106,596	3	5,408	6	6,490	22	28,439	9	16,477	10	5,255	2	2,837	8	3,568	25	17,156	5	6,593
PATRICK	28,352	56,724	62,427	1	3,167	9	10,143	16	17,367	4	7,686	5	2,850	2	1,662	5	4,248	7	1,911	5	3,120
POWHATAN	18,249	35,004	39,088	1	1,509	1	1,766	10	8,604	5	15,631	3	2,031	0	792	1	2,022	2	3,736	1	1,041
PRINCE EDWARD	75,420	110,770	118,748	10	9,606	8	14,304	18	27,291	8	26,996	10	5,046	9	3,160	11	9,448	25	11,375	5	4,161
PULASKI	96,925	157,645	172,314	7	13,955	4	13,984	25	49,658	9	34,932	14	14,798	13	4,277	7	4,933	28	8,901	9	7,865
Pulaski	63,346	97,857	106,402	3	8,360	3	8,377	15	27,961	6	23,495	7	10,505	12	2,562	6	3,781	19	5,260	7	4,712
RAPPAHANNOCK	6,566	10,936	11,753	1	597	2	699	9	2,497	0	2,794	4	997	0	312	2	799	4	1,272	0	411
RICHMOND	25,814	45,498	49,384	0	2,506	5	2,491	12	20,428	8	7,038	3	3,374	5	1,502	6	4,025	5	6,207	1	1,730
RUSSELL	63,097	91,117	97,425	6	9,123	6	5,055	24	30,564	11	19,858	10	5,058	5	1,628	11	7,349	15	5,796	5	3,746
SCOTT	82,226	118,594	130,781	9	6,636	5	1,996	30	37,690	9	45,944	10	9,603	5	1,503	5	4,027	16	3,932	8	3,538
SHENANDOAH	96,948	189,051	204,462	9	13,898	7	3,477	41	55,323	14	32,948	30	32,049	10	6,216	10	5,132	27	13,868	7	5,017
SMYTH	104,479	174,115	187,651	9	22,029	10	14,766	21	42,554	21	36,756	18	9,791	13	7,358	12	5,890	29	11,865	10	7,933
STAFFORD	98,836	192,607	210,176	13	25,471	3	11,614	28	61,966	7	30,094	13	23,838	1	5,201	4	13,299	22	21,333	1	6,849
SURRY	6,810	11,418	11,830	0	495	1	580	4	4,695	2	2,314	1	665	0	260	1	663	3	1,224	1	341
SUSSEX	38,562	54,834	58,454	2	2,966	5	1,665	17	17,915	5	9,897	8	2,520	2	1,556	5	3,978	9	5,580	4	2,161
TAZEWELL	246,762	336,419	360,261	20	32,928	20	30,985	62	110,299	28	101,476	23	13,487	31	8,912	21	13,206	41	16,223	21	15,326
Bluebell	28,885	39,435	42,237	2	1,986	1	1,869	10	24,406	2	6,120	3	2,051	3	537	4	1,053	6	2,053	3	924
WARREN	81,095	136,296	146,051	9	9,721	4	8,680	31	47,239	8	22,809	16	12,372	12	6,400	9	5,144	31	11,218	3	5,117
WESTMORELAND	34,846	61,750	65,724	2	3,134	4	2,775	17	21,589	7	18,394	5	2,925	2	1,644	2	4,201	16	5,509	3	2,267
WYTHE	115,208	195,455	213,408	4	6,604	9	12,394	19	40,051	14	41,480	19	41,504	12	8,233	7	5,713	30	16,541	8	7,852

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

VIRGINIA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS) Lumber Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
INDEPENDENT CITIES																					
Alexandria	790 334	1 305 921	1 414 089	21	40 016	10	236 193	72	203 830	39	491 316	52	64 458	63	53 933	60	83 179	173	163 242	21	42 636
Chesapeake	424 507	755 765	825 367	24	78 624	9	94 481	79	187 312	40	222 994	38	81 155	47	21 433	28	22 946	91	56 441	14	21 982
Hampton	723 726	1 082 892	1 165 844	15	19 964	18	167 305	99	197 908	49	227 791	47	44 757	96	68 597	57	61 703	144	88 752	18	20 115
Newport News	692 040	1 081 589	1 171 222	32	95 881	17	153 198	122	205 258	65	379 473	54	71 150	86	59 815	63	37 923	199	100 784	23	27 252
Norfolk	1 210 315	1 840 869	1 922 260	38	73 004	35	252 067	187	316 646	100	487 022	90	99 310	160	135 264	120	132 959	412	222 517	42	48 682
Portsmouth	416 078	585 034	621 613	14	32 906	17	71 740	75	136 353	49	176 941	35	31 642	67	44 640	32	27 981	112	47 361	18	21 643
Richmond	1 305 566	1 863 982	1 917 645	39	67 523	19	145 434	222	393 463	100	492 478	116	101 383	160	81 247	120	96 686	423	194 859	54	65 136
Roanoke	641 354	977 685	1 038 200	33	48 092	25	169 101	131	195 382	59	223 622	62	53 625	83	53 620	59	62 939	159	108 939	35	36 815
Suffolk	202 959	338 885	359 228	16	18 228	8	21 347	39	82 602	21	85 360	20	19 858	20	9 561	16	14 570	35	16 404	12	12 587
Virginia Beach	1 263 086	2 375 578	2 622 068	51	152 273	30	343 214	191	478 935	93	550 721	110	158 327	190	130 007	120	206 712	390	298 054	43	71 536
Albemarle																					
Charlottesville	563 894	984 537	1 065 367	24	61 024	19	134 346	114	223 996	37	215 299	53	55 682	79	43 248	64	65 568	132	91 114	18	38 977
Alleghany Clifton																					
Forge Covington	107 951	139 597	144 614	14	11 398	13	13 443	19	29 521	12	38 348	13	8 936	17	8 070	13	5 622	33	9 381	8	7 077
Bedford	79 344	141 922	152 374	12	17 677	8	15 546	42	51 017	17	25 044	17	9 309	5	3 058	8	4 798	30	8 393	9	5 479
Bedford City																					
Campbell																					
Lynchburg	576 862	822 808	880 999	38	53 408	21	146 931	116	176 171	54	173 892	61	50 346	81	39 653	58	46 438	132	73 075	30	31 725
Carroll Galax	111 127	173 998	187 555	10	9 529	12	20 265	23	45 677	27	31 203	18	12 932	19	10 389	14	9 520	38	14 106	8	8 000
Dinwiddie																					
Colonial Heights	359 764	488 028	520 569	19	24 763	13	86 622	65	79 064	44	140 769	52	42 021	49	23 195	30	30 843	103	40 828	22	19 654
Fairfax																					
Fairfax City	3 987 509	7 345 506	8 034 220	120	322 586	53	1 175 562	347	1 456 863	165	2 021 084	316	497 121	400	558 796	360	595 378	647	689 404	96	291 482
Frederick																					
Winchester	282 359	424 615	447 838	15	35 371	14	53 037	65	93 511	33	114 181	32	22 702	43	20 265	34	23 472	93	37 263	14	24 446
Greensville																					
Emporia	64 722	100 014	106 895	6	2 842	3	5 080	16	24 151	11	19 723	15	15 510	11	5 264	10	6 601	20	9 591	7	3 556
Halifax South																					
Boston	106 514	175 594	188 894	13	17 311	13	25 045	28	46 883	17	28 254	20	12 244	12	5 710	16	13 613	32	10 999	13	8 368
Henry																					
Martinsville	271 774	450 384	489 241	21	27 269	17	48 587	62	120 170	35	94 866	48	29 559	40	19 269	34	20 929	58	34 838	14	20 924
James City																					
Williamsburg	258 674	391 338	416 800	6	13 801	3	24 769	53	92 633	12	83 166	18	25 878	27	22 869	23	28 361	64	63 920	9	13 529
Montgomery																					
Radford	323 656	593 028	645 832	23	37 298	19	70 314	64	137 753	42	169 449	35	47 653	43	24 050	42	29 498	89	57 592	18	19 816
Pittsylvania																					
Danville	394 769	619 186	662 827	22	44 541	30	57 426	109	163 196	57	160 182	58	31 375	48	48 913	38	25 701	118	56 090	21	29 536
Prince George																					
Hopewell	136 677	172 600	181 548	6	14 142	7	18 709	27	43 414	11	27 586	17	13 571	16	10 038	14	10 146	29	17 704	7	10 355
Prince William																					
Manassas	858 012	1 647 664	1 825 216	30	131 920	16	124 188	115	363 428	67	553 066	80	149 788	55	59 912	70	91 552	157	149 040	21	47 974
Roanoke Salem	412 909	668 556	715 961	30	34 740	11	45 005	77	189 622	36	188 358	42	50 008	59	36 252	43	42 675	99	53 915	24	30 600
Rockbridge																					
Buena Vista	143 153	217 596	233 502	15	16 091	13	15 146	37	48 433	16	35 891	39	46 803	10	5 887	15	13 468	51	21 615	10	9 599
Rockingham																					
Harrisonburg	309 584	513 457	558 759	30	50 110	18	78 019	68	124 959	42	104 164	40	27 787	40	19 660	48	32 409	100	49 465	14	17 455
Southampton																					
Franklin	77 023	93 426	100 228	11	4 430	13	8 016	33	22 062	13	22 076	14	6 783	14	6 163	14	6 063	21	6 799	8	6 855
Spotsylvania																					
Fredericksburg	392 510	714 041	767 586	16	44 200	15	121 918	57	133 848	30	158 268	40	58 017	65	31 063	29	39 608	93	68 762	13	28 227
Washington																					
Bristol	292 088	457 356	491 779	22	32 268	16	68 943	59	102 467	26	105 325	31	27 516	50	30 239	33	27 751	72	39 992	13	10 462
Wise Norton	231 914	314 085	330 969	22	32 256	16	25 553	51	98 047	32	72 494	23	17 755	27	10 320	17	10 850	41	16 937	14	11 898
York Poquoson	96 419	175 769	190 818	6	9 684	3	11 340	26	30 225	14	13 700	15	17 460	8	5 078	12	9 197	35	32 977	5	6 686

WASHINGTON RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS) Lumber Hdwr	Gen. Mdse	Food	Auto	Gasoline	Apparel	Furniture	Eat/Drink	Drugs
STATE TOTALS.........	20 007 660	31 377 355	33 489 944	2 310 926	3 684 262	7 248 816	6 998 653	1 904 912	1 580 605	1 695 289	3 823 511	1 326 497
METRO AREAS (MSAs PMSAs CMSAs)												
Bellingham, Wa	539 403	877 881	940 658	91 679	109 340	203 618	182 069	50 342	36 073	52 451	113 933	33 496
Bremerton, Wa	566 598	894 884	965 163	89 140	87 199	225 488	197 601	51 962	28 198	51 930	105 193	64 061
Olympia, Wa	588 942	946 556	1 021 611	76 575	134 309	244 546	186 305	58 126	36 645	55 139	109 247	38 648
Richland												
Kennewick												
Pasco, Wa	718 353	903 192	966 401	60 100	123 093	223 282	182 345	57 829	36 631	33 778	88 632	54 911
Seattle, Wa	9 140 333	14 763 625	15 746 214	943 309	1 738 334	3 131 300	3 253 548	856 965	896 560	888 663	1 921 055	595 744
Spokane, Wa	1 653 724	2 554 543	2 711 935	156 732	347 753	576 106	631 038	141 553	122 914	148 364	288 261	98 628
Tacoma, Wa	2 121 085	3 350 642	3 572 870	292 793	445 578	698 295	848 366	230 713	136 990	177 361	376 741	119 517
Vancouver, Wa	685 927	1 085 815	1 168 606	66 537	192 345	276 145	212 807	61 106	44 891	48 908	141 172	48 131
Yakima, Wa	758 566	1 168 983	1 241 377	81 500	146 168	289 949	285 917	73 201	63 307	44 657	120 561	44 315

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	Lumber Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
COUNTIES, Cities																					
ADAMS	46,489	65,792	70,119	8	5,764	1	3,617	13	18,423	10	9,686	12	5,864	4	1,853	6	1,980	29	8,243	6	3,707
ASOTIN	47,610	68,986	73,571	4	8,987	0	3,796	15	25,884	9	4,789	6	4,896	2	635	6	5,067	23	10,029	4	5,306
Clarkston	41,628	60,270	64,270	3	8,009	0	3,383	13	23,068	8	3,668	5	4,363	2	566	6	4,108	19	8,081	4	5,268
BENTON	514,913	644,503	690,829	28	45,846	15	92,160	88	172,136	51	130,349	51	39,832	67	31,566	58	24,146	152	63,725	26	41,471
Kennewick	304,741	393,596	423,602	14	25,022	9	64,489	33	97,982	32	49,234	22	21,766	41	23,763	24	14,829	73	32,510	11	26,715
Richland	155,165	187,148	199,604	6	6,857	3	20,467	33	58,254	11	18,058	21	15,953	14	3,908	23	9,089	50	21,642	11	12,713
CHELAN	257,776	418,700	446,533	25	42,912	12	42,410	48	91,176	39	106,921	41	24,180	40	16,519	29	19,938	105	44,307	15	21,822
Wenatchee	178,388	288,963	308,086	12	14,089	8	36,612	21	50,425	29	71,576	26	20,603	30	14,963	22	17,213	61	29,935	8	17,929
CLALLAM	228,661	359,234	383,510	31	28,485	16	34,665	49	91,562	36	84,245	26	20,952	23	11,681	18	12,926	78	40,779	12	21,837
Port Angeles	136,407	200,647	212,672	11	9,621	5	16,984	27	43,369	21	34,568	15	13,444	14	8,701	14	8,444	43	23,687	6	16,115
CLARK	685,927	1,085,815	1,168,606	46	66,537	13	192,345	163	276,145	63	212,807	74	61,106	66	44,891	53	48,908	252	141,172	23	48,131
Vancouver	234,119	328,117	348,398	12	19,199	3	43,649	44	71,542	29	91,668	23	25,421	12	3,359	19	15,143	85	48,901	7	12,142
COLUMBIA	11,755	16,164	17,273	4	1,349	2	890	6	5,237	2	3,260	3	2,836	0	149	2	603	9	2,157	2	531
COWLITZ	382,755	519,721	548,945	27	31,442	15	77,436	81	140,456	44	126,186	40	33,883	22	10,593	32	17,665	137	60,425	13	20,076
Kelso	50,786	68,927	72,798	5	4,833	1	4,899	21	31,158	4	2,253	8	8,766	2	670	5	3,575	37	11,456	3	1,352
Longview	270,188	370,403	391,690	16	16,690	12	71,918	40	83,199	35	86,921	20	24,854	19	9,838	23	10,875	72	36,831	7	13,907
DOUGLAS	76,796	131,322	141,401	8	11,193	1	7,399	16	50,703	5	13,787	7	3,207	9	8,970	10	3,265	37	15,653	5	8,112
FERRY	9,073	13,353	14,201	1	893	0	690	8	6,427	3	2,523	2	646	3	400	1	467	9	1,234	1	411
FRANKLIN	203,440	258,689	275,572	9	14,254	6	30,933	21	51,146	25	51,996	20	17,997	9	5,065	12	9,632	67	24,907	10	13,440
Pasco	175,083	220,608	234,725	6	11,994	5	26,030	12	39,559	23	43,755	18	17,396	6	4,060	11	8,105	54	19,994	8	11,310
GARFIELD	3,107	4,106	4,353	3	630	0	197	2	1,841	1	722	2	186	0	33	2	134	3	275	1	117
GRANT	192,561	319,121	339,210	34	45,304	8	8,385	42	91,684	33	68,198	26	19,307	31	15,360	15	9,372	88	36,988	11	19,035
Moses Lake	155,559	171,615	182,064	11	17,174	2	5,661	18	47,931	16	33,876	11	13,062	18	11,128	9	3,217	38	18,807	4	12,850
GRAYS HARBOR	289,227	342,237	359,740	31	31,653	8	18,250	65	111,456	25	56,768	48	19,414	45	12,410	30	18,822	140	40,529	18	17,552
Aberdeen	162,796	193,632	203,684	19	17,477	2	12,323	19	62,807	14	24,608	22	10,688	32	9,831	22	11,523	48	18,213	8	11,851
ISLAND	122,705	206,409	222,619	18	23,625	5	11,488	30	61,410	21	47,536	17	11,633	14	4,616	20	14,600	59	27,710	7	8,127
JEFFERSON	61,855	100,099	107,948	14	12,536	4	5,569	16	29,383	7	6,738	12	9,343	9	2,975	8	2,585	44	12,806	2	3,316
KING	7,553,166	12,074,082	12,845,015	315	749,170	121	1,383,991	993	2,502,652	519	2,623,367	641	676,135	628	768,788	718	723,850	2,164	1,620,669	269	500,299
Auburn	248,718	425,441	455,680	11	21,597	3	2,543	22	90,858	29	197,174	23	34,741	8	4,410	13	18,183	43	28,506	7	18,619
Bellevue	803,820	1,368,322	1,464,894	28	106,874	8	140,622	81	211,764	45	298,262	53	96,383	104	181,608	91	80,841	159	135,126	18	49,203
Kent	256,358	453,411	487,176	19	52,086	6	19,532	29	80,654	26	110,258	35	49,019	15	12,567	24	10,486	85	57,252	9	23,179
Renton	422,357	712,012	761,543	15	44,385	5	70,758	42	131,147	31	230,012	31	53,781	22	20,936	35	28,761	81	78,241	9	33,065
Seattle	3,076,876	4,307,762	4,515,388	102	146,473	46	469,015	429	882,463	197	627,949	237	283,640	247	351,274	285	203,575	1,102	670,858	123	154,975
KITSAP	566,598	894,884	965,163	45	89,140	12	87,199	105	225,488	63	197,601	64	51,962	65	28,198	72	51,930	181	105,193	36	64,061
Bremerton	306,656	442,908	473,063	11	17,299	5	65,398	43	88,960	37	95,167	25	27,706	23	16,322	40	26,684	96	51,881	15	35,351
KITTITAS	118,754	185,027	197,197	11	9,933	9	14,185	22	45,156	13	30,832	29	30,173	16	7,299	8	4,245	65	28,528	5	2,264
Ellensburg	96,722	147,428	156,754	5	3,549	7	9,382	15	38,112	11	20,392	20	30,173	11	6,851	7	3,362	40	18,268	4	1,498
KLICKITAT	36,871	56,946	60,916	8	6,314	3	657	15	15,702	9	13,509	12	6,521	5	1,202	1	2,130	24	5,738	5	2,556
LEWIS	259,079	348,921	373,521	26	29,518	10	42,930	62	92,798	30	63,769	40	31,292	26	10,206	24	12,698	104	37,112	14	15,887
Centralia	93,842	124,015	132,448	12	9,674	1	8,162	18	45,372	12	18,343	10	12,047	7	2,313	8	2,974	44	17,624	5	5,915
Chehalis	108,359	145,924	156,211	7	7,566	5	34,768	14	29,395	12	23,666	9	11,265	17	7,642	13	6,592	21	9,215	4	5,801
LINCOLN	23,448	33,088	35,194	4	4,415	2	1,816	15	12,304	7	6,691	9	1,995	4	304	1	1,230	18	3,083	5	1,945
MASON	102,054	166,585	178,780	14	16,840	6	7,985	23	62,858	10	21,994	22	15,516	8	3,358	13	6,583	51	18,070	5	4,088
OKANOGAN	117,811	176,672	187,550	20	14,456	6	9,679	29	50,147	18	23,017	22	11,855	19	7,345	8	5,578	68	18,912	12	7,706
PACIFIC	54,997	75,970	80,315	10	10,771	4	5,878	23	23,305	6	4,745	15	5,253	5	2,213	5	1,128	46	12,448	7	3,451
PEND OREILLE	23,426	42,636	48,620	2	2,520	2	2,508	8	24,222	2	9,174	8	3,230	1	420	0	1,699	14	3,046	2	1,493
PIERCE	2,121,085	3,350,642	3,572,870	126	292,793	34	445,578	326	698,295	206	848,366	242	230,713	158	136,990	200	177,361	616	376,741	78	119,517
Tacoma	1,045,780	1,570,002	1,664,970	30	52,983	15	324,824	110	262,140	96	340,913	99	150,004	84	87,615	89	75,390	293	169,899	38	50,356
SAN JUAN	31,193	58,686	64,808	8	13,046	2	2,974	13	19,384	1	10,875	4	2,881	5	1,508	1	2,016	26	7,113	2	1,771
SKAGIT	357,017	540,240	577,540	41	48,974	8	17,640	76	147,272	51	158,188	45	29,893	54	31,930	35	21,298	132	62,929	17	28,341
Mount Vernon	177,979	282,655	303,726	14	16,111	3	11,974	27	67,950	20	77,483	11	12,201	33	22,447	19	11,830	45	29,094	8	18,319
SKAMANIA	8,334	12,513	13,218	3	685	2	682	8	5,561	1	2,495	3	639	0	114	0	461	8	1,514	1	406
SNOHOMISH	1,587,167	2,689,543	2,901,199	117	194,139	34	354,343	253	628,648	146	630,181	172	180,830	166	127,772	161	164,813	453	300,386	55	95,445
Everett	484,613	762,044	815,853	25	33,411	11	134,492	87	152,922	59	146,491	42	58,640	54	27,315	48	33,921	157	93,600	14	35,597
SPOKANE	1,653,724	2,554,543	2,711,935	93	156,732	36	347,753	251	576,106	167	631,038	172	141,553	147	122,914	169	148,364	516	288,261	65	98,628
Spokane	1,071,683	1,566,263	1,652,576	37	51,295	23	249,443	148	374,171	89	272,128	105	112,476	102	92,152	108	81,927	325	173,085	45	65,236
STEVENS	84,921	137,155	147,658	20	21,000	9	4,430	23	42,210	12	28,538	17	11,343	14	6,646	11	5,766	49	15,178	5	4,258
THURSTON	588,942	946,556	1,021,611	43	76,575	16	134,309	110	244,546	60	186,305	54	58,126	67	36,645	55	55,139	193	109,247	19	38,648
Olympia	326,254	490,326	525,468	18	22,528	9	79,899	51	100,016	37	110,416	29	36,190	42	21,963	30	33,752	104	49,769	10	13,668
WAHKIAKUM	5,347	6,667	6,904	1	359	3	226	4	3,319	0	1,303	1	334	0	60	0	242	5	804	0	212
WALLA WALLA	191,487	289,583	309,769	17	20,020	7	32,215	25	65,210	23	77,617	19	11,026	24	16,598	23	15,999	68	30,123	12	19,279
Walla Walla	176,584	267,216	285,863	13	13,972	7	30,856	16	61,105	21	69,989	14	10,661	23	15,932	20	14,427	56	26,390	9	17,615
WHATCOM	539,403	877,881	940,658	50	91,679	19	109,340	97	203,618	62	182,069	62	50,342	55	36,073	67	52,451	207	113,933	20	33,496
Bellingham	380,299	594,418	634,267	23	44,126	10	87,884	46	146,464	44	90,607	38	38,736	42	24,908	53	39,472	136	72,697	14	26,663
WHITMAN	89,620	133,301	141,696	12	9,137	4	1,546	29	44,997	14	34,551	15	4,817	10	2,999	16	5,541	44	12,983	14	5,440
Pullman	58,120	88,580	94,411	3	2,689	2	1,158	13	35,263	7	16,989	8	4,057	5	1,749	13	3,682	25	9,337	4	3,729
YAKIMA	758,566	1,168,983	1,241,377	58	81,500	25	146,168	126	289,949	66	285,917	89	73,201	88	63,307	68	44,657	259	120,561	38	44,315
Sunnyside	78,331	129,411	138,421	8	7,009	4	8,097	11	42,453	9	27,815	9	12,611	11	5,606	8	5,144	25	12,561	4	2,669
Yakima	440,758	651,259	688,400	20	33,969	11	95,861	43	140,366	36	138,624	43	44,645	43	35,355	45	24,671	127	69,259	19	23,312

WEST VIRGINIA RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U S Census	E&P 1988 estimate	E&P 1989 estimate	Lumber Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS.....	7 521 088	9 784 392	10 370 723		766 330		1 402 660		2 431 805		2 363 269		658 847		442 880		464 819		740 019		371 023
METRO AREAS (MSAs PMSAs CMSAs)																					
Charleston WV	1 326 599	1 669 207	1 762 957		123 296		242 356		384 798		490 865		118 757		81 968		73 057		134 320		61 269
Huntington-Ashland WV Ky Oh	1 354 068	1 760 649	1 862 368		114 213		229 829		400 787		349 127		127 469		98 218		87 916		152 259		64 066
Parkersburg-Marietta WV Oh	749 921	1 012 310	1 075 434		65 094		140 537		225 122		218 724		79 409		34 202		50 034		92 712		42 702
Wheeling WV Oh	800 346	1 005 132	1 066 037		50 873		174 134		241 014		198 945		78 858		45 544		58 899		92 280		33 318
COUNTIES Cities																					
BARBOUR	35 555	40 261	42 519	6	6 436	5	1 507	12	11 933	5	9 905	9	2 226	4	1 024	3	581	14	2 961	3	1 518
BERKELEY	181 272	272 625	289 599	16	16 288	7	25 879	40	80 395	21	52 079	25	26 851	26	19 456	14	5 107	58	18 014	8	11 126
Martinsburg	111 732	149 290	156 385	9	9 234	6	15 001	22	50 765	12	17 877	11	11 642	21	11 278	11	2 697	34	11 500	6	6 449
BOONE	99 133	140 079	147 192	9	17 549	14	18 240	23	44 335	9	22 302	22	9 506	7	3 456	9	5 933	15	7 721	7	7 360
BRAXTON	57 276	81 627	86 298	6	13 656	10	8 631	14	21 054	11	18 136	11	9 159	4	703	2	1 178	19	3 915	4	3 000
BROOKE	75 491	85 441	89 999	3	5 265	5	12 591	22	23 390	10	12 025	19	10 368	10	2 561	7	4 821	37	10 276	6	4 202
CABELL	646 738	861 653	910 346	31	59 332	25	135 919	89	166 658	45	182 064	65	50 429	95	57 808	53	46 439	168	82 446	35	27 102
Huntington	413 020	511 848	535 684	21	34 561	15	48 262	56	97 078	30	106 052	47	29 375	47	30 548	38	27 051	135	55 357	26	15 787
CALHOUN	16 633	20 892	22 478	3	2 114	5	1 738	7	4 544	5	3 679	5	510	1	752	1	306	1	133	3	1 555
CLAY	19 061	21 058	22 129	2	1 382	4	1 580	8	7 875	1	4 579	5	1 747	1	741	2	302	3	132	2	769
DODDRIDGE	7 860	10 673	11 288	2	705	2	1 685	2	2 282	1	2 337	3	1 414	2	377	1	153	3	391	1	393
FAYETTE	189 828	213 754	225 573	19	15 541	15	22 031	46	48 348	17	71 815	31	13 447	31	7 646	23	14 126	48	12 311	15	12 304
GILMER	15 515	20 449	22 207	3	1 369	3	1 012	7	7 387	4	5 558	2	668	1	743	1	303	9	1 552	2	772
GRANT	26 628	42 644	45 552	5	6 780	4	1 775	11	15 214	5	13 294	7	2 294	0	1 525	4	622	7	2 004	1	1 584
GREENBRIER	180 044	218 585	232 125	15	10 972	14	22 684	39	72 669	23	59 124	26	15 530	23	7 141	9	2 367	40	12 932	14	10 225
Lewisburg	23 318	33 038	35 238	2	1 423	4	2 942	1	9 422	3	7 667	3	2 919	7	3 289	1	307	5	2 303	4	2 570
White Sulphur	18 886	25 674	27 249	5	1 738	1	2 209	4	7 078	3	5 759	4	3 647	7	2 899	1	231	6	892	2	996
HAMPSHIRE	36 163	64 101	69 074	4	8 605	4	2 180	13	18 725	8	14 314	7	5 421	3	2 404	2	941	10	2 662	3	2 400
HANCOCK	135 245	154 995	160 588	11	10 028	4	23 978	35	52 701	15	23 921	22	11 191	12	5 381	9	4 618	62	16 401	12	7 390
Weirton	107 163	119 202	122 948	8	7 345	3	17 563	23	43 886	12	17 521	12	9 806	10	3 942	6	3 382	41	10 444	7	5 413
HARDY	29 913	60 463	65 481	5	4 089	4	9 778	11	20 628	2	13 548	10	6 092	2	2 190	2	893	11	3 411	3	2 808
HARRISON	310 493	403 715	427 376	19	33 414	13	62 341	63	102 548	38	99 920	36	25 676	29	13 047	25	14 619	84	33 094	20	18 252
Clarksburg	129 320	153 704	160 752	7	7 798	5	24 506	20	32 325	12	21 096	17	13 926	24	9 889	9	4 289	43	14 816	9	9 009
JACKSON	78 772	91 918	97 253	10	6 482	7	7 069	23	33 466	8	6 769	19	11 713	11	2 896	10	2 555	22	7 637	6	3 380
JEFFERSON	73 570	113 311	121 672	10	9 276	3	18 166	24	35 966	6	11 533	15	6 918	7	3 659	8	5 106	39	21 480	4	3 819
KANAWHA	1 198 033	1 483 189	1 551 893	57	105 087	38	232 602	174	337 582	78	425 574	123	91 250	118	79 780	84	69 834	278	120 899	47	54 142
Charleston	626 090	753 972	788 934	23	35 110	17	152 378	65	139 189	38	163 047	49	55 417	65	52 770	39	24 666	150	69 905	22	22 172
LEWIS	66 109	84 542	90 040	7	4 495	4	12 725	13	21 784	13	21 037	16	4 738	9	4 806	11	6 163	23	6 842	5	2 947
LINCOLN	31 436	39 003	41 417	5	2 442	9	3 198	14	12 283	6	5 508	13	4 196	1	1 385	5	1 581	12	1 793	3	1 439
LOGAN	199 461	243 342	257 138	12	17 151	24	38 059	37	59 051	24	57 665	33	16 506	26	11 201	13	12 766	51	14 326	14	12 389
Logan	94 997	105 488	109 963	5	5 005	9	13 848	7	26 835	13	26 205	7	4 120	19	7 788	7	6 285	14	4 895	8	6 793
MCDOWELL	115 635	124 487	130 747	17	5 594	17	9 058	37	42 578	10	28 197	19	7 701	17	5 313	19	7 651	27	5 891	9	4 840
Welch	56 108	60 327	63 348	3	1 361	6	5 577	10	26 516	3	11 835	2	1 873	13	4 587	8	2 706	12	3 005	3	2 500
MARION	310 234	355 732	373 956	17	25 397	19	78 231	69	88 472	36	77 682	35	21 746	39	18,776	30	21 598	72	19 682	16	12,380
Fairmont	225 872	249 278	260 553	9	9 318	12	43 385	48	76 650	24	40 503	25	20 332	36	17 467	25	10 686	52	16 150	11	10,029
MARSHALL	134 102	164 455	173 446	12	10 263	8	29 220	28	53 886	17	31 164	13	7 058	15	6 664	11	6 532	40	11 039	9	6 527
Moundsville	77 996	82 744	85 411	5	1 194	4	14 262	18	28 377	12	15 211	6	4 238	11	4 667	6	2 531	25	6 311	6	3 186
MASON	66 900	82 514	88 938	10	9 964	2	13 279	24	27 685	3	18 402	13	3 510	8	1 251	6	1 389	21	5 082	5	5 419
Point Pleasant	34 717	40 350	43 138	5	3 792	1	4 828	13	16 207	2	6 691	7	3 350	6	455	3	505	15	4 003	4	1 970
MERCER	363 737	505 377	536 568	21	37 976	26	101 667	66	105 957	37	139 738	36	26 870	57	25 057	37	33 448	74	36 971	22	18 315
Bluefield	141 118	193 495	205 110	7	13 180	12	38 865	19	25 977	15	45 512	5	8 965	35	15 259	19	17 959	29	14 459	9	8 205
MINERAL	49 721	79 395	85 683	4	3 968	8	8 488	21	18 923	9	18 104	12	5 951	10	2 937	10	3 705	26	7 819	7	3 743
Keyser	30 762	46 964	50 445	3	2 148	2	4 594	9	14 123	5	8 995	6	4 078	8	1,590	9	2 005	11	4,368	5	2 026
MINGO	150 699	208 682	219 148	12	24 533	15	20 464	28	38 154	11	59 450	25	13 629	26	16,408	12	19 901	28	7 032	7	9 585
Williamson	65 236	83 534	86 857	4	5 913	5	8 309	4	3 794	4	24 675	9	8 746	17	12 096	8	12 107	11	3 093	6	3 978
MONONGALIA	299 723	405 799	428 571	18	37 693	10	59 955	51	97 764	26	76 102	42	28 523	45	21 502	35	28 933	68	30 983	15	15 457
Morgantown	211 902	272 688	286 138	8	24 752	6	35 848	40	64 198	15	49 974	24	23 715	39	19 174	22	13 382	54	20 499	12	10,150
MONROE	12 440	18 653	20 000	3	1 250	5	1 390	8	4 034	5	3 371	4	1 065	3	670	3	354	4	261	4	2,314
MORGAN	19,668	29,639	31,600	4	3,694	4	4,718	8	8,208	6	4,878	5	3,064	1	1,056	2	432	13	1,717	1	1,097
NICHOLAS	103,319	130,375	138,851	7	13,750	13	21,602	18	37,629	11	27,001	22	6,729	10	3,056	9	3,180	19	6,052	6	4,820
OHIO	290,628	377,564	401,484	10	23,397	11	30,458	54	71,251	21	98,536	32	35,753	24	13,595	35	38,186	92	43,306	13	12,470
Wheeling	117,095	139,120	146,168	9	843	6	1,097	49	64,113	16	3,549	24	24,231	14	12,217	33	1,375	79	32,203	12	449
PENDLETON	15,183	32,615	35,815	1	2,235	3	1,495	4	7,240	7	9,314	2	1,078	4	1,665	1	487	5	1,230	1	1,246
PLEASANTS	17,444	22,283	23,996	3	1,387	3	3,317	6	6,532	6	7,269	4	1,044	2	742	1	303	6	1,428	2	772
POCAHONTAS	31,691	50,646	55,371	4	2,897	7	2,446	13	12,741	6	17,751	10	3,956	1	1,853	2	754	18	7,520	2	1,923
PRESTON	78,290	95,776	101,965	11	6,910	8	14,112	19	24,736	18	38,085	15	4,362	6	1,793	5	1,459	19	3,511	3	1,898
PUTNAM	128,566	185,018	205,064	14	18,209	5	9,754	22	47,216	14	65,291	23	27,507	7	2,188	7	3,223	29	13,421	7	7,127
RALEIGH	418,734	520,784	549,010	25	45,002	22	101,660	77	119,731	28	124,372	49	28,846	47	28,042	40	30,496	68	36,602	19	17,762
Beckley	299,592	373,358	393,700	16	22,477	13	76,273	37	73,674	21	80,979	21	22,558	42	27,714	33	21,405	51	32,275	14	12,965
RANDOLPH	121,183	169,289	180,505	10	18,391	9	19,247	21	41,333	14	45,837	25	9,656	17	8,061	8	5,81	40	13,410	5	6,612
Elkins	83,661	116,280	123,909	8	12,653	3	13,241	12	29,941	10	24,260	12	7,604	14	7,971	6	4,04	22	9,113	4	6,538
RITCHIE	26,128	36,609	39,771	4	954	5	1,583	15	13,946	7	13,254	5	2,405	2	1,330	2	54.	9	2,113	2	1,382
ROANE	54,052	65,670	69,539	4	9,291	5	5,895	14	20,003	12	20,239	7	3,075	8	1,945	2	896	10	2,021	4	2,898
SUMMERS	34,610	39,811	41,992	4	3,048	5	5,286	14	13,808	3	8,689	8	2,987	7	1,832	4	1,258	8	1,449	3	1,460
TAYLOR	37,256	42,639	45,431	6	4,972	3	6,783	13	11,388	8	8,738	8	3,335	4	560	5	1,760	14	3,598	3	1,579
TUCKER	27,496	43,787	47,355	4	2,228	5	2,547	5	12,032	2	9,797	8	3,531	1	1,585	1	645	10	4,016	2	1,646
TYLER	19,516	27,172	29,148	3	3,272	2	4,352	8	7,309	5	7,098	6	2,440	3	975	2	398	10	1,503	3	1,013
UPSHUR	88,492	109,038	117,856	9	13,298	4	16,671	19	28,110	13	29,535	14	5,423	13	4,106	4	1,524	22	9,291	4	4,006
WAYNE	107,190	150,848	164,448	7	9,948	8	24,552	23	39,670	19	26,963	18	13,303	19	6,540	6	3,432	24	9,959	4	2,126
WEBSTER	29,790	43,020	45,331	5	3,068	6	2,391	9	11,977	3	6,885	7	7,129	2	1,517	0	619	5	664	4	1,258
WETZEL	92,274	120,486	128,848	10	11,046	6	19,238	19	37,955	9	26,089	13	6,357	12	5,847	13	5,298	22	9,389	8	5,310
WIRT	5,306	7,211	7,927	1	495	1	1,184	2	1,602	1	1,640	5	1,199	1	265	0	108	5	616	0	275
WOOD	480,778	648,536	689,279	24	43,042	17	102,914	76	139,326	47	142,615	35	34,120	58	23,062	41	34,448	117	56,716	20	19,360
Parkersburg	331,202	430,363	455,254	14	18,517	11	46,324	47	113,100	34	103,912	23	26,834	27	8,246	21	14,252	83	38,226	15	15,720
WYOMING	100,069	121,162	127,843	9	10,700	15	13,335	35	39,791	14	34,498	18	7,645	11	2,005	9	4,666	16	2,394	5	3,729

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

WISCONSIN RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U S Census	E&P 1988 estimate	E&P 1989 estimate	Lumber Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	20 553 996	30 979 594	33 104 117		2 112 457		3 906 432		6 497 137		7 196 276		2 289 895		1 299 332		1 668 409		3 577 764		875 848
METRO AREAS (MSAs PMSAs CMSAs)																					
Appleton Oshkosh Neenah, W	1 287 214	1 917 165	2 120 549		130 999		291 591		386 028		468 460		138 138		87 507		116 256		219 905		44 510
Eau Claire, W	646 064	1 005 211	1 074 311		91 113		136 302		173 149		285 220		71 432		43 305		50 436		107 681		22 844
Green Bay, W	875 583	1 414 646	1 526 844		89 967		301 367		220 505		353 744		96 280		74 441		94 548		169 378		25 828
Janesville Beloit, W	623 390	942 904	1 004 987		51 319		100 039		203 070		179 871		86 421		40 393		39 069		101 724		29 329
Kenosha, W	454 807	639 728	673 899		26 613		77 240		166 317		99 921		61 092		20 451		27 485		82 510		19 092
La Crosse, W	511 606	781 644	841 039		55 263		131 326		148 004		187 172		48 603		42 140		55 501		96 537		22 755
Madison, W	1 783 865	2 819 424	3 021 818		138 882		357 813		485 861		683 987		193 826		140 077		328 737		358 973		72 845
Milwaukee, W	6 483 257	9 296 898	9 867 043		434 470		1 304 030		1 985 991		2 180 467		634 526		413 904		522 381		1 063 307		300 887
Racine, W	736 356	1 035 161	1 099 516		64 415		138 549		231 381		241 301		74 397		46 190		55 267		110 517		32 860
Sheboygan, W	385 038	579 037	619 457		49 965		100 138		133 794		131 659		38 206		16 542		23 112		61 665		19 203
Wausau, W	453 278	680 205	723 900		65 600		105 202		139 628		167 047		49 962		32 640		35 042		57 864		10 673
COUNTIES, Cities																					
ADAMS	23 618	43 147	46 884	3	2 314	3	3 197	8	13 565	4	10 254	6	4 103	3	388	2	768	16	4 932	2	1 184
ASHLAND	74 941	113 003	121 792	13	10 894	4	9 617	13	19 929	8	24 174	20	8 788	11	6 466	6	3 089	39	10 824	6	3 122
Ashland	59 702	87 861	94 441	6	2 332	3	8 014	6	17 827	5	15 999	13	8 721	10	5 388	5	2 431	25	8 688	4	2 602
BARRON	174 189	287 959	310 922	25	29 935	12	30 796	46	52 432	39	87 383	29	23 744	22	11 393	20	9 656	102	30 243	12	9 813
BAYFIELD	29 369	49 641	54 079	7	6 743	4	1 925	11	14 225	3	6 647	8	3 796	4	457	1	886	52	11 142	3	1 718
BROWN	875 583	1 414 646	1 526 844	60	89 967	31	301 367	104	220 505	62	353 744	85	96 280	131	74 441	93	94 548	360	169 378	28	25 828
Green Bay	528 522	813 847	871 742	33	20 337	18	82 182	59	61 458	31	63 552	53	51 270	94	27 070	55	26 421	227	56 201	20	8 800
BUFFALO	31 656	48 169	51 417	7	4 234	1	5 117	18	12 392	5	9 719	8	3 985	1	459	5	844	36	7 345	3	1 730
BURNETT	38 141	70 277	78 577	8	13 816	6	3 192	11	16 771	8	18 021	8	5 750	2	702	2	1 289	41	9 349	3	1 987
CALUMET	87 175	144 353	154 948	13	11 682	6	15 423	26	34 792	11	38 109	13	8 065	11	2 809	8	4 470	56	17 838	5	3 917
CHIPPEWA	202 325	330 077	357 355	29	33 104	8	16 551	34	55 320	32	122 485	27	23 223	16	7 700	13	8 393	108	28 370	9	7 724
Chippewa Falls	108 208	169 966	183 302	8	8 036	4	13 133	12	33 534	9	37 592	11	18 144	12	7 008	7	4 083	40	14 511	5	4 418
CLARK	74 721	109 879	117 506	20	15 054	11	5 617	23	30 776	15	31 173	16	5 471	8	921	10	3 620	62	10 665	7	4 104
COLUMBIA	187 806	289 857	310 850	25	31 688	10	8 409	40	58 838	21	68 146	46	32 797	30	11 306	17	7 861	147	40 674	13	8 501
Portage	74 416	113 057	121 040	6	11 557	4	6 276	8	21 458	7	23 553	22	11 961	17	7 232	6	4 422	37	14 632	5	4 404
CRAWFORD	58 127	84 266	90 498	8	7 466	6	6 767	17	21 503	8	29 290	8	4 011	7	3 902	5	2 992	45	9 736	3	1 975
DANE	1 783 865	2 819 424	3 021 818	101	138 882	44	357 813	241	485 861	102	683 987	180	193 826	221	140 077	133	328 737	628	358 973	74	72 845
Madison	1 565 123	1 568 465	1 668 221	42	52 732	28	272 709	138	282 022	51	247 634	89	105 673	183	120 842	81	74 799	395	225 478	43	47 467
DODGE	230 844	338 512	361 068	33	40 881	13	51 312	39	72 527	34	68 479	35	22 471	43	17 446	20	10 104	134	31 574	13	7 522
Beaver Dam	113 125	161 088	171 244	11	7 982	6	27 295	7	31 502	16	32 509	12	13 813	29	12 984	11	5 424	40	14 224	5	4 075
DOOR	119 594	195 815	211 281	18	22 924	6	14 989	32	47 095	12	35 159	19	15 764	22	5 684	11	6 214	79	35 281	5	3 501
DOUGLAS	187 905	263 525	276 358	22	30 763	7	22 747	37	48 692	16	45 637	27	19 877	27	11 391	12	6 301	134	43 020	9	7 419
Superior	165 022	222 483	232 191	15	17 742	6	21 442	28	46 432	15	33 682	20	18 737	25	10 862	11	5 940	92	31 343	8	7 063
DUNN	106 969	169 270	179 860	14	11 257	6	17 532	20	38 346	11	38 236	25	19 149	14	6 514	11	4 242	70	20 988	6	5 805
EAU CLAIRE	443 739	675 134	716 956	18	58 009	13	119 751	58	117 829	32	162 735	55	48 209	50	35 605	52	42 043	156	79 311	16	15 120
Eau Claire	397 071	603 578	640 903	15	45 683	10	117 464	45	115 677	21	128 157	46	47 428	46	34 948	46	30 423	118	62 459	14	11 907
FLORENCE	6 688	10 834	11 770	1	511	0	1 033	2	4 475	2	1 275	1	340	0	92	0	170	17	3 022	1	262
FOND DU LAC	379 939	585 175	625 161	27	30 027	14	83 390	63	139 112	46	143 679	45	32 886	50	25 718	44	31 977	161	63 041	16	20 856
Fond du Lac	267 548	408 921	436 501	13	13 144	9	68 000	32	104 013	22	74 463	31	26 239	38	21 183	28	14 611	83	41 818	11	16 386
FOREST	15 316	25 770	28 272	4	3 636	3	1 138	9	8 626	3	1 135	10	3 236	1	253	1	463	23	2 573	2	715
GRANT	176 843	272 833	295 834	38	33 080	11	15 637	33	66 988	28	75 129	44	23 949	24	8 571	22	11 351	111	29 860	15	7 057
GREEN	200 956	291 441	311 937	18	13 597	8	10 245	33	51 976	22	66 945	19	10 177	24	7 876	11	7 891	67	20 781	8	6 580
Monroe	161 456	232 142	248 223	6	6 676	6	9 471	17	44 305	12	31 701	11	8 451	19	7 191	7	3 425	34	12 796	5	4 632
GREEN LAKE	91 927	136 693	146 488	16	10 626	7	14 582	19	29 205	12	28 843	15	10 767	8	4 989	6	3 786	48	13 526	5	2 323
IOWA	137 098	196 766	209 158	12	10 210	3	20 820	16	20 431	11	27 998	13	4 253	13	2 167	5	4 138	33	9 336	5	5 289
IRON	31 304	44 391	48 148	8	7 054	2	4 793	5	12 385	4	5 917	12	6 633	0	429	1	790	22	4 826	2	1 210
JACKSON	72 256	103 501	110 395	13	12 848	4	1 289	18	25 920	14	24 576	14	16 629	10	1 064	4	1 198	45	10 466	2	2 791
JEFFERSON	221 624	329 373	355 258	27	22 633	12	44 983	32	82 198	27	47 675	36	34 219	33	13 702	23	14 953	145	45 532	12	9 182
Fort Atkinson	54 509	79 784	85 909	6	5 754	2	7 770	6	26 406	8	7 566	8	7 996	9	4 696	5	2 209	22	11 390	3	1 586
Watertown	92 216	140 115	151 490	5	4 630	6	22 845	8	34 178	6	24 213	10	12 240	12	7 473	9	3 071	43	12 258	4	4 664
JUNEAU	82 872	123 584	134 320	18	15 692	9	4 532	22	21 140	8	29 145	25	25 368	6	1 488	5	2 256	57	14 523	6	3 285
KENOSHA	454 807	639 728	673 899	34	26 613	13	77 240	75	166 317	33	99 921	75	61 092	41	20 451	46	27 485	250	82 510	22	19 092
Kenosha	342 674	470 470	494 152	19	12 223	9	65 511	59	136 438	22	59 852	48	58 387	36	18 977	41	19 914	178	58 950	19	16 447
KEWAUNEE	53 085	82 066	88 152	7	8 571	4	1 457	16	21 502	9	21 767	8	6 751	5	1 404	12	5 706	36	9 341	4	1 622
LA CROSSE	511 606	781 644	841 039	31	55 263	17	131 326	66	148 004	47	187 172	55	48 603	86	42 140	59	55 501	226	96 537	18	22 756
La Crosse	418 865	605 751	647 830	18	35 351	12	114 771	46	102 122	32	107 403	43	38 780	80	36 734	55	40 935	183	73 394	13	16 029
LAFAYETTE	34 307	43 698	46 273	10	6 326	3	4 605	10	9 682	9	10 483	8	1 510	6	1 127	5	759	35	4 779	3	1 170
LANGLADE	105 989	161 583	173 129	9	12 610	4	11 507	15	36 280	11	42 911	19	24 799	12	6 035	5	1 673	46	13 159	4	3 885
Antigo	90 288	136 209	145 776	6	6 829	4	11 497	13	36 011	7	22 837	15	24 615	11	5 990	4	906	25	9 091	4	3 821
LINCOLN	87 341	142 937	152 879	12	10 078	8	7 192	17	47 946	10	13 577	19	14 321	14	4 119	11	4 432	62	17 009	8	5 389
Merrill	47 881	77 433	82 719	6	5 308	6	3 788	11	25 250	5	7 150	11	6 269	8	3 031	7	3 039	19	8 491	5	3 896
MANITOWOC	287 121	407 320	433 268	28	28 093	16	76 784	52	83 912	35	90 774	52	34 413	39	10 296	30	18 296	168	45 019	11	11 533
Manitowoc	190 307	268 077	284 918	14	13 801	11	65 863	27	51 909	17	44 200	26	21 235	32	7 270	19	9 497	95	24 330	6	7 959
Two Rivers	50 449	71 028	75 486	3	2 871	2	7 135	8	19 502	12	12 742	12	10 663	5	2 483	6	3 007	33	8 495	3	1 178
MARATHON	453 278	680 205	723 900	45	65 600	15	105 202	59	139 628	50	167 047	60	49 962	57	32 640	39	35 042	181	57 864	17	10 673
Wausau	276 940	397 202	420 556	16	30 847	10	76 720	24	82 394	22	73 465	30	32 323	42	27 502	19	14 192	89	31 398	13	7 784
MARINETTE	156 768	242 991	260 449	22	21 488	8	26 270	32	56 349	15	50 054	28	17 282	21	12 560	14	8 217	96	25 826	7	7 878
Marinette	90 226	133 786	142 708	9	9 989	3	23 234	11	26 194	7	23 268	10	12 019	17	11 666	6	4 370	37	9 558	4	5 295
MARQUETTE	22.732	38.625	42.218	7	4.439	3	643	11	11.162	4	7.711	5	3.637	2	378	2	692	44	8.935	3	1.067
MILWAUKEE	4.540.875	6,284,284	6.599.916	200	234.478	80	914.064	522	1.277.608	228	1.257.007	431	407.314	470	309.749	393	397.370	1,750	781,441	209	213.007
Milwaukee	2.481.860	3,359,327	3,518,435	104	111,248	42	387.418	348	785.166	126	416.936	254	226.931	273	157.278	229	184.569	1,193	485.757	123	128.742
MONROE	133.553	191,803	206.547	25	22.385	7	14.241	20	41.536	13	35.198	34	29.208	17	5.551	12	4.815	85	27,178	7	5.727
OCONTO	68.370	115,752	124,284	14	17.562	7	2.981	27	26.778	12	27.117	15	15.113	3	1.110	5	1.727	63	13.521	4	2,658
ONEIDA	180.038	278,442	297,629	22	30.217	11	26.148	24	63.384	27	69.808	28	17.116	24	14.177	19	9.226	99	33.442	10	5.512
Rhinelander	87.757	120.647	127.240	7	5.698	7	18.782	4	14.512	12	31.482	16	11.484	15	9.842	10	3.689	37	12.926	6	2,946
OUTAGAMIE	634.770	965.398	1,038,594	51	76.409	22	183.891	67	179.834	64	268.816	62	55.369	77	36.505	62	68.460	228	95.650	18	17.155
Appleton	288.883	433.969	465.391	13	31.580	11	76.002	33	74.325	21	111.101	29	35.333	55	26.190	44	28.294	108	42.326	10	10,298
OZAUKEE	269.938	421.340	452.437	20	30.310	5	41.631	38	91.863	28	155.042	41	32.290	22	9.143	29	15.571	109	39.568	14	14.396
PEPIN	23.186	34.765	36.904	6	6.370	1	3.674	5	6.328	4	9.660	3	1,021	3	990	6	1.656	18	5,270	4	932
PIERCE	93.158	149.233	161.297	21	12.304	2	16.056	30	33.070	17	36.243	24	17,051	7	2.764	12	6.533	83	25,257	10	7,763
POLK	111.928	183.772	199.724	24	20.686	6	4.564	27	43.498	19	38.249	28	17.382	13	4.132	10	5.765	83	24.850	9	7,487

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WISCONSIN RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U S Census	E&P 1988 estimate	E&P 1989 estimate	Lumber/Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
PORTAGE	243 124	396 089	427 000	28	30 864	8	41 531	29	74 630	19	76 326	26	18 612	29	22 965	22	18 181	110	50 705	9	9 258
Stevens Point	201 390	318 254	342 025	14	9 331	5	36 976	20	66 914	14	50 075	17	13 768	27	21 675	13	7 355	83	39 398	7	8 738
PRICE	52 952	92 336	100 873	15	10 167	4	2 912	15	28 978	10	18 965	13	7 767	12	2 687	5	2 693	31	7 627	4	3 184
RACINE	736 356	1 035 161	1 099 516	44	64 415	23	138 549	121	237 381	74	241 301	83	74 397	90	46 190	77	55 267	309	110 517	32	32 860
Racine	422 165	563 011	594 189	22	20 088	14	101 548	60	162 701	30	52 331	43	44 354	69	36 293	49	26 859	174	52 419	18	24 085
RICHLAND	61 965	84 924	90 123	12	8 944	3	3 613	17	21 093	11	25 514	9	5 051	9	4 883	7	2 664	29	6 285	4	2 610
ROCK	623 390	942 904	1 004 987	39	51 319	22	100 039	85	203 070	46	179 871	82	86 421	93	40 399	53	39 069	257	101 724	32	29 329
Beloit	220 919	323 922	344 056	10	11 115	7	30 617	27	75 124	14	48 980	29	42 481	27	12 723	18	6 616	86	31 621	11	11 164
Janesville	328 786	507 482	542 083	17	15 828	12	65 934	36	106 755	22	78 071	35	35 920	52	25 677	29	20 491	103	53 103	14	13 749
RUSK	44 247	70 378	75 625	11	16 385	3	3 551	8	16 069	4	9 296	14	7 580	8	2 760	6	1 301	22	3 803	2	1 911
ST CROIX	150 140	261 222	283 529	18	19 815	11	20 893	22	49 646	18	80 684	33	34 735	15	5 291	16	5 456	82	29 711	8	9 237
SAUK	196 977	308 439	332 188	32	36 683	9	16 599	45	101 393	22	47 287	36	18 939	22	12 667	16	10 420	122	43 352	15	10 866
Baraboo	64 369	97 662	104 829	12	11 457	3	5 835	10	33 063	10	11 531	10	8 341	12	6 524	7	4 762	28	8 601	4	2 769
SAWYER	55 389	94 048	101 773	12	14 514	4	1 682	16	25 040	4	13 793	10	10 775	6	1 819	4	1 807	47	10 233	4	2 574
SHEBOYGAN	385 038	579 037	619 457	33	49 965	14	100 138	58	133 794	37	131 659	49	38 206	38	16 542	34	23 112	185	61 665	16	19 203
Sheboygan	262 418	389 583	416 184	12	15 060	8	80 588	30	101 344	20	64 041	29	28 586	33	13 974	16	13 266	117	39 996	12	5 485
TAYLOR	45 890	78 180	85 524	9	7 221	2	8 512	16	14 266	9	26 239	8	8 082	8	2 305	4	4 387	29	6 387	4	2 487
TREMPEALEAU	87 500	145 743	157 070	20	17 607	10	3 581	31	31 791	17	48 670	18	11 155	8	1 197	4	3 874	68	15 811	6	2 195
VERNON	63 337	87 800	94 131	15	7 923	4	1 245	26	27 343	10	12 017	16	8 693	15	5 755	12	5 156	40	9 572	4	3 325
VILAS	81 167	138 832	148 255	17	12 272	6	3 595	27	45 184	14	20 613	21	10 732	10	3 308	7	1 557	80	18 087	7	3 419
WALWORTH	313 589	505 587	544 786	30	38 517	15	20 867	46	119 408	34	124 788	58	39 834	30	17 339	23	10 327	193	88 390	14	13 826
WASHBURN	54 792	87 009	93 104	6	9 043	3	2 206	17	27 340	8	17 489	10	6 296	4	831	5	2 099	59	11 226	2	2 354
WASHINGTON	291 099	458 663	498 325	27	40 833	11	49 406	41	121 945	22	74 394	39	36 302	29	19 576	42	24 902	144	53 692	16	14 885
West Bend	149 424	246 758	268 641	9	3 496	6	26 004	16	42 474	11	20 901	16	13 326	19	7 944	25	7 330	52	12 325	8	5 819
WAUKESHA	1 381 345	2 132 611	2 318 365	104	128 849	31	298 929	134	494 575	82	694 024	153	158 620	110	75 436	103	84 538	391	188 606	50	58 599
Waukesha	335 282	535 988	584 772	18	22 918	8	65 111	24	116 847	23	179 156	32	44 759	22	12 031	26	12 939	99	42 320	13	14 274
WAUPACA	166 229	260 355	280 033	25	16 418	14	26 830	37	60 038	35	73 295	26	18 332	23	8 034	17	10 678	105	31 695	8	6 453
WAUSHARA	58 949	109 192	116 685	13	10 853	7	5 117	14	21 073	13	29 174	17	11 683	4	1 173	1	1 913	35	7 246	2	2 949
WINNEBAGO	565 269	865 814	927 007	35	42 908	15	92 277	75	171 402	51	161 535	74	74 704	67	48 193	62	43 326	269	106 417	29	23 438
Menasha	59 255	91 666	98 240	5	4 801	3	9 163	9	22 833	5	18 358	3	6 780	2	4 526	5	4 432	34	8 408	3	1 759
Neenah	102 988	157 596	168 717	7	8 174	2	8 114	13	41 926	7	25 083	18	26 432	18	12 763	9	4 997	48	14 205	8	8 990
Oshkosh	319 804	471 269	502 438	13	14 939	7	66 570	34	90 995	26	59 645	35	38 050	40	29 837	31	16 945	137	58 331	14	11 169
WOOD	409 429	658 706	703 948	41	43 058	16	104 290	48	122 044	46	175 588	42	29 331	57	35 966	36	26 528	144	54 042	12	11 774
Marshfield	81 683	135 116	144 802	14	10 787	6	41 897	12	37 170	15	0	15	9 957	27	14 379	12	8 703	47	16 735	4	4 916
Wisconsin Rapids	151 102	228 878	243 038	16	9 445	6	35 393	21	54 552	21	53 405	19	18 426	27	13 550	21	7 313	65	18 514	6	3 327
SHAWANO (INCLUDING MENOMINEE)	115 580	172 063	185 521	25	24 555	8	15 734	35	40 999	23	39 502	20	11 648	12	4 735	9	5 198	86	18 686	8	6 037

WYOMING RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U S Census	E&P 1988 estimate	E&P 1989 estimate	Lumber/Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	2 818 525	3 368 011	3 604 877		323 825		240 486		719 143		799 778		347 625		167 546		144 509		368 450		116 133
METRO AREAS (MSAs PMSAs CMSAs)																					
Casper Wy	502 022	446 593	469 088		38 722		41 633		92 125		147 611		23 813		27 529		27 254		41 367		15 926
Cheyenne WV	392 658	465 696	495 982		31 100		53 654		71 268		118 973		43 257		27 289		30 139		47 353		14 536
COUNTIES, Cities																					
ALBANY	153 847	190 402	205 424	17	12 608	4	5 827	16	39 233	17	42 692	31	24 598	21	9 899	19	10 472	54	27 847	6	8 344
Laramie	137 105	169 866	183 299	16	5 082	4	2 349	15	15 813	16	17 207	27	14 643	19	7 605	18	6 229	49	19 306	6	6 257
BIG HORN	29 753	34 896	37 250	9	2 193	6	1 419	7	9 001	5	5 366	11	3 073	6	1 086	5	1 978	23	4 236	5	1 213
CAMPBELL	187 943	246 734	260 099	17	36 865	3	15 453	14	50 200	15	54 946	13	15 531	23	11 891	17	12 904	41	24 906	4	11 859
Gillette	179 158	236 521	249 468	16	16 299	3	11 221	13	25 732	15	31 896	11	6 867	22	9 102	16	5 705	39	11 012	4	8 879
CARBON	120 705	131 625	141 216	13	8 497	6	6 301	16	29 003	12	22 356	34	27 886	14	5 453	6	2 350	41	10 486	6	6 029
Rawlins	75 084	93 949	102 468	6	3 679	4	2 903	8	21 563	8	14 913	19	17 181	10	4 653	4	1 083	21	6 354	3	2 778
CONVERSE	69 702	84 623	92 162	8	8 940	3	2 614	11	21 519	6	22 866	11	10 798	7	2 320	7	2 661	26	10 381	3	2 227
CROOK	14 571	19 287	20 663	4	1 726	3	586	7	3 799	1	3 342	7	4 550	2	501	0	211	13	3 181	2	431
FREMONT	196 973	214 651	233 300	24	25 096	10	15 984	24	47 861	25	58 031	28	17 450	26	11 632	21	8 439	69	20 525	7	9 182
Riverton	111 377	124 599	135 947	12	12 561	4	8 755	9	30 443	16	29 362	9	12 398	15	7 996	14	4 708	26	10 239	2	5 302
GOSHEN	47 049	66 937	71 008	9	8 835	2	2 014	7	17 334	6	9 358	11	8 129	11	3 629	3	552	22	6 344	3	2 981
HOT SPRINGS	33 091	39 614	41 646	6	4 979	3	871	5	14 031	3	6 489	6	3 313	5	1 848	1	428	13	3 794	2	866
JOHNSON	38 987	43 134	45 978	7	5 002	2	1 304	5	7 412	3	7 440	15	8 687	4	1 556	3	856	20	5 193	3	955
LARAMIE	392 658	465 696	495 982	30	31 100	11	53 654	39	71 268	35	118 973	40	43 257	53	27 289	40	30 139	109	47 353	11	14 536
Cheyenne	345 307	404 719	430 323	26	22 714	9	51 464	34	68 360	29	83 457	33	33 929	48	26 823	39	28 909	98	43 596	10	14 288
LINCOLN	66 496	138 487	151 735	7	8 035	4	2 232	7	30 833	9	44 165	15	21 151	13	5 027	2	1 559	39	18 718	5	4 674
NATRONA	502 022	446 593	469 088	32	38 722	11	41 633	50	92 125	38	147 611	48	23 813	68	27 529	46	27 254	105	41 367	12	15 926
Casper	465 485	413 329	433 997	27	25 200	9	39 172	41	89 939	35	138 887	40	23 295	63	26 884	43	21 498	86	34 167	11	15 539
NIOBRARA	17 228	21 986	23 613	1	1 390	3	671	2	5 706	1	3 820	8	5 076	3	573	1	242	8	2 841	1	491
PARK	136 292	184 939	197 738	13	16 237	18	24 916	13	43 418	13	46 431	24	14 086	25	10 756	16	5 972	48	16 142	6	4 767
PLATTE	40 453	48 494	52 693	6	4 137	4	3 018	9	13 956	8	11 624	12	6 143	8	1 625	2	540	19	4 674	2	1 086
SHERIDAN	140 755	164 415	174 887	15	15 209	5	12 159	13	30 506	17	44 259	16	10 074	21	9 096	17	9 886	48	17 047	9	8 662
Sheridan	125 295	146 085	155 349	12	12 672	5	11 710	8	25 493	14	36 878	11	9 771	19	8 823	15	8 237	35	14 410	8	8 402
SUBLETTE	24 063	46 503	49 817	3	2 934	1	1 414	7	18 424	3	8 060	10	7 419	4	1 211	4	1 443	17	4 751	2	1 037

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

WYOMING RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1988 estimate	E&P 1989 estimate	NUMBER OF STORES (1982) and 1989 ESTIMATE OF SALES (THOUSANDS) Lumber Hdw		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat Drink		Drugs	
SWEETWATER	249 382	294 340	313 480	27	33 5[illegible]	[illegible]	29 8[illegible]	25	[illegible] 945	42	73 115	45	[illegible]	26	12 850	18	12 275	68	28 917	6	8 631
Rock Springs	184 841	216 [illegible]	230 [illegible]	13	29 36[illegible]	[illegible]	22 578	17	15 99[illegible]	14	44 583	30	24 952	22	10 313	15	8 671	42	20 401	4	6 096
TETON	114 314	13[illegible] 643	148 [illegible]	16	2 47[illegible]	1	434	12	34 434	6	16 5[illegible]	18	18 034	26	12 039	11	8 728	55	32 616	5	6 920
UINTA	149 [illegible]	184 942	[illegible]	[illegible]	25 79[illegible]	1	5 082	16	38 357	8	28 1[illegible]	19	34 467	10	4 686	3	2 504	26	29 536	3	2 712
WASHAKIE	[illegible] 979	83 [illegible]	8[illegible]	[illegible]	5 436	1	2 [illegible]	4	11 443	7	27 526	4	1 982	[illegible]	3 368	7	2 775	18	3 579	3	1 267
Worland	77 4[illegible]	87 04[illegible]	74 7[illegible]	[illegible]	5 15[illegible]	1	8 2[illegible]	3	11 877	7	21 924	3	1 977	[illegible]	7 349	7	2 308	9	2 813	3	1 260
WESTON	[illegible]	39 [illegible]	41 446	1	2 435	1	[illegible]	6	9 145	5	18 624	4	1 598	6	1 482	5	147	17	2 916	4	1 327

CANADA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS PROVINCES Cities	TOTAL RETAIL SALES (THOUSANDS) E&P 1971 estimate	E&P 1988 estimate	E&P 1989 estimate	1989 ESTIMATE OF SALES (THOUSANDS) Gen. Mdse.	Apparel	Furniture	Groceries	Bldg. Matls.	Restaurants	Autos	Gasoline Fuel Oil	Drugs
[illegible]	32 661 [illegible]	174 847 904	184 [illegible]	22 572 336	7 254 004	3 456 474	41 806 331	1 587 650	24 827 368	44 509 064	13 093 349	7 209 923
MSA												
Calgary	761 104	5 810 808	6 300 3[illegible]	1 067 643	479 479	375 [illegible]	1 123 899	7 472	350 513	1 552 129	271 879	214 402
Chicoutimi-												
Jonquiere	169 542	939 130	[illegible] 785	[illegible] 915	86 2[illegible]	56 123	274 493	6 5[illegible]	19 053	228 809	81 001	34 452
Edmonton	921 464	6 792 883	7 322 230	1 415 126	486 812	352 751	1 323 420	16 562	344 258	1 852 193	273 852	296 035
Halifax	400 545	2 168 799	2 347 409	372 255	147 009	51 331	487 584	13 244	357 258	547 724	136 243	134 515
Hamilton	787 791	3 535 110	3 920 785	525 831	111 864	85 661	882 436	25 757	506 918	990 840	250 713	154 117
Kitchener	418 084	984 510	966 104	262 888	47 531	27 789	170 544	4 043	128 886	321 876	65 132	2 471
London	449 841	2 557 632	2 785 365	355 126	38 311	54 115	582 788	13 024	450 857	678 436	177 468	107 605
Montreal	4 1[illegible] 742	22 [illegible] 049	24 199 998	3 173 297	1 624 085	344 523	8 375 593	297 563	3 121 477	4 960 886	1 794 825	2 036 452
Oshawa	18 738	85 632	95 [illegible]	11 172	1 169	439	16 716	1 085	9 727	16 186	13 345	4 184
Ottawa-Hull	1 008 308	4 578 590	4 963 841	621 874	274 658	96 197	988 020	88 226	903 535	1 381 275	280 703	179 681
Quebec	822 557	5 788 277	6 240 514	582 850	473 353	254 981	1 520 787	48 471	742 324	1 461 515	425 132	215 483
Regina	377 601	1 384 515	1 500 857	195 562	65 475	30 984	278 034	10 810	146 610	251 363	43 629	54 076
St. Catharines-												
Niagra	490 115	514 732	611 513	145 941	64 456	8 156	123 855	6 384	11 500	158 106	35 392	1 905
St. John	140 461	717 254	754 901	108 540	45 335	14 612	179 202	2 450	89 373	179 605	50 375	24 068
St. John's	226 104	259 857	1 372 597	146 646	101 501	42 258	338 188	14 136	81 642	388 743	35 638	73 264
Saskatoon	337 243	1 155 254	1 271 184	314 034	98 075	37 677	245 847	6 508	196 934	227 952	40 657	63 202
Sudbury	287 814	944 167	1 003 109	122 404	64 363	24 903	282 304	6 359	111 637	314 038	72 292	39 132
Thunder Bay	194 335	948 732	1 022 357	140 444	36 558	13 524	225 222	3 602	198 890	215 287	56 125	42 386
Toronto	4 557 563	26 877 520	28 416 632	3 054 788	1 373 497	527 385	5 358 201	154 476	5 135 210	6 667 130	1 538 190	1 116 904
Trois Rivieres	147 196	532 820	572 815	49 729	52 436	18 377	150 164	18 989	58 834	149 056	7 516	27 302
Vancouver	1 937 706	423 904	493 278	165 908	8 932	2 973	27 016	374	17 817	165 972	69 809	18 975
Victoria	341 757	591 853	626 858	121 887	27 626	23 925	118 461	2 182	95 051	89 122	31 201	19 347
Windsor	425 065	2 004 520	2 143 213	268 357	119 632	56 557	432 344	11 596	342 106	543 027	126 265	86 286
Winnipeg	851 985	4 367 251	4 782 723	805 704	228 302	173 952	1 248 731	16 192	490 588	851 384	367 615	156 175
PROVINCES, Cities												
ALBERTA	2 475 088	17 924 433	19 209 527	3 201 017	1 320 493	866 512	3 538 269	77 051	1 222 567	5 014 537	860 467	805 350
Calgary	767 104	5 810 808	6 273 066	1 065 937	472 179	369 839	1 205 392	7 556	345 212	1 528 659	261 768	211 160
Edmonton	921 464	6 792 883	7 628 473	1 482 018	567 172	367 511	1 378 773	19 365	358 656	1 877 567	285 305	308 417
Fort McMurray	50 083	506 114	584 412	26 493	1 429	2 193	28 756	653	47 327	21 599	3 507	6 634
Grande Prairie	35 678	266 018	291 633	59 624	16 307	9 389	40 428	2 134	19 377	77 162	16 160	17 668
Lethbridge	106 513	558 525	591 309	83 683	57 812	40 425	115 796	2 260	30 376	153 436	17 410	24 021
Medicine Hat	53 519	317 621	341 292	41 171	33 009	23 513	68 104	2 158	12 592	91 015	13 825	16 153
Red Deer	79 426	523 943	577 781	79 521	33 614	22 396	67 225	2 770	24 413	231 298	11 264	20 548
BRITISH COLUMBIA	3 743 512	19 962 418	21 256 179	2 983 324	871 165	577 312	4 548 065	127 722	3 609 919	3 730 441	1 406 163	115 070
Cranbrook	32 703	313 405	335 794	26 924	21 108	10 838	75 496	3 342	36 566	65 396	27 552	23 820
Dawson Creek	29 265	267 698	282 893	30 590	10 266	3 590	60 879	6 567	43 630	86 040	18 813	10 579
Fort St. John	24 934	228 110	257 071	39 055	8 701	3 749	39 199	6 122	52 891	65 228	14 232	12 817
Kamloops	83 445	113 639	120 599	9 657	7 292	3 419	17 637	382	40 197	21 369	4 945	2 717
Kelowna	54 812	95 840	89 771	7 495	6 600	3 809	17 875	520	13 064	15 811	5 481	6 194
Kimberley	12 806	91 616	95 861	11 064	5 101	4 645	30 141	1 422	7 302	13 277	5 599	5 608
Nanaimo	0	0	0	0	0	0	0	0	0	0	0	0
Nelson	27 970	220 668	228 033	24 909	14 878	8 600	54 125	2 358	21 612	34 86[illegible]	15 445	16 592
Penticton	0	0	0	0	0	0	0	0	0	0	0	0
Port Alberni	41 235	344 440	356 238	88 216	16 559	16 392	62 254	6 143	32 825	63 326	14 853	12 876
Prince George	108 877	807 443	861 503	147 764	30 996	32 162	132 501	2 625	114 642	225 965	41 297	14 138
Prince Rupert	30 273	32 562	34 551	3 618	2 604	992	7 738	79	7 060	4 006	1 158	2 368
Terrace	15 287	139 837	147 304	32 666	6 081	1 876	31 527	2 468	26 497	26 550	5 808	6 018
Trail	28 136	198 417	203 529	33 916	11 838	5 979	39 542	1 070	16 804	50 152	11 630	10 553
Vancouver	0	0	0	0	0	0	0	0	0	0	0	0
Vernon	45 192	65 250	69 686	9 300	3 183	2 171	11 974	493	8 674	17 885	3 397	4 082
Victoria	230 645	405 376	423 459	101 466	26 711	19 614	50 348	1 017	68 535	65 994	12 939	13 105
MANITOBA	1 346 444	6 566 263	7 089 075	1 151 422	340 945	249 183	1 764 324	47 700	722 021	1 425 488	601 006	236 866
Brandon	62 765	283 167	308 569	54 160	22 668	15 158	55 161	1 496	24 639	84 719	16 686	9 013
Dauphin	20 607	101 963	109 230	19 032	8 262	3 123	19 079	297	10 614	27 728	10 269	2 911
Flin Flon	11 883	51 445	54 902	19 259	6 087	0	13 120	0	7 087	0	0	0
Portage La Prair	25 116	117 528	128 064	10 340	9 079	5 560	33 118	832	14 806	29 341	11 686	3 572
Roblin	1 133	6 246	6 710	624	519	71	1 505	347	284	2 395	740	96
Swan River	13 307	65 866	71 213	18 114	4 383	1 739	9 990	588	6 014	15 209	8 836	1 702
Thompson	31 959	137 769	140 285	17 522	4 408	1 880	39 290	348	21 137	24 589	11 526	5 264
Winnipeg	553 450	2 744 545	2 963 761	676 642	189 060	131 299	590 715	12 227	312 733	528 819	173 965	93 748

Estimates produced for Editor & Publisher Co. by Woods & Poole Economics, Washington, DC and E&P Research, Inc.

CANADA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS PROVINCES Cities	TOTAL RETAIL SALES (THOUSANDS) E&P 1971 estimate	E&P 1988 estimate	E&P 1989 estimate	1989 ESTIMATE OF SALES (THOUSANDS) Gen. Mdse	Apparel	Furniture	Groceries	Bldg. Matls	Restaurants	Autos	Gasoline Fuel Oil	Drugs
NEW BRUNSWICK	851 489	4 046 300	4 338 807	632 930	207 117	114 763	924 214	27 084	463 831	1 027 008	402 859	178 364
Caraquet	0	0	0	0	0	0	0	0	0	0	0	0
Fredericton	88 344	474 591	500 589	96 970	34 843	10 761	74 937	2 106	23 191	141 189	31 035	23 284
Moncton	110 900	627 990	664 666	122 113	46 450	20 398	129 011	786	71 674	138 208	36 260	33 504
Saint John	153 715	680 067	710 636	105 403	38 887	13 624	163 990	1 948	85 103	176 571	42 33[illegible]	22 045
NEWFOUNDLAND	599 435	3 057 408	3 266 105	503 821	198 936	90 264	916 685	45 160	190 426	657 256	292 554	151 438
Corner Brook	47 136	225 472	237 262	27 070	14 101	8 748	63 144	0	14 312	56 812	25 033	9 325
St. John's	180 111	990 027	1 058 510	136 572	98 295	38 863	263 081	12 501	50 039	249 296	52 141	63 124
NOVA SCOTIA	1 122 563	5 298 144	5 749 096	868 922	319 309	153 295	1 567 735	80 692	723 565	1 495 300	550 252	344 621
Amherst	21 278	130 497	136 632	17 326	6 713	2 455	34 112	2 317	8 292	33 553	14 430	7 166
Halifax	246 804	1 334 683	1 411 281	198 856	106 608	32 499	263 202	7 411	207 298	308 779	70 361	77 215
New Glasgow	37 133	211 707	230 733	27 580	18 078	5 974	49 320	6 959	13 310	60 086	22 350	11 122
Sydney	78 441	376 186	396 381	56 023	29 895	12 539	101 750	1 604	26 011	107 351	17 328	12 000
Truro	38 930	228 273	241 756	33 315	11 554	8 565	39 808	3 469	16 579	65 205	25 429	15 539
ONTARIO	12 600 695	68 181 643	73 883 201	7 929 427	3 446 119	1 427 535	15 124 922	533 120	12 121 927	19 262 656	4 918 992	2 811 949
Barrie	86 035	586 230	616 092	53 819	20 018	10 599	103 231	6 958	73 455	241 598	34 162	19 007
Belleville	82 589	428 092	456 585	34 472	24 319	11 879	84 128	3 233	62 229	157 363	18 880	18 396
Brampton	108 207	811 329	942 178	66 092	44 138	17 277	228 522	5 737	78 650	305 228	89 363	40 250
Brantford	101 063	552 927	603 611	50 055	40 723	17 306	145 894	3 287	76 649	174 735	30 860	20 439
Brockville	45 876	238 704	255 527	25 509	11 170	3 811	47 729	2 323	43 987	58 954	21 971	15 051
Cambridge	0	0	0	0	0	0	0	0	0	0	0	0
Chatham	84 557	574 051	624 407	89 749	38 515	17 874	120 940	3 126	94 461	151 230	31 314	25 877
Cobourg	28 696	150 992	161 458	19 286	10 063	4 258	40 530	1 689	27 919	27 848	7 098	7 441
Cornwall	85 051	347 173	371 769	43 786	19 048	8 240	82 728	1 480	54 178	94 291	20 495	11 190
Fort Frances	22 600	107 284	113 225	6 561	6 352	2 103	22 929	1 566	22 227	28 686	7 483	6 136
Guelph	109 748	564 253	613 215	60 953	33 545	11 845	145 949	2 403	68 657	176 335	35 085	25 211
Hamilton	538 778	2 441 464	2 599 404	405 078	121 375	69 192	535 869	16 323	337 234	627 280	151 190	146 902
Ingersoll	17 080	92 996	100 572	2 510	1 722	1 509	13 318	576	26 574	36 376	7 697	3 865
Kenora	42 273	210 598	220 662	5 789	6 036	1 207	23 749	1 082	131 574	21 174	9 789	7 610
Kingston	111 595	545 898	573 715	58 605	42 787	15 567	123 303	2 530	94 941	121 036	34 817	24 643
Kirkland Lake	0	0	0	0	0	0	0	0	0	0	0	0
Kitchener	226 542	569 271	619 464	152 506	34 326	12 782	78 107	2 371	65 747	174 080	30 159	13 646
Lindsay	33 695	1 486 539	1 609 598	36 718	26 129	12 295	120 157	7 050	54 941	166 993	45 640	32 617
London	0	0	0	0	0	0	0	0	0	0	0	0
Niagara Falls	124 831	554 236	597 233	36 281	21 279	9 878	105 738	2 178	205 075	110 249	31 074	28 357
North Bay	94 969	514 582	549 637	69 759	22 810	11 807	109 952	4 061	92 628	144 219	37 171	9 813
Orillia	49 837	260 115	276 846	29 527	11 361	5 427	59 631	3 705	39 494	63 464	19 325	16 875
Oshawa	155 171	737 491	810 113	149 717	39 375	18 325	167 388	8 819	97 204	190 506	36 303	34 958
Ottawa	636 858	2 956 763	3 136 748	408 502	189 182	65 480	551 745	10 837	606 015	763 459	130 378	119 182
Owen Sound	41 949	228 962	246 368	19 584	16 899	6 077	58 042	3 650	23 009	67 541	17 475	12 808
Pembroke	41 324	187 708	197 014	26 180	14 663	3 836	43 191	1 966	18 224	49 769	11 611	10 474
Peterborough	129 559	592 553	637 840	77 186	33 682	16 780	134 511	3 130	72 600	190 325	25 149	21 038
Port Colborne	29 724	144 787	151 987	13 435	7 391	2 424	42 261	1 078	22 991	35 721	9 108	6 604
Port Hope	15 290	84 806	91 336	3 730	4 431	785	20 550	1 275	11 438	19 034	16 407	5 143
St. Catharines	213 400	1 572 671	1 686 466	255 361	118 849	32 226	361 788	9 346	195 864	436 480	96 374	55 488
St. Thoma	53 409	293 811	317 644	22 990	15 903	5 420	63 151	2 211	31 406	104 863	29 293	15 932
Sarnia	89 857	493 218	514 380	53 189	28 983	15 111	104 516	2 926	63 795	165 666	26 901	16 991
Saulte Ste. Marie	131 344	1 089 968	1 173 721	165 888	58 618	22 759	273 269	9 222	162 686	277 802	67 502	26 866
Simcoe	34 744	190 648	204 671	15 782	17 032	5 143	43 181	2 447	15 419	58 785	12 650	12 861
Sioux Lookout	8 205	44 447	41 359	7 042	700	467	8 043	421	12 488	4 789	2 218	1 953
Stratford	51 328	277 137	298 641	34 625	13 369	4 518	61 711	1 761	41 396	79 572	18 840	16 098
Sudbury	222 365	878 117	923 080	115 537	56 702	19 709	193 249	4 017	124 429	257 892	44 850	30 079
Thunder Bay	189 897	854 782	917 479	138 936	35 815	12 928	219 740	3 583	110 467	213 704	51 516	41 540
Timmins	53 155	336 035	362 853	35 299	26 609	8 139	100 624	2 888	66 305	62 195	14 053	18 196
Toronto	1 534 094	8 990 624	9 466 811	1 312 033	652 127	217 612	1 654 555	53 713	2 343 079	1 595 692	280 459	447 615
Waterloo	61 547	410 677	446 977	61 324	16 574	7 984	103 060	2 006	49 673	120 022	22 218	24 083
Welland	74 311	387 844	416 258	28 696	22 681	11 331	90 965	1 287	51 664	134 189	27 789	17 900
Whitby	58 815	328 761	374 898	52 026	6 944	2 650	70 855	3 229	35 443	138 400	32 837	12 215
Windsor	365 351	1 691 222	1 798 122	258 955	108 259	50 446	373 717	7 531	291 672	400 661	100 771	71 031
Woodstock	59 709	314 665	336 184	30 555	13 737	6 153	60 524	1 531	65 041	110 036	16 671	7 329
PRINCE EDWARD ISLAND	146 763	733 016	784 693	165 602	38 630	6 198	138 180	5 513	89 547	190 016	56 398	28 093
Charlottetown	53 162	275 463	283 606	69 474	23 917	3 114	46 217	820	36 204	55 690	9 407	10 890
Summerside	23 916	109 283	113 062	29 242	8 475	1 140	20 248	2 234	4 187	30 539	7 436	2 824
QUEBEC	8 324 718	41 512 537	44 216 549	3 864 509	4 059 055	1 826 050	11 618 688	527 961	4 870 359	10 243 916	3 712 741	1 634 791
Chicoutimi	77 551	396 341	423 971	32 543	52 060	17 098	88 659	1 913	26 973	143 004	23 051	13 601
Granby	56 978	221 996	236 568	24 361	20 719	11 058	60 506	1 655	21 823	66 287	9 986	7 229
Montreal	2 085 284	11 334 451	11 662 198	1 193 856	957 259	545 451	2 834 531	147 075	1 886 149	1 861 716	685 978	605 316
Quebec	429 267	3 007 811	3 111 762	303 672	277 823	119 133	737 333	15 481	365 535	757 416	135 147	117 543
Rouyn	39 614	189 955	199 462	17 921	22 264	7 771	40 450	622	14 320	68 664	16 912	3 327
Sherbrooke	141 507	553 726	579 771	36 473	61 871	26 291	132 964	3 888	50 234	153 779	45 561	22 129
Trois Rivieres	91 434	342 755	358 551	36 813	41 066	13 478	85 965	6 409	38 414	80 922	18 860	14 761
SASKATCHEWAN	1 187 559	6 053 335	6 476 190	1 118 130	340 352	126 386	1 483 500	94 393	742 084	1 399 633	256 140	288 549
Lloydminster	10 463	62 492	70 454	12 639	3 025	1 027	17 250	2 687	5 407	19 397	3 268	1 692
Moose Jaw	55 213	282 525	301 627	58 069	15 780	8 508	68 752	4 962	30 770	64 220	7 661	9 983
Prince Albert	52 596	247 554	266 680	35 882	17 259	7 883	62 98[illegible]	1 057	23 857	70 317	8 126	10 072
Regina	239 519	1 1[illegible] 226	1 195 719	198 666	65 672	30 834	276 758	10 820	131 297	252 199	39 616	51 891
Saskatoon	222 243	1 093 779	1 196 294	211 638	96 975	27 367	243 096	6 435	134 067	225 401	40 202	62 495
YUKON NW TERRITORIES	77 809	512 599	552 832	171 653	6 496	4 656	121 074	12 561	67 116	54 859	16 960	9 303

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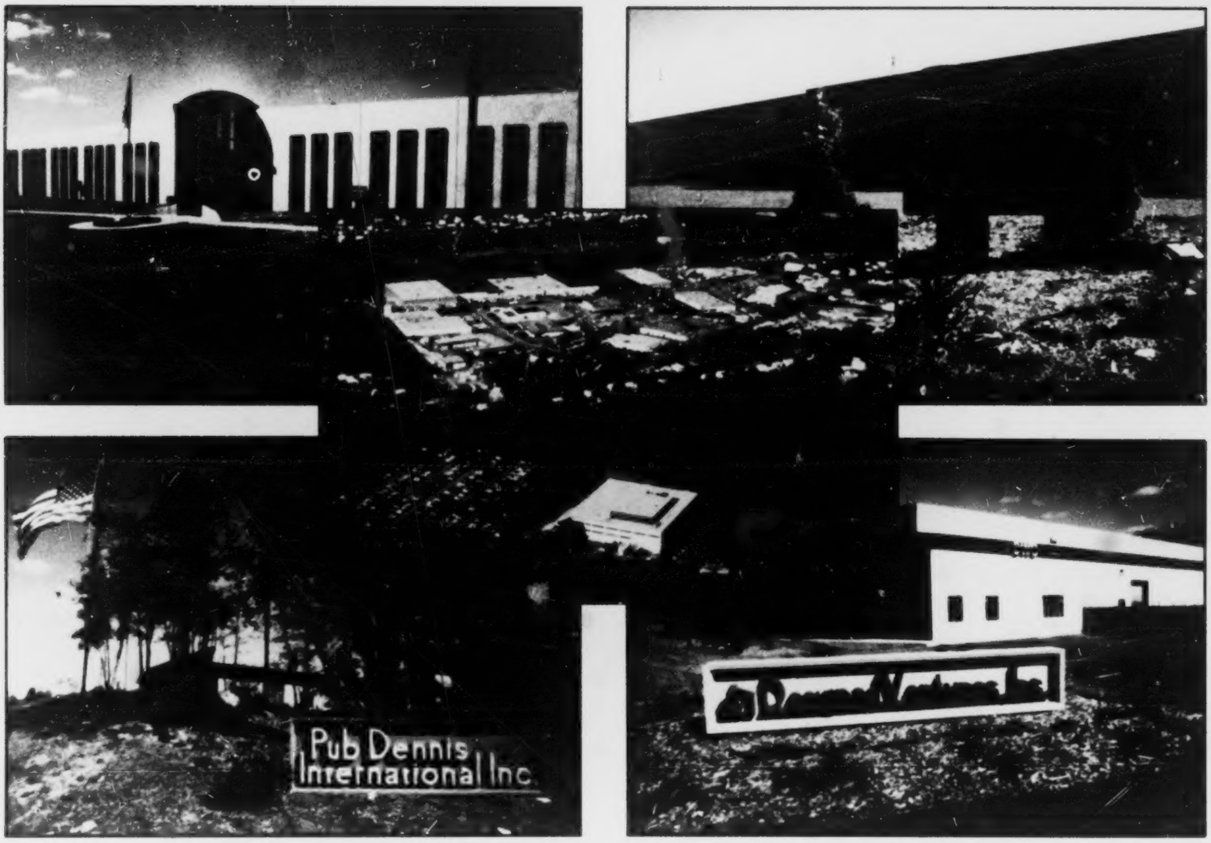

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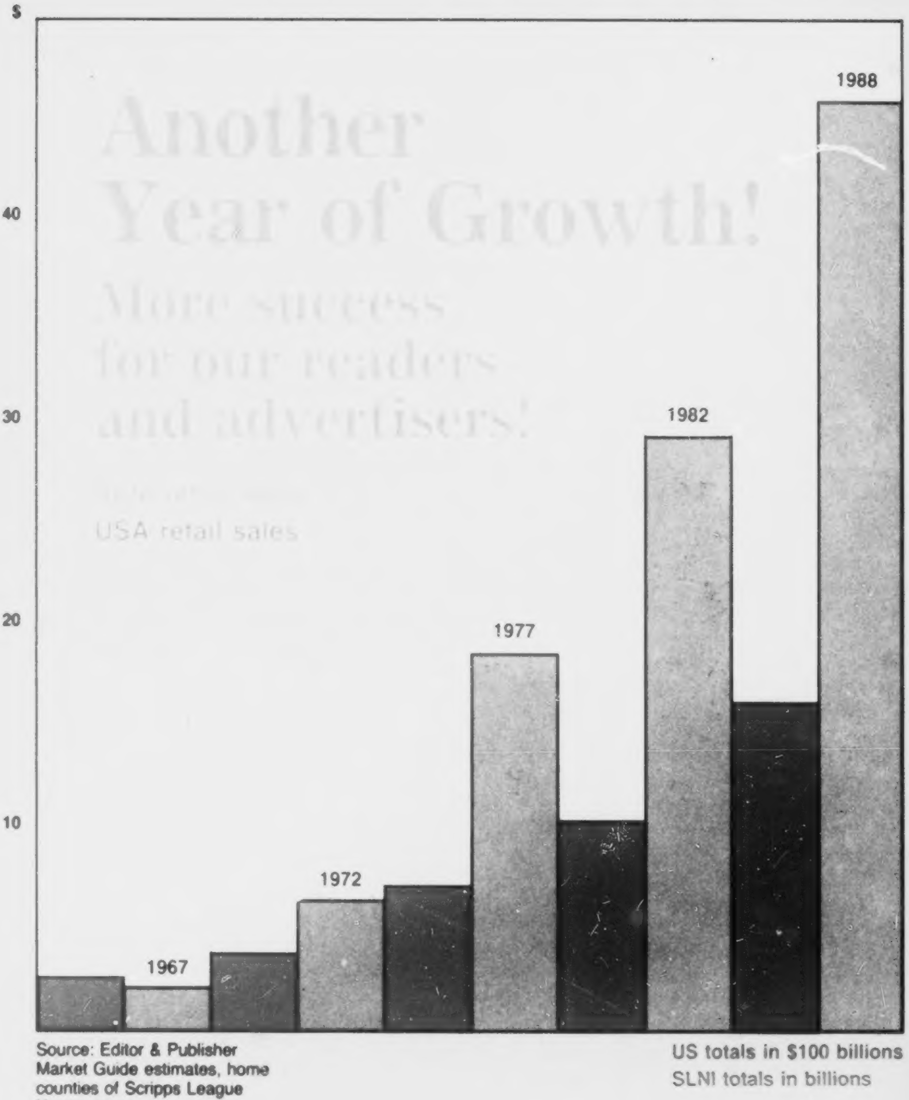

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> *"Proclaim liberty through all the land unto all the inhabitants thereof."*
> *[Lev. 25:10]*

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